MG says it is making seven seat SUV ownership attainable for families facing an ‘affordability gap’

Published: October 23, 2026

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Online version:

https://www.wheels-alive.co.uk/mg-says-it-is-making-seven-seat-suv-ownership-attainable-for-families-facing-an-affordability-gap/

MG tells us...

(All words and photographs from MG).

“Making room for family life – and family budgets”

- MG says families deserve more value for money as median new-car prices rise 58% in ten years, against just 2% growth in household disposable income
- Purchase price and running costs lead priorities, while almost nine in ten (88%) would rethink an aspect of their next car to bring it within budget
- Extra storage, family holidays and carrying relatives or friends are key reasons for wanting a larger or seven-seat car
- The MGS9 PHEV Comfort offers seven seats, plug-in hybrid capability and generous

standard equipment from £369 a month. T&Cs apply*

PCP: Representative Example

OTR Price	£34,210.00
Deposit	£2,581.32
Manufacturer Contribution	£250
Total Amount of Credit	£31,378.68
Total Payable	£35,051.32
Excess Mileage Charge	14.9 per mile
Annual Mileage Allowance	8,000
Fixed Rate	0.46%
Duration	49
Monthly payments	48 x £369.00
Optional Final Payment	£14,508.00

Representative APR: 0.9%

We are a credit broker not a lender

23 October 2026, London: New research from MG Motor UK has revealed a stark affordability gap in the family-car market. Combining an independent consumer survey by

Opinion Matters with marketplace insights from Autotrader, the UK's largest automotive marketplace, the research shows median new-car prices have risen 58% in ten years, while household disposable income has grown by just 2%. Consumer opinions underline the affordability gap as one in three drivers (34%) say new cars are much less affordable than ten years ago.

MG says families deserve more value for their money. With the MGS9 PHEV, it is putting that position into practice, making seven-seat SUV aspirations more attainable by delivering the space, comfort and technology larger families need at a more accessible price.

Ahead of the Autumn Budget, the survey of 2,000 UK drivers found that six in ten (62%) say new cars are less affordable than ten years ago. Almost half (46%) would love a new car but living costs or purchase prices make them think twice.

MG says the findings make the case for judging value by the whole package. Purchase price (61%) and running costs (56%) lead buying priorities, compared with manufacturer (26%). Almost nine in ten drivers (88%) would rethink at least one aspect of their next car to bring it within budget, including 41% who would consider a different manufacturer.

MG encourages buyers to compare passenger and luggage space, equipment at the quoted trim price and everyday running costs to see what their budget can deliver. Its approach to seven-seat SUV value puts those priorities first, making aspiration attainable through the whole package.

Marketplace data shows 54% of new SUV stock is priced at £40,000 or above, while 92% of MG's new SUV stock is below £40,000. The MGS9 PHEV Comfort starts at £34,210 on the road – £5,790 below the £40,000 mark. For that price, families get seven-seat space, plug-in hybrid capability and generous must-have standard equipment. With prices less than £40,000 OTR, the MGS9 PHEV range also avoids the Vehicle Excise Duty (VED) Expensive Car Supplement (ECS), equivalent to £2,200 over five years at current rates, adding a further ownership-cost benefit to its seven-seat package. The MGS9 PHEV is backed by MG's seven-year/80,000-mile warranty, whichever comes first.

David Allison, Director of Product and Planning at MG Motor UK, said: "This is a wake-up call for the family-car market. At MG, we believe families should not need to pay a premium for a practical seven-seat SUV that works for daily life. Making that aspiration attainable

means delivering the space, comfort and technology people really need, at an accessible price. The MGS9 does exactly that, with seven seats and plug-in hybrid driving from £34,210."

The research also showed that the affordability gap has clear age and gender patterns. More than two thirds (69%) of female drivers say new cars are less affordable, compared with just over half (56%) of men. More than seven in ten (72%) of drivers aged 55 and over say new cars are less affordable, the highest result of any age group.

Beyond the price tag, the survey showed how a family car needs to work for everyday life. More boot or storage space (31%) and family holidays or longer journeys (30%) lead the reasons for wanting a larger or seven-seat car, while 24% cite needing a vehicle big enough for travelling with extended family or friends. For seven-seat SUV buyers, MG says value means finding the right combination of space, equipment and ownership costs for their lifestyle and budget.

The MGS9 demonstrates what that budget can buy. Its luggage capacity is 332 litres with all seven seats in use, rising to 1,026 litres with the third row folded for holiday luggage or larger loads like sports equipment. Seven full-sized seats, with room for adults in the third row, give families flexibility to carry extra passengers.

For longer journeys and family holidays, plug-in hybrid capability combines petrol driving with up to 62 miles of electric-only WLTP range when fully charged, giving flexibility across daily journeys and trips away. Heated front seats, a panoramic roof, tri-zone climate control and a 360-degree reversing camera are all standard on Comfort variants, adding everyday convenience and a touch of luxury to the package. The striking 12.3" infotainment screen is complemented by physical buttons for quick access to key controls, such as air conditioning.

Ian Plummer, Chief Customer Officer at Autotrader, the UK's largest automotive marketplace said: "The research shows car buyers want space and efficiency without premium markup and with the MGS9 rapidly surging to become one of the most popular

plug-in hybrids on Autotrader, MG seem to have delivered on that. By offering 7-seat versatility and plug-in efficiency at an attractive price point, the MG S9 aligns genuine capability with real-world affordability and the data shows car buyers have responded positively."

MG's UK registrations grew almost twice as fast as the overall new-car market in September: 23.7% against 12%. A record 18,026 registrations made MG the UK's fourth best-selling brand that month. September also marked its sixth consecutive month of record sales for the corresponding calendar month.

For more information about the MGS9 PHEV, visit www.mg.co.uk/new-cars/mgs9-plug-in-hybrid

Notes

Opinion Matters surveyed 2,000 UK drivers on 2–6 October 2026 for MG. Percentages are rounded.

Autotrader provided the median new-vehicle RRP. New-SUV listings data is for 2026 to 7 September. Household disposable income is taken from ONS. September registrations are from SMMT.

£34,210 OTR applies to Comfort with standard paint. 1,026-litre boot capacity in five-seat mode. Electric range is up to 62 miles WLTP.

The £2,200 ECS supplement comparison uses five annual payments at the current £440 rate. Future rates may change. Supplement liability depends on the vehicle's original list price, including relevant options; standard VED remains payable.

*PCP Terms and Conditions:

These Terms and Conditions are for retail customers considering taking out finance.

Retail sales only. Subject to availability at participating dealers only on vehicles registered between 01.10.26 and 31.12.26. 0.9% Representative APR, available on Personal Contract Purchase on all MGS9 Plug-in Hybrid models. At the end of the agreement there are 3 options: part exchange, returning the vehicle, or paying the Optional Final Payment for ownership. Further charges may be made subject to the condition or mileage of the vehicle. Finance subject to status. Terms and conditions apply. Applicants must be 18 or over. Guarantee may be required. This finance offer is provided by Santander Consumer (UK) PLC trading as MG Motor Financial Services RH1 1SR, alternative financial products may be available. We, MG Motor UK Ltd are a credit broker, not a lender, and will introduce you to dealerships who also act as credit brokers. They do not provide financial advice, and information is not impartial due to commercial relationships. The dealership will receive a commission from MG Motor Financial Services, the amount and nature of the commission payable will be disclosed before you enter into your agreement. We, MG Motor UK Ltd, will not receive a commission for introducing you to the dealer.

About MG – they tell us…

Founded in England in 1924, MG is one of the world's most iconic automotive brands, celebrated for its rich British heritage and a longstanding commitment to making driving enjoyable, innovative, and attainable.

Today, MG offers a comprehensive portfolio of Petrol, Hybrid+, Plug-in Hybrid, and Electric Vehicles, combining advanced technology, intelligent design, and exceptional value for customers across Europe and beyond. As part of its commitment to innovation, MG continues to drive the evolution of electrified mobility through breakthrough technologies, including its latest Hybrid+ powertrain and the pioneering MG SolidCore Battery – the world's first mass-produced semi-solid-state battery technology for passenger vehicles.

MG is now present in 34 European markets, supported by a network of more than 1,300 dealer partners and backed by a comprehensive 7-year/150,000 km warranty. In 2025, MG surpassed 300,000 annual sales across the UK and Europe, and in early 2026 celebrated the delivery of its one-millionth vehicle in the European market.

Guided by its “In Europe, for Europe” strategy, MG is strengthening its regional presence through investments in local engineering, manufacturing, and supply-chain capabilities, including the development of a new production facility in Galicia, Spain. Through continuous innovation and an expanding product portfolio, MG remains committed to bringing the benefits of sustainable mobility within reach of an ever-broader community of customers across Europe.

To discover more about MG Motor UK, our range, and expansive sales network visit our website at https://www.mg.co.uk/.

About Autotrader – they tell us…

Autotrader Group plc is the UK’s biggest automotive marketplace and a leading digital platform for the automotive industry. Listed on the London Stock Exchange since March 2015, the company is a member of the FTSE 100 Index.

Autotrader’s purpose is Driving Change Together. Responsibly. The company uses advanced data science, artificial intelligence and scalable technology to improve how vehicles are bought and sold, while building stronger partnerships with its customers and the wider automotive ecosystem. Autotrader’s platform leverages significant amounts of proprietary data and machine learning models to power pricing, demand forecasting and personalised consumer experiences. These capabilities enable retailers and manufacturers to make better decisions, improve performance and respond to real-time market dynamics.

Autotrader is increasingly digitising the car buying journey, from search and discovery through to financing and purchase, enabling more of the buying journey to take place online. Alongside this, it is using its data and influence to support the transition to electric

vehicles. This is all underpinned by a values-led culture that empowers its people to develop and perform, enabling continuous innovation across its platform and products.

The Company also publishes a monthly used car Retail Price Index, based on the analysis of hundreds of thousands of vehicles each day from across the automotive retail market. This dataset provides one of the most comprehensive views of the UK automotive market and is used by organisations including the Bank of England and the Office for National Statistics to inform economic indicators and government policy.

For more information, please visit www.plc.autotrader.co.uk