

## News for editors from Trend Tracker Limited

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For immediate release

### **New Trend Tracker white paper says Nanjing should have secured MG's expertise, not its aged roadster design**

**In a new white paper entitled *NAC-MG: losing heart*, UK automotive research firm Trend Tracker's analyst Michael Wynn-Williams suggests that for Nanjing Automobile Corporation, MG Rover's engineering talent would have offered the only short cut to a future as an independent car maker. But with R&D to be undertaken in China, the spirit of MG that Nanjing Automobile hopes to revive won't spring forth from the physical assets lifted from Longbridge.**

Anticipation ran high in the UK regarding the proposed rescue by Nanjing Automotive (NAC) of Britain's comatose MG sports car brand, but in light of the information offered by NAC on the eve of the last month's London International Motor Show, hope has given way to pronounced scepticism.

Michael Wynn-Williams writes, "While the British car industry has spent a generation in stagnation the Chinese industry has been racing ahead at a breakneck speed. However, the Chinese car manufacturers are not driving this phenomenal growth, but getting sucked in behind it. Only a quarter of car sales in China originate from domestic manufacturers, which, NAC included, have only about five to ten years to become fully independent before they face tougher conditions in their home market".

NAC, says Wynn-Williams, is at heart a truck manufacturer, and its poor record with joint ventures prompted the move on MG Rover.

NAC claim to be buying into the 'passion' of MG, but seems to believe that passion is embodied in the physical assets it has acquired ... a second-hand factory bought for a knock-down price from which it can start churning out vehicles of a pensionable ancestry. What NAC needs is a complete range of world-standard models to take on the same global giants that defeated MG Rover first time round.

The fact that R&D will be conducted in China indicates that NAC has not fully understood what strengths MG Rover had to offer, contends Wynn-Williams: NAC has wasted the chance of retaining the engineering teams at Longbridge, and by not exploiting this British human asset, shows that it does not understand that expertise comes from years of team-based experience. MG Rover's engineering talent was NAC's only shortcut to the future. NAC and the Chinese automotive industry need to design for the future now: second-hand car designs will prove merely a distraction.

**ENDS**

#### **Notes for editors**

The white paper, *NAC-MG: Losing heart*, and a previous white paper by the same author on MG Rover's decline, *The scale tourniquet and vertical joint ventures: how MG Rover was strangled*, can be downloaded from [www.trendtracker.co.uk](http://www.trendtracker.co.uk), or obtained via email to: [info@trendtracker.co.uk](mailto:info@trendtracker.co.uk) or by calling Charles Oakham on +44 (0)870 421 4350.

#### **About Michael Wynn-Williams**

Author Michael Wynn-Williams undertook extensive postgraduate study of MG Rover and its forebears at Cardiff Business School's Centre for Automotive Industry Research, before

joining Trend Tracker Limited in 2005. He can be contacted via email ([michael@trendtracker.co.uk](mailto:michael@trendtracker.co.uk)) or Tel. +44 (0)870 421 4350.

### **About Trend Tracker Limited**

Trend Tracker conducts qualitative and quantitative research for a wide range of automotive clients, besides publishing Trend Tracker and MBFI brand studies on the vehicle, motor finance, aftersales, body repair and other automotive segments. The company also assists clients in implementing performance improvement through training and development programmes.