



Since 1924

News Release

Eurokars EV (MG Singapore) Named Official Automotive Sponsor for KFF Singapore Badminton Open 2026 and Singapore Badminton Association for 2026/27

Singapore, 6 May 2026 – Eurokars EV Pte. Ltd. (“Eurokars EV”), a subsidiary of Eurokars Group and the official distributor of MG in Singapore, today announced a partnership with the Singapore Badminton Association (“SBA”). Under this agreement, MG Singapore is appointed as the Official Automotive Sponsor of the KFF Singapore Badminton Open 2026, and will also serve as SBA’s Official Automotive Sponsor for the 2026/27 season.

Built on a shared commitment to performance, precision and continuous progress, MG’s approach to excellence is aligned with the values core to competitive badminton. By supporting both the national association and its premier open tournament, MG continues to deliver MORE for drivers and sports fans in Singapore.

“Badminton is about the pursuit of MORE speed, precision and consistency to excel. That same spirit drives the team at MG, and we are proud to stand with the Singapore Badminton Association to support one of Singapore’s premier sporting events. This dual partnership reflects our goal of bringing MORE for the local sporting community and driving sporting excellence in Singapore.”

Mr. Raymond Ng, Managing Director of Eurokars EV Pte. Ltd

As part of the collaboration, MG will support the KFF Singapore Badminton Open 2026 with a fleet of MGS5 SUVs which will serve as the official event cars. These vehicles will support tournament operations and athlete transportation, ensuring a seamless experience throughout the event.

In celebration of the partnership, MG customers and fans can look forward to a range of exclusive benefits and giveaways, including:

- Exclusive discounts on MGS5 units used as official event vehicles
- Official Singapore Badminton Open merchandise signed by players
- Tickets for Singapore Badminton Open
- Vouchers from Li-Ning
- MG Merchandise signed by players
- Special rates for badminton court bookings for MG customers for 1 year
- Special discount for Singapore Badminton Open tickets for MG customers

These initiatives aim to bring customers closer to Singapore’s second most popular sport, reinforcing MG’s dedication to championing top class athletes, active lifestyles and local sporting communities.



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With top international athletes and fans from across the region expected to attend, the KFF Singapore Badminton Open 2026 continues to cement Singapore's status as a premier destination for world-class sporting events.

About MG

MG Motor is a British-born automotive brand with a rich heritage spanning 101 years since its founding in 1924. Renowned for its innovation, style, and performance, MG also boasts a celebrated history in motorsports, with iconic achievements in racing that have cemented its reputation for speed, agility, and engineering excellence. Today, MG is proudly owned by SAIC Motor Corporation Limited, one of the world's largest automotive manufacturers, driving the brand's growth with cutting-edge technology and global expertise.

MG offers a range of electric and fuel-efficient models designed to meet the needs of contemporary drivers. With a focus on quality, safety, and sustainability, MG is shaping the future of mobility across the globe while staying true to its legacy of delivering accessible and exciting vehicles.

About Eurokars Group

Eurokars Group is synonymous with premium automotive brands in Singapore and houses a diverse variety of luxury marques with its own unique branding and positioning, maintaining a unified purpose of delivering exceptional automotive experiences. With more than 40 years of market representation, and industry accolades from Enterprise 50 and Superbrands, Eurokars Group is a well-established automotive industry titan, having grown over the years from a niche sports car retailer to a multi-franchise automotive dealership group.

Eurokars Group was founded by respected entrepreneur, Mr. Karsono Kwee, who as Executive Chairman of the Group, is driven by a genuine passion for motorcars and has transformed the business into a well-diversified and leading customer-oriented dealer of premium automobile brands in the region.

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