



Morgan strengthens its German retail network with opening of three new dealerships

- Morgan Motor Company has begun a partnership with two of Germany's leading automotive groups to open three new dealerships in Frankfurt, Munich, and Berlin
- The company will partner with Dörr Group to open new dealerships at Klassikstadt in Frankfurt and Motorworld in Munich, whilst Marschner GmbH will open the first Morgan dealership in the country's capital
- The appointments further expand the company's offering and customer care in Germany, which is already the largest export market for Morgan sports cars
- The three new dealership locations will offer the full Morgan product range including the new Super 3, which was launched in February 2022, and the updated Plus models, which were introduced at the end of 2022

Malvern, 8 March

Morgan Motor Company is further strengthening its European retail network with the opening of three new dealerships in Berlin, Frankfurt, and Munich. As part of the company's strategy of promoting the brand globally and strengthening its overseas markets, it is partnering with Dörr Group, one of Germany's best known super sports car dealers via locations in Frankfurt and Munich, and with Marschner GmbH, which has over 50 years' experience in the premium and luxury car sector, located in Berlin.

The appointments, which were formally made earlier this month at an event in Frankfurt, follow a full revision of Morgan's product line-up in 2022, which included introduction of the new Super 3 and updated Plus models.

The opening of the three new dealership locations is expected to realise further potential within Germany, which is currently Morgan's largest export market.

Dörr Group – Morgan Munich, Morgan Frankfurt

With an extensive luxury brand portfolio, the 100-strong Dörr Group team, led by owned Rainer Dörr, is one of Germany's most diverse super sports car dealerships. Since its founding in 2011 in Frankfurt, the

group has expanded to locations across Germany, operating events and experiences for customers throughout the year. Dörr Group is taking Morgan into the heart of its operation, with new dealerships opening in Frankfurt and Munich. With motorsport in its DNA, customers and fans can expect to see this theme highly prevalent in the operations of the two new dealerships.

Rainer Dörr, Dörr Group, said: “Morgan perfectly continues the line-up of British sports car manufacturers in the Dörr Group. These are vehicles where the driving pleasure is in the foreground. As a car enthusiast, we have naturally had an emotional connection to such a traditional brand for a long time. Therefore, we are pleased that we can now officially represent the brand in Frankfurt and Munich.”

Marschner GmbH – Morgan Berlin

Having operated in the premium and luxury sector for more than half a century, the team behind Morgan Berlin have extensive experience representing British brands. Located in the well-known boulevard Kurfürstendamm, Morgan Berlin is the first Morgan dealership in the country's capital, presenting Super 3 and the latest Plus models alongside models from several luxury automotive brands. A service facility will open from May 2023, from the company's new service house at Motorworld Berlin. The opening of Morgan Berlin helps to introduce the Morgan brand to an audience in the east of the country, an area without previous Morgan representation.

Ali Khalouf, Morgan Berlin, said: “We are pleased to also represent Morgan now. As one of the oldest British marques it perfectly extends our business as specialists in British motoring culture.”

Massimo Fumarola, Chief Executive Officer, Morgan Motor Company, said: “We are proud to be partnering with Dörr Group and Marschner GmbH to open dealership locations in Germany, a market that has a well-established history with the Morgan marque, and one that offers huge potential as we look to promote Morgan internationally. I am confident that with their experience and expertise, our new dealership partners will help to further evolve the Morgan brand, offering an incredible experience and service to new and existing Morgan customers. The quality and character of the new dealership locations speak for themselves, and we are excited to welcome the Morgan community to them.”

Each of the showrooms will be officially opened in the coming months, however each dealership is operational and is ready to welcome existing and new customers:

Download high resolution images at <https://media.morgan-motor.com>

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About Morgan Motor Company

Morgan Motor Company has been handcrafting sports cars since 1909 and is one of the world's pre-eminent coachbuilders. Pioneering its unique blend of traditional craftsmanship and modern technology, every Morgan is handmade to order.

The historic home of Morgan is at Pickersleigh Road in Malvern Link, Worcestershire. This is the only place in the world where Morgan cars are built. Steeped in history, the hallowed red brick buildings are home to one of the most unique automotive production facilities in the world.

Morgan sports cars are hand crafted using three core elements: ash, aluminium, and leather. Every car is entirely unique, built to the highest standards by passionate craftsmen and women, whose skills are handed down through generations and perfected over a lifetime, bringing together heritage, innovation, and cutting-edge technology.

Morgan's model line-up comprises Super 3, Plus Four and Plus Six. Characterised by its analogue driving experience, whichever model you choose, every journey in a Morgan is an adventure.

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