



New Morgan performance flagship now in final stages of development ahead of spring launch

January 30 2025, Malvern, UK - Morgan Motor Company is preceding the launch of its new six-cylinder flagship with the release of exclusive photographs showing a disguised prototype during advanced on-road testing. The yet-to-be-named model – which is set to be officially unveiled in Spring – will be coach-built on a new 'CXV' platform, an evolution of the company's bonded aluminium chassis.

Lighter and stiffer, the new CXV platform – paired with the BMW six-cylinder turbocharged engine – encompasses a range of new technical features and engineering enhancements throughout, all contributing to greater dynamic performance and driving enjoyment.

While the images do not show the final design of the production vehicle, the new flagship model will be instantly recognisable as a Morgan, whilst projecting a more contemporary aesthetic and an aerodynamically informed proportion.

The new flagship model arrives following the announcement in November 2024 that the Plus Six will be ceasing production. A limited-run of Plus Six Pinnacle models mark the final examples of the now sold out model.

The new model – whilst not a direct replacement of the Plus Six – will occupy a rightful position at the top of Morgan's model line-up.

Further information on the new flagship, including its launch date, will be announced in due course.

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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.