



Morgan Motor Company officially appoints British Auto Sweden as representative in Norway

Malvern, 4 April – Morgan Motor Company has today announced an update to its representation in Scandinavia with the appointment of British Auto Sweden — which operates as Morgan Sweden — as the company's official sales and aftersales partner in Norway.

Owned and operated by Ann Hedström and Mats Johansson, Morgan Sweden has been the official representative for Morgan in Sweden since its appointment in 2021. Under their stewardship, the company has earned a reputation for excellence in customer service and expertise in the Morgan marque. Morgan Sweden offers the full range of Morgan sports cars, including the Super 3, Plus Four, and new flagship Supersport, and specialises in the sale of pre-owned Morgan models, as well as servicing and maintenance for Morgan cars of all ages. Most recently, the dealership has accompanied two clients on their purchase of the limited-edition Morgan Midsummer.

For the last several years, Morgan Sweden has been supporting owners within Norway for sales and aftersales. Today's announcement is a formalisation of this support and will help existing Morgan owners in Norway. Morgan Sweden operates a reliable distance selling and maintenance service and is actively looking for aftersales facilities in Norway to further enhance its operation.

Existing Morgan owners in Norway are invited to contact Morgan Sweden for sales and aftersales enquiries. To further strengthen its relationship with Norwegian customers, Morgan Sweden will hold an exclusive open-house event on May 10th to celebrate the arrival of the new Morgan Supersport in the region. This event will serve as a landmark occasion to officially welcome and connect with Norwegian Morgan owners, enthusiasts, and potential customers.

Jack Woodgate, Head of Sales, Morgan Motor Company, commented: "We are delighted to announce the official appointment of Morgan Sweden as representatives of Morgan Motor Company in Norway. This appointment formally recognises the support and dedication of Ann, Mats and the Morgan Sweden team to provide new and preowned sales and aftersales service to existing and future Morgan owners across Norway. Despite challenging weather conditions during some of the year, Norway boasts incredible driving roads and some of the most beautiful scenery in the world, we couldn't imagine a more perfect sports car for touring around the country than a Morgan."

Ann Hedström, British Auto Sweden, commented: "We are incredibly proud and happy to have been made official representatives of Morgan in Norway. This decision demonstrates Morgan Motor Company's confidence in our commitment to the marque and our dedication to providing an excellent service to existing and prospective Morgan owners. We are excited to meet old and new Morgan friends from Norway, all of which are welcome to our showroom in Stenkullen, Sweden."



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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 Supersport. Characterised by its analogue driving experience, whichever model you choose, every journey in a Morgan is an adventure.