

Morgan Returns to Rétromobile Paris

- Morgan returns to Rétromobile Paris this week, one of Europe's foremost celebrations of automotive design and history.
- Morgan will showcase the company's recently launched flagship, Supersport, and Plus Four, which recently celebrated 75 years of production, alongside a genuine piece of Morgan and motoring history, TOK 258, Morgan's 1962 Le Mans class-winning Plus 4 SuperSports.
- Morgan is supported at Rétromobile by representatives from BPM Group, Morgan's retail partner in a French market that constitutes almost 10% of sales for the brand.

Paris, France, 28 January — Morgan Motor Company returns to Rétromobile Paris this week, taking place at the Parc des Expositions, Porte de Versailles. As one of Europe's foremost celebrations of automotive design and history, Morgan is showcasing a compelling trio of sports cars that reflect both the brand's rich heritage, as well as its forward-looking vision.

Supersport, the most dynamically capable Morgan to date, is exhibited alongside Plus Four — a model which celebrates 75 years of production, reflecting the essence of modern Morgan motoring.

Supersport represents a confident and contemporary evolution of the Morgan design language, combining the latest lightweight, bonded aluminium CXV platform with a focus on driver engagement and analogue performance.

Plus Four, meanwhile, remains the purest expression of the Morgan sports car: timeless, elegant and engaging. With hand-formed aluminium bodywork, appropriate modern technology and an unmistakable connection between driver and road, Plus Four is the result of 75 years of continual evolution and refinement.

Showcased alongside the current four-wheeled lineup is Morgan's 1962 Le Mans class-winning Plus 4 SuperSports, the renowned "TOK 258". A genuine piece of Morgan and motoring history, TOK 258 embodies Morgan's heritage of motorsport pedigree and enduring commitment to lightweight sports cars. TOK 258 demonstrates a direct lineage between past and current Morgan models. Driven to victory at Circuit de la Sarthe in the 2.0 litre GT class by Christopher Lawrence and Richard Shepherd-Baron, the success of TOK 258 is perhaps the single greatest motorsport achievement in Morgan's history. The car still participates in historic motorsport events across the UK and Europe to this day.

Morgan in the French Market

Morgan is supported at Rétromobile Paris 2026 by its European dealer network, including BPM Group, who operate all Morgan dealerships in the French market – Morgan Paris, Morgan Nantes, Morgan Orleans, Morgan Toulouse and Morgan Bordeaux. BPM Group also operates the Morgan Monaco showroom, extending the company's reach into the principality and strengthening the brand's presence in French-speaking markets. France has typically been one of Morgan's largest export markets, contributing almost

10% of new car sales to the brand, with continued growth expected from the region over the coming years, supported by the introduction of Supersport and the continued popularity of Plus Four.

Customers of Morgan dealerships throughout France and Monaco benefit from Morgan's renowned personal service, expert aftersales support, and leading maintenance and servicing for both new and older Morgan vehicles.

Supersport, Plus Four, and Morgan's three-wheeled model, Super 3, are all currently on sale in the French market and dealers are now taking orders for delivery in Summer 2026.

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James Gilbert
Head of PR & Communications
Email: james.gilbert@morgan-motor.co.uk
Phone: +44 (0) 1684 580151

Henry Baker
PR & Marketing Executive
Email: henry.baker@morgan-motor.co.uk

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 is a global brand and exports over 80% of vehicles produced at Pickersleigh Road with more than 60 authorised retailers around the world. Despite global appeal, Morgan is uniquely British, with more than 90% of parts sourced from within the UK and over 50% sourced from the Midlands.

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.



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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.