

Morgan completes production of final Midsummer commission

- Morgan completes production of the fiftieth and final Midsummer commission at its Pickersleigh Road factory in Malvern, UK.
- Each of the 50 Midsummer commissions is a true one-off, with close collaboration between customers and the Morgan Design team enabling a wide range of bespoke features and special requests.
- Beyond its commercial success, the Midsummer project has strengthened Morgan's in-house craft capabilities and delivered quality enhancements across the model range.

Malvern, 12 March — Almost two years on from presenting Midsummer to the world, Morgan has now completed the 50th and final bespoke customer commission. A limited run barchetta designed in collaboration with Pininfarina, Midsummer is a Morgan special project designed to celebrate Morgan's coachbuilding expertise and reimagine the timeless Morgan silhouette.

Midsummer has been in production at Morgan's Pickersleigh Road factory since July 2024, and visitors to the factory during that time will have seen a wide variety of specifications reflected in each commission. Every Midsummer commission is a true one-off with each car featuring several special requests or "off menu" items, proudly telling the story of a bespoke specification process that is as unique to Morgan as it is to the owner behind it. Every owner has received multiple one-to-one consultations with a member of the Morgan Design team to help facilitate their dream specification. These consultations have resulted in the development of bespoke details that range from custom stitch patterns and paint colours through to bespoke marquetry veneers, pinstripe paintwork, and custom dial artwork.

The diversity of special requests realised across the 50 Midsummer commissions has further enriched Morgan's internal 'off menu' offering, expanding the marque's capability across colour, material and finishes (CMF). In exploring new materials, developing bespoke finishes, and realising uniquely tailored features, Midsummer has illustrated the art of the possible – informing and inspiring every future Morgan commission, and expanding the creative scope available to customers as they shape a specification to their own individual taste.

Beyond its commercial success, the Midsummer project has strengthened Morgan's internal capabilities; expanding the skills of its craftspeople and elevating the marque's coachbuilding expertise to a new level. Featuring more hand-formed elements and greater level of complexity than other Morgan models, the project demanded an exceptional level of collaboration. Throughout its development, the dialogue between design, engineering, and Morgan's skilled craftspeople proved pivotal – working together in a process as considered and exacting as the vehicle itself.

The Midsummer project has delivered a breadth of quality and product enhancements with lasting benefit beyond the programme itself. Investment in Midsummer created the opportunity for a considered transfer of design and engineering advancements into Morgan's core model range, including Supersport and Plus Four, elevating refinement and execution across the portfolio.

Matthew Hole, Managing Director, Morgan Motor Company said: "The completion of the final Midsummer commission marks a significant moment for Morgan. What began as a celebration of our coachbuilding heritage has also challenged our teams to explore new levels of craftsmanship, design, and engineering.

"The project has also introduced Morgan to new audiences around the world, introduced the brand to new customers, and helped shine a light on Morgan's unique approach to coachbuilding. As the final commission leaves the factory, Midsummer stands as a landmark chapter in our story and has helped to pave the way for future Morgan special projects."

Paul Hand, Chief Operating Officer, Morgan Motor Company said: "Building Midsummer has been a remarkable undertaking for our production teams. The project introduced new levels of complexity and a greater number of hand-formed elements than we see in our core models, requiring close collaboration across every area of the factory. Our craftspeople have embraced that challenge, applying traditional skills alongside modern engineering methods to deliver fifty truly individual cars. The experience gained through Midsummer has served to strengthen our production capability and further reinforces the craftsmanship at the heart of every Morgan."

One of the final Midsummer commissions will remain on display in Malvern, serving as a lasting testament to the project and a showcase of the exceptional craftsmanship at Pickersleigh Road. Meanwhile, production continues at pace across the Morgan range. Supersport, Plus Four and Super 3 are all in full production, with the team at Pickersleigh Road working at full capacity to build cars for customers around the world.

ENDS

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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.