

A defining expression of Morgan coachbuilding is taking shape

June 4, Malvern, UK — Morgan is preparing to reveal its latest commission, marking the beginning of a series of nine ultra-exclusive creations. Each is conceived as a singular expression of its owner, showcasing Morgan's unique ability to bring distinctive and deeply personal vehicles to life.

Created by the same people and skills, and underpinned by the same 21st Century Coachbuilding philosophy, that define every Morgan, each commission will explore new possibilities in design, craftsmanship and engineering.

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 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.

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.