



First Morgan Supersport 400 customer vehicles complete production as deliveries begin

- The first Supersport 400 customer vehicles have completed production at Morgan's Pickersleigh Road factory, marking the beginning of global customer deliveries.
- Demonstrator vehicles are now arriving with Morgan retailers across the UK, Europe and Rest of World markets, giving customers their first opportunity to experience Morgan's most powerful production model.
- Before production commenced, Supersport 400 completed its final validation on a road journey from Malvern to the Faroe Islands, covering thousands of miles across varied driving conditions.
- Supersport 400 is available to order now in all Morgan markets excluding the United States, with customers invited to arrange a test drive through their nearest Morgan retailer.

July 28, Malvern, UK – The first Supersport 400 vehicles have completed production, marking the beginning of customer deliveries for Morgan's most powerful production model to date.

Handcrafted at Morgan's historic Pickersleigh Road factory, the first production Supersport 400 vehicles are now leaving Malvern for customers and Morgan retailers around the world. Demonstrator vehicles are arriving across the UK, Europe and Rest of World markets, giving customers their first opportunity to experience Morgan's most powerful production model.

Introduced in April 2026, Supersport 400 is Morgan's most powerful and driver-focused production model ever produced, and the first to exceed 400 bhp. BMW's latest B58 'O1' variant inline six-cylinder turbocharged engine produces 402 bhp and has been tuned specifically for Supersport 400. Sitting on Morgan's CXV aluminium platform, Supersport 400 realises the full potential of Morgan's latest architecture through targeted engineering development and increased performance.

"Seeing the first Supersport 400 vehicles leave Pickersleigh Road is an exciting moment for everyone at Morgan. It marks an important milestone for those involved in establishing a new benchmark in Morgan performance."

"It's equally exciting to see the first customer commissions coming to life. Every Morgan is an individual expression of its owner, and it's always rewarding to see that personality reflected in the cars leaving our factory. As demonstrators arrive with retailers around the world, we look forward to introducing more people to the most exhilarating Morgan yet."

Matthew Hole, Managing Director, Morgan Motor Company

Final Validation

Before the first customer vehicles entered production, Supersport 400 completed its final engineering validation on a road journey from Malvern to the Faroe Islands.

Covering thousands of miles across the UK, mainland Europe and the North Atlantic, the route exposed Supersport 400 to a broad range of driving conditions, from long-distance motorway touring to challenging mountain roads and rapidly changing coastal weather. The programme allowed Morgan to complete final real-world assessment of the vehicle before customer production commenced.

The journey reflected the breadth of capability engineered into Supersport 400. Designed to combine heightened driver engagement with improved touring refinement and usability, it demonstrated the versatility expected of Morgan's flagship sports car before the first production vehicles left Pickersleigh Road.

Supersport 400 is available to order in all Morgan markets excluding the United States. Customers wishing to experience Supersport 400 are invited to contact their nearest Morgan retailer now to arrange a test drive.

More information is available at <https://morgan-motor.com/models/supersport-400>

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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. Combining traditional craftsmanship with contemporary design and engineering, every Morgan is handmade to order.

Morgan's home is Pickersleigh Road in Malvern Link, Worcestershire. This is the only place in the world where Morgan sports cars are built. The historic site remains at the heart of the company's design, engineering, manufacturing and coachbuilding activities.

Morgan is a global brand, exporting more than 80 per cent of the vehicles produced at Pickersleigh Road through a network of over 60 authorised retailers worldwide. Despite its international reach, Morgan remains deeply rooted in Britain, with more than 90 per cent of components sourced within the UK and over 50 per cent sourced from the Midlands.

Morgan sports cars are handcrafted using a unique combination of ash, aluminium and leather. Every vehicle is built by skilled craftspeople whose expertise has been developed and refined over generations, combining enduring materials with contemporary manufacturing techniques.

Morgan's model range comprises Super 3, Plus Four, Supersport and Supersport 400. Defined by lightweight construction, mechanical authenticity and a distinctive analogue driving experience, Morgan sports cars are engineered to be enjoyed, celebrating the simple pleasure of driving.