



Morgan Motor Company announces Supersport for the United States

- Morgan Supersport is now available to order in the United States, following an extensive homologation program.
- Available through Morgan's authorized retailer network across the United States.
- Supersport will make its North American public debut on August 14 at The Quail, A Motorsports Gathering, during Monterey Car Week.
- Built on the advanced CXV-Generation bonded-aluminum platform, Supersport delivers increased torsional rigidity, new steering and suspension, and a more refined, engaging driving experience.
- Evolving design, driving dynamics and refinement in equal measure, Supersport represents Morgan's flagship for the 21st Century.
- Supersport evolves Morgan's functional design philosophy with a contemporary interpretation of the brand's timeless silhouette.
- An interchangeable lightweight carbon composite hard top and folding mohair soft top create two distinct personalities.
- Enhanced Sennheiser audio, hands-free calling and wireless smartphone charging are seamlessly integrated to improve usability without compromising Supersport's timeless character.
- Supersport embodies Morgan's philosophy of 21st Century Coachbuilding, combining traditional craftsmanship with carefully considered modern technology. Every car is coach-built by Morgan's skilled craftspeople at Pickersleigh Road.
- An almost limitless combination of colors, materials and bespoke options ensures every Supersport is a unique commission.
- Production of US specification vehicles begins in August, with demonstrator vehicles and the first customer commissions arriving from September. Fewer than 50 commission slots remain available for the 2026 model year.

July 15 2026, Malvern, UK – Following an extensive homologation program, Morgan Motor Company today announces that Supersport, its flagship sports car, is now available to order throughout the United States. Supersport introduces a new generation of Morgan design, engineering and coachbuilding to one of the company's most important markets.

First unveiled in 2025, Supersport represents the most significant evolution of Morgan's product line in more than a decade. Combining a contemporary interpretation of Morgan's timeless silhouette with the advanced CXV-Generation bonded-aluminum platform, Supersport delivers increased refinement, enhanced usability and a more sophisticated driving experience whilst remaining unmistakably a Morgan.

Following extensive engineering and homologation work, Morgan has secured federal approval for Supersport in the United States via the FAST Act Replica Car Rule. US specification vehicles are powered by Morgan's, US certified, BMW B46 TwinPower Turbo engine, paired with an eight-speed ZF automatic transmission, delivering the engaging and analogue driving experience that defines every Morgan sports car.

Supersport will make its North American public debut at The Quail, A Motorsports Gathering, during Monterey Car Week. Production of US specification vehicles begins in August, with retailer demonstrators and the first customer commissions arriving from September. Fewer than 100 commission slots remain available for the 2026 model year.

The arrival of Supersport builds on Morgan's growing momentum in the United States. Since Plus Four returned to the market in 2024, with the first customer vehicles delivered in 2025, the response from retailers and customers has been extremely encouraging. That success has supported the continued strengthening of Morgan's authorised retailer network in strategic locations, further reinforcing the company's long-term commitment to the United States.

"Bringing Supersport to the United States marks a significant milestone for Morgan Motor Company. Since its introduction, Supersport has established a new direction for our brand, combining contemporary design, advanced engineering and traditional coachbuilding in a flagship that reflects who we are today. We are delighted that, following an extensive program of homologation, customers across the United States can now experience it for themselves.

"Built on our advanced CXV-Generation bonded-aluminum platform, Supersport has been engineered to deliver a more engaging, more refined and more rewarding driving experience, while remaining unmistakably a Morgan. Every element has been carefully considered, with technology integrated only where it enhances the connection between car and driver.

"More than a sports car, Supersport is a testament to the dedication of our engineers, designers and craftspeople in Malvern. Their work has shaped a flagship that moves Morgan confidently forward while remaining true to the principles that have defined us for more than a century. Every Morgan is coach-built with care, commissioned to reflect the individuality of its owner, and designed to deliver something increasingly rare in today's automotive world – pure, undiluted driving joy."

Matthew Hole, Managing Director, Morgan Motor Company

Supersport represents an evolution of Morgan's functional design philosophy, presenting a contemporary study of the brand's timeless silhouette while remaining instantly recognizable as a Morgan. This philosophy prioritizes design honesty, with many elements of the vehicle serving more than one purpose. No single era defines Supersport's design. Instead, multiple references have been carefully rearranged to create something new, yet with enduring appeal.

Greater intelligence in the surfacing and a more minimal, decluttered approach contribute to Supersport's contemporary aesthetic. Its evolved silhouette has a more aerodynamic form, while lifted volumes in the front and rear fenders communicate the vehicle's enhanced performance. This silhouette was created for Supersport and first previewed on Morgan's limited-run barchetta, Midsummer, which was presented in May 2024.

The flowing aluminum bodywork, with each panel hand crafted by skilled artisans, is intentionally contrasted with the more technical elements of the vehicle. Satin grey aluminum sills, the rear diffuser and front splitter visually

communicate the platform changes and advanced engineering that underpin Supersport. This contrast between sculpted bodywork and precise technical detail embodies Morgan's philosophy of 21st Century Coachbuilding.

At the front, Supersport's distinctive splitter integrates neatly with the familiar Morgan horseshoe cowl. While recognizable in form, the cowl features a minimalist mesh center section. The cowl surround is finished in satin chrome as standard, with a darker finish available as part of the Dark Accent Pack.

The splitter, finished in dark matte gray as standard, is framed by two overrides positioned at its upper corners. Available in satin chrome or a dark finish to match the cowl surround, these overrides offer a contemporary interpretation of a distinctive Morgan design feature found on period sports cars. Integrated 8-inch LED headlights incorporate the front turn signals, reducing the need for additional lighting pods.

In profile, Supersport's new shoulder line is immediately apparent. Created by a raised door line and lifted rear bodywork, it introduces a distinctive third line to Morgan's timeless silhouette, tracing its origins to the company's first four-wheeled model of 1936.

An asymmetric recess within the scuttle panel sits alongside the centrally hinged hood, allowing the interface between the hood and scuttle to channel fresh air into the HVAC (heating, ventilation and air conditioning) system by utilizing the high-pressure zone at the base of the windshield. Along each side of the hood, the interface with the scuttle also forms a large engine bay air outlet, replacing traditional hood vents or louvers and allowing the aluminum panels to remain clean and uninterrupted. Discreet hood catches are seamlessly integrated, making opening and closing easier.

From the rear, Supersport's sweeping tail is complemented by an integrated trunk. LED taillights and reflectors are housed within the rear diffuser, allowing the rear fenders to remain uninterrupted. Centrally mounted fog and reverse lights remain almost invisible when not in use and are flanked by the twin exhaust outlets. Available with silver or black tips, Supersport's active sport exhaust has been tuned specifically for the model.

Matching rear overrides provide the mounting points for an optional laser-cut aluminum luggage rack. Available in satin silver or satin dark gray, the rack hinges rearward to allow easy access to the trunk.

Supersport is the first new Morgan to feature an integrated trunk in more than a decade. Operated via the remote central locking key, it provides ample space for sidescreen storage and overnight luggage. Lined with matching box-weave carpeting, the compartment intentionally exposes a section of lacquered ash, celebrating the natural material that remains fundamental to Morgan's construction philosophy.

A raised Morgan wordmark, rendered in the company's bespoke HFS typeface, is integrated into the outer aluminum trunk panel. Designed in-house, the HFS font draws inspiration from the lettering used on the original Morgan wings emblem introduced in 1909.

Created by Morgan's in-house graphic design team, the bespoke HFS typeface also appears on Supersport's analog gauges. Set within a mid-century-inspired dished fascia, the numerals are delicately pad-printed around each dial in Morgan's signature font. Subtle rim lighting accentuates the depth of each gauge, highlighting the elongated bright silver sword-point hands.

Supersport's gauges are manufactured by Caerbont, the original producer of Smiths instruments in the UK. While unmistakably analog in appearance, they are controlled by the latest CAN (Controller Area Network) and LIN (Local Interconnect Network) communication technology.

Supersport is presented in two distinct forms thanks to its choice of carbon composite hard top or folding mohair soft top. Weighing just 19.7 kg, the hard top is finished in matching body-color paint, integrating seamlessly with the vehicle's design.

The hard top incorporates a large, curved glass rear window that floods the cabin with natural light, strengthening the connection between occupants and the environment while delivering all the refinement of a fixed roof.

The folding mohair soft top transforms Supersport into a stripped-back convertible, delivering the open-air driving experience that has defined Morgan sports cars for generations. Available in a choice of colors, the roof is supplied with a tailored cover for use while driving.

Supersport's slimmer removable sidescreens retain the familiar appearance of previous Morgan models while benefiting from a new precision mounting system that improves operation, fit, and weather sealing, eliminating the need for visible fixings. Released using the interior door latch, each sidescreen lifts cleanly away from the door. The mohair lower section is trimmed to match the roof, while the aluminum upper section is available in satin silver or satin dark gray.

Inside, redesigned door cards complement the taller door tops, drawing inspiration from mid-century audio equipment and incorporating Morgan's signature louvered speaker grille, framed by a decorative wooden panel. Available in a choice of 11 finishes, from engineered marquetry to American Walnut, the wood trim extends seamlessly to the center console and lower dashboard rail.

"The arrival of Supersport in the United States marks an important moment for Morgan. It allows us to introduce our vision of 21st Century Coachbuilding to a new audience, bringing together contemporary design, traditional craftsmanship and advanced engineering in a flagship that is unmistakably Morgan.

"I have taken immense pride in working alongside our engineers and artisans throughout the development of Supersport, where design and craft have informed one another from the very beginning. Every detail has been carefully considered to be both purposeful and rich in character. We believe in designing with integrity, where nothing is superfluous, only an honest expression of engineering, materiality and contemporary form. Supersport's confident stance, sculpted surfaces and carefully considered proportions embody that philosophy.

"What excites me most is the breadth Supersport brings to our range. Alongside Plus Four, it broadens Morgan's design language while remaining true to the principles that have shaped our cars for generations. Together, they represent two distinct yet complementary expressions of the Morgan sports car.

"Every Morgan should create memorable experiences, stir emotion and deliver pure driving joy. Supersport does exactly that."

Jonathan Wells, Chief Design Officer, Morgan Motor Company

Driving Enjoyment

Supersport prioritizes driving enjoyment over the pursuit of outright horsepower, delivering a greater sense of connection between driver and machine through its advanced lightweight CXV-Generation bonded-aluminum platform.

Building on the success of Morgan's CX-Generation platform, first introduced in 2019, the new CXV-Generation platform brings increased refinement, capability and balance while preserving the engaging, analog driving experience that defines every Morgan sports car.

For the United States market, Supersport is powered by Morgan's approved and federally homologated BMW B46 TwinPower Turbo engine, paired with an eight-speed ZF automatic transmission. Carefully integrated within the lightweight CXV-Generation platform, the powertrain delivers responsive performance and refinement while remaining true to Morgan's philosophy of lightweight engineering and driver engagement. The use of a BMW powertrain in Morgan's flagship continues a successful technical partnership between Malvern and Munich that began with the Aero 8 in 2000.

The enhanced platform weighs just 102 kg, including its front and rear subframes, while delivering a 10% increase in torsional rigidity. With the optional carbon fiber hard top fitted, rigidity increases by a further 10%. Certain suspension mounting points also benefit from almost double the rigidity of the previous platform, contributing to more consistent and predictable vehicle responses.

A new steering system, featuring revised steering shaft routing, has been developed to provide greater steering feel and response. Combined with a 13% quicker steering ratio, it delivers a more immediate and intuitive connection between driver and road.

A revised suspension system balances ride comfort with improved body control. New suspension geometry, together with standard front and rear anti-roll bars, delivers a new level of dynamic sophistication while retaining the approachable and confidence-inspiring character expected of a Morgan.

An optional Dynamic Handling Pack features adjustable front and rear Nitron dampers with spring rates and valving developed specifically for Supersport's revised weight distribution in the United States. Twenty-four clicks of damping adjustment allow drivers to tailor ride and handling to suit their preferences. When specified alongside the optional limited-slip differential, the package further enhances the vehicle's dynamic capability.

Two new wheel designs represent the lightest alloy wheels ever fitted to a production Morgan. The standard 18-inch flow-formed aluminum Superlite wheel weighs just 10.8 kg per corner, while the optional 19-inch forged aluminum Aerolite wheel weighs only 9.7 kg, significantly reducing unsprung mass compared with previous Morgan designs. Michelin Pilot Sport 5 tires are fitted as standard, selected for their performance and exceptional steering feedback.

Supersport's evolved design also delivers meaningful aerodynamic gains. Extensive computational fluid dynamics (CFD) development has resulted in a 5% reduction in drag, a 20% reduction in lift and improved aerodynamic balance, contributing to greater stability and confidence at speed.

"The development of the CXV-Generation platform has been driven by a clear objective: to deliver more consistent vehicle responses and strengthen the connection between the driver, the car and the road. We wanted to inspire confidence at the limit while ensuring Supersport remains engaging, approachable and comfortable in everyday driving.

"A data-led approach to analyzing every aspect of the previous CX-Generation platform, combined with an extensive program of real-world testing, has allowed us to preserve the unmistakable Morgan driving character while significantly advancing the platform's dynamic capability. The result is a flagship that feels more composed, more predictable and more rewarding, without compromising the analogue driving experience that defines every Morgan."

Joe Whaler, Lead Chassis Engineer, Morgan Motor Company

Integrating technology seamlessly into its vehicles, both in their construction and the occupant experience, remains a defining principle of Morgan's product development philosophy. From the enhanced Sennheiser audio system to hands-free connectivity and wireless smartphone charging, Supersport introduces carefully considered technology that enhances usability without compromising the character or visual simplicity of the interior.

Developed in partnership with Sennheiser, the enhanced audio system delivers a high-fidelity listening experience with exceptional clarity and balance. Lightweight actuators integrated within the dashboard reproduce higher frequencies, while moving-coil drivers in each door deliver rich mid-range sound. A ported subwoofer positioned behind the seats reproduces low frequencies, with additional seat-mounted actuators allowing occupants to feel the music as well as hear it.

This innovative approach allows the system to remain exceptionally lightweight, preserving Morgan's commitment to lightweight engineering while delivering an immersive audio experience. Morgan's partnership with Sennheiser, established in 2022, brings together a shared focus on considered design and technological excellence.

Supersport is also the first Morgan to feature hands-free calling. Three microphones, discreetly housed within the center console, utilize beamforming technology to isolate voices and reduce background noise. Combined with active noise and echo cancellation, the system enables clear conversations, even with the roof lowered.

The audio and hands-free systems are controlled via a multifunction rotary dial on the dashboard and a button on the left-hand indicator stalk. Track information, caller identification and vehicle information are displayed between the analog gauges, preserving the clean, driver-focused layout of the dashboard.

A discreet storage tray within the center console also incorporates wireless charging for compatible smartphones.

21st Century Coachbuilding

Supersport embodies Morgan's philosophy of 21st Century Coachbuilding, bringing together traditional craftsmanship with carefully considered modern technology. This philosophy informs every stage of the design, engineering and construction process, resulting in a sports car that remains unmistakably Morgan while embracing contemporary engineering.

Every aluminum body is hand crafted over a traditional ash wood frame before being seamlessly integrated with the lightweight CXV-Generation bonded-aluminum platform and its advanced suspension, braking and electronic systems. More than 60% of the aluminum used throughout the chassis and body is sourced from recycled material, reflecting Morgan's continued focus on responsible manufacturing.

The cockpit combines natural materials with modern production techniques. Scottish leather, sourced as a by-product of the food and agricultural industries, is used sparingly throughout the interior. While advanced laser scanning technology ensures exceptional consistency, every hide is individually trimmed using traditional techniques and hand-finished by Morgan's skilled craftspeople. By the nature of its coach-built construction, natural materials are used thoughtfully, resulting in minimal waste.

The Supersport name has been part of Morgan's history since 1927, traditionally identifying models with enhanced sporting capability. Today, it returns as the company's flagship, representing the next chapter in Morgan's evolving design, engineering and coachbuilding philosophy.

Like every Morgan, each Supersport is commissioned as an individual expression of its owner. Alongside an extensive range of colors, materials and options, customers can work closely with Morgan's design team and authorised retailer network to specify bespoke features and finishes, creating a vehicle that is truly one of one.

US Homologation

Morgan has homologated Supersport for sale in the United States under the Replica Vehicle legislation established by the FAST Act (Fixing America's Surface Transportation Act). The legislation enables manufacturers to produce replica vehicles based on models sold not less than 25 years ago and allows Morgan to sell up to 325 qualifying vehicles annually within the market.

Following an extensive program of engineering, validation and federal homologation, Supersport has been approved by the National Highway Traffic Safety Administration (NHTSA) for sale in the United States. US specification vehicles are powered by Morgan's approved BMW B46 TwinPower Turbo engine, paired with an eight-speed ZF automatic transmission, providing a powertrain package developed specifically to meet applicable federal emissions standards.

The introduction of Supersport marks an important milestone for Morgan in one of its most significant export markets. Since the model's global debut in 2025, the company's engineering team has worked closely with its US partners, enabling Morgan's flagship to be offered to customers across the United States, excluding California.

Production of US specification vehicles will begin in August, with demonstrator vehicles and the first customer commissions expected to arrive from September. Production capacity will remain carefully managed, with fewer than 50 commission slots still available for the 2026 model year.

To discover further information and configure your Supersport, please visit <https://www.morgan-motor-usa.com/models/supersport>

Full technical specification supplied separately.

Post-embargo content: <https://media.morgan-motor.com>

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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 coach-built to order.

Morgan's home is Pickersleigh Road in Malvern Link, Worcestershire, England. It is the only place in the world where Morgan sports cars are designed, engineered and 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 production through a network of authorised retailers across Europe, North America, the Middle East and Asia-Pacific. The United States is one of Morgan's most important export markets, where the company continues to strengthen its retail network and expand its model range. 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 from the Midlands.

Morgan sports cars are handcrafted using a unique combination of ash, aluminum 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 and Supersport, all now available in the United States. Defined by lightweight construction, mechanical authenticity and an engaging analog driving experience, every Morgan is engineered to celebrate the simple pleasure of driving.