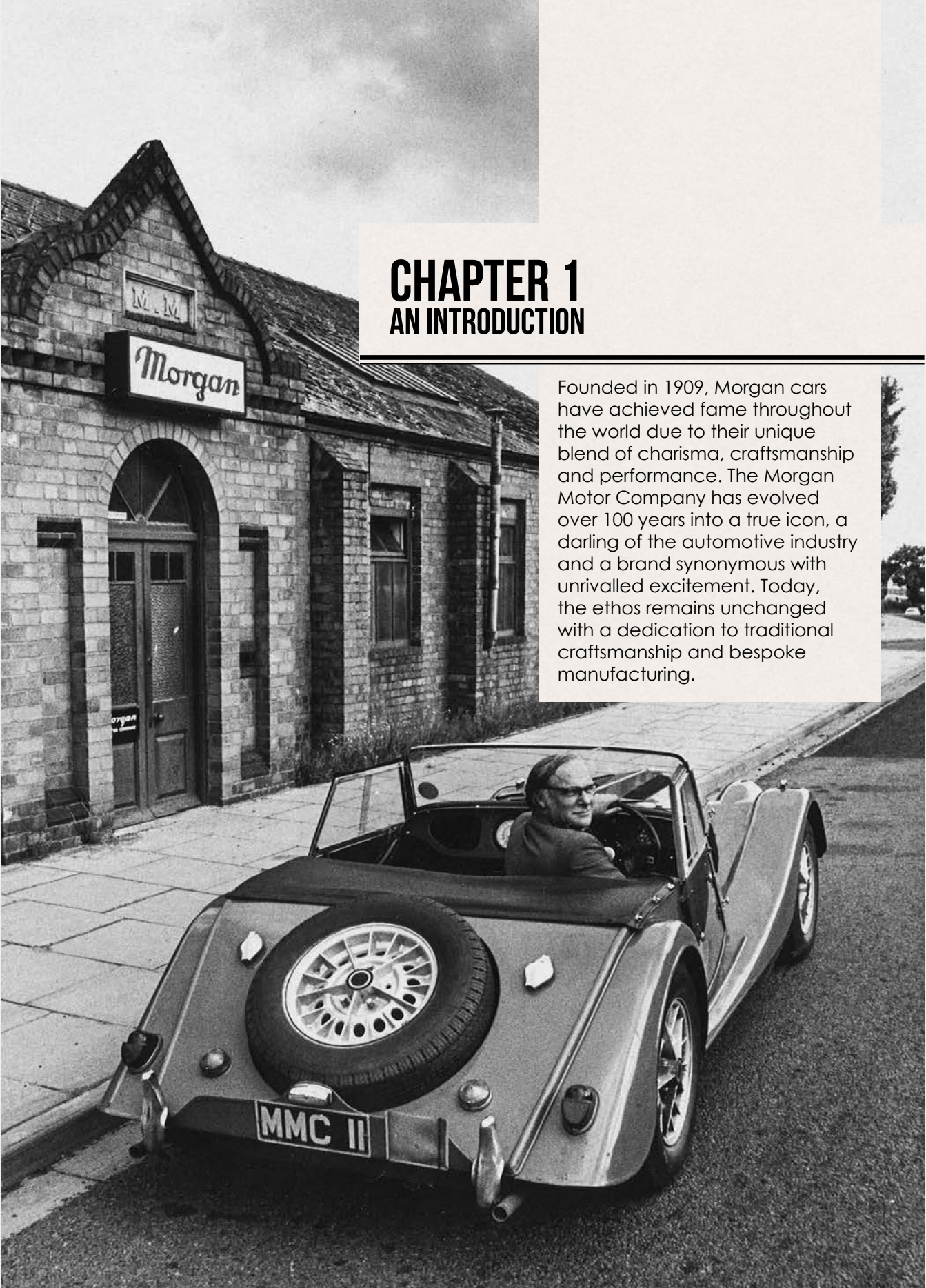






CHAPTER 1

AN INTRODUCTION

Founded in 1909, Morgan cars have achieved fame throughout the world due to their unique blend of charisma, craftsmanship and performance. The Morgan Motor Company has evolved over 100 years into a true icon, a darling of the automotive industry and a brand synonymous with unrivalled excitement. Today, the ethos remains unchanged with a dedication to traditional craftsmanship and bespoke manufacturing.



ONCE UPON A TIME...

Henry Fredrick Stanley Morgan, or HFS as he was known, built his first motor vehicle in 1909. Designed to traverse the steep Malvern Hills and built on a budget, the Three Wheeler was highly capable. This power-to-price philosophy soon proved popular amongst friends and family. Interest for his "cycle car" grew and in 1910 HFS entered production. The Morgan Motor Company was born.

Named the 'Morgan Runabout', the car also proved popular amongst members of the public interested in the fashion for 'new motoring' and the freedom of the open road. The impressive power-to-weight ratio achieved in the design produced an unrivalled driving experience. Affordable to buy and cheap to run, it was one of the first cars to introduce 'motoring to the masses' and cemented Morgan's position as a pioneer of the automotive industry.

Still owned by the Morgan family the company is now the last remaining independent British motor manufacturer. More than one hundred years after the production of his first car, the vision and ethos of HFS continues to influence the direction of the company.



RACING HISTORY

Within a few weeks of its launch in November 1910, HFS entered the Runabout in the MCC London to Exeter Trial. His remarkable performance won a Gold Medal, the first of many such victories.

Within three years the Morgan had achieved success in major reliability trials and on the race track. In total winning 24 Gold Medals and breaking 10 British and World Records along the way.

Morgans were a regular sight on the classic tracks such as Brooklands and Donington achieving many successes. Racer Gwenda Hawkes drove her Morgan around the French circuit at Montlhéry south of Paris taking several class records.

The launch of the Morgan 4/4 in 1936 offered new possibilities to the sporting motorist. HFS's son Peter Morgan raced one of the first 4-wheelers. In 1938 Prudence Fawcett entered her 4/4 in the most famous motor race of them all; the 24 hour endurance classic at Le Mans. She finished in a most creditable 13th place out of 42 starters.

Throughout the '50s and '60s the more powerful Plus 4 was a popular choice for racers. Engineer Chris Lawrence modified and tuned the TR engine and his car TOK258 achieved Morgan's finest international victory with a class win at Le Mans in 1962. Experience gained with TOK led to the development of the fabulous Morgan SLR race car. Racing pedigree was enhanced throughout the '70s when the Morgan Plus Eight won Production Sports Car Championships and achieved further success during the 80s & 90s.

Morgan returned to Le Mans once again in the new millennium and 2004 saw the Aero 8 racer complete the challenging 24 hours. In more recent times two modified Aero Super Sports competed in the 2009 GT3 race series, winning the first two races of the season at Silverstone. This was a magnificent achievement, and throughout the season the Morgans ran in the top five of a grid of 35 of the best sports cars in the world.

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WHO WE ARE

Morgan remains a family-owned, independent company. We continue to build cars for road and track. Our rich history of 'product-led' business has gained us strong reputations in racing circles and amongst car enthusiasts alike. We have established ourselves as a brand of pure excellence, reinforced by an adherence to the highest standards of design and craftsmanship.

All Morgan cars are coach-built over a modern platform. To meet current standards of safety and to offer responsive thoroughbred performance, each model is subjected to continual development. Our commitment to development has enabled us to move into the 21st century with an eclectic model range, and today Morgan builds over 1000 cars per year.

The family atmosphere at our factory in the beautiful spa town of Malvern, Worcestershire, is one we share with our customers. We encourage prospective owners to engage in the bespoke ordering process and to witness the construction of their Morgan. Our extensive paint and leather ranges, along with a wide choice of optional extras, allow owners to stamp their own individuality upon the Morgan of their choice. Whether it be the 'Classic' sports car, the extravagant 'Aero' supercar or the unique Morgan 3 Wheeler, every detail is tailored to the customer.

We invite everyone to witness the charms and the technology for themselves at our on-site visitors centre.



CHAPTER 2

PHILOSOPHY

Morgan will hand build one of its many models tailored to your specification. Using raw materials that are high quality and lightweight means that all designs are uncompromised. Each lives up to the expectations one would come to expect from a car bearing the Morgan name. An exciting and considered meld of contemporary and traditional is apparent in everything we do; from the design and manufacture processes to the cars themselves.

The Pickersleigh Road site from where Morgans have been built since 1914, is itself built into the foothills of the Malverns. The staggered floor layout sends each car down the natural slope of the hill as it passes through each stage of the manufacturing process. Visitors will experience an authentic working factory, bereft of robotic conveyor belts and sterile machinery.

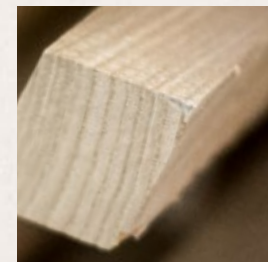


MORGAN DESIGN / ENGINEERING

Morgan's in-house Research and Design department develop new vehicles from conception to production. Designed for efficient manufacture, the charms of a hand made car are retained.

Global standards and approval requirements impose great challenges upon the design of new vehicles. Coach-building vehicles is by nature a meticulous and time-consuming practice. Design efficiency is enhanced with industry-standard technology and software. Each new vehicle is exposed to rigorous digital simulation and extensive physical testing. These practices are also applied to the evolution of our existing models.

The engineers and designers at Morgan work closely with our dealers and customers. Close contact with the 'front line' allows the development team to receive first hand owner feedback. This inspires relevant and exciting design solutions.



MATERIALS: ASH / ALUMINIUM / LEATHER

Every Morgan is expertly crafted using three core elements: ash, aluminium and leather. Designed to work in harmony with its construction materials, natural properties are respected to deliver a higher quality of vehicle. By pushing the boundaries of how long-established techniques can be applied, each Morgan car celebrates traditional manufacture while embracing modern design.



CHASSIS SHOP

Morgan production starts in the chassis shop. Each platform is carefully hand-assembled by our expert technicians. Engine, gearbox and package configurations are defined around a lightweight, high-performance structure. Each rolling chassis then undergoes a rigorous series of electrical, engine and quality tests before the addition of bodywork.

WOODSHOP

Hand-crafted from lightweight ash wood, the frame acts as the structure from which the exterior aluminium body panels and interior leather work are hung. Traditional techniques passed down through many generations ensure the precision of each tenon joint and laminated curve. The framework is then dipped in preservative to protect it from the elements, ensuring it remains durable for decades to come.

Ash has always been used in Morgan cars: but its continued use is not simply nostalgic. Ash is lightweight and durable, and incredibly flexible to work with. Not only is this use of natural materials of obvious environmental benefit, our preference for softwood also yields effective vibration dampening.



TIN SHOP

Working with lightweight aluminium the highly-skilled craftsmen in the tin shop fuse traditional techniques with ultra-modern processes. This achieves the free-flowing panels that adorn the body of each Morgan. Rolled edges and hand-stamped louvres meet superformed wings and laser-cut panels in a charming marriage of craft and technology.

Once complete, the 'body in white' is metal-finished and rolled into the paint-preparation shop. Surface specialists then undertake a multistage process to further refine the hand-beaten metal panels. Prepared to immaculate standards we ensure the highest quality of finish.

PAINT SHOP

The latest methods of automotive painting are used to ensure that the finish of every Morgan car is as stunning as the design itself. A vibrant array of painted wings and body panels adorn the walls of the paint shop, each one selected by a customer from a choice of 40,000. After preparation, each car is hand sprayed in an air tight booth to ensure that paintwork is free of imperfections and consistent throughout each of the panels.

TRIM SHOP

The cockpit of a Morgan offers a delight for the senses. Each of our cars requires at least four hides of the finest leather to trim, a task that takes our craftsmen over 30 hours to complete. We offer a full spectrum of leather colours and a wide variety of finishing touches. Natural aniline leathers exude the texture and quality needed to align with the highest standards of British craftsmanship.

PDI

Following a rigorous road testing process each car is brought into the final stage of production - PDI (pre delivery inspection). Nestled within the light booth, a team of experts inspect every panel under natural light evaluation strips. The vehicle goes through a 3 stage polishing process resulting in a flawless finish. Interior is cleaned and all finishings polished to ensure the final product is delivered in immaculate condition.





CHAPTER 3

CHOOSE YOUR EXPERIENCE

Each Morgan vehicle is built in a similar manner reflecting over a century of tradition and heritage. The Morgan family of cars is divided into three ranges, each offering a unique driving experience.

THE CLASSIC



Driving a Morgan Classic provides a raw, tactile, visceral experience which links man to machine. A unique and timeless design built for the scenic route home.

First introduced in 1936 with the 4/4, the Classic Range of Morgans has expanded and is the most iconic of all. Modernised over time, the Morgan Classic offers the perfect combination of traditional looks and modern performance.

The flowing lines of the running boards and the long louvred bonnet are recognized worldwide. With balanced weight distribution and responsive handling the Classic car is a sure footed partner on any journey.

Depending on the number of cylinders the Morgan Classic can be astonishingly fast or surprisingly economical. Each of the cars in the Classic Range offers the honest driving experience that one would expect from a true British sports car.

Families are also able to enjoy the Morgan experience together thanks to the Four Seater. Available with two power outputs, the Four Seater satisfies both your inner child and your real ones.



In keeping with HFS's ethos of developing lightweight sports cars, the Aero range utilizes aluminium in both the body panels and chassis. Aerospace forming technology sculpts the free flowing panels.

Knowledge gained from the Morgan GT3 race programme improves aerodynamic and driving performance. Following research on the race track and road, the design of this versatile platform has been scientifically improved and re-engineered. Enthusiasts worldwide hold the Aero in high regard as a competitive super car with true pedigree.

Power is delivered by a 4.8 litre V8 engine supplied by BMW. The V8 will help catapult you from 0-60 in just over 4 seconds and reach a top speed in excess of 160mph.

Available with either a 6 speed manual or a 6 speed automatic ZF gearbox, the Aero is equally at home on a long European tour as it is on the racetrack.



THE AERO



THE 3 WHEELER



As one of the first vehicles to introduce motoring to the masses, the original Three Wheeler quickly achieved iconic status. Re-imagined after an absence of almost 60 years, the new 3 Wheeler launched to a captivated audience.

The iconic design of the Morgan Three Wheeler has been updated with 21st Century technology. A modern V-Twin engine and a smooth 5 speed gearbox ensure that the new 3 Wheeler performs well and is easy to drive. The tubular space frame chassis has undergone rigorous testing to guarantee safety as well as stability on the road. All of these design features provide a unique “get in and drive” convenience with the thrill of extreme performance.

Taking inspiration from a bygone era of aviation, the interior styling combines military grade controls with a customisable cockpit. The Morgan 3 Wheeler promises its driver an honest and exhilarating connection to the road even at low speeds. The 3 Wheeler is designed for one purpose - to make driving fun.





TAILORED PERFECTION

The Morgan adventure starts long before your first exhilarating drive. Morgan tailors every car to align with the customer's personal vision. With infinite combinations of paint, leather and a vast array of detail choices, no two Morgans are ever alike.

One of our trained specialists either in Malvern or in one of our worldwide dealerships will be on hand to guide you through your journey. Visit the factory and personally witness your car in build, meeting the craftsmen and women responsible.

A photograph showing a line of Morgan cars driving away from the viewer on a winding asphalt road. The lead car is a dark-colored Morgan with a yellow license plate that reads '10G-I'. Several other Morgan cars in various colors (blue, red, white) are visible further down the road. The road is flanked by lush green trees and foliage, with a house visible on the left side. The scene is captured in a warm, golden-hour light.

CHAPTER 4

LIFESTYLE

The Morgan family extends way beyond the gates of our Pickersleigh Road factory. Each owner becomes part of a much wider group of enthusiasts.

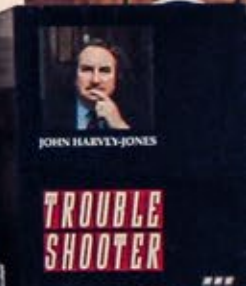
It soon becomes clear that the decision to become a Morgan owner opens your horizons to a world of new lifestyle choices.



COMMUNITY

Owning a Morgan is so much more than just buying a car. A Morgan is not just a car – it is a lifestyle. A Morgan owner becomes part of a worldwide community indulging in the same passion. The honest and iconic shape of a Morgan evokes a sense of pride and British heritage. Rest assured that wherever you are in the world, your Morgan will be admired.

If you want to share your passion for Morgan the many international events and club gatherings held all year round offer an ideal opportunity. Details can be found on-line, or you may wish to speak to your local dealer for further information.





AR MOTORSPORT

A rich history of motorsport is present throughout Morgan's long heritage. From Three Wheelers breaking multiple records in the early 20th century through to race victories at Le Mans and all around the world, Morgans have been successful in multiple classes of motorsport. Utilising that knowledge, the AR Motorsport team are able to offer everything from performance upgrades for your road going Morgan through to full race preparation for a Class A race car. With the ability to specify performance upgrades for your new vehicle, the AR Motorsport team can tailor a specific package for your requirements, ensuring that you are able to get the most from your Morgan.



Driving Accessories



Gifts

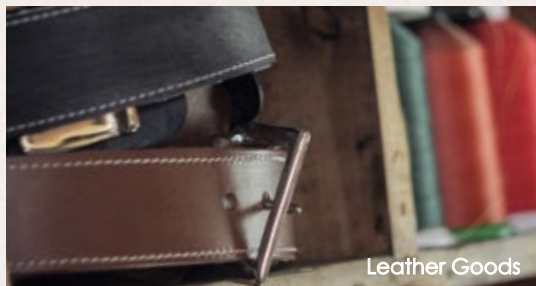


An extensive range of accessories are available to accompany your Morgan. Our after market offerings include everything from visual and performance enhancements for your vehicle through to high quality clothing and fashion items.

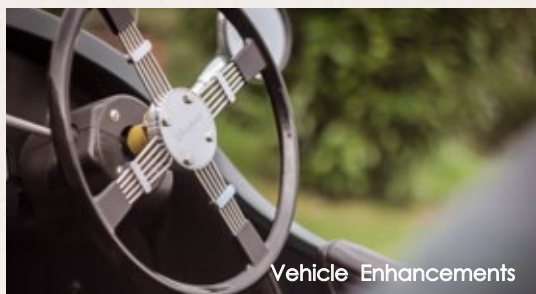
WWW.MORGAN-MOTOR.CO.UK/SHOP



Fashion Accessories



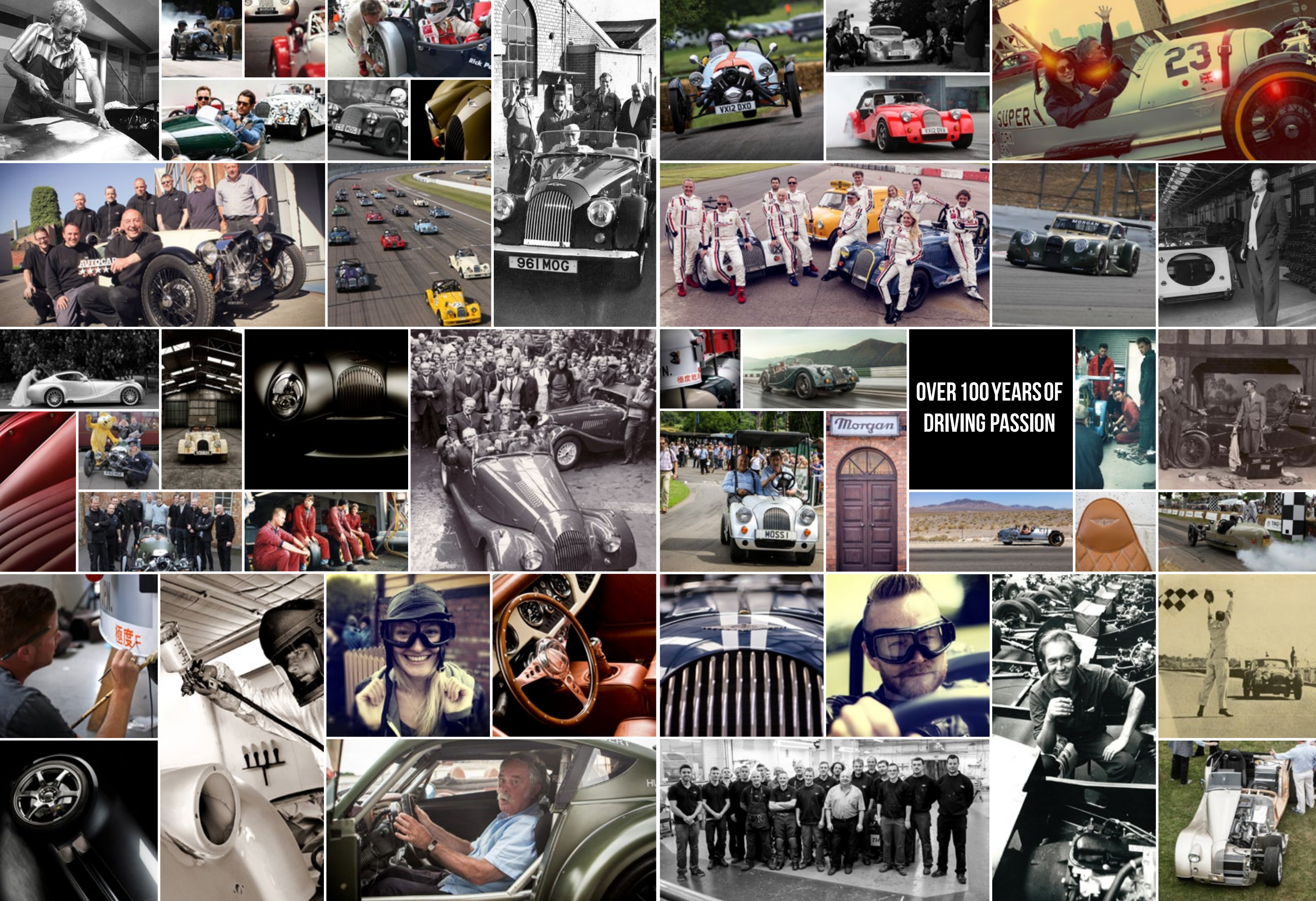
Leather Goods



Vehicle Enhancements



APPAREL





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