



Classic Morgan

A close-up photograph of the front of a Morgan car. The image shows the iconic winged logo with the word 'MORGAN' on the left, and the front grille with its characteristic slanted, ribbed design on the right. The car is dark-colored, and the background is a blurred, warm-toned landscape, suggesting a sunset or sunrise setting.

The Morgan

Every Morgan has a soul. Hand built by craftsmen at the foot of the Malvern Hills following honourable traditions the Morgan Classic represents the heart of the Morgan brand.

Cut away doors and elegant proportions symbolize all that is great about British Sports cars.

Morgan is the last independent family owned motor manufacturer in the world. The company has been providing fun for the motorist for over 100 years.

Driving a Morgan Classic provides a raw, tactile, visceral experience which links a man to his machine. This partnership inspires feats of endurance and the joy of achievement. It is a car built for the scenic route home.

Depending on the number of cylinders the Morgan Classic can be astonishingly fast or surprisingly economical.

All Morgans are designed and built using a combination of high quality raw materials including aluminium, wood and leather. Every part and panel is formed or Superformed to be as light as possible and achieve high accuracy. Every Morgan is manufactured following an internationally recognised quality standard.

The Morgan Classic is advanced automotive technology in an iconic form.

It is a unique and timeless design.



8 Cylinders

4.8 LITRE PLUS 8

The new Morgan Plus 8 makes use of technology from the aircraft industry to achieve an unladen weight of only 1100kgs. This makes the Plus 8 the lightest V8 passenger car in the world approved to European safety standards. The car also has one of the stiffest chassis of all the convertible roadsters available today.

The car is the ideal companion on country and urban roads. You can have fun with a clear conscience knowing that the car's impact on nature is kept at a minimum. Wheel speed sensors inform the Electronic Control Unit to get the best possible performance from the engine and to provide a crisp throttle response. The Morgan Plus 8 has been described as 'a true drivers car' yet it is also surprisingly economical to run.

The car is the most comfortable Classic Morgan that the company has ever built. The convertible mohair roof is easy to erect with a double thickness liner for insulation. There is plenty of space for the tallest of drivers. Air conditioning is standard equipment in the luxurious leather lined cockpit which includes a lockable stowage compartment. A radio/CD player is standard equipment with a high quality speaker system.

The Plus 8 is also the only Classic Morgan available with a six speed automatic transmission. This can be operated in two modes, 'Sport' and 'Auto'. In 'Sport' mode the engine holds its gear to maximum revs of 6500rpm and 'blips' the throttle before making a down shift. The steering and the ABS brakes are power assisted.



ROADSTER 3.7 LITRE

The new Roadster 3.7 is deceptively fast with a Ford Cyclone six cylinder engine. Power delivery is smooth and consistent all the way up to the maximum engine revolutions of 6850 per minute. The overall weight of only 950kg for this aluminium car spells a power to weight ratio of around 300bhp per tonne. Power delivery is transmitted to the road through a limited slip differential with cone drive for good traction off the line. The 6 cylinder engine and 6 speed transmission provide an excellent combination of performance and economy. Carbon emissions are extremely low for a fast sports car.

The cockpit offers the perfect enthusiastic driver's environment with plenty of room combined with the luxury and special feel of real leather. The large well designed speedometer and rev counter are fitted into a completely new dashboard featuring electronic warning systems and digital and analogue displays for all engineering functions. There is even a stop watch to measure your lap time. The instruments and dials are framed in wood and the highest quality materials are used throughout this coach built car.

ROADSTER 3.7 FOUR SEATER

The four seater body makes the thrill of the Roadster available to the whole family. Without occupants and with the seats folded flat the extra luggage space may come in handy.



6 Cylinders





4 Cylinders



PLUS 4 2.0 LITRE

The Morgan Plus 4 is the world's favourite Morgan. It is a marriage of a reliable four cylinder engine with plenty of torque and the traditional values of a classic British sports car.

The performance is a particularly successful combination of responsive acceleration and fuel economy. The car is a sure footed partner on any journey. With even balanced weight distribution the car is easy to drive and offers responsive handling.

The Plus 4 features an easily operated convertible roof and is available with a huge range of options including various road wheel designs, luggage racks, and a wide range of extra features.



PLUS 4 FOUR SEATER

The Morgan 4 seater body can also be applied to this 2.0 litre platform. Power delivery is consistent and smooth even with four adults comfortably seated inside.

4 / 4 1 . 6 L I T R E

The Morgan 4/4 offers remarkable fuel economy with all the virtues you would expect of a Morgan Classic.

Elegant in its simplicity, the 4/4 personifies open air motoring and brings it up to date with class leading CO₂ emissions. So you can drive your traditional British sports car and not damage the environment.

Good fuel economy and low CO₂ does not compromise performance thanks to the cars light weight. The lightest classic Morgan offers a really sporty drive.

The Morgan 4/4 is the worlds longest running production vehicle and has become one of the motor industry's most famous and iconic designs. It offers exceptional performance at an affordable price.



Worlds longest manufactured production car*

*Source: Guinness world records

STANDARD SPECIFICATION

Every car in the Morgan Classic range comes with a well thought out specification as standard. This includes the list of 'no cost option' items and colours below.

Standard Colours*



Sport Black



Sport Green



Sport Blue



Sport Teal



Sport Grey



Sport White



Sport Sand



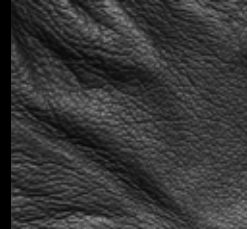
Sport Yellow



Sport Orange



Sport Red



Black Leather



Saddle Brown Leather

*All Colours are printed representations.

**All specification details and prices correct at time of print and subject to change without notice

Photography: Morgan Design & Magic Car Pics

Standard Equipment**

- Choose from 10 'Sport' colours NCO (left)
- Upholstery saddle brown or black leather
- Leather piping on seats and carpets
- Flat back panel with no spare wheel
- Black wire wheels (not Plus 8)
- Silver 5 spoke alloy on Plus 8
- Painted dashboard with cargo net (not Plus 8)
- Painted dashboard with air bag on Plus 8
- Side screens
- Black 'easy up' hood (mohair Plus 8)
- Silver stone guard
- Full bonnet louvres
- Black carpets
- Start button (Plus 8 only)
- Driver / passenger air bags (Plus 8 only)
- Reclining sports seats

BESPOKE MANUFACTURE

A customer can chose how they want their Morgan to be built. A large range of options are available to tailor your car and make it unique and personal to you. The exterior colour can be your choice from an almost unlimited number. The leather can be personal to you and an array of high quality well designed parts are available to increase the cars specification.

Morgan owners are encouraged to visit the factory. A customer can meet the designers and sales team to discuss their specification or watch their car being assembled. If a factory visit to Malvern is not a possibility, you can visit us at shows and events or our enthusiastic dealer network enables you to be taken through the process of buying a Morgan step by step.

A large number of performance enhancements are available from www.aero-racing.co.uk

A visit to our website will allow you to visualize your car with our online car configurator. See this @ www.morgan-motor.co.uk.

Whichever route you chose the excitement will begin the day you decide to buy a Morgan sports car.



Bespoke specification Plus 4



Bonnet strap detail



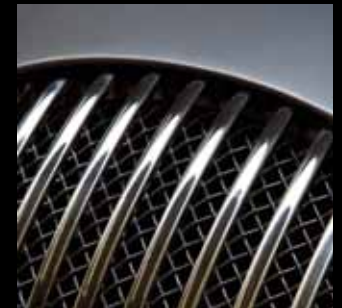
Dashboard finishes



Several leather choices



Polished wire wheels



Stone guard options



Painted dash*



Tan or black leather



Black wire wheels



T E C H N I C A L

Driving a Morgan is so much more than driving a piece of history. Timeless looks, performance and sophistication reflect one hundred years of a driving passion. For more information contact your local dealer or visit www.morgan-motor.co.uk

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You Tube f t
www.morgan-motor.co.uk

