



MORGAN TO CELEBRATE COACHBUILDING WITH PININFARINA ON A FUTURE VEHICLE COLLABORATION

Malvern, 9th november 2023 - To celebrate more than two centuries of combined coachbuilding expertise, **Morgan Motor Company** has announced it is working with **renowned design house Pininfarina** on a **future yet-to-be disclosed collaborative vehicle project**.

The limited run of individual commissions will combine Morgan's 21st Century coachbuilding philosophy with Pininfarina's legacy of purity and elegance in design. Further details will be released in 2024, during Morgan's 115th year.

Massimo Fumarola, Chief Executive Officer, Morgan Motor Company, said "Coachbuilding goes to the very essence of creating a car and is something that we have nurtured and protected

at Morgan. We have found that to craft by hand and not through automation, and to let the heart of the creator shape a line or an object, is what allows the spirit of our company to shine through."

"For us, coachbuilding has an ethical meaning too. By doing something with your hands, it allows you to fully understand and appreciate the raw materials, and in turn respect the environment in which they were created."

"Coachbuilding is not constrained by trends and borders, as we are discovering through this collaboration. The shared passion between Morgan and Pininfarina is clear, and we look forward to sharing much more with our community in due course." ▲



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 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 Plus Six. Characterised by its analogue driving experience, whichever model you choose, every journey in a Morgan is an adventure.

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