



## Introducing the new Morgan Plus Four: Design, dynamic and technology updates evolve company's longest running nameplate

- **Continued legacy:** Plus Four features a range of design, dynamic and technological enhancements, informed by over 70 years of evolution.
- **Timeless design:** Design changes including new lighting, wings, front splitter, rear diffuser, and mirrors combine to evolve Plus Four's timeless appeal, whilst staying true to the spirit of the original.
- **Dynamic enjoyment:** A new Dynamic Handling Pack has been extensively developed and tested, further enhancing the engaging driving dynamics of Plus Four.
- **Technical enhancements:** Enhanced Sennheiser audio system, increased audio functionality and interior lighting changes help to improve usability of Plus Four without detracting from its unique appeal.
- **True to its roots:** New Plus Four stays true to the ethos of the original model launched in 1950. Maintaining the core appeal and delicate proportions yet reimagined for today.
- **Coach-built at Pickersleigh Road:** Time-honoured craft skills, passed down through generations, combine with the latest engineering innovation to create a unique formula, unlike any other car. Plus Four is now available with a three-year warranty as standard.
- **Bespoke as standard:** Plus Four is available in an almost endless combination of colourways and material options, ensuring that every vehicle is as individual as its owner.
- The new Plus Four is available to order now and is priced from £62,500 plus local market taxes. Configure yours at [www.morgan-motor.com/plus-four](http://www.morgan-motor.com/plus-four)

**April 10 2024, Malvern, UK –** The latest Morgan Plus Four combines the company's signature blend of industry-leading craftsmanship and engineering honesty to create the purest expression of the four-wheeled Morgan sports car available today.

Proudly continuing the legacy of the company's longest running nameplate, the latest Plus Four features a series of design, dynamic and technological enhancements, informed by over 70 years of evolution.

**Massimo Fumarola, Chief Executive Officer, Morgan Motor Company, said:** "We are proud to continue Plus Four's incredible legacy – one that stretches back to 1950 – with this latest model, honouring the spirit of the original car yet reimagining it for today. The latest Plus Four is unmistakably a Morgan for today's discerning customer.

"The importance and responsibility when evolving this longstanding nameplate is not lost on the team at Pickersleigh Road. Whilst other models within our lineup offer greater opportunity for experimentation, Plus Four requires a more delicate approach. We believe that the new features and detail culminate to create a fitting evolution and an immediate impression of a more refined, usable, and quality sports car, yet one that remains playful and fun.

“The introduction of the latest Plus Four also brings a renewed approach to vehicle design, engineering, quality, and production at Morgan. Through greater internal collaboration we have been able to further champion the qualities that make Morgan special, whilst creating even more compelling sports cars for our global community of customers.”

### **Evolving timeless design**

The design intent for new Plus Four has been to simplify and reduce visual noise, allowing the timeless silhouette of Plus Four to be further celebrated. The front and rear views are characterised by the introduction of new lighting, wings, front splitter, rear diffuser, and floating front and rear number plate plinths. These changes culminate in a refreshed visual identity and an overall cleaner appearance.

The new front and rear lights – manufactured exclusively for Morgan – have been conceived by the company’s in-house design and engineering teams and are free from the constraints that a readily available lighting unit imposes. The introduction of the new front and rear lights is evidence of the company’s wider ethos of enhancing usability and quality, whilst maintaining the timeless appeal that is synonymous with the brand.

The new 8” headlight has subtly grown in diameter over previous models by 1-inch, helping to return the more traditional proportions of Plus Four – which grew slightly when moving to the CX-Generation Aluminium Platform in 2020. The new headlight design incorporates the front indicator, allowing for the removal of separately mounted indicator units, this feature is also reflected within the rear lights. Both front and rear lights emit a more powerful and higher-quality light source than previous models.

The front and rear wings on new Plus Four have been entirely reformed and are now constructed using a cold forming technique. Whilst the changes are deliberately subtle, they feature a greater level of surfacing, influencing the way in which light reflects over the wing profile, adding tension and evoking a more sculpted volume.

To coincide with the introduction of new front and rear wings, the latest Plus Four features a new front splitter and a new rear diffuser, both of which feature a floating number plate plinth. Both the front splitter and rear diffuser are finished in dark matte grey paint to reduce visibility and lift the visual weight of the car. This feature harks back to period Morgan sports cars, many of which featured no front undertray or bumpers, thus creating a pronounced horizontal line at the lower section of the wings and central cowl.

A new model badge features Morgan’s own H.F.S. Bold typeface. Inspired by car badges that used italicised typefaces and repeating speed lines, the badge is a contemporary interpretation of classic automotive brand design.

Both the rear-view mirror and wing mirrors are new. Each has been designed in-house and is manufactured exclusively for Morgan. Far surpassing the engineering integrity, functionality and aesthetic qualities of previous mirrors, the new units are made from lightweight aluminium and are homologated for all existing markets. Whilst subtle, the meticulous attention-to-detail and rigorous testing process of the new mirrors represents the level of detail upon which the company is now operating.

**Jonathan Wells, Chief Design Officer, Morgan Motor Company, said:** “To think of a Morgan is to picture the unmistakable silhouette of the Plus Four. During this exciting time in the company’s history, whilst we look towards broader visual experimentation across our model range, the continuous evolution of Plus Four – our time-proven brand anchor – is rightly afforded a more delicate approach.

“The changes we have made – as with any longstanding design-led product – consider the delicate balance between tradition and innovation. For the latest Plus Four, we are proud to

present an extensive list of component design updates that come together to deliver an undeniably refreshing yet reputedly authentic impression.

“The wings have been entirely reformed with a greater level of intelligent surfacing to control highlights and add poise. Our new headlights feature the latest illumination technology yet were born of a desire to address a more traditional and balanced frontal proportion. Our new mirrors are now formed of beautifully machined aluminium. Strategic design simplification has reduced visual distraction and celebrates enhanced quality at a component level throughout.”

### **Pure Driving Enjoyment**

Plus Four prioritises driving feel above performance figures and lap times. The company's engineering team pursue dynamic performance that rewards the driver, giving them a greater connection to the car and the road ahead. Plus Four is available in manual and automatic transmission variants and is powered by the latest BMW 2.0 litre engine.

The latest Plus Four features a change to the standard suspension consisting of new spring rates and re-valved dampers. In addition, an optional Dynamic Handling Pack – extensively developed alongside suspension experts, Nitron, – will be available from launch. The Dynamic Handling Pack is manufactured exclusively for Morgan and includes new springs with single way adjustable damping and adjustable spring platform, as well as the addition of a rear anti-roll bar. These changes help to deliver a greater level of dynamic performance and, like the Plus Four overall, aim to deliver driving feel and enjoyment.

Enhancing occupant interaction with Plus Four has been a primary focus for the company's design and engineering teams, and is consistent with the ethos of blending tradition with appropriate modern technology. Specific updates for Plus Four include the Sennheiser audio system, enhancements to the LCD screen and dashboard, new interior illumination, and a new key fob. These changes enhance the user experience, seamlessly integrating with the vehicle without detracting from its timeless appeal.

The lightweight Sennheiser audio system, first introduced to Plus Four in 2022, has been enhanced for the latest Plus Four. The enhanced system utilises additional 'invisible' speakers in the cockpit, specifically underneath both seats, and higher-specification conventional speakers within the doors. As with the previous iteration of the audio system, Sennheiser's tuning creates the magical illusion of a broad sound stage in front of the passengers, providing a high-quality soundtrack, and now an even greater range of volume and increased Bluetooth range.

The visual identity of the Sennheiser premium audio system is maintained thanks to the speaker grilles located on each door. The grille design takes inspiration from the iconic louvres that are stamped into each bonnet of a Plus Four, and feature the Sennheiser logo.

Plus Four drivers will now possess greater control to influence the audio choice with new track pause and skip functionality, operated using the existing volume control dial – therefore removing the need for additional switches. Volume display and track ID will be shown on the LCD screen, situated between the temperature and fuel dials in front of the steering wheel. Further changes to the LCD screen include a range of visual enhancements to graphics, whilst all dashboard button lights are finished in white.

Reflecting the changes to exterior lighting, new interior lighting helps to illuminate the elegant cockpit of Plus Four. Using higher-quality lighting modules and more intelligent programming, the illumination experience has been enhanced, and features fade-in-fade-out technology. The position, direction, and configuration, of all lighting has been meticulously designed and evaluated to achieve the optimum scenario for occupants.

**Matt Hole, Chief Technical Officer, Morgan Motor Company, said:** “The latest Plus Four represents a fitting evolution of our longest established nameplate and delivers an even greater

Morgan experience to our customers around the world. It does this thanks to new dynamic improvements which deliver a more engaging level of performance, through myriad technology updates which improve the user's interaction with the vehicle, and a range of quality enhancements which further increase engineering integrity. Achieving these refinements without detracting from the timeless integrity of Plus Four is down to the skill, dedication and collaboration of our teams and suppliers."

### **Plus Four, a legacy**

First introduced in 1950 at the Earl's Court Motor Show in London, the Plus 4 has proven to be one of the company's most popular models. Named Plus 4 due to its increased power over the 4-4 – the first four-wheeled Morgan – which was introduced in 1936. For the first four years of its life, the Plus 4 featured a 'flat' radiator and cycle wings. From 1954, however, the 'cowl radiator' design was introduced. This is the timeless silhouette that has become synonymous with Morgan, and the design proportions that today's Plus Four continues.

Thousands of examples have been produced throughout its life, with exports proving popular to all key markets including the USA. It was a Plus 4 that won its class at the 1962 Le Mans 24 Hours race, the company's most notable motorsport triumph. A Plus 4 was the first car owned by Ralph Lauren and, to this day, features in his collection – one of the most revered automotive collections in the world. Its centrality within the story of Morgan is unquestionable.

### **21<sup>st</sup> Century Coachbuilding**

Like every four-wheeled Morgan produced today, Plus Four combines a blend of traditional craftsmanship and appropriate modern technology, a philosophy which the company refers to as '21<sup>st</sup> Century Coachbuilding'. This philosophy flows throughout the company and influences its approach to designing and engineering each model, as well as the way in which every vehicle is constructed. As part of this philosophy, all models benefit from continued development and incremental improvements throughout, ensuring that the quality of each model is reflective of a modern-day sports car. Reflecting these advances, the warranty on Plus Four is now three years, with the option to extend for a further 12 months.

Each aluminium body is hand-formed over an ash wood frame. This body, which is beautifully made using age-old techniques handed down through generations, is seamlessly married to an ultra-modern aluminium platform with the latest braking, suspension, and electronic systems.

The finest Scottish leather, itself a by-product of the food and agricultural sectors, is used sparingly within the cockpit of Plus Four. This leather is trimmed into each car using traditional techniques and tools. By the nature of the model's hand-crafted manufacture, natural materials are used sparingly with minimal waste produced.

### **Bespoke As Standard**

At Morgan, there is no 'bespoke' department. Every Plus Four that enters production is bespoke as standard. Beyond the almost endless combination of colourways and options available to configure, prospective owners can go beyond this and request additional materials and features for their new Plus Four. This approach ensures that every Plus Four built is a true 'one-off' and is as individual as its owner.

### **Availability**

The new Morgan Plus Four is available to order now, with the first models going into production in May 2024. Prospective clients can expect to test drive a new Plus Four at UK and European dealerships starting from June, and are encouraged to register interest with their nearest Morgan dealership or through the official [Morgan website](#).

Morgan is currently working with the United States authorities to achieve homologation for the new Plus Four. Whilst there are no timescales for entry, the company is in advanced stages of approvals and is confident it will meet all requirements. This will be the first four-wheeled Morgan to achieve homologation in the United States since 2006.

To find out further information and configure your own Plus Four, please visit <https://www.morgan-motor.com/plus-four>