



Morgan 100 years...

...and still remains a family business under the professional eye of Charles Morgan, Morgan's Executive Director. Morgan cars are renowned for their distinctiveness, craftsmanship and glamour, and the Morgan Motor Company is one of the most admired car manufacturers in the world.

Morgan has done it – it has arrived at its 100th anniversary alive and kicking. Now that the 100th year has been reached, it is time to consider the future.

Happily, Morgan has arrived at its 100th year in surprisingly good shape. It is financially sound, it has returned to profitability, it has dramatically updated its manufacturing methods and brought in state-of-the-art technology. It has developed a number of exciting new models and has shown an astonishing ability to make small production profitable. So now is perhaps the moment to ask...what next?

Perhaps the most exciting asset Morgan has is its very advanced technology. This has come at a price –

a colossal investment for a small family firm – but it means that far from being overtaken and side-lined by more advanced competitors, Morgan is right at the cutting edge of technology. The Aero 8 was one of the first cars in the world with a bonded aluminium chassis, the AeroMax is thought to be the very first all aluminium super formed car in the world and the Morgan LIFEcar is one of the most advanced fuel cell vehicles in existence. Being so advanced puts Morgan in a very healthy position to meet the challenges of the future.

'I happen to think that the AeroMax takes our craftsmanship on to a whole new level,' says Charles. 'I say that because all of its panels are made by the same process and with the same accuracy as a part for a jet

engine. There are lots of super formed aircraft but not many cars. The AeroMax door, for example, has a super formed outer surface, inner closing panel and super formed door aperture on the body so that all three mate together and the doors shut perfectly. We have a bespoke rubber seal



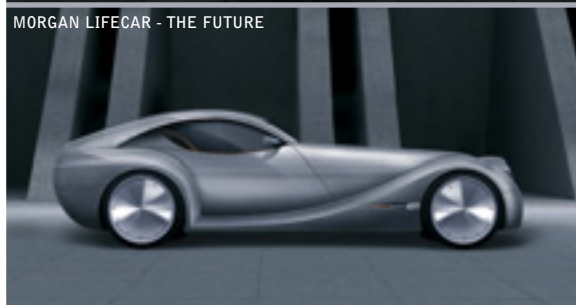
and there should be no movement as the chassis is very stiff. This means that we are getting a lightweight car that really does achieve the levels of accuracy of a modern mass-produced steel car. That gives Morgan a potentially new market because until now, some people would not accept the foibles of a Morgan because they wanted the glorious style of an old car but without the drawbacks. The trick is to keep the character and humanity of Morgan – a car individually produced by the 150 skilled workers here at this factory – but get rid of the bad features of an old car. Now we are able to do that and give them something that is a unique combination of labour-saving technology and loving craftsmanship. There are not many factories in the world that can do this. So that gives Morgan a real opportunity.'

The Aero technology has been built-on to produce the AeroMax and this car may just be the first of a series of limited edition specials that Morgan could build over the next few years. Partly with this in mind, the company has brought in a car designer for the first time. 'Professionals can always do things better than amateurs,' says Charles, 'and I was only ever an amateur car stylist. I love drawing cars but it was not something I was taught

at university. Matthew Humphries, who now works for us, has done three years of training at university and so obviously he is able to offer us some extra ability. He can visualise the whole car, which means that we no longer have to make expensive prototypes. When you know how to use the latest computer software to give you a visual simulation of the future product that is absolutely accurate, it saves a lot of time and money. In fact, Matthew's computer-generated images of the AeroMax were so accurate that we seriously thought of using them in the brochure!

In his year, Matthew's work really stood out. Of course, he doesn't work on his own – we work closely together and it helps that I can sketch so we can talk together as draughtsmen would. I think being able to draw has helped all three generations of my family, but having an in-house designer has opened up new opportunities for us. The AeroMax is a very well resolved piece of work and we probably would not have achieved that resolution of the surfaces without a professional being involved. The tooling used to make the panels for the car is a direct replica of Matthew's drawing and that gives us an advantage over some other manufacturers. For example, a beautiful concept car at Geneva often looks very different when that car is actually tooled and made for the public because the production people are quite separate from the design people. That is not so here.'

The Morgan Sports cars are quintessentially English and are admired by everyone who appreciates design, quality and the pure pleasure of ownership. They are enjoyed by all, especially celebrities like Rowan Atkinson and Richard Hammond.



WIN



The most complete history of Morgan ever to be published and the only book officially authorised by the Morgan Motor Company. Extracts of the book will appear in this special tribute to the Morgan Motor Company.

COMPETITION

Your chance to win this fabulous book worth £30.

To enter: Name the Top Gear presenter who is waiting to have his Morgan car delivered soon.

Send your answer on a postcard or the back of a sealed envelope and send it to: Morgan 100 Years competition, Lincolnshire Life, County House, 9 Checkpoint Court, Sadler Road, Lincoln LN6 3PW. Closing date for entries is Friday, 13th February, 12noon 2009. The first correct entry drawn after the deadline will win this prize. Be sure to print your name and address clearly on the card. Usual rules apply. Good luck!