



## **MORGAN 3 WHEELER TO TAKE ON TRANS-INDIA CHALLENGE**

- Morgan 3 Wheeler to be used for demanding 3,500 mile Indian road trip
- British car maker gives official support to drivers Alan and Pat Braithwaite
- 33-day Trans-India Challenge aims to raise £200,000 to support Indian aid NGO Goonj
- Challenge's themes echo Morgan's own sustainability values

### **Malvern, 18 December 2019**

The exhilarating Morgan 3 Wheeler is set embark on its most arduous adventure yet, the Trans-India Challenge. The 3,500-mile, 33-day journey around India will put the 3 Wheeler to the ultimate test as it takes on one of the world's most demanding road networks.

The Morgan Motor Company has given official backing to the car's drivers, 73-year-old entrepreneur and philanthropist Alan Braithwaite, and his wife Pat. In 1909, the Malvern-based car manufacturer produced its first car, a three wheeler, and the new 3 Wheeler, launched in 2011, takes inspiration from this original model. Featuring an 82bhp S&S V-twin motorcycle engine and weighing just 525kg, it's one of the most exhilarating cars on sale today.

Very few modifications were required for the Challenge but, to help the car cope with the rough terrain, raised suspension has been fitted, by Bury St Edmunds-based Morgan dealer Krazy Horse. The car's exterior, however, has changed very little and is certain to turn heads in India, where the 3 Wheeler has rarely been seen. And with no roof of any kind, the driver and passenger will be fully exposed to the elements.

The Challenge aims to raise £200,000 to support Indian aid NGO Goonj, and fund academic research into Goonj's 'circular economy' model. This sustainable approach recycles urban waste to use as 'currency', rewarding rural communities for improving their local environment – such as roads, water supply, hygiene or schools. It mirrors Morgan's ecological values, for example its use of sustainable woods in the construction of its cars and a zero-landfill policy for all materials.

The Morgan adventure has attracted support from Ralph Lauren, too. Throughout the Challenge, the team will be wearing polo shirts from its Earth Polo range, clothing made from thread derived entirely from recycled plastic bottles and dyed using an innovative waterless process.

Steve Morris, CEO of Morgan Motor Company, said, "The Morgan 3 Wheeler is the perfect car for the Trans-India Challenge because of the attention it brings: it's different and it's fun.

You're always on an adventure in a Morgan and you drive with a smile on your face. Not only does it demonstrate what a Morgan is capable of, but you also know it will bring attention to Goonj. It's going to be a fantastic adventure all round."

For Alan, Morgan's support is a major boost: "We are delighted that Morgan has recognised the significance of the Trans-India Challenge. It will be a massive test for the car, but will certainly put Morgan firmly on the Indian map. With Morgan's durability, and the materials used in the cars' manufacture being sustainable and re-useable, this is the perfect choice of vehicle. It is also another milestone in recognising the 'circular economy' model championed by Goonj."

The adventure starts just six months after Alan underwent open heart surgery: He added: "I actually needed more extreme modifications than the car for this trip, but I'm confident we'll both reach the finish line in great shape."

The 3,500 mile Trans-India Challenge, which will start from Mumbai on 1 February 2020 and take in cities including Pune, Hyderabad, Visakhapatnam, Puri, Kolkata, Patna, Lucknow, Agra, New Delhi, Jaipur, Udaipur and Ahmedabad, before returning to Mumbai at the beginning of March. It aims to visit 11 Goonj centres or projects along the way.

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### **About Morgan Motor Company:**

Morgan Motor Company is a British manufacturer of hand-crafted sports cars. Located in Malvern Link, UK. The world-famous Morgan cars offer a unique blend of charisma, quality materials, craftsmanship and performance. Morgan have been handcrafting coach built traditional British sports cars that are thrilling to drive and unique within the market place since 1909.

In March 2019, Investindustrial purchased a majority share of the company, and by doing so invested in the long term future of the Morgan Motor Company building cars in Britain. The Morgan family retain a shareholding of the company, and work alongside Investindustrial at board level.

Morgan built on a successful 12 months of sales, production and development in 2018 building 850 vehicles, of which 70% were exported through over 50 official dealerships in 32 countries.

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## **About the Trans-India Challenge**

Images and video clips are available by visiting: [www.transindiachallenge.com/media/](http://www.transindiachallenge.com/media/)

For further information, or to arrange an interview with Alan and Pat Braithwaite please contact the media office:

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## **About Goonj**

Founded in 1999 by Indian Social Entrepreneur, Anshu Gupta – known as The Clothing Man – Goonj aims to use urban discard as a tool to alleviate financial poverty and enhance the dignity of people and communities financially impoverished in India. Over two decades, Goonj's work has ranged from rural regeneration projects to emergency relief, all linked in some way to the use of discarded, recycled materials sourced mainly from India's cities. The award-winning impact of Goonj's work has benefitted hundreds of communities and millions of individuals across India; saving lives, reducing financial poverty and empowering communities.