



# MORGAN BIDS FAREWELL TO ITS STEEL CHASSIS AFTER 84 YEARS OF PRODUCTION

- The last-ever steel chassis Morgan rolls off the line at the firm's Pickersleigh Road factory in Malvern, UK
- The chassis was introduced in 1936, and has been produced continuously ever since, making it the longest-ever running production car architecture
- Morgan's steel chassis made its debut in the firm's first four-wheeled vehicle, the 4-4, and since went on to underpin models including the Plus 4, Plus 8, and V6 Roadster
- The final steel chassis car, a Plus 4 70<sup>th</sup> Edition, has been purchased by a long-time Morgan enthusiast and owner of other historically significant Morgan models
- In March 2019, Morgan introduced the CX-Generation bonded aluminium platform which now underpins all four-wheeled models.

**Malvern, 7 July 2020**

The Morgan Motor Company has this week finished production of its last-ever steel chassis car to be built. The momentous occasion marks 84 years of continuous production for the underpinning – barring factory closures during World War II and the coronavirus pandemic – making it the longest-ever running production car architecture of all time, anywhere in the world.

The firm's steel ladder chassis was introduced in 1936, in the Morgan 4-4. This car's name came from the fact that it was the first Morgan to have both four cylinders and four wheels – Morgan's vehicles before this point, since the company's foundation in 1909, were all three wheelers.

The steel chassis, while undergoing many alterations, and improvements over its lifetime, went on to underpin the Plus 4, Plus 4 Plus, first-generation Plus 8, 4 Seater, V6 Roadster, and the 4-4's eventual successor, the 4/4. In fact, every four-wheeled Morgan produced before 2019, with the exception of the Aero range and second-generation Plus 8, has used a variation of the steel chassis.

The chassis' famous design elements include its combination of sliding pillar front and leaf spring rear suspension. The sliding pillar setup, in particular, marked a defining characteristic of the platform, having been used by very few other car manufacturers. With this arrangement, the hub and wheel assembly moves vertically, on a kingpin fixed rigidly at its top and bottom. It ensures there is no wheel camber change during compression or rebound, maximising lateral cornering grip. In total, 35,000 four-wheeled Morgan cars with a steel chassis have been made, exported to 65 countries around the world. Many of these models, adored by their owners, are still in active use today.

The final steel chassis car, a Morgan Plus 4 70<sup>th</sup> Edition, has been purchased by a loyal Morgan customer who will keep and treasure it, but also enjoy driving it on the road for years to come. It will sit alongside his selection of remarkable cars from Morgan's long history, which includes the famous Le Mans-winning Plus 4, 'TOK 258'.

The Plus 4 70<sup>th</sup> Edition celebrates 70 years of production of the Plus 4, which began in 1950. Limited to a run of just 20 individually numbered examples, the editions feature a gold-painted chassis, Platinum Metallic paintwork, and a host of other upgrades.

Morgan's replacement for its steel chassis, the bonded aluminium CX-Generation platform, was introduced in the Morgan Plus Six, at the Geneva International Motor Show in March 2019. It came after four years of development, and using lessons learnt from its previous aluminium platform, found in the Aero range and second-generation Plus 8. The CX-Generation platform has since gone on to underpin the all-new Morgan Plus Four, which saw its debut in March 2020. While almost a century newer in technical capability, it maintains the level of driving pleasure that has always defined Morgan sports cars. Despite the cutting-edge platform technology in these models, Morgan's famed craftsmanship and use of natural materials continues.

Steve Morris, CEO and Chairman of Morgan Motor Company, said: "The steel chassis has been fundamental to Morgan's production for more than eight decades, found beneath the skin of some of the most important and successful models in the company's history. Its unique driving charm is loved by many and, in fact, demand for steel chassis cars is still strong. However, with the introduction of our CX-Generation platform, which underpins our revolutionary new range of four-wheeled products, the time has come to bid farewell to the steel chassis. We are delighted to present this final steel chassis car to a long-standing friend of the factory, who we know will enjoy it alongside his extensive Morgan collection."

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Video: <https://youtu.be/5q2Q-IQPMIE>

**About Morgan Motor Company:**

Morgan Motor Company is a British manufacturer of hand-crafted sports cars. Located in Malvern Link, UK, the world-famous firm offers a unique blend of charisma, quality materials, craftsmanship and performance. Morgan has 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 2019, building 750 vehicles, of which 70% were exported through more than 50 official dealerships in 32 countries.

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