



## MORGAN MOTOR COMPANY TO OPEN EXPERIENTIAL HUB AT BICESTER HERITAGE

- The Morgan Motor Company will become the latest resident at Bicester Heritage
- The opening of a Morgan experiential hub at Bicester Heritage will commence in 2021
- Morgan owners and fans will be able to book experience driving courses in a range of Morgan models, including the Plus Four, Plus Six and 3 Wheeler
- The announcement of Morgan Experience Bicester coincides with the opening of the new Morgan Experience Centre at Morgan's factory in Malvern, Worcestershire

### **Bicester Heritage, 2 December 2020**

The Morgan Motor Company is to become the latest resident at Bicester Heritage with the opening of an experiential hub at the former RAF Bicester site. The beautifully restored Power House building is situated on the original Bicester Heritage development, and will be occupied by the Malvern firm to offer a range of driving experiences for customers and enthusiasts.

A dedicated fleet of 'Bicester' specification Morgan models, finished in a striking Safari Yellow, have been built for driving experiences that will run from Morgan's base at Bicester Heritage. Morgan's current Bicester fleet includes the Plus Four and Plus Six, with a 3 Wheeler also being available in 2021.

In addition to Morgan driving experiences – which will be run on both road and track by performance driving coaches – Morgan's aim for the appropriately titled Morgan Experience Bicester is that it will provide visitors with the ideal destination to experience the Morgan brand. Whether those visitors are

part of the Morgan community already, or new to the world of Morgan, the Bicester Heritage base will be ideally located for access by UK and overseas visitors and will work in partnership with the Morgan factory in Malvern, Worcestershire.

Morgan Experience Bicester will be the first company-operated premises outside of Malvern in the company's 111-year history. The announcement of the new premises coincides with major works to Morgan's existing visitor facilities at their historic factory – which have been completely repurposed during 2020 – and are due for completion in January 2021.

**Steve Morris, Chairman & CEO, Morgan Motor Company, said:** "We are extremely proud to announce plans for Morgan Experience Bicester. The experiential offering of the Morgan Motor Company is something that's grown significantly over the last decade, and with our friends at Bicester Heritage, we have the perfect opportunity to extend this offering further. From the Bicester Heritage team to the fellow residents, everyone has been extremely welcoming, and it's reassuring to know that we are joining a community of likeminded individuals.

The introduction of Morgan Experience Bicester will revolutionise our offering to the Morgan community, and I'm particularly excited to begin Morgan's involvement with future Bicester Heritage events."

**Dan Geoghegan, Bicester Heritage Chief Executive, added,** "In Morgan we recognise a cultural and experiential fit with everything that we are achieving at Bicester Heritage. We are delighted to build on an already strong relationship that will engage enthusiasts past, present and future in sharing our enthusiasm for the genuine motoring. Morgan, the team, their cars are a very exciting arrival to the strong Bicester community of like minds, skills and ambitions."

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Images: <https://morgan-motor.canto.global/b/NAGHK>

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

Morgan Motor Company is a British manufacturer of handcrafted sports cars. Located in Malvern Link, UK. The world-famous Morgan vehicles 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 marketplace 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 Bicester Heritage:**

Bicester Heritage is creating a revolution in historic vehicle ownership. The unique location is the UK's only hub for historic motoring excellence and is the national centre for the £7.2bn historic motoring industry. Founded in 2013 Bicester Heritage has gone from a standing start to a home for over 40 specialist businesses, and growing, making it the largest player in the industry and set to grow exponentially with a global reach.

The unique ecosystem of businesses based at the beautiful former WW2 RAF Bomber Training Station, acts as a 'marina-like' cluster, promoting skills and expertise, employment, qualified customer footfall, shared business incubation and aggregate growth. The time-warp base is truly unmatched in evocative character and an active airfield and test track complete its dynamic operation.

The location of Bicester Heritage, of course, is key. Bicester Heritage is a component part of Bicester Motion, an incomparable visitor attraction which will offer an authentic collection of dynamic and inclusive visitor experiences.

With innovation, community and experience firmly in mind, Bicester Motion is building a healthy, vibrant and dynamic Oxfordshire destination less than an hour from London.

For more information about the opportunities at Bicester Heritage, please contact [hq@bicesterheritage.co.uk](mailto:hq@bicesterheritage.co.uk).

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