



MORGAN MOTOR COMPANY UNLEASHES THE PLUS 8 GTR SPECIAL PROJECT

- The Morgan Plus 8 GTR gives Morgan designers and engineers the opportunity to reignite one of the marque's heroic legacy models with a 'gloves off' special edition
- Marking the first of several Morgan special projects to commence in 2021, just nine examples will be built
- The model is based on the Morgan Plus 8 and takes cues from Morgan's racing history
- It has been made possible by the recent availability of rolling chassis from a discontinued external project; all cars will be based on unused, recommissioned chassis and powertrains
- Production starts summer 2021; full reveal and vehicle deliveries to follow thereafter
- All cars to be built at the Morgan Design and Engineering Centre (M-DEC)

Malvern, 18 February 2021

Raw, visceral, loud, and low, the Morgan Plus 8 GTR represents what the Morgan Motor Company can create when its design and engineering teams let their imaginations run wild. Limited to just nine examples, it marks the first in a line of Morgan special projects set to commence this year.

The Plus 8 GTR explores design themes such as the high shoulder line, not seen on a traditional Morgan body for decades. Its five-spoke centre-lock wheels are reminiscent of Morgan's 1990s Plus 8 race cars, framed perfectly by subtly re-sculpted wheel arches. Further design elements include a revised rear end, front wings, and front splitter, and the fitment of a hard top. The model also benefits from learning and expertise gained by the company since the Plus 8 officially finished production in 2018.

One particular design inspiration was the Plus 8 race car that competed in the GT series throughout the late nineties, more commonly known as 'Big Blue'. This car served as the testbed for Morgan's first bonded-aluminium chassis, which would go on to underpin the Aero 8 and 'Aero-chassis' Plus 8 models. It seemed fitting, following the recent launch of Morgan's latest CX-Generation bonded-aluminium platform, to use this opportunity to pay tribute to the car that pioneered Morgan's use of aluminium structures.

The project has only been possible because of the recent availability of a number of Plus 8 rolling chassis, which have been re-acquired from a third party following a discontinued project. These were all built by Morgan before 2018, and were never used for their intended purposes. All are to be recommissioned and will benefit from the upgrade of selected mechanical components.

As part of their transformation from rolling chassis to finished vehicle, each GTR will be handcrafted using Morgan's traditional coachbuilding techniques. In a break from over a century of Morgan tradition, much of this work will be completed not at its famous Pickersleigh Road factory, but at the nearby Morgan Design and Engineering Centre (M-DEC). The Plus 8 GTR runs alongside core programmes and is one of several Morgan special projects to be announced this year. It follows numerous special project Morgan models in recent years, such as the Aero GT, SP1 and Aeromax.

These 'Aero-chassis' Plus 8s use the Morgan first-generation bonded-aluminium chassis developed initially for the Morgan Aero 8. Previously, from 1968 to 2004, Plus 8 models used Morgan's traditional steel chassis and were powered by Rover V8 engines.

All 'Aero-chassis' Morgan Plus 8s were powered by the BMW N62 4.8-litre engine, and the GTR will be no exception. In its original specification this unit produced 362 bhp, however, the exact power output for the GTR is yet to be finalised. A choice of a six-speed manual or ZF six-speed automatic gearbox will be available, with fixed allocations for each transmission option.

Just nine Morgan Plus 8 GTRs will be built, with production beginning in summer 2021. The transformed special project will be available in certain worldwide markets, subject to local rules on the importation of European vehicles. As part of the special projects programme, customers will be invited to commission their bespoke Plus 8 GTR alongside Morgan's design team.

Jonathan Wells, Morgan Head of Design, said: "Reviving a V8-powered Morgan at the current time may not seem like the obvious choice for a manufacturer firmly focused on new platforms and powertrains. However, when the opportunity presented itself to recommission a number of rolling chassis and create an exciting special project such as Plus 8 GTR, we embraced it fully. This project has allowed Morgan's design and engineering teams to revisit some of their favourite elements of past Morgan models, as well as experiment with some features that we hope will appear on future Morgan cars."

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High resolution images: <https://morgan-motor.canto.global/b/IK5OU>

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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 has 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 produces around 850 models, of which over 70% is exported. Its model range – comprising of the 3 Wheeler, Plus Four and Plus Six – is sold through 50 official dealerships in 32 countries.

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