



MORGAN MOTOR COMPANY OPENS INTERACTIVE NEW MUSEUM, THE ARCHIVE ROOM, AT THE REDEVELOPED MORGAN EXPERIENCE CENTRE

- The Morgan Motor Company has opened an interactive museum experience, The Archive Room, housed within the Morgan Experience Centre
- The redeveloped venue is based at the company's famous Pickersleigh Road factory in Malvern, Worcestershire
- The Archive Room houses over a century of Morgan Motor Company and Morgan family artefacts, documents, and footage, as well as significant vehicles from throughout the company's 112-year history
- A full audio-visual installation, developed by Morgan's in-house creative team, delivers a fully immersive museum experience
- A 'Design Your Morgan' area helps to educate the next generation of designers and engineers, allowing all ages to try their hand at sketching their own Morgan creations
- The Archive Room is open now to all visitors to the Morgan Motor Company

Malvern, 20 May 2021

The Morgan Motor Company is completing the redevelopment of its visitor attraction, the Morgan Experience Centre, with the opening of its all-new interactive museum experience, The Archive Room. As of 17 May 2021, in line with the easing of COVID-19 restrictions, The Archive Room is open to all visitors to Morgan, both throughout the week and every Saturday.

The Archive Room is home to the full company archives, containing more than a century of artefacts, documents, photographs and footage that chart the unique history and heritage of the brand. The centrepiece of the room is a full-length cabinet that houses individual items of historical significance, each with their own story. Next to each item is a button that allows visitors to bring the artefact to life as part of an audio-visual installation. Some of the more prominent items include a 1930s Leica camera belonging to the company's founder, HFS Morgan, thousands of original press cuttings dating back to 1910, each

beautifully documented in 'scrap books' by George Morgan (father of HFS), and original blueprints and historical parts from the earliest days of the company.

Five large-scale projectors situated around the room display rotating content that delves into all aspects of company history and provide a backdrop to the room. The remaining walls are adorned with artwork and abstract frames, Morgan parts and trophies. In the centre, seven cars are displayed and represent all eras and models, with a mixture of company heritage fleet and vehicles loaned by private owners. At launch, models including a 1910 Runabout, 1938 4-4 previously owned by HFS Morgan, a 1977 Plus 8 race car owned by Graham and Oliver Bryant, a 1 of 100 Aeromax and EV3 concept car will all be on display alongside other vehicles.

A 'Design Your Morgan' area introduces visitors to the basic principles of drawing a Morgan car, and how the design and development process works, with added insight from Morgan's designers and engineers. A lightbox drawing board, tracing paper templates and pencils allow budding designers to put the Morgan creations of their imaginations onto paper, to take home or share on social media.

The Archive Room brings the Morgan story to life, building upon the ever-popular Morgan Experience offering of factory tours, sports car hire and experience drives. The Morgan Experience Centre itself underwent a full refurbishment in 2020. The redesigned space includes a retail showroom for Morgan's on-site dealership, Morgan Works Malvern; a new restaurant, The Canteen; and a gift and lifestyle shop. It also serves as home to Morgan's ever-popular factory tours, the behind-the-scenes insight into how these unique vehicles are made.

The exterior of the building benefits from new stand-out features including the 'jewel box' display for showcasing the latest and most significant models, a sculptural entrance foyer, and a covered vehicle display area which echoes the crests of the Malvern Hills, the foothills of which are the location for the building. These features are constructed using modular timber structures, the material chosen to represent the ash body frame used in every Morgan sports car.

"As one of the longest established automotive manufacturers in Britain, the history of Morgan is both fascinating and extensive. From trials victories that helped to propel the company in its early years, through to the incredible history of our Pickersleigh Road factory and our more recent post-millennium advances, The Archive Room enables us to tell the story of Morgan like never before.

The interactive installations and activities offer something for all ages and interests. Whether you are a lifelong Morgan aficionado, or on your first visit to the factory, we have curated The Archive Room to remain relevant for all. And most importantly, like the company itself, it will continue to evolve."

Steve Morris, Chairman and CEO, Morgan Motor Company

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High resolution images: <https://morgan-motor.canto.global/b/P00JQ>

Web optimised Images: <https://morgan-motor.canto.global/b/G7SRV>

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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