



NEW CHIEF TECHNICAL OFFICER APPOINTED TO DRIVE MORGAN MOTOR COMPANY'S ELECTRIC FUTURE

Malvern, 17 November

The Morgan Motor Company has today announced the appointment of Matthew Hole as Chief Technical Officer and the newly created role of Head of Electrification. Matthew starts at Morgan with immediate effect and will report directly to Steve Morris, Chairman & CEO. This appointment is strategically crucial in Morgan's ongoing transition towards electrification and future electric vehicles, and Matthew will be responsible for all engineering and design functions of the business. He will be based at Morgan's state of the art Design and Engineering Centre at its global Headquarters in Malvern.

Matthew is an acknowledged electrification specialist with huge experience in the development of EV powertrains for a range of automotive manufacturers, and so brings with him a wealth of knowledge to help develop the next generation of Morgan sports cars. He succeeds Graham Chapman who has been appointed Chief Operations Officer, further boosting Morgan's leadership team for future success and its intent to fully embrace an electric future.

Matthew Hole, Chief Technical Officer and Head of Electrification, Morgan Motor Company, said: "I am relishing the opportunity to help transition Morgan Motor Company towards an electric future, at what is a hugely exciting point in the marque's 112-year history. Morgan has a tradition of innovation and has remained true to its core values for generations, and I am confident that these values can be strengthened as we implement EV technology. As an engineer, it's a fascinating challenge that carries a significant weight of responsibility, not least because of the significance of the Morgan brand."

Steve Morris, Chairman and CEO, Morgan Motor Company, said: "We are delighted to welcome Matthew to the Morgan family, joining us as Chief Technical Officer. Matthew will lead our energised and passionate team of engineers and designers who are already hard at work developing future Morgan sports cars. Electrification is a vital milestone – and one that presents opportunity for Morgan. I firmly believe that an electric Morgan that remains hand crafted, bespoke and — most importantly — exciting to drive represents a compelling offer in our ever-changing industry and something that we look forward to embracing."

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FOR IMMEDIATE RELEASE

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 annually, of which over 70% are exported. Its model range – comprising the Plus Four and Plus Six – is sold through 70 official dealerships in 30 countries.

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