

Morgan EvaGT

Press Release June 11th 2010

At a time of global conservation with a drive towards improved fuel economy the Morgan Motor Company introduces a new concept for a sporting family, the Morgan EvaGT. The four seater Coupe takes its inspiration from the British sports saloons of the early 1950's. Among these were the Bristol 400 series and the Frazer Nash BMW 328. After the Second World War rationing forced designers to conserve and make the most of the materials at their disposal. However the pressure cooker of war had also led to an abundance of innovative engineering ideas. Steel was scarce so lightweight aluminium was used for bodywork. Smooth "in-line" straight six cylinder engines were fitted to give long distance comfort and reliability. Because the engineers had often worked on aircraft development during the war aerodynamics contributed to high but economical cruising speeds.

The Morgan Motor Company is the last survivor of these British sports car manufacturers. Of course the company is lucky enough to have 100 years of continuous success behind it and like Bristol and Frazer Nash; Morgan has a history of successful collaborations with German suppliers BMW, Siemens and Bosch. But Morgan also works with a number of young engineering companies in the United Kingdom and with world class British university research departments.

The new challenge is to make cars that are more efficient than any we have seen so far. The Morgan Motor Company is in a good position to respond to this challenge because the company is small and flexible with a proven track record of fast development cycles. It currently manufactures one of the greenest sports cars in the world, the Morgan Four Four Sport. Morgan achieves this result with the use of the new Ford 1.6 Sigma engine coupled with a light chassis. Morgan currently has a young well qualified technical team working towards a potential 5 engineering PHD's, who will make full use of research departments at the University of Oxford, Cranfield and Birmingham City to tap into a technical knowledge network to make more efficient cars. This team is helping to develop a high torque electric motor twice as powerful as others of the same weight and size and a powerful lithium phosphate battery with a higher charge density to achieve the most efficient performance for weight so far.

The dynamic team at Morgan has made a commitment from 2010 that they will bring out a new model every two years. The legendary sports car manufacturer will target new niches.....electric sports cars, a fun weekend vehicle and the first of the new cars will be the Morgan EvaGT, a four seater Coupe aimed at young families, with a bit of drama or automotive theatre as we like to call it. This is a revolution for a car company famous for making the same car for 50 years!

The Morgan EvaGT

Brief provisional specification

Chassis:

The Morgan EvaGT makes full use of clever technologies that the Morgan Motor Company has developed to manufacture a lightweight car. Morgan was one of the first car companies to see the advantage of a bonded aluminium chassis to give rigidity but also to save weight. The EvaGT uses a further developed version of the bonded aluminium chassis of the Morgan Aero SuperSports, a chassis that successfully competes in International GT3 Sports Car Racing. Compliant with European and US safety approvals.

Bodywork:

Morgan was the first car company in 1995 to see the benefit of superformed aluminium, an aircraft technology, to manufacture smooth accurate body parts. Morgan Design have sculpted a new shape for the Morgan EvaGT that focuses on natural materials and understands their unique technical properties. Using computer technology in design and in manufacture to ensure accuracy, the parts are then hand finished to make sure they feel as good as they look. A perfect "A" class surface, minimal shut lines, hidden wipers, flush door handles and sharp creases deflect

air over the surface of the car. The new Morgan EvaGT represents a philosophy of lightweight luxury that embraces authenticity, sustainability and innovation achieving its final result through the process of skilled craftsmanship.

Technical Specification (subject to change):

BMW 3 litre straight six mono twin turbo with direct petrol injection 306bhp and 400nm torque

- Euro 5 and 6 compliant at 200 gms Co2/km, US FMVSS, CARB and EPA approved.
- 40 mpg / 7.06 litres/100kms
- 6 speed sport automatic or 6 speed manual gearbox.
- Rear wheel drive with fully independent intelligent suspension
- Aluminium body panels with a laminated internal safety structure.
- Predicted weight of 2755 lbs/1250 kg
- Predicted 0-60 mph 4.5 seconds/ 0-100km/h 4.5 seconds
- Predicted top speed 170mph / 273 km/h

Launch

The first public view of the Morgan EvaGT will be at the 60th Pebble Beach Concours d'Elegance, Carmel, California, USA on the 15th August 2010.

The Morgan Motor Company will be taking orders worldwide with a request for a deposit of £5000 from prospective clients for an allocated build slot. The first 100 cars of a limited run are planned to begin production mid 2012 and the "on-road" price will be competitive for a car of this class.

Further information

For further information contact

The Morgan Motor Company