

MOG LOG



The Morgan Motor Car Club of Texas
“TEX MOG” Newsletter
August 2026

The only car club in the area devoted to a car currently built by Britons, for a manufacturer owned and managed (mostly) by Britons.....THE British car club!

PRESIDENT

TREASURER

Judi Boyles
8422 Garland Rd
Dallas, TX 75218-4333
secretarytexmog@att.net

HISTORIAN:

Bill Boyles

NEWSLETTER EDITOR:

Craig Ligon
2720 Pinehurst Dr.
Grapevine, TX 76051
ligons@gmail.com

**MORGAN
MOTOR
CAR CLUB
of TEXAS**

REGALIA:

Jeff Smith
2720 Wexford
Plano, TX 75093
Jsmith6844@gmail.com

WEB EDITOR:

Bill Beecher
5603 James Rd.
North Little Rock, AR 72118
wbeech@flash.net
www.TEXTMOG.com

***Cover photo:** One more self-indulgent photo of Craig Ligon's 2026 Morgan Plus Four pictured whilst visiting the Biltmore Estate in Ashville, NC. See story later in this newsletter.



To steal ideas from
one person is
plagiarism, to steal
from many is
research.

Editor's note:

I'm looking for more content. If you have ideas, would like to show off your car, or just tell a memorable Morgan story, please let me know!

Thank you!
Craig Ligon
ligons@gmail.com
M 214-535-9423

MMCC CALENDAR OF EVENTS

NOTE: New entries and revisions are in italic type

Entries in **bold** type are official MMCC events

Check the Calendar entries often for changes of dates, events and other alterations or updates.

2025 – Have an idea for an event you would like to put on the MMCC, pick a date, a time, a place and send us an email at ligons@gmail.com

Meetings: the second Saturday of each month

Aug 8th **Red Truck Café**
Sat. 10am **Monthly meeting**

Sept 12th **Red Truck Café**
Sat. 10am **Monthly meeting**

Oct 10th **Red Truck Café**
Sat. 10am **Monthly meeting**

Events:

- Sept 19 Wheels for Wellness – 10am to 3pm
Downtown Fort Worth (see following flyer) <https://wheelsforwellness.org/benefit-car-show>
- Oct 9-11 35th Annual Texas All British Car Days
Marble Falls, TX (see following flyer)
<https://hillcountrytriumphclub.regfox.com/2026-texas-all-british-car-days>
- Oct 22-24 24th Brits in the Ozarks, All British Car & Cycle Show
Fayetteville, AR (see following flyer) <https://britshironnwa.org/brits-in-the-ozarks/>



Morgan News

Morgan Midsummer Coupé Is a Modern Take on Old-School Coachbuilt GTs



by Hagerty News, Ronan Glon

<https://www.hagerty.com/media/news/morgan-midsummer-coupe-specs-pictures/>

England-based Morgan has been building low-volume cars for decades, and the manufacturer is using this experience to its advantage in an era when niche sells. The new Morgan Midsummer Coupé was designed jointly with Pininfarina as a limited-edition GT with a stylish silhouette, BMW power, and luxury car-like craftsmanship.

Production of the Midsummer Coupé will be limited to nine examples globally. The example pictured here is the first prototype. Morgan explains that the project started in 2024, shortly after it unveiled [the Midsummer convertible](#), when one of its clients requested a coupe version of the roadster. The company's design and engineering teams developed the model and quickly received eight additional orders for it.

Turning the Midsummer into a coupe was more difficult than simply putting a roof on it. Working closely with Pininfarina, Morgan created a sleek-looking coupe characterized by a curved roof line that flows into an almost fastback-like rear end. The distinctive center line is carried over from the Midsummer and runs across the entire length of the roof, while the transparent roof panels let natural light into the cabin. We

especially like the rear windows; they reduce visual mass from the side profile and remind us of pre-WWII coupes.



Structural updates were also made. The coupe is built on the same [CXV-Generation bonded-aluminum platform](#) as the roadster, but it features billet-machined aluminum A-pillars that carry the roof loads into the front structure, a windshield bonded directly to the body to increase rigidity, as well as body panels made of aluminum. Don't worry, it's still a little old school, as you'd expect from a Morgan: The body frame is made of ash wood. Interestingly, we're told that the wood's natural

damping properties help reduce the resonance from the aluminum panels.

Power comes from a BMW-sourced, 3.0-liter straight-six rated at about 335 horsepower. It spins the rear wheels via an eight-speed automatic transmission. Performance specifications haven't been released



yet. The roof adds weight, but the coupe weighs approximately 2.5% more than a [Supersport](#) with a hardtop, so we're not worried about it being slow. Like the Supersport, the Midsummer Coupé should be quick and a lot of fun to drive.

All told, Morgan didn't merely create a closed version of the Midsummer; it built a high-speed GT pegged at the intersection of technology and tradition. On a secondary level, the Midsummer Coupé illustrates how Morgan plans to stay relevant and profitable in the fast-changing car industry. Companies founded to

build high-dollar, low-volume cars are seemingly born weekly. Morgan has been doing exactly that for nearly 120 years, so it's well-positioned to understand the market and expand while staying authentic.

There's no word yet on how much the Morgan Midsummer Coupé will cost, though nothing suggests it will be cheap. For context, the Midsummer convertible (which was limited to 50 units) cost over \$250,000. The brand promises that each example of the Coupé will be "highly bespoke," and buyers will be invited to participate in the design process in order to choose colors and materials, among other options. The first example will be built and revealed in the not-too-distant future, while the prototype will be displayed in the Louwman Collection in The Hague, Holland, after Morgan finishes the development process.

(Editor's note: An excellent additional source of 127 more Midsummer Coupé photos can be found here: <https://www.motor1.com/photos/928261/morgan-midsummer-coupe/>)

The Morgan Supersport Is Coming to America, but There's a Catch

The sharpest-handling Morgan variant is joining the U.S. lineup, albeit with a pretty notable omission.

By [Brendan McAleer](#) Published: Jul 17, 2026

<https://www.caranddriver.com/news/a72976164/morgan-supersport-coming-to-america/>



- **The Mogan Supersport is the sharpest-handling model the company currently sells, and a few U.S. fans will now be able to buy one.**
- **There's one major drawback, however: The six-cylinder version isn't coming across the Atlantic yet.**
- **For now, the U.S.-spec Supersport will basically be a Plus Four with sportier intent.**

Morgan's return to the United States market continues apace with the announcement that the company's Supersport model will now join the gloriously eccentric Super 3 and old-yet-new Plus Four. The Supersport is the feistiest Morgan currently on sale, promising to combine both cutting-edge materials and old-world craftsmanship in a single package. Nothing but good news, yes? Well, there's a bit of an asterisk.



Morgan isn't a volume-selling manufacturer, and it's only able to sell cars in the U.S. under the FAST Act. This law allows for the sale of up to 325 vehicles that resemble cars that are at least 25 years old and is intended to keep the door open for small-scale replica and restomod companies.

Morgan doesn't really do restomods, per se, but the likes of the Plus Four do at least look like the sort of car Bertie Wooster would have driven. Likewise, while the Supersport features optional extras like a carbon-fiber hood, it's also a bit of an anachronistic throwback, if only in appearance.

Under those tweedy looks is an all-aluminum chassis, one that's both stiff and very light. The frame of the body is still made of ash wood, just as has been the case for decades, and over this, more aluminum is laid to form the bodywork. It's all handmade somewhere between prewar classic coachbuilding and postwar construction of propeller-powered racing aircraft.

Power here is the fly in the ointment. Across the Atlantic, the Supersport gets BMW's turbocharged 3.0-liter inline-six, good for 340 horsepower (or as much as 400 hp in the fastest trim). With a curb weight of just over 2500 pounds, this Morgan has the kind of power-to-weight ratio that'll stop anyone snickering at its 1930s-inspired styling immediately.



Unfortunately, in the U.S. market, the Supersport is more of an evolution of the Plus Four, and therefore it's fitted with a turbocharged 2.0-liter engine (again from BMW) rated at 255 horsepower. In a car that weighs about the same as an ND Miata with a hardtop, that's still plenty of power, but it is less potent.

On the positive side, the Plus Four is hugely characterful, and the Supersport just sharpens that car's handling edge a little. The latter gets a 14 percent quicker steering rack, firmer suspension, and

more aerodynamically slippery bodywork. There's further an optional handling package with adjustable dampers, the aforementioned carbon-fiber hood, and lightweight 18- or 19-inch wheels.

Being handmade, Morgan buyers will have a huge amount of flexibility when it comes to selecting options and styling choices, everything from a composite roof to a walnut finish for the interior. The price for all this seems strangely reasonable, starting at \$119,995. Sure, a four-cylinder BMW Z4 is about half that price, but the two are not really comparable.

In short, Morgan has decided to send over a roadgoing Supermarine Spitfire, but has given it two fewer cylinders than hoped for. Like the World Cup semi-final, not quite the result that U.S. Anglophiles were cheering for. Still, better a third Morgan in the lineup than none at all.

Morgan



A call for Members' car pictures!

Bill Beecher is ensuring that he has more pictures of members' cars on our www.TEXMOG.com website. Please send your pictures to Bill Beecher at wbeech@flash.net and he will be sure to get them loaded with your name and the vehicle data.

Greg Thanks!



Morgan

The smooth young gentleman in the equally smooth Jaguar XK-E sounded just a little charitable: "I say," quoth he as we exchanged greetings at the lights, "that's a rather splendid old motor car . . . And I'll bet she's still capable of a pretty brisk turn of speed, even now."

Then the green signal showed. And that, apart from glimpsing his stunned face in the mirror, was the last we saw of the poor bastard.

Now, Morgan's quaint little workshop — you can't, in all honesty, call such a sedate, Olde Worlde establishment a factory — has been building sporty motor cars for over 50 years. But the new Plus 8 makes all its illustrious ancestors look little more exciting than the 3½-hp Benz which, by wrecking itself on a steep hill back in 1899, first made H. F. S. Morgan think about building a car of his own.

It may look like the sort of thing pater drove before the Hitler war, but this spine-jarring anachronism has a maximum speed of 126 honest-to-God miles per hour and can streak from zero to 60 in just 6.6 dramatic seconds. Say a full second quicker than the XK-E roadster, 1/10th slower than Aston's fastback DB6, and only the mathematically pedantic are going to argue. Aerodynamically, the Plus 8 is probably little better than Worcester cathedral, a few miles down the road from Malvern, and this starts extracting its inevitable toll as speeds increase. Even so, the standing-start quarter-mile is covered in 15 seconds, with the needle hitting the 100 mark only 3.2 seconds later.

Peter Morgan, son of the firm's founder, started giving serious thought to the question of replacing the Plus 4 when it became known, in the summer of 1966, that Triumph planned to drop the 2.2-liter four-cylinder engine, which his car shared with the TR-4A. After scouting around and rejecting a number of possibilities, including British Ford's V-6 and V-4, he opted for the V-8 3.5-liter then being developed by Rover to

Thoroughly Modern Morgan

Simmer down, all you Stateside vintage-car lovers, this is not for you — at least not yet — but we thought you'd like to see it all the same. It's the Morgan Plus 8, destined for production at the rate of about two per day from a tiny factory in rural England, where they've been turning out cars of similar shape for 30 years. The Plus 8 puts Morgan squarely into the over-two-miles-a-minute category with the aid of Rover's ex-BOP 3528-cc V-8, an engine which meets Federal emission standards when coupled to an automatic transmission, but not with a manual box as fitted to the "Moggy." Although the cockpit has been partly "Fedded" and a car has been impact-tested satisfactorily, there are still many obstacles to be overcome before the U.S. market can be reopened for Britain's (and perhaps the world's) most "trad" sports car. Just to let you know what you're missing, performance is close to E-Jag standards, with a standing quarter-mile in about 15 seconds and 60 mph in well under 7 seconds. But, unlike the XK-E, it's as drafty as hell, the ride is firm enough to slip a disc, and controllability and creature comforts hang up to the very best 1938 standards. Some people have passionate love affairs with them . . . the masochists!



put some real guts into their saloons.

Based on a Buick design and used by Jack Brabham to provide the bones of the engine which won him the Formula 1 World Championship in 1966, this unit had all the obvious advantages. It was powerful, developing 160 (net) bhp at a leisurely 5,200 rpm. It was compact, and, thanks to being built of aluminum, remarkably light. In fact, the Plus 8's weight, including oil, water, and petrol, is only marginally heavier at 1800 pounds than the old Plus 4's. Its weight distribution, 48% front and 52% rear, is virtually the same as the Plus 4.

Unfortunately, Rover is still looking for a suitable manual gearbox, and Morgan has had to rely on the four-speed Moss unit

used on the Plus 4. This is the new car's poorest feature — no synchromesh on first, and fast changes between second, third, and top produce ugly sounds if anything more than a modest dollop of power is being used. Peter Morgan makes no secret of the fact that he is keeping his eyes peeled for a suitable replacement, perhaps a five-speeder with a really high top to give 130-mph cruising.

What about suspension changes? Best prepare yourself for a shock, dear friend, because the Morgan has gone all soft . . . so soft it is now just a little difficult to tell whether that cigarette butt which just disturbed the wheels was plain or filter-tipped. All things, as Einstein told the world, are relative; Morgan's soft is the rest of the industry's granite.

The clock ticks slowly at Malvern, and it is going to take more than a piddling little 54% power increase to make them abandon the sliding pillars and coils up front, patented by H.F.S. not so very long after Queen Victoria turned up her toes. And acceleration figures, not to mention the difficulty of spinning the wheels, reveal that precious little urge is being wasted by the live back axle. Oh yes, a limited slip diff' must help.

The Plus 8 is actually a little longer and wider than its predecessor, a matter of no more than a couple of inches, and the Z-section chassis follows familiar, if judiciously strengthened, lines. How long must it be since a manufacturer last achieved added rigidity by replacing wooden floorboards with steel? As for the body, this still uses steel panels over an ash frame; Morgan must employ a higher proportion of carpenters than any other auto construction firm in the world.

Stopping this neo-vintage creation has been achieved by fitting servo-assisted, 11-inch-diameter Girling discs up front and 9-inch drums at the back, giving a total swept area of 325 sq. ins. Fade is very slight, thanks in part to the excellent heat-dissipation properties of the wheels, handsome affairs in cast magnesium with 5.5-inch rims to put plenty of rubber on the road. Tires are Dunlop's latest SP Sport radials, which provide a superb amount of grip, and are particularly good in the wet.

A greatly improved cockpit layout, along with a decent pair of bucket seats, indicate that a mention of ergonomics has filtered through to Malvern at last. A welcome newcomer is the anti-theft steering lock, which should foil those tempted by the sight of such an invitingly open roadster.

The driving position is, as ever, closer to Nuvolari than Graham Hill, although a leather-rimmed steering wheel is a smart and practical gesture towards modern-

ity. There is none of this fancy fingertip-control business; man, you really steer the Plus 8, using steely wrists and hairy forearms. The gearing is superbly high, needing just 2.4 turns to get from lock to lock, but wider wheels and tires mean a turning circle all of 40 feet in diameter. You jockey for curbside spaces with the 600 Mercs, not the dinky little Healeys. But what the hell, it means the car can be placed on the road with hair-splitting precision, with just a twitch of the wheel needed to correct the chosen line.

It all feels very strange after the soft springing and relatively soggy steering of any modern motor, and the sight of that long, rakish hood, slashed by no fewer than 76 louvers, hardly helps make the driver feel at home — so initial impressions can be downright alarming. On

anything much rougher than a real billiard table surface, you fear for the fillings in your teeth and suddenly realize what those old clipper helmsmen must have gone through fighting the heaving decks while navigating around Cape Horn.

But this is all part of the running-in process. After a few miles, you begin to realize that hitting a rut or hump at the apex of a bend is not going to send the outfit bouncing off into the undergrowth like a frightened kangaroo. The wheels may deflect a little, sure, but it soon becomes second nature to automatically allow for this. The right foot starts exploring the bulkhead and, once the doubts have been banished, the Plus 8's vivid performance can be enjoyed to the full.

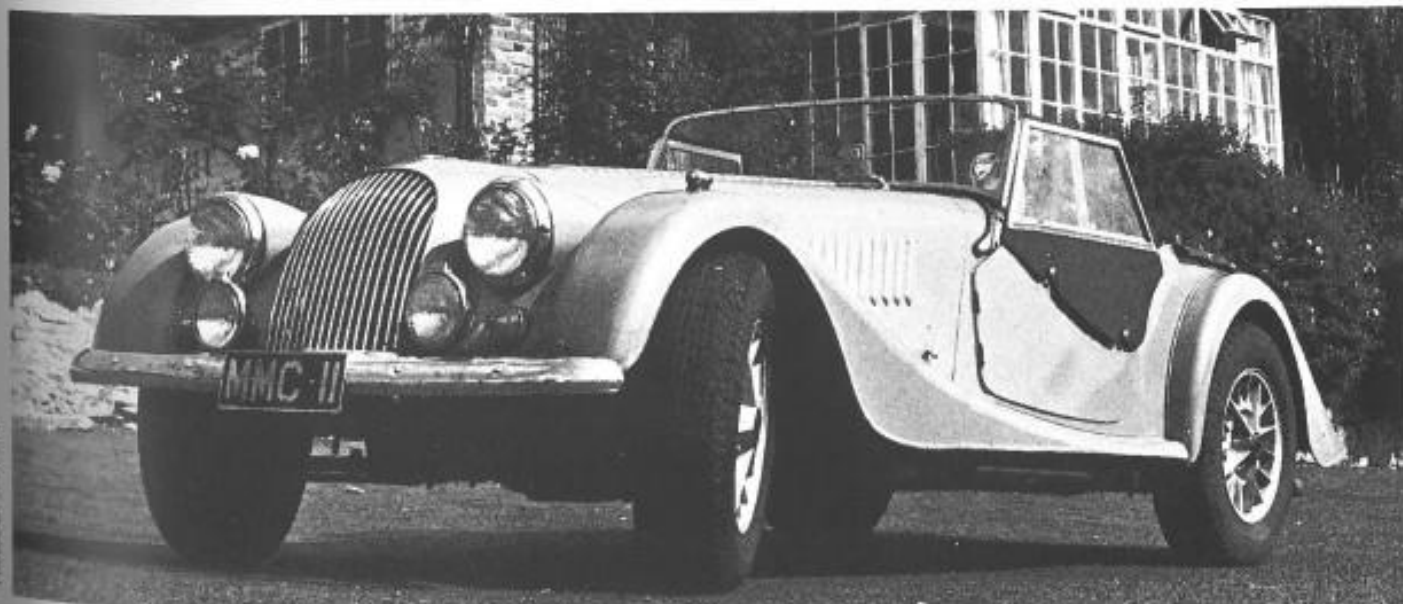
That 3,529-cc engine stuffed into such a light car

makes every mile seem like 880 yards, and opens up yawning chasms in the traffic rather than mere gaps. Plenty of power low down, and 210 lbs./ft. of torque at 3000 rpm let you start in top cog when feeling really indolent — not such a bad idea, the gearbox being what it is. In fact, third is good for up to nearly 110 mph, and provides tremendous reserves of effort when required. Even second, which can be held to 73, is more than useful for sorting out the slow movers. First? Say 40 mph.

Fuel consumption falls into the 15-19 miles-per-U.S.-gallon bracket, and roughly a pint of oil is used every 500 miles. Rover got a rather better figure on oil consumption; could it be, we asked innocently, because it doesn't have a little button on the floor to be pressed every morning, squirting en-

gine lubricant into the front suspension...?

You really cannot compare this car with anything produced since the MG TC. Its shape and suspension characteristics are as out of place as a muzzle-loading musket would be in a space capsule. It lacks any number of refinements which the average motorist has come to regard as being as essential as gas, oil, and water. But this refusal to move with the times has been Morgan's strength rather than its weakness for nearly 20 years, keeping them in business while so many others have gone to the wall or lost their identity following mergers. However, one is left with the feeling that, immense fun though it may be, the Plus 8 could have been made slightly "softer," and therefore slightly better, without losing any of its characteristic panache. 15



COMIC

Comic: Meeting Peter Morgan at the Pearly Gates.

Pearls and Swine. Chat GPT. Morgan owner gets to heaven and Peter says, “No, I am NOT PETER MORGAN!” or something similar

Other content for August:

https://petrolicious.com/blogs/articles/the-morgan-motor-company-is-a-factory-trapped-in-time?srsltid=AfmBOopJ9ztvQxiZzjnyMMu6jNcyWZ8XNbjKnaCddFzLHET1ThHEulvc&utm_source=chatgpt.com

<https://petrolicious.com/blogs/articles/what-it-is-is-a-morgan-3-wheeler?srsltid=AfmBOorFewCQnevVTW56V5GT9CtDhpY1z8dPxOjwMOP5zHPJw8GmKEBg>





Wheels for Wellness

Driven to reduce prostate cancer deaths

All proceeds go to our beneficiaries to raise awareness about Prostate Cancer and to continue being able to provide free PSA Screenings at our events.

September 19, 2026.

CAR SHOW TIME: 10:00AM-3:00PM (Gate opens at 7:30AM)

PSA SCREENING TIME: 10:00AM-2:00PM

PRE-REGISTRATION: Click the button below to get pre-registered through Car Show Pro.

It is \$35.00 and includes the limited edition pre-registration t-shirt.

[Pre-Register](#)

DAY-OF-REGISTRATION: \$40.00 (If available, space is limited)

LOCATION: Downtown Fort Worth – Sundance Square

SCREEN



Free PSA Screenings provided by the Texas Health Resources Foundation and the Wellness for Life mobile program.



CAR SHOW MAP



SCHEDULE OF EVENTS

- 6:00AM ► EXHIBITOR'S GATE OPENS** - 7th St. & Throckmorton St. for booth set-up by 7:15AM
- 7:30AM ► PRE-REGISTERED VEHICLES GATE OPENS** - From the North, traveling South on Commerce St. enter from East at 9th St. & Commerce
- 8:30AM ► DAY-OF-EVENT REGISTRATION GATE OPENS** - Enter from South at 9th St. & Houston St.
- 10:00AM SHOW OPENS**
- 10:00AM PROSTATE CANCER SCREENINGS** - 6th St. between Houston and Main, runs until 2:00PM
- 2:30PM AWARDS AREA** - At the corner of 6th St. and Main
- 3:00PM SHOW CLOSES - THANK YOU!**



Cars That Time Forgot: Morgan Plus 4 Plus

by Richard Dredge

27 March 2023 <https://www.hagerty.co.uk/articles/cars-that-time-forgot-morgan-plus-4-plus/>

You could be forgiven for thinking that [Morgan](#) didn't produce a fixed-head car until relatively recently, with the introduction of the Aeromax in 2005. But that's not the case, because back in the sixties this storied British car maker tried to offer something new and got its fingers badly burned – so much so it waited for the best part of half a century before it tried the same thing again.

Founded in 1909 as a maker of three-wheelers, [Morgan](#) introduced its first four-wheeler 25 years later. By the time the Plus 4 Plus was unveiled at the 1963 Earls Court Motor Show, Morgan had been building cars for more than half a century. They were all built using the same technique: an ash frame over which steel panels were attached. Until now all Morgans were also open-topped with only rudimentary weather protection, so when the glassfibre-bodied Plus 4 Plus was unveiled, Morgan purists were horrified.

Even within Morgan there was dissent. In the 1950s Peter Morgan had started to consider the possibility of Morgan producing a fully enclosed car, having seen what Lotus had done with the glassfibre-bodied Elite, Jaguar with its XK140/150 coupé, and MG with the A coupé. But his father and company founder Henry (HFS Morgan) wasn't convinced; he reckoned that the benefits and durability of glassfibre were not proven. Knowing that the [Morgan Plus 4](#) chassis was somewhat flexible, he was sure that the plastic bodywork would soon crack.



Peter and Henry couldn't agree on whether or not to embrace this brave new world of plastic-bodied cars, but in 1959 Henry died, leaving his son to run the company. Within a couple of years Peter decided to go for it, and towards the end of 1962 he explored the possibility of an enclosed glassfibre-bodied Morgan with industry experts EB Plastics. This Staffordshire-based company was behind various Ford Pop-based bodysHELLs as well as the EB Debonair sports saloon, and it also made the cabs for Foden and ERF Trucks plus Austin-Parkinson electric vehicles, so it had a pretty good idea of working with plastics.

Reassured by the company's experience, Peter Morgan commissioned EB Plastics to design and build a prototype fixed-head Morgan, to be based on the existing Plus 4 chassis. The oily bits had to be carried over wholesale, the Morgan family look had to be retained, and the front overhang had to be minimal.

John Edwards, EB Plastics founder, came up with some sketches for Peter Morgan, who reckoned that they hit the spot perfectly. The only chassis change needed would be a pair of sheet steel extensions that bolted either side of the engine, linking the front suspension to the bulkhead, resulting in a much sturdier structure that reduced the chances of the bodyshell cracking. Next step was to create a scale model, and with Peter Morgan happy that things were moving in the right direction, EB Plastics set about building a running prototype on a Morgan-supplied Plus 4 chassis; all production cars would be made in Morgan's Malvern factory though, with the bodysells shipped in.

By March 1963 the prototype was complete and Peter Morgan immediately embarked on a road trip with his wife, taking in France and Spain. The extra-stiff front end showed up the unforgiving nature of the Plus 4's suspension, but other than that the car acquitted itself pretty admirably. John Bolster,



technical editor of *Autosport*, was certainly impressed: 'In a veritable cloudburst, I drove along Ross Spur in sheets of spray, reaching 105mph. The famous controllability of the Morgan was fully in evidence, fast curves being taken at speed in complete confidence.' Such positivity was typical of the press coverage, with reviews citing the car's excellent build quality.

Despite rave reviews, the Plus 4 Plus was unveiled to gasps of horror at the October 1963 motor show, priced at £1275. With the regular Plus 4 costing just £816, potential buyers reckoned that was a hefty premium to pay for something they considered ugly, even if it was £347 less than [Lotus's rather more sophisticated Elite](#). Peter Morgan later disclosed that he only ever intended to make and sell 50 examples of the Plus 4 Plus, and the pricing reflected that. Unfortunately for him, 50 copies was rather optimistic...





In a bid to prove the Plus 4 Plus's worth, Peter Morgan set about racing and rallying the prototype. He and the car performed well and by 1966 it had notched up 50,000 miles, but the Plus 4 Plus's awkward proportions and the fact that it broke with tradition, meant that it was never going to fly. Over the next four years just 26 examples were made before Morgan cut its losses and struck the Plus 4 Plus from its price list. It would be more than 40 years before the company offered another fixed-head model again, and even then it was only on a limited basis.

Morgan



24th

BRITS *in the* OZARKS

ALL BRITISH CAR & CYCLE SHOW

Host Hotel

Holiday Inn
Convention Center of
Northwest Arkansas
1500 S 48th St,
Springdale, AR 72762

BENEFITTING THE ALS ASSOCIATION

"Fighting Lou Gehrig's Disease"

October 22-24, 2026

University of Arkansas Agripark

Fayetteville, Arkansas

SPECIAL GUEST

TIM SUDDARD

FOUNDER & EMERTUS PUBLISHER OF CLASSIC
MOTORSPORTS & GRASSROOTS MOTORSPORTS MAGAZINES

Registration Online



britishironnwa.org

or contact

britsintheozarks@gmail.com

Thursday Oct. 22nd

- ♦ 9 am: Driving tour –
Holiday Inn departure
- ♦ 10 am – 9pm:
Torchy's Tacos
restaurant fundraiser

Friday Oct. 23rd

- ♦ 9 am: Driving tour –
Holiday Inn departure
- ♦ 6 pm: Cookout &
preshow party –
Holiday Inn

Saturday Oct. 24th

- ♦ 10 am – 2 pm: Show
& silent auction
- ♦ 6 pm: Awards dinner
& special guest talk –
Holiday Inn



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The Morgan Motor Company Is A Factory Trapped In Time

by Chris Pollitt – December 12, 2017

<https://petrolicious.com/blogs/articles/the-morgan-motor-company-is-a-factory-trapped-in-time>

The modern car factory is a place of precision. It's built to be efficient, to be clean-cut, to be dynamic. There is no room then, in this spotless home of vehicular creation, for things like dust and dirt. The sense of atmosphere is lost with them. Unless of course, you head to the Morgan factory, where such qualities aren't shied away from, but embraced.

The factory is nestled in the sleepy,

postcard-picture town of Malvern, shadowed by the hills of the same name. This is all very twee—tea and crumpets country for sure. There is no concession for the cutting-edge. Malvern likes things just the way they are, and the way things are is just the way they've always been. It's that attitude that is the bedrock on which the success of Morgan is built. This company makes “new” cars, but by employing time-served methods.



The bricks and mortar of the place are low and not at all intimidating like a new car factory filled with robots and just the occasional whirring of their work being done. With the exception of a couple of rooms in the wood shop, the whole Morgan factory is based on one floor. It's spread far and wide in one of Malvern's few industrial areas. Though even then, it's not industrial in the usual sense; one side of the factory is flanked

by other companies, another by houses. Its setting isn't what you'd expect of a car company, that's for sure.

And walking inside through the different areas of construction and assembly, you have to look for the glimpses of modernity to remind you which year it is—the occasional glimpse of a mobile phone or an LCD monitor in an office, perhaps a cordless drill reliant on lithium-ion power rather than



a socket in the wall. Take those elements away though, and you could be stood in the Morgan factory in any number of bygone decades. It is traditional. There are no robots, there are no conveyors feeding endless cars down a line. To the observer, there's no real sense of order in fact, other than signage that tells what each building is for: wood shop, metal shop, trim shop, etc.

Tradition is something people get mixed up. Morgan is the embodiment of automotive tradition, but tradition is not a synonym for old-fashioned. Walk through the wood shop and you will indeed see a jig being used to bend ash into the shape of a rear arch. And yes, that jig is the same jig that was put into use sometime in the 1950s, but that is tradition. That is a true "If it ain't broken, don't fix it" approach. You don't need to revolutionize the way the arches are made. What worked then still works now.

Not everything is exactly as it was though of course. For instance, walk further into the wood shop, and you'll see vacuum-sealed bags containing dashboards in various states of

veneering. This modern approach is better than the old ways, because it produces a better, higher quality product. The glues and resins used to seal, bond and protect the wood are modern, well-considered types. The screws holding it all together are stainless steel and engineered for a purpose. These things have all been revamped for contemporary use, but without losing the sense of tradition. It's that which makes Morgan so special.

In the metal shop you'll see English wheels being used to roll and shape the metal that will go on to be bonnets and doors, but the metal itself arrives at the factory stamped into shape by a modern machine. It's not a shortcut though, it's just prudent. Morgan has the sheets cut to the right shape by a third party. Why waste the skilled hands of a fabricator on such a menial task when a machine can do it? What those machines can't do is shape that metal, work it to the individual, millimeter-thick differences found from one Morgan to the next. A machine can't eye the panels to get a sense of what's right on a car being formed by hand. That's what the time-served workers at Morgan do. Again, it's embraced the modern, but without losing tradition.

Then of course there are the vehicles themselves. They look classic. They look—in the best possible way—old. But they're not, they're brand new. The chassis, whether steel in the case of the traditional cars, or bonded aluminum in the case of the Aero models, are assembled by hand, but long before that happens





they're designed to microscopic perfection on powerful computers operated by a staff far younger than you'd expect at such a company as Morgan.

The engines are modern, too. Whether it's a Ford Sigma, a Ford Cyclone, a BMW V8, or an S&S V-Twin, they have modern origins. The dashboards are awash with classic dials and also digital readouts for consumption, temperature and range. Some models have heated seats, LED headlamps, MP3 players, the list goes on.

And that's why Morgan has been going strong for all these years, and why it will continue to do so. It knows what it is, it knows what its customers like, but it also knows that there is a modern world out there at its disposal. But unlike others who try to gather up all the latest and greatest in their products, Morgan carefully cherry-picks the bits it can use to refine and improve what it does, without ever putting the tradition at risk. That's a rare thing.

Morgan

