



Family by Charles Morgan

Have you ever thought about what makes you lucky?

Many people believe that their success and talents cause them to be lucky.

Personally, I believe that having a happy family with both a wife and children is my luck.

For me the person who is successful in life is the person who has a happy family.

A popular soul singer, Luther Vandross, sang a song. The lyrics explained that though the objects in a house stayed the same, a house was not a home if there wasn't anyone there you can kiss good night.

Families provide us with a sense of belonging and a unique identity. Families are, or should be, a source of emotional support and comfort, protection and security.

Family relationships provide people with a critical sense of being valued and with a vital network of historical linkages and social support.

Within every healthy family there is a sense of reciprocity - a giving of love and taking of love.

But a sense of family is important to everyone in the world not just our own nuclear family units.

My Dad, Peter, often used to say that the Morgan Motor Company was a part of his family.

Perhaps Family isn't just whose blood you have, it's also about who you care about.....

I had a wonderful experience recently that brought home this link between my direct family and the Morgan Motor Company.....

Maximus, my youngest son, decided he wanted to learn to play rugby. The local Malvern rugby club coach the juniors on the pitch at the Morgan Works in Pickersleigh Road. It was a wonderful experience for me to watch Maximus on a beautiful sunny Sunday play touch rugby on the pitch with the Morgan Motor Company behind him.

Now Maximus is rather lucky but I believe Families are places where everyone should feel that he or she is special and be encouraged to pursue his or her own dreams. They are a place where everyone's individuality should be permitted to flourish.

And although every family has conflicts and this is certainly true of the Morgan family, where some members want change and some want adherence to tradition, all family members should feel as though they can express themselves openly, share their feelings, and have their opinions listened to with understanding.



And in fact perhaps there is no conflict. The traditional side can provide the strong historic base in order for the other to feel safe to explore the new and to make the changes necessary to compete in a world with new challenges.

In the famous book “The Leopard” by Giuseppe di Lampedusa, Tancredi says, “If we want things to stay as they are, things will have to change” and Prince Fabrizio Salina sees the wisdom of his words as he reflects on the rise of Garibaldi and the end of the Bourbon era in Sicily.

In a good family people must be able to develop their individuality and try new things, while being supported and confident within that family.

In 2009 Morgan is a confident family celebrating its past whilst also embarking on an exploration of the new.

An example of the new is the Morgan Motor Company LIFECar and the YaMog Project (Yolk Assisted Electric Motor Morgan). The goal of this project is to develop a revolutionary sports car with the lowest impact possible on the environment.

In the last three years the Morgan Works has hired 35 new recruits. Some of them are from the best universities in the land to help solve this problem.

All families should work together to solve problems, without blaming, criticizing and finding fault with each other.

But of course I must not forget that Morgan owners are also part of the Morgan family.

I looked up on the internet to try and find out what a family expert would advise to make sure that a family stays happy and united.....

He suggested...

“I believe one of the best ways for a family to spend time together is to go out into nature. This is an amazing way to commune with each other and our surroundings. We live in such a frenetic, hectic, world where we're constantly being bombarded with media from all directions. The solitude and peacefulness of nature fosters family togetherness and makes memories that will bolster children's sense of self and confidence throughout their lives.”

So my advice to the extended Morgan family is for a group of you to take your Morgan sports cars out for a drive in the countryside!

The family expert continued...

“Another one of my favourite family-building activities is going on vacation together. I love heading out on little mini-adventures once or twice a month. We enjoy visiting the beach, museums, historic sites, and parks. Going on a country drive through the city is another great way to bond. Family vacations and mini-vacations don't have to be expensive, grandiose or even long for the family to enjoy time together.”

So my advice is for you all to meet Morgan owners abroad and get the locals to show you their area for a weekend!



A rather more time consuming piece of advice from the expert was... ..

“On a grander scale, you can start the tradition of a yearly family reunion. This is a wonderful way for all the members of the family to fully grasp the amount of folks to whom they are related. Plan this many months in advance with the same forethought as coordinating a wedding since you may have as many guests as one! Choose a central location that folks spread out around the country, or even the world, can travel to safely and easily. A wonderful idea is to have souvenirs with the family name and the date of the reunion. Have a photographer come to the event to take both candid as well as formal pictures. In a world of turmoil and uncertainty, it is more important than ever to make our families the centre of our lives and the top of our priorities. Families lie at the centre of our Heavenly Father's plan.”

This sounds very like a description of the main Morgan Motor Company Centenary Weekend at Cheltenham. I hope you agree....

I would like to take this opportunity to wish joy to all of the Morgan Family and to make some public Thankyou's as a proud member of the extended Morgan Family....

From my heart Thankyou to....

My wife, Kira, and my children Xan, Harriet, Kate, Maximus and Eva Rose.

My sister, Jill, and her husband David for opening Stoke Lacy Fete, for bringing their Aero Eight to so many Centenary events and for unveiling the plaque in the Link to mark the first Morgan Works.

- The Workers in the factory – and a huge thank you to the Centenary committee who have worked tirelessly for several years before the event and during it to make it the most amazing party I have attended.
- The Directors of the Morgan Motor Company, Tim Whitworth, Steve Morris and Matthew Parkin for making sure that we are all fortunate enough to have kept our jobs through these difficult times and ensuring that the company has gone from strength to strength.
- The Suppliers who give Morgan the best quality parts.
- The Dealers who extend our reputation for personal service.
- The Lord Mayor and Malvern Town Council. We are very lucky to have the perfect setting to manufacture cars
- The Owners and all the Morgan Clubs. Their loyal support over all of the years has sustained us and been the backbone of the company. They come to every event often shipping their cars over especially with no expense spared.

We are all a family, and I feel honoured and privileged to represent the third generation of Morgan and to be in the position I am today, not only celebrating the success of the past 100 years but also looking forward to the next 100 years.

2009 has been the best year of my life. Hectic but inspiring.....

I have realised what a little sports car can do to foster friendship around the world.

Charles Morgan