



## MORGAN LAUNCH SPECIAL EDITION TO CELEBRATE 80 YEARS OF 4/4

- 2016 marks 80 years of the Morgan 4/4
- The Morgan 4/4 is the longest running production car in the world
- The Morgan 4/4 was first launched in 1936 at exhibitions in London and Paris
- The 4/4 80th Special Edition has been introduced to celebrate this landmark
- Just 80 examples of the 4/4 80th will be built
- The 4/4 80th is available in 3 colours reminiscent of those offered on the first cars and showcases a multitude of new styling features

Conceived in 1935, the introduction of the 4/4 signalled Morgan's move to 4 wheeled vehicles and the beginning of the next chapter in Morgan history. On the 15th of October 1936, the eagerly anticipated 4/4 debuted at the London Motor Show, held at Olympia. The modest 4/4 was a lightweight, affordable runabout that had been proven in local trials with great success across the UK. This model has been a stalwart of the Morgan model range since its inception 80 years ago, and despite a short break during WWII, has been in continuous production ever since.

2016 marks 80 years of this automotive icon, a British success story and the longest running production car in the world. To celebrate the Morgan Motor Company is proud to announce a limited edition 80th anniversary 4/4. Just 80 examples will be produced, each entirely hand crafted and featuring a multitude of new features inspired by the first edition cars.

These features include solid wheels with brass centre locks, brass exterior accents and unique limited edition metal foil graphics beneath the body lacquer. The 4/4 80th is offered in 3 colour ways; two tone with dark and Almond green, Saxe Blue and Dark Red. A discreet side exit sports exhaust offers subtle performance improvements and a highly distinguished exhaust note. Further details include a quad bonnet strap, brass grille mesh, a mohair roof and part tonneau cover offering a simplified roof-down aesthetic.

Customers can personalise the interior of their 80th 4/4 from a carefully selected range of leather and box weave carpet colour combinations. Period Smiths dials with cream faces and brass embellishers are a jewel-like detail against the matte lacquered walnut dashboard. Extended leather door tops, leather door pull handles and an array of new trim details complete the look. A numbered plaque reminds each owner that their car is 1 of 80 of these highly detailed limited edition vehicles.

The 4/4 80th anniversary uses a 1.6 litre Ford Sigma engine, is available from one of many dealers in homologated markets and is offered as right or left hand drive. Prices start at £33,330.00 Excluding taxes.

End of release

#### FURTHER INFORMATION

##### POINTS OF CONTACT

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