



# **MORGAN MOTOR COMPANY UNVEILS PLUS 8 50<sup>TH</sup> ANNIVERSARY SPECIAL EDITION**

6<sup>th</sup> March 2018

## **Key facts**

- The Plus 8 50<sup>th</sup> Anniversary represents a half-century milestone for Morgan's iconic V8-powered Plus 8
- Just 50 limited-edition examples of the model will be produced and individually numbered
- First revealed at the Geneva Motor Show on 6<sup>th</sup> March 2018
- The original Plus 8 was launched in 1968 and was the first production V8 Morgan. Approximately 6,000 Plus 8s have been produced since 1968
- The Plus 8 50<sup>th</sup> Anniversary is based on Morgan's production Plus 8 and features a BMW V8 engine and a bonded and riveted aluminium chassis
- Specific design details have been carefully considered to celebrate 50 years of the Plus 8. Most prominently, the 1968 prototype Plus 8, known as 'MMC 11'
- The Plus 8 50<sup>th</sup> Anniversary models will be the final Plus 8s to feature a BMW V8 engine
- At 1,100kg, the Plus 8 is one of the lightest V8 passenger cars in the world. It is capable of 0-62 mph in 4.5 seconds and has a top speed of 155 mph
- Each of the 50 Plus 8 50<sup>th</sup> Anniversary editions is available in right or left-hand drive and with automatic or manual transmissions
- The celebratory model is available in two specification options: blue 'speedster spec' or a British racing green edition with a soft-top
- Each Plus 8 will be supplied with a Christopher Ward C1 Morgan Plus 8 Chronometer anniversary watch featuring a piece of the original 'MMC 11' Plus 8 in the back plate
- The limited-edition Plus 8 50<sup>th</sup> Anniversary will cost from £107,500 excluding local market taxes
- All of the 50 Plus 8 50<sup>th</sup> Anniversary models have been allocated to official Morgan Dealerships

*"The Morgan Plus 8 sits firmly as one of the most iconic and revered models of Morgan's 109-year history. From launch, the combination of a lightweight roadster combined with a V8 engine has proved a triumph for buyers around the world, be it for road or track use. For many, the Plus 8 is the archetypal British sports car combining handcrafted, bespoke luxury with exhilarating performance – and that's exactly why the Plus 8 has been a mainstay of the Morgan range for 50 years.*

*"With half a century of success behind the car, it's essential that we mark the moment with a limited production range of vehicles that celebrate everything the Plus 8 stands for, emphasise the heritage and history of the model and provide the perfect platform to extract the maximum performance and excitement from the 4.8-litre 367bhp V8.*

*"The Plus 8 has been a part of the range for my entire Morgan career, and it is an honour and a privilege to unveil this celebratory model here in Geneva."*

**Steve Morris, Managing Director, Morgan Motor Company**

## **Celebrating an icon**

Morgan Motor Company is celebrating its iconic V8-powered Plus 8, with a 50<sup>th</sup> Anniversary Edition. The family-owned British marque has today officially unveiled the Plus 8 50<sup>th</sup> Anniversary Edition at the 88<sup>th</sup> annual Geneva Motor Show.

The Plus 8 50<sup>th</sup> Anniversary Edition pays homage to one of Morgan's most celebrated models. Production will be limited to just 50 examples, each one hand-built and carrying a unique model number.

First conceived by company owner at the time, Peter Morgan, the head-turning Plus 8 prototype was revealed to the public at the Earls Court Motor Show of 1968 and was powered by a Rover V8 engine with a Moss gearbox. Over the following half a century, approximately 6,000 Plus 8s have driven out through the gates of Morgan's Pickersleigh Road home.

The Morgan Plus 8 50<sup>th</sup> Anniversary is a fitting combination of craftsmanship, luxury and technology. A lightweight aluminium chassis and 4.8-litre BMW engine sit beneath the traditional Morgan body. At just 1,100kg, the Plus 8 is one of the lightest V8 passenger cars in the world and is capable of 0-62 mph in 4.5 seconds and a top speed of 155 mph. The Plus 8 50<sup>th</sup> Anniversary will be the last Morgan vehicle to feature the naturally aspirated BMW V8 engine.

The limited-edition Plus 8 50<sup>th</sup> Anniversary Edition will cost from £107,500 excluding local market taxes.

## **Colours**

The Plus 8 50<sup>th</sup> Anniversary Edition is available in two striking colours and two specifications – blue 'speedster style' with an open cockpit, or green 'traditional convertible' with a soft-top.

Throughout Morgan history, significant prototypes and some of the most successful V8 race cars have all been painted blue. The most famous racing version, MMC11, was known for its distinctive blue paint, and this is reflected in the 'speedster-style' open cockpit version. The Plus 8's colours were selected to celebrate this tradition.

A true British sports car, the Plus 8 50<sup>th</sup> Anniversary edition will also be produced in British Racing Green – the most popular colour associated with over 109 years of Morgan Motor Company. The green models will be specified with a soft-top.

Each car will be individually liveried by Morgan's craftspeople with graphic work applied beneath the lacquer for durability and as a clear signifier of the special nature of the vehicle. Each Plus 8 50<sup>th</sup> Anniversary Edition is also finished with a unique number on the exterior back panel of the car.

Other accents on the car celebrating Morgan's motorsport pedigree include towing eyes in yellow, sporty white brake callipers and, most noteworthy, ceramic-coated twin-cannon-style white exhaust tips. The exhausts have been specially made to amplify and refine the dramatic V8 soundtrack. Further white and yellow accents feature on both the blue and green variants of the car.

## **Wheels**

Morgan's in-house design team specially commissioned new five-stud wheels for the Plus 8 50<sup>th</sup> Anniversary Edition. These were design to reflect the forms of the original cast wheel commonly equipped to Plus 8's throughout the years. The 50<sup>th</sup> Anniversary edition wheels are refined to handle the increased power of the BMW V8 engine beneath the hand-crafted body.

The surface of the wheels has evolved to maintain strength and allow room for the large brake callipers whilst not only maintaining strength, but also the 'deep dish' so rarely seen in modern vehicle design. The wheels are finished in a specially created soft celebratory champagne colour.

## **Exterior and Interior Details**

Drawing inspiration from the first production Plus 8, MMC 11, a spun aluminium domed panel adorns the rear of the Plus 8 50<sup>th</sup> Anniversary edition.

A plaque inside each car denotes its unique number of production, from a limited production run of 50 examples.

Authenticity is maintained to the finest detail, with light leather wrapping used to seal the external wing panels, carrying the same colouring as used on the original prototype MMC 11. It also plays a role in accentuating the iconic wing profile of the classic Morgan.

From the front, modern LED lighting adopts a simplistic graphic blending modern and traditional. Spot lamps, painted in body colour, add to the purposeful look of the model and give it an instantly recognisable presence on the road. The addition of extra bonnet louvres and a leather bonnet belt hint at the aggressive nature of the V8 engine, whilst the number '8' painted onto the front grille is a direct inspiration of the racing days of the original Plus 8.

For the interior, a naturally waterproof black leather has been chosen to provide durability essential for vehicles without a roof. A highly detailed, twin-pleated stitch has been adopted for the seat centres, in accordance to the motorsport theme that carries throughout the interior and exterior. Specially designed dial faces complete the heritage feel of the matte-finished walnut dashboard.

*"Firmly established as Morgan's crowning vehicle for fifty years, the Morgan Plus 8 continues to pioneer new technology within the classic Morgan bloodline. Deriving its name from the famed eight-cylinder engines it has adopted throughout the years, it consistently offers the greatest power to weight ratio of any Morgan. The Plus 8 has always been the driver's Morgan. Born on the racetrack, and having been no stranger to it since, has meant performance pedigree underpins every Plus 8. When combined with an uncompromising attention to craftsmanship, luxury and material choice, there is no more desirable Gentleman racer.*

*"Each design detail of the Plus 8 50th has been considered to celebrate the Plus 8's significance to the Morgan company and its customers over the last 50 years. This famous V8 was a renowned model throughout the automotive industry in the Sixties, and has today evolved into an unrivalled machine, offering raw exhilaration and effortless power delivery. Overlooking the long wide bonnet, sat directly on the rear axle, when driving a Plus 8 you are very aware of, not just its soundtrack, but its significance and its capability. The design of this special final edition hopes to do both justice."*

**Jon Wells, Head of Design, Morgan Motor Company**

## **V8 engine, Aluminium Chassis**

All Plus 8 50<sup>th</sup> Anniversary models will sit on Morgan's renowned aluminium chassis, coupled with the N62 BMW V8. Available in both automatic and manual transmission variants, each Plus 8 50<sup>th</sup> Anniversary can also be specified as a right-hand or left-hand-drive model.

The chassis, initially designed with the inception of the original Aero 8 back in 2000, has evolved since then and first formed the underpinnings of the 'new' Plus 8 in 2012.

Bonded and rivetted, the chassis was designed in-house by Morgan and has seen continual improvement, with the most recent developments occurring in 2016 with the introduction of the new Aero 8. The changes introduced to the chassis for the new Aero 8, which also flowed to the Plus 8, included improved torsional stiffness, a revised front end, all-new suspension, anti-roll bars and a limited-slip differential. The driver benefits from a more responsive and better-handling sports car as a result.

## **Morgan and Christopher Ward Plus 8 Watch**

Continuing the success of Morgan's partnership with fellow British company, Christopher Ward, the two companies are delighted to collaborate on another timepiece for the Morgan range. A C1 Morgan Plus 8 Chronometer Anniversary watch will accompany each Plus 8 50<sup>th</sup> Anniversary Edition produced, allowing owners to extend their Morgan experience beyond the pure driving pleasure that the Plus 8 provides. Each Christopher Ward and Morgan Plus 8 50<sup>th</sup> Anniversary Edition watch contains a small piece of the original 'MMC 11', the car that the anniversary model pays homage to, embedded into the back plate. Ownership of such a watch allows each customer to become a true custodian of the Morgan Plus 8, with ownership spanning half a century.

Morgan's design team worked closely with Christopher Ward's product team to create the watch design, which is powered by Christopher Ward's renowned mechanical chronometer Calibre SH21, with a unique new dial, strap and subtle detailing. They also collaborated to design the dashboard dial faces for the Plus 8 itself, allowing both the watch and the car to take inspiration from each other. Each watch will be numbered 1-50 and every owner will receive their corresponding numbered watch for their Plus 8.

*“Providing a commemorative timepiece seemed fitting for the Plus 8 50th Anniversary. Watches and motorsport have been synonymous with one another long before designs for the original Morgan Plus 8 were drawn up. This anniversary provided us with an ideal opportunity to explore more design ideas with our creative friends at Christopher Ward. The 50th Anniversary limited edition does not simply reflect the finite details of the vehicle within its aesthetic, as several details of both watch and car were designed simultaneously. When asked how the association with the Plus 8 could be reinforced further still, we discovered the opportunity to redeploy some of the aluminium body from MMC 11 within the watch’s structure. The ability for our owners to essentially become custodians of a piece of Plus 8 history is a unique opportunity.”*

**Jon Wells, Head of Design, Morgan Motor Company**

## **Morgan Plus 8 50<sup>th</sup> Anniversary Edition technical specification**

### **Manual variant**

Engine	BMW 4799CC V8
Gearbox	BMW Man 6spd
Max Power	270kw (367 bhp)
Max Torque	490Nm (370 lb/ft)
Performance 0 – 62	4.5 seconds
Top Speed	155mph (249 kph)
Power to Weight	315 bhp / tonne
Urban mpg	18.2 mpg (16.5l /100km)
Extra urban	32 mpg (8.7l /100km)
Combined	23 mpg (12.11 /100km)
Co2	282 g/km
Length	4010mm
Width	1751mm

Engine	BMW 4799CC V8
Height	1220mm
Dry weight	1100kg
Homologation	EU
Fuel tank size	55 litres
Chassis	Aluminium bonded + rivetted

### **Automatic variant**

Engine	BMW 4799CC V8
Gearbox	ZF auto 6spd
Max Power	270kw (367 bhp)
Max Torque	490Nm (370 lb/ft)
Performance 0 – 62	4.5 seconds
Top Speed	155mph (249 kph)
Power to Weight	315bhp / tonne
Urban mpg	17 mpg (16.4l /100km)
Extra urban	36 mpg (7.9l /100km)
Combined	26 mpg (11.0 /100km)
Co2	256 g/km
Length	4010mm
Width	1751mm
Height	1220mm
Dry weight	1100kg
Homologation	EU
Fuel tank size	55 litres
Chassis	Aluminium bonded + rivetted

## Christopher Ward C1 Morgan Plus 8 Chronometer

### Features

- Swiss made in-house chronometer
- 31 jewel Calibre SH21 hand-wound movement with 120-hour power reserve
- Bespoke black PVD movement bridge with polished chamfers
- Aluminium Morgan disk with lacquered commemorative inscription
- Part of 'MMC 11' 1968 prototype Plus 8 in the back plate of the watch
- 40.5mm brushed and polished steel case
- Push-down crown with raised and engraved Morgan wings motif
- Anti-reflective domed sapphire crystal
- Matte black textured dial
- Wide bevelled power reserve indicator at 9 o'clock with yellow indicator needle
- Small second sub dial at 6 o'clock with yellow second hand
- Multifaceted polished hour and minute hands filled with SLN T-C1 lume paint
- Screw-in transparent case back with engraved serial number
- Perforated leather strap with dress buckle and yellow interior
- Luxurious Morgan ash presentation case and owner's handbook

### Technical

- **Diameter:** 40.5mm
- **Height:** 12.1mm
- **Weight:** 62g
- **Calibre:** Calibre SH21 with Power Reserve Indicator and Small Seconds (Hand-wound)
- **Case:** 316L Stainless Steel
- **Water Resistance:** 3 ATM (30 metres)
- **Vibrations:** 28,800 per hour (4 Hz)
- **Timing tolerance:** +6/-4 seconds per day
- **Lug to lug:** 48.55mm

**Strap:** 20mm

**Strap:** Perforated leather with yellow interior