

Encomium

Morgan Motor Company

The scent of wood and leather, the sounds of hammering, drilling and sawing take their turns, accompanied by some metal bashing and then the subtle noises from filing and woodworking. From one production hall to the next the impressions vary in their intensity. The visitor is guided through the spacious production site and encounters the friendly yet busy Morgan employees.

We are in the British Midlands in Malvern not far from Birmingham at the Morgan Motor Company founded in 1909. On this site unique sports cars are produced since 1911.

The company is worldwide the only one that still uses car bodies with frames made of ash wood in automobiles. A manufacturing technique that dates back to the coach-building days.

It is craftsmanship that counts at Morgan. Each vehicle is made from three main materials: In addition to the ash they are aluminium and leather.

About 200 Employees peel, screw, fold, sew, paint and polish the material to create a new vehicle. Many parts such as engine, transmission, rear axle, chassis, fenders and electrical are bought-in. This is just how it was in the past.

This year Morgan celebrates a special honouree: The Morgan 4/4. A real classic. The serial production of the model 4/4 (four-cylinder, four wheels), started 80 years ago (1936).

This model is in fact still built today, although somewhat modified, but conceptually the same. Mainly modern engines, transmissions and brakes were installed in model changes, so that the vehicle could comply with the applicable laws and regulations. The 4/4 is to date the longest continually built production vehicle in the world.

The Morgan cars have long achieved cult status in a world wide fan base. About 1000 vehicles are built every year; Germany is the second largest market of Morgan.

Perseverance and entrepreneurial commitment characterize the Morgan Motor Company. Morgan is always open to innovation. The cooperation with other automotive manufacturers (currently Ford and BMW etc.) has always been part of the corporate philosophy. Although Morgan wishes to remain a niche player with remarkable tradition, they research modern drive systems.

1952 the production of the first Morgan vehicle ended - a tricycle. Completely obliging the entrepreneurial tradition, since 2011 they offer a three-wheeled model again, the »3 Wheeler« - from this autumn - with electric drive.

This open minded attitude towards the marriage of tradition with progress was the key reason for the nomination.

The Werkbund Label 2016 for the Morgan Motor Company.

Christian Lutsch

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