



MORGAN MOTOR COMPANY

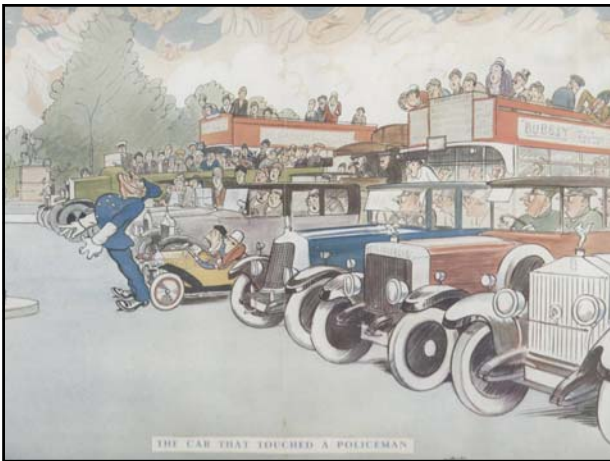
“Lessons From History”

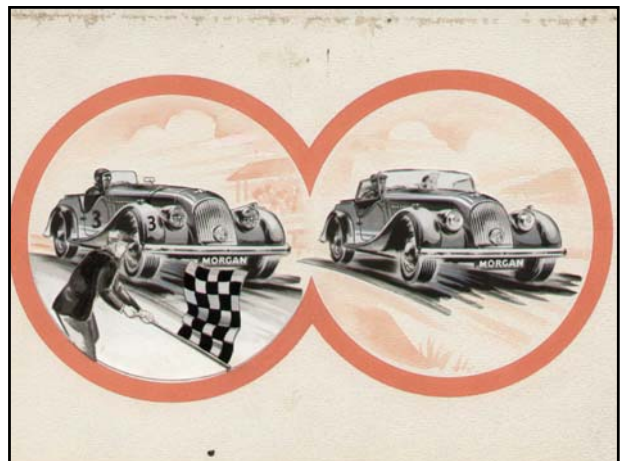
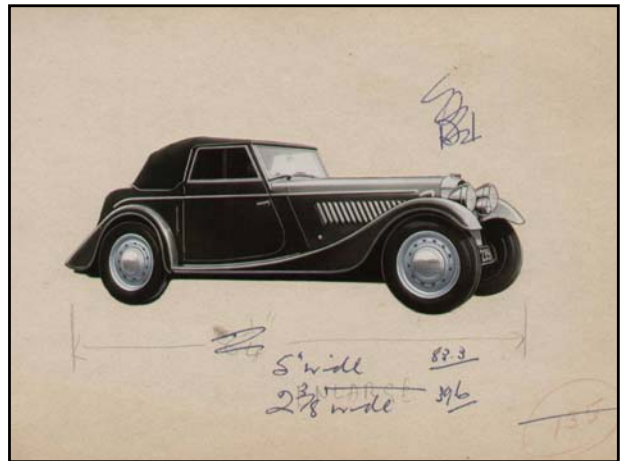
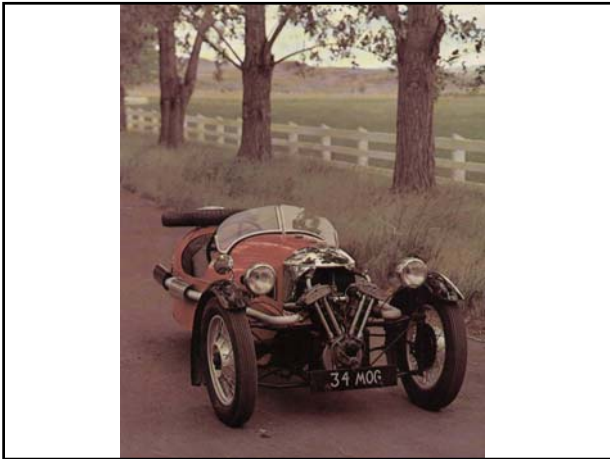
Some historians believe that every 30 years or so sea changes occur in our lives or in our environment. A sea change in the environment usually requires a redesign of a consumer product or service and a major change to a business.

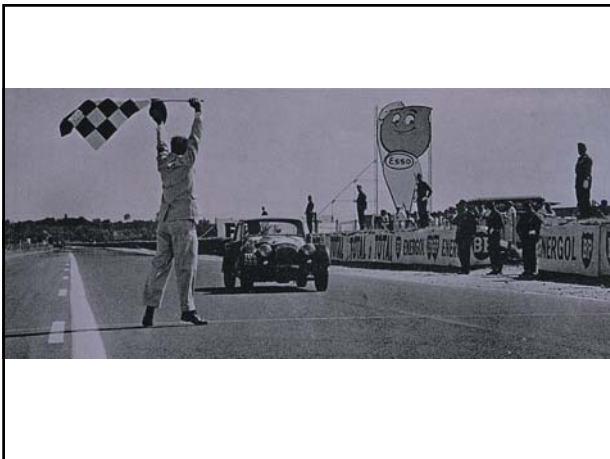
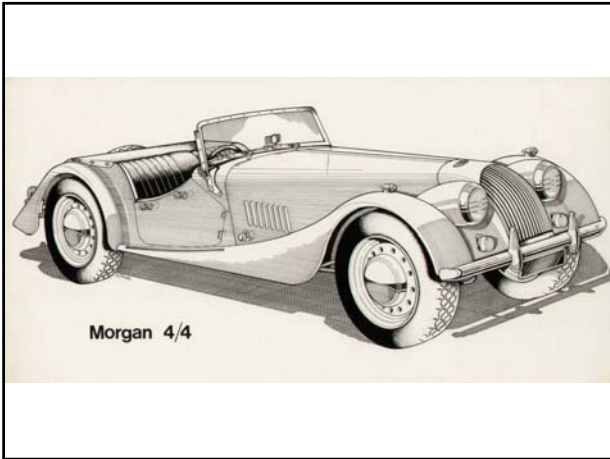
The history of the Morgan Motor Company supports this idea. During the last 96 years the products of the company split neatly into three eras. At the end of each period the Morgan Motor Company has come up with a surprise that has ensured the survival of the business.

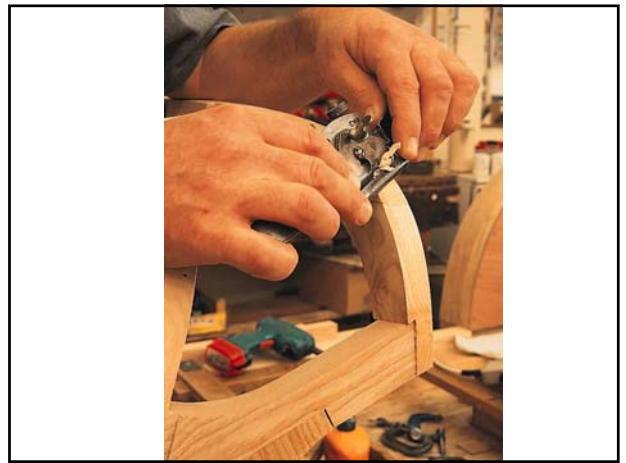
A fourth era begins after our Centenary in 2009. The current environment of the car industry in the 21st Century certainly brings some new challenges for Morgan. Morgan's current development work is designed to meet some of those challenges, and incidentally, the philosophy behind it also fits neatly with the achievements of Morgan's past.

















CONCLUSION

In 2009 the Morgan Motor Company will celebrate its Centenary. After the first 100 Years, Morgan is proud to remain **independent, innovative and British**. The Company will follow a strategy formulated by HFS Morgan and Peter Morgan and remain product focused not process focused. The Morgan wings badge stands for quality not quantity and future Morgan cars are designed to do as little damage as possible to the environment and remain fun to drive.

As the one surviving British motor manufacturer, Morgan will remain small and flexible to react to potential sea changes and the disruptions that follow every 30 years, because it is easier to turn around a speedboat than a super tanker.

During its history Morgan has consistently remained faithful to HFS's original concept of **lightweight construction**. Lightweight construction is the one technology that unarguably minimises environmental damage. An ultralight Morgan LifeCar should attract a tax break just like the original Morgan Three Wheeler. Whilst proud of its past and its traditions, future Morgan cars will be a fusion of modern technology and the skilled craftsmanship of natural materials

