



Press Release
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United Arab Emirates

MORGAN MOTOR COMPANY AND ADAMAS MOTOR GROUP ENHANCE GCC PARTNERSHIP FOLLOWING CEO MARKET VISIT

- **Morgan Motor Company CEO, Massimo Fumarola, successfully concludes Bahrain and UAE market visits.**
- **Adamas Motor Group further enhances partnership with Morgan Motor Company to include provision of Managed Services across the GCC.**
- **Comprehensive schedule of events featured VIP customer and media engagements as well as photoshoot at the Bahrain International Circuit.**
- **Programme concluded with Morgan Design Competition awards ceremony held at Horizon International School in Dubai.**

Morgan Motor Company and Adamas Motor Group are thrilled to announce a successful conclusion of a high profile visit to Bahrain and the UAE, led by Morgan Motor Company CEO, Massimo Fumarola. The visit featured a comprehensive programme of activities aimed at fostering an enhanced level of collaboration between the two companies including the strategic agreement for Adamas Motor Group to provide Managed Services across the complete GCC region.

The agenda of the visit featured several opportunities for Massimo to engage with key stakeholders in the region. Highlights included an extended lunch discussion with members of the local media followed by a customer engagement event, allowing Morgan customers to further explore the brand's rich heritage and learn more about its future direction.

Furthermore, the visit provided the opportunity to extensively tour the state-of-the-art facilities of Adamas Motor Group in Bahrain, as well as visit the iconic Bahrain International Circuit for further insight into the regional automotive landscape and to showcase the potential of Morgan's expansion in the region.

The visit concluded with a meaningful activity organized together with the Horizon International School in Dubai, which involved a selection of the winner of Morgan Design Competition, allowing students to showcase their creativity and passion for automotive design. Part of the school programme also included an inauguration of the scaled F1 in Schools track, given Adamas Motor Group's involvement in the sponsorship of the Ecolyte team, which achieved the prestigious title of the UAE National Champion last year.



“I would like to express my gratitude to the entire Adamas Motors team for their warm welcome and steadfast commitment to Morgan. I am confident that the groundwork for the regional success of Morgan has been firmly established and look forward to further enhancing our collaboration on a wider GCC level. It was a real honour to meet with some of the first Morgan customers in the region. We believe that Morgan represents something truly unique within the automotive landscape, and I feel very positive knowing that our unique qualities resonate here.”

Massimo Fumarola, CEO, Morgan Motor Company

“We are proud and honoured to have hosted Massimo in our home markets of Bahrain and the UAE. As someone originating from Malvern, where the rich legacy of Morgan sportscars thrives, this collaboration carries a deep and personal significance for me. I am incredibly enthusiastic about deepening our successful partnership and witnessing the continued success of Morgan Motor Company in the Middle East.”

Karl Hamer, Chairman & CEO, Adamas Motor Group

Adamas Motor Group proudly serves as the Retail Partner of Morgan Motor Company in the Kingdom of Bahrain and the United Arab Emirates. For further information on Morgan and its hand-crafted range of sportscars in these markets, please visit: <https://adamasmotors.com/our-brands/>.

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ABOUT ADAMAS MOTORS:

Adamas Motors is a prestige-performance motor group based in Dubai, UAE and focusing on providing an unparalleled offering of automotive-lifestyle products across their key markets of Bahrain, UAE, and Hong Kong.

The progressive automotive group represents some of the world’s most iconic automotive franchises including Automobili Pininfarina, Aston Martin, INEOS Automotive, Lotus, McLaren Automotive and Morgan Motor Company and has a vision to be a global leader in the premium automotive industry.

ABOUT MORGAN MOTOR COMPANY:

Morgan Motor Company has been handcrafting sports cars since 1909 and is one of the world’s preeminent coachbuilders. Pioneering its unique blend of traditional craftsmanship and modern technology, every Morgan is handmade to order.

The historic home of Morgan is at Pickersleigh Road in Malvern Link, Worcestershire. This is the only place in the world where Morgan cars are built. Steeped in history, the hallowed red brick buildings are home to one of the most unique automotive production facilities in the world.

Morgan sports cars are hand crafted using three core elements: ash, aluminum, and leather. Every car is entirely unique, built to the highest standards by passionate craftsmen and women, whose skills are handed down through generations and perfected over a lifetime, bringing together heritage, innovation, and cutting-edge technology.

Morgan’s model line-up comprises Super 3, Plus Four and Plus Six. Characterised by its analogue driving experience, whichever model you choose, every journey in a Morgan is an adventure.

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