



Press Release
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United Arab Emirates

NEW MORGAN PLUS FOUR MAKES ITS MIDDLE EAST GRAND PREMIERE ONBOARD THE ICONIC QE2 CRUISE SHIP IN DUBAI

- **Prestigious event marks the launch of the iconic British brand in the Middle East region with Adamas Motor Group.**
- **Programme includes a dynamic reveal of the new Morgan Plus Four as well as an art auction with all proceeds donated to Emirates Red Crescent.**
- **Prominent guests in attendance including Morgan’s CEO, Massimo Fumarola, and His Majesty’s Consul General to Dubai and Northern Emirates, Oliver Christian.**
- **New Plus Four features a series of design, dynamic, and technological enhancements informed by 70 years of evolution.**

Adamas Motor Group, the exclusive Retail Partner of Morgan Motor Company in the UAE and Bahrain, proudly announces a significant milestone in its expansion in the Middle East region with the Grand Premiere of the long-anticipated Morgan Plus Four sports car held aboard the iconic Queen Elizabeth 2 cruise ship in Dubai, UAE.

The highly exclusive event marked the official arrival of the Morgan brand in the region with Adamas Motor Group officially appointed to support the wider GCC network with providing a suite of Managed Services, in addition to their continued efforts as exclusive Retail Partner in the UAE and Bahrain.

The event was graced by the presence of prominent guests from Morgan Motor Company including CEO, Massimo Fumarola and Chief Design Officer, Jonathan Wells, as well as His Majesty’s Consul General to Dubai and Northern Emirates, Oliver Christian.

In addition to the dramatic dynamic reveal, the evening’s programme also featured a charity auction of five bespoke prints, each inspired by Morgan’s rich history and heritage. All proceeds from the auction were donated to Emirates Red Crescent, underscoring Adamas Motor Group’s commitment to social responsibility

“We are thrilled to host the Grand Premiere of the new Morgan Plus Four aboard the iconic Queen Elizabeth 2 ship. In addition to marking the arrival of this iconic British brand in the Middle East, the event is a real showcase of our long-standing commitment to delivering exceptional automotive experiences for our clients. We extend our deepest gratitude to Morgan Motor Company for their partnership and look forward to further developing this great franchise in the region.”



Karl Hamer, CEO, Adamas Motor Group

"It is a real honor to return to Dubai to help showcase the new Morgan Plus Four in the region, following its launch in April. We are thankful to Adamas Motor Group for their outstanding work in developing the Morgan brand locally, as well as for their continued commitment to the highest quality of customer experience. We are confident that their unique approach, combined with the timeless appeal of Morgan sports cars will resonate deeply with the discerning owners and automotive enthusiasts in the Middle East."

Massimo Fumarola, CEO, Morgan Motor Company

The new Morgan Plus Four represents the pinnacle of British craftsmanship and performance, blending timeless design with cutting-edge technology. With its lightweight aluminum architecture and turbocharged 2.0-litre BMW TwinPower Turbo inline four-cylinder engine, delivering 255 horsepower, the Plus Four accelerates from 0-100 in just 4.8 seconds. Its enhanced chassis dynamics and refined interior ensure a thrilling driving experience, with enhanced focus on functionality and daily usability. With meticulous attention to detail and a range of customizable options, the Plus Four offers discerning enthusiasts a truly bespoke driving experience.

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.



MEDIA CONTACTS:

Adam Gron
Group Marketing and PR Director
+971 56 687 0191
adam.gron@adamasmotors.com

WEBSITE: www.adasmotors.com
INSTAGRAM: www.instagram.com/adasmotors/
LINKEDIN: www.linkedin.com/company/adamas-motors