



Press Release

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United Arab Emirates

ADAMAS MOTOR GROUP COMPLETES FIRST HISTORIC DELIVERY OF MORGAN MIDSUMMER IN THE MIDDLE EAST

- **First-ever local handover of Morgan Midsummer completed in Dubai, UAE**
- **Limited-run Barchetta designed in collaboration with Pininfarina handed over to Emirati collector based in Abu Dhabi**
- **UAE emerges as one of the top global markets for Morgan Midsummer marking another milestone for Adamas Motor Group**

Adamas Motor Group, the exclusive Retail Partner of Morgan Motor Company in the UAE and Bahrain, proudly announces the first history delivery of a fully-bespoke Morgan Midsummer sports car in the Middle East. This prestigious handover took place at Adamas Motor Group's main showroom in Dubai, within a dedicated Morgan gallery to an Abu Dhabi based Emirati collector, marking a significant milestone in the Middle East automotive scene.

"We are thrilled and honoured to officially present the first Morgan Midsummer to one of our valued customers in the UAE. The new Midsummer received an overwhelmingly positive response in the region, which speaks volumes about the demand for Morgan's timeless design and craftsmanship. This delivery is a real testament to our commitment to providing exceptional automotive experiences to our clients and we look forward to continuing to develop Morgan Motor Company in our core markets of UAE and Bahrain."

Karl Hamer, CEO, Adamas Motor Group

Founded in 1909, Morgan Motor Company has built a world-renowned reputation for its hand-crafted, bespoke sports cars. Combining traditional craftsmanship with cutting-edge technology, Morgan produces vehicles that are as unique as their owners. With a rich history spanning over a century, the brand continues to evolve while staying true to its core values of quality, performance, and individuality.

The Morgan Midsummer represents the latest chapter in Morgan's legacy, embodying the perfect blend of classic design and modern engineering. This limited-run barchetta was designed in collaboration with world-renowned design-house, Pininfarina. With just 50 examples produced, this fully bespoke vehicle represents the shared vision of Morgan and Pininfarina, who have worked together to reinterpret and celebrate the timeless Morgan silhouette. As a Morgan special project, the Midsummer demonstrates the flexibility of Morgan's design while simultaneously showcasing the rare craftsmanship of the artisans who handcraft every element of the distinctive body.



The UAE has proven to be one of the major global markets for the new Midsummer, which has received an overwhelmingly positive response from discerning automotive enthusiasts across the region. The highly anticipated delivery showcases the growing interest in British craftsmanship and performance within the UAE, further solidifying the Middle East as a key market for Morgan's bespoke sports cars.

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:

Adam's 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.adamasmotors.com
INSTAGRAM: www.instagram.com/adamasmotors/
LINKEDIN: www.linkedin.com/company/adamas-motors