



Press Release
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United Arab Emirates

ADAMAS MOTOR GROUP CELEBRATES STRONG UAE DEMAND FOR MORGAN MIDSUMMER

- Adamas Motor Group named best-selling Morgan Midsummer retailer worldwide.
- UAE cements its position as one of the leading global markets for bespoke British craftsmanship and Morgan Motor cars
- Adamas Motor Group continues to lead the regional growth of the Morgan brand

Adamas Motor Group, the exclusive Retail Partner of Morgan Motor Company in the UAE and Bahrain, proudly announces the remarkable sales success of the limited-run Morgan Midsummer, as initial customer deliveries continue. This exclusive model has received an exceptional response in the UAE, with Adamas Motor Group officially recognised as the top-performing Midsummer retailer globally.

This achievement firmly establishes the UAE as one of the world's most significant markets for this extraordinary barchetta designed in collaboration with legendary Italian design house Pininfarina. With just 50 examples set to be hand-built worldwide, the surge in demand from UAE collectors and enthusiasts underscores the region's deep appreciation for bespoke British craftsmanship as well as the strong local appeal of Morgan sports cars.

"We are extremely proud to represent Morgan Motor Company in a region that consistently embraces individuality, timeless craftsmanship, and automotive rarity. The overwhelming interest in the Morgan Midsummer here in the UAE is a testament to the car's appeal but also reflects the trust our clients place in us to deliver truly special vehicles. We extend our gratitude to Morgan Motor Company for their partnership, and to our loyal customers for their passion and continued support."

Karl Hamer, CEO, Adamas Motor Group

Following the first Middle East handover of a Morgan Midsummer earlier this year to an Emirati collector at Adamas Motor Group's flagship showroom in Dubai, demand has remained strong. This reflects a broader regional trend toward boutique, collector-grade vehicles that celebrate the art of motoring – and affirms Adamas Motor Group's position as a trusted partner in delivering rare and remarkable automotive experiences.

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.

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