



Press Release
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United Arab Emirates

ADAMAS MOTOR GROUP ANNOUNCES UAE PRICING FOR THE MORGAN SUPERSPORT AS FIRST DELIVERIES BEGIN

- New Supersport flagship arrives in the UAE as the most refined, usable and dynamically engaging Morgan to date
- Analogue, hand-crafted sports car delivers 335 bhp and 0-100 km/h in just 3.9 seconds
- Carbon-fibre hardtop and modern conveniences ensure true year-round usability in the Middle East
- Strong initial demand with first customer deliveries already underway
- Available exclusively through Adamas Motor Group priced from AED 499,000

Adamas Motor Group, the exclusive Retail Partner of Morgan Motor Company in the UAE and Bahrain, proudly introduces the new Morgan Supersport, marking a significant milestone for this iconic British brand in the region.

The Morgan Supersport arrives as the brand's new flagship: a modern, lightweight sports car that pairs handcrafted British design with contemporary engineering to deliver the most refined, usable and dynamically engaging model in the Morgan line-up. Thanks to its modern conveniences and carbon-fibre hardtop, it offers true year-round drivability in the Middle Eastern climate.

The new model, priced from AED 499,000 has already generated exceptionally strong interest from both existing Morgan owners and first-time enthusiasts, with initial local deliveries now underway.

"We are tremendously excited to bring the new Morgan Supersport to our customers and enthusiasts in the UAE. With its carbon-fibre hardtop, modern refinements and bespoke craftsmanship, this sports car offers true year-round enjoyment – perfectly suited to the lifestyle and expectations of drivers in the region. I would like to thank our growing community of Morgan owners, as well as our first Supersport customers. We look forward to fulfilling the remaining orders and building on this success in 2026 and beyond."

Karl Hamer, CEO, Adamas Motor Group

Built on the new bonded-aluminium CXV platform, the new Supersport achieves around 10% greater torsional rigidity than its predecessor and introduces a choice of soft-top or carbon-fibre hardtop, improved aerodynamics and the return of a



practical rear boot — all while retaining the timeless Morgan silhouette. The car tips the scales at a kerb weight of only 1,170 kg, offering a leading power-to-weight ratio of 286 bhp per tonne, which further enhances its performance and dynamic appeal.

Powered by a 3.0-litre turbocharged BMW inline-six producing 335 bhp and paired with a ZF eight-speed automatic transmission, Supersport can accelerate from 0-100 km/h in just 3.9 nine seconds. The car also offers sharper handling through revised suspension geometry, lighter forged wheels and improved chassis stiffness, with further enhancements available via the optional Dynamic Handling Pack.

Inside the cabin, traditional craftsmanship meets modern convenience, including refined materials, updated instrumentation and a premium Sennheiser audio system. The result is a purer, more connected driving experience that reinforces Morgan's commitment to analogue character with modern capability.

For further information on Morgan and its hand-crafted range of sports cars in the United Arab Emirates, 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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