



Press Release
15:00, 23 January 2026
United Arab Emirates

MORGAN MOTOR COMPANY OPENS ITS FIRST SHOWROOM IN ABU DHABI

- Private opening ceremony attended senior leadership from Morgan Motor Company and Adamas Motor Group
- Situated on the prestigious Corniche Road which strengthens Morgan's presence in the UAE
- New showroom offers the full Morgan model range and bespoke personalisation services

Adamas Motor Group, the exclusive distributor of Morgan Motor Company in the UAE, is proud to announce the opening of the first Morgan showroom in Abu Dhabi, marking a significant milestone for the iconic British marque in the region. Ideally located on the renowned Corniche Road, the new facility introduces Morgan's unmistakable blend of heritage, coachbuilt craftsmanship and analogue performance to the prestigious capital of the UAE.

Designed as an intimate, appointment-led environment, the boutique showroom is set to welcome fans, collectors and enthusiasts alike. The facility offers unparalleled access to Morgan's full range of bespoke personalisation services, allowing each vehicle to be tailored precisely to the individual requirements of its owner. From paint and leather to wood finishes and intricate detailing, the showroom reflects the shared values of Morgan and Adamas Motor Group, with a clear focus on bespoke craftsmanship, individuality and customer experience.

The private opening ceremony was honoured by the attendance Matthew Hole, Managing Director of Morgan Motor Company, who travelled especially from England, underlining the strategic importance of the UAE market to the brand.

"The opening of Abu Dhabi's first Morgan Motor Company boutique showroom is a proud moment for Adamas Motor Group and a major step forward for the brand in the UAE. Morgan represents the very pinnacle of British craftsmanship, individuality and authenticity, and this elegant, highly personal showroom environment is the perfect setting to further develop the brand in the capital. Each Morgan is a true work of art, meticulously tailored to its owner and sought after by the region's most discerning buyers for its pure, analogue driving experience and timeless design."

Karl Hamer, CEO, Adamas Motor Group



“Abu Dhabi is an important market for Morgan, not just strategically, but philosophically. The UAE has a deep appreciation for craftsmanship, individuality and considered design – values that have defined Morgan for more than a century. Opening our first boutique showroom in the capital alongside Adamas Motor Group allows us to share the story of Morgan in an environment that reflects both our heritage and our future, while continuing to enhance the experience we offer to existing and new customers.

I would like to thank the Adamas team for their continued commitment to the brand and for creating a space that reflects the care, detail and human touch that go into every Morgan we build.”

Matthew Hole, Managing Director, Morgan Motor Company

The new showroom further strengthens Morgan’s growing footprint in the UAE, offering enthusiasts and collectors a refined space to explore the brand’s heritage, engineering philosophy and modern craftsmanship, supported by a dedicated and highly trained sales and service team.

Looking ahead, the future of Morgan in the UAE looks exceptionally promising. The positive momentum is underpinned by the remarkable success of the Morgan Midsummer, the limited-run barchetta created in collaboration with the legendary Italian design house Pininfarina. With just 50 examples hand-built globally, demand from UAE collectors has been exceptional, resulting in Adamas Motor Group being recognised as the top-performing Midsummer retailer worldwide and positioning the UAE as the leading market for deliveries.

Building on this success, the arrival of the Morgan Supersport marks a bold new chapter for the brand in the region. As Morgan’s new flagship, Supersport blends hand-crafted British design with contemporary engineering to deliver the most refined, usable and dynamically engaging Morgan to date. Featuring enhanced comfort, modern technology and a carbon-fibre hardtop, it offers true year-round drivability ideally suited to the Middle Eastern climate. Priced from AED 499,000, Supersport has already generated strong interest from both existing owners and new customers, with initial deliveries now underway.

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/>.

ENDS

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, EXEED, Lotus, McLaren Automotive, Morgan Motor Company and ROX Motor, 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 pre-



eminent 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 is a global brand and exports over 80% of vehicles produced at Pickersleigh Road with more than 60 authorised retailers around the world. Despite global appeal, Morgan is uniquely British, with more than 90% of parts sourced from within the UK and over 50% sourced from the Midlands.

Morgan sports cars are hand crafted using three core elements: ash, aluminium, 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 Supersport. 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