



MORGAN EXPERIENCE

EXPERIENCE PORTFOLIO
MORGAN MOTOR COMPANY DEALER NETWORK

MORGAN EXPERIENCE

Morgan Experience connects people directly with Morgan Motor Company, bringing the brand to life through memorable, hands on experiences.

Based at the Morgan Experience Centre in Malvern, home to the Morgan Works Showroom, Morgan Cafe, retail shop and the Archive Room museum, it offers a clear starting point for discovering Morgan. Guests can explore over a century of history, join guided factory tours, view the latest Morgan models and drive a Morgan through the surrounding countryside.

Morgan Experience also supports the dealer network by strengthening the customer journey. From factory visits and bespoke driving experiences to tailored itineraries and event hospitality, it provides practical tools to engage customers, build confidence and support sales.



VISITING MORGAN MOTOR COMPANY





The Morgan Experience Centre in Malvern can host dealer visits and customer groups of any size throughout the year.

The centre brings together the Morgan Works Malvern showroom, spacious cafe, archive room museum and retail shop in one location, creating an ideal setting for customer engagement.

Dealers can use the centre for individual customer visits, including factory tours and vehicle specification. The showroom includes a dedicated specification area with material samples and a screen to support the process.

The centre is also well suited to larger groups of existing or prospective customers. Visits can include factory tours, test drives across the current model range and the opportunity to meet the team behind the design and build of Morgan cars.

Our in house cafe, operated by FAUN, provides flexible catering options, from light lunches to large scale buffets.

CASE STUDY

Morgan Sweden

- 3 night programme for 40 guests
- Luxury hotel in The Cotswolds
- Dinner in excellent local restaurants
- Private factory tours with knowledgeable brand ambassadors
- Lunch with Morgan Senior Management followed by Q&A
- Local activities



BESPOKE DRIVING TOURS



Morgan Experience plans and delivers high quality bespoke driving tours in the UK and overseas.

Our in house team designs each tour to suit your objectives, from route planning and accommodation to hospitality and on road support.

For Morgan owners, tours deepen engagement with the brand, bring owners together and strengthen the Morgan community.

For non Morgan owners, we can provide Plus Four and Super 3 vehicle hire, giving prospective customers the opportunity to experience Morgan driving and ownership first hand.



CASE STUDY

Morgan Indonesia

21 cars • 42 guests • 9-night luxury tour

A spectacular tour crafted for Morgan Club Indonesia.

Tour Highlights:

- Luxury 5* accommodation and group dining
- Scenic drives through the Scottish Highlands and The Lake District
- Exclusive activities including golf, distillery visits, iconic driving roads, and curated shopping opportunities
- Private Morgan factory tours in Malvern
- A fully bespoke Indonesian dinner served in the factory to conclude the journey

With full tour support from start to finish, this immersive experience strengthened customer relationships and delivered real results - securing multiple Supersport pre-orders.



MORGAN EXPLORES





In 2025, Morgan Explores embarked on an unforgettable journey through the breathtaking Dolomites. Twenty-one Morgan sports cars, representing participants from ten countries, set out to experience some of Europe's most spectacular mountain roads.

We're excited to bring you the next chapter of Morgan Explores in 2026. Unforgettable journeys designed for those who live for the open road, breathtaking landscapes, and the camaraderie that comes with shared adventure.

2026 Locations:

- Scotland
- Norway (*sold out*)
- California, USA

If you think you may have a customer interested in taking part, please contact us.

EVENT HOSPITALITY



Morgan Experience creates bespoke event hospitality programmes that allow dealers to engage customers around some of the most prestigious automotive events in the UK and beyond.

Through established relationships with Goodwood, Silverstone and other leading events, we can build tailored itineraries that reflect your objectives and your customers. From carefully selected accommodation and smooth transfers to premium hospitality access, every element is planned and delivered by our in house team to ensure a seamless and memorable experience.

These programmes provide an ideal setting to host existing owners or prospective customers, combining exceptional motorsport with meaningful time spent with the Morgan brand and its people.

To complete the experience, Morgan Experience can arrange Morgan vehicle hire, giving customers a brand consistent and authentic way to travel to and from the event. This ensures the journey is as memorable as the destination and reinforces the sense of occasion throughout.



We look forward to helping you enhance your customer experiences

For all enquiries, please contact us

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