

### **Morgan EV3 1909 Edition: Looking Back in Going forward.**



Nostalgia marketing is big business. From 1950's radios to retro photography with new Polaroid cameras, people can't get enough of the products of yesteryear.

The latest product to join the retro revolution is the Morgan EV3 1909 Edition, a throwback to the Morgan two-seaters built up until 1939, but with the modern efficiency of a lightweight electric motor in place of the twin cylinder petrol engine of the cars they mimic. The bullet-style body is constructed primarily from composite carbon panels takes its design cues from the aero-engined' race cars that seemed so innovative in the 1930's and with the reintroduction of the tail lift feature from 1930's models, it is a modern car that carries all the credibility of classic designs.

The 1909 Edition is basically the same as the EV3 launched at the Goodwood Festival of Speed in 2015, but with a special paint scheme that celebrates the opening of the Selfridges store in London, with a black and bronze colour scheme that reflects the name plate on the shop. Described by Morgan as being a 'collector's item' there are plans to build just nineteen of the 1909 models, making it one of the most exclusive cars in the world, and no doubt a magnet draw for those who prize their car collections.

And with an expected purchase price of around £52,000, it's well within the reach of many serious car collectors.

Under the bonnet, so to speak, the EV3 1909 is powered by two electric motors encased in forward-facing distinctive brass fins which aid cooling. The EV3 1909 returns the same performance as the 2015 EV3, producing 102HP, which is sufficient to accelerate the car up to 90 mph for a range of between 120 and 150 miles between charges, and all this from a car weighing a little less than 1,200 Lbs!! The cockpit of the EV3 is a luxurious mix of brushed aluminium and polished wood, with a central Magneto switch for forward, neutral, and reverse selection. The introduction of a digital screen above the bank of functional switches gives the whole cockpit a retro-futuristic steampunk feel. At the front end, four large round headlights grace the frame around the brass cooling fins of the motors and add to the overall boldness of the design.

Each car can be delivered with an exclusive gift pack featuring up to nine bespoke products that capture the flavour of 1920's motoring with modern day quality. The optional products include driving gloves designed by Dent, Linda Farrow driving goggles, a Alexander McQueen driving scarf, a Karl Donohue helmet, George Cleverly shoes and a waxed driving jacket made by Belstaff, of motorcycle clothing fame.

The EV3 1909 will debut at Salon Privé concours d'Elégance to be held at Blenheim Palace in the UK in September, before officially launching at a special event to be held at the Birmingham branch of Selfridge on October 1<sup>st</sup> this year.

Morgan have created an intriguing meld of classic style and new materials to produce a styling and instantly memorable car, but have packaged it with zero emissions credibility and in doing so have produced a combination of British marques that will appeal too many.