

SOUTHERN FOURS AND EIGHTS

NEWSLETTER OF THE SOUTHERN MORGAN OWNERS GROUP MOGSOUTH VOL. 4/15

Orlando All British Car Show Mead Garden, Winter Park, FL April 11, 2015

I guess the official start of Spring 2015 was about three weeks ago with the occurrence of March 20th Equinox. By now I would hope that most of us have finished with all the winter fettling on the Morgans in the garage and have taken advantage of the improved weather to get the cars out and stretch their legs a bit. I know I am fortunate by being here in Orlando, as the temperature is hovering between 70° - 80° F. I do have to admit I am somewhat smitten with my current home. I was just watching live TV from Boston and the folks were wearing gloves! Gloves?? Hell, I was in the swimming pool yesterday (8 April)!

Well, with the early onset of driving weather here, I have been all over the place. Aiken to Augusta, Boca Raton to Amelia Island, and a few places in between. Already, we have been to a few car shows, taken a few long drives, and sampled a few exciting races, and I even went to an automobile auction. (I do have to admit that a Morgan didn't go on all of these trips, but rest assured there was a good reason for me leaving it behind.) All good stuff, but . . .

One of my favorite spring events however has to be our local All British Car Show in Winter Park, Florida. This show is run by our own Rick Frazee, but was shepherded by many others over its 30 plus years (and it is rumored that Rick may pass on the show chairmanship to someone else after this one.)



Brian and Rosie Miller brought their 2005 Aero 8 from Huntsville and won the longest distance award! The Aero 8s drew quite a crowd!

The All British Car Club is really a Breakfast Club that meets to have breakfast once a month, and oh yeah, puts on a yearly Car Show. The current venue for the car show is Mead Garden in Winter Park. This is really a tremendous location for a car show, with lots of high trees to provide shade (as it can sometimes be quite warm in the sun), proper flushing facilities, and a covered pavilion with picnic tables for lunch and later to host all the festivities. And, this show always brings out some wonderful cars. Occasionally, there are motorcycles, bicycles, new cars, and a blue grass band.

All British of course!

Continued Next Page

Another big benefit of this show is that the monies taken in for registration, T Shirts sales and the like pay for the show's related costs. Whatever is left, after all the bills have been paid, is evenly distributed amongst the various marque Car Clubs that help to set up and run the event. One recipient of these extra funds is the Florida Morgan Owners Group, GatorMOG. We use this money to subsidize the GatorMOG Noggins and gatherings we have as we find the time on the calendar. We try to get together twice each year, but it's a challenge.



Truman McGhee (seated w/ Tan Ball Cap) Tom Coyrn seated in background with gray cap. We all enjoyed Frazee's tent and sat around chatting and telling tales.

The increasing warmth of the Spring in Orlando does come at a price. The heat and humidity contribute to late day instability that tends to result in a period of warm rain and showers. But these things are fickle. The pundits predicted a good bit of rain for Saturday, but it never materialized. Wonderful weather, but warm. The Mead Garden shade again was very welcome.

We had 7 Morgans preregistered but one of these didn't make the trip. Chuck Bernath put too much faith in the weather reports and left his Plus 4 4 Place in Jacksonville. Chuck and Karen Bernath were there however driving down from Jacksonville in a Pontiac?? We did have two Plus 8s. Gene and Betsy McOmber brought their BRG 1990 Plus 8, with lovely new interior, over from Sarasota and I drove in with Ugly Betty, my red 1986 Plus 8.



Betsy McOmber, from Sarasota, and their 1990 BRG Plus 8.

Rick and Sam Frazee brought their 2005 Roadster. Truman McGhee (not yet a Member) just finished the restoration of his very pretty 1967 Series IV 4/4 with a pre crossflow 1500cc Ford and drove it over from the St Petersburg beaches. Not a bad 'shake down' run. He got quite a lot of questions on the car and the restoration process. Jim Danhoff, Michigan resident and Orlando 'snow bird', displayed the only Plus 4 on the field this year, the 1964 two tone 'Sophie'. We had two 2005 Aero 8s, interestingly enough both were dark blue. Brian and Rosie Miller drove theirs down from Huntsville Alabama, and this proved to be the further distance anyone had traveled to the show, so they were duly recognized. The other Aero 8 apparently belonged to Gibbs, Tom Coryn's golden retriever, as he was driving when I first saw it.

No three wheelers, 4 Seaters, Series 1s or Drop Head Coupes this year. Rick didn't have the time to get his three wheelers out and I was a bit too focused on the Aiken meet to have more than one car on the field. Regardless it was a great turn out of Morgans and as is the norm, we attracted a lot of folks interested in the cars. Surprisingly even at a British Car show folks still are quite inquisitive.

Interestingly this year there were lots of dogs running about (on leashes, as is the rule.) A good number of car owners brought out their cars, but also their dogs. I guess the open expanse of Mead Garden and friendly, low key nature of the show is pretty conducive to dogs (as well as MOGS). Rick and Sam Frazee had their two giant schnauzers out, as did Tom Coryn. Tom actually drove over from his home in West Florida with the golden retriever in the passenger seat of his Aero 8. They arrived a tad late and as they pulled up, Gibbs decided he wanted both front seats and was straddling

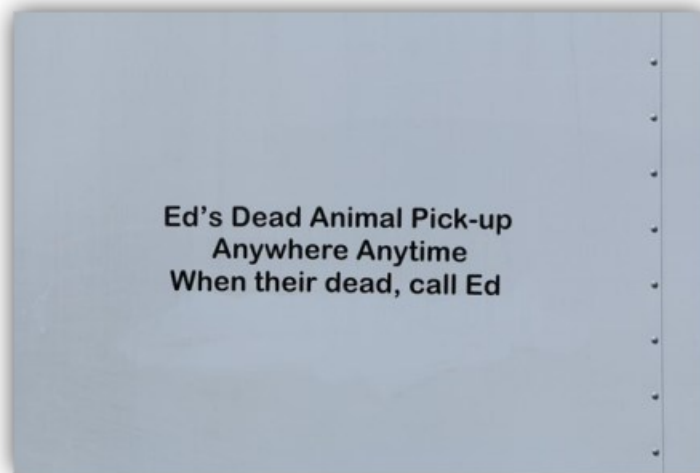
Tom in the driver's seat, as Tom tried to drive. A golden retriever is not a small dog, easily moved. Quite comical, but really one of those 'you had to be there' moments.

The local Range Rover and New Mini car dealers were there hocking their shiny new cars, and there were a few others selling old rusty parts for British cars. I recognized a few chrome Bumpers and a dash for an Austin Healey 3000, but there were loads of other 'treasures' available. You just had to willing to rummage through the boxes and piles. Another business that drew some interest was a garage 'accessories' vendor with stuff such as garage cabinets and specialized floor coatings. And, a very popular stand was one peddling car cleaning supplies who had partnered with a car detailing company. Lots of folks had the detailing company work their magic, and were quite pleased at the price and the results. And, of course we had a vendor selling the requisite LBC stuff, hats, T-Shirts, beer coasters, etc.

There were only about three or four used cars in the 'For Sale' Car Corral. Rick Frazee offered to sell the parts car he bought to scavenge a bigger engine and other performance bits for his racing bug eyed Sprite. He had the car and other bits displayed in his race car trailer.

I fear the annotation on the side of the trailer attracted more attention than the parts car and bits. I talked to several folks that were quite a bit amused. Although the trailer has never seen any 'road kill' the markings seem to keep the inquisitive away.

Rick indicated that he didn't get the parts car sold, but at least the trailer was a hit. Hopefully the others selling the cars parked in the 'for sale' car corral had better luck?



The annotation on Rick Frazee's Race Car Trailer. Cheap Security?

Folks seemed to think the quantity of display cars was down a bit from last year, but I really didn't notice much of a difference. Perhaps a few folks were scared away by the supposed rain that never came. The official show car count was only a handful off from last year. And, since it was the year of the TR6, they came out in droves. Also, all their cousins, the TR4s and TR250s. Actually, I don't think I have ever seen that many TR250s in one spot. Triumph was really there in force. Lots and lots of TR2s, TR3s, Spitfires, and even a very well presented TR 1800.

MG was also well represented with a number of early cars, e.g. MGTCs, MGTDs and MGTFs and a huge number of the later MGAs and MGBs and Midgets. Not to be outdone, a single post-war Bentley and a what appeared to be a pre-war Rolls Royce. Minis everywhere, both old and new and two, yes two, pre-war Austin Nippys with their 750cc motors. Small as can be, but very neat. Jaguars, Aston Martin, Austin Healeys and even Morris Minors. *All British of course!*

Apart from all the cars to see, this show goes all out with other activities to amuse the car owners, their families, the vendors and the onlookers. From raffles to 50/50s, to new car displays and valve cover racing. Of particular note was the array of automotive treasures available at the silent auction. All the items were donations from the club members and the proceeds help pay the rent. From my perusal of the bids, a few bargains were definitely had. One of the more amusing activities was the British car valve cover races. Unfortunately, I participated again with my Coventry Climax valve cover. This thing has a wheel base of about 2 inches and pinewood derby wheels. This year I was shamed by something as big as one of those Austin Nippys with roller blade wheels and fins and wings and Mister Bill, on top, navigating. It was so imposing, it made my front wheel fall off. (Morgan like?? Did I say that?) I will be back next year, I promise, and perhaps I can find a better valve cover. Hopefully, one a bit more competitive than this Coventry Climax valve cover. Strangely, although I have all sorts of auto parts (ask Andrea) I dont have another valve cover.

The blue grass band picked at their banjos while the caterer, 4 Rivers BBQ, provided lunch. All good stuff.

After the show we scattered in all directions. A number of folks, especially those on the west coast of Florida, headed for home. However, the Millers, the Frazees and the Braunsteins hatched a plan to meet for dinner in Winter Park. Meanwhile we cleaned up from the day. Then we all reconvened for drinks and had dinner at a great restaurant overlooking a lake, complete with a pier and ducks. Then the sun went down. The sun setting over the lake just added to the ambiance of the evening. Good food, great company and we called it a night.

This show is always fun and I am already looking forward to the next one. If it fits your schedule, this show is a good one!

Continued Next Page



More All British



**SuperDave's
Garage**

(770) 330 - 6210

dbondon@bellsouth.net

Call Dave if Interested!



SUPERDAVE DOES IT AGAIN !!

- Fresh 1600cc Lotus Twin Cam
- Twin 40mm Weber Carburetors
- 144 hp on 93 octane pump gas
- Dyno time only
- Stainless Steel Headers
- Alloy Bell housing (Bolts into 4/4!)
- Tilton Clutch w/ Hydraulic release
- Forged crank, Cosworth rods, Rally Cams
- Light weight steel flywheel
- 10.5:1 compression ratio

**Savannah Race
Engineering -Ted Wenz
built for the street**

Asking \$13,900.00

Call SuperDave with Questions, Offers or Other Morgan Needs! (770) 330 - 6210



**For Sale - Rare 60's British "Giant-Killer"
1965 TURNER MK III Vintage Racecar - #65-647**

Car is chassis number 65-647, one of the last cars actually produced by Jack Turner's shop. Turners were well regarded as fast and competitive racers that punched above their "weight class." This car came with the more desirable English Ford 1500, also used in the Morgan 4/4. Ted Wenz, at MWE (now of Savannah Race Engineering), built this fast, reliable engine. There are only around 53 examples of the Turner MK III known to survive worldwide. 65-647 is fast, nimble and fun. The engine pulls strongly from 3,500 to over 7,500 rpm. It has great brakes, good balance and always rewards good driving.



- Wenz built all steel Ford pre-crossflow 1500
- Aluminum roller-rockers
- Twin Weber 45mm DCOE's
- Ron Davis aluminum racing radiator & electric fan
- Setrab oil cooler
- Lightweight magnesium bell housing
- Competition lightweight flywheel and clutch
- Ford medium-close ratio racing gearbox
- Accusump
- 5 qt. halon fire system
- Professional roll cage with door bars & dash hoop
- Recent ATL 8 gallon fuel cell
- Panasport racing wheels
- PRI adjustable shocks
- Winner's Circle double bearing hubs
- Kirkey vintage race seat with upholstery
- Current RaceQuip 6 pt. camlock belts
- & MUCH MORE!**

Asking just \$23,500

**For further details or questions contact: Mark Turner
CELL: (727) 480-2305 • EMAIL: news4mt@mindspring.com**



[As provided by Tcherek Kamstra of ISIS Imports - Thanks! Ed.] An excerpt from a full-length article. This portion features an interview with the Morgan world's most admired and respected Morgan badge creator, Mr. Jim Baker. Hermen Pol and I had been looking forward to this, the leisure portion of our UK visit. There we met with the man whose name I had heard referenced for decades, whenever mention was made of Morgan badges. Jim gave us a thorough tour of his workplace, and even gave us souvenirs in the form of a medal featuring Peter Morgan, which he had made. He even gave me one to bring back to my stepdad Bill Fink. After we learned the technical aspects, I had some questions about the creative process, which is my main focus as In house Designer & Artist for Hermen Pol. (www.MorganCarBadges.com)

INTERVIEW WITH JIM BAKER by Tcherek Kamstra

This is a very specialized field of expertise. Tell me about what brought you into the creation of badges? And what brought you into the world of Morgans?

To turn the question around, I saw my first Morgan, a mid blue, flat rad 4/4 as a toddler circa 1943 and never forgot it. Next Morgan in my life was a 1934, F4 3 wheeler owned and used every day by a work colleague during my apprenticeship. He took me to MTWC club Sprints and Speed trials at Silverstone before I joined the club. I was a keen racing cyclist at this time and through the local racing bike shop became friends with Laurie Weeks who bought his first Morgan, a 1933 Super Sports MX4, again used every day. I joined the club aged 18 and bought my first Morgan, a 1932 Super Sports with an o.h.v. JAP engine (£55) the following year. Since then I have had a many more three and four wheeled Morgans, often both at the same time. Thanks to a generous friend, I am still Morganning around in a 1935 Super Sports.



The Famous Jim Baker at work . . .

The old Morgan Three Wheeler Club badge was a sand cast aluminium affair of truly abysmal quality. As an apprentice lettercutter and diesinker I did my best to tidy up the faults but it was still awful.

I went self employed in 1967 in partnership with an enameller and painter on gold & silver and we made a few tentative attempts at manufacturing badges and jewellery including 1" sports centres for MTWC trophies and awards.

Can you describe the first badge you made?

The first car badge was, on my own initiative, for the Three Wheeler Club, a remake of the green triangle but with nice balanced lettering and a head on view of a JAP engined Super Sports with the fine detail including being able to tell which cylinder was on compression! (the exhaust valve is open) Although I had made this without club authority, once I had made samples, the club couldn't refuse and well over a thousand have been made. This led the Morgan Club de France to my door followed by the MCCDC.

How many badges do you have? How many of those are of your design?

I have a collection of just over 100 car badges, mostly my own but not all Morgan related, some odd ones like a badge for "People in Pigs" with a Cotswold Pig in relief in the centre, others for other car clubs like the "Amicale Tricyclecariste Club de France."

What badge design are you most proud of?

Difficult to say but the 75 Years of Morgans that I designed and made for the factory is very special.

Did anybody's else's design ever strike you as particularly well done?

Number one has to be The first Morgan Sports car Club of Japan badge. A truly exquisite badge in design and

execution with its gilt, pierced frame and small white enamelled Morgan wings. I do not know who designed nor who made it – I assume it was made in Japan but in my view, the best car badge of all.

The second Morgan Sweden badge drawn by Arne Holmstrom, The MogMog badge designed by Merry Fletcher and MSCC Canada, the artist is unknown to me but a truly great badge with nice lettering and a clear well balanced design.

Your name is synonymous with Morgan badges amongst those who what they are talking about.....so why is that? Can you list the badge related firms at which you worked since entering the badge business?

Why is that? I try to be a craftsman first, A Morgan enthusiast second, a Badge maker third and businessman last. When I started, I was a sole trader, James Baker & Co, Lettercutter & Diesinker to the "Trade".

Once I started making badges in quantity it upset some of my customers and at the same time I was advised that I should set up a Limited Company to handle badge sales, especially with the US and its reputation for litigation. From this came Badge & Medal International Ltd. A bit pretentious but it worked well for many years alongside the JB & Co.

By the mid 90's we changed this to Colmet Ltd. Colour & Metal Designs which lasted till 2002 when we briefly joined Melvyn Rutter as Colmet Plus. I went back to self employment as Baker Badge & Engineering but China's economic warfare on the west has decimated British Manufacturing and I couldn't get enough work to survive and I got a job with Toye Kenning & Spencer, back in the Jewelry Quarter where I started.

It seems that you have experience with every stage of the business, from design to production and very thing in between. What aspect of they job is the moist rewarding for you personally?

Customer satisfaction and the friendships that lasted 30-40 years that came out of it.

Lastly, as my involuntarily appointed mentor, what are your top 3 rules of design for those of us starting out?

Difficult.....I'd say:

- Find out what your client is looking for and any local identifying features that you can incorporate and how much does the client want to spend? (Single coloured badges save money as does using an existing silhouette - clipping tool.)
- Design something that can be made! Unless the badge has pad printing like some German badges, you need a metal line to separate the details and colours. American and therefore Chinese badge manufacturers wrongly refer to this as Cloisonne but in badges it is really Champleve. Also give the badge a decent outer rim width to protect the enamel and leave a gap between rim and the lettering.
- Wherever possible, keep the design clean and simple. Says he who has produced some seriously over complicated badges over the years. The John & Bridget Leavens Memorial award and lapel pins we made had 9(!) colours in a copy of the stained glass window in Stoke Lacy church.

Many thanks to Jim Baker for taking the time to educate us on the process by which badges are created. He is quite generous with his time and knowledge. I find this to often be the case when I finally meet in person some of the most familiar names in the Morgan world. -Tch



Jim Baker's 75 Years of Morgans Badge



Aha! These looked familiar....behold the Morgan club badge "dies."

CAN'T WE JUST GET RID OF ETHANOL? By Jay Leno, Autoweek,

There have been a lot of old-car fires lately. I went through the '70s, the '80s and most of the '90s without ever having read much about car fires. Suddenly, they are happening all over the place. Here's one reason: The ethanol in modern gasoline—about 10 percent in many states—is so corrosive, it eats through either the fuel-pump diaphragm, old rubber fuel lines or a pot metal part, then leaks out on a hot engine ... and kabloooooo!!!

As someone who collects old cars, and keeps them up religiously, I am now replacing fuel -pressure regulators every 12 to 18 months. New cars are equipped with fuel lines that are resistant to ethanol damage, but with older cars, the worst can happen—you're going down the road, and suddenly your car is on fire.

There's more. I find that gasoline, which used to last about a year and a half or two years, is pretty much done after a month or so these days. If I run a car from the teens or '20s and fill it up with modern fuel, then it sits for more than two months, I often can't get it to start. Ethanol will absorb water from ambient air. *[I use some sort of fuel stabilizing agent each time I fill my cars to counter the evil effects of ethanol. If you burn the fuel quickly, you are less likely to absorb water, but if the car sits for some amount of time, like many of ours do, the risk of water absorption is much higher. Check with your local auto parts store. They will surely have an assortment of additives you can use. Ed]*

In a modern vehicle, with a sealed fuel system, ethanol fuel has a harder time picking up water from the air. But in a vintage car, the water content of fuel can rise, causing corrosion and inhibiting combustion. It gets worse. Ethanol is a solvent that can loosen sludge, varnish and dirt in a fuel tank. That mixture can clog fuel lines and block carburetor jets.

Blame the Renewable Fuel Standard. This government mandated rule requires certain amounts of ethanol and other biofuels be blended with gasoline and diesel fuel. But when Congress first passed RFS as part of the Energy Policy Act in 2005, our demand for energy was increasing. Today, it's the opposite. Total demand for fuel has decreased thanks to more efficient vehicles, more hybrids and increased environmental awareness. The EPA is set to release the 2015 standard in June. Meanwhile, some legislators are pushing to reform or eliminate the Renewable Fuel Standard entirely.

I just don't see the need for ethanol. I understand the theory—these giant agri-business companies can process corn, add the resulting blend to gasoline and we'll be using and importing less gasoline. But they say this diversion of the corn supply is negatively affecting food prices, and the ethanol-spiked gas we're forced to buy is really awful. The big growers of corn have sold us a bill of goods. Some people are making a lot of money because of ethanol. But as they divert production from food to fuel, food prices inevitably will rise. Now, if you don't mind paying \$10 for a tortilla . . .

Aero 8: Back to the future <http://www.financialexpress.com/>

WE LIVE in a world where automobiles are learning to drive themselves, manual transmissions are an endangered species, and the question of whether dashboards support Apple or Google is a major consideration. At the same time, auto makers like Morgan Motor Company are still talking about 1960s' styling and hand-built cars.

Founded in 1909 by Britisher Henry Frederick Stanley Morgan, Morgan Motor Company has changed little since then. Although the cars are thoroughly modern under the hood—the company favours BMW drivetrains—the exterior styling is retro. Even futuristic concepts like the hydrogen fuel cell LifeCar look like they came straight out of the 1930s.

Morgan sings a similar tune with the Aero 8, which made its debut recently at the Geneva Motor Show in March. Hidden beneath the vintage styling is an improved aluminum chassis with better torsional rigidity and an improved suspension setup. Power comes exclusively from a 4.8-litre V8 engine from BMW, and the Bavarian brand also supplies a new limited-slip differential to get power down at the rear. Buyers can choose a a six-speed manual or automatic gearbox.

At first glance, the latest Aero 8 bears all the hallmarks of Morgan's classic style with a long hood, prominent shoulders and short rear. The new version is exclusively available as a convertible, although, some photos show, an optional hardtop is available. The aluminum body is also slightly altered with better aerodynamics up front, and the most obvious change comes at the rear where there's now a clamshell design.

The interior also receives a new, though still retro-looking, dashboard design, and Morgan is touting its improved air conditioning system that reportedly works better in hot weather. Buyers wanting to eschew some of the supple leather inside can opt for a set of carbon seats instead. Morgan's managing director Steve Morris told the media: "Morgan cars are synonymous with open-top motoring. We produce two-seater sports cars that are lightweight and exhilarating to drive. The new Aero 8 signifies a return to this formula within our flagship range of vehicles. The Aero 8 offers a marriage of expert craftsmanship and performance technology." The new Morgan Aero 8 will begin production from the fourth quarter this year in limited quantities, but the carmaker isn't saying how many will be built. Priced from just under £80,000, the Aero 8 range will be sold in limited numbers towards the end of 2015.

Continued Next Page

OLD SCHOOL GLAMOUR AND CONTEMPORARY TECH COMBINE FOR A RAUCOUS RIDE IN MORGAN'S AERO COUPE <http://www.wallpaper.com/>

Stand on the cobbles outside London Morgan's mews HQ in Kensington and you're transported back to simpler days - before car dealerships were anonymous glass boxes next to ring roads and before all cars looked as though they were shaped from a similar mold. The brace of contemporary Morgans that fill the tiny showroom are a perfect match for the surroundings, from the traditionally-styled 4/4 through to the outlandish 3 Wheeler.

The Malvern-based company's current range is headed up by the Aero 8, a vehicle that exudes non-conformity. A low, purposeful two-seater, the Aero is cut from an altogether different cloth to most modern sports cars. For a start, there are the looks. Taken as a whole, the Aero 8 is unlike anything on the road, as attested by the sheer amount of attention it receives at every traffic light. But the design, originally created by former Morgan head of design Matt Humphries when he was still a student, is strongly evocative of the lines and proportions of the company's classic models, which themselves have stuck firm to a template established as far back as 1936, with very first 4/4. Throw in the popular misconception that the cars are wooden framed (ash is used as a frame for the bodywork; the chassis below is box-section aluminium, as per many other contemporary sports cars from Aston Martin to Lotus), and the scene is set for glorious automotive anachronism.



Long, swooping running boards frame the tight but beautifully trimmed cockpit. The headlights and front grille have an Art Deco boldness to their form, while the tapering rear is more nautical than automotive. Every Morgan is hand-made, naturally, in a factory that prides itself on an old school approach. Yet for all the talk of bespoke individualism there's a hefty dose of cunning expediency baked into each modern Morgan. Those oval headlights come straight off a BMW-era Mini, while the boomerang-shaped rear lights are culled from the Lancia Thesis.

Humphries' design was given a substantial makeover in 2007, curing the original car's squint and sharpening up some of the details. Since then the company has see-sawed between open and closed versions of the Aero, following a limited edition Aeromax coupe with the Supersport and Coupe models. At this year's Geneva Motor Show, the company overhauled the model yet again, creating a fifth generation car. Jon Wells, the company's Head of Design, has a tiny team, but the link between sketch, final design and factory floor is rarely as close as it is at Morgan, where panel beaters bash out the bodywork in time-honoured fashion.

The processes might be old, but the product is decidedly contemporary. On the road, the current Aero Coupe is a welcome companion, fast, fluent and a pleasure to drive. A big BMW V8 and lightweight construction makes this a swift, agile car, although it's not quite the refined grand tourer Morgan would have you believe. The noise is splendidly raucous, the ride is jarringly hard and the interior is compact, simple but undeniably joyful to sit in. Lengthy cross-country jaunts are more than achievable, but you'll be more likely to arrive fizzing and frazzled, not calm and refreshed. Idiosyncrasy is built in to this kind of car, and if you're not committed to the look and feel, the whole experience is going to disappoint.

Order books will close on the Aero Coupe in a few weeks time and you'll be directed to the new Aero 8 instead. A soft top once more, it's more in keeping with Morgan's history although the company shouldn't worry about keeping one foot in the past. With the 'Classic' range and striking 3 wheeler the Aero range could push itself a little further, but maybe the Morgan driver doesn't like to be too contemporary.

If London Morgan is a perfect location fit for this gentleman's carriage company, Morgan's recent partnership with Balvenie Whisky serves up another suitable combination. The Dufftown-based distillery recently commissioned its own 4-seat Roadster as a mobile brand ambassador, touring the country with its evocative clatter and spreading the name of this acclaimed whisky a bit further than it would usually reach. It's a low-key partnership, one that makes great play of the quiet craft and slow, patient outlook that unites the two companies. Just as whisky is hardly one of life's essentials, the Morgan is a car that makes little rational sense. But if you must be governed by the heart, it's a fine path to be led down.

POPBANGCOLOUR 3 WHEELER TO GENEVA

By Morgan Motor Company, Ian Cook, March 27, 2015

The annual pilgrimage to the Geneva Motor Show is one that, for those of us travelling from the UK, usually involves a plane journey of some description. Not so for Ian Cook (aka PopbangColour) who decided he would do the 1,800 mile round journey in the appropriately named Morgan #3WheelArt, a specially wrapped Morgan 3 Wheeler displaying the unique PopbangColour artwork. Setting off on Saturday 28th of March from the Morgan factory in Malvern, heading for the 85th International Geneva Motor Show, this is the story of the #3WheelerToGeneva Morgan adventure, as told by Ian himself.

“For about a year I had the idea of Popbang-ing a Morgan 3 Wheeler, having experienced one around the hills of Malvern near the factory, I wanted the opportunity of personalizing one, using the artwork produced at the factory to make a unique car into an even more one-off three wheeled Popbangcolour artwork.

Having created the #3WheelArt, and revealing it at the Autosport show in January, there was a possibility that it could be displayed on the Morgan Motor Company stand at the Geneva show. After a bit of thought the opportunity and idea to drive it there was discussed. The whole idea of creating the #3WheelArt is that it would be used, be seen and be experienced by people. It would attend events, be shared on social media and used throughout 2015. For me the car is an artwork that evolves, rather than being on display as a static vehicle somewhere. The nature of this distinctive car lends itself perfectly to a roadtrip and that’s when the #3WheelerToGeneva adventure comes in.

For the journey, a team was needed, so that driving could be split and the journey could be documented across different mediums. So, GF Williams, who photographed the original image that was created as an artwork for the #3WheelArt and Phill Tromans, a journalist who is originally from Malvern were also part of the Morgan Adventure. As there was three of us, we also had a support car, which meant one of us drove the Morgan, whilst another member of the team was able to photograph and document the process as the journey progressed.

The journey started from the factory on Saturday afternoon, heading first to the PopbangColour studio at the Heritage Motor Centre, a 45 minute journey via back roads and on motorways. Following this, the road trip continued down the A34 towards Newbury, I wanted to familiarize myself with the Morgan in a range of conditions, and driving it at night and in heavy rain was certainly one way of learning quickly! In the week running up to the trip I’d purchased suitable clothing for a car without a roof, including an all-weather 3 wheeler jacket from the Morgan shop, full face helmet (recommended when at speed!), various gloves, a neck scarf and waterproof over trousers.

Stopping overnight in Aldershot, it was a quick and sunny drive to Reigate to meet at GF’s house where Phill also joined to start the journey to the Channel Tunnel, which was a quick journey on the M25 & M20, getting onto a boarding prior to 11am. The S&S engine sounded great whilst driving down the carriage, with the noise bouncing throughout the enclosed



Continued Next Page

space.

I eventually came to a halt behind a slightly bemused traveler who was not quite sure exactly what had just pulled up. On arrival in France, the three of us were all set to head for the first planned stop of the 1,800 mile round trip, Reims. More specifically, the Circuit de Reims-Gueux, a 5 hour journey from Calais.



For timing we chose to use the French toll roads, ensuring that we could arrive at the circuit before sunset. The benefit of the toll roads is that they are relatively quiet – compared to the M25 (what isn't?) – and smooth, plus when sunny you can cruise at 81mph / 120kph, which again helped with timings. The support car stayed out in front, as it had cruise control, and also it meant that GF could get the required tracking shots. When fuel was required, the driver of the Morgan pulled alongside the support car and did a gesture to the fuel filler cap. The weather through France was very temperamental, but generally you could see when the weather was on the turn, and when it was about to empty itself on you. Having kitted up for the worst wet conditions, it was more the force of the wind that was the surprise, particularly when passing trucks on the toll roads.

The great thing about the car is whenever you stopped for fuel or a break, the car was swarmed with people asking questions about the car, it attracted so much positive attention. When driving, people would drive past taking photos with passengers putting their thumbs up with approval. Having got to Reims in good time and on schedule, we went to Circuit de Reims-Gueux as it's steeped in motorsport heritage. Formula 1 raced there in 1966, and the grandstand buildings have been kept on the start finish straight, it's a really impressive sight. From the photos you're able to get an impression of what remains of the circuit. There is a map at the circuit showing which roads featured as part of the original layout, so the following morning each of us took it in turns to drive the circuit. I imagine a Morgan 3 Wheeler is the closest you can get to recreating a raw, open-top race car of that era. If you're ever passing through that region of France, and you're a motorsport fan, it's well worth a visit.

A seven hour journey through France and into Switzerland awaited us on the Monday morning as we left Reims. Again, we were on the toll roads with similar conditions of sunny but very windy weather, the 3 Wheeler ate up the miles with ease. As we climbed into the more mountainous regions, the views were incredible, and considering that the 3 Wheeler is a car more associated with summer, it was such a fun car to drive and experience. As we dropped into Switzerland, and into the center of Geneva, our final stop was the Autobritt Morgan Dealership where we met with John McNally. The following day the Geneva Motor Show began, where Phill, GF and I were able to be present – as guests of Morgan – to see the covers come off the new Aero 8.

The road trip was a truly memorable, with the 3 Wheeler doing the return leg in 9 hours on the Wednesday back to the UK. Big thanks to James at Morgan for allowing an idea to become reality. The next adventure is already being planned..."



MORGAN 3 WHEELER REVIEW - PRICE, SPECS AND 0-60 TIME

<http://www.evo.co.uk/>

VERDICT: Drives just like how it looks, hilariously good fun

EVO RATING: 4 OUT OF 5 STARS **PRICE:** £25,950

FOR - Looks fantastic, clean driving experience, burnouts **AGAINST** - Plenty of Understeer, lacks grip, no fun in the wet

The Morgan 3 Wheeler offers eye-catching looks and a driving experience like no other. It's a grass roots car that takes you back to the very essence of what enjoying a drive is all about. It's not a car designed for point to point speed, nor is it really setup for the raw adrenalin charged thrills of a quick Caterham. Instead, just about any speed in the 3 Wheeler feels special. Moving along slowly, the V-twin engine sounds fantastic, with a chunter and pop reminiscent of a proper vintage car. Open things up a bit and cruises around the countryside are just as much fun, even more so if you're in flight goggles and jacket.

It's also almost definitely a car for the Summer. Thanks to a complete and utter lack of grip, you get wheelspin in greasy conditions all the way up through to third gear, while no roof whatsoever means you get soaked the second it starts raining. A lot of this however goes down to the character that Morgan has tried to create for the car. Never does it feel even remotely serious, with driving dynamics that while not necessarily setup for speed, always result in a smile. *A truly special car that makes for a viable alternative choice for those thinking of adding a special second vehicle to their garage.*



Continued N

EVO TIP

The limited edition Brooklands special 3 Wheeler comes with a fishtail exhaust. It sounds utterly ridiculous, with a volume level that is above and beyond just about every road car we've ever driven. While only 50 were made, if you really want the 3 Wheeler experience at its most visceral, we suggest tracking one down or getting a system built.

It's also worth noting that you can option heated seats onto the 3 Wheeler for £216. Definitely recommended, especially if you intend on driving the car on anything other than a warm Summer's day.

EVO COMMENT

The 3 Wheeler is very much a handmade car, so you can expect plenty of the quirks that come along with owning something put together by a small volume manufacturer. Crucially though, two major parts of the vehicle come from larger scale manufacturers. The S&S supplied V-Twin engine and Mazda MX-5 gearbox help bring some comforting reliability to any of the major pressure points in the drivetrain.

PERFORMANCE AND 0-60 TIME

The Morgan 3 Wheeler might not be able to take on supercars in a straight line, but it certainly feels just as fast. Low down, with a tiny windscreen and an exhaust mounted directly inline with your ear, driving the Morgan is a truly visceral experience. It's all about perception of speed in this car, as 60mph feels hugely quick thanks to just how many of your senses are being bombarded at once. Relatively short gearing combines with a revvy engine to deliver a 0-62mph time of 6 seconds, which is plenty quick. Top speed is 115mph, but believe us, anything about 100mph is a life affirming experience. As is driving the 3 Wheeler on the motorway, which alongside any sort of HGV, is borderline terrifying.

None of this matters though, as the 3 Wheeler is all about B-roads. It's here that the blend of handling accessible performance and a raw driving experience combine to deliver something very special indeed.

ENGINE AND GEARBOX

The engine and gearbox are some of the 3 Wheeler's strong points. A S&S produced 2-litre V-Twin 'X-Wedge' is mated to a sturdy five-speed Mazda MX-5 gearbox. 82bhp @ 5250rpm might not sound like much, but the 3 Wheeler only weighs 525 Kg which gives it a power to weight of 156bhp per ton. The engine itself is actually quite high tech given the retro looks of the Morgan. It uses a dry-sump, is fuel injected and is air cooled thanks largely to the fact that it's sat right out open to the elements on the front of the 3 Wheeler. We've driven multiple 3 Wheelers now and the V-Twin has never disappointed. Puttering and popping at low revs while turning into something more tinny and motorsport-like at the top end, it fits perfectly with the over the top character of the car.

You do need to be quite handy with rev-matching in order to get smooth down changes, as the engine drops off quite quick, but other than that the 3 Wheeler is easier to drive than it looks.

RIDE AND HANDLING

The 3 Wheeler is actually surprisingly comfortable, especially given the fact you're sat practically on top of the rear wheel. The chassis setup is split between independent wishbone suspension at the front, with a single trailing arm at the rear, all mated to a tubular steel space frame.

The skinny tyres and wide track at the front means it's very easy to push the car on into understeer. A single rear wheel also means traction is at a premium, with the 3 Wheeler spinning up its tyres all the way through to third gear in greasy conditions. This might sound like a recipe for dynamic disaster, but it instead, all the 3 Wheeler's handling quirks come together to deliver a thoroughly enjoyable drive. The car is never really particularly frightening, but it isn't something you can cover ground in quickly like you might a Caterham. Too much speed and you risk reaching the limit of those front tyres very quickly, push too hard coming out of a corner and it'll oversteer.

Instead, the Morgan is all about being 'brisk', flowing through B-roads with the wind (or rain) in your hair.

We will say, if you're coming from something like a Caterham or an Ariel Atom, the change in limits is quite dramatic. Don't expect to be able to push this car like you could a track weapon. It's also worth mentioning that really pushing the car on a track can result in it rising up on two wheels, which is definitely to be avoided. The setup is stiff, but not to the point of spinal destruction. It does have a tendency sometimes to 'hop' on its single rear wheel, especially if the road is bad, but the car never loses composure or struggles to settle down. Steering is full of feedback, but could do with being a touch quicker. It doesn't have the ultra-precise feel of something like a Caterham, but definitely lets you know what the front tyres are up to.

MPG AND RUNNING COSTS

The Morgan 3 Wheeler is fairly economical for a car so geared up for fun. You can expect high 20s for the MPG figure

when you aren't pushing on, with stats dipping just into the teens when driving quick. The fuel tank is more of an issue, as it's understandably small, meaning refueling stops are frequent.

The 3 Wheeler hasn't gone through the same testing that a normal production car would, which does mean reliability is unproven. This is worth considering if you are intending to use the 3 Wheeler for any lengthy trips. Couple this with the fact that the 3 Wheeler is largely a miserable thing to drive in the wet or Winter and it very much becomes a car that should be reserved for special occasions rather than a run to the shops.

Don't let that put you off however. During our time with the Morgan 3 Wheeler we did multiple motorway runs, plenty of B-road drives and even maxed the car out on a runway. It never put a foot wrong throughout.

PRICES, SPECS AND RIVALS

The Morgan 3 Wheeler starts at £25,950, with 12 colours and black or tan leather coming as a no cost option. The most expensive options are painted wheels at £835 and custom leather. Thankfully, the decals for the 3 Wheeler are quite cheap. Any car with 'Shark' (£229.17) or 'Bullets' (£95.83) on its options list is definitely worth a drive.

In terms of rivals, there really aren't many. For raw open world thrills, a Caterham Seven 160 isn't far off. The 3 Wheeler does appear to be holding its value quite well, so a properly looked after example shouldn't see you losing too much cash over a three or four year ownership period.

INTERIOR AND TECH

The idea of the 3 Wheeler having an interior at all is a difficult one. It's more of an 'exterior' than anything, as you're left completely exposed to the elements while driving the car. You sit lower than you think, but visibility is excellent thanks to the fact that the 3 Wheeler has no doors. Reverse parking the thing is a dream.

Amazingly, heated seats are also an option. But by far the best bit about the interior, alongside the comfy quilted leather, is the engine start button, which has been taken from a Eurofighter's missile release. Dials and gauges are clean and simple, but don't have quite the same level of parts bin feel that you find on a Caterham or kit car. Tech comes in the form of a 12V charger and that's about it.

DESIGN

The original concept for a 3 Wheeler comes all the way back from 1909. Designed by company founder Harry Morgan, it too featured a V-Twin engine. It isn't however until the 1920s that the design of the 3 Wheeler we are reviewing here starts to become more apparent.

Little touches like the small glass windscreens and split exhausts running alongside the bodywork, can be traced right back to Morgan's roots. In fact, the entire design brief for the car was about bringing to life the heritage of the company through something fun but that feels a touch modern.

The modern 3 Wheeler design as such is essentially a larger version of the racing cars used back in the 1930s. Its looks draw heavily on Morgan's heritage, combining aeronautical style instrumentation with quilted seats and a V-Twin engine mounted up front.

Definitely eye-catching, even more so with the right decal set applied, there isn't really another car on the road right now that looks like a Morgan 3 Wheeler.

GREAT MORGAN VIDEOS ACCESSIBLE VIA THE MOGSOUTH WEB PAGE

All 'YouTube' videos are available. Just go to the Video Viewer on the MOGSouth Photos Web Page. <http://www.mogsouth.com/Videos.htm> (or you can go to www.YouTube.com directly) and click on the YouTube Logo, then put the following text strings (**the words in red**) into the YouTube Search Box. Be advised. Videos on YouTube may or may not be retained, so videos listed in old issues of this newsletter may have been removed for some reason and might not be available for viewing. Same thing might occur for videos on other internet servers. So best to watch them now !!

GUY MARTIN vs MICHAEL DUNLOP @ 200mph! PURE ADRENALIN! On-Bike Lap! Isle of Man TT (For the adrenalin addicts out there. It raised my heart rate and blood pressure just watching.)

Chateau Impney Hill Climb Launch Event Video (Some lovely video, both vintage and new of an upcoming hill climb event in the UK. There is a shot albeit brief of a racing Morgan V Twin trike with a rear axle, e.g. GN, towards the end.)

Indycar 2015. Round 1. St. Petersburg. Race [PART 2/2] (If you want more of the IndyCar race in St Petersburg, FL here it is. You can see the qualification and several parts of the race from this one video. Good coverage.)

The Shuttleworth Collection (I couldn't resist.)

Shuttleworth Race Day Airshow 2014 (More! The second half.)



MOGSOUTH



MOGSOUTH MESSAGES AND STUFF

UPDATES

GatorMOG is failing miserably. We can't seem to find a time or place to get together. Other events and important things keep getting in the way. We'll find something soon . . . I hope.

I have been looking at the recent membership demographics, and the regional numbers. There are some shifts, but not significant.

The membership numbers in the base region (GA, AL and TN) have dropped a bit, with FL and the Carolinas gaining a bit. Most surprising is the increase in membership coming from folks outside the typical MOGSouth regional area. Interesting . . .

MONTHLY CLUB GATHERINGS !!

ORLANDO FL GATORMOG / MOGSOUTH BREAKFAST!

1st Sunday of each month, as part of the greater Orlando British Car Club. Tire kicking at 0800 with Breakfast at 0830 (All British Car Owners or Fans) - **897 West Town Parkway, Altamonte Springs, FL 32714**

Other ANNOUNCEMENTS Of Interest !!

MOGSOUTH MEMBERSHIP ROSTER UPDATE

The 2015 version of the MOGSouth Membership Roster has been distributed - three times. **You don't need to know what was changed in each revision, just discard the earlier Revisions (1 and 2) and use Revision 3.**

Please review these Membership Rosters immediately when distributed. If there are still issues with Revision 3, be advised that we won't update the roster again this year. Send any corrections to Randy however so that we have them in our database for the next roster. If there is information on the membership roster that you would prefer not be published, just let us know.

We use an **Email contact list for communication**, so in order to receive communications from MOGSouth about upcoming events, newsletter availability, etc., you must provide us with your email address or miss out.

MOGSOUTH AND MORGAN REGALIA

REGALIA ITEMS FOR SALE AT THE MOGSOUTH 40TH ANNIVERSARY MEET

The plan is to have quite a good selection of MOGSouth regalia on hand at the MOGSouth 40th Anniversary Meet in Aiken. We will have **MOGSouth Car Badges** should you need one, or need another? There will also be **GatorMOG Car Badges** available. If there are any still available, we will also have MOGSouth and GatorMOG pins and patches.

As for apparel, since you all are such 'fashion hounds', we will have commemorative 40th Anniversary Meet T-shirts available and those that have registered have already been able to specify their desired quantity and sizes. The remaining shirts will be up for grabs in Aiken but come by early or you will be disappointed.

MOGSouth Ball caps and visors have been procured, as well as some other commemorative items. Rest assured we believe these items will go very quickly so you will want to be sure to get yours before we run out.

But, be sure to bring your check book! MOGSouth is purely a 'cash and carry' sort of outfit as we have no ability to take credit cards.

AND OTHER THINGS YOU SHOULD KNOW !!



MOGSOUTH 40TH ANNIVERSARY (SPRING 2015) MEET UPDATES!

Update - End of April 2015. This will be the last planning update on the 40th Anniversary Meet in Aiken. Everything is (believed to be) under control and it's just too late at this point to worry about. So far we have over 120 folks and 50 cars registered. Even so, registration for the meet (go to the MOGSouth web site) is still available and we will allow late registration at the hotel, however, be advised there may be things that are beyond our control, like meal tickets, that may not be available at that late date. The primary hotel, the Aiken Hilton Garden Inn, has run through its block of MOGSouth rooms and informs me that only suites might be available, at a slightly increased price. There are still rooms available across the street at the Hampton Inn.

Just as a reminder, the meet will be held the first weekend in May (1st - 3rd) 2015 in Aiken, South Carolina.

You don't have to be a MOGSouth member to attend. All members of the Morgan community are welcome, regardless of club affiliation or car ownership. Even if your car doesn't run, come anyway. We actually want to see you more than your car. As is the norm for all our meets, there will be a complementary hospitality suite, provided by the MOGSouth treasury, open each evening, for Morgan 'Noggin and Natter.'

ACTION REQUIRED (TWO STEPS)

- **HOST HOTEL - You must reserve a hotel room** - You can still get a room at the [Hilton Garden Inn](#) Aiken South Carolina, albeit only the pricier suites are supposedly still available. **Our block of rooms is now gone.** There are standard, less expensive, rooms across the street at the Hampton Inn, which was the planned overflow hotel, as the two hotels are related. Don't forget, be sure to ask for **MOGSouth** to get a beneficial rate. Breakfast and other amenities are included in the rate. If necessary contact Dorothy Holiday (Dorothy.Holladay@Hilton.com) at the Hilton Garden Inn, and she will try to assist.
- **REGISTRATION - You must also register for the Meet.** There are far more folks reserving hotel rooms than registered for the meet. Not sure what that means. Go to the MOGSouth Website home page or this link (www.mogsouth.com/40thAnniversaryMeet.htm) to download the Registration form.

TENTATIVE SCHEDULE OF EVENTS (We believe this to be accurate but if things change we will let you know.)

- **Friday 1 May** - The **Gymkhana** will be held from 2:00 - 3:33PM in the vicinity of the hotel. It will involve driving tests, mini bean bag tosses and auto parts identification. The Hospitality Suite will open around 1530, as the Gymkhana ends. The Hilton's 'Thoroughbred' room is the spot for the Hospitality Suite. Late registration and regalia sales will be available in the Hospitality Suite. Dinner is 'On Your Own' and a list of restaurants will be provided.
- **Saturday 2 May** - The **Morgan Rally / Drive** to the [Augusta Sailing Club](#) on Strom Thurmond Lake will start from the hotel. The convoy of cars will depart at 9:00AM and the route includes a 30 minute stop in Edgefield, GA. The Rally will include a **Scavenger Hunt** (basically questions that need to be answered) along the route. A **Catered Box Lunch** will be provided at the Sailing Club.
- The Morgans will depart from the Sailing Club at 1PM and arrive at the downtown Aiken Newberry Street Festival Center for a **'Public' Car Show** at 2PM. The City of Aiken has reserved the 'Festival Center' on Newberry Street for our show. We'll let the Aiken public select a **'Peoples Choice'** Morgan. Our event is co-sponsored by Aiken County Historical Museum. They'll got some great exhibits and will include a small Morgan exhibit in our honor on Saturday until 5:00PM. Dinner is again 'On Your Own', and we suggest you sample the downtown Aiken offerings. We will provide a list of recommendations.
- **Sunday 3 May** - Mid morning **Judged Concours** with accompanying **Brunch** at [Rose Hill Estates and Stables Restaurant](#) in downtown Aiken. The Morgans will depart the Hotel at 8:45AM, and arrive at Rose Hill at 9:00AM. You will have about an hour to position your car and prep (should you feel the urge) for the judges. The Buffet Brunch will be served at 10:00AM. After the Concours, folks are free to explore Aiken or rest up for the **MOGSouth 40th Anniversary Banquet** at the [Woodside Plantation Country Club](#) on Sunday evening. It is suggested that you get to the Plantation by 5:45PM. There will be a cash bar at the Banquet. We should be all be headed back to the hotel at around 8:30PM, and again the MOGSouth Hospitality Suite will be open.

Be sure to put the dates on your calendar and make sure you register quickly. **Watch this space and the web site. But, if you have questions, please feel free to call or leave us an email at mogsouth@yahoo.com.**





The Morgan Motor Company is still working through the manufacturing processes necessitated by the change over from the Aero Supersport and Coupe models to the newly announced Aero 8 model.

If you have your heart set on getting one of the Supersport or Coupe models you best act quickly as their demise has been formally announced. (See below)

Also, let me know what tricks you use, or who you know, in order to get it into the US . . .

MORGAN OFFICIALLY ANNOUNCE END OF AERO SUPERSPORT AND COUPE

By Morgan Motor Company, Posted March 12, 2015

Morgan announce the end of the Aero SuperSport and Coupe models following the launch of the new Aero 8 at the Geneva Motor Show.

The Aero SuperSport and Aero Coupe will cease production later this year with the order book remaining open until the end of April 2015. Replacing the SuperSport and Coupe within the Morgan model line-up is the new Aero 8, a car that signifies a return to soft top motoring for the flagship range.

During their production run, the striking SuperSport and Coupe have featured as the flagship

vehicles of the Morgan range, with around 200 examples being built so far. First shown at Geneva in 2010, the SuperSport replaced the previous Aero 8 and Aeromax models and further evolved the Aero family. Underneath its flowing aluminium body panels is a lightweight aluminium chassis and BMW V8 engine, enabling the SuperSport to achieve a power to weight ratio of 315bhp per tonne. The targa top Aero SuperSport features two removable roof panels and like all Morgans can be personalised to the individual specification of each customer. Launched some years later in 2012, the Aero Coupe sits alongside the SuperSport and offers a fixed roof version using the same underpinnings.

The order book for the two models will be open until the end of April 2015, with the last vehicles rolling off the production line in Malvern later this year. Morgan dealers are still taking orders for the outgoing vehicles, as well as deposits for the new Aero 8.

“A Morgan should always be exciting and it should always be different, the SuperSport and Coupe were certainly that. Their unique design and effortless style is totally addictive. The new Aero 8 will take everything we have learnt from those vehicles and create a fitting evolution for the Aero Range.” *Mark Ledington, Morgan Marketing Director*



LONDON MORGAN GIVES SPORTS CAR CUSTOMERS THE SAVILE ROW TREATMENT <http://www.am-online.com/>

London Morgan is not your traditional car showroom. The business operates from a series of ex-stables neatly tucked into a cobbled side street among the hustle and bustle of the capital. Running a dealership in a London mews may suggest footfall would be limited, but sales manager Harry Gibson and dealer principal Anthony Barrell say the contrary is true, because the dealership knows how to attract “the Morgan customer”.

The dealership’s thesis is that *buying a Morgan is a special experience and it wants to make that experience as high-quality and as bespoke for the customer as the vehicle they are buying*. “It is much like going to a suit tailor. We will literally fit the car around the buyer,” said Barrell.

“We had a customer from Egypt who flew in when his car was being built. We picked him up from the airport and took him to see it and he actually signed his engine himself and had a picture taken with the car part-built. When customers come to us, they’re expecting something different in buying a Morgan, but that must also be reflected in the service they’re receiving.”

Gibson said London Morgan’s limited size is an advantage in this regard: “If we grew too fast or had too many staff, then the personalised service we offer could be lost and that’s not what we want – the customer experience is what is important to us.”

Although London Morgan has been trading for only 18 months, it has already won the manufacturer’s dealer of the year award. “That personalised service is exactly the reason why we won,” said Gibson.

Making the most out of a difficult dealership location

London Morgan’s urban location does pose a problem for storage for mass sales. Due to the limited space, the brand can only have three used cars on display at a time, so it is looking to clear out some of its ‘stables’. “We have an offsite facility where we can keep cars and we also have a garage here that we have yet to utilise,” Barrell said.

Given its location, a stone’s throw from London’s museum quarter and Hyde Park, the dealership attracts more than its fair share of tourists and every person that crosses the threshold leaves with a postcard. This is more than just an exercise in good PR – the idea is that these postcards are sent to family and friends.

“You can imagine on a sunny day we have the cars outside – people come up wanting their photo taken. The knock-on effect from that is that we are doing really well from international sales,” said Barrell.

But it is not just tourists to whom the word has spread. London Morgan has one customer who travels from Durham, passing four or five other Morgan dealerships en route.

“We don’t operate like a motor trader. We wanted it to become a destination as opposed to just somewhere that people can buy a car,” said Gibson.

Across the cobbled street sits its sister company, Monaco Volkswagen, which forms part of the same group, giving the dealership access to additional resources, such as parts. London Morgan runs the ADP dealer management system, which Gibson said works well, but did not find the most user-friendly system.

Having access to Monaco Volkswagen’s service department and facilities helps London Morgan to tailor its aftermarket process as well as the initial buying journey. When a customer buys a Morgan, they are assigned a personal technician, Frank Rodriguez, who has his own ‘stable’ to work on Morgan vehicles. Frank has all the knowledge and



diagnostic equipment required and receives ongoing support and training from Morgan. Customers also have the opportunity to speak to him about the problems they may be experiencing. “We don’t forget our customers when they’ve bought a car,” said Gibson.

Building the London Morgan brand

London Morgan works closely with an event organiser to improve awareness of the dealership and its cars. These include special events for international buyers, providing display cars and offering factory tours or a weekend in a Morgan as raffle prizes. “We want to sow the seed, and with these little events, just having the car there creates interest from people who perhaps weren’t familiar with Morgan,” said Barrell.

London Morgan also allows designers and artists to use its space for events and exhibitions, which brings new prospective customers to the dealership. The art is available to buy, but visitors are often distracted by the Morgan vehicles in the showroom. “It is very easy for motor traders to do an event showcasing the car. But by doing something different, we are then the topic of conversation from an event that’s not anything to do with the motor industry.

“We have even done whiskey tasting events which creates new footfall,” said Barrell. The company has eight further events planned for 2015. One of its recent marketing stunts was to drive a Morgan around London, photographing it at a number of the capital’s famous sites. “What we have noticed with these edgy marketing stunts is that our name is growing, even our Twitter account, @TheLondonMorgan, has attracted new followers,” said Barrell.

It has also collaborated with London-based designer Squint to create a bespoke London Morgan model.

“Squint will be designing and re-upholstering the interior of a Morgan three-wheeler, which will be a completely one-off model, with more to come if this one is successful,” said Barrell.

London Morgan doesn’t advertise like a traditional dealership either – Barrell targets high-end titles such as Kensington & Chelsea and watch magazines, from which they have had good responses. “We are much more interested in doing interviews or an advertorial as opposed to a picture of a Morgan with ‘come and buy me’ underneath,” said Gibson. Barrell said he wants ‘London Morgan’ to have the same clout that the name Jack Barclay has when buying a Bentley.

In terms of sales, even though *the Morgan is known as more of a summer-runner*, sales are pretty consistent all year round. There is more footfall in the summer due to the company having a model on display outside, but “we have buyers in October in preparation for the new plate in March and because they know it will be built and ready to drive the following summer, which is really clever planning,” Barrell added.

In its 18 months of trading, *sales figures have shown registrations of about three new Morgans a month*, all of which have been through conquest sales – something which mainstream manufacturers constantly want to push. A big part of the 100% conquest sales figure is the fact that the dealership is young, but the service it provides should ensure high retention levels. *In addition, London Morgan has yet to sell a car on finance. The manufacturer has recently introduced the ability to buy one of its models on finance but “people don’t really tend to take it”, said Gibson.*

London Morgan’s plans for the future

The dealer has big ambitions in terms of growth for this year. To ensure that the personalised touch is not lost, Barrell said it plans to take on an administration person, freeing Gibson to further improve the service. “We will also take on another technician because as the sales side of things grows so will our servicing and aftersales need,” Barrell said.

Other targets for 2015 consist of 33 new car sales throughout the year. In addition to the new cars sold, London Morgan has a used car department where it sells classic cars for all manufacturers and Volkswagens (as part of Monaco Volkswagen). The group is planning to expand on the used car side of the business this year and aims to move 50 units.

“Morgan is not like many manufacturers – it doesn’t say to its dealers your target next year is 300 cars. Morgan only makes 1,000 cars a year and there is a waiting list, of which our customers understand,” Barrell said.

“There are wait periods and that can sometimes be our fault and sometimes the factory’s, but as long as you’re honest with them [the customers] they respect you for it,” added Gibson.

The ultimate drive is never to stagnate, he said: “We have definitely not explored every aspect of Morgan yet. Even if we don’t necessarily expand on sales, there is high-end valeting, servicing, race car prep etc., we can get involved in.”

[They must be doing something right as London Morgan was selected as the Morgan dealer of the year for 2014. And this spot could be worth a visit, if traveling to London in the near future. I have visited Morgan dealers when traveling and found it a very enjoyable experience. Ed.]



The Future Of Driving, In One Provocative Chart

In the future, only rich people will own cars and only robots will drive them.

That's the takeaway from a new research note from Morgan Stanley auto analyst Adam Jonas. Like Tesla Motors CEO Elon Musk, he predicts that improvements in self-driving technology will eventually lead to bans on human driving on most roads.

Ride-hailing services such as Uber and Lyft, which have already been widely adopted in major urban centers, have paved the way for cities, and eventually suburbs, to adopt mega-fleets of public vehicles that will taxi passengers around. This will dramatically lower the cost per ride to about 25 cents per mile, which is roughly one-tenth of what a traditional taxi costs, Jonas said. He provides no clear timeline for when this might occur.

By contrast, wealthy people -- at least in the near-term -- will own self-driving vehicles, a fact on which Mercedes-Benz and Tesla seem to be banking.

Again, Jonas provides no clear timeline. But an increasing number of luxury carmakers are already adding autonomous features to their vehicles. In October, Tesla's Musk estimated that fully driverless cars will be on the road by 2023.

Here's how the chart breaks down:

Quadrant 1: Today, most drivers own or lease their own vehicles, which they drive themselves. Autonomous driving technology is only beginning to emerge.

Quadrant 2: Over the past few years, ride-hailing services such as Uber, Lyft and Sidecar have alleviated the need to own a car in many major cities, making a driver much more accessible. Jonas said this is a logical step toward the so-called mega-fleets of public, autonomous cars.

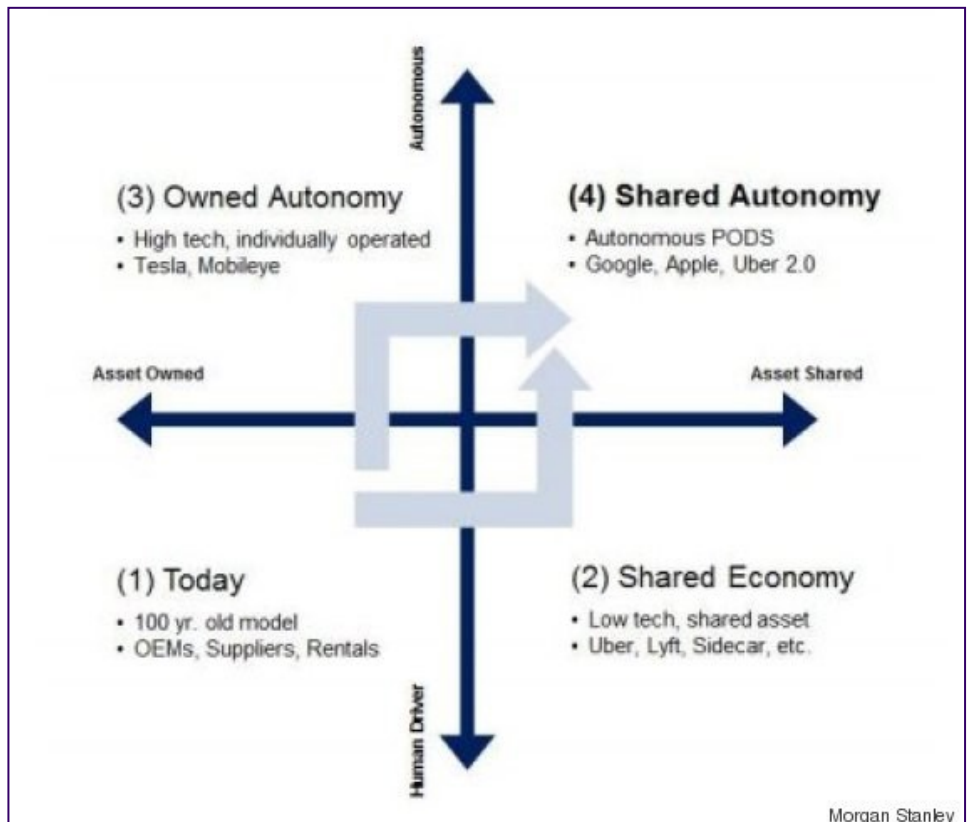
Quadrant 3: Over the next decade, rich people will likely swap out the cars they drive for cars that drive themselves. Already, Tesla is planning to roll out a version of its Model S sedan that has limited autopilot features sometime this summer. The latest version of the car, announced on Wednesday, starts at \$67,500 after a Federal Tax Credit.

Quadrant 4: This is the final evolution in the car industry and there is no clear date for when this will come to fruition. But with few exceptions, most people will be driven by cars that are either a public utility or part of a privately-owned fleet that users subscribe to use. At this point, laws will likely restrict human driving to select roads, Jonas wrote. Other forms of public transportation, such as subway systems, may become obsolete.

[Ok, the question is two fold. First do you believe this is a fair assessment?? And Secondly, if this is the future, what does that mean for us and our Morgans? Send your comments via email to mogsouth@yahoo.com , Ed.]



Elon Musk



INSIDE MORGAN - BEHIND THE SCENES IN THE REAL BRITISH SPORTS CAR COMPANY <http://www.evo.co.uk/>

evo looks into one of Britain's best-loved car makers - and discovers it's far more than the anachronism it seems

Stare at the curls and offcuts of aluminium too long and the intertwined, perplexing forms become almost hypnotic. But more than anything else visible on the workshop floor, the bins of surplus metal illustrate that Morgan Motor Company has moved far beyond its popular image of unsophisticated ash-framed roadsters.

That and the BMW engines positioned precariously on pallets, a constant fixture since the first Aero 8 roadster debuted 15 years ago. Now they're used across the company's aluminium platform vehicles.

Once skinned (again with aluminium) the Plus 8 and Aero models share the family look of the 'classic' wood-framed range, but unclothed they're belligerent, race-car like beasts, at odds with the furniture-shop tools found on every workbench.

They're also illustrative of the variety from Morgan – from wood to aluminium to the boat-like structure of the crowd-pleasing 3 Wheeler, a variety that stems from the diverse buyers the firm serves and the melting pot of characters who work behind the brick walls at Pickersleigh Road.

Characters like these can only be appreciated face-to-face. As can the cars themselves – so we also spent a weekend with a 3 Wheeler to better understand the car's captivating appeal.

THE DESIGNER

When I meet Jonathan Wells he's in Morgan's engineering shop, rather than the design offices. 'We can't really show you in there because of what's going on at the moment . . .' he says with a grin.

There's plenty going on in the workshop too; when we enter, **evo** photographer Aston Parrott and I step between rows of covered 3 Wheelers and skinned roadsters. There's a Plus 8 development car on wooden stands in the centre of the room, and the new Aero 8 that debuted at Geneva sits partially obscured by a curtain splitting the room.



'We've been working on this for around 14 months, but we're not going into production just yet. The car's driving, and it works, but we're holding back until the fourth quarter of 2015 to complete the full test program.'

For Wells, *the Aero 8 was an attempt to bring the model back to its roots – a high quality range topper that's still relatively attainable, more so than the Aero coupes' supercar-like price tags have grown to, at any rate.* Does Morgan's designer have much design freedom where a marque's look is already so well defined?

'I do, yeah. There are definitely constraints, especially with carry-over parts like the front wings, and sticking to some of those eccentric shapes and forms. But I wanted to exaggerate the essence of the car. I wanted to connect the front and back with long flowing lines – it's almost like the deck of a boat. Inside it features a lot of traditional materials – wood, box-weave carpet, we've got a painted dashboard, and we've got the soft top.'

The idea then, is mixing Morgan's traditional cues with modernity. *And that should continue in future – Jon says there are 'lots of exciting things to come in terms of shape and form'*, while celebrating traditional British craftsmanship.

THE BUILDER

Nick Butler handles details and sub-assembly in the wood shop. And at the moment, he's handling one of the most recognisable shapes in the whole Morgan factory: The curved wooden elements that form the shape of the rear wings on Morgan's classic range.

Each has just spent the last two hours in one of Morgan's oldest pieces of equipment. The hard wooden moulds have been on the same desk since 1952, and bear the scars of decades of hammer marks, glue stains and solvents.

'The glue should go off in 45 minutes', explains Nick – but like many processes at the factory, builders on the shop floor have their own idea of what works and what doesn't. And they've discovered that the glue takes a lot longer to set than the glue manufacturer claims.

Each shape is formed from three pieces of quarter-inch ash ply. Nick glues them together, then arm-wrestles them into the half-century old wooden mould, and tightens the bolts. Once it's extracted, the panels are cut to shape, planed and added to the rest of the parts being created around the workshop.

If all goes to plan, anyway. 'Sometimes they snap', occasionally in spectacular fashion, explains Nick. The highly-tensioned wooden parts 'fly all around the workshop', he says as he gestures their potential trajectories.

Nick is one of several people we speak to who loves the cars as much as they love their job. So is there a Morgan fund in Nick's future? *'Not yet... though once my girls have flown the nest I might be tempted. I'd love a new Aero 8...'*

THE TRIMMER

Morgan's trim shop couldn't be more different from the bustle and noise of the main production line. The room is bathed in sunlight from large skylights in the roof, and hammers, planes and chisels make way for needles, thread and patinated sewing machines.

Ben Jones is seated at one such machine, sewing up a tonneau cover for one of Morgan's German dealers. An employee here for twelve years, the upholsterer describes his role as 'a bit of everything' – as well as trimming customer cars coming through the workshop, he's also responsible for trim in development vehicles and concepts.



'I did the interior on SP1, the new Aero 8 unveiled at Geneva... the Aeromax was the first one I worked on around seven years ago, and I went to Geneva with that car too.'

Before Morgan, Ben undertook an engineering apprenticeship, designing injection moulding tools. He then began working for a trim shop, learning skills that would serve him well when a position came up at Morgan.

Surrounded by a spectrum of leather clippings, we talk trim colour choices – and the unusual selections of some customers. 'I've not despised anything as such, but some have been a bit questionable... we did a car for one of our dealers, a pink car with a totally pink interior. Italian customers often go for white leather interiors too, which I can't imagine ages well!'

Regardless of the colour being sewn, Ben echoes a sentiment we saw over and over again among Morgan's staff. *'I love working here'*.

THE DRIVER

The 3 Wheeler – nicknamed M3W by Morgan – is not at its best at walking pace. Or maybe it is, since a crowd of cameraphone-toting pedestrians seems to gather whenever it's parked. But to drive, slow speeds exacerbate the M3W's heavy clutch, equatorial turning circle and chuntering, vibratory engine.

But few cars I've yet driven – scratch that – no car I've yet driven has delivered such consistent, persistent, vibrant driving thrills as the 3 Wheeler.

From the moment you thumb the starter button – located under a Eurofighter bomb switch guard – to the point you arrive windswept and half-deaf at your destination, you've been part a vital component in the car's locomotion.

The M3W's appeal is delivering this experience whatever your level of proficiency behind the wheel. Despite lacking a fourth wheel, the layout is inherently stable – there are no driving aids, but backing off the throttle as a slide develops quickly halts its progress.

The skinny front tyres load up quickly, discouraging overly ambitious cornering, but understeer is benign when you do explore the car's limits. The brakes need a firm shove if you're really covering ground, but vibration and buffeting acts as a natural speed-limiter. If you're not wearing a helmet or goggles, that speed limit drops to around 40 or 50mph. Any more and your own tears begin to extinguish your vision.

So you drive it at a leisurely pace. And even then, the car assaults your senses. The twin fishtail pipes on our Brooklands edition give it the aural presence of a Hawker Hurricane and make blips of the throttle damn near irresistible. The car still vibrates and shudders. The rear tyre still spins through first and second gears, engulfing you in a fug of rubber particles. It smells of warm oil at idle and smells of whatever field you're passing the rest of the time. The experience is almost enough to convince you you'd live with it every day.

You couldn't, of course – even the least evo car on the market would be preferable on a rainy, midwinter motorway schlep after a ten hour day and seven hour flight – but it makes you think it could because it's so endearing when conditions conspire in your favour.

Endearing. That's my takeaway from a day experiencing Morgan's factory and its cars. *The people, the mix of tradition with modernity, and the 3 Wheeler. Hypnotic. Vibrant. But mostly endearing.*



BATTLE OF BRITAIN: THE NEW MORGAN SPORTS CARS HIT THE UAE

<http://www.thenational.ae/>

If you want to make a statement on the road, there's a strong trade in supercars that will do the trick. Whether you're a fancier of Italian flair, German clout or American muscle, there's something in almost every price range designed to turn heads. *But if you really want to draw the attention of every - camera - phone - wielding driver and passenger on the road, become an overnight social-media darling, meet new friends wherever you stop and shake the hands of car fans at fuel stations, then you really can't beat a Morgan 3 Wheeler for star quality.*

It's understandable. With its Sopwith Camel looks, tricycle layout, V-twin motorcycle engine up front and a pair of machine-gun-styled exhaust pipes with cooling shrouds running down each side, the 3 Wheeler's vintage appearance makes it look as though it's plucked straight from Roaring 20s Britain or *The English Patient* – which it -basically is.



The core bits are still there to prove its quintessential Britishness. The ash frame – used in the first 3 Wheelers back in 1911 – is still used and visible if you poke around, but it's now supplemented with a tubular steel space-frame chassis that's clad in hot-formed and hand-finished aluminium. And while the V-twin bike-engined Morgan 3 Wheelers disappeared in the 1940s – and the model altogether in 1952 – the 2011 version launched to mark the company's centenary brought with it a return to motorcycle power.

That chrome V mounted ahead of the front axle line and between the headlights is a 1,983cc, -fuel-injected, S&S custom bike engine that chuffs out an un-supercar-ish 82hp. Torque is -shaft-fed to the single rear wheel via a five-speed manual gearbox that's also found in the Mazda MX-5/Miata, and the entire car tips the scales at 525 Kg.

As a machine for driving enthusiasts, the 3 Wheeler's paper credentials don't really inspire much excitement. The sprint from rest to 100kph takes a leisurely six seconds, and its top speed is a fairly docile 185kph. There's no radio or roof, and the only protection from the elements seems to be a pair of D-shaped wind deflectors and a set of goggles to keep the dust out of your eyes. Climate control precisely matches the ambient conditions, there's no power steering and the car's turning circle is laughable given the size of the thing. You've got to take the steering wheel off to get in, and it doesn't even have doors.

Yet it's this back-to-basics approach that makes the car the perfect machine for exploring the UAE's open roads, and the ideal antidote to the asthmatic, automatic, anodyne three-box saloons and hatches that mooch about the country. It demands your full focus and allows you no opportunity for distraction. It may have one too many wheels to be a motorcycle and one too few for a car, but it really offers the best of both worlds: *al fresco motoring with a glorious putt-putt soundtrack from the engine, and the ability to park it without worrying that it'll fall over.*

The car's spec sheet may not boast huge numbers, but nor does it paint an accurate picture of what the 3 Wheeler is like to punt along a nice stretch of flowing tarmac. The low seating position means you're hunched behind the tiniest of windscreens with a view dominated by that bulbous, cigar-tube-shaped bonnet. Any higher and you'd be thrust into the blast of oncoming air as you hit motorway speeds, which, at 120kph, becomes a full-on assault that leaves your scalp tingling after a 30-minute run. You can push the car faster, but with the exposure to the elements, the low bodywork under your left elbow and the buffeting make motorway speeds feel like you're threatening the sound barrier. Any faster just becomes uncomfortable.

Some find the race-type floor-hinged pedals a little difficult to get used to. The brake pedal is stiffer and lacks the initial bite you'll find in most modern cars, but the close grouping of the pedals means you can roll your foot onto the throttle to blip it on downshifts and under braking. You need to, because that lumpy motorcycle V-twin simply dies off-throttle, which means you have to keep the revs ticking over as you change down to counter any wonky shifts that may upset that rear-end grip.

"What's it like in the corners?" one man asks at a fuel stop. He's not the first. The most common questions you get about the 3 Wheeler are about its stability. Happily, the answer is a resounding "superb".

Continued Next Page

The skinny, spoked front wheels and motorcycle tyres tend to run out of grip before the rear does, and the rear becomes a little lively if you floor the throttle, but it never once feels as though it's going to topple or spin. With just one tyre to manage the car's 140Nm of torque, you can get the 3 Wheeler to slide through corners if you're aggressive with your right foot, but most of the time, the rear just sticks as you feed in the power. You need to be careful over cobbled surfaces, because the unassisted steering never feels heavy – even around town – chiefly because you're not having to shift wide lumps of rubber about.

It's not for everyone. The cockpit is tight with two on board, there's very little luggage space and there's absolutely nowhere to rest your left foot when it's not needed for clutch duties. There's a speedo with a fuel gauge, a few switches to control the lights, horn and other things – plus a “bomb release”-type starter button – and that's it. Creature comforts include the leather seats and quilted-leather armrests, two seat belts that are, oddly, mounted in the centre of the car and a pair of rubber mats. The lack of instruments means you really have no idea whether the engine is operating as it should, and the fuel gauge reads in percentages that can vary wildly, especially when the tank is less than a quarter full.

The Morgan attracts a lot of attention on the road, most of it from smiley faces, waving and giving you the thumbs up. Almost everyone feels the need to get their camera phone out as they pass by – which is nice, if you're happy to be the star of the show for a few minutes – but there are times when it's not welcome and utterly dangerous. People slow down, hoping to get a better look. One driver even roared up along the passenger side, filmed a short clip, dropped behind and darted across two lanes before roaring up my driver's side to film for a bit more.

It's nice to get a bit of attention, but when you're simply trying to get from A to B, you need to be acutely aware of what's going on around you. I had the car for four days, and in separate incidents, 12 drivers almost rear-ended the car in front because they were preoccupied with filming this strange little machine.

You may have noticed a second car in the pictures. It too is a Morgan, and it's cut from the same cloth, metal and ash timber as the 3 Wheeler. It's even built alongside the 3 Wheeler at the company's Malvern factory in England, and forms part of the Classic range, which also includes the 4/4, Plus 4 and recently reintroduced Plus 8. While its design is influenced by the 1960s Morgan Plus 4, the Roadster was introduced in 2004 to replace the V8-powered Plus 8. It was identical in every way to the Plus 8, but replaced the ageing Rover V8 with a Ford V6 and mechanicals.

Not that it really matters to casual bystanders. Plonk a well-preserved 1960s Plus 4 alongside it, and you'd be hard pressed to spot the differences. Subtle changes over time aside, this Morgan's appeal is that it remains true to its original form as much as possible. The Roadster now gets a 3.7L Ford V6 that produces 280hp and 380Nm of torque, which in a car that weighs just 950kg dripping wet, pushes the Roadster into Jaguar F-Type V8 S territory in terms of its power-to-weight ratio.

If the 3 Wheeler is raw and unfiltered, the Roadster is passive--aggressive. My impressions of the Roadster were coloured somewhat by an hour in the 3 Wheeler beforehand, which by comparison is a gritty little low-riding piece of pure, unadulterated fun. The Roadster clearly sits taller on the road, and its ride is velvety smooth. Power delivery comes in a growing surge rather than tyre-smoking lumps of torque, and the whole experience is far more serene than the crazy 3 Wheeler.

The pedal arrangement is the same floor-mounted one used in the 3 Wheeler, and the same criticism has been levelled at the heft required to shift the clutch pedal. I didn't notice it, but apparently it's an issue with those who've clearly lost the ability to use their left legs. There are nice touches of class and quality all round the Roadster, from the plush tan-leather interior trim and carpets to the polished wire wheels, reclining seats and dash clock. The rear-panel-mounted spare wheel doesn't conceal a boot either, with the only available storage behind the two seats.

Oddly, ground clearance is an issue in some car parks. The longer wheelbase responsible for the car's tremendous poise and gorgeous flowing lines actually means that the Roadster barely gets over some of Dubai's more aggressive speed humps.

The Morgan 3 Wheeler is available in the UAE from Dh201,292 and the Roadster from Dh299,790. As a weekend getaway machine, the Roadster is a fantastic car. It gives you classic motoring appeal with the reliability you get from a new car and a modern, fuel efficient and powerful engine. But my choice of the two would easily be the 3 Wheeler.

It's a lot to pay for one of the most basic cars on the market, but in a world where driver engagement is being dialled out by most manufacturers, it's nice to know that some makers still understand the joy of motoring.

MORGAN



MORGAN TECHNOLOGY INFO

TECH

I, personally, prefer leather to vinyl for most interior items in a Morgan. I know there are certain cars that have vinyl floor mats and other bits in lieu of carpeting and many have both leather and vinyl (in the same color) for interior trim. (The center cover over the prop shaft and rocker covers can be vinyl.)

Keeping the trim clean and subtle, whether leather or vinyl, is key and this discussion helps you understand the rationale.

I have use the re-dying method mentioned below, also with great success. It is an appropriate way to combat the ills of color fading caused by the sun.

RESTORING AND MAINTAINING LEATHER by Lorne Goldman, GOMOG

GENERALLY

Leather is great, worth every penny more. It has an astonishing ability to be revived - more than you would ever believe possible. And as it ages and is well cared for, it garners more character and becomes more attractive rather than less so, unlike cloth, vinyl or other faux leathers. These days, many companies, including Morgan, offer pre-aged leather, but nothing beats the real thing. For that reason, every effort should first be made to bring the leather back to life. 80% of the time this will work. And, the leather will softly gleam again, re-attain its original colors. The wrinkles, cracks and pores will close. But, you must understand the product.

Leather, having once been used to keep the insides of a steer from falling out, is designed to pass moisture through tiny pores. These tiny pores absorb human perspiration, dirt and whatever. As the absorbed water evaporates, it leaves salt that eliminates the natural oils in the leather and the hide shrinks and cracks like an overdone roast. The loss of oils within the leather is the first step to hardening, cracking and shrinkage. This accumulation of salts and other grunge should be cleaned from the leather once a year (or more if your climate and driving gives the leather more than its fair share of leftover sweat and/or rain water). (Leather door tops and dash bumpers are more prone to hardening and shrinking as it is subjected to a greater amount of destructive UV rays and heat concentrated by the windshield.)



DYING LEATHER

You can start with a number of different leather treatments that will close and tighten and darken the leather over a month or so or you can DO a full clean and re-dye. I have had much success with re-dyes - either as a touch-up or full treatment. Dye can be made to match your car, assuming you wish to match the original color. If you can find a snippet that has not been effected by the elements, use it to send it off to a dye preparer as a sample. If you buy a cleaner, buy the dye and conditioner from the same place. As the dyes are water based, they dry in minutes. I use spongers to apply.

CLEANING

Cleaning is your first step to reviving or annually treating your leather. Clean it to remove the salts and reopen the leather clogged pores. By not cleaning the leather, all you are doing is sealing the salt with a gooey surface coating. Cleaning leather may be accomplished by using a mild soap and water, or specifically designed leather cleaner. Get something ph balanced, like Lexol pH Cleaner or Dove. All cleaners will re-hydrate the leftover salts and grime and wash them from

Continued Next Page

the leather fibers and re-open the pores that other leather products have blocked. Any cleaner should be rinsed thoroughly from the leather. Use a damp cloth and repeatedly wipe down the leather. Now let the leather dry thoroughly. It should now look terrible.

CONDITIONING

Once the leather is clean and dry, you need conditioners to restore lost oils and emollients. There are scores of leather conditioners on the market. Lexol Conditioner, Zymol, Leatherique conditioner. There are even conditioners that impart a fresh leather smell!

There are many who swear by Connolly Hyde Food. It is made from rendered animal parts, very thick and turns rancid in about two years. It has a distinctive cow smell.) If Hyde Food hits your fancy, why not try lanolin instead? It is a protective wax that covers sheep's wool (and is removed when the fiber is processed.) That makes it MUCH better form of emollient without Hide Food's drawbacks. The only drawback to lanolin is that it can soften some leathers TOO much - in the case of shoes and saddles. Great for car leather though.

Avoid the greasy conditioners and stick with products that are easy for the leather to absorb. That is easy to test. After all, your hands are a type of leather. If it can be absorbed by your hands, it will be absorbed by the leather. If you are restoring leather, rub something in once every few days for 2-3 weeks. Do it until the leather tells you to stop.

Apply the conditioner to a soft cloth and work into the leather, allow it to be absorbed into the fibers and then buff off the excess. I put it on with my hands and wipe off the excess. The leather will tell you if you have applied too much or apply too often as the leather will just stop absorbing for that session - or finally it will not absorb any more at all.

PROTECTORS

Now you can use leather protectors (cream or spray) until next year. Remember some leather care products clean leather, others replenish its oils and some close off seal the leather. If you are using only one product and process constantly your leather will not respond as well to you varying the products that you use. Do NOT use a vinyl products as cleaners or conditioners on leather. Avoid silicone based products. Silicon oils will dissolve out the leather's natural oils and tend to make the leather sticky. Silicone has a very high electrostatic attraction, and will invite every dust particle within miles to set up camp in your interior.

THE CURSE OF CONNOLLY

Connolly Leather was the principal supplier of leather to British (and other European) car manufacturers for over 125 years. The term is also used to describe a particular brand of leather itself, when fitted to a car. It gained such prominence in the world of luxury travel including private jets and yachts, that it was selected for such high profile projects as Concorde and the luxury liner, Queen Elizabeth II.

The company also sold leather -care products (e.g. the notorious Connolly Hyde-Food and even restoring leather is sometimes known as "Connollising", thanks to the reputation of the company. Although "Connollising" is somewhat shrouded in secret, it basically involves scrubbing down the leather with a cleaner/soap while using a stiff brush (such as a nail brush) or slightly abrasive sponge which thins and

Did You Know?

Ken and Janet Hill - Morgan Icons

Ken Hill didn't start out as a Morgan man at first. It was the woman's fault. Ken married into a Morgan family. Janet, his wife, had a father and three uncles who drove only Morgan trikes. Janet actually went to her christening in a Morgan.

Ken and Janet were given their now world famous Le Mans Series 1 'KPH 486' by Janet's uncle, a founder of the Morgan Sports Car Club. [*KPH 486 is now in the National Motor Museum in Beaulieu. Ed.*]



After a full restoration, Ken and Janet competed in the car, winning numerous trophies and ribbons and along the way they got recognized and accredited as Concours Judges. In addition to Ken's books, they maintained a huge Morgan automobilia business until 2008.

Before his second career as a motoring author, Ken was mostly a public servant. Ken did time in the RAF, served as Postal Engineer, and spent twenty years as a dog handler for the Metropolitan Police.

Ken has to be considered one of the world's experts on the Morgan marque and a commonly quoted reference.

As with any scholarly endeavor, there are those that will criticize a fact or two, but I have generally found most of his written works to be very accurate and certainly invaluable. I, like most of you, have a Ken Hill book or two in my library.

Both Ken and Janet have both passed away, but they leave a void in the Morgan community that will not soon be filled.

Continued Next Page

removes most of the original surface color & finish. The leather is then moisturized and recolored, bringing it back as close to original condition as possible. But “Connollising” involves the leather surface more than the leather itself.

Sadly, the poor quality and inconsistency of its leather as well as the damage caused by its care products belied its reputation. Despite having been in the leather tanning and curing business since 1878, Connolly Leather ceased trading in June 2002. By that time, a goodly percentage of its hides were being returned by top name car makers like Jaguar and Rolls Royce. (The returned hides were often sent to Morgan!)

Sadly, the original reputation lives on. Connolly Hyde-Food and their Leather-Cleaner were sold or licensed and have returned to the market. Owners and dealers still use them - to a dubious benefit to the leather they are applied to.

The Connolly system was not a good approach. Firstly, you made it hard and dry with the cleaner. Then harder with a solvent based dye that weakened the already worn stitching. Finally you had to try to soften the leather with a thick paste that couldn't penetrate the dye. The result was that the leather soon returned to a cracked and shabby state.

MORGAN CONNOLLY LEATHER COLORS / CODES (FYI, This list is not exhaustive!)

1. WHITE – (4169), 2. PARCHMENT – (3672), 3. MAGNOLIA – (3997), 4. FLESH – (3099), 5. SADDLE – (3218) [4208], 6. BISCUIT – (4104), 7. TAN – [CINNAMON] (846), 8. TAN – [DARK TAN] (4134) [4178], 9. *NATURAL – (1936), 10. *BROWN – (1937), 11. *COUNTY TAN – (4139), 12. * RED BROWN – (4223), 13. BROWN – (891), 14. DARK BROWN – (890), 15.* STONE – (1914), 16. LIGHT BEIGE – [STONE] (3234) (4177), 17. DOESKIN – (4152), 18. BEIGE – (847), 19. SADDLE (3218), 20. GREY/TAN – (4184), 21. GREY – (3393), 22. GREY – (4136), 23. *GREY – (4272), 24. BLUE/GREY – (3244), 25. BLUE/GREY – (4161), 26. BLUE/GREY – (4137), 27.*TURQUIOSE – (3276), 28. LIGHT BLUE – (4213), 29. LIGHT BLUE – (4135), 30. *BLUE – (1938), 31. DARK BLUE – (4133), 32. DARK BLUE – (4141), 33. DARK BLUE – (1371), 34. OLIVE GREEN – (3655), 35. *GREEN – (1939), 36. DARK GREEN – (4212), 37. DARK GREEN – (3655), 38. BRIGHT RED – (8300), 39. RED – (3171), 40. DEEP RED – [HOUSE OF LORDS] (3195), 41. *DARK RED – (1935), 42. MAROON – (3086) (4162), 43. CRIMSON – (8290), 44. BLACK – (1560), 46. BLACK – (8500), 47. STONE (1914), 48. LIGHT BEIGE (3234), 49. BEIGE (847), 50. DOESKIN (4152), 51. BISCUIT (4104), 52. CINNAMON (846), 53. TAN (4134), 54. NATURAL (1936), 55. BROWN (1937), 56. COUNTY TAN (4139), 57. RED BROWN (4223), 58. BROWN (891), 59. DARK BROWN (890), 60. WHITE (4169), 61. PARCHMENT (3672), 62. MAGNOLIA (3997), 63. FLESH (3099)

IS YOUR MORGAN CLUB ABOUT TO CELEBRATE AN IMPORTANT ANNIVERSARY?

Do You Need a Custom Badge for Your Event?
MORGAN CAR BADGES
 Offers a Full Range of Badge Services
 Including Helping You to Create a New Badge Designed Specifically for Your Club's Needs.
 Concerned About Cost? Contact Us to Discuss Your Options with Regard to Funding, for Both Individuals and Clubs, Morgan & Non-Morgan Alike.
 From Conception to Completion
 We Make Launching Your Badge Easy!
 Send us an e-mail at morgancarbadges@outlook.com or visit us online at www.morgancarbadges.com

MorganCarBadges.com
THE Website for All Your Badge Needs
Buy • Sell • Trade • Create

New Hawaii Morgan Badges in Stock!

ISIS IMPORTS LTD.

MORGANCARS-USA.COM 415.433.1344

1979 MORGAN 4/4
Propane Powered • Now in Stock

New Morgan 3 Wheeler Sales
 Consignment Sales of Used Morgans
 Restorations & Conversions

Serving Morgan Owners and Enthusiasts
 Nationwide for 45 Years

SALES • SERVICE • SPARES • SUPPORT

ISIS IMPORTS LTD. SAN FRANCISCO • SONOMA COUNTY



MORGAN WANTS & SELLS



Folks with Morgan 'Wants or Sells' should send an email to Mark or Randy with the details. You can reach us at mogsouth@yahoo.com

'Fergus' Number Plaques Available !!!

The cost per plaque is **USD \$60**, plus **USD \$3** postage, world wide. PayPal is **USD \$2** extra. Contact fergushistory@hotmail.com (Hermen Pol) or Jack Claxton at (678) 450-0703 or via email jclax5817@aol.com

Wanted English Ford 100E Engines

I'll consider most any condition. Contact [Rick Frazee 407-620-0507](tel:407-620-0507) or mog4@earthlink.net. Anglia, Prefect, Escort, and Squire English Ford Products built from about 1953 to 1961.



Morgan Books for Sale

Give your favorite Morganeer the must-have item of the decade – Fred Sisson's *Morgan Bedside Reader*, aka "the Bible". Contact David Crandall at mogdriver@gmail.com.

Morgan Car Badge Collectors

Hermen Pol's website www.morganhistoryinfoshop.com has added a number of web pages for car Badge collectors. Also other types of Morgan regalia are offered. Want something special? Send Hermen an email at plus4plus@live.nl

Morgan Car Parts for Sale!!

48 spoke, splined hub, 15 inch wire rim fits early British cars. Clean and primed.

TR-4A engine. Includes empty block (no sleeves or pistons), complete head and rocker assembly, crank shaft, 4 connecting rods, cam shaft, flywheel, distributor, timing chain and cover, oil filter assembly, intake manifold, fuel pump, valve cover, oil pan, and more. All parts are cleaned and oiled. \$125.00

2 each reflector lamps and bulbs for flat rad Morgan head lights. Best offer. Contact Chuck Bernath at 904-210-5438 or chuckbernath@gmail.com



LATE MODEL MORGAN PLUS 4 FOR SALE !!

1994 Plus 4, 2 seat, petrol Rover T16 engine w/5 speed, Connaught green, aluminium body with steel wings, silver/gray steel wire wheels, tan Connolly leather, 32K miles. \$45K. Located north of Baltimore, MD, 20 minutes from I-95. Pictures and complete details request. Bill McCarthy, mopsclub@hotmail.com

30 YEAR GARAGE CLEAN-OUT - MORGAN PARTS FOR SALE

Plus 8 Parts - 5 each 1977 14" factory wheels - good condition, Offenhauser Valve covers for Rover V8 - excellent condition, assorted bumper irons and fender braces - some new, some used, 2 sets braided front brake hoses - new, 2 rear lever shocks w/mounts - 20K easy miles, Painted factory luggage rack - good condition

Plus 4 and 4/4 Parts - Transmission cover, fiberglass for +4 - new, Aluminum drive shaft cover for +4;4/4;+8 - new, L/R rear fenders - no rust, a few dents for +4 or 4/4-good condition, Front cross frame for +4 or 4/4 - good condition, assorted bumper irons and fender braces - some new, some used, 1 set chrome door hinges - like new, 1 set brass door hinges - new, 2 sets brass door hinges - used, Lucas voltage regulator cover - new in box, Starter Switch - new in box, 2 sets bumper guards - need rechroming, Rear lever shocks w/ mounts, Set top bows, fit 4/4 or low profile +4, good condition, +4 cowl badge and deck script - new in box, 4/4 cowl badge and deck script - new, Choke cable w/black knob - new, Lightswitch knob, black - new, Horn button, black - good, Aluminum brackets for mounting steering column to firewall - new, Early parking light switch w/cream knob - used, Early wiper switch w/cream knob - used, Thermostat housing for +4 - used, Early flat glass taillight lenses - new & used, Glass beehive tail and parking lenses - some new, some used, 1600 711E Ford motor - disassembled. Contact for full list or photos. [David Chiles 336 880 5851](tel:336-880-5851)



NEW **2014 MORGAN 3 WHEELER** Brooklands Racing Green - the last one!

NEW for **2014**, The **MORGAN ROADSTER '65** Maybach Himalayan Grey Metallic body/Black wings, two tone Anthracite/black leather/red piping; 340HP 3.7 Vee6 with 6 speed manual transmission

NEW **2014 MORGAN 3 WHEELER** Black/Black leather/Black painted nose cowl, Black exhaust and black heat shields

NEW **2014 MORGAN 3 WHEELER** ONE OF A KIND: S&S 2138cc engine, special exhaust, special suspension; Jaguar dark grey metallic, brown leather quilted seats, engine turned dash, leather covered steering column

LIKE NEW **MORGAN 3.7 "ROADSTER '65"** Aston Martin Racing Pale Green Metallic Pearllescent 1,246 miles

LIKE NEW **2013 MORGAN 3 WHEELER** Imola Red

NEW **2012 MORGAN 3 WHEELER** Sport Red, Full Warranty 2014 suspension upgrade

LIKE NEW **2012 MORGAN 3 WHEELER** Sport Green 1,532 miles!!!, Tan leather interior, as new at bargain pricing!

2010 MORGAN AERO SUPERSPORTS Choose from Zurallic Blue Metallic + Beryllium Metallic

2005 MORGAN ROADSTER Pozzi Blue

2003 MORGAN PLUS 8 35TH ANNIVERSARY EDITION, Dark Red Cherry Metallic

1983 MORGAN PLUS 4 Aluminum bodied

1964 MORGAN PLUS 4 FOUR SEATER, Ivory

1955 MORGAN PLUS 4 FOUR PASSENGER DROPHEAD COUPE 2 Tone Blue

1952 MORGAN PLUS 4 FAMOUS RACECAR "Butterscotch"

1934 MORGAN 3 WHEELER //Big Price Reduction



WWW.MORGANWEST.NET



WWW.ALLARDWEST.COM

WWW.PERANAWEST.COM

OTHER MARQUES

New 2014 Allard J2X

2012 ZOLFE ROAD ROCKET

PERANA Z-ONE

PERANA Z SILVER

2008 Tesla ROADSTER

1941 Buick SUPER MODEL

56C CONVERTIBLE COUPE

Morgan WEST

Authorized Morgan Motor Car Dealer

(310) 998-3311

DENNIS@MORGANWEST.NET

DENNIS GLAVIS, MANAGING DIRECTOR | 3003 PICO BOULEVARD, SANTA MONICA, CA 90405



1909



2014 US (and a few International) EVENTS

2015

The 40th Anniversary Meet in Aiken, South Carolina is next up. Lots of folks have registered and that means lots of Morgans to ogle at.

This newsletter is going out a bit early in order to allow me to focus on the last minute details of the Aiken Meet. Trust me there are lots!!

After Aiken there are tons of local gatherings and other car stuff, before we are all back together for the fall meet.

Wow! 2015 is turning out to be a whirl wind of Morgan activities.



The 2015 MOGSouth Events Calendar

- **MOGSouth 40th Anniversary Meet**, 1 – 3 May, Aiken, South Carolina (Details in this Newsletter and on Web)
- **Pinehurst Concours d'Elegance**, May 3, Pinehurst NC
- **Atlanta British Motorcar Day***, May 3, Roswell, GA - Tentative
- **19th Annual Triangle British Classic**, May 16. Raleigh, NC
- **2015 Great Scot! British Car Show**, May 23, Furman University, Greenville, SC (Part of Greenville Scottish Games) **NEW**
- **97th Running of the Indianapolis 500**, May 24, Indianapolis, IN
- **24 Heures du Mans**, Jun 13 – 14, Circuit de la Sarthe, Le Mans, France
- **MCCDC MOG 45***, Jun 19 – 21, Gettysburg, PA
- **Pittsburgh Vintage Grand Prix***, Jul 19 – 20, Schenley Park, Pittsburgh PA
- **Pebble Beach Concours d'Elegance**, Aug 16, Monterey CA
- **PUT-IN-BAY Road Race Reunion and Races***, Aug 31 – Sep 2, Put In Bay, OH
- **Atlanta British Car Fayre***, Sep **TBD**, Norcross GA
- **Goodwood Revival**, Sep 11 – 13, Goodwood Circuit, Chichester, W. Sussex, England
- **Charlie Miller 'Big Muddy' Pub Crawl**, Sep 22 – Oct 4, Auburn IN to Cincinnati OH
- **GatorMOG Noggin**, Date/Location **TBD**
- **The Petit Le Mans**, Oct. 3, Road Atlanta, Braselton GA
- **All British Car Show - Red Door Festival**, Oct 10, Pilgrim Mill Road, Cumming, GA
- **Euro Auto Festival***, Oct 16 – 17, BMW Plant, Greer, SC
- **United States F1 Grand Prix**, Oct 25, Circuit of the Americas, Austin, TX
- **MOGSouth Fall Meet**, Oct 30/31 - Nov 1, Rome GA - Hosted by Gary and Judy Heck **NEW DATE**
- **Hilton Head Island Motoring Festival & Concours d'Elegance***, Nov 1, Hilton Head Island, SC
- **SVRA Vintage National Championship**, Nov 4 – 8, Circuit of the Americas, Austin, TX
- **Winter Park Concours d'Elegance***, Nov 15, Winter Park, FL
- **Special Opening 'Wheels Through Time Museum'**, Dec 5, Maggie Valley, NC
- **MOGSouth Christmas Party**, Dec 5 - Waynesville, NC

Events shown in Red Text are MOGSouth sanctioned events, Blue Text are outside the US and those shown with an * will have MOGSouth participation.



bring on the curves

for everything Morgan

- Largest inventory of Morgan parts and accessories outside the UK
- Service, repairs and upgrades
- Award winning restorations
- Complete mechanical rebuilding
- Specialists in cars 1950 to current
- Buy, sell or trade a Morgan
- The best technical service anywhere
- Visit our comprehensive website
- Family owned and operated since 1977

Morgan Motors
OF NEW ENGLAND



See Our Morgan Three Wheeler Demo!
Now Accepting Deposits for 2015 Production
Factory Authorized New Morgan Dealer

Our illustrated parts
catalog available free
online or call for a
printed copy



www.morgan-spare.com • morganparts@taconic.net • Parts (888) 345-6647 • Tech (518) 329-3877

MOGSOUTH REGALIA MOGSouth Car Badges are available. If you don't have your badge, it's time to get one. The car badges are available to members for \$50.00 per badge and that includes domestic (lower 48) shipping and handling. You'll want that badge, when you see what we have for you at the **MOGSouth 40th Anniversary Meet**. Please contact SuperDave Bondon at 770 330-6210 or Dbondon@bellsouth.net to place your order. Mail your check made payable to **MOGSouth** to: Dave Bondon, 266 Lakeshore Drive, Berkeley Lake, GA 30096. **Name Badges** - This is another thing you will probably need at the 40th Anniversary Meet. With all the folks coming, some we haven't seen lately, we'll need everyone to wear a name badge. **Get these from Randy**. We will have 'Hello My Name Is ...' stickers if you forget. There will also be other MOGSouth Regalia at the **MOGSouth 40th Anniversary Meet**. Let us know via email (mogsouth@yahoo.com) if you have an idea for other MOGSouth regalia, hats, totes, shirts, etc.

Please Pay Your 2015 Dues!! We need to pay for the MOGSouth 40th Anniversary Meet Somehow!!

We use an Email contact list for communication, so in order to receive communications from MOGSouth about upcoming events, newsletter availability, etc., you must provide us with your email address. To read the electronic newsletter you need Acrobat Reader. Download it free from <http://www.adobe.com>. If you have problems reading the newsletter call Mark at (407) 322-5060. Or send us an email to mogsouth@yahoo.com.

Many thanks to those that have contributed articles and photos to this issue. Articles and photos are always welcome. Please send any comments, suggestions or material to mogsouth@yahoo.com.

SOUTHERN FOURS AND EIGHTS

NEWSLETTER OF THE SOUTHERN MORGAN OWNERS GROUP MOGSOUTH VOL. 4/15

Not a Member of MOGSouth? It's Easy to Join!!!

Dues for the calendar year are \$25. They are due and payable January 1st.

To join us, please mail your check payable to MOGSouth to:

MOGSouth c/o Randy Johnson, 296 Lakeshore Drive, Berkeley Lake, GA 30096

