

SOUTHERN FOURS AND EIGHTS

NEWSLETTER OF THE SOUTHERN MORGAN GROUP MOGSOUTH VOL. 4/08

Atlanta British Motorcar Day Berry College - Rome, Georgia May 17, 2008

The 25th Anniversary of British Motorcar Day in Atlanta was held on a beautiful day last Saturday, May 17. Venue for the third year after 22 years at Chateau Elan in Braselton was the beautiful campus of Berry College in Rome, Georgia. This is a great site with abundant shade and a great open meadow to display the various Marques as well as allowing the vendors to display their wares within site of everyone.

I left Berkeley Lake at 7:00AM and met Eric Cummins and Cyril Brown at the parking lot of a nearby Starbucks for the two hour trek to Rome. We traveled back roads through Roswell and Canton and met my son Scott at 8:30AM just west of Canton. The four of us then made our way to the campus with only one wrong turn. It reminded me of being lost at an MCCDC rally as at one point we saw several other British cars headed in the other direction. One group was going the wrong way. Turned out it was us but we turned around in the parking lot of a locally owned convenience store and the gentleman on duty was enamored with the cars and jovially gave us directions.

Once on the correct route we arrived at Berry about 9:45AM where the field was beginning to fill up with about 350 great looking British cars.

Already parked when we arrived was Dwight Kinzer with both his Plus Eight as well as his Trike (Dwight took home the Dean's Choice for his 3-Wheeler, Congratulations!), Paul Batovsky of Georgetown, TN in a good looking Plus Four/Four Place. Paul is President of the Southern British Car Club in Chattanooga. Other early arrivals were Jim and Rosemary Winn in their 4/4 and Lenny Thomas in a just restored early 1960's vintage Plus Four and a beautiful car it is.

Others attending with their Morgans were Bill Starr and his wife Carol Reis Starr, Lance Lipscomb with grandson



Article Courtesy of Randy Johnson

Austin, Franklin Tillman, Lenn and Mary Jo Nelsen, a couple from Florence, SC (whose name I did not get, sorry!) Glenn and Dorothy Moore, and John and Carolyn Wade.

A special moment was the arrival of Jan Ligon and her friend Tom and then John Wade taking Jan for a ride in Charlie's car that is presently owned by John and Carolyn. It brought a smile to her face and a tear to her eye. We are glad to have Jan at our events and proud that John is the current caretaker (as he said) of Charlie Ligon's car. And aren't we all just the caretakers for these great machines?

Members Dan Cohn and Mark Ehrhard were also in attendance as well a new member Ed Barton (joined Saturday, welcome!) Ed's car is being restored by Don Simpkins and lives near Don in Demorest, GA. Ray Morgan was also there without his Trike. Pete Olson was en route with his Trike trailered by his pickup truck however the truck's engine blew up on the way on I-75 so Pete was MIA. I did speak to Pete on Sunday and he was able to get towed to his shop safe and sound but missed being with us and would have rather spent his Saturday in a less stressful way.



Lance Lipscomb, Austin and Randy Johnson



Dwight Kinzer Pointing Out Nuances . . .



ATLANTA BRITISH MOTORCAR DAY
BERRY COLLEGE, ROME GEORGIA



As I had a commitment, I left the event a little before 3:00 for the trip back to Berkeley Lake. After filling up with premium at \$4.05 per gallon, we made it home about 5:00 PM.

We had a great turnout of cars and people (if I missed mentioning your name and car, I apologize, I have an excuse - CRS disease!) on a beautiful day. Wish you could have been there!

With the centenary of the Morgan Motorcar Company next year, I have asked the organizers of the event if Morgan can be the featured Marque for 2009. Perhaps we can tie the event in with our Spring Meet. Stay tuned!

All Photos Courtesy of Ray Morgan

Randy



Clive Lones stands as one of the true pioneers of 500cc racing.

At Prescott in May 1946, along with Colin Strang, Lones made the very first competitive appearance of a 500 cc racing car. Clive, however was already a major name in motor racing. Born in 1895 in Smethwick, West Midlands, he began his competitive career soon after the Great War. Around 1920, he purchased a pre-war Morgan (apparently to impress the young lady who was to become his wife, as well as loyal mechanic and passenger), soon trading it in for a 1922 Morgan-Blackburne. He became a major player in the Morgan scene, winning the Light Car Grand Prix at Brooklands in 1928 and 1930.

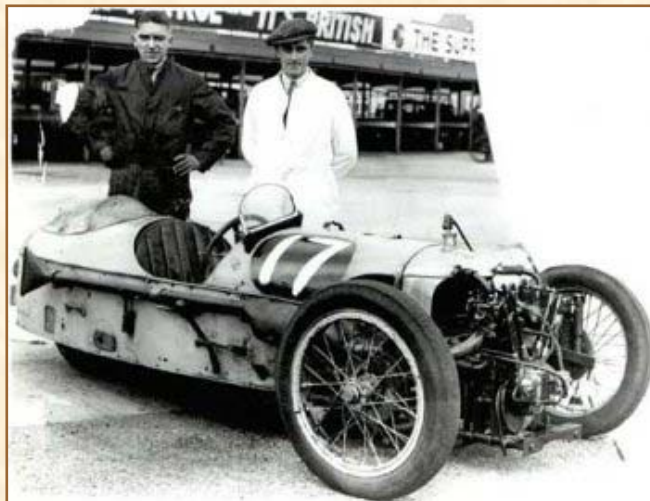
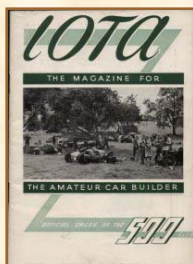
In 1928, Clive swapped to the JAP engine stable. He was to set 37 World and Class records at Brooklands with a range of engine sizes. However, the Morgan three-wheelers were soon being banned from car races, and were now outclassed in motorcycle races by the dedicated sidecar units. So Clive converted his 1929 Morgan JAP Aero into a 4-wheel machine, by the simple expedient of bolting a GN axle to the back. This car was known as "Tiger Cat", and from 1936 until the war was rather handy on the hills.

After the War, Clive was keen to get back in the saddle, and the new 500cc class looked ideal. Though already the wrong side of fifty, he quickly built a new car, which was appropriately christened Tiger Kitten. The car was fairly basic and outclassed by the Strang and Cooper T2 prototype. So for 1947 Clive re-developed it fitted with a rather special JAP motor, based on his extensive experience with the motors, the car was much more successful.

In May 1948, Clive became the first 500 to climb the Prescott hill in under 50 seconds (achieving 49.98s). This was a remarkable performance, given that the outright record stood at 45.67s, held by Bob Gerard's ERA.

More success followed, mainly in hill climbs and sprints but with occasional forays into racing. At the end of 1949, he purchased the first Iota P1 production car. The car, in Clive's traditional bright red, became known as Tiger Kitten II. By 1953, Clive had finally surrendered to the Cooper onslaught, and purchased purchased Don Truman's Cooper Mk VI which raced as Tiger Kitten III. It appears that soon after (nearing sixty years of age), he retired from racing, though he continued to hill climb for another thirty or so years.

Clive tells his own story to *Iota* in May 1947. The *Iota* magazine is the Official Organ of the 500 Club 1947 – 1953 and was started by the 500 Club in 1947 and lasted until 1953 when it was merged with "Motor Racing".



Lones with his Blackburne-engined Morgan



Tiger Cat, in 4-wheel form, at Prescott, 1926

Eventually 500 c.c. by H.C. Lones

At the age of 14, my male parent presented me with what I thought in those days to be a marvelous piece of mechanical apparatus, to wit, one 300 c.c. Griffon-De-Dion. I practiced with that machine on my father's lawn in spite of severe tannings and reprimandings from the parent, until I was more or less proficient.

The great days came when a license was obtained and the machine used on the road. I remember quite well, one week-end I used the motor-cycle to go and visit my grandparents at Malvern, some 35 miles distant from my home at Smethwick, Staffordshire. I promised to wire my father on arrival at Malvern. This journey took me, to the best of my memory, a complete day – 12 to 14 hours. Anyway, I had obtained my heart's desire in to 35 miles in one day.

However, in the days of the great G.E. Stanley, I, of course, thought I could be a marvelous racing man, so after so after pleading and begging, I obtained from the grandparents and parents the great sum of £35, and so obtained a Singer motor-cycle in Coventry.

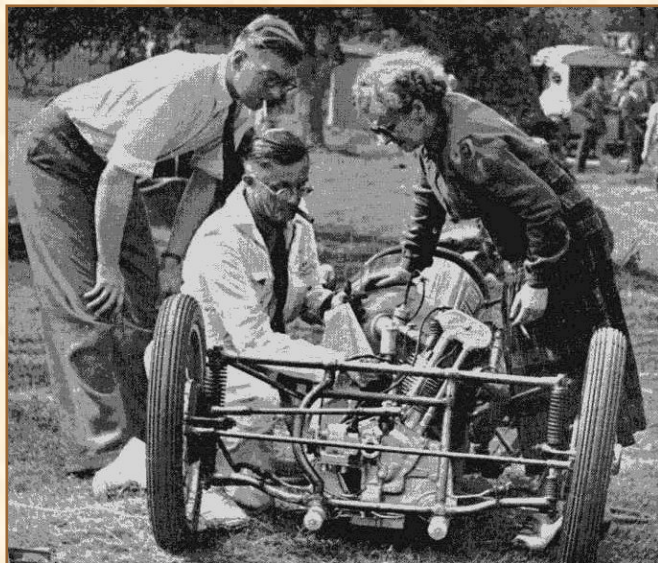
This famous old single cylinder stood me in good stead for some years, and used to take me from Smethwick to Llandudno and back many week—ends, which was no mean feat in the dim and distant days of 1912/1913. Up until the end of the war my motoring was very little and memory is quite dim. After the war, I purchased a 31/2 h.p. Red Indian (Hendee Special) from an American Flying Officer. That machine won me my first speed trial medal—a silver one—which I hold as one of my treasured possessions.

Shortly afterwards, I met in Malvern a cheeky little girl, who is now my wife, who was very interested in what I thought in those days, a horrible three-wheeler. In those days, one had to submit to the wiles of the female species, so I purchased a 1913 Morgan which I ran very successfully until 1922, when I purchased a brand new 1922 Grand Prix Morgan, fitted with a Blackburne engine. I had the cheek and impudence to enter the Maddesfield Speed Trials against such reputable people as H. F. S. Morgan, G. H. Goodall, R. R. Jackson and one or two others that have slipped my memory. Through good fortune and owing to a few of the experts having trouble with their machines, I obtained second place to Mr. Morgan. From then on it was Morgan nearly all the time. Of course, faster and faster engines were needed.

After my first visit to Brooklands with the Sutton Coldfield Motor Club, I met two of the most famous Morgan racing men—Harold Beart, who was the first man to exceed 100 m.p.h. with a Morgan, and the late Norman Norris. That day my efforts were not very successful. I lapped at about 70 m.p.h. Being young and daring, I pushed myself on to another famous Morgan and JAP expert, the late F. B. Ware, and I was introduced to my very good and faithful friend, Stanley Greening, known to all JAP men all over the world. He in turn, introduced me to the late Vivian Prestwich of that famous firm, and persuaded the gentleman to sell me one of the super Le-Vack design 8 h.p. twins.

That engine in a Morgan which Mr. Morgan very kindly built to fit, won numerous races at Southport, Stalebridge, and all the well-known sprint courses in the country. As the sprint work died off, I turned my attention to Brooklands, being a member of the B.M.C.R.C.. I very shortly met the famous "Barry" under whose tuition, combined with Stanley Greening, I learnt quite a lot of the secrets of successful tuning of air cooled engines. During my racing at Brooklands I won many first places including various championships, and was persuaded by "Barry" to enter the Light Car Grand Prix in 1928, which I was successful in winning, largely due to their efforts and my wife, who was my passenger mechanic and had been for many years.

I then turned my attention to class records, both 350 c.c. and 500 c.c. and 100 c.c., from which, I think, by memory, I obtained 37 class World Records up to 1934. During 1934 I rebuilt a 750 c.c. twin JAP engine and this machine lapped Brooklands at 101 m.p.h., obtaining class World Record. As a matter of interest, the



Clive fettles Tiger Kitten at Prescott, probably in 1949. Presumably Mrs. Lones looks on, though apparently she was an enthusiastic mechanic.

fastest lap I obtained with a 350 c.c. engine in the same Morgan chassis was 76 m.p.h., 500 c.c. 93 m.p.h., 750 c.c. 101 m.p.h. and 1100 c.c. 104 m.p.h. I think I am right in saying, I was the first three-wheeler to obtain the Gold Star. This was in 1930 and was closely followed up by R. R. Jackson who obtained the same coveted award in the next race. I think I beat Jackson by 20 minutes.

In 1930 I again won the Light Car Grand Prix on the mountain course. In 1932 and 1934 the Morgan team were second in the Relay Race. Both speeds over 90 m.p.h., and I very well remember my last effort as No. 3 of that team, when I did nearly all the second man's lap and my own in pouring rain, averaging 90 m.p.h. on a three—wheeler, and yet there are many people who try to convince me that three-wheelers are not safe. Even to this day, I still prefer high speeds on a three—wheeler to a four—wheeler. As time went on, three-wheelers were only accepted in a few races, so I converted my three wheeler Morgan to a four wheeled one by attaching GN type of axle to the rear forks. This machine was very successful at Prescot, Shelsley, etc., in the name of "Tiger-Cat." Just before the war, the machine was sold to two of my friends in Cardiff— L. J. and P. J. Collins, who used the machine in a few speed trials before the war with quite fair success. During the war both of them were stationed overseas and have only recently been demobilized and found their feet, so they have been unable to use the machine up to the present, but will do so during the coining season. When I sold the machine to the Collins brothers, I had in mind building a sprint machine with more than two gears, which my converted Morgan had, and about 14 months ago I had a line from the one and only "Sammy." Are you interested in 500 c.c. racing cars? "My reply was "Quite."

Then I started looking round for various bits and pieces to build a small racing car as cheaply as possible. I purchased a 1935 Austin 7 van, less body, from a local scrap yard, for £4 to £5, and as I had one of the famous old 1936 T.T. JAP engines, I set about putting the bits together. Briefly, I discarded the Austin 7 engine, reversed the chassis to get the lower line and altered the front springing layout to come in line. I put the single cylinder engine in front of the Austin 7 gearbox and round that I built a small body. That, with pressure feed for the fuel, I used the major part of last season, under the name of Tiger Kitten," and with fair amount of success. This machine with a T.T. JAP engine had a 12—1 compression ratio and exceeded 90 m.p.h. at a local aerodrome run way.

Later, I obtained one of the latest five-stud dirt track JAP engines, which was very successful, and approached somewhere near the 100 on the flat. Incidentally, that machine in a rough form did exceptionally well at the Val de Terres Hill Climb in Guernsey last August. The kilometer hill, which was very winding after a fairly straight start, was accomplished in approximately 54 seconds from standing start. I think there were only one or two cars which bettered my time irrespective of size. Of course, the three important ones being, Bainbridge's E.R.A. —52 seconds, Le Gallais and J. Bennett, who I think just pipped me for the third fastest time of the day, by I think .2 of a second. I think Le Gallais was using a 11/2 litre supercharged job and John Bennett a 4 litre unblown car. Also I think only one or two of the motor-cycles beat my time, so you can see was quite happy with the success of my home-made special.

During last season I think it is fairly well known that my very good friend and rival, Colin Strang, between us had a really glorious blind at the speed trials. For the guidance and perhaps help of many lads who are building, or contemplate building 500 c.c. specials, I can assure them there is nothing difficult about it. It depends upon the amount of blood and sweat you are prepared to put into the machine. In my opinion, freak designs are not at all necessary for this type of motor racing and I am, during the coming season, going to run my 500 c.c. "Tiger Kitten" in a modified form in the Jersey T.T. races and in other road and sprint races which I think attractive during 1947.

Lastly, if one has a fairly normal springing layout and chassis with any good 500 c.c. engine, such as JAP, Blackburne, or Ulster Rudge, they will have any amount of fun and quite a lot of success at a fairly normal layout. My machine, as far as I can remember, cost me the sum of £200. I think the normal laddie could build quite a useful machine for £150, if he is prepared to work hard and not be disappointed at any failures. I must hand a bouquet to the Cooper Special. This is one of the nicest and completely engineer built small machines I have ever seen. Here's wishing all the boys the very best for the coming season, and if my humble help and efforts can be of any use at all, do not hesitate to contact me.

[This article is reprinted courtesy of the 500 Owners Association. If you are interested in historical 500cc racing, the racing pioneers of past eras and those that keep this form of competitive autosport alive today, visit the 500 Owners Association's website at <http://www.500race.org> Ed.]



1961 Morgan Plus 4 - Red / Triumph Engine

Just emerging from its winter hibernation, I'm initially offering this "head-turner" to Morgan aficionados and their friends. If not sold, it will find its way to e-bay motors. Hopefully, it will find a home with a Morgan lover to celebrate Morgan's centenary anniversary next year. Yes! Morgans have been around for 100 years.

In very good condition (see photos), the car always attracts attention and was at the annual "2007 Woodward Dream Cruise" in Michigan. Previous owner advised a 1989 restoration and had been stored since 1991, being driven less than 50 miles per year. It is presently covered and garage- stored but taken out for occasional exercise on pleasant, summer days. Most minor items have been addressed; however, as Morgan owners know, there are always opportunities for improvement. Recently, rear brake cylinders, shoes, and emergency brake cable replaced. All work since my ownership has been performed by official Morgan dealer mechanics. (Am advised no major items require attention.) Only project next in sight is readjusting readings of two instrument gauges (petrol and temp.) Wiper switch a bit temperamental; however, never given the occasion to be used. Wire wheels. Excellent chrome. Top and side curtains in almost perfect condition (Additional Photos Available, Ed.)

Odometer reads approx. 35K unsubstantiated. Clear title. Car sold as-is, where-is. Buyer is responsible for pick-up, delivery and related expenses. There is no or implied warranty.

If vehicle goes to e-bay, reserve price will be \$24K. If interested, please contact me regarding any questions.

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In case you haven't noticed, (perhaps you don't really care)
the MOGSouth web site is accessible on the road.

If you have one of the latest gadgets or smart phones that
have access to the Internet, you can get the MOGSouth web
site, <http://www.mogsouth.com> to check on event dates and
look at photo galleries. You can only look at the Newsletters
if your phone, or your phone service, will allow large file
downloads. Mine won't, but trying to read the file on these
little screens would probably be a bit problematic for my old
eyes. However, just having access to the events calendar to
check dates, or to access the photos galleries, to show
someone photos of the car, is a great thing. If you have one
of these smart phones, try it . . . you'll like it! Ed



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Image Courtesy of the Morgan Motor Company Web Site



FACTORY NEWS

Why Morgans are Green *Paul Nieuwenhuis & Peter Wells, Cardiff University*

It may come as a surprise to many environmentalists, but sports cars have the potential to be among the greenest of cars. One reason is that in order to optimise their performance, many sports cars are designed and built on the principle of weight reduction. This is not normally the case for saloons, however sporting they may be. Indeed, sports cars in general are far more built to purpose than typical hatchbacks or saloons that, as a result, are generalist vehicles that are competent in many areas but excel in none. It is even possible nowadays to engineer a large 4x4 car that performs like a sporty car, at least in some respects, but such performance comes with excessive environmental cost. One of the best companies in terms of designing and building fit for purpose sports cars is the Morgan Motor Company, which despite the traditional styling of its products, nevertheless can out-compete most of its apparently more modern competitors in terms of environmental performance.

This is highlighted by the scores Morgan cars achieve in the Clifford-Thames/Cardiff University Environmental Rating for Vehicles (ERV). This system uses publicly available data to arrive at a single number that attempts to incorporate a vehicle's total environmental impact including toxic emissions, CO2 emissions and use of raw materials and energy in production. The ratings currently range from 2 for the worst to 60 for the best, with the average at around 15 or 16.

Table 1: ERV: Top 2 Roadster/Cabrio class

Ranking	Car	ERV
1	Morgan 4/4 1800	24
2	Lotus Elise S	22

(source: <http://www.clifford-thames.com>)

In fact, the overall rating of Morgan products is quite impressive, as can be seen from Table 2 which compares it with some other key models currently available in the market.

*[I assume the * is the Plus 4, and assume ** is the Roadster. Ed.]*

Table 2: Morgan ERV ratings compared with key performers

Ranking	Car	ERV	Vehicle weight (kg)
Best	Smart ForTwo 61hp	60	730
	Toyota Prius Hybrid	24	1250-1300
	Morgan 4/4 1800	24	880
	Morgan 4/4 2000 *	23	
	Morgan 4/4 3000 **	18	
	Morgan Aero 8	11	1130
	Porsche 911 Carrera 6-sp	8	1370-1450
Worst	Bentley Arnage	2	2585-

It may surprise many environmentalists and industry observers that the Morgan 4/4 1800 achieves the same ERV score as Toyota's much lauded Prius hybrid-electric car. However, although the Prius scores well in terms of CO2 emissions, and scores well overall, it does have a weight disadvantage compared with the Morgan, as well as questions over its battery's recyclability and durability. So, how do Morgans achieve this good ERV rating, and more broadly, why should Morgans be regarded as relatively 'green' cars? The answer covers a range of different parameters all of which contribute:

Low Weight

Low vehicle weight is inherent in the Morgan design philosophy and is aimed at achieving maximum performance. The means by which this is achieved include a simple chassis, minimal bodywork and the use of lightweight materials, notably wood and aluminium. In addition, the number of features and components not contributing to the primary function of the cars is very limited.



Materials use

The materials used in a Morgan include renewables, notably wood and leather. It also includes steel, which is easily recyclable and derived from relatively plentiful iron ore. Aluminium is used for the bodywork and for the structure of the Aero 8. Aluminium saves weight compared with more conventional steel, although it is highly energy-intensive to produce. However, it does offer the ability of easy recyclability at an energy input of around 15% compared with virgin aluminium. The use of finite fossil hydrocarbon-derived materials – such as plastics – is relatively low at Morgan.

Low Emissions

The low weight helps Morgan cars achieve relatively low fuel consumption and as a result relatively low levels of toxic emissions (carbon monoxide, hydrocarbons, NOx and particulates) and CO2 emissions (164g/km for the 4/4 1800 – which is around the EU average for all cars). This is further helped by Morgan's use of state-of-the-art engines from more mainstream manufacturers such as BMW with the resources to make engines to the latest designs. This is then combined with the latest engine management software to optimise the powertrain for the Morgan application. Morgan now also design their cars for the emissions standards of California, the world's strictest. The use of BMW powertrain components would also allow Morgan, for example, to adopt BMW's new Efficient Dynamics technology designed to minimise CO2 emissions.

Durability

Durability is one area that is often overlooked by the mainstream car industry which is focussed on selling as many new cars as possible. However, the best way to preserve scarce resources is to use the ones we have already processed for as long as possible. In this respect a long-lived car is therefore better than a more disposable one. Not only do individual Morgan cars survive for a long time, many are rebuilt for a new lease of life. The company is also able to supply parts up to 50 years after a car has been produced thus ensuring it can be kept on the road with relatively little effort and at reasonable cost. The very long product cycles of 20-35 years used by Morgan ensure that models rarely become dated or obsolete. In fact, the 1930s styling has itself become a feature of Morgan cars and departing from this is risky. This ensures a continuity of design that makes a modern Morgan look as fresh – or old-fashioned – as an example from the 1960s or 1970s. This also ensures high residual values thus further prompting owners not to dispose of them prematurely, as well as making any investment in further preservation cost effective even on older cars. The emotional attachment many owners have with the cars also helps durability.

The Morgan business model relies on making low volumes of durable cars. In a world increasingly concerned with sustainable consumption and production this is a very appropriate approach despite the fact Morgan's business model dates back a hundred years. Around 60-70 million cars are produced worldwide each year, a practice that is clearly unsustainable. In the longer term, if car making is to survive at all, then all car manufacturers will have to move towards a business model closer to that of Morgan and other low volume manufacturers. Lower volumes would be produced, but the business would survive on helping keep the cars on the road after the initial sale.

The sustainability of the Morgan approach to manufacturing derives from the detail of the processes used themselves, along with the materials selected and the design philosophy. However, just as durability in the product is an under-emphasised but important feature of sustainability, so is the value of small-scale manufacturing not fully appreciated. In brief, typical modern mass production of cars requires very large capital investments in the three major activities of pressing, welding and painting (to create the car body), along with a fourth area of investment in terms of the actual assembly tracks. Collectively these constitute the major fixed costs for mass production of cars, costs that can only be amortised when output is very high. Hence, in a competitive market, there is an in-built tendency for each company to seek to expand market share and achieve minimum economic scale by installing greater levels of fixed capacity. The result is that the biggest single contribution to unsustainability made by contemporary mass production systems is probably over-production. Over-production results in cars being forced into the market via discounts and other incentive schemes, the effects of which are most obvious in terms of the rapid depreciation of new cars over the first three to five years of their useful lives. This rapid destruction of economic value is a key factor in older cars becoming obsolete: they are literally no longer worth repairing – in stark contrast with the situation outlined for Morgan cars described above.

In fact, Morgan can be regarded as using a version of what is termed Micro Factory Retailing (MFR). In general, MFR offers a range of strategic advantages compared with mainstream mass production: advantages that translate to genuine sustainable business: that is a business that is economically, socially and environmentally sustainable. These advantages include:

Investments in productive capacity can be incremental, and thereby expand in line with the market. It is easier to ensure that capacity does not exceed demand: hence surplus demand is essentially managed through more or less long waiting times. This ensures continuity of production and employment. Moreover, new technologies in manufacturing are often easier to integrate.

The incremental expansion of capacity can also have a geographic component in that new plants can be added to

develop new markets. Thus far, Morgan has not exploited this opportunity (and it might be argued that a Morgan has to be built in Britain), but as a role model for other manufacturers it is an intriguing prospect. New products or variants can also be introduced incrementally, generally resulting in lower risk.

Customers can be taken around the plant, can meet the people who will make their car, and can thereby feel 'closer' to the product. This has long been a feature of the Morgan approach, and interestingly enough it has been copied by many other companies trying to get stronger brand loyalty: including Mercedes-Benz, Rolls Royce, VW, Porsche, and BMW.

The factory also becomes the location for repair, spare parts, in-use modification (e.g. external panel refresh) which allows the manufacturer to benefit directly from profitable aftermarket activities.

The factory can undergo a transition over time from an essentially new car production focus, to one more involved in service and repair. That is, the factory does not depend absolutely on the continued sale of new cars. Bristol Cars has exploited this model well. The inherent flexibility of small-scale manufacturing is the practical basis upon which new levels of customer care can be built. The Morgan approach makes possible flexible response, shorter lead times, and late configuration. This again builds customer loyalty and enhances the value of the product while minimising waste, also contributing to brand reputation and product longevity.

Stronger worker commitment to the product and to customers. These small factories escape from the 'mass' culture of traditional high volume manufacturing. Intriguingly, other vehicle manufacturers have sought solutions to worker boredom via such concepts as 'job enrichment', but in the case of Morgan such enrichment is built into the manufacturing philosophy. This results in more satisfying work for staff, and better quality levels with all that this entails. This type of factory and manufacturing approach is the best means to take advantage of modular supply strategies combined with commodity or off the shelf purchasing. It also means that product up-grades via for example new engines can be integrated quickly and relatively easily, ensuring product performance stays at the forefront of the market. Manufacturing processes have a lower environmental impact compared with traditional high-volume manufacturing. Morgan manufacturing does not require a large, flat dedicated site with extensive support services. A modern car plant occupies several square kilometres of land. Compared with this, Morgan requires a classic 'light industrial' facility. Again, as a role model this is valuable.

The Morgan approach clearly resonates with social and political objectives in Europe by creating local employment in high-value manufacturing activities. At a time when mass production jobs appear in danger of being removed to locations in Eastern Europe, India, China or elsewhere the Morgan approach makes a key contribution in retaining those skills and added value.

Forward Thinking

The experimental LIFECar project illustrates that Morgan is keen to develop a future direction in terms of models and technologies that offers enhanced sustainability. It might be thought that carbon fibre bodies and fuel cell powertrains are the preserve of the very few vehicle manufacturers with sufficiently large R&D budgets to support such exotic activities. However, along with the new technologies Morgan has sought to pioneer innovative approaches to product design and, for example, supplier relationships that have enabled the LIFECar project to come into being.

Indeed, the LIFECar demonstrates already that the most environmentally benign technologies currently available for cars is entirely compatible with sports car applications: even in fact that such applications are ideal for these technologies. In short, Morgan overall demonstrates quite clearly it is possible to be lean, green and have fun!

Original Article Posted on the Morgan Motor Company Web site - <http://www.morgan-motor.co.uk>



Special Morgan For SALE Recently Completed 1936 F4 Racer

Folks,
I've decided to sell the 1936 F4 Morgan trike. It's a totally new car with new tub, skin and lots of other components. Let me know if you know anyone who may be interested. Price is \$35K. Thanks, Bill Stelcher - (941) 928 0006



Morgan Centenary Celebrations 2009

April Update

Dear Friends

We have not yet opened the system for bookings so please put your minds at rest. We will give plenty of notice prior to the booking system going live.

To continue our theme of linking events between the Prescott weekend on Saturday 25th and Sunday 26th July 2009, and the start of the Morgan Centenary Festival at Cheltenham the following weekend, we have included the following:

The Morgan Centenary Steam Express.

Many of you will be aware that one of Peter Morgan's interests was trains and especially steam. So how fitting that we should charter our own private train for a day out in the beautiful Severn valley. We will start from Kidderminster, some 27 miles from Malvern. Once on board we will have morning coffee. As we steam through the Shropshire countryside lunch will be served before we reach Bridgnorth. Time will be available to explore this interesting town which has its own castle and still retains a little of the old town walls. Afternoon tea will be served on our return journey. Whilst we are away our cars will be held in the station car park with our own security guard.

Now for details of the origins of the Severn Valley Line

The Severn Valley Railway was in the transport business as a through route for 101 years, from 1862 until 1963. Today's Severn Valley Railway Company is principally in the leisure, tourist and education business and began operations in 1970 from Bridgnorth to Hampton Loade, extending services southwards to Bewdley in 1974, then to Kidderminster in 1984. The Severn Valley line was built between 1858 and 1862, and linked Hartlebury, near Droitwich, with Shrewsbury, a distance of 40 miles. The important intermediate stations were Stourport-on-Severn, Bewdley, Arley, Highley, Hampton Loade, Bridgnorth, Coalport, Ironbridge, Buildwas, Cressage and Berrington.

The original Severn Valley Railway, which borrowed locomotives and rolling stock, was absorbed into the Great Western Railway in the 1870's, and in 1878 a link line was constructed from Bewdley to Kidderminster. This enabled trains to run direct from the West Midlands industrial area, although most Kidderminster to Bewdley trains continued through via the Wyre Forest line to Tenbury Wells or Woofferton. At Buildwas Junction. Severn Valley trains connected with services from Wellington to Much Wenlock and Craven Arms. The Severn Valley line, though providing an essential service for the development of the district, was never financially successful. During Great Western days the pattern of services remained similar, with usually four passenger trains per day in each direction over the whole of the line, and a few more on the section south of Bridgnorth. Freight traffic, mostly of an agricultural nature, and coal traffic from the Highley area, were the principle sources of revenue. The advent of the motor lorry in the 1930's spelt disaster for freight, though the line was strategically useful in the Second World War.

After nationalisation in 1948, passenger traffic started to dwindle, largely as a result of the family motorcar. Certain economies were effected in the British Railway's era, firstly with the introduction of single-unit diesel railcars, and later with diesel multiple units on some of the services, though certain steam-hauled trains survived to the end. The line was closed to through passenger and freight services in 1963 and the track north of Bridgnorth was dismantled. A few passenger services continued to link Bewdley with Kidderminster and Hartlebury, and coal traffic survived south of Alveley Colliery, though these activities were discontinued in 1970 and 1969 respectively. That might have spelt the end for the Severn Valley Railway, but for the arrival of the preservationists!

Don't forget these other key dates

Friday 24th July 2009 - Welcome drinks at the Abbey Hotel, Malvern.

Saturday 25th & Sunday 26th July 2009. Prescott Garden Party at Prescott Hill Climb.

Monday 27th to Friday 31st July 2009. Pre-booked factory tours.

Monday 27th to Friday 31st July 2009. Scenic runs.

Monday 27th to Friday 31st July 2009. Stoke Lacy church will be open to receive visitors.

Monday 27th July 2009. Morgan's go Medieval. A private visit & guided tour of Berkeley Castle, Gloucestershire.

Tuesday 28th July 2009 - Scenic drive to Beaulieu Motor Museum, Hampshire.

Wednesday 29th July 2009. Morgan Does Steam aboard the Centenary Express

Thursday 30th July 2009. Track Day at Castle Combe Race Circuit, Wiltshire.

Thursday 30th July 2009. Morgan Plays Golf at the Worcestershire Golf Club. Malvern

Friday 31st July 2009. Welcome Reception at the Pittville Pump Rooms, Cheltenham.

Saturday 1st & Sunday 2nd August 2009. Morgan Centenary Festival at Cheltenham Race Course.

More information on these events will follow in later bulletins.

Malcolm S Lamb, Director,
Morgan Centenary Celebrations Ltd,
malcolm@morgancentenary.co.uk

Websites for more information on the places mentioned in this bulletin:-

Severn Valley Railway <http://www.svr.co.uk> , www.visitbridgnorth.co.uk , www.shropshiretourism.co.uk



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British Morgan Sports Cars tour Eastern and Southern USA

For those interested in more details of our trip in June and July, and who may want to meet up on the way, here are brief details of our itinerary. The cars are now on the high seas and we pick them up in Port Newark on 2nd June. We then stop at:- Clinton NJ, Strasburg PA (2 nights), Gettysburg (2), Shepherdstown, Front Royal, Staunton (2), Roanoke, Floyd, Blowing Rock, Asheville (3), Gatlinburg (3), Crossville, Nashville (4), Savannah, Memphis (4), Clarksdale (2), Tupelo, Kosciusko, Vicksburg, Natchez (2), Covington, New Orleans (4). We arrive NO 8th July. If anyone wants to contact me off group for specific information my e-mail is

colin.gordon@dial.pipex.com although we may use another address once we leave UK on 29th May. I will also set up a blog for those who are interested in following the journey.

Colin 1998 +4

For information contact

Colin Gordon 0044 7796 268325 cell phone or colin.gordon@dial.pipex.com

Geoff Clark 0044 7979 803915 cell phone or geoff17644@yahoo.com



Road & Track - June 2008 - Dennis Samanaitis - Morgan Life Car

- *'At this point, the Life Car is clearly a concept car only. However, tiny Morgan is a flexible company. Set the lads to it, and they could fabricate an interim gasoline-electric hybrid to be followed as fuel-cell technology - and costs - evolve.'*

www.mogwire.com - Malvern, April 10, 2008 - Aero America Delayed

- *'The latest word is that deliveries for the Aero 8 (ver.4, a 4.8 automatic), will be delayed until some time in 2009. The Aero (vers. 3&4), were granted a three year exemption in 2008 by the NHTSA. Shipments were suspended pending the new model arrival and the compliancy testing and certification will not be completed as originally hoped. US dealers have been without a trad Morgan model since 2005 and there has been no word on a possibility of a compliant trad as yet. The trades are Euro-compliant until the end of 2009.'*

www.emog.com - Lorne Goldman - More changes for Morgan Trades. (sourced from the BHM newsletter).

'The new 4/4 Sport was announced at Geneva. It is the only 4/4 that can be ordered though the Company will complete all 4/4 orders made prior to the announcement according to the specification requested. However, henceforth, the Sport will be the only model. It will come without sidelights, door handles, spare tire, over-riders or bumpers but with a tan leather interior and black painted wire wheels and a smaller, lighter engine (1600). (Actually, outside of the wisdom of the colors, I find the setup very attractive and one can always the dealer accessorize your car to whatever you choose.) This entry level Morgan will be 26,500 GBP.

For the Plus 4 and the Roadster II, one can still order the familiar options, to which there will be additions. The dash board will have a new "classic" design and instruments, which have black faces and chrome bezels. Door handles will become standard for the first time. There will be a charge to have the car made without them. Alloy wheels will require an additional charge. Different color seat piping will require an additional charge. Speakers and aerial can no longer be specified unless the full MMC sound kit is ordered (Blaupunkt radio/CD). The new shaped headrests can be ordered with the Morgan wings embroidered in.'



KEY PLANNING DATES

The MOGSouth schedule of 2008 events for is still being worked, however, these are the dates and events we know about. If you have contributions to this calendar (whether North or South) please send the details to Mark at series1@bellsouth.net or to mogsouth@yahoo.com.

- **MOGSouth Spring Meet**, 23 - 25 May 2008, Greensboro, NC, Hosts - Andy Leo **** See Below ****
- **Gold Cup Races**, 13 - 15 Jun 2008, Virginia International Raceway, Danville, VA
- **MCCDC's Annual Morgan Meet - MOG 38**, Week of 4 July 2008, Location TBD
- **Virginia International Historic Races**, 6 - 7 Sep 2008, VIR, Danville, VA
- **British Car Fayre**, 6 Sep 2008, Historic Norcross, GA **** Updated ****
- **Goodwood Revival**, 19 - 21 Sep 2008, Goodwood, UK
- **Petite Le Mans**, 1 - 4 Oct 2008, Road Atlanta, Braselton, GA
- **EuroAutoFestival 2008**, 17 - 19 Oct 2008, BMW Zentrum, Spartanburg, South Carolina
- **MOGSouth Fall Meet**, Dates and Location - **TBD**
- **Winter Park Concours d'Elegance**, 2 Nov 2008, Winter Park, FL
- **Daytona Continental Historic Races**, November 6 - 9 2008, Daytona Speedway, Daytona Beach, FL
- **Hilton Head Island Concours d'Elegance**, 30 Oct - 2 Nov 2008, Hilton Head Island, SC **** Morgan Class ****
- **MOGSouth Christmas Party**, 6 December 2008, Hosts - **TBD**

MOGSouth Spring Event

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2008





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2009 Aero America 4.8 Automatic! Bentley Porcelain pearl metallic/Black leather seats with Red Ostrich leather diamond pane quilted seat inserts, upper door panels, upper steering wheel and steering column surround and transmission cover; Black mohair top; six louvred (as in Series 3, non Aero America) front wings, fully louvred bonnet halves, silver finish wheels with polished outer rims, body coloured side mirrors, Factory side exhaust or place your own personally commissioned Aero America 4.8 Automatic!

'05 Aero 8 Rolls Royce Garnet, Tobacco leather, One local owner sold new by ourselves; all Factory updates, 4.4 liter BMW V8, stunning Rolls Royce Garnet exterior w/ burgandy mohair top, tobacco leather interior w/cream piping; burgandy carpets piped in tobacco leather; burgandy windpiping; Factory side exhaust. Alpine stereo CD; stainless steel mesh trim; stainless badge bar w/ Aero Squadron badge.

'05 Aero 8 Morgan Silver Shark with Medium Blue leather piped in light grey; blue mohair top, 996 miles, Factory side exhaust, Ravenwood black stained ash door and dashcap trimmed, Armourfend, absolutely as new.

'05 Roadster Indigo Blue/Woodsmoke light grey leather piped in blue, LeMans '62 overrides front and rear, MotoLita wood rimmed steering wheel w/alloy boss and walnut steering column surround, stainless luggage rack, 35th Anniversary stainless mesh grill, stereo CD, badge bar with Club badges, stainless windshield wipers, wind deflectors, Lucas driving lamps, stainless luggage rack, double eared knock offs, bonnet strap, 1,835 miles

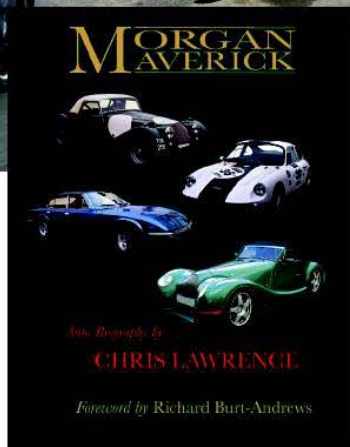
'03 +8 35th Anniversary Edition Bugatti Blue/Black leather w/blue piping, mohair weather equipment; Stainless wire wheels w/ double eared knock offs, RPI chipped, Magnycur wires, Liebrands

stainless steel headers, 240 HP!!! Lucas SLR 576 foglamps, Stainless luggage rack, MotoLita Wood rimmed steering wheel, badge bar w/ Club badges, black/black mouton bonnet strap, stereo CD, union jack enamel bonnet badge, stainless steel inside door latches, mohair top boot, inside door map pockets. This is a very special, one of a kind performing Plus 8.

'03 +8 35th Anniversary Edition, Vin# R13153, 6650 miles, Red exterior, Tan leather with Red inserts and piping, Factory lightweight alloy wheels, Luggage Rack, Tan Factory Spare Tire Cover, Badge Bar with 3 Badges, Tan Mohair top, Bonnet Strap with Mouton, Hood/Bonnet Prop Rods, Pioneer Stereo, Tan Mohair Tonneau, Tan Mohair Side Curtain Bag, Car Cover. The most collectible Plus 8s and definitely moving up in value with no similar model for the US from the MMC

'02-'03 +8 Mulsanne British Racing Green/Tobacco leather piped in Magnifico Cream, 2003 cream faced instruments; Green mohair weather equipment, stainless wire wheels, round exterior mirrors; 3,413 miles; MotoLita wood rimmed steering wheel, badge bar w/Club badges; Alpine stereo CD; wind wings, stainless luggage rack.

'02 +8 Polaris Silver exterior/Medium Blue leather piped in light grey; Blue top and tonneau w/light grey piping; Blue wingbeading; stainless steel wire wheels, 1.7k one owner miles; Factory Sport Seats; 35th Anniversary stainless steel mesh grill, Morgan logo inscribed double eared knock offs, Stainless badge bar with MSCC of No.Cal. 50th Anniv badge; Exterior door handles; bonnet strap; organ style accelerator pedal; optional sidescreen bag; photo build record; stainless steel luggage rack.



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'02 +8 BMW Imola Red/Black Leather w/red piping, 3.8k miles, luggage rack, stainless wire wheels, stereo CD, as new!

'64 +4 Raspberry, Brown Leather, Alloy low profile SS body, 167 dyno'd HP, turns 1.54 at Laguna Seca, 2.02 at Sears Point. Recent vintage race victories, highest standards

'63 +4 Four Seater Battleship grey/black wings, all new medium grey leather interior, new stainless steel wire wheels, 16k miles! >\$10k Factory Authorized Morgan dealer upgrades: R. Koni shock conversion, tune, new tank, gauges repaired, rebuilt front end...

'58 +4 BRG/Black, correct disc wheel with chrome trim embellishers, badge bar with Club badges, bonnet strap New: soft top, water pump, radiator, front end rebuild, generator, tires, tachometer, LHD, S. Cal. car.

'55 +4 Roadster Twin Spare Extremely rare example restored by Malcolm Schnee to an excellent show/driver condition. This great example was on display on the Yankee Candle Car Museum for several years. Finished with a stunning yellow exterior and brown leather.

'52 +4 TT Special Red/black // Sale Pending!

other marques

'65 AUSTIN-HEALEY 3000 Mk III Blue Metallic

'59 TRIUMPH TR3a Black, The most spectacular TR3 ever!



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ROADSTER MODIFICATIONS

Contact Dave to get the factory recommended modification that keeps the drive shaft from contacting the rear transmission bracket.



Questions ?? Call SuperDave Bondon at (770) 330-6210, dbondon@bellsouth.net

MOGSOUTH REGALIA

MOGSouth still has regalia items for sale. ~ **CAPS** ~ The 'Club Logo' style baseball cap (in tan but could also order black) with the MOGSouth 4-color logo on the front and the word MOGSOUTH on the back. The 'Club Logo' cap sells for \$25 plus S&H. We have also been able to order caps with a logo design based upon our name tags. These new 'Profile' caps can be ordered in tan or black and sell for \$23 Plus S&H. ~ **TOTE BAGS** ~ In addition to the caps, we have been able to order an attractive, tote bag in black with the car in profile logo but between the horizontal lines, the words MORGAN OWNERS GROUP SOUTH. These bags sell for \$30 Plus S&H. If you would like any of these items, please contact Randy Johnson by email at randy@therandalgroup.com or by phone at (770) 729-8786. ~ **CAR BADGES** ~ Lance Lipscomb has MOGSouth Car Badges available at 65\$. New members without car badges - call Lance at (678) 513-8941

The new Name Tags are in! Randy ordered an additional 50 MOGSouth name badges and they are available for current paid up members. They are \$8.50 per badge plus S&H. Randy will accept orders via email. Once badge is engraved, it will be mailed and invoiced.

Call Randy!



We continue to use the Email contact list for communication and distribution of our news letter, however, for those without email, we will continue to send a hard-copy of the news letter. To read the electronic newsletter you need Acrobat Reader. To get the free Adobe Acrobat Reader, you can download it (Acrobat Reader, V6 or higher) from <http://www.adobe.com>. If you have problems reading the newsletter call Mark Braunstein at (407) 322-5060. If you need to update your email address, send it to mogsouth@yahoo.com.

Many thanks to those that have contributed articles and photos to this issue and to Andrea Braunstein for her grammatical check. Articles and photos are always welcome and solicited. We also would like inputs for the Web Site at <http://www.mogsouth.com>. Please send any comments, suggestions or contributions to mogsouth@yahoo.com.

SOUTHERN FOURS AND EIGHTS

NEWSLETTER OF THE SOUTHERN MORGAN GROUP MOGSOUTH VOL. 4/08
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