

**AN EXCLUSIVE ANNIVERSARY EDITION OF 142 4/4s -
TWO FOR EVERY YEAR OF ITS PRODUCTION LIFE.**



MORGAN MOTOR COMPANY
DRIVEN AT HEART



MORGAN MOTOR COMPANY

4/4 ANNIVERSARY EDITIONS - CONTENTS



MORGAN 4/4 ANNIVERSARY EDITIONS
CELEBRATING EIGHT DECADES OF THE 4/4
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DEALERS



1936 - 2006
editions



'A true classic.' *'One of the world's greatest cars.'*

PRAISE AND ACCLAIM have justifiably been poured upon the Morgan 4/4. Its recognition as the car with the longest continuous production record in the world is just one of the reasons for its pre-eminence. There are many more.

So, to celebrate 70 glorious years of this famous model, Morgan are manufacturing 142 Anniversary Editions – two cars for every year of its production life since its launch in 1936. Each one individually marked with the year it honours, and finished in period style.

An exclusive edition of 142 4/4s, two for every year of its production life.

AN OPPORTUNITY TO BUY A VERY SPECIAL MORGAN - CELEBRATING THE EIGHT DECADES OF THE 4/4

All of the 142 Anniversary Edition 4/4s will be built to the latest specification. However, we are individually tailoring the cars from each of the eight decades of production with special finishes and embellishments, as true to the 'period' of their production as possible.

FEATURES

4/4 Anniversary Edition cars from each of the eight decades will feature:

- Specially designed rear windows
- Period colours
- Interior finishes typical to the decade of their production
- A numbered St. Christopher badge and the year they honour on the steering wheel

EVERY MODEL IN THE 4/4 ANNIVERSARY EDITIONS WILL ALSO FEATURE:

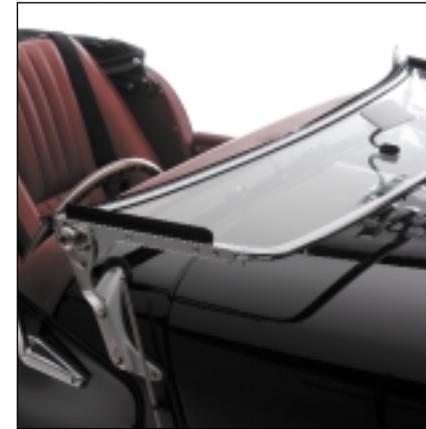
- Fold flat windscreen
- Steel wheels with hubcaps
- Optional wire wheels from 1970 onwards
- Unique dashboard
- Rubber floor mats
- Sheepskin bonnet strap

RESERVE NOW

Undoubtedly, these will be 'sought after' cars. We therefore recommend that you contact your Morgan Dealer as soon as possible to enquire about the availability of your 'chosen year' and reserve your Anniversary Edition 4/4.



STEEL WHEELS WITH HUB CAPS
Wire wheels optional 1970 onwards



FOLD FLAT WINDSCREEN
Real wind in the hair motoring



SPECIALLY DESIGNED REAR WINDOWS
Styles typical of the changing decades



WOOD RIM STEERING WHEEL
Unique design numbered Moto Lita steering wheel



LEATHER TRIM TYPICAL OF THE DECADE
Folding and reclining sports seats trimmed in traditional colours



UNIQUE DASHBOARD
A special layout for a special car. Colour coded to the exterior paint finish

“purchase the 4/4 which commemorates that special year in your life, from 1936 to 2005”

The pictures above show finishes and embellishments for the 1930s decade.

Front cover: One of the original 1936 4/4s with it's 70th Anniversary Edition counterpart.



MORGAN MOTOR COMPANY
DRIVEN AT HEART



1930's - 4/4 ANNIVERSARY EDITIONS

1936

Jesse Owens wins 4 Gold medals

1937

Coronation of King George VI

1938

The Liner Queen Elizabeth launched

1939

Britain and France declare war on Germany



Black



Ivory White



British Racing Green



Sage Green



UPHOLSTERY

Chestnut leather

SPECIFICATION

Rubber floor mats, Fold flat windscreen, Steel wheels with chrome hubcaps, Unique dashboard, 70th Anniversary instrumentation, sheepskin bonnet strap, St. Christopher badge, "numbered" wood rim steering wheel, clock, reclining and folding sports seats.

1930's

A time of worldwide economic depression and hyperinflation, which was lightened by the rise in popularity of the movies, wireless broadcasting and the introduction of the first television programmes.

Morgan Highlights: The introduction of the 4/4 and Drop-head Coupe

Films: Mr. Deeds Goes To Town, Snow White and the Seven Dwarfs

Music: Bing Crosby, Tommy Dorsey, Judy Garland, Louis Armstrong

Fashion: Nylon material invented by Du Pont and nylon stockings introduced





1940's - 4/4 ANNIVERSARY EDITIONS

- 1940
The Battle of Britain
- 1941
Pearl Harbor
- 1942
Beveridge 'Welfare State' report
- 1943
The Dambusters operation
- 1944
Paris liberated
- 1945
World War II ends
- 1946
Bread rationed in UK
- 1947
Aeroplane breaks sound barrier
- 1948
UK National Health Service created
- 1949
NATO formed



Black



Old English White



British Racing Green



Dark Maroon



UPHOLSTERY

Chestnut leather

SPECIFICATION

Rubber floor mats, Fold flat windscreen, Steel wheels with chrome hubcaps, Unique dashboard, 70th Anniversary instrumentation, sheepskin bonnet strap, St. Christopher badge, "numbered" wood rim steering wheel, clock, reclining and folding sports seats.

1940's

An era dominated by the Second World War and the subsequent division between East and West in Europe. Austerity in Britain also sees the introduction of the National Health service and the nationalisation of many key industries.

Morgan Highlights: Manufacturing of aircraft components up to 1945

Films: Citizen Kane, Casablanca, It's A Wonderful Life

Music: Glenn Miller, Vaughn Monroe, Rosemary Clooney

Sport: London host the 1948 Olympics





1950's - 4/4 ANNIVERSARY EDITIONS

1950

Princess Anne born

1951

The Festival of Britain opens

1952

Elizabeth proclaimed Queen

1953

Hillary and Tenzing conquer Everest

1954

Bannister breaks four-minute mile

1955

Independent Television begins broadcast

1956

Petrol rationing introduced

1957

Britons 'never had it so good'

1958

Trunk dialling introduced

1959

Hovercraft marks new era in transport



Black



Duck Egg Blue



British Racing Green



Dove Grey



UPHOLSTERY

Black leather

SPECIFICATION

Rubber floor mats, Fold flat windscreen, Steel wheels with chrome hubcaps, Unique dashboard, 70th Anniversary instrumentation, sheepskin bonnet strap, St. Christopher badge, "numbered" wood rim steering wheel, clock, reclining and folding sports seats.



1950's

A growth of youth culture. The 'teenager' years saw the end to austerity and a rise in consumerism. Britons 'have never had it so good'. By the end of the decade mankind was in space.

Morgan Highlights: The end of three wheeler production. Plus 4 launched and the introduction of the 4/4 Series 2 in 1955

Films: Singing in the Rain, From Here to Eternity, The Bridge on the River Kwai

Music: Little Richard, Chuck Berry, Elvis Presley, Miles Davis

Television: A new independent television channel is launched in the UK - ITV.



1960's - 4/4 ANNIVERSARY EDITIONS

1960

Lady Chatterley's Lover sold out

1961

Birth control pill available to all

1962

Panda crossings introduced in London

1963

Profumo resigns over scandal

1964

The Sun newspaper launched

1965

Winston Churchill dies

1966

England win football World Cup

1967

Sir Francis Chichester sails home

1968

UK's first heart transplant

1969

Concorde flies for the first time



Black



Iris Blue



British Racing Green



Saturn Red



UPHOLSTERY

Black leather

SPECIFICATION

Rubber floor mats, Fold flat windscreen, Steel wheels with chrome hubcaps, Unique dashboard, 70th Anniversary instrumentation, sheepskin bonnet strap, St. Christopher badge, "numbered" wood rim steering wheel, clock, reclining and folding sports seats.



1960's

An explosion of popular culture, the permissive society and the first man on the moon. President Kennedy is assassinated and political scandal rocked the establishment in Britain with the Profumo Affair. Man lands on the moon before the end of the decade.

Morgan Highlights: Plus 4 Super Sports (drivers: Chris Lawrence and Richard Shephard-Baron) wins its Class at Le Mans. Plus 8 launched in 1968

Films: Westside Story, Lawrence of Arabia, The Sound of Music
Music: The Beatles, Bob Dylan, The Rolling Stones, Stevie Wonder, Led Zeppelin

Fashion: From the 'beatnik look' and the mini skirt, to the introduction of ethnic fashion towards the end of the decade



1970's - 4/4 ANNIVERSARY EDITIONS

1970

Ted Heath new Prime Minister

1971

Decimal currency launched in UK

1972

Miners strike against the Government

1973

Britain joins the EEC

1974

Police hunt Lord Lucan after murder

1975

Ashe's Wimbledon win makes history

1976

Callaghan is new Prime Minister

1977

Red Rum hat trick

1978

Amoco Cadiz shipwreck

1979

Victory for Margaret Thatcher



Black



Sunburst Orange



British Racing Green



Sunset Yellow



UPHOLSTERY

Black leather

SPECIFICATION

Rubber floor mats, Fold flat windscreen, Steel wheels with chrome hubcaps, Unique dashboard, 70th Anniversary instrumentation, sheepskin bonnet strap, St. Christopher badge, "numbered" wood rim steering wheel, clock, reclining and folding sports seats.



1970's

A period of industrial unrest in Britain. The 'three day week' in conjunction with a trebling of oil prices saw the government topple. Women's liberation and environmental issues made the news. By the end of the decade Margaret Thatcher is Prime Minister.

Morgan Highlights: Plus 8 Sports Lightweight briefly in production. A Plus 8 would cost you just over £5,000 in 1976 (about £36,000 in today's money)

Films: The Godfather, Jaws, Taxi Driver, Star Wars, Apocalypse Now

Music: David Bowie, Queen, The Clash, Sex Pistols, The Ramones

Sport: Red Rum wins the Grand National three times



1980's - 4/4 ANNIVERSARY EDITIONS

1980

John Lennon shot dead

1981

Charles and Diana marry

1982

Falkland War

1983

Hitler 'Diaries' published

1984

Torvill and Dean triumph

1985

Gorbachev becomes Soviet leader

1986

Prince Andrew weds Sarah Ferguson

1987

Black Monday Wall Street crash

1988

Edwina Currie egg scare

1989

Tiananmen Square uprising, Peking



Black



Metallic Sky Blue



British Racing Green



Saturn Red



UPHOLSTERY

Stone or Black leather

SPECIFICATION

Carpets, Fold flat windscreen, Steel wheels with chrome hubcaps, Unique dashboard, 70th Anniversary instrumentation, sheepskin bonnet strap, St. Christopher badge, "numbered" wood rim steering wheel, clock, reclining and folding sports seats.



1980's

A decade of opportunity in the 'city' and growth in stock market optimism. Privatisation of many industries in Britain. The 'home' computer becomes a reality, and Gorbachev's perestroika ultimately saw the end of the cold war.

Morgan Highlights: Plus 4 re-launched with a 2 litre engine. Fuel injection standard on the Plus 8

Films: Raging Bull, ET, Platoon, Fatal Attraction

Music: Michael Jackson, U2, Madonna, REM, The Stone Roses

Art: 'Irises' - a painting by Vincent Van Gogh is sold for £27m (about £65m today)



1990's - 4/4 ANNIVERSARY EDITIONS

1990 1991 1992 1993 1994 1995 1996 1997 1998 1999

Margaret Thatcher resigns

Kuwait invasion starts Gulf War

Bill Clinton president of the USA

Grand National false start shambles

UK National Lottery launched

OJ Simpson found not guilty

The Spice Girls' First No1

Princess Diana dies in Paris crash

Clinton & Lewinsky affair

T-Bone steaks back on sale in UK



Black



Silver Metallic



British Racing Green



Royal Metallic Blue



UPHOLSTERY

Stone or Black leather

SPECIFICATION

Carpets, Fold flat windscreen, Steel wheels with chrome hubcaps, Unique dashboard, 70th Anniversary instrumentation, sheepskin bonnet strap, St. Christopher badge, "numbered" wood rim steering wheel, clock, reclining and folding sports seats.

1980's

The end of the 'Thatcher' era ultimately sees Tony Blair installed as Prime Minister towards the end of the 90's. The internet revolution expands and the '.com' boom begins - and ends almost as quickly.

Morgan Highlights: The 4/4 is fitted with a Ford Zetec engine and the four seater is re-launched with bucket rear seats

Films: GoodFellas, The Shawshank Redemption, L.A. Confidential, Shakespeare in Love

Music: Nirvana, Oasis, Blur, Radiohead, The Spice Girls, Robbie Williams

Sport: Tiger Woods appears on the international golf scene, but Europe win the Ryder Cup





2000's - 4/4 ANNIVERSARY EDITIONS

2000

Redgrave wins 5th Olympic gold

2001

World Trade Centre attack

2002

The Queen Mother dies

2003

England wins Rugby World Cup

2004

Bush wins second term

2005

Ashes victory for England

2006

Morgan celebrate 70 years of the 4/4



Black



Silver Shark



British Racing Green



Gunmetal Grey



UPHOLSTERY

Black or Chestnut leather

SPECIFICATION

Carpets, Fold flat windscreen, Steel wheels with chrome hubcaps, Unique dashboard, 70th Anniversary instrumentation, sheepskin bonnet strap, St. Christopher badge, "numbered" wood rim steering wheel, clock, reclining and folding sports seats.



2000's

The year 2000 is ushered in and the mythical 'millennium bug' fails to materialise. Global warming, environmental issues are accentuated by several natural disasters throughout the world. China's own industrial revolution gathers momentum.

Morgan Highlights: The Aero 8 is launched at the Geneva Motor Show. New Roadster launched as a replacement for the Plus 8. Morgan return to Le Mans and win award for best technical assistance crew in the race.

Films: Gladiator, Bridget Jones's Diary, The Lord of the Rings Trilogy, Shrek

Music: Coldplay, The White Stripes, Eminem, OutKast,

Art: The Tate Modern in London opens its doors



Year changes and options

				1930	1940	1950	1960
		Floor		Rubber	Rubber	Rubber	Rubber
		Colours		Black	Black	Black	Black
				BRG	BRG	BRG	BRG
				Ivory white	Old English white	Duck Egg Blue	Iris Blue
				Sage	Dark Maroon	Dove Grey	Saturn Red
		Upholstery		Chestnut leather	Chestnut leather	Black leather	Black leather
		Hood design - Black		Oval window	Oval window	Double D	Smile
4/4 Anniversary	Basic	UK VAT	Total				
	£23,787.23	£4,162.77	£27,950.00				
Options	Basic	UK VAT	Total				
	£95.00	£16.63	£111.63	Wireless CD	Wireless CD	Wireless CD	Wireless CD
	£175.00	£30.62	£205.62	Tonneau mohair	Tonneau mohair	Tonneau mohair	Tonneau mohair
	£105.00	£18.38	£123.38	Sidescreen bag	Sidescreen bag	Sidescreen bag	Sidescreen bag
	£90.00	£15.75	£105.75	Spare wheel cover	Spare wheel cover	Spare wheel cover	Spare wheel cover
	£34.03	£5.96	£39.99	Battery conditioner	Battery conditioner	Battery conditioner	Battery conditioner
	£120.00	£21.00	£141.00	Photographic build	Photographic build	Photographic build	Photographic build
	£195.00	£34.13	£229.13	Hood cover	Hood cover	Hood cover	Hood cover
	£250.00	£43.75	£293.75	Superior weather equip	Superior weather equip	Superior weather equip	Superior weather equip
	£1020.00	£183.75	£1203.75	Deluxe weather equip	Deluxe weather equip	Deluxe weather equip	Deluxe weather equip



Year changes and options

				1970	1980	1990	2000
		Floor		Rubber	Carpet (to match exterior)	Carpet	Carpet
		Colours		Black	Black	Black	Black
				BRG	BRG	BRG	BRG
				Sun burst orange	Metallic sky Blue	Silver Metallic	Silver Shark
				sun set yellow	Saturn Red	Royal metallic blue	Gunmetal grey
		Upholstery		Black leather	Black leather	Black leather	Black leather
					Stone leather	Stone leather	Chestnut brown leather
		Hood design - Black		BIG	BIG	Current	Current
4/4 Anniversary	Basic	UK VAT	Total				
	£23,787.23	£4,162.77	£27,950.00				
Options	Basic	UK VAT	Total				
	£850.00	£148.75	£998.75	Stainless wire wheels	Stainless wire wheels	Stainless wire wheels	Stainless wire wheels
	£95.00	£16.63	£111.63	Wireless CD	Wireless CD	Wireless CD	Wireless CD
	£175.00	£30.62	£205.62	Tonneau mohair	Tonneau mohair	Tonneau mohair	Tonneau mohair
	£105.00	£18.38	£123.38	Sidescreen bag	Sidescreen bag	Sidescreen bag	Sidescreen bag
	£90.00	£15.75	£105.75	Spare wheel cover	Spare wheel cover	Spare wheel cover	Spare wheel cover
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	£120.00	£21.00	£141.00	Photographic build	Photographic build	Photographic build	Photographic build
	£195.00	£34.13	£229.13	Hood cover	Hood cover	Hood cover	Hood cover
	£250.00	£43.75	£293.75	Superior weather equip	Superior weather equip	Superior weather equip	Superior weather equip
	£1020.00	£183.75	£1203.75	Deluxe weather equip	Deluxe weather equip	Deluxe weather equip	Deluxe weather equip



Engine capacity cc	: 1798
Bore stroke (mm)	: 83 x 83.1
Maximum revs per min	: 6675
Maximum power EEC @ rpm (bhp)	: 95 Kw@6100 (125)
Maximum torque EEC @ rpm (ft/lbs)	: 162 NM (119 lb ft)@4600 rpm
Valve operation	: Double overhead camshaft, chain driven 4 valves per cylinder
Petrol tank capacity	: 55 Litres/12 Imp gallons

WHEELS AND TYRES

Steel wheels	: 5 stud 6J x 15"
Optional wire wheels (1970 onwards)	: Centre lock 5.5" x 15"
Tyres	: 165/80/15

TRANSMISSION

Final drive	: 3.73:1		
Gearbox - 5 forward speeds			
	Ratios	Gearbox	Overall
	1st	3.6113.46	
	2nd	2.08	7.76
	3rd	1.36	5.07
	4th	1	3.73
	5th	0.076	2.85
	Reverse	3.26	12.15

Miles per hour/1000rpm in top gear : 25.35

FUEL CONSUMPTION

Urban conditions	: 9.8l/100km (28.74 mpg)
Extra urban conditions	: 5.3 l/100km (53.1mpg)
Combined	: 6.9 l/100km (40.53 mpg)
CO2	: 164g/100km

GENERAL DIMENSIONS (mm)

Overall length	4010
Overall width	1630
Height with hood up	1220
Wheelbase	2490
Track front	1222
Track rear	1384
Ground clearance	100
Turning circle	10 metres
Weight	820 kg unladen

STANDARD FEATURES ON ALL CARS

- Badge bar
- Bonnet strap
- Chrome interior mirror
- Clock
- Disc wheels with hubcaps
- Door handles
- Elasticated door pockets
- Fold flat windscreen
- Folding and reclining sports seats
- Leather upholstery
- Le Mans gear knob
- Numbered wood rim steering wheel
- Round exterior mirrors
- Speakers and Aerial
- Special Anniversary dashboard and instruments
- Sports exhaust
- St. Christopher dash plaque
- Tonneau

NOTE: Some items above can be fitted free of charge by your supplying dealer upon request.

For more information on the 4/4 Anniversary Editions please contact your Morgan Dealer.

Dealer Locator



MORGAN MOTOR COMPANY

Please note: All weights for any specific vehicle will vary according to standard and optional equipment fitted. A weighbridge must be used to determine specific weights. All optional specifications at extra cost. All weights and dimensions are average figures for standard vehicles.

All specifications are subject to change without warning but are correct at time of going to press.