



In this, the 65th year of Plus 4 production, Morgan are pleased to announce the AR P4. Since 1950, the exhilarating Morgan +4 has been the mainstay of Morgan production and to celebrate this, a strictly limited run of 50 will be built. Each hand assembled and tuned by Morgan's experienced AR Motorsport technicians. With enhanced on-road performance and driver comfort in mind, each car embraces a powerful Cosworth two litre engine, new interior and an extended list of standard features.

A graphic featuring the word 'PERFORMANCE' in large, bold, black capital letters. The text is overlaid on a background of several interlocking gears of various sizes, rendered in a light gray color. The gears are arranged in a cluster, with some overlapping others, creating a sense of mechanical complexity and motion.

PERFORMANCE

The ARP4 would not belong to the AR Motorsport family if it did not offer significantly more performance than a standard Morgan. As such, a large range of upgrades compliment the 225bhp Cosworth 2.0 litre. Each one of the 50 cars will be setup by an AR Motorsport race technician, ensuring that the investment in performance parts for each vehicle is transformed into a more capable and exhilarating car both on road and track. Further changes over the standard Plus 4 include an all-new suspension, the addition of adjustable shock absorbers, a new braking system, a different axle ratio and a revised chassis.

A graphic featuring the word 'COMFORT' in large, bold, black capital letters. The text is overlaid on a background of a stylized, light gray graphic that resembles a four-petaled flower or a four-lobed leaf, with each lobe curving outwards and upwards.

COMFORT

Of paramount importance when undertaking the ARP4 project was to ensure that it not only performs exceptionally, but is also useable. As such, the ARP4 has received a myriad of changes over standard production Morgans. Soundproofing in the hood and throughout the

body of the car ensures a reduction in road and wind noise and an improvement in NVH. A redesigned dashboard distinguishes the car and also offers improved usability for the driver. LED lights all round offer better road visibility, ensuring the ARP4 is further suited for long distance touring.

STYLING

Aesthetically the AR P4 pushes the boundaries of the traditional Classic. The initial brief; to create a sports car that positions performance, experience and driver convenience above all else. The challenge for the styling being; to echo the suggestion of modern performance and function but maintain the appeals of on-road classic motoring. The ARP4 achieves this by sticking to the use of Morgan's core materials; Handcrafted Ash wood, aluminium and leather. However, by altering the mix of how these are applied gives an entirely new and exciting impression. Aluminium panels are left untrimmed and exposed adding to the sense of lightweight performance, whilst rich Box weave carpets celebrate the leather and reintroduce comfort, detail and luxury. Contrasting colours selected from the AR motorsport brand pantones, provide a striking and modern visual, whilst high levels of detailing ensure the result isn't brash. In answer to the initial brief; the ARP4's really is form follows function.