



# Morgan: The Official History

*Brian Laban*

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## **Morgan: The Official History** Brian Laban

Morgan is one of the oldest sports car makers in the world, a company which has successfully negotiated the difficult waters of motor manufacturing, bucking trends and defying market forces all the way. How has a company from such modest beginnings in rural England continued in an equally modest way - barely changing its approach to manufacturing, marketing and selling - to produce beautifully crafted, highly covetable cars which continue to engender such passionate feelings? Written with the full co-operation of the family, this is the history of the company as it has been boldly shaped by three generations with the same underlying philosophy in pursuit of the same ideal personified by the Plus 8 - rejuvenated by the brand new Aero 8 - in the factory where it all began 90 years before.

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