



ARP4

MORGAN & AR MOTORSPORT PRESENT THE AR PLUS 4

- Limited run of 50 cars, developed by Morgan's motorsport division, AR Motorsport
- Extensive list of standard specifications offered with this car
- Powered by a Cosworth 2.0 litre 225bhp engine
- 65 years of the Morgan Plus 4
- Being launched at Silverstone Classic 2015
- Price from £54,995 Including VAT. Plus OTR costs.

In this, the 65th year of Plus 4 production, Morgan are pleased to announce the AR Plus 4. Since 1950, the exhilarating Morgan +4 has been a mainstay of Morgan production. To celebrate 65 years of this iconic sports car, a strictly limited run of 50 vehicles will be built; each hand assembled and tuned by Morgan's experienced AR Motorsport technicians.

Each vehicle embraces a powerful Cosworth 2.0 litre engine and offers performance and styling features above and beyond those of a standard Morgan. The ARP4 enhances on road performance whilst ensuring that driver comfort and usability remains paramount, this enhancement has been achieved in three key areas -

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.

STYLING

Aesthetically the ARP4 pushes the boundaries of the traditional classic. The challenge for the design team was to echo the suggestion of modern performance and function whilst maintaining the appeals of on-road classic motoring. The ARP4 achieves this by maintaining the use of Morgan's core materials; ash, 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 box weave carpets celebrate the leather and reintroduce comfort, detail and luxury. Contrasting colours selected from the AR Motorsport pantones provide a striking and modern visual, whilst high levels of detailing distinguish this model.

COMFORT AND USABILITY

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 significant changes over standard production Morgans. Soundproofing in the hood and throughout the body 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.

End of release

FURTHER INFORMATION

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