

AUTOMOTIVE

Morgan Motor Company, Selfridges marry expertise for \$68K bespoke automobile

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Pirelli is an associate sponsor of Salon Priv

By STAFF REPORTS

Ten British brands from the fashion and automotive space have worked together to create a limited-edition electric vehicle set to be unveiled at Salon Priv Sept. 1-3.

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Salon Priv, now in its 11th year, will be held on the grounds of Blenheim Palace for the second year running and is considered one of the leading luxury supercar shows. Given the event's prominence in the luxury automotive industry, British automaker Morgan Motor Company has chosen Salon Priv as the appropriate platform to debut its limited-edition project.

The best of British style on 3 wheels

Morgan Motor Company's Morgan UK 1909 Edition EV3 will be launched in conjunction with department store Selfridges and nine iconic British brands, including the automaker.

Only 19 of the bespoke Morgan UK 1909 Edition EV3 will be available for purchase. Each model includes a bespoke driving kit from British designers such as Alexander McQueen, Dents and Belstaff.

The "1909" in the automobile's name is in reference to Morgan and Selfridges' founding dates. The number of models created is also based on the brands' establishment.

Described as a "retro-futuristic sports car," the EV3 merges Morgan's engineering expertise with Selfridges' "flair for fashion." The hand-built collector's item also combines British style and elegance alongside zero-emission technology.



The bespoke Morgan UK 1909 Edition EV3

The EV3 is a three-wheel sports car, all-electric and can reach a top speed of 90mph, with a range of 120-150 miles. The UK 1909 Edition EV3 will be sold for 52,500, or \$68,956 at current exchange rates.

"Great British design, technology and engineering is what the UK 1909 Edition EV3 is all about," said Jon Wells, head of design at Morgan Motor Company, in a statement. "We're delighted to be able to show the car to the world's press and publicly unveil at Salon Priv in September.

"Salon Priv combines style, luxury lifestyle and cars in one event, just like the UK 1909 Edition EV3 does, too," he said.

Last year, the British automotive and lifestyle event opened its doors to the broader public for the first time in 10 years as it continued to grow in size and stature.

The three-day event, is among the largest automotive events in the world. Last year's event included the Chubb Insurance Concours D'Elgance car show, which featured some of the world's rarest classic cars and motorcycles, a classic car auction with 65 vehicles valued at more than \$18 million and the Salon Priv Supercar Show, which will included the then-new Pirelli Prestige and Performance competition, as well as events centered on other luxury interests ([see story](#)).

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