

PRESS ADVISORY
For Immediate Release

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MORGAN CARS RETURN TO CARMEL MISSION
Charles Morgan to judge collectors Morgan's

Carmel, CA -- World renowned car maker Charles Morgan and his chief car designer Matthew Humphries are hosting the first ever Carmel Mission Morgan Concours Award on Saturday, August 14, 2010 from 10:00 am to 12:00 noon in the central courtyard of the historic Carmel Mission.

Over 60 Morgan owners and their cars will roar into the central courtyard through the historic carriage gate and be on display for locals, tourists, and pilgrims alike. While visitors are enjoying the wonderful Morgan cars on display, Charles Morgan and Matthew Humphries will be inspecting the cars to see which one will be the first ever winner of the prestigious 2010 Carmel Mission Morgan Concours award. This is an event that all hope will be a tradition during the Peninsula's world famous car week celebration.

Each participant who participates in this year's event will receive a very special, limited edition dash plaque to commemorate the first time event.

This years event comes on the heels of the 2009 Centennial celebration of the Morgan Car Company, which was founded in 1913 by Charles Morgan's grandfather H.F.S. Morgan. The Morgan family has a wonderful history and Charles, Great Grandfather, George Morgan was the Reverend Prebendary H.G. Morgan at Stoke Lacy and he married Ruth, the daughter of the late Reverend Archibald Day, formally vicar of St. Matthias, Malvern Link. "It is very meaningful for me to have this wonderful relationship with the Carmel Mission, in part due to my family history, and because the Carmel Mission is one of the most beautiful and peaceful places I have been to on the

Central Coast of California;” said Morgan. Nicholas Pasculli, Deacon of the Carmel Mission had this to add; “We are blessed that Mr. Morgan is returning to the Mission again this year. His commitment to his company, its people, and the manner in which he honors his family history is refreshing and gratifying. Of course it doesn’t hurt that most of the clergy here, myself included are automotive buffs.”

This year during the west’s best automotive event, Morgan will unveil their brand new EvaGT, and incredible automotive masterpiece, which pays homage to the previous generations of Morgan’s and preserving the heritage of a fine European sports machine.

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