

MORGAN MOTOR COMPANY

Blending craft, heritage and driving experience, the Morgan Motor Company has been manufacturing quintessentially British vehicles for over 110 years.



“Morgan needs to be progressive while maintaining its unique heritage. The **3DEXPERIENCE** platform enables that.”

— Graham Chapman, CTO, Morgan Motor Company

Challenge

The Morgan Motor Company needed to reduce cost, risk and time-to-market by driving operational efficiency gains across its manufacturing and maintenance processes, to ensure the company could continue to deliver an exceptional mix of modern technology and traditional craftsmanship that have been integral since the founding of the company in 1909.

Solution

As established users of the **3DEXPERIENCE**® platform and its CATIA application, Morgan chose to expand its Dassault Systèmes portfolio with DELMIA Work Instructions Designer, Plant Layout Designer, Process Engineer and Assembly Simulation Engineer to enable innovation and efficiency by planning, authoring, simulating and modeling its operations in a 3D environment.

Benefits

The **3DEXPERIENCE** platform enables the company to capture best practices for work instructions, create clear electronic guidelines, virtually validate its shop floor layout and check assembly feasibility during product design, ensuring workers have access to the most efficient, accurate and up-to-date instructions, reducing the paper burden for the shop floor.