



# Car company faces 'significant shift' with US tariff

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Morgan Motor Company

Managing director Matthew Hole said the announcement will cause a "significant shift"

A car company boss says a new import tariff of 25% on cars and car parts coming into the US would be a "significant shift" for the business.

Morgan Motor Company in Malvern exports around 200 sports cars to the US every year, which makes up around a third of its overall revenue.

US President Donald Trump announced on Wednesday that the new tariff would come into effect on 2 April.

Managing director Matthew Hole said the move would have an impact on the company. "It's a big chunk of our business; we make a £55m turnover a year so, although it's too early to estimate, we can say it will cost a lot of money," he said. "At the moment, we have two [Morgan] models that we sell to the USA, the Plus Four and the Super 3, and that is about a third of vehicle turnover specifically, which is £48m annually."

Despite the blow, Mr Hole said the 115-year-old company, which employs around 200 people to make the cars that sell for around £80k each, had been preparing for the

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"We've been making sure that we have some kind of a contingency plan in place, which limits the affect on our customers and limits the damage to ourselves," he said.

A company spokesperson added: "A rough cost for a Plus Four in the US is \$100k. Customers will see an increase on this, but we are working to ensure that it isn't a direct 25% increase."

President Trump said the tariff would lead to "tremendous growth" for the US car industry and promised it would spur jobs and investment.

A number of countries have expressed anger at the move. Canada called it a "direct attack", while China accused the government of violating international trade rules. *Follow BBC Hereford & Worcester on [BBC Sounds](#), [Facebook](#), [X](#) and [Instagram](#).*

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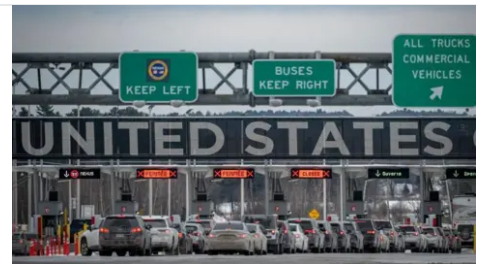
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