

THE NEW McLAREN 570S DESIGN EDITIONS: THE SPORTS SERIES COUPE IN CREATIVE HARMONY

- New Design Editions exclusively for McLaren 570S.
- Five expressions of perfect colour and trim harmony – as chosen by McLaren designers.
- Available to order now.

Five exclusive Design Editions of the multi-award winning McLaren 570S are announced today, taking the popular 'By McLaren' personalisation themes a stage further with combinations of colour, trim and finish that are guaranteed to showcase the Sports Series coupe at its stunning best.

The Design Editions have been painstakingly created by the people who know McLaren's array of personalisation options the best – McLaren's own designers.

Every design element has been selected to be in perfect harmony, with McLaren's signature colours coordinated with different finishes and materials such as the highest quality Alcantara and Nappa leather. Each Edition comprises the designers' choice on exterior paint, wheel style and finish, exhaust style, and calliper colour – along with what the designers have decided is the By McLaren interior package that most complements the exterior.

Design Edition 1, for example, combines a Vermillion Red body with five-spoke wheels and diamond-cut finish, Stealth exhaust and red brake callipers. Inside, this 570S receives a By McLaren package of Carbon Black Alcantara and Apex Red Nappa leather seats, Jet Black Nappa leather upper facia, Apex Red Nappa leather lower facia, Slate Grey contrasting stitching, a dual colour co-ordinated steering wheel and a McLaren branded leather sill finisher.

As well as the most harmonious looks inside and out, ordering a McLaren 570S in this way makes financial sense for the customer. Previously these items could only be specified separately, meaning the Design Edition all-in option price of £8,500 represents a significantly lower price than the single option pricing.



Clients are still free to make further trim and equipment choices and add their own personal choice of carbon-fibre options. As well as Onyx Black, the other body colours of the five Design Editions are Vermillion Red, Storm Grey, Ventura Orange, and Silica White.

The Design Editions are available exclusively for the McLaren 570S with orders now being taken for first deliveries in 2017.

Ends

Notes to Editors:

A selection of high resolution images accompanying this release is available to download from the McLaren Automotive media site – cars.mclaren.press.

About McLaren Automotive:

McLaren Automotive is a British manufacturer of luxury, high-performance sports and super cars, located at the McLaren Technology Centre (MTC) in Woking, Surrey. For the past 30 years, McLaren has pioneered the use of carbon fibre in vehicle production and since introducing a carbon chassis into racing and road cars with the 1981 McLaren MP4/1 and 1993 McLaren F1 respectively, McLaren has not built a car without a carbon fibre chassis.

Following the global launch of McLaren Automotive in 2010, the groundbreaking 12C was revealed in 2011, the 12C Spider in 2012, and the limited-run McLaren P1™ went into production in 2013. In keeping with its plan to introduce a new model each year, the company unveiled the 650S, in Coupé and Spider form in 2014, while 2015 proved to be a year of unprecedented growth of the product portfolio with five new models launched across the full range. The strictly limited edition 675LT Coupé premiered at the Geneva Motor Show alongside the track-only McLaren P1™ GTR which, with 1,000PS, became the most powerful model ever produced by the brand. The much-anticipated Sports Series became the third – and final – model tier in the McLaren range with the 570S Coupé and 540C Coupé debuting in New York and Shanghai respectively, less than one month apart. The end of the year saw the launch of the fifth model, the 675LT Spider, which was as a direct response to customer demand. The year also saw the end of production for the first model in the Ultimate Series as the 375th McLaren P1™ was completed, closing what has become a defining year for the British brand.

McLaren Automotive Partners

To support the development, engineering and manufacture of its range of innovative and highly acclaimed sports cars, McLaren Automotive has partnered with world leading companies to provide specialist expertise and technology including, AkzoNobel, ExxonMobil, Pirelli and SAP.

Visit cars.mclaren.com for more details.

Further information:

Wayne Bruce

Global Communications Director | McLaren Automotive Limited

Phone: +44 (0) 1483 261500

Mobile: +44 (0) 7768 132429

Email: wayne.bruce@mclaren.com

Duncan Forrester

Global Corporate Communications Manager | McLaren Automotive Limited

Phone: +44 (0) 1483 261500

Mobile: +44 (0) 7468 769419

Email: duncan.forrester@mclaren.com

Twitter: www.twitter.com/DuncanForrester





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