

Media Information

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McLaren Special Operations quick to celebrate launch of new McLaren Super Series with bespoke MSO 720S 'Velocity'

- Bespoke McLaren 720S personalised by MSO is unveiled in Geneva just 24 hours after global debut of second-generation Super Series
- Visual dynamism of McLaren Special Operations' 'Velocity' theme celebrates extreme performance credentials of new McLaren supercar
- Fusion of Volcano Red and Nerello Red paint colours showcases the ability of MSO to create uniquely sophisticated, bespoke McLaren cars

Just 24 hours after the new McLaren 720S was revealed in all its glory at the 87th Geneva International Motor Show, McLaren Automotive is highlighting the level to which buyers of its new Super Series will be able to personalise their car by unveiling a dramatic, bespoke 720S, created by McLaren Special Operations.

The McLaren 720S 'Velocity' by MSO signals the almost limitless scope of personalisation possibilities available to buyers who opt to commission their new Super Series car from McLaren Special Operations, the bespoke vehicle division of McLaren Automotive.

"The MSO mission is to fulfil customer desire for exclusivity in their choice of McLaren," explained Ansar Ali, Managing Director of McLaren Special Operations. "The lean, sculpted beauty of the new 720S provides the perfect starting point for owners to be creative and the specification of this MSO 720S 'Velocity' showcases a taste of the customisation options that are possible."

The striking 'Velocity' paint theme comprises two pearlescent hues of red; a newly formulated shade, Nerello Red, is used on the front and upper body panels of the car - including on the red-tinted visual carbon fibre bonnet - and fades into a vivid Volcano Red that covers the sides and rear of the car.

The unique paintwork is complemented by lightweight alloy wheels, finished in a subtle shade of metallic bronze by MSO. A range of exterior carbon fibre parts selected from the MSO collection also features on the 720S 'Velocity', further enhancing the bold and purposeful appearance of the new Super Series. In addition to the red carbon fibre bonnet, a gloss carbon Rear Deck Vent, gloss carbon fibre Service Cover, gloss carbon rear aero bridge and satin carbon Full Length Sill Cover are also fitted.

Step inside the spacious, light and airy cabin of the 720S 'Velocity' and you are greeted by Carbon Black Alcantara® trim throughout, providing a technical, sporting feel with a luxurious tactile finish and contrasting with Harissa Red leather details. Complementing the exterior 'Velocity' theme, Harissa Red highlights are continued throughout the interior, including on the fascia, steering wheel, doors and across the sports seats fitted as standard on the 720S, further enhancing McLaren's most luxurious Super Series interior to date.

The McLaren 720S 'Velocity', which as a complete vehicle costs in the region of £335,000 as a McLaren Special Operations commission, is one of five MSO themes for the new McLaren Super Series that are explored in a boutique area of the McLaren stand at the 87th Geneva International Motor Show. The other themes, 'GT'; 'Pacific'; 'Track'; and 'Stealth', are displayed on screens, further demonstrating that MSO can fulfil almost any request to ensure that each personalised McLaren perfectly delivers the customers' initial ideas and vision.

The portfolio of MSO enhancements featuring on the McLaren 720S 'Velocity' comprises:

- MSO Exterior Paint Theme (Nerello Red/Volcano Red)
- MSO Bronze Wheel Finish
- MSO Carbon Fibre Bonnet (red tinted gloss finish)
- MSO Carbon Rear Deck Vent (gloss finish)
- MSO Carbon Service Cover (gloss finish)
- MSO Carbon Fibre Rear Aero Bridge (gloss finish)
- MSO Carbon Full Length Sill Cover (satin finish)
- MSO Carbon Face Vents (satin finish)
- Full Carbon Black Alcantara® Facia with Harissa Red Leather IP Topper Centre and IP Topper Driver Side (Harissa Red contrast stitch on all stitch lines)
- Full Carbon Black Alcantara® Tunnel and Door Bin Lid with Harissa Red Contrast Stitch (including Black TPE Cup Holder and Key Fob Holder)

- Full Carbon Black Alcantara® Steering Wheel with Harissa Red Leather Centre Band (Harissa Red contrast stitch on upper and grips)
- Full Carbon Black Alcantara® Door Casings with Harissa Red Contrast Stitch and Harissa Red Leather Door Speaker Surround Inner
- Full Carbon Black Alcantara® Seats with Carbon Black Leather Large Insert Panels (cushion/seatback) and Harissa Red Leather Minor Insert Accent Panels. Harissa Red Contrast Stitch on all stitch lines
- Full Carbon Black Alcantara® Headlining with Harissa Red Contrast Stitch
- Full Carbon Black Alcantara® Quarter Panel Rear and Bulkhead Finisher (Harissa Red contrast stitch on decorative stitch lines)
- Carbon Black Carpet Rear Shelf and Bulkhead (Harissa Red contrast stitch on decorative stitch lines)
- Carbon Black Alcantara® B Pillar Lower with Harissa Red Contrast Stitch

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 Special Operations:

McLaren Special Operations (MSO) is the department of McLaren Automotive responsible for everything from bespoke customisation options through to the creation of ultra-exclusive, limited-edition or one-off models. It offers five tiers of service: MSO Defined offers personalisation options for Super Series vehicles including the new 720S, from aerodynamic kits to lightweight components and interior upgrades. Such upgrades will soon also be offered for McLaren Sports Series models. MSO Bespoke allows almost limitless customisation, from unique paint or trim colours, to significant changes to materials or even bodywork to create a unique one-off vehicle. MSO Limited builds limited-edition versions of cars, whilst MSO Heritage delivers continuing commitment to every car produced, helping owners of the McLaren F1 to service and upgrade their cars. Finally, MSO Programmes offers the McLaren P1™ GTR Driver Programme, training owners and maintaining, preparing and delivering the GTRs to circuits for exclusive track days.

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 2015 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 had become a defining year for the British brand. 2016 continued where 2015 had left off with the introduction of the 570GT - a second bodystyle for the Sports Series and the most luxurious car McLaren has ever built, as well as the 570S GT4 and 570S Sprint track variants. 2016 also marked the introduction of the company's new business plan, Track22, which sees the company investing £1B in Research and Development to deliver 15 all new cars or derivatives by the end of 2022, of which at least 50% will feature hybrid technology. The uplift in sales in 2016 also saw the launch of the second shift at the McLaren Production Centre as well as the company's third year of profitability in just six years of trading.

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, Castrol, Pirelli and SAP.

Visit cars.mclaren.com for more details.

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