

Media Information

06:45 GMT, November 14, 2017

–

Dubai debut for unique satin black and gold MSO Bespoke McLaren 720S inspired by the words of Bruce McLaren

- Unique McLaren 720S built to order as a commission from McLaren Special Operations (MSO)
- Unveiled on the McLaren stand at the 2017 Dubai International Motor Show
- MSO-designed satin finish black paintwork and gold-coloured wheels and interior components
- Rear wing features a famous Bruce McLaren quote, painted in gold Arabic script stylised to echo the Dubai skyline

A unique McLaren 720S supercar designed by McLaren Operations (MSO) is the centrepiece of the McLaren display at the 2017 Dubai International Motor Show, which takes place November 14 - 18.

Created as an MSO Bespoke commission, the service from McLaren Special Operations that allows almost limitless enhancement and personalisation of McLaren cars, the 720S is in Zenith Black paint with a satin finish. Gold-coloured alloy wheels, a 24-carat gold engine heatshield and gold-coloured interior components complement the exterior colour.

A plaque inside the car identifies it as a '1 of 1' MSO commission, a fact also communicated by the unique rear wing that bears part of a famous quote* by McLaren founder, Bruce McLaren: 'Life is measured in achievement, not in years alone', is painted across the upper surface of the wing in gold Arabic lettering, stylised to echo the Dubai city skyline.

The theme of 'achievement' was a key sentiment behind the commission, as Andreas Bareis, Managing Director Middle East, Africa & Latin America for McLaren Automotive, explained: *"The quote from Bruce McLaren rings true not only of the history of McLaren, but also the achievements of the UAE and the Gulf states over the last four decades. The UAE and the region are very*



KENWOOD



RICHARD MILLE



important to McLaren, not only in terms of our client base, but also because of the support from our shareholders. This car pays tribute to that."

To personalise the car added more than 120 hours to the production process. The rear wing alone took 30 hours to complete, using stencils produced by the MSO design visualisation team to achieve the desired dramatic visual impact of the gold lettering.

With McLaren 720S Performance specification as the starting point - and in addition to the MSO Bespoke elements - the commission added carbon fibre exterior upgrade packs that together encompass the front splitter and air intakes, rear bumper and roof panel. The rear diffuser is also a carbon fibre option, while the door mirror arms, rear aero bridge and deck and engine covers are all from the MSO Defined range of carbon fibre components.

The interior of the car is equally special: black Alcantara® and black leather trim are complemented by MSO Defined carbon fibre sill panels, fascia vents and steering wheel, in addition to a regular carbon fibre interior upgrade pack. The MSO Bespoke team added satin gold-painted extended gearshift paddles, a satin gold-coloured centre band to the steering wheel and pinstriping in the same hue to the spokes. A gold-coloured applique on each door inner completes the visual treatment.

The new owner of the MSO Bespoke McLaren 720S on display at the 2017 Dubai International Motor Show will take delivery of the car from McLaren Dubai when the Show finishes. They will enjoy a McLaren supercar powered by a 4.0 V8 twin-turbocharged engine and capable of accelerating from 0 - 200km/h (0 - 124mph) in just 7.8 seconds, on the way to a top speed of 341km/h (212mph).

Ends

Notes to Editors:

"To do something well is so worthwhile that to die trying to do it better cannot be foolhardy. It would be a waste of life to do nothing with one's ability, for I feel that life is measured in achievement, not in years alone".

Bruce McLaren, *From the Cockpit*, 1964

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



KENWOOD



RICHARD MILLE



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. In March 2017, the second-generation Super Series was introduced at the Geneva Motor Show with the global premiere of the McLaren 720S. The first convertible model in the Sports Series, the 570S Spider, was revealed in June 2017 and made its public debut at the Goodwood Festival of Speed.

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, Kenwood, Pirelli, Richard Mille and SAP.

Visit cars.mclaren.com for more details.

Further information:

Wayne Bruce

Global Communications & PR Director | McLaren Automotive Limited

Phone: +44 (0) 1483 261500

Mobile: +44 (0) 7768 132429

Email: wayne.bruce@mclaren.com

Daniel Golding

Global Head of Corporate Communications | McLaren Automotive Limited

Phone: +44 (0) 1483 261500



KENWOOD



RICHARD MILLE



Mobile: +44 (0) 77717 450469
Email: daniel.golding@mclaren.com

Paul Chadderton

Global Product Communications & PR Manager | McLaren Automotive Limited
Phone: +44 (0) 1483 261500
Mobile: +44 (0) 7990 776749
Email: paul.chadderton@mclaren.com

Amel Boubaaya

Head of Lifestyle and EU Communications | McLaren Automotive Limited
Phone: +44 (0) 1483 261500
Mobile: +44 (0) 7920 531357
E-mail: amel.boubaaya@mclaren.com

Adam Gron

Senior Press Officer - UK | McLaren Automotive Limited
Phone: +44 (0) 1483 261500
Mobile: +44 (0) 7827 081 770
Email: adam.gron@mclaren.com
Twitter: www.twitter.com/Adam_Gron

Hunter Skipworth

Social Media Manager | McLaren Automotive Limited
Phone: +44 (0) 1483 261500
Mobile: +44 (0) 7990 564 052
E-mail: hunter.skipworth@mclaren.com

Roger Ormisher

Vice President, Communications & PR | McLaren North America
Phone: +1 714 501 8137
Email: roger.ormisher@mclaren.com

Laura Conrad

Public Relations | McLaren North America
Phone: +1 765 517 2186
Email: laura.conrad@mclaren.com

Karin Haferkorn

Head of Marketing & PR, Middle East, Africa and Latin America | McLaren Automotive Limited
Phone: +44 (0) 1483 261343
Mobile: +44 (0) 7899 816872



KENWOOD



RICHARD MILLE



Email: karin.haferkorn@mclaren.com

Sunny Zhang

PR Communication Director - China | McLaren Automotive Limited

Phone: +86 (0) 21 2074 0520

Mobile: +86 186 1617 9933

Email: sunny.zhang@mclaren.com

Gracia Yap

PR Manager - Asia Pacific | McLaren Automotive Limited

Phone: +65 6338 3700

Mobile: +65 9109 3698

Email: gracia.yap@mclaren.com

Media website: cars.mclaren.press

Facebook: www.facebook.com/mclarenautomotive

Twitter: www.twitter.com/McLarenAuto

You Tube: www.youtube.com/mclarenautomotivetv



KENWOOD



RICHARD MILLE

