

Media Information

17:00 GMT, January 31, 2018

McLaren 720S named Most Beautiful Supercar of the Year 2017 at Paris Festival Automobile International

- McLaren 720S named Most Beautiful Supercar of the Year 2017 at the Festival Automobile International in Paris, the “Fashion Week” for cars
- The awards ceremony, now in its thirty-third year, took place next to the famous Hôtel des Invalides, with over 600 invited guests
- 720S praised for its stunning new interpretation of McLaren’s design language and dedication to aerodynamic principles, personifying the brand’s extreme performance DNA
- Available in three levels of specification: 720S, 720S Performance and 720S Luxury, with prices starting from £208,600 for the UK market

The McLaren 720S has been crowned the Most Beautiful Supercar of the Year 2017 at the Festival Automobile International Awards.

Designed and hand-assembled by the British luxury sports car and supercar maker in Woking, UK. This latest award for the 720S – which was presented in Paris last night and follows other prizes that recognise the car’s innovation, technology and quality of driving experience.

The thirty-third edition of the so-called “Fashion Week for cars” took place next to the famous Hôtel des Invalides, with over 600 guests present to admire the 720S in Azores Orange.

The award was given by a jury of 17 members from a diverse range of industries, who named the 720S the Most Beautiful Supercar of the Year 2017 against fierce competition from Aston Martin’s V8 Vantage, Ferrari’s Portofino and the Porsche Panamera.

Commenting on the award, David Gilbert, Managing Director – Europe at McLaren Automotive, said: *“The 720S being awarded the Most Beautiful Supercar of the Year is another great achievement and honour for everyone at McLaren Automotive. Since its unveiling at the 2017 International Geneva Motor Show, the McLaren 720S has received numerous accolades: this award is a further boost for everyone at McLaren, and reflects the superb teamwork by our design group in creating and crafting the lines and proportions of the 720S that attracted recognition from the judges of our design ethos of form following function.”*



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As the second-generation McLaren Super Series, the 720S is a stunning new interpretation of McLaren design language, which is rooted in aerodynamic principles applied to a beautiful form without any superfluous elements. The 720S also offers the widest breadth of ability of any McLaren combined with a wealth of luxury features, to satisfy the most demanding customers.

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 creator of luxury, high-performance sportscars and supercars.

The company, launched in 2010, is now the largest part of the McLaren Group.

Every vehicle is hand-assembled at the McLaren Production Centre (MPC) in Woking, Surrey, England.

The company has three defined product families: Sports Series, Super Series and Ultimate Series which are retailed through over 80 retailers in 30 markets around the world.

McLaren is a pioneer that continuously pushes the boundaries. In 1981, it introduced lightweight and strong carbon fibre chassis into Formula 1 with the McLaren MP4/1. Then in 1993 it designed and built the McLaren F1 road car - the company has not built a car without a carbon fibre chassis since. As part of the Ultimate Series, McLaren was the first to deliver a hybrid hypercar, the McLaren P1™.

Announced in 2016, the company's Track22 business plan will see the company invest £1billion in research and development to deliver 15 new cars or derivatives by the end of 2022, of which at least half will be hybrids.

2017 saw the company launch further models in line with Track22 including the second-generation Super Series, the 570S Spider and the McLaren Senna.

To support the development, engineering and manufacture of its range of innovative sportscars and supercars, McLaren Automotive partners with world leading companies to provide specialist expertise and technology. These include AkzoNobel, Kenwood, Pirelli and Richard Mille.

McLaren Group:

The McLaren Group is a global leader in luxury high performance and technology and comprises three principal businesses: Automotive, Racing and Applied Technologies.

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