

Media release

09:00 BST August 2, 2023

The new McLaren 750S Spectrum Theme by MSO – McLaren's next-generation bespoke paint techniques set a new benchmark

- New Spectrum Theme is offered exclusively on the McLaren 750S supercar
- Spectrum painting procedure uses new-generation techniques developed by McLaren Special Operations (MSO) to push the boundaries of craftsmanship
- Seven-shade finish required development of all-new paint colours and bespoke mixes for each segment of the Spectrum
- 'Velocity' fade at the rear creates a spectacular look from nose to tail
- Presented in three themes: Spectrum Blue, Spectrum Orange and Spectrum Grey

McLaren Automotive announces that the Spectrum Theme – a stunning new multi-tone paint finish developed and applied by world-class paint technicians at McLaren Special Operations (MSO), McLaren's in-house bespoke personalisation service – will be offered exclusively on the new 750S, McLaren's lightest and most powerful series-production supercar.

Perfecting the Spectrum Theme required the development of new techniques that introduce a new-generation of McLaren paint specialism, offering customers something truly unique and ground-breaking.

More technical than anything MSO has developed before, Spectrum Theme shares its philosophy with the far-reaching technical changes introduced on 750S. Separate shades of colour create a tonal shift defined by precision craftsmanship; to the naked eye, the close bunching of colours produces an illusion of light to dark within each individual stripe which in turn gives a sense of speed and acceleration, even when the 750S is stationary.

"The Spectrum Theme takes what we can do at McLaren to the next level. A huge degree of attention and accuracy is required to ensure the lines of the Spectrum are completely sympathetic to the surface of the 750S's incredible bodywork, and the new techniques we've developed to achieve this are a perfect match for the 750's wide-ranging technical advances. The increasing complexity of what we can offer to customers, through themes like Spectrum, is testament to the incredible experience and expertise of our paint technicians at MSO."

Michael McDonagh, Director, McLaren Special Operations

Spectrum is presented in three variants – Spectrum Blue, Spectrum Grey and Spectrum Orange – with the colourways able to be combined with further MSO bespoke personalisation, including vibrantly coloured leather trim, a bespoke dedication plaque and extended visual carbon fibre door sills that feature hand-painted Spectrum graded effect MSO logos.

The Blue, Grey and Orange themes are only the beginning; Spectrum can also be specified in unique colourways, designed and delivered by MSO. The shades in the colour-spectrum require formulation of new paints that blend just the right amount of light and dark tone to create a coherent shift in colour. There is no fixed formula, instead every Spectrum Theme demanding bespoke mixes of these blends to achieve the desired outcome.

Consideration of the shut lines and intricate aerodynamic sculpting of the dihedral doors was a particular challenge for the MSO technicians placing the Spectrum lines. At the rear of the car, Spectrum Theme incorporates a visual acknowledgement of the popular Velocity Theme also offered by MSO. The seventh paint shade is not a solid stripe, but a gentle Velocity fade that wraps around the back of the 750S. The Blue theme grades from Spectrum Blue to Metallic Aurora Blue, the Orange theme begins with Spectrum Orange and builds to a rich potent Gamma Red Metallic and the Grey variant shifts from Spectrum Grey to Metallic Meteorite Grey. And as a final flourish, the underside of the Active Rear Wing of the 750S can be finished in a contrasting colour.

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

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

The company’s product portfolio of GT, supercar, Motorsport and Ultimate models are retailed through over 100 retailers in over 40 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™. In 2016, it announced a new hybrid hyper-GT and confirmed in 2018 that the next Ultimate car would be the Speedtail.

2019 saw McLaren launch the 600LT Spider, the new GT and the track-only McLaren Senna GTR. It also unveiled the 620R and McLaren Elva before launching the 765LT the following year.

In 2021, the company unveiled its all-new high-performance hybrid supercar, the McLaren Artura.

The Artura is the first McLaren to benefit from the McLaren Carbon Lightweight Architecture (MCLA). The MCLA is designed, developed and manufactured at the McLaren Composites Technology Centre in the Sheffield region of England using world-first processes and will spearhead the brand's electrified future.

Most recently, it unveiled the lightest and most powerful series-production McLaren, the 750S.

McLaren Automotive also chooses to partner with like-minded, world-leading companies and organisations who push the boundaries in their respective fields. These include Ashurst, Bowers & Wilkins, Gulf, Pirelli, Plan International, Richard Mille and Tumi.

About McLaren Group:

The McLaren Group is a global leader in luxury automotive and elite motorsports with a focus on its Automotive supercar and Racing businesses.

Founded in 1963 by racer, engineer and entrepreneur Bruce McLaren, the Group is formed of McLaren Automotive, which hand-builds lightweight supercars; and a majority stake in McLaren Racing which competes in the Formula 1 World Championship and INDYCAR in the US.

The Group is globally headquartered at the iconic McLaren Technology Centre in Woking, Surrey, England.

With a reputation for innovation and technological excellence, McLaren is one of the UK's largest independent companies.

Further information:**Piers Scott**

PR & Communications Director
+44 (0) 7387 548 837
piers.scott@mclaren.com

Paul Chadderton

Head of PR
+44 (0) 7990 776 749
paul.chadderton@mclaren.com

Alex Kelly

PR Manager
+44 (0) 7920 500 685
alexander.kelly@mclaren.com

Kevin Ritson

Press Officer
+44 (0) 7979 546 018
kevin.ritson@mclaren.com

James Brodie**Chloe-Elise Bradford**

Press Officer
+44 (0) 7824 599 191
James.brodie@mclaren.com

Corporate & Lifestyle Press Officer
+44 (0) 7920 363 479
chloe-elise.bradford@mclaren.com

Justin Westnedge
Global Social Media Manager
+44 (0) 7500 761 252
justin.westnedge@mclaren.com

Charlotte Jatana
Social Media Executive
+44 (0) 7468 715 904
charlotte.jatana@mclaren.com

McLaren, The Americas

Roger Ormisher
Vice President, Communications & PR, The Americas
+1 714 501 8137
roger.ormisher@mclaren.com

Laura Conrad
Public Relations Manager, The Americas
+1 765 517 2186
laura.conrad@mclaren.com

Natalie Riordan
Press Officer, The Americas
+1 (817) 471 6314
natalie.riordan@mclaren.com

McLaren UK, Europe, Middle East, Africa

Viktoria Reul
PR Manager - Central Europe
+44 (0) 7795 824 908
viktoria.reul@mclaren.com

Federica Bruno
Communications Consultant - Western Europe
+33 (0) 6 4062 6093
federica.bruno@mclaren.com

McLaren China, Japan, Asia Pacific

Michelle Zhang
PR Manager – China
+86 (0) 138 1085 8950
michelle.zhang@mclaren.com

Mihoko Negishi
PR Manager – Japan & Korea
+81 (3) 6675 4313
mihoko.negishi@mclaren.com

Lucie Pugno
Regional Marketing & PR Senior Manager, Asia Pacific
+65 8498 2432
lucie.pugno@mclaren.com

Rebecca Heng

Regional Marketing & PR Lead, Southeast Asia, Australia & New Zealand
+65 8498 4873
rebecca.heng@mclaren.com

Jovina Tan

Regional Marketing & PR Specialist, North Asia
+65 8498 1484 8950
jovina.tan@mclaren.com

Media website: cars.mclaren.press

Facebook: www.facebook.com/mclarenautomotive

Twitter: www.twitter.com/McLarenAuto

YouTube: www.youtube.com/mclarenautomotivetv

LinkedIn: www.linkedin.com/company/mclaren-automotive-ltd

TikTok: @mclarenauto