

MULTICHANNEL

McLaren makes it personal with “game changing” new model

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McLaren 570S

By FORREST CARDAMENIS

British automaker McLaren is changing the game with the 570S, the first vehicle in its new Sports Series.

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The 570S, which is powered by a twin-turbo V8 and can accelerate to 124 mph from a stop in 9.5 seconds, will have a small production and will allow a consumer to configure the car according to personal preference. While other automakers focus on electric and autonomous driving vehicles, the 570S and Sports Series indicate McLaren's goal of attracting consumers based on style and personality.

"There's quite a bit that makes the 570S stand out among its competitors," said JP Canton, senior public relations manager for the Americas, **McLaren Automotive**. "It's a much more exclusive choice than any other vehicle in the segment, but most of all it offers customers the technology, design and performance of a supercar at a sports car price point. This is unique to the 570S, no other vehicle in the segment can match this."

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Making it personal

McLaren is introducing the world to its Sports Series with a video posted to social media, YouTube and a microsite for the new vehicles. The video begins with overhead shots of rugged terrain before alternating between shots of the sun and the McLaren driving along a dirt road over tremolos of a violin and an ominous cello melody.

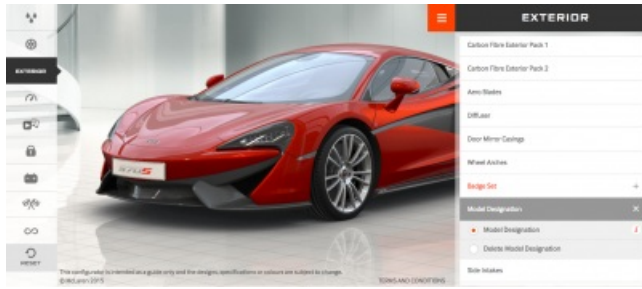
McLaren Sports Series - The Game. Changed.

A narrator begins to talk over the images, saying, "They say you should never fly too close to the sun. But if we never dare to challenge ourselves, how do we ever break new ground?" At that point, sound effects take over the soundtrack and a number of quick cuts give the impression of the vehicle speeding into the sun.

The video ends with the vehicles' slogan, "The Game. Changed," a signifier of the performance on which the brand prides itself.

In addition to the 570S, a similar model, the 540C, is being launched in a number of international markets to debut the Sports Series.

The 570S vehicle also allows drivers to switch among track, sport and normal modes, making it a suitable vehicle both for racers and to take on vacation or into the city. Allowing a more casual, everyday use of the car will broaden its appeal for those who, for any number of reasons, do not have interest in a car without practical use.



McLaren 570S configurator

Besides toggling modes for different occasions, McLaren has also launched a configurator microsite, where interested consumers can choose from 17 different colors, half a dozen wheels and as many brakes and calipers, the exhaust type, style of door, wheel arches, various aspects of the interior, the speaker set-up, the audio system and even whether to include or exclude ashtrays, fire extinguishers, cameras and parking sensors.

After designing the model, the consumer can download the configuration in a PDF, contact a retailer to make the dream a reality and share the personalized vehicle on Facebook, Twitter or Pinterest.

The McLaren 570S mobile application, available for both iPhone and Android, also allows the user to customize the car. The app also enables the consumer to open the door, look underneath the skin with x-ray technology and explore the interior.



McLaren 570S app

The enormous amount of customizable options will make it very unlikely for any two vehicles to be alike, granting each consumer a sense of individuality. The ability to share a configuration socially will also inspire others to do the same, suggesting McLaren to be an automaker that targets individuals rather than markets.

"The online configurator is greatly beneficial to consumers, both for those who are aspirational customers as well as those ready to purchase a 570S," Mr. Canton said. "It enables consumers to explore every detail and configuration of the 570S to create exactly the car they want before ever seeing it in person."

"There are so many choices for personalization, including 15 different paint colors, three wheel designs offered in three different finishes, among countless other options. Customers can be confident that they're purchasing their perfect car with nothing left up to chance."

Changing the game

The app for the 570S is modeled after an app launched for a previous model.

In March 2014, McLaren invited fans to explore its new 650S model with an iPad app that places usability over breadth of content.

Unlike other configurator apps that exhaust a brand's product line, McLaren's app tries to get the most out of a single model. This abbreviated objective was part of a growing trend that integrates apps into larger strategies ([see story](#)).

Other McLaren initiatives have also prioritized the brand's identity as a stylish racing car defined by power and speed.

Earlier this month, the brand celebrated its racing heritage with a limited-run of vehicles created by McLaren Special Operations, the brand's bespoke division.

The 650S Can-Am vehicles, priced at approximately \$334,500, will be limited to 50 models to celebrate 50 years of the Canadian-American Challenge Cup. Brands often use milestone anniversaries to look back on their own history, and in this case, a highly limited item to commemorate the anniversary will generate buzz for the brand ([see story](#)).

"Driving experience and driver engagement have long been the key focus of McLaren, and the brand is constantly developing new technology reach to new heights in performance.," Mr. Canton said. "The McLaren P1 and McLaren P1 GTR, which are among the world's fastest production vehicles, both feature a hybrid powertrain design that's unique to the brand. McLaren is also the exclusive supplier of electric motors for all of the race cars in the Formula E race series."

Final Take

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