

COMMERCE

McLaren names quality executive new MEA managing director

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McLaren 650S Al Sahara for Middle East

By STAFF REPORTS

McLaren Automotive has appointed its current executive director of quality to the position of managing director, Middle East and Africa.

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In his new role, Andreas Bareis will be able to leverage the consumer insights he has developed during his three years at McLaren, during which he contributed to quality control and product development. This region is becoming very important for luxury automakers, as its population of ultra-wealthy consumers is climbing faster than anywhere else in the world, according to Wealth-X ([see story](#)).

New focus

Mr. Bareis is replacing Ian Gorsuch, who is becoming sales and marketing director for McLaren Special Operations. Both transitions are effective Jan. 1.

Formerly at Mercedes-Benz, Mr. Bareis joined McLaren three years ago as director of quality. A year later, he was promoted to the executive committee and took on the role of executive director of quality.

As part of the executive committee, Mr. Bareis has been involved in key strategy and branding decision-making.



Andreas Bareis

During his time at McLaren, Mr. Bareis set up its quality processes and functions, giving him direct input over the consumer experience.

"I am very much looking forward to this new opportunity," said Mr. Bareis in a brand statement. "Having played a part in the strategic development of the company's products, brand and sales performance over the recent years of growth, as well as further developing the world-class quality processes at McLaren Automotive has, I have gained valuable insights into the needs, desires and expectations of all of our customers, in the Middle East and the rest of the world.

"To be able to use these insights to maximize the competitiveness of McLaren Automotive in this strategically important region is a great opportunity that I will relish."

This fall, McLaren looked to jump on the Middle Eastern market with a bespoke model inspired by the region's loyal consumer base.

On Nov. 11, McLaren Automotive debuted the 650S Spider Al Sahara 79, created by McLaren Special Operations exclusively for the region. The Middle East is poised for significant growth in the future, and entering now with exclusive products is a step toward winning over the region's affluent consumers ([see story](#)).