

COMMERCE

## McLaren launches bespoke leasing program for popular models

January 5, 2016



*McLaren 570S Coupe*

By STAFF REPORTS

Responding to consumer requests, British automaker McLaren is now offering the option to lease two of its best-selling models from U.S. dealerships.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

McLaren worked with Ally Financial to develop a program specifically for its customers, giving them a new way to add a McLaren to their garage. Particularly for the North American market, McLaren has seen a demand for leasing availability, making this a strategic move as it launches new models in the region.

### Lease or buy

McLaren's retail financing and closed-end leases will be available to qualified buyers starting now. Throughout its dealer network in the United States, shoppers will be able to lease its 570S and 650S.

Leases for the 570S Coupe will start at \$2,200.

Compared to buying a car, leases put less long-term responsibility on the consumer. A lease's terms are calculated based on the depreciation for three years, taking away any uncertainty in resale value beyond that timeframe.

Also, consumers know they can turn the car back in after their lease is up, perfect for unsure buyers or those who crave a variety or new models.



*McLaren 650S Spider*

"We are thrilled to announce the addition of leasing to our purchasing options, and fulfill what has been a regular request from our customers and dealers since we first set up U.S. operations in 2011. Ally Financial has been a wonderful partner to develop this bespoke program with, and we are excited to launch it today," said Anthony Joseph, president of McLaren North America, in a statement. "The availability of leasing comes at a critical time for McLaren as we begin to deliver the 570S Coupe, which enters a segment where lease availability is critical to car sales."

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

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 ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.