

COMMERCE

McLaren preps for its closeup with Cinema Vehicles alliance

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McLaren 650S

By STAFF REPORTS

British automaker McLaren is positioning itself for more screen time through a new partnership with Cinema Vehicles, a supplier of cars to the entertainment industry.

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Cinema Vehicles is located in North Hollywood, and facilitates deals with directors and producers before filming begins. One of the first projects between the picture car company and McLaren is the placement of the brand's 650S in the upcoming "Rush Hour" television series.

McLaren at the movies

According to Cinema Vehicles, it boasts the largest collection of vehicles in Hollywood, which totals more than 800. In addition, at its 8-acre property, it offers services including auto body shops, paint booths and a fabrication department to help customize vehicles for a particular studio's needs.

In addition to "Rush Hour," Cinema Vehicles helped place McLaren in "Madden: The Movie," a five-minute trailer for EA Sports' Madden NFL 16 video game, which has accrued 10 million views since its release in August. The short features a number of professional football players, including Rob Gronkowski.

Madden NFL 16 / Madden: The Movie

Some of Cinema Vehicles' other work has appeared in the Hunger Games franchise, "ANT Man" and the television series "Sons of Anarchy."

"McLaren is the perfect brand for Film and TV because their models so seamlessly fit with the desirable on-screen qualities that directors and coordinators look for in hero cars and stunt shots," said president of Cinema Vehicles, Manny DeMello in a statement. "It's an honor to be working with a brand that has brought so much innovation to the automotive world over the years."

Luxury automakers frequently boost their desirability by teaming with favorite films and franchises, perhaps most notably that of 007.

British automaker Jaguar is generating publicity with a vehicle placement in "Spectre," the latest James Bond film.

The brand has launched a microsite that includes a video of the C-X75, the model driven by the villain during a

climactic car chase, along with commentary by the film's cast and crew. The never-ending popularity of the debonair spy makes Bond films a popular choice for brands aiming to gain visibility and attract a specific demographic ([see story](#)).

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