

EVENTS/CAUSES

McLaren showcases full range, bespoke stylings at Geneva Auto Show

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McLaren 675LT Spider by MSO

By FORREST CARDAMENIS

British automaker McLaren Automotive is hoping to overshadow its competitors at the Geneva Motor Show with models old and new.

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The high-performance vehicle manufacturer will be in a new location with a stand that will showcase the entire range of its vehicles. The Geneva Motor Show is a haven for automotive news, but a range of models could help McLaren capture a larger share of eyeballs and consumer interest.

"There are a few things we want to communicate," said JP Canton, senior PR manager for the Americas at McLaren. "One is that we are a growing brand that now has three balanced model families.

"The second is our commitment to building mid-engine sports cars no SUVs or crossovers to fuel growth," he said. "Lastly, we will be communicating some of the company's future plans but that is something that remains a secret until Geneva."

Bespoke in Geneva

This will be McLaren's fourth appearance at the Geneva Motor Show, which kicks off March 3 and concludes on March 13. McLaren will take its entire line to the show this year, giving it a particularly noteworthy presence.



MSO at Geneva 2016

In addition to the Ultimate Series, Super Series and Sports Series vehicles, the last of which will include an as-yet

unannounced addition, the automaker will also have a carbon fiber-themed 675LT Spider and a carbon fiber tribute to the McLaren P1.

The "Ceramic Grey" bespoke 675LT Spider is a one-off designed especially for the show. Only 500 of the model were built, with all 500 already sold.

While presenting an already sold-out vehicle may seem counter intuitive, showcasing a vehicle unavailable on the day of its debut will emphasize the brand's exclusivity and cultivate desire in consumers. Those who are impressed with what they see will know to act fast in purchasing subsequent McLaren vehicles.



675LT Spider by MSO interior

McLaren's P1 is also a bespoke personalization made from an already-exclusive run of just 375 vehicles. Upgrades include a 24-carat gold exhaust heat shield and a carbon fiber body. It showcases the high level of craftsmanship and personalization available to customers of the McLaren Special Operations division.

"The car looks amazing and is a huge draw to the McLaren stand [and] our MSO division added bespoke content to approximately 90 percent of the P1's built," Mr. Canton said. "It is a large part of our business, and a huge draw for customers that want something unique, so it is important to display MSO cars for inspiration as well as demonstrate MSO capabilities."



McLaren P1 by MSO

Bringing the entire fleet will help McLaren generate leads on interested consumers. Having everything available and the ability to show off bespoke design will help associates communicate with prospective clients, who will be able to be specific about what they want given the brand's transparency at the show.

Face in the crowd

The scale and competitiveness of the Geneva Motor Show leads brands to look for creative ways of standing out.

For example, last year British automaker Bentley debuted its spring collection at the auto show.

Lifestyle pieces allow automakers to reach more consumers, especially the aspirational consumers looking to interact with the brand, but who cannot yet buy a Bentley vehicle. Also, as concurrent and surrounding fashion weeks captured audiences around the world, Bentley likely sparked attention at the auto show with its fashion line ([see story](#)).

Recent changes to McLaren's purchase model also justify the presence of the brand's entire fleet.

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

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 ([see story](#)).

Although leases are not yet available for the entire fleet, the new model and full range of products could help generate new leads and could reveal interest that the brand could reference in determining whether to expand the purchase model.

"We don't worry about overwhelming," Mr. Canton said. "Our whole lineup is still smaller than a single model family at other sports car manufacturers. Taking that into account, it makes sense to show everything we offer, as well as demonstrate the growth of the brand from just a single model not that many years ago."

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