

AUTOMOTIVE

McLaren encourages long-term ownership via extended warranty offer

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Image courtesy of McLaren

By STAFF REPORTS

British automaker McLaren is reacting to owners' desires to hold onto their vehicles by lengthening its Extended Warranty.

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Previously, the warranty could only be extended through the car's seventh birthday, but McLaren will now allow owners to renew their warranty through the vehicle's 12th birthday. While it may seem counterintuitive for a brand to prevent the need for new purchases, this warranty is a customer service initiative aimed at keeping the car maintained to the same standards throughout ownership.

Post-purchase perk

An growing number of McLarens are on the road, with more than 3,000 today surpassing their third year of ownership.

The extended warranty, originally launched in 2014, includes unlimited mileage cover and roadside assistance in markets where it is available. If drivers need to make a claim, the warranty assures that the car will be fixed with genuine McLaren parts by trained McLaren technicians.

Available for Sports and Super Series vehicles, owners with new, existing or certified pre-owned cars are eligible if their car has a total mileage under 100,000 and have been in their hands for at least 90 days.



McLaren 650S Spider

"Owners want the reassurance that their car will still be looked after to the same standards with which it was built," said Carl Whipp, aftersales director at McLaren Automotive, in a statement. "And they want to continue to enjoy their McLaren without worry. Sometimes daily.

"It's for them that we launched the Extended Warranty and now with this further enhancement to the coverage period, it will continue to give complete peace of mind right up to the car's 12th birthday."

An automaker's actions after a car is purchased can have a lasting impact on customer perception of the brand.

A dealership's service department can make or break consumer loyalty and satisfaction, according to a report from J.D. Power.

The survey of approximately 8,500 UK consumers found that 78 percent of those who said they were highly satisfied with their service experience said that they were certain they would be buying or leasing from the same dealership again. Overall, customer satisfaction with their dealership service centers within the first three years of ownership averaged 761 among premium makers, the same score as 2015 ([see story](#)).

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