

AUTOMOTIVE

McLaren's heartwarming documentary trailer hits social media

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Image courtesy of McLaren

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British automaker McLaren is building a strong bond with fans through a new trailer for an upcoming film depicting the life of the brand's namesake founder.

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Universal Studios' "McLaren" will be released in theaters later this year and tells the story of Bruce McLaren and how he changed the industry. The documentary is building a stronger bond with consumers by putting an emphasis on its brand history.

McLaren documentary

With a post on social media reading, "A legacy that outlives a lifetime. This is the story of racing icon Bruce McLaren. Watch the brand new trailer for McLaren, the film - coming to cinemas in 2017," McLaren is hoping to excite fans for the film's release.



McLaren documentary film

The trailer opens with young footage of Mr. McLaren, with a voiceover of man explaining how loyal Mr. McLaren's workers were. The voice explains that if Mr. McLaren walked into the factory and announced that instead of working on cars they would be walking across the Sahara Desert, the men would do it, no questions asked.

While Mr. McLaren was an innovator in automotive design, he got his start as a talented race car driver. The trailer explains that while Mr. McLaren came from nothing, his love of driving and forward thinking helped him build an

empire.

After touching quickly on his untimely death, the trailer ends with a quote from Mr. McLaren saying, "I feel that life is measured in achievement, not in years alone."



McLaren documentary film

McLaren has yet to announce a release date for the documentary.

McLaren marketing

McLaren's upcoming documentary will likely establish a stronger bond with fans, as it hopes to do with all its marketing positions. The automaker also recently brought its track driving experience to an icy terrain for the first time.

The Pure McLaren Arctic Experience took place in January in northern Finland, 200 miles from the Arctic Circle, giving consumers the opportunity to steer its Sports Series vehicles on snow-covered roads and an ice track. With this launch, McLaren joined other automakers that have rolled out ice driving experiences, providing a safe environment for participants to handle their vehicles in challenging conditions ([see more](#)).

McLaren also reacted to owners' desires to hold onto their vehicles by lengthening its Extended Warranty.

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 ([see more](#)).