

AUTOMOTIVE

## McLaren gives fans closer look at its engine's power

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*The McLaren 720S*

By BRIELLE JAEKEL

British automaker McLaren is showing off the heart of its vehicles and taking fans further into its latest supercar alongside the men behind the power.

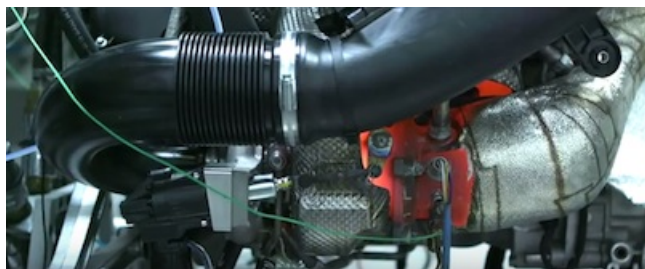
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In a new online video, McLaren is showing off the power behind its engines and creation process to promote the McLaren 720S Super Series. "The Heart of the Supercar" is the automaker's latest documentary-style film to be shared with fans on social media and online.

"The importance of McLaren sharing a video that takes a deeper dive into the engine is because the car is such a niche collectors item the customers looking to buy are much more enticed with the detail of the way the engine is built than other cars," said Marci Troutman, CEO of SiteMinis.

### Supercar strategy

Makers of supercars, such as McLaren, have a strong bond with consumers and fan base. But these brands need to always be working on solidifying that bond, which is what McLaren does with its videos.



*Shots of McLaren's engine*

The latest shows McLaren engineers as they bring users into what it takes to craft and test a new engine, which essentially is the heart of a supercar.

As the automaker's V8 program director discusses the power behind the engine, closeup footage of the 4.0-litre twin-

turbocharged V8 engine in the new McLaren 720S Super Series is shown under pressure, in action and in various lighting.

McLaren's V8 program director Michele Scotti is heard explaining why the heart of the machine is its engine and how there are more factors than just speed, such as its sound, that create the unparalleled experience of driving a supercar.

#### *McLaren's the Heart of the Supercar*

Viewers are then shown the testing facility, where the engine is hooked up and pushed as far as it can go. Senior powertrain development engineer James Washer explains that within the testing facilities, team members are able to push the engine farther than would be possible while actually driving the vehicle.



#### *McLaren's V8 program director*

Mr. Washer explains how the engine can be pushed to run for 48 hours or without stopping to refuel, to make sure they have crafted the best engine.

#### McLaren marketing

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

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 ([see more](#)).

McLaren has also made other big headlines recently. As the race for autonomous vehicles heats up, Apple might make a move that could potentially help it join in on the competition faster with assistance from the boutique automotive manufacturer.

The rumor mill has been turning in the automotive and tech industries regarding a possible purchase of British automaker McLaren by Apple. In its continuous fight against Google, Apple has been working with a variety of tech-related firms for autonomous driving research and development, and its acquisition McLaren could mean a faster prototype as the automaker has a much smaller manufacturing process than others in its sector ([see more](#)).

"McLaren stands apart from other super cars the way a Picasso stands out from other artists," Ms. Troutman said. "it's a piece of art!"

"The way the car makes you feel like a pro when drive it also has a benefit to landing them in the "state of the art" position," she said.