

AUTOMOTIVE

## McLaren commemorates third successful year in China with new models

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*McLaren expands more into China with 570GT Commemorative Edition*

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British automaker McLaren is making the move to expand greater into China after a successful first three years with special initiatives.

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McLaren has debuted two vehicles for the Chinese market at Auto Shanghai 2017 on April 19-28. The McLaren 720S and new 570GT Commemorative Edition will be available for Chinese consumers to purchase and order for this year.

"The importance of the show and the market are considerable for McLaren," said John Paolo Canton, head of public relations at McLaren North America, New York. "It is a major market for the brand, and this is the first time the new 720S will be shown in the Asian market, ahead of arrivals in July."

McLaren market

China has proved to be a lucrative market for McLaren within the past three years. Seven percent of McLaren's total sales for the year came out of China with 228 vehicles, reported Autocar.

McLaren has ten locations in cities such as Beijing, Chengdu, Chongqing, Changsha, Tianjin, Hangzhou, Nanjing, Shenzhen, Shanghai and Shenyang.



*The McLaren 720S exterior*

The 720S is available to order now and the first tier of orders will be arriving in July of this year. Saros paint color lines the exterior of the vehicle with interior that is a combination of Jet Black and Xenon Yellow leather and a carbon fiber Monocage II structure.

A roof panel, rear bumper and doorsills are also made of carbon fiber. The sport quality of the vehicle is heightened with bonnet inlets, mirror casings, rear fender air intakes and front splitter in the same material.

McLaren's 570GT Commemorative Edition is created specifically in response to the company's growth in China.

The vehicle will have a side-opening rear glass hatch, an additional storage on the Touring Deck, which is lined with leather and carpets that match in a cream color named Areia. The steering wheel and seat belts are fitted in Carbon Black to contrast the light interior leather color, as well as the fascia and door trim, which is featured in a Jet Black.



*McLaren 720S Jet Black Xenon Yellow interior*

McLaren designed the special vehicle with day-to-day usability in mind and long distance comfort.

The 570S will also be on display at Auto Shanghai.

McLaren in China

McLaren first set to double its Chinese dealers in 2014 to eight, which eventually grew to ten, as it continued to gain traction in the market.

The brand first unveiled its Chinese language Web site and its first four dealers in September of 2013 as it tried to hit

the ground running. Although it may seem that the brand originally had some catching up to do compared with other luxury automotive brands that have flourished in China, it was able to draw upon its racing reputation for an early boost, having won the Chinese Grand Prix in 2008, 2010 and 2011 ([see more](#)).

McLaren is also reacting 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 now allows 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](#)).

"McLaren has enjoyed three years of success in China and we are delighted to be premiering the new 720S at Auto Shanghai 2017 as we look forward to further growth in this market," said Mike Flewitt, CEO of McLaren Automotive, Surrey, England. "Customer interest in McLaren cars continues to increase rapidly and we are pleased to recognise this not only by introducing the second generation of McLaren's Super Series product family, but also a 570GT Commemorative Edition for China."

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