

AUTOMOTIVE

McLaren joins automotive, technology businesses to promote further growth

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McLaren 720S

By STAFF REPORTS

Britain's McLaren is uniting its automotive, racing and technology activities in a new corporate structure, enabling all parts of its business to benefit from each other's innovations.

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The newly established McLaren Group will combine McLaren Automotive and McLaren Technology Group, creating a singular brand and strategy. This move follows Ron Dennis' decision to step down as chairman and sell his shares in both companies, allowing both entities to merge their finances.

Auto **alignment**

McLaren Automotive produces sports cars and supercars, while McLaren Technology Group includes the McLaren race team as well as an IP and consulting business.

Now that they are combined, the two factions of McLaren's activities can benefit from shared technology, benefiting its 3,400 employees, as well as customers and partners.

"McLaren is unique, due to its strong heritage and passion to be best in everything it does, but also because no other company in the world can claim a corporate structure that comprises automotive, motorsport and applied technologies," said Shaikh Mohammed bin Essa Al Khalifa, executive chairman of McLaren Group, in a statement. "It's clear that as one group, each of those three pillars of our business will support and enhance the other two.

"Together they will embark on what I firmly believe to be a new and even more successful era in the McLaren brand's dynamic and fascinating 54-year history," he said.



McLaren's Formula 1 team. Image credit: McLaren

Tag Group, which became McLaren's first investor in 1984, will remain one of the united group's shareholders. The Bahrain Mumtalakat Holding Company, which became an investor a decade ago, will also stay on as a major stakeholder.

The newly joined company will be led by executive chairman Shaikh Mohammed and executive committee principal Mansour Ojeh.

Under the McLaren Group umbrella, Mike Flewitt will retain his position as CEO of McLaren Automotive, while McLaren Technology Group's chief operating officer Jonathan Neale and executive director Zak Brown will also stay on in their roles.

"Since I became a major investor in the business 33 years ago, I am exceptionally proud of what each of our extraordinary McLaren businesses have achieved, growing independently and entrepreneurially," Mr. Ojeh said. "Now, as they have reached world-class scale and success, it is the right next step to unify the strategies and brands to create a stronger center of luxury automotive, racing and technological excellence."

While this marks McLaren's official combination of its two entities, the brand's racing heritage has already impacted its consumer cars.

McLaren's headquarters in Woking, Britain, also houses its Formula 1 team. The brand's racing ties influence its automotive design, as it puts the function and performance of its vehicles first ([see story](#)).

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