

AUTOMOTIVE

## McLaren races through Iceland for the first time

November 10, 2017



*McLaren races through Iceland on NBC*

By BRIELLE JAEKEL

British automaker McLaren recently took to the roads of Iceland for the first time, turning heads and seeing new terrain with NBC.

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The sports car brand appeared on /Drive on NBC Sports, where car expert and enthusiast Matt Farah got behind the wheel of a McLaren to compete. Two teams raced across Iceland to see who could make it to the ferry in time, and first.

### First time in Iceland

Under the pretense that only one ferry leaves the island a week, two teams raced across the country of Iceland to see whose car does best in the unique terrain.

This makes McLaren first appearance in Iceland, which turned heads all around the country.

Driving a McLaren 570GT, Mr. Farah ushered in the brand's appearance in the country competing against other enthusiasts Mike Spinelli and Chris Harris who took the challenge in a Ford Raptor.

Mr. Farah is shown driving through beautiful roads on the countryside of Iceland, hoping to make it to the finish line ahead of his competitors. The Raptor, however, must rough it across Iceland's volcanic center.

Appearing on Nov. 9 at 9pm EST, the McLaren went head to head with the Raptor to make it to the ferry.

While the volcanic route maybe the shorter distance, Mr. Farah relied on the sport performance of the McLaren to get him to his destination first.

McLaren has been promoting the episode through its social media pages with a short video that is easily shareable and intrigues the viewer. Text across the short clip says, "The only McLaren in Iceland," and footage of the McLaren racing through the country can be seen.

The only [#McLaren](#) in [#Iceland](#)? Yes, for a while. Watch [#DRIVEonNBCSN](#) Iceland Adventure

this Thursday, 11/9, 9:00pm ET on [@NBCSN](#). [pic.twitter.com/1eUe0VAohw](#)

The Drive Video (@DRIVE) [November 8, 2017](#)

#### McLaren marketing

British automaker McLaren also furthered its Track22 business strategy with the upcoming launch of its most track-centric road-legal vehicle in its history.

While a road car, the model will prioritize track performance over regular daily use. This vehicle will not officially be revealed until the first quarter of 2018, McLaren has teased that this release will be part of its Ultimate Series, which is positioned above its Super Series ([see more](#)).

McLaren Automotive also introduced its signature orange-colored automobiles to a young audience by way of a toy manufacturer.

The British supercar brand teamed with The Step2 Company, an Ohio-based toy maker, to create a vehicle tailored for toddlers. Collaborations of this kind, between an automaker and toy brand, are common as they speak to both generations of consumers within a family unit ([see more](#)).

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