

AUTOMOTIVE

## McLaren invests in consumer engagement

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McLaren launches a new mobile app. Image credit: McLaren.

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By BRIELLE JAEKEL

British automaker McLaren is serving its most loyal customers with a digital investment that will keep its fans close to its brand.

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While many experts debate on whether or not brands and retailers should invest heavily in mobile applications, those with the most active fan bases have the most significant opportunity. McLaren, an automaker with a heavily devoted audience, is placing its bet on its consumer loyalty through a new app.

"The new McLaren app is key to help customers and fans enter the McLaren universe and find any content available from the brand," said Jolyon Nash, global sales and marketing director at McLaren Automotive. "It helps to provide them with a streamlined experience of everything done by McLaren Automotive.

### Driving engagement

McLaren fans and customers can now download its new app to their smartphones to access a variety of brand-related tasks.

For owners, the McLaren app provides a catalog of vehicle guides and owner manuals saved within users' devices.



*McLaren's mobile app screen. Image credit: McLaren.*

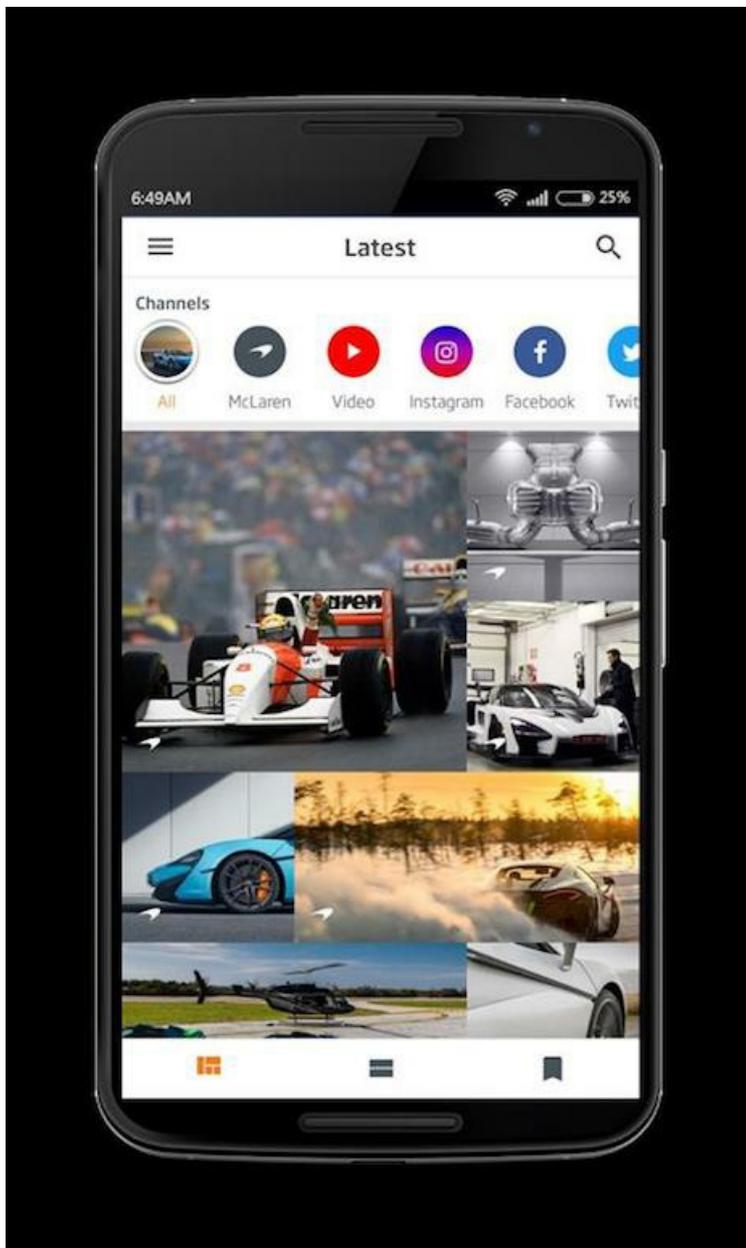
Fans can stay up to date with what is happening with the McLaren brand through news and event updates within the mobile app. Those interested in attending events can book their reservations within the app as well.

Driving, motorsport and lifestyle experiences are also available for booking.

The app also congregates all of McLaren's content from its social channels for easy access and viewing.

Users can personalize their feed within the app so they can conveniently see the information that is important to them.

Individuals can create a new account or use an already existing McLaren Automotive profile. Those that do have an established account can simply scan a QR code to automatically fill in their account information.



*McLaren's app caters to engaged fans. Image credit: McLaren.*

McLaren will be able to create a more engaged following with this highly niche app. It is also helping to serve its existing owners with helpful features, enhancing its customer service digitally.

The automaker's app is available for iPhone and Android devices.

McLaren moving forward

With a similar goal in mind, McLaren has been developing and investing further into technology and digital services.

The British automaker streamlined the design process for its supercars and sportscars through virtual reality.

Working with software startup Vector Suite, McLaren developed a bespoke tool that allows its designers to simultaneously sketch by hand and model their design in 3D. While a number of luxury brands have incorporated VR into their consumer-facing marketing tactics, the technology is also finding a place behind-the-scenes, helping companies facilitate tasks ([see more](#)).

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

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 ([see more](#)).

"All content, events calendar, information have been brought together into one user-friendly platform," Mr. Nash

said.

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