

AUTOMOTIVE

McLaren brings its “Longtail” epithet back in new model

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McLaren reveals its latest sports car. Image credit: McLaren

By BRIELLE JAEKEL

British automaker McLaren is bringing drama to its latest model reveal through a cinematic drop with an edge, as it reserves its "Longtail" moniker for very few designs.

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McLaren's new spot works to live up to the importance of its model reveal, as the new McLaren 600 LT is only the fourth to be designated a "Longtail." The short could be confused for a trailer of a thriller feature film, with teases and dramatics.

"This car is important to McLaren as the Longtail' designation has only be used three times before in the company's history," said Roger Ormisher, vice president of communications and PR at **McLaren** Automotive North America. "The first ever Longtail' variant was a winner at the famous Le Mans 24 hour endurance race back in 1997.

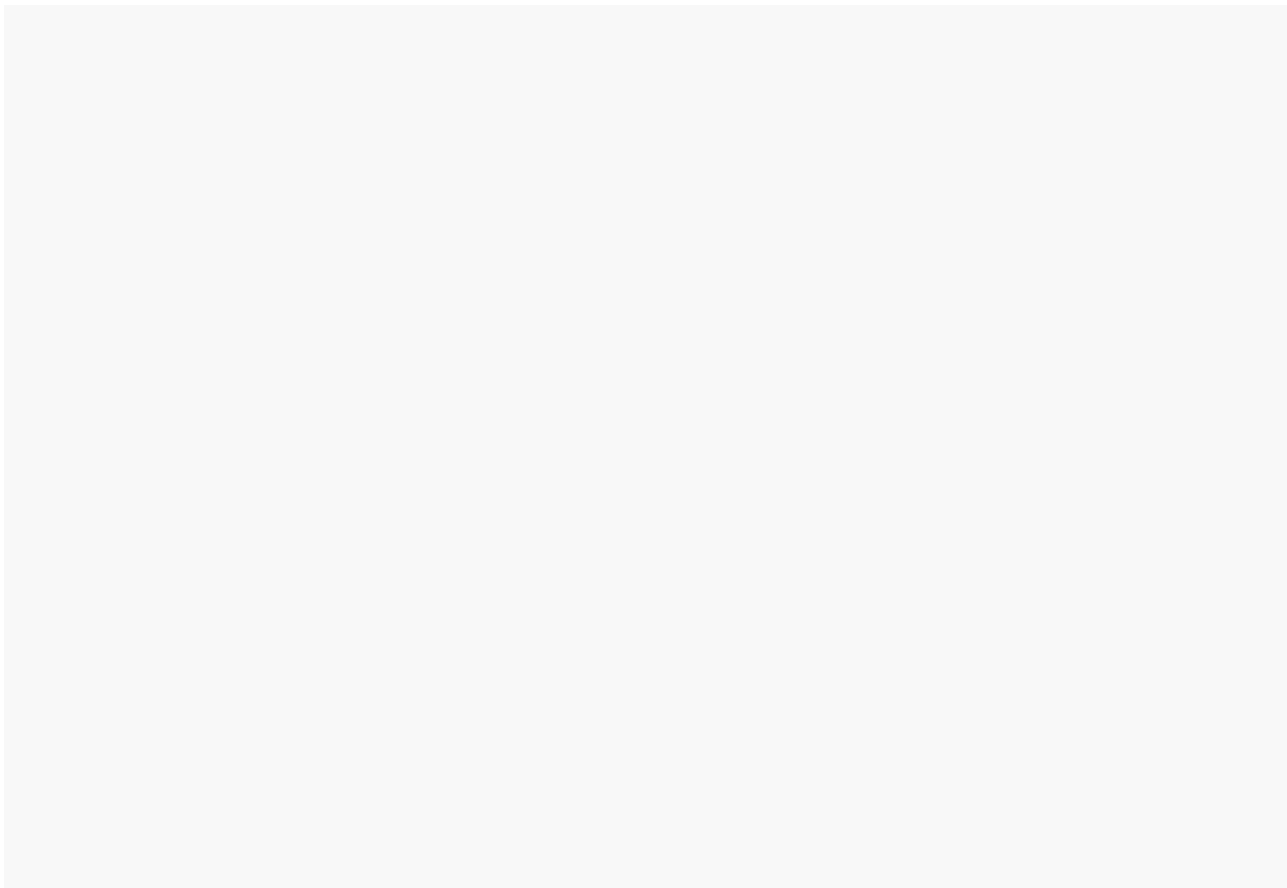
"It designates a special model that has more power, as much weight as possible stripped out of the car, optimized aerodynamics and absolute driver engagement dialed in to its suspension and steering," he said. "It is unique as only a very limited quantity of this car will be hand built at the McLaren factory in England over the next 12 months or so.

"These cars quickly achieve iconic status amongst enthusiasts for their purity and rarity."

Cinematic reveal

"At the edge of sanity lies genius," is the tagline of McLaren's latest film, summarizing its McLaren 600 LT.

The vehicle, heading into production, is a part of the automaker's Sport Series, but is longer and lighter than the rest of the series. The model is even dramatic in driving experience, with exhausts behind the driver's shoulder.



The essence of a McLaren Longtail is more than its physical silhouette, reduced weight and increased power; the absolute remit of the McLaren 600LT is to engage and excite drivers to the highest level imaginable.

#TheEdgeisCalling #McLaren #McLaren600LT #Supercar #Instacar

A post shared by McLaren Automotive (@mclarenauto) on Jun 28, 2018 at 5:59am PDT

McLaren's spot begins with a variety of footage in a darkly lit desert in an abandoned space with barbed wire fencing.

"Driven out to the borderlands," says a voiceover, "to a place beyond normal," as the McLaren drives through the rubble. However, its footage is strategically shot so viewers cannot get a full glimpse of the car.

"Those who dare seek it out, must face their fears, stare down their limitations," continues the voice as the McLaren is now featured in a dark hallway with small skylights shining through.

As he finishes by saying, "And harvest its untamed power," a clear shot of the model is shown as its engine revs and exhausts glare.

The 600LT takes off through the long, dark hallway and exits into the night, drifting in the dirt road and making its way back into town, flying past residences.

Finding its way onto a track, the model opens up going upwards of 104 miles per hour before the video ends with the tagline "At the end of sanity lies genius."

At the edge of sanity lies genius. Introducing the [#McLaren 600LT](#). [#TheEdgeisCalling](#)
pic.twitter.com/Byi2sHgFEv

McLaren Automotive (@McLarenAuto) [June 28, 2018](#)

McLaren marketing

McLaren also recently 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 story](#)).

In another technological move, the automaker served its most loyal customers with a digital investment that will keep its fans close to its brand.

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 an app ([see story](#)).

"The launch of the McLaren 600LT is significant because it is McLaren's first Sports Series model to earn the brand's iconic Longtail designation," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "It will be the fastest road-legal car in the automaker's Sports Series, which is comprised of the automaker's most affordable offerings."

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