

AUTOMOTIVE

## McLaren designs bespoke model for charity

June 29, 2018



McLaren donates a special model to Elton John AIDS Foundation. Image credit: McLaren

By STAFF REPORTS

British automaker McLaren is leveraging its car production capabilities for a cause by creating a special vehicle to raise money for the Elton John AIDS Foundation.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

A commemorative bespoke 570S Spider McLaren has been auctioned off to raise money for the foundation. For 725,000 pounds, or \$957,000 at current exchange, an anonymous bidder won the vehicle, with all of the proceeds going to the charity.

Auctioning off for charity

McLaren donated the special car to the AIDS Foundation's Argento Ball 2018.

Musician Sir Elton John hosted the event at his home in Woodside, Berkshire in the United Kingdom, in partnership with Graham Norton.

The donated vehicle was painted by hand in the special color Blade Silver with McLaren Orange brake calipers and Jet Black Nappa leather seats stitched with Carbon Black thread.

McLaren Spider's winning bidder will also receive a behind-the-scenes look at a McLaren manufacturing, not available to the public.

There will also be a personal tour of the facility led by the brand founder's daughter, Amanda McLaren. Ms. McLaren will also sign the vehicle.



*McLaren's 570 Spider. Image credit: McLaren*

The partnership is in celebration of the Elton John AIDS Foundation's silver anniversary.

McLaren's donation comes after a big launch for the brand.

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

McLaren's spot worked 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 ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.