

AUTOMOTIVE

## McLaren's UK registrations accelerate in H1

July 5, 2018



*McLaren has seen the fastest growth in new registrations among luxury automakers this year. Image credit: McLaren*

By STAFF REPORTS

British automaker McLaren has been the fastest growing luxury marque in the United Kingdom this year, according to the Society of Motor Manufacturers and Traders.

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In the U.K., McLaren grew its new car registrations by 48 percent year-over-year in the first half of 2018. The sports and super car maker has been expanding its retail presence in its home market, further fueling its growth.

### Driving growth

In the first half of 2018, 390 new McLaren cars were registered in the U.K. This was up from 264 in 2017.

McLaren has seen increasing demand for its cars, and today produces 20 vehicles per day to keep up with interest from global buyers. Recently, the company built its 15,000th car.

Within the U.K., McLaren has grown its retail presence with the opening of two new dealerships. McLaren Hatfield and McLaren Leeds bring the brand's total footprint to eight stores. Globally, McLaren has 86 dealerships in 31 markets.



*McLaren has been expanding its retail presence. Image courtesy of McLaren*

Last year, the company sold 3,340 cars.

"We're excited to be the fastest growing luxury automotive brand in the U.K.," said David Gilbert, managing director of McLaren Europe, in a statement. "It's thanks to the hard work and professionalism of our employees, as well as our excellent retail partners.

"Furthermore, this significant growth in the luxury space highlights the irresistible appeal of our hand-assembled product range and our continuous focus on delivering a thrilling driving experience," he said. "We look forward to continuing our success as we move into the second half of the year."

At eight years old, McLaren Automotive is one of the youngest British luxury brands.

In that time span, the brand part of the McLaren Group which also comprises racing and applied tech businesses has quickly won accolades for delivering punchy sports cars that aim to increase market share worldwide, especially in the auto-obsessed United States ([see story](#)).

McLaren recently streamlined the design process for its supercars and sportscars through virtual reality.

Working with software startup Vector Suite, McLaren has 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](#)).

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