

AUTOMOTIVE

## McLaren aims to be 100pc hybrid by 2025

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McLaren's P1 was a recent Ultimate Series launch. Image credit: McLaren

By STAFF REPORTS

British automaker McLaren is planning to roll out 18 new models and derivatives in the next seven years.

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An update to the brand's Track22 plan, McLaren's Track25 goals call for its entire array of sports cars and supercars to be hybrid by 2025. Despite being far younger than many of its competitors, McLaren has ambitions to build a more global footprint by its 15th anniversary through expanded production and retail.

### Global goals

McLaren's Track22, launched in 2016, aims to produce 15 new cars or derivatives by 2022. The automaker is investing 1 billion pounds, or about \$1.3 billion, in the initiative ([see story](#)).

Now, the brand has updated these ambitions with Track25.

Five years ago, McLaren introduced the P1, the first hybrid hypercar. Now it is looking to make all of its vehicles run on both gasoline and electricity.

As part of Track25, announced at the Goodwood Festival of Speed on July 12, the brand is working on developing a lighter and fast charging battery, as well as working on making its cars lightweight.

The automaker recently moved into its Composites Technology Centre in Yorkshire, which cost 50 million euros to build, or \$58 million at current exchange. The new facility hopes to innovate the production process for making ultra lightweight and strong carbon fiber tubs fitted into its sports cars and supercars ([see story](#)).



*McLaren Composites Technology Centre. Image courtesy of McLaren*

For owners, McLaren is also developing technologies for cyber security and vehicle tracking.

"Everyone at McLaren Automotive remains constant in their focus of designing and crafting the world's best drivers' cars," said Mike Flewitt, CEO of McLaren Automotive, in a statement.

"True to McLaren's spirit, however, our ambitions, continue to grow and our 1.2 billion pound Track25 business plan which covers 18 new models, including a new McLaren P1, is clear proof of that," he said. "We are a luxury brand that is committed to investing in innovation, whether that's in the development and manufacture of our own carbon fiber tubs as part of a new 50 million pound British-based production center, new powertrains with our entire range due to be hybrid by 2025 or the deployment of technology to enhance the driving and owning experience."

McLaren's goals for 18 new cars will raise its production by about 75 percent by 2025. By that time, the automaker expects to be making 6,000 cars per year.

Currently, McLaren has a dealership presence in 31 markets. It is looking into new locations including Russia, India and Central and Eastern Europe.

"As a global brand we are set to add more retailers in both existing and exciting new markets as demand for our products continues to grow," Mr. Flewitt said. "While our plan sets the direction for the next seven years to take us through to the middle of the next decade, we need to also pause and acknowledge the great effort, ingenuity and competitive spirit of all of our incredible people on which our success, both now and in the future, rests."

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