

AUTOMOTIVE

## McLaren gets intricate with its bespoke options

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*McLaren offers bespoke options for badges. Image credit: McLaren*

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By STAFF REPORTS

British automaker McLaren is heightening its luxury options in sports cars with special bespoke options for its most expensive model.

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McLaren's next model in its Ultimate Series, the McLaren Speedtail, is the most expensive of its models as a new production. The automaker is upping the ante in the luxury offerings for the car, with options for optional finishes in the car's badging.

### Bespoke badging

A set of badges will be available for those interested in a variety of different finishes, the first being 18-carat white gold with carbon fiber inlays. The first badge is priced at 50,000 pounds, or \$65,336 at current exchange.

McLaren's bespoke badging is available to all 106 individuals who have reserved the sports car.

The badges feature the McLaren name along with the Speedmark logo in gold, created by a British specialist in the Birmingham Jewelry Quarter.

Badges are available in sets of three, two branded for the front and one for the back with the name.

McLaren states that its white gold emblems are laser-etched with its hallmark, indicating where and when they were created.

The front badge is weighted at 100 grams, but will also be available in a version that weighs almost nothing.



*McLaren is now offering badges in a variety of luxury options. Image credit: McLaren*

"As beautiful pieces of exquisitely hand-crafted jewelry, the white-gold badges perfectly set off a car that in every way represents a new gold standard for McLaren luxury," said Rob Melville, design director at McLaren Automotive. "They fit perfectly with the philosophy of the Speedtail car, the most luxurious car in McLaren Automotive's portfolio, as well as paying homage to its forebear, the McLaren F1."

In July, McLaren announced that it is planning to roll out 18 new models and derivatives in the next seven years.

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 ([see story](#)).

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