

AUTOMOTIVE

McLaren introduces new supercar convertible

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The McLaren 720S Spider. Image credit: McLaren

By SARAH RAMIREZ

British automaker McLaren is unveiling its newest supercar through a sleek digital marketing campaign aimed at portraying its unconventional spirit.

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Orders for the new 720S Spider opened as soon as the supercar convertible was revealed on the automaker's Web site on Dec. 8. A relative newcomer to the luxury automotive world, McLaren has high ambitions for its vehicles, as often reflected in its marketing initiatives.

"Many of our customers enjoy having the choice between open top and closed roof driving and this car offers the best of both worlds in a stunning design that neither compromises on looks or performance," said Roger Ormisher, vice president of communications and PR, McLaren Automotive North America.

McLaren marketing

The automaker had shared a teaser video for the reveal in which two shadowed figures are seen walking towards a vehicle, also hidden by shadows, in a parking garage.

All that can be heard is footsteps, the opening of the doors and the engine turning over ([see story](#)).

McLaren positions the 720S Spider as a supercar for drivers with high expectations

The full video, which runs just over a minute long, shows a stylish couple driving the car out of the shadowy garage and onto a sun-filled road.

The 720S Spider can go from zero to 60 mph in less than three seconds and reach speeds of more than 200mph with the roof lowered.

Even with the retractable hard top which can be lowered or raised in 11 seconds the 720S Spider is only 4 percent heavier than the 720S Coupe and is one of the lightest cars in its class. McLaren has registered three patents for the roof system alone.

Moving forward

Earlier this year, McLaren announced its plans 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.

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 ([see story](#)).

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

The automaker also recently revealed another model in its Ultimate Series, the McLaren Speedtail, which is the most expensive of its models. The automaker is upping the ante in the luxury offerings for the car, with options for optional finishes in the car's badging ([see story](#)).

"Every December we hold the Winter Ball' at McLaren HQ in England for McLaren VIP and customers," McLaren's Mr. Ormisher said. "Traditionally we unveil a new car at the climax of the evening as an exclusive first look' for them; last year it was the McLaren Senna and this year the 720S Spider."

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