

AUTOMOTIVE

## McLaren celebrates an anniversary with special collection

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*McLaren creates anniversary collection. Image credit: McLaren*

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By STAFF REPORTS

British automaker McLaren is honoring its Grand Prix debut over 50 years ago with a special retailer bespoke collection.

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McLaren Brussels has commissioned a three-car retailer collection of bespoke McLaren 720S Coups to honor its founder, Bruce McLaren, taking the wheel in the Grand Prix. All three vehicles are fitted with MSO Bespoke Anniversary Orange paint, based on the color 1968 racecar.

### Anniversary celebration

With only three cars produced for the anniversary collection, McLaren is elevating the exclusiveness of the bespoke release.

The automaker has stated that it has already sold two of the vehicles, leaving only one remaining, at time of press.

Mr. McLaren made the automaker's debut in the Grand Prix at the 1968 Belgian Grand Prix at Spa-Francorchamps, where he won driving a McLaren M7A in signature Papaya Orange livery.

Extended carbon fibers sill covers of the anniversary collection models are inscribed with the words ""1st McLaren F1 victory Belgian Grand Prix 9th June 1968 - Bruce McLaren."



*McLaren 720S Spa 68 Collection. Image credit: McLaren*

In addition to the exterior paint, the cars' ignition key is also featured in the Anniversary Orange, but with the words "Spa 68" written in silver. Each car also includes a dedication plaque with their production number.

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

The automaker'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 ([see story](#)).

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