

AUTOMOTIVE

McLaren evokes bespoke inspiration with design concepts

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One of McLaren's design concepts for its Speedtail. Image credit: McLaren

By STAFF REPORTS

British automaker McLaren is heightening its bespoke options for customers purchasing its Speedtail model, but is offering inspiration on where to start.

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One hundred and six individuals have put down deposits on McLaren's future Speedtail, rolling out in 2020. These customers will have the option to order any design they would like, but McLaren has released three collections to show off what can be done in the innovative vehicles.

Speedtail concepts

Urbane, Visionary and Dynamic are the names of McLaren's range of design concepts to help inspire Speedtail customers.

McLaren describes its Urbane concept as a more refined look, with calm exterior hues, plus subtle and cool interior tones. The exterior is finished with a gloss 1K full visual carbon fibre with the contour pack, exhibiting the aerodynamic bodywork.

The Visionary concept is fitted with McLaren's Astral theme, which features a nautical idea with navy blue coloring, nubuck bespoke navy passenger seats, full aniline leather bespoke navy driver's seat, bespoke Nebular quilt and digital print on nubuck bespoke navy leather upper trim. The exterior features bespoke orange with bespoke silver pinstripe.

Dynamic is a modern concept focusing on sporty aspects of the model, with the Bloodline theme featuring bespoke red coloring gloss black diamond cut wheels.



McLaren's interior Speedtail concept. Image credit: McLaren

"The McLaren Speedtail is our most ambitious project to date and all were sold months before the car was even unveiled," said Jo Lewis, head of color and material design at McLaren Automotive, in a statement. "This level of faith in McLaren products demands that we strive to even greater heights of detail and excellence.

"As a result of meticulous study of colors, forms and textures by our design team, finding inspiration in areas that are uncharted in automotive design, we believe that we will achieve this with the look and feel of each individual Speedtail," she said. "Whilst only 106 customer cars will be built, it is important that each one is unique, so this tailored collection is quite simply, like no other as is the McLaren Speedtail itself."

McLaren also just announced that it is honoring its Grand Prix debut over 50 years ago with a special retailer bespoke collection.

The Brussels edition 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 ([see story](#)).

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