

AUTOMOTIVE

McLaren invites fans into its reveal for Valentine's Day

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McLaren created the ultimate date. Image credit: McLaren

By STAFF REPORTS

British automaker McLaren is creating what it believes is the ultimate Valentine's Day date for a couple of its fans.

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The automaker is sharing a chance for participants to join McLaren at its technology center on Feb. 14 in a new contest. The winners and attendees will be there for the reveal of its MCL34.

#McLarentinesDay

Couples who are fans of McLaren now have a chance to tell the automaker why they feel they should be the winners of what it is calling the **#McLarentinesDay** date.

On its social pages, McLaren is featuring the contest, encouraging followers to describe in 34 words how they would be the ideal date for the winners. A link brings users to an online application form, where participants fill out their name, contact information and their answer.

Winners of the contest will receive entry to the event, but are responsible for their own travel accommodations.

While at the event, the winners can explore the history of McLaren.

[View this post on Instagram](#)

Could 2019 be your best #ValentinesDay ever? Explain in 34 words why you'd be the ideal date for the #MCL34 and you could be joining us to see our new contender unveiled on 14th February. Visit the link in our bio to enter.

A post shared by McLaren (@mclaren) on Jan 29, 2019 at 9:54am PST

McLaren Instagram post

McLaren also recently offered consumers an accessible ownership option for its Senna model through a partnership with Lego.

A toy version of the car is available for \$14.99, a cost that is more than 50,000 times less expensive than the drivable vehicle's \$958,966 price tag. Previous Lego Speed Champions models for the P1 and the 720S have sold out and are no longer available, and the newest model is expected to see similar interest ([see story](#)).

The automaker is further catering to its most loyal fans with these endeavors, no matter their economic status, a strategy it focuses on.

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