

AUTOMOTIVE

McLaren pushes world-class athlete to the edge

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Olympian Lolo Jones drove her first high-performance car. Image credit: McLaren

By SARAH RAMIREZ

British automaker McLaren is showcasing the extreme engineering of its fastest sports car with the help of an Olympic athlete.

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At the famed Brickyard in Indianapolis, IN, McLaren handed the keys of its 600LT to American Olympian Lolo Jones, who has competed in both the Summer and Winter Games. McLaren frequently leans on creative efforts to emphasize its innovative, high-performance vehicles.

Taking the wheel

In a short film shared on McLaren's YouTube account, Ms. Jones shares insights about her athletic skills in a sit-down interview before heading to the race track.

Ms. Jones competed for the United States as a track athlete at the 2008 and 2012 Summer Olympics before transitioning to bobsledding and participating in the 2014 Winter Olympics.

Lolo Jones gets behind the wheel of a McLaren 600LT

Hurdles require runners to have a lean physique, while bobsledders rely more on physical strength. However, speed is essential to both sports, as it is central to the McLaren lineup.

In true sports fashion, Ms. Jones meets with Andre D'Cruze, a McLaren driving coach, before she can drive in the 600LT.

Together, they complete driving drills before doing practice laps. During her driving sessions in the McLaren, Ms. Jones reaches a top speed of 169mph.

"I was so focused on the driving, I never got to check out the radio," Ms. Jones jokes as she praises the sports car.

She also describes driving a McLaren as "addictive" and an "adrenaline rush."

The film concludes with Ms. Jones saying that she may have found driving McLaren sports cars to be her new hobby

that fulfills her competitive spirit the way running once did.

McLaren marketing

A relative newcomer to the luxury automotive world, McLaren has high ambitions for its vehicles, which are often reflected in its marketing initiatives.

For instance, McLaren unveiled its 720S Spider supercar through a sleek digital marketing campaign aimed at portraying its unconventional spirit. A campaign film, which ran just over a minute long, shows a stylish couple driving the car out of a shadowy garage and onto a sun-filled road ([see story](#)).

The automaker also focuses on further catering to its most loyal fans with creative endeavors, no matter their economic status.

For Valentine's Day, couples who are fans of McLaren had a chance to tell the automaker why they feel they should be the winners of what it called the #McLarentinesDay date. Winners were able to attend the reveal of the MCL34 at McLaren's technology center ([see story](#)).

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