

AUTOMOTIVE

McLaren moves North American head office amid market growth

September 13, 2019



McLaren at the Dallas Science Museum. Image courtesy of McLaren

By STAFF REPORTS

British automaker McLaren is relocating its North American headquarters from New York to Texas, in a move that will enable the growing company to expand its office space.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

McLaren's new custom-designed facility in Coppell, TX is 30,000 square feet, compared to its current 4,500-square-foot headquarters in New York. McLaren's North American sales in 2019 have been up 17 percent year-over-year, and the company is anticipating further growth as it undergoes a new model push.

Bigger in Texas

The Texas facility is located nearby to Dallas. Given its central location, this places McLaren's corporate headquarters about a three-hour plane ride from the brand's 27 retailers in the market.

This will enable quicker turnaround on technical and customer service requests.

Moving from an office suite to a custom-built facility will also enable McLaren to store and service vehicles that are used for marketing, press and its Pure McLaren experiential events.

McLaren entered the U.S. in 2011, and it recently surpassed 7,000 cars sold in the market.



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

In a 2018 interview, McLaren Automotive's head of global communications and PR Wayne Bruce told *Luxury Daily* that the U.S. is its biggest market. It expects to do a third of its business in 2019 in the U.S. ([see story](#)).

"With the amazing growth of the McLaren brand here in North America over the past eight years we are continually trying to keep pace with the needs we have as an operation to ensure we are able to give the very best in customer and retailer service," said Tony Joseph, North America president at McLaren, in a statement.

"This new Texas facility means we now have the space and location to deliver even faster and effective support to our 27 strong retailer network as well as be cost effective in both the maintenance of our own vehicle fleet and provision of training courses to our retail partners," he said.

McLaren plans to roll out 18 new models and derivatives in the next seven years, including the four that have already been announced.

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 ([see story](#)).