

AUTOMOTIVE

British sports car giant McLaren debuts new showroom concept in Paris

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Maison McLaren Paris showroom is a lifestyle-focused dealership. Image courtesy of McLaren Automotive

By MICKEY ALAM KHAN

British sports car maker McLaren has launched a new showroom concept in Paris that seeks to combine creativity, artistry and innovative technology all in one place.

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La Maison McLaren, French for "House of McLaren," is a two-story Paris showroom, located in Saint-Cloud and with views of the Eiffel Tower, combining workshop and atelier facilities with display space.

"McLaren cars are not designed in a bubble, but rather they draw on influences from across the worlds of art, craft, design and technology," said Rob Melville, design director at McLaren Automotive, in a statement.

"La Maison McLaren displays not just how the cars fit into our lives, but how they also make a positive contribution to life in a host of ways," he said. "As designers we relish the opportunity to get that message across."

By design

At opening, **La Maison McLaren** is filled with seven cars from the Sports, Super and Ultimate Series ranges, representing the first decade of McLaren Automotive.

The exhibition includes the Volcano Yellow P1, which was launched in 2012 as a hybrid hypercar at the brand's premiere motor show, the Mondial de Paris.

Other cars on display include the Visual Carbon Fibre McLaren Senna from the 2018 Geneva Motor Show and the Verdant Theme GT by MSO presented this March.

"Our vision for La Maison McLaren is not for it to be simply about McLaren cars, but far more about what McLaren represents," said Edouard Schumacher, chairman of the management board at LS Group.

"Clean design, an elegant interior, perfect attention to detail and a sense of space, light and comfort are attributes we value highly in all walks of life," he said.

"Using them to define La Maison McLaren makes for a stunning counterpoint to the cars themselves and a very pure McLaren experience, one I hope visitors will find both compelling and enlightening."

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