AUTOMOTIVE

McLaren to introduce high-performance hybrid

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Sales of the hybrid Artura begin in early 2021. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is beginning a new chapter by teasing the Artura, part of a new class of "high-performance hybrids."

The Artura, which will go on sale in the first half of 2021, has a twin-turbocharged V6 petrol engine along with an electric motor. While McLaren debuted its first hybrid hypercar in 2012, the automaker is positioning the Artura as another advancement in electrification.

"Every element of the Artura is all-new from the platform architecture and every part of the high-performance hybrid powertrain, to the exterior body, interior and cutting-edge driver interface," said Mike Flewitt, CEO at McLaren Automotive, in a statement. "But it draws on decades of McLaren experience in pioneering super-lightweight race and road car technologies to bring all of our expertise in electrification to the supercar class."

High-performance hybrids
McLaren has yet to reveal the complete look of the Artura, but has announced that its lightweight HPH powertrain will rival the performance of the marque's V8 engines.

While the hybrid system is heavier than a traditional engine, this has been offset throughout the body and powertrain with other technologies. The Artura will also be able to run on electric power in urban settings, meeting emission-free standards being introduced in cities across Europe.

McLaren is entering an era of high-performance hybrids

Earlier this year, the automaker began production on the McLaren Speedtail, a hybrid Hyper-GT. It is currently the fastest McLaren, with a top speed of 250mph and the ability to reach 186 mph in less than 13 seconds (see story).

By 2025, McLaren plans to have its entire lineup of sports cars and supercars to be hybrid (see story).

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