

AUTOMOTIVE

McLaren joins the ranks of luxury brands at Walpole

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McLaren is the latest luxury brand to join Walpole membership. Image credit: Walpole

By LUXURY DAILY NEWS SERVICE

British automaker McLaren Automotive is joining the membership of British luxury representative body Walpole, taking its place alongside esteemed brands such as Burberry, Fortnum & Mason and Claridge's.

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By joining Walpole, McLaren will further enforce its luxury brand positioning based on its pioneering technology, innovative design, performance and ownership experience. The auto manufacturer will have access to Walpole's extensive global luxury network, including the [European Cultural and Creative Industries Alliance](#) (ECCIA).

"I'm absolutely delighted that McLaren Automotive has joined Walpole and its illustrious roster of members who truly cover the incredible breadth and depth of the British luxury sector, from supercars to fashion, shoes to hotels and start-ups to established global brands," said Mike Flewitt, chief executive of McLaren, in a statement. "What each of us share is a commitment to quality, discerning our customers' needs and elevating the customer experience."

"For us at McLaren, we also believe that some of the technologies and approaches we have pioneered are relevant beyond the supercar segment and map onto deeper concerns that the British luxury industry, and Walpole members in particular, are grappling with," he said. "I'm, therefore, looking forward to working with Helen [Brocklebank], her team and the broader membership to drive greater collaboration in pursuit of our shared goals."

Next step in luxury

ECCIA is composed of six European high-end cultural and creative industries organizations [Altagamma](#), [Circolo Fortuny](#), [Comit Colbert](#), [Gustav III Committee](#), [Meisterkreis](#) and [Walpole](#) who represent more than 600 high-end and luxury brands and groups including Kering and LVMH.

Walpole, headed by Ms. Brocklebank, also runs regular trade missions to the U.S., a key market for McLaren and the wider British luxury sector, in collaboration with the U.K. Government.



The McLaren Artura is set to arrive in the spring. Image credit: McLaren

McLaren is part of the niche automotive industry which accounts for over 65 percent of the overall value of sales in the luxury sector according to Walpole's 2019 economic impact [study](#).

Drawing on decades of expertise in race and road car engineering, McLaren has a focus on reducing vehicle weight to improve performance and energy efficiency, a philosophy it believes will have wider application beyond its supercars as the world looks to reduce emissions.

The membership comes before the global reveal of Artura, the company's first series-production high-performance hybrid supercar and the first of its line-up to use an innovative new lightweight architecture. McLaren is positioning the Artura as another advancement in electrification ([see story](#)).

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