

AUTOMOTIVE

McLaren Automotive taps Cherry London to grow partnership portfolio

March 3, 2021



McLaren Automotive is seeking to grow its brand by forming new partnerships to reach new audiences. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

British automaker McLaren Automotive is appointing an agency to help grow its partnership portfolio.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 [Save \\$246 ▶](#)

The automaker has appointed marketing agency Cherry London in a multi-year agreement that will work on McLaren's ongoing acquisition efforts. With the collaboration, McLaren Automotive is seeking to grow its brand by identifying like-minded businesses to form partnerships that will help the automaker reach new audiences.

"We see enormous value in extending our audience beyond simply those who drive our supercars while always being mindful to elevate our aspirational brand with those we choose to partner with and welcome to our McLaren family," said Mike Flewitt, CEO of McLaren Automotive, in a statement. "In doing so, we will build on our luxury positioning while collaborating with like-minded partners to bring unique value to them and to each category we enter."

Seeking more connections

McLaren Automotive has almost 100 retailers in more than 40 territories around the world with partnerships that include Ashurst, Dell, Gulf, TUMI, Castore and more.

Now the automaker has turned to Cherry London to help establish new partnerships.

CHERRY LONDON

Marketing agency Cherry London has crafted a successful roster of partnerships. Image credit: Cherry London

"We are thrilled to begin our long-term relationship with McLaren Automotive and it is a privilege to be working alongside a brand that brings together a unique blend of innovation and luxury," said Tamara Gillan, CEO and founder of Cherry London, in a statement. "It's an exciting opportunity for Cherry London and we believe our experience and expertise can build on all the great work that McLaren Automotive has already achieved in the increasingly important partnerships and major licensees."

McLaren continues to identify meaningful opportunities to grow its brand and connections.

In January, McLaren Automotive joined the membership of British luxury representative body Walpole, taking its place alongside esteemed brands such as Burberry, Fortnum & Mason and Claridge's. By joining Walpole, McLaren will further enforced its luxury brand positioning based on its pioneering technology, innovative design, performance and ownership experience ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.