

AUTOMOTIVE

McLaren disputes reports of sale to Audi

November 15, 2021



McLaren is disputing reports it has been bought by Audi. Image credit: McLaren Automotive

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is denying media reports that it has been sold to German automaker Audi.

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

A disputed story by [Autocar](#) reported that Audi was taking over McLaren's road car and racing operations, while [Automotive News](#)' German sister site reported on Nov. 15 that Audi would be purchasing McLaren's motorsport division while German automaker BMW would be buying the road car division.

"McLaren Group is aware of a news media report stating it has been sold to Audi," the automaker said in a [statement](#). "This is wholly inaccurate and McLaren is seeking to have the story removed."

No deal

While Audi has a strong motorsport history dating to the 1930s, its current involvement is limited to Formula E and endurance races such as Le Mans.

There is also speculation that the automaker will return to Formula 1 ahead of 2026, which could make McLaren an enticing acquisition target.



Audi may be interested in McLaren as it explores F1 racing. Image credit: Audi

"McLaren's technology strategy has always involved ongoing discussions and collaboration with relevant partners

and suppliers, including other carmakers, however, there has been no change in the ownership structure of the McLaren Group," the automaker said in a statement.

McLaren is already undergoing a period of transition, as Mike Flewitt recently resigned as chief executive of McLaren Automotive after an eight-year tenure.

Elsewhere in the world of supercars, Volkswagen Group's Bugatti and Porsche marques have begun doing business with Croatian automaker Rimac as part of a new joint company.

Rimac and German automaker Porsche announced the joint venture in July 2021, incorporating French automaker Bugatti. It was officially established on Nov. 1 as Bugatti Rimac, with Mate Rimac, founder/CEO of Rimac Automobili, as CEO of the joint company ([see story](#)).

© 2021 Napean LLC. All rights reserved.

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