

AUTOMOTIVE

McLaren challenges the wind with racing campaign

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Arrow McLaren SP Indycar driver tests the new Elva. Image courtesy of McLaren Automotive

By LUXURY DAILY NEWS SERVICE

British automaker McLaren Automotive is testing the limits of its newest hypercar, Elva, with Arrow McLaren SP Indycar driver Pato O'Ward.

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First introduced in 2019 to reflect the brand's racing heritage in name and design, the McLaren Elva features an open cockpit one without windows, a windshield or roof ([see story](#)). In a third and final video installment, the brand celebrates innovation, design, experience and, of course, speed.

"Every time I race, I challenge the wind," Mr. O'Ward says. "I cut it, slice it, bend it.

"The Elva is the first McLaren road car where you can experience this too," he said. "It's my world come to life embodied in a supercar."

McLaren Elva

Captured using 3D animation and computer and motion graphics design, the minute-long film draws parallels between Mr. O'Ward's experience driving in his 2021 season and that of driving the Elva.

Mr. O'Ward placed third in his second full year in the NTT Indycar Series.

Mr. O'Ward compares the cockpit of his racecar to that of the McLaren Elva

The vehicle features a 4-liter twin-turbocharged V8 engine producing 804 brake horsepower the same engine that powers the McLaren Senna and Senna GTR. The Elva, however, is the brand's lightest-weight vehicle to date.

Customer orders for the limited edition Elva have closed in the Americas market, as only 149 units were produced globally.

In August, McLaren began promoting the Ultimate Series Elva roadster by looking back at its racing history.

Positioned as the "customer version" of the innovative Group 7 McLaren race cars, the Elva embodies the pioneering design and engineering principles that are integral to the automaker's road cars. The heritage behind the roadster is

celebrated in a new film highlighting McLaren's storied past, which inspired the open cockpit Elva ([see story](#)).

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