

AUTOMOTIVE

McLaren enters the metaverse

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McLaren gets into the virtual space in a bid to further engage customers. Image credit: McLaren Automotive

By LUXURY DAILY NEWS SERVICE

British automaker McLaren Automotive has partnered with digital infrastructure platform InfiniteWorld to explore the augmented environment of the metaverse.

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By partnering with InfiniteWorld and entering the metaverse, McLaren hopes to provide its customers and audience a deeper digital experience. Part of this new experience in the metaverse will also include the creation and minting of NFTs and digital art representing the automaker's supercars.

"Increasingly in demand from our customers and fans alike, this exciting new partnership will draw on InfiniteWorld's expertise to create and offer a range of digital content on the McLaren marketplace," said Gareth Dunsmore, chief marketing officer of **McLaren**, in a statement.

"The partnership aims to push the boundaries and elevate the experience, characteristics both synonymous with the McLaren brand in everything we do."

Inside the metaverse

If customers choose to purchase any available McLaren NFTs, they may also earn additional benefits, such as access to exclusive, buyer-only experiences.



A custom McLaren NFT, including ownership of a physical model, was sold in December 2021. Image credit: 1ofOne

As part of the collaboration, the InfiniteWorld brand will be represented as one of McLaren Automotive's official partners.

"InfiniteWorld looks forward to leveraging our advanced NFT and metaverse infrastructure to showcase McLaren Automotive's exceptional and compelling products and experiences in the metaverse," said Yonathan Lapchik, CEO of InfiniteWorld, in a statement.

"Our industry-leading expertise in NFTs and branded digital experiences positions InfiniteWorld to deliver on McLaren's ambitious goals in this rapidly developing and expanding space."

While this is a monumental step for the marque, it is not the first time McLaren has dabbled in the NFT and metaverse spaces.

In December 2021, NFT creative studio 1OfOne gave collectors an opportunity to unlock physical ownership of a custom McLaren through a limited-edition automotive drop and metaverse racing game.

The Reactor Motors NFT drop included 8,888 pieces of generative art. The collection launched in late December on NFT platform OpenSea, ahead of a racing game competition ([see story](#)).

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