

AUTOMOTIVE

McLaren launches Genesis Collection NFTs

May 11, 2022



The NFTs are currently on sale for McLaren members with priority access. Image credit: McLaren Automotive

By LUXURY DAILY NEWS SERVICE

British car manufacturer McLaren Automotive is now selling its first Genesis Collection NFT drop, inspired by the P1 and P1 GTR models, through its recently launched MSO Lab digital community.

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Aside from 14 P1 skins awarded to honorary MSO Lab members, only 1,998 P1 and P1 GTR NFTs are available to purchase from McLaren's marketplace, nft.mclaren.com, supported by its metaverse partner InfinteWorld. It is a fully randomized mint with each NFT priced at 0.5 ethereum.

"It is entirely fitting that our P1, the world's first hybrid hypercar that we launched, should be the inspiration behind McLaren's first Genesis Collection from MSO Lab," said Gareth Dunsmore, chief marketing officer of **McLaren**, in a statement.

"Each buyer will become a member of the MSO Lab digital community which will continue will push the boundaries of access and experience."

Auto knows no bounds

The Genesis Collection drop is comprised of five tiers with eight unique traits.

The Lab Studio tier, which is limited to 1,000 units, includes a P1 with level one paint and pinstripe. The Lab Studio+ tier, which is limited to 893 units, includes a P1 with level two paint and more detailed pinstripes and fades.

The Lab Works tier, which is limited to 100 units, includes the P1 GTR with various MSO Lab color combinations.



The drop includes five tiers involving different traits. Image credit: McLaren Automotive

The Lab Honorary tier includes 14 P1 or P1 GTR units not available for purchase and will be gifted to select McLaren community members.

Finally, the Lab Icons tier, in which there are only five units, includes a P1 GTR in McLaren's recognizable papaya color with Bruce McLaren's racing number, the P1 that carries the famous "OOV" license plate, the P1 carrying the "OOU" license plate, a P1 in full black visual carbon fiber and a post-race P1 GTR.

The MSO LAB Genesis Collection is now LIVE.

2,012 unique P1 and P1 GTR NFTs.

— McLaren Automotive (@McLarenAuto) **May 11, 2022**

McLaren dropped its first NFT collection

Holders of Genesis Collection NFTs will each gain membership to an MSO LAB digital community that will push the boundaries of access and experience.

The collection dropped at 9 a.m. EST on May 11 for McLaren owners and other specially-invited individuals with priority access. The remaining NFTs will be made available on May 13 at 9 a.m. EST to a wider select group.

Each buyer will receive their NFT as a 1:1 render of a front three-quarter view of their P1 or P1 GTR accompanied by a 1:1 animation featuring the unique treatment and treatment credentials.

They will also each receive a 9:16 render of the rear shot of their P1 or P1 GTR and membership in the new MSO Lab digital community.

In March, McLaren partnered with digital infrastructure platform InfiniteWorld to explore the augmented environment of the metaverse. By entering the metaverse, McLaren hopes to provide its customers and audience with a deeper digital experience ([see story](#)).

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