

AUTOMOTIVE

## McLaren highlights importance of STEM education for young girls

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*14-year-old youth activist Amelie helped unveil the new McLaren design. Image credit: McLaren*

By LUXURY DAILY NEWS SERVICE

In honor of International Women in Engineering Day, British automaker McLaren has partnered with children's rights organization Plan International to shed a light on gender inequality in STEM careers.

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According to their joint study, 61 percent of young girls want to see more female role models in engineering to encourage them to take up science-based careers. Additionally, 75 percent of young girls are interested in a STEM career yet 27 percent say they worry about being good enough to study such subjects in school.

"International Women in Engineering Day is vital to help focus attention on the importance of encouraging our young people to explore pursuing STEM education and career options that are open to them," said Mandeep Dhatt, executive director of human resources at **McLaren**, in a statement.

"Yet the study jointly commissioned with Plan International shows that we have no room for complacency in smashing negative and persistent gender stereotypes that can hold our young people back."

### Women in STEM

Coinciding with the research release, 14-year-old Plan International youth activist and STEM enthusiast, Amelie, unveiled a one-of-a-kind design of the McLaren Artura hybrid supercar at the McLaren Technology Center.



*The one-of-a-kind design in celebration of International Women in Engineering. Image credit: McLaren*

The design has been created to celebrate one year of McLaren's partnership with the charity and will go on display at the McLaren activation during all four days of the Goodwood Festival of Speed, which begins June 23.

Amelie was joined by materials scientist Ella Podmore, who worked on the Artura and was recently awarded an MBE in the Queen's Jubilee Honors for her work encouraging more girls to pursue STEM careers and senior McLaren designer Max Shkinder, who created the one-off color scheme.

Amelie then applied the finishing touch to the supercar by placing the McLaren badge on the hood before being given a tour of the McLaren Production Center, where each McLaren is handmade.

Together, Plan International and McLaren aim to tackle the gender stereotypes that prevent young people, especially girls, from pursuing STEM careers.

McLaren has pledged to hold educational, skills-based workshops for 1,000 girls by 2025 to help create more opportunities for them to take up STEM careers.

The first of these workshops was jointly delivered with Plan International last week at McLaren, where students were put through various exercises with McLaren engineers and designers to test their aptitude and hone their skills.