

AUTOMOTIVE

McLaren confirms move into India

August 23, 2022



The automaker looks to service new customers around the world. Image credit: McLaren Automotive

By LUXURY DAILY NEWS SERVICE

British luxury automaker McLaren Automotive is officially taking a major step in its global expansion strategy as it moves into the Indian market.

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With the opening of its first retail outlet McLaren Mumbai in October, the company's arrival in India marks its 41st global territory. The announcement solidifies a critical element of McLaren's plans to strengthen its growing presence in the Asia Pacific region.

"We welcome Lalit Choudary of McLaren Mumbai to the expanding retailer network here in the Asia Pacific region," said Paul Harris, managing director of **McLaren Automotive** APAC and China, in a statement.

"India remains an important market where our fans and select clientele can enjoy the best of McLaren in Mumbai," he said. "Looking ahead, we will shortly welcome the Artura to India, the all-new high-performance hybrid supercar."

McLaren around the world

Set to formally open in Mumbai in the third quarter of 2022, the first retail presence in the country will offer an immersive McLaren brand experience with a direct window into Woking, where each vehicle is created by hand.

The retail space will also provide guests with full levels of support, offering sales, aftersales and servicing on the complete range of McLaren models.



The new retail space will bring Indian customers an immersive McLaren experience. Image credit: McLaren Automotive

McLaren will offer the breadth of its model range to Indian customers, including the Everyday McLaren GT and the marque's first high-performance hybrid, the Artura.

The core supercar range also includes the 720S coming in Coupe and Spider, along with the 765LT Coupe and Spider as the latest addition to the LT product line.

With the launch of the country's inaugural retailer, Indian customers will be able to enjoy the McLaren ownership experience through an official retail partner, McLaren Mumbai.

An event celebrating the opening will be set to take place this fall.

In April, McLaren named industry veteran and Ferrari alum Michael Leiters as its new CEO as the automaker prepared to commence deliveries of the new Artura class ([see story](#)).

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