

AUTOMOTIVE

McLaren promotes lightest supercar ever in graphics drop

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A new video features the advanced design work of both brand engineers and Mr. Thorp, fusing their respective arts. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is using cyberart to boost an advancement announced last week.

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To amplify the lightest model ever released by the company, American multidisciplinary artist Ash Thorp created an animated video featuring hyperrealistic digital renderings of the all-new **McLaren 750S**. While Mr. Thorp's delivery represents a digital reimagining of the model, its latest supercar is now available to order at authorized retailers.

"When you have a car recognized by so many drivers as a benchmark, to do something even better you have to examine every detail and really push hard for improvements that raise the bar again," said Michael Leiters, CEO of **McLaren Automotive**, in a statement.

"This is what we have done with the new 750S and the lightweight, V-8 engine performance and outstanding dynamic abilities combine to deliver a supercar driving experience that hits new heights, with truly exhilarating levels of emotional connection."

Benchmark beaten

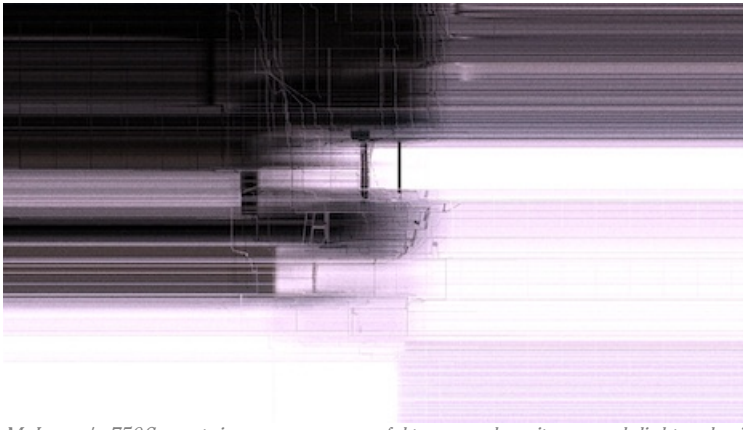
In celebration of McLaren's latest launch on April 25, Mr. Thorp centers the potential connections that drivers may develop with the landmark vehicle, helping McLaren explore a new medium.

The graphic designer involves his own affinity for the arts, photography, cars and cinematography without physical limitations.

"This McLaren project represented a milestone in my career, and I was so honored to be asked by such a special brand to help represent their company," said Mr. Thorp, in a statement.

"I knew immediately what I envisioned for this video and so greatly appreciated that the team at McLaren believed in my abilities and creative vision," he said. "I love when I experience brilliance, and I'm inspired by people who live a fearless path to follow their passion."

"That is McLaren."



McLaren's 750S contains a more powerful torque, despite a much lighter design, a dualism captured through the contrasting shades Mr. Thorp used in the video. Image credit: McLaren

Mr. Thorp's creative work includes blockbuster films such as 2014's *Ender's Game* and *The Batman*, where the animator helped create the new version of the Batmobile.

The car featured in McLaren's surreal-yet-ultra-realistic video release intends to spark engagement from drivers.

Benchmark. Beaten.

Introducing the new McLaren 750S.

Click here to discover our latest benchmark beating supercar:

[#750S pic.twitter.com/AkMTOmavzu](https://t.co/r4nGSA8mRS#McLaren750S)

McLaren Automotive (@McLarenAuto) [April 25, 2023](#)

Based on an in-depth analysis of the older McLaren 720S, designers at McLaren set out to produce the more modern rear-wheel drive. Engineers and vehicle specialists specifically looked for ways to create an enhanced, immersive and more dynamic driving experience, employing carbon fiber monocoque construction with nearly 360-degree visibility.

Fully customizable and available as a coupe or convertible for the first time, this advanced performance and technology are captured in the alternative branded asset, representing a visceral exchange between reality and imagination.

The animated asset celebrates McLaren's April 25 launch

Other luxury players such as fellow British automaker Rolls-Royce ([see story](#)) have also been working with artists to highlight high levels of craftsmanship at play. Meanwhile, German automaker Porsche recently teamed up with music journalist Nike Backspin, showcasing its home country's hip-hop scene and company appreciation for the art form ([see story](#)).

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