

AUTOMOTIVE

McLaren, Bowers & Wilkins advance partnership with new tech drop

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Introducing a new wireless speaker, the partners are launching the Zeppelin McLaren Edition on Oct. 11. Image courtesy of McLaren

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is extending its partnership with a powerhouse in the world of sound.

In collaboration with high-end audio brand Bowers & Wilkins, the car manufacturer is bringing a new wireless speaker to the luxury market. The launch of the Zeppelin McLaren Edition is accompanied by a limited-edition version memorializing the automaker's anniversary year, both now available for purchase.

"Following the success of the Px8 McLaren Edition headphones, we are thrilled to unveil the next installment of our partnership with Bowers & Wilkins the new Zeppelin McLaren Edition wireless speaker," said George Biggs, chief sales and marketing officer at [McLaren Automotive](#), in a statement.

"Both brands share a relentless commitment to pushing boundaries, be it in automotive engineering or audio excellence," Mr. Biggs said. "Now, fans of both brands can extend the renowned audio experience from our cars to the home."

Re-upping excellence

In accordance with the automaker's observance, the partners have produced just 60 total units of the "Zeppelin McLaren 60th Anniversary Edition."

A kiwi emblazoned with the number 60 integrated onto the back of the special anniversary edition nods to late founder Bruce McLaren's New Zealand roots, while both new releases utilize racing livery colors inspired by McLaren's library of hues, taking on orange and grey-toned finishes.

The devices introduce Amazon Music, Amazon Music HD and Pandora into the Bowers & Wilkins app catalog, in addition to the audio brand's proprietary "Music App."

Available starting Oct. 11, both models retail for \$899.



Dual releases from the collaboration take the form of wireless speakers. Image courtesy of McLaren

The Zeppelin McLaren Edition can be found on Bowers & Wilkins' [website](#), while the limited-edition version is exclusive to select McLaren dealerships.

"I am thrilled to introduce the latest addition to our expanding product portfolio developed in collaboration with our partners at McLaren Automotive," said Dan Shepherd, vice president of licensing & partnerships at Bowers & Wilkins, in a statement.

"The Zeppelin McLaren Edition joins the highly successful Px8 McLaren Edition, creating a uniquely appealing and innovative wireless product range that I'm sure will find eager buyers amongst both fans of McLaren and fans of Bowers & Wilkins alike."

The partner company's technology has been installed in McLaren vehicles since 2015. Last year, the automaker named Bowers & Wilkins its official audio partner ([see story](#)).

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