

AUTOMOTIVE

McLaren goes live with experiential retail space at Wynn Las Vegas

October 30, 2023



At 2,500 square feet, the McLaren Experience Center at Wynn Las Vegas provides consumers the opportunity to interact with brand favorites. Image courtesy of McLaren

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is testing the waters in America with a temporary retail location.

From Oct. 19-21, 2023, the manufacturer hosted a three-day event for media and customers, celebrating the opening of a new experiential sales space at Wynn Las Vegas. Created in collaboration with Beverly Hills-based luxury automotive retailer O'Gara, McLaren's first-of-its-kind showroom concept hits the world's entertainment capital with rare supercar models, limited-edition merchandise and more.

"We are thrilled to partner with O'Gara in bringing this exciting new opportunity for enthusiasts to engage with our brand at Wynn," said Nicolas Brown, president of the Americas at McLaren, in a statement.

"Although our cars are exclusive, we want this to be an inclusive experience for fans and enthusiasts to engage with McLaren and help celebrate our 60th anniversary," Mr. Brown said. "There will always be something new to surprise and delight our most diehard fans and also welcome new ones into the fold."

Chance encounters

At 2,500 square feet, the McLaren Experience Center at Wynn Las Vegas provides consumers the opportunity to interact with brand favorites.

Soft-launched six weeks ago, the attraction is situated near the Wynn Plaza and its many luxury shops, currently scheduled to stay open through spring 2024.

The immersive layout has garnered attention from more than 17,000 guests so far, counting Tom O'Gara, president and founder of O'Gara, Brian Gullbrants, COO at Wynn Resorts, North America and British racing legend Justin Bell as recent visitors.



Former Formula One champion Justin Bell attended a launch party to celebrate the retail concept's official public opening. Image courtesy of McLaren

To keep shopper traffic steady, a revolving window display regularly showcases three McLaren supercars, adding handpicked hypercars to the roster, a custom McLaren Senna and one of just 149 McLaren Elvas slotting in among the rare finds.

While inside the storefront, consumers will be able to try out the world's largest McLaren showroom vehicle configurator, with options to order custom units. The store also boasts an authentic F1 racing simulator.

For those in search of lower price points, an extensive range of apparel, accessories and Tumi McLaren luggage ([see story](#)) are also available for purchase.

"Las Vegas is one of the most exciting places on the planet and we can't imagine a better location for this McLaren experience than Wynn Las Vegas," said Tom O'Gara, founder of O'Gara, in a statement.

"Pent-up demand for these iconic high-performance vehicles is abundant, and O'Gara is thrilled to partner with McLaren to bring a uniquely premium experience to the entertainment capital of the world."

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.