

Media release

12:00 BST Thursday, April 09, 2020

McLaren Automotive introduces McLaren Tech Club: conversations online with the minds behind our pioneering supercar technologies

- A series of short films exploring the technologies featured in McLaren road cars
- Interviews with McLaren experts will be shared across all McLaren channels
- First film examines the innovative, world-first McLaren Active Air Management System (AAMS) of the new Elva - the lightest McLaren road car with absence of a roof, windscreen or windows
- Second film in the series focuses on the McLaren Senna GTR rear wing and is now live at: <https://cars.mclaren.com/en/latest/post/tech-club-2-sennagtr>
- Join the conversation online using #McLarenTechClub

A series of short films created to provide insight into the technologies behind the McLaren brand and cars will be shared across McLaren media channels in the coming weeks. Designed to educate, entertain and inform McLaren fans and customers alike, they can be accessed from the comfort of home via the McLaren Automotive social media and YouTube channels as well as the cars.mclaren.com website.

McLaren Tech Club (#McLarenTechClub) is designed for those who want to delve deeper into the core of every McLaren car while also increasing their automotive knowledge. The new films explore the innovative technologies developed by McLaren designers and engineers to help deliver the incredible driving experiences for which the pioneering supercar company is renowned.

The first film - titled *'How does the McLaren Elva keep you comfortable at 70mph without a windscreen?'* - looks at the revolutionary 'Active Air Management System' (AAMS) of the new Elva, the latest McLaren Ultimate Series roadster and a car that is instantly recognisable because of the absence of a roof, windscreen or windows.

The new Elva has been designed to distil elements of driving pleasure into one incredible open-cockpit car. Fundamental to this is the world-first 'Active Air Management System', which creates a 'bubble of calm' for both driver and passenger despite the car not having a windscreen. In the Tech Club film, McLaren Automotive Director of Engineering Design Dan Parry-Williams, takes viewers through the innovative solution to deliver a comfortable drive at 70mph with no physical barrier to airflow in front of

a driver or passenger, ensuring an incredibly immersive and enthralling experience.

“With absolutely nothing between you and the wind coming at you, would it be possible to create a virtual canopy? That was the challenge we set ourselves with the design of the new Elva.”

Dan Parry-Williams, Director of Engineering Design, McLaren Automotive

Presented in an easily accessible style, the McLaren Tech Club content is designed for viewers of all ages. The second film – released on April 9 – is titled, ‘What makes the McLaren Senna GTR’s wing design so unique?’ Featuring Esteban Palazzo, Principal Designer at McLaren Automotive, discussing the incredible carbon-fibre rear wing, it can be viewed here:

<https://cars.mclaren.com/en/latest/post/tech-club-2-sennagtr>. The Elva AAMS film is available at: <https://cars.mclaren.com/en/latest/post/world-of-mclaren-tech-club>.

Future Tech Club episodes will include an explanation of Ignition Cut Technology and an exploration of the design of the new McLaren 765LT. Those interested in joining the social media conversation around any of the films should use #McLarenTechClub.

Ends

Notes to editors:

A selection of high resolution images and video accompanying this release is available to download from the McLaren Automotive media site – cars.mclaren.press

About McLaren Automotive:

McLaren Automotive is a creator of luxury, high-performance supercars.

Every vehicle is hand-assembled at the McLaren Production Centre (MPC) in Woking, Surrey, England.

Launched in 2010, the company is now the largest part of the McLaren Group.

The company’s product portfolio of GT, Supercar, Motorsport and Ultimate models is retailed through over 85 retailers in more than 32 markets around the world.

McLaren is a pioneer that continuously pushes the boundaries. In 1981, it introduced lightweight and strong carbon fibre chassis into Formula 1 with the McLaren MP4/1.

Then in 1993 it designed and built the McLaren F1 road car - the company has not built a car without a carbon fibre chassis since. As part of the Ultimate Series, McLaren was the first to deliver a hybrid hypercar, the McLaren P1™.

Announced at Goodwood Festival of Speed in 2018, the company’s Track25 business plan will see it invest £1.2billion in research and development to deliver 18 new cars or derivatives by the end of 2025.

In 2018, the company launched its new £50m McLaren Composites Technology Centre in the Sheffield region in the North of England that will see it produce the next generation of lightweight carbon fibre 'tubs' that are at the heart of all McLaren cars.

2019 saw McLaren launch the 600LT Spider as well as the new GT, the track-only Senna GTR and unveiled the 620R and the McLaren Elva. In 2020, McLaren launched the 765LT.

To support the development, engineering and manufacture of its range of innovative sports cars and supercars, McLaren Automotive partners with world leading companies to provide specialist expertise, technology and solutions. These include AkzoNobel, Ashurst, Dell Technologies, OnePlus, Pirelli, Richard Mille, and Tumi.

McLaren Group:

The McLaren Group is a global leader in luxury automotive and technology and comprises three businesses: Automotive, Racing and Applied.

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