

Media release

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McLaren Automotive and Castore sportswear debut exclusive new designed, lightweight technical capsule collection

British luxury pioneering supercar company McLaren Automotive and British premium sportswear brand Castore have collaborated to debut their first technical male sportswear collection.

Taking inspiration directly from McLaren’s modern design language and use of lightweight materials to improve performance, the limited-edition Castore collection offers exceptional style and comfort.

High performance meets design precision in McLaren and Castore’s debut collaboration with core training and lifestyle pieces including cotton t-shirts, performance tops and outerwear.

Bonded seams, a sonic welded construction and heat transferred interior components keep garments highly streamlined and near-weightless for optimal comfort and performance.

The collection also embraces smooth sloping curves and hexagonal grid formations, while creating a streamlined and flattering silhouette with an understated yet distinctive aesthetic.

Each piece is ergonomically cut for ease of movement and comfort, and offers superior wicking, odor-resistance, four-way stretch and a unique mesh construction which increases airflow, cooling and ventilation.

Castore was founded to create the highest quality sportswear in the world and its collaboration with McLaren is true to that pioneering spirit. Both British brands were drawn together by an enduring quest for creating products of exceptional quality and unrivalled user experience.

Like McLaren’s supercars, every last detail has been thoughtfully considered and executed in the creation of their collaborative performance collection.

Hero pieces include the range of performance tees. With thermo regulation properties through Coldblack® technology, the performance tee reduces heat build-up while protecting you from the sun’s rays through a UVA and UVB protection textile finish. The tees also feature laser mapping design in key sweat zones to increase airflow through the garment, making them the ideal choice for when you’re training or on the move.

The utilization of advanced engineering techniques is key to every piece of the collection. A case in point is the technical softshell jacket which is designed for both style and function. Showcasing a streamlined design and relaxed athletic fit, the jacket is highly breathable and also includes seal branding to reduce added weight. Featuring water repellent zip closures, the collection’s Softshell Jacket is a model example of light outerwear for an active lifestyle.

“In our own respective fields, McLaren Automotive and Castore are both pioneers who take on established players by pushing the boundaries of design and technology, so it makes sense to come together and collaborate on this exclusive collection.

“McLaren only works with like-minded brands who share our innovative design ethos to create authentic, best-in-class products that change the game, provide a unique experience and delight the user which is why Castore is such a natural fit for us.

“We see long-term value in extending our brand to a wider audience beyond those who buy and drive our supercars while, at the same time, always being mindful to maintain our aspirational brand values in everything we do. In doing so, we build on our high brand standards and luxury positioning while collaborating to bring something unique to the product category and wearer.”

Mike Flewitt, Chief Executive Officer, McLaren Automotive

“Castore is delighted to be collaborating with luxury supercar maker McLaren, one of the most respected luxury and technology brands in the world, known for pushing the boundaries of innovation. McLaren Automotive and Castore share a deep commitment to technical and product excellence and our first exclusive capsule collection reflects both brands shared ethos.”

Tom Beahon, Co-Founder, Castore

The Castore and McLaren collection drops exclusively at Castore stores and at www.castore.com from November 3.

Ends

Notes to editors:

A selection of high resolution images 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 are retailed through over 85 retailers in 40 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™.

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. In addition, it unveiled the all-new lightweight architecture innovated and manufactured at the £50m McLaren Composites Technology Centre opened in the Sheffield region in the North of England that will underpin the next decade of McLaren’s electrified future.

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