

Media advisory: All-new McLaren supercar revealed February 17

Advance notice of global debut: Artura - the full force of McLaren

- All-new, High-Performance Hybrid McLaren supercar makes its global debut at 00:01 GMT on Wednesday February 17, 2021
- More than five decades of McLaren experience and expertise in super-lightweight engineering and racing technology concentrated into one next-generation supercar
- Artura revealed in showcase coming from McLaren's headquarters in Woking, England, featuring brand personalities and full information about McLaren's first series-production High-Performance Hybrid
- Go to <http://cars.mclaren.com/en/artura/event> to register interest and save the date
- Preview of new Artura live at <http://cars.mclaren.com/en> from 09:00 GMT February 10

The all-new McLaren Artura will make its global debut on 00:01 GMT on Wednesday, February 17, in a spectacular showcase coming from McLaren's headquarters in Woking, England.

This first opportunity to see the new High-Performance Hybrid supercar in detail and in action will feature McLaren brand personalities giving key information about the Artura, plus an interactive Q&A session. Streamed online at <http://cars.mclaren.com/en/artura/event> to engage customers and McLaren enthusiasts worldwide, the Artura reveal experience will be available on McLaren channels following the 00:01 GMT reveal event for those who miss it.

Concentrating the full force of McLaren's expertise in race- and road car engineering into one groundbreaking, next-generation High-Performance Hybrid supercar, the Artura is new in every respect. Powered by an all-new hybrid powertrain that features an all-new V6 engine and with the new McLaren Carbon Lightweight Architecture at its core, the Artura is another compelling example of McLaren's commitment to super-lightweight engineering to deliver outstanding levels of thrilling performance, driver engagement and efficiency.

Ahead of the full global reveal, preview footage of the McLaren Artura will be live at <http://cars.mclaren.com/en> from 09:00 GMT on February 10.



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Notes to editors:

For further details and to discuss access to media assets, please contact the appropriate person from the list below. Full information, high-resolution images and B-Roll of the McLaren Artura can be downloaded from the McLaren Automotive media site - cars.mclaren.press - from 00:15 GMT on February 17, 2021.

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 and the track-only Senna GTR, and also unveil 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 supercars, McLaren Automotive partners with world leading companies to provide specialist expertise, technology and solutions. These include AkzoNobel, Ashurst, Dell Technologies, Gulf, 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.

Further information:

Piers Scott

Global Director of PR & Marketing | McLaren Automotive Limited



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PIRELLI

RICHARD MILLE

TUMI

Phone: +44 (0) 1483 241380
Mobile: +44 (0) 7387548837
Email: piers.scott@mclaren.com

Daniel Golding
Global Head of Corporate Communications | McLaren Automotive Limited
Phone: +44 (0) 1483 261500
Mobile: +44 (0) 7717 450469
Email: daniel.golding@mclaren.com

Paul Chadderton
Global Head of PR | McLaren Automotive Limited
Phone: +44 (0) 1483 261500
Mobile: +44 (0) 7990 776749
Email: paul.chadderton@mclaren.com

Hunter Skipworth
Global Digital PR Manager | McLaren Automotive Limited
Phone: +44 (0) 1483 261500
Mobile: +44 (0) 7990 564 052
E-mail: hunter.skipworth@mclaren.com

Charlotte Jatana
Social Media Executive | McLaren Automotive Limited
Mobile: +44 (0) 7468 715 904
E-mail: charlotte.jatana@mclaren.com

Kevin Ritson
Press Officer | McLaren Automotive Limited
Phone: +44 (0) 1483 261500
Mobile: +44 (0) 7979 546018
E-mail: kevin.ritson@mclaren.com

Chloe-Elise Bradford
PR Executive | McLaren Automotive Limited



Phone: +44 (0) 1483 261500

Mobile: +44 (0) 7920 363479

E-mail: chloe-elise.bradford@mclaren.com

Roger Ormisher

Vice President, Communications & PR | McLaren North America

Phone: +1 714 501 8137

Email: roger.ormisher@mclaren.com

Lauren Dowdy

Press Officer- North America | McLaren Automotive Limited

Phone: +44 (0) 1483 241453

Mobile: +44 (0) 7818 537845

Email: lauren.dowdy@mclaren.com

Amel Boubaaya

Head of PR - Europe, Middle East and Africa | McLaren Automotive Limited

Phone: +44 (0) 1483 261500

Mobile: +44 (0) 7920 531357

E-mail: amel.boubaaya@mclaren.com

Valentina Pichler

European Press Officer | McLaren Automotive Limited

Mobile: +44 (0) 7717 527991

Email: valentina.pichler@mclaren.com

Adam Gron

Regional PR & Marketing Manager - Middle East and Africa | McLaren Automotive Limited

Mobile: +973 (0) 66 398339

Email: adam.gron@mclaren.com

Sunny Zhang

PR Communications Director - China | McLaren Automotive Limited

Phone: +86 (0) 21 2074 0520

Mobile: +86 186 1617 9933

Email: sunny.zhang@mclaren.com



Gracia Yap

PR Manager - Asia Pacific | McLaren Automotive Limited

Phone: +65 6338 3700

Mobile: +65 9109 3698

Email: gracia.yap@mclaren.com

Mihoko Negishi

PR Manager - Japan | McLaren Automotive Asia Pte Ltd

Mobile +81 (3) 6675 4313

Email: mihoko.negishi@mclaren.com

Media website: cars.mclaren.press

Facebook: www.facebook.com/mclarenautomotive

Twitter: www.twitter.com/McLarenAuto

You Tube: www.youtube.com/mclarenautomotivety



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