

Media advisory: All-new McLaren supercar revealed February 16

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

- All-new, High-Performance Hybrid McLaren supercar makes its global debut at 19:01 EST on Tuesday February 16, 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 04:00 EST February 10

The all-new McLaren Artura will make its global debut at 19:01 EST on Tuesday, February 16, 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 19:01 EST reveal event for those who miss it.

Concentrating the full force of McLaren's expertise in race and road car engineering into one ground-breaking, 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 04:00 EST on February 10.

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 19:15 EST on February 16, 2021.

About McLaren Automotive:

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



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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.

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