

Media information

22 June 2011

McLaren London, Knightsbridge, England

Jenson Button and Lewis Hamilton join Ron Dennis and guests at McLaren London for the launch of McLaren's retail network

- First McLaren showroom opens at One Hyde Park, Knightsbridge
- Star-studded opening event hosted by McLaren Group, Executive Chairman, Ron Dennis, Formula 1 world champions, Jenson Button and Lewis Hamilton, and guests from the worlds of sport, entertainment and business
- New short film covering the landmark event at www.youtube.com/mclarenautomotivetv
- Flagship showroom opening marks the launch of a McLaren global retail network of 35 locations in 19 countries
- Bespoke McLaren showrooms and high-tech aftersales centres offer luxury sales environment and innovative service standards
- Retailers appointed in Germany, Japan and Singapore complete first phase of global network development as phase two looks ahead to 2012

McLaren London, 21 June 2011: McLaren Automotive opened the doors to its first dedicated McLaren retailer, McLaren London, with a star-studded celebration at its One Hyde Park, Knightsbridge location on June 21. By the end of 2011, McLaren will have 35 bespoke retailers in 19 countries worldwide. All have been carefully selected by McLaren to offer the best in customer sales and service for a range of high-performance sports cars, beginning with the ground-breaking McLaren MP4-12C.

The opening, hosted by Vodafone McLaren Mercedes drivers, Jenson Button and Lewis Hamilton, and McLaren Group and McLaren Automotive Executive Chairman, Ron Dennis, celebrated '*Defining Moments in Time*'. Recognizing the launch of the global network of McLaren car retailers, and the arrival of the first 'pure' McLaren sports car, the event also presented past McLaren track successes with iconic trophies and two of Lewis Hamilton's race-winning Formula 1 cars.

Ron Dennis said: "*We are fiercely proud of the McLaren brand and I am personally proud that we are welcoming into the McLaren family some of the world's best car retailers, many of whom are with us tonight. I look forward to delivering great cars to*

them, as I know we share a common objective: we are driven to succeed and we try to be the best at everything that we do.

“Jenson, Lewis, our hosts, and many of our guests represent tonight a group of people who share a particular value: that is that somewhere along our careers and lives we have experienced an iconic, or defining moment. Tonight is that moment for McLaren Automotive,” Dennis concluded.

McLaren has invested nearly £800m since 2005 to establish itself as the world's newest sports car company. That investment has focused on the development of a range of innovative, technologically ground-breaking, and bespoke high-performance sports cars, as well as the construction of a brand new manufacturing facility (the McLaren Production Centre - MPC) at the company's headquarters.

This solid foundation requires similar commitment to the McLaren brand from retailers in order to turn McLaren's dream into reality; the launch of McLaren London, to be operated by the Jardine Motors Group, marks that commitment as the first of 35 retailers that will supply and service McLaren customers in all major global markets. McLaren anticipates expanding its global retail network to around 70 locations by the middle of the decade when the full range of cars is under production at the MPC in Woking, England: as the MP4-12C goes on sale, three further models or derivatives are currently already under development.

The McLaren network will be small in number compared to other premium brands, driving McLaren's partners to ensure a high-value is placed on McLaren customers. McLaren's strategy is to support its retailers in servicing customers to a high level by keeping volumes low and business profitable, rather than stretching retailers through high volumes and too many locations.

The initial 35 strong retail network was recently completed with the confirmation of McLaren retailers in Frankfurt, Munich, Osaka, Singapore and Tokyo whilst attention now moves on to securing up to six more retailers in 2012. Markets that McLaren is

considering include China, Russia and Scandinavia. The company's first 'pure' McLaren sports car is experiencing high demand with over 18 months of production currently accounted for.

McLaren's 2011 global retail network:

Europe: UK (Birmingham, London, Manchester); Germany (Düsseldorf, Hamburg, Frankfurt, Munich); Benelux (Brussels); France (Monaco, Paris); Italy (Milan); Spain (Madrid), Switzerland (Zürich). **North America:** Canada (Toronto); USA (Chicago, Dallas, Los Angeles, New York, Miami, Newport Beach, Philadelphia, San Francisco, Tampa). **Middle East / Africa:** UAE (Abu Dhabi, Dubai); Qatar; Saudi Arabia (Jeddah); Bahrain; South Africa (Johannesburg). **Asia Pacific:** Hong Kong; Singapore; Australia (Sydney); Japan (Osaka, Tokyo)

McLaren launches in Europe

The flagship McLaren showroom is located at London's newest and most prestigious address – One Hyde Park: The Residences at Mandarin Oriental. As with every retailer in the new McLaren Automotive network, Jardine Motors Group has been selected for their ability to demonstrate an outstanding track record in offering excellent customer service and aftersales support.

McLaren Automotive is committed to ensuring the experience customers have with their dealers in every market is as revolutionary as the MP4-12C sports car itself. For example, unlike any other automotive manufacturer, McLaren is stocking its retail network with a spare of every serviceable part for the MP4-12C: what McLaren calls its 'pit-stop' service concept that ensures fast and efficient repair.

Following the London launch, two more McLaren retailers for the UK will open: Manchester (Sytner Group) on June 30, and Birmingham (Rybrook Motor Holdings) on July 5. The remaining 32 sites in the global network will be operational by the end of this year, beginning in July and through the summer with the European network in Belgium, France, Germany, Italy, Spain, and Switzerland.

The McLaren MP4-12C

The innovative new MP4-12C will be the first in a range of high-performance, highly efficient, carbon-fibre based sports cars from McLaren Automotive. The 12C will take on the world's best premium performance cars and is lighter, more powerful, more fuel efficient and more exclusive than its key competition.

McLaren Production Centre

All future McLaren sports cars will be built in the new £40m McLaren Production Centre (MPC), situated adjacent to the stunning McLaren Technology Centre (MTC) in Woking, England. Up to 1,000 cars will be hand-built at MPC for worldwide distribution in the car's first full year, with an annual production run of approximately 4,000 McLarens per year when the model line-up is complete by the middle of the decade.

The first 12C is due off the MPC production line in mid-July, with the first 12C's for delivery to the European network over the coming weeks having been produced on the existing production line at the MTC.

Ends

McLaren Automotive will be represented in the following 35 cities and markets:

EU (summer 2011)

McLaren Automotive Regional Director: Christian Marti (German)

| | |
|--------------------|-------------------------------------|
| McLaren London | Jardine Motors Group |
| McLaren Birmingham | Rybrook Motor Holdings |
| McLaren Manchester | Sytner Group |
| McLaren Paris | Neubauer Group |
| McLaren Monaco | Monaco Luxury Group |
| McLaren Madrid | Grupo Guarnieri |
| McLaren Hamburg | Merkur Hanseatische Beteiligungs-AG |
| McLaren Frankfurt | Doerr Automotive GmbH |
| McLaren Munich | F1 Sportwagen GmbH |
| McLaren Dusseldorf | Moll Sportwagen GmbH |
| McLaren Brussels | Ginion Group |

McLaren Zurich
McLaren Milan

Schmohl AG
Gruppo Fassina

Middle East:South Africa (autumn)

McLaren Jeddah
McLaren Dubai; McLaren Abu Dhabi
McLaren Kuwait
McLaren Qatar
McLaren Bahrain
McLaren South Africa

Regional Director: Ian Gorsuch (British)

Al Ghassan Motors
Al Habtoor Motors
Ali Alghanim & Sons Automotive
Dana Motors
Al Ghassan Motors
Daytona Group

North America (late-autumn)

McLaren Beverly Hills
McLaren Chicago
McLaren Dallas
McLaren Greenwich
The Collection
McLaren Newport Beach
McLaren Philadelphia
McLaren San Francisco
McLaren Tampa Bay
McLaren Toronto

McLaren Automotive Regional Director: Tony Joseph (US)

The Auto Gallery
Lake Forest Sports Cars
Park Place Texas
Miller Motorcars
McLaren Miami, Florida
McLaren Newport Beach
McLaren Philadelphia
Price Family Vehicles
Dew Luxury Motor Cars
Pfaff Automotive Partners

Asia Pacific

McLaren Singapore
McLaren Tokyo
McLaren Osaka
McLaren Sydney
McLaren Hong Kong

McLaren Automotive Regional Director: Ian Gorsuch (British)

Wearnes Automotive
MT International
Hakko Group
Trivett
Sime Darby

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