

THE LATEST McLAREN P1™ IS PURE ELECTRIC

- McLaren retailers to offer a pure electric McLaren P1™
- Central driving position and open roof configuration
- Rushes from zero to maximum speed in just two seconds
- ... to the tune of Hickory Dickory Dock

McLaren Automotive has already revealed that one of the key strategies of its TRACK 22 business plan is the development of a Pure Electric Vehicle (or EV) to one day sit in its Ultimate Series. Meanwhile a Pure EV based on today's McLaren P1™ is now available but only to a limited group of potential customers ... those under the age of six. At least that's the official guidance.

The diminutive McLaren P1™ differs from its larger brother in two important areas. Firstly, it has a central driving position, just like the iconic McLaren F1. Then secondly, the young will be able to experience what adults never could: an open-top McLaren P1™. Yet cleverly the design still retains McLaren's signature dihedral doors. And like every McLaren, its acceleration is startling. The zero to maximum speed dash takes just two seconds.

The car surges into life via a one-button stop/start function automatically activating the lights and 'air-conditioning' unit. An MP3 player and audio system is standard and helpfully already pre-programmed with every popular nursery rhyme. It also features a reverse gear in addition to its three speed, forward transmission. Handy if you've arrived at the wrong playground.

In a contrast to McLaren's usual policy of offering limitless colour and trim combinations, this time the choice for the busy six year old is made easy with only one colour on offer: Volcano Yellow.

The Ride On, electric McLaren P1™ is the first officially licensed product from McLaren Automotive to enter this growing market segment and is the most compact car yet to



wear the McLaren badge. Hence customers ideally should be between three and six years old to drive it. Although young drivers beyond this age group might also fit.

It will be available from the end of October first from selected McLaren Automotive retailers around the world priced at £375.00, followed by recognised global toy retailers.

TECHNICAL INFO

Vehicle info

The Ride On McLaren P1™

Colour – Volcano Yellow

Top speed –approximately 3mph

Price – RRP: £375.00

Available globally at selected McLaren retailers

This product is Officially Licensed

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 British manufacturer of luxury, high-performance sports and super cars, located at the McLaren Technology Centre (MTC) in Woking, Surrey. For the past 30 years, McLaren has pioneered the use of carbon fibre in vehicle production and since introducing a carbon chassis into racing and road cars with the 1981 McLaren MP4/1 and 1993 McLaren F1 respectively, McLaren has not built a car without a carbon fibre chassis.

Following the global launch of McLaren Automotive in 2010, the groundbreaking 12C was revealed in 2011, the 12C Spider in 2012, and the limited-run McLaren P1™ went into production in 2013. In keeping with its plan to introduce a new model each year, the company unveiled the 650S, in Coupé and Spider form in 2014, while 2015 proved to be a year of unprecedented growth of the product portfolio with five new models launched across the full range. The strictly limited edition 675LT Coupé premiered at the Geneva Motor Show alongside the track-only McLaren P1™ GTR which, with 1,000PS, became the most powerful model ever produced by the brand. The much-anticipated Sports Series became the third – and final – model tier in the McLaren range with the 570S Coupé and 540C Coupé debuting in New York and Shanghai respectively, less than one month apart. The end of the year saw the launch of the fifth model, the 675LT Spider, which was as a direct response to customer demand. The year also saw the end of production for the first model in the Ultimate Series as the 375th McLaren P1™ was completed, closing what has become a defining year for the British brand.

McLaren Automotive Partners

To support the development, engineering and manufacture of its range of innovative and highly acclaimed sports cars, McLaren Automotive has partnered with world leading companies to provide specialist expertise and technology including, AkzoNobel, ExxonMobil, Pirelli and SAP.

Visit cars.mclaren.com for more details.

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