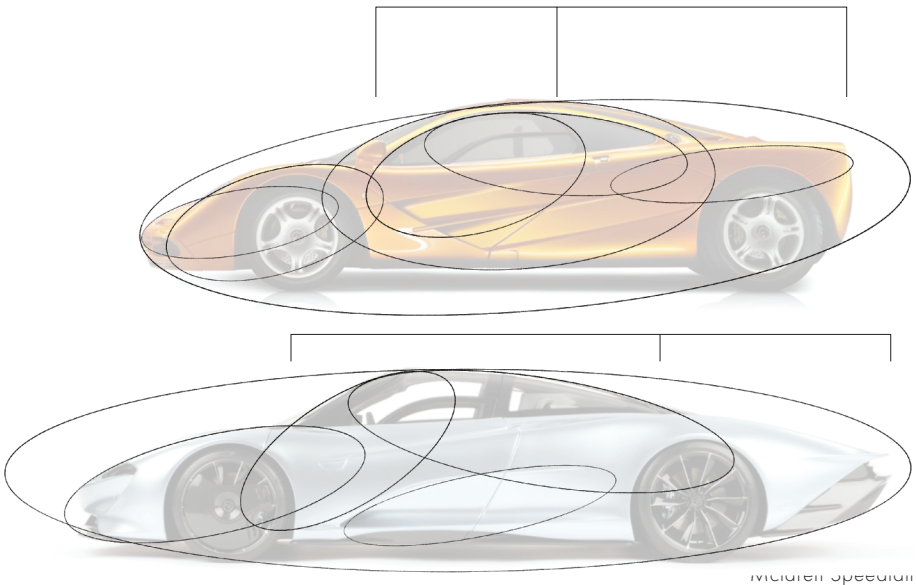
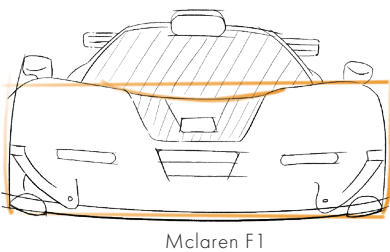
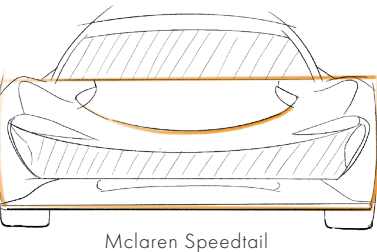


# Design Language

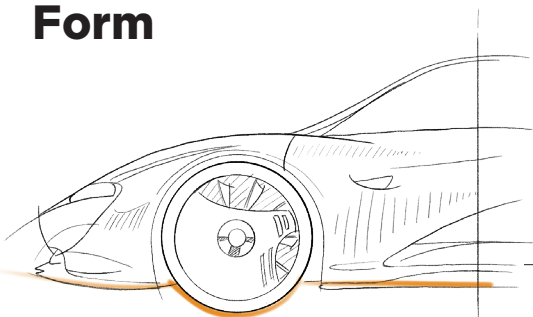
## Proportion

The golden ratio is present within many of McLaren's cars, however this is believed to be entirely coincidental, apparent also in the beauty of nature, not a main aspect of their design language. McLaren uses many ellipses in their designs. This shape adds to the streamline appearance with its harmonious, elongated, and elegant form.

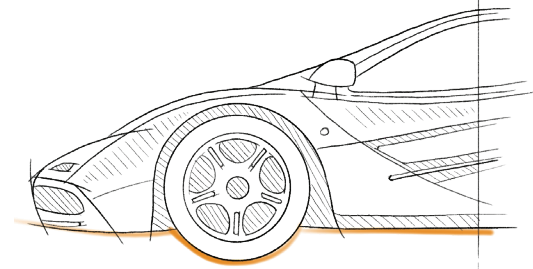
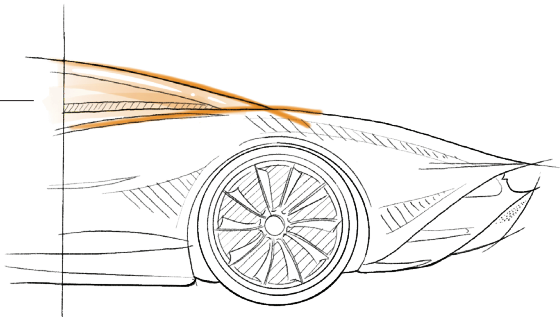


The face of the car fits into a very similarly proportioned rectangle. This is apparent in the F1 and speedtail, however it is also applicable to many of their models.

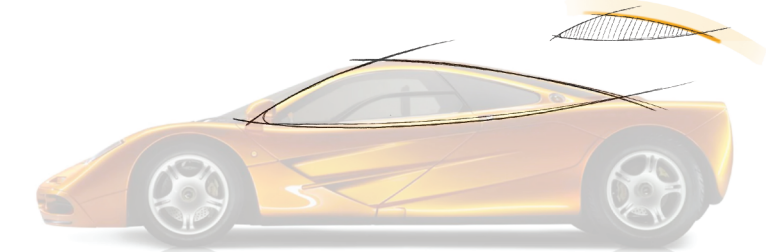
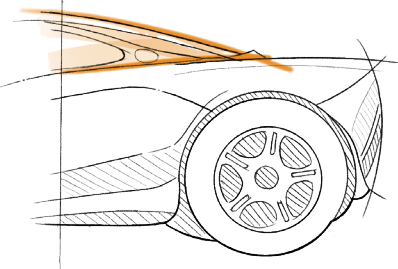
## Form



The windows on the two models converge at the end to a very similar profile, and the curve at the top of the car is identical.

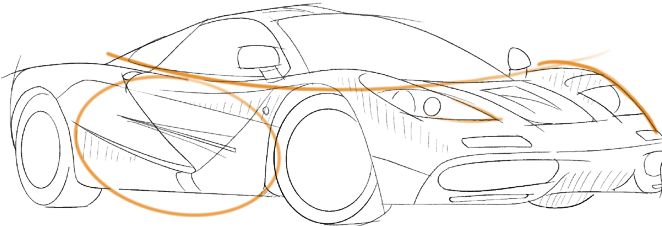
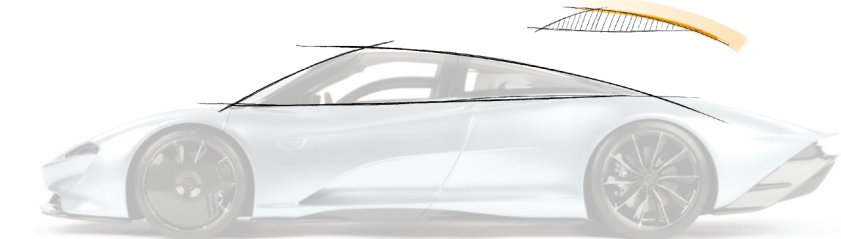
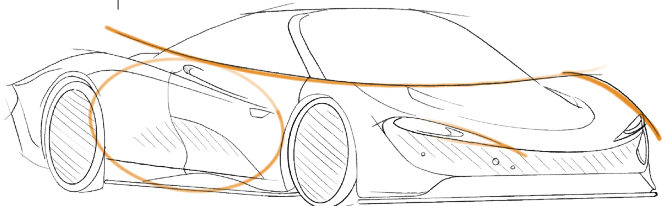


The distance from the tire to the very front of the cars is identical, and it follows the same slight curvature.

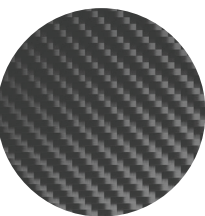


The detailing on the side of each car differs in design, however the long lines are a constant within their models.

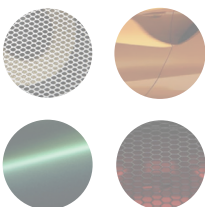
In a ¾ front view, the curve separating the top and body of the car is completely uniform.



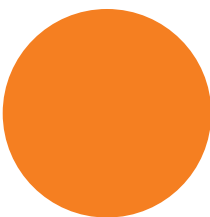
## Colour & Texture



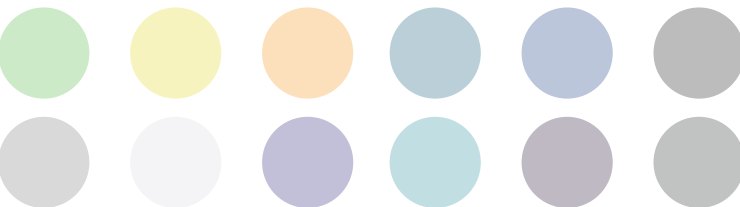
McLaren prides themselves on their advanced lightweight design, through their use of beautifully formed carbon fiber elements.



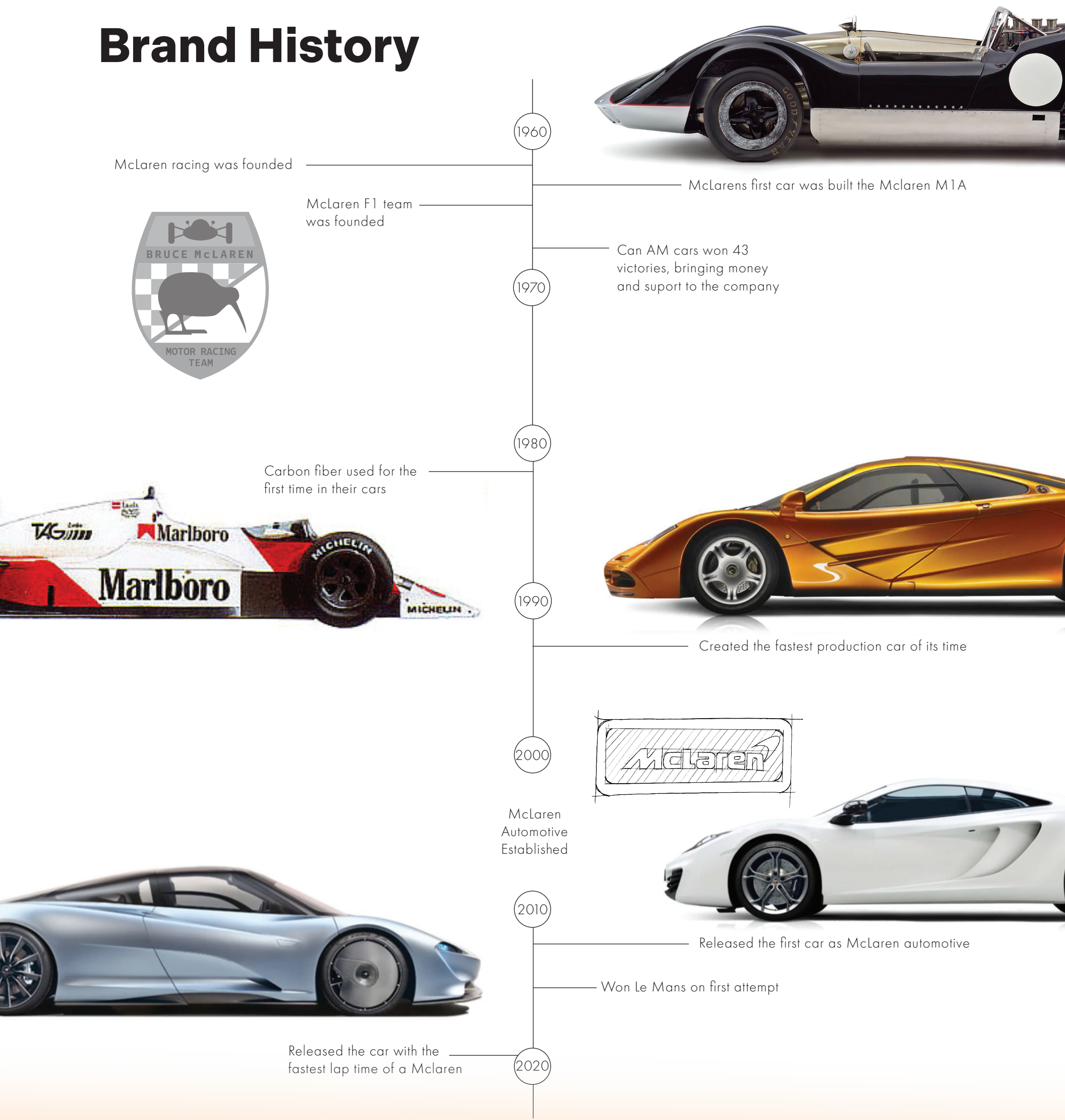
Additionally, they offer car personalization with ten exterior and six interior finishes to choose from.



Papaya orange, also known as McLaren Orange, was historically used to make their cars stand out from competitors. Other colours available include:



# Brand History



## Personality

- Innovative
- Luxury
- Precision
- Streamlined
- Performance

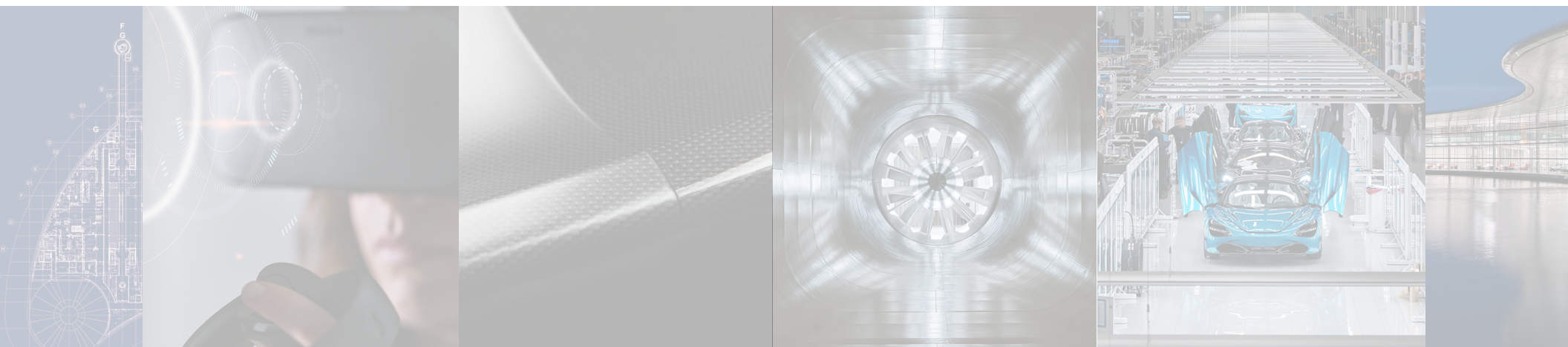
## Vision

Using innovation and perfection as guiding values to create a thrilling experience for their drivers.

## Mission

Creating cars that are easy to drive on the road and perform well on the track

# Brand Equity Map



## Values and Characteristics

McLaren Automotive exists to create breathtaking performance road cars, valuing innovation at their core and they strive to deliver the most thrilling driving experiences imaginable. The brand puts a strong emphasis on the pursuit for perfection and strives to push the limits in speed, performance and dynamic engineering.

## Virtual Reality

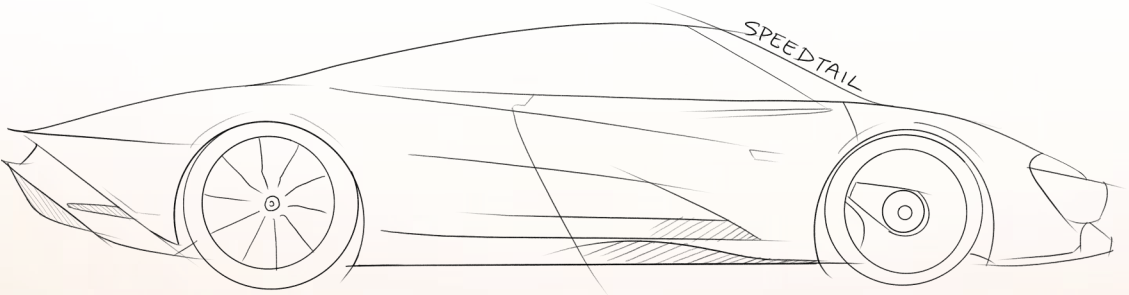
Another element that sets McLaren apart from their competitors is that every vehicle is hand-assembled at the McLaren Production Centre (MPC) in Woking, Surrey, England. Lastly, this brand has developed the use of virtual reality in their studio, creating a system that lets their designers translate their ideas to VR models intuitively which cuts down on prototyping time and allows for incredible realism. This software was achieved by partnering with game developers.

## Aerodynamics

Specifically for the Speedtail model, creating a body that bent at the tail, which added downforce when needed, allowed the brand to create the ultimate low drag aerodynamic design, making this model the fastest accelerating road cars on the market.

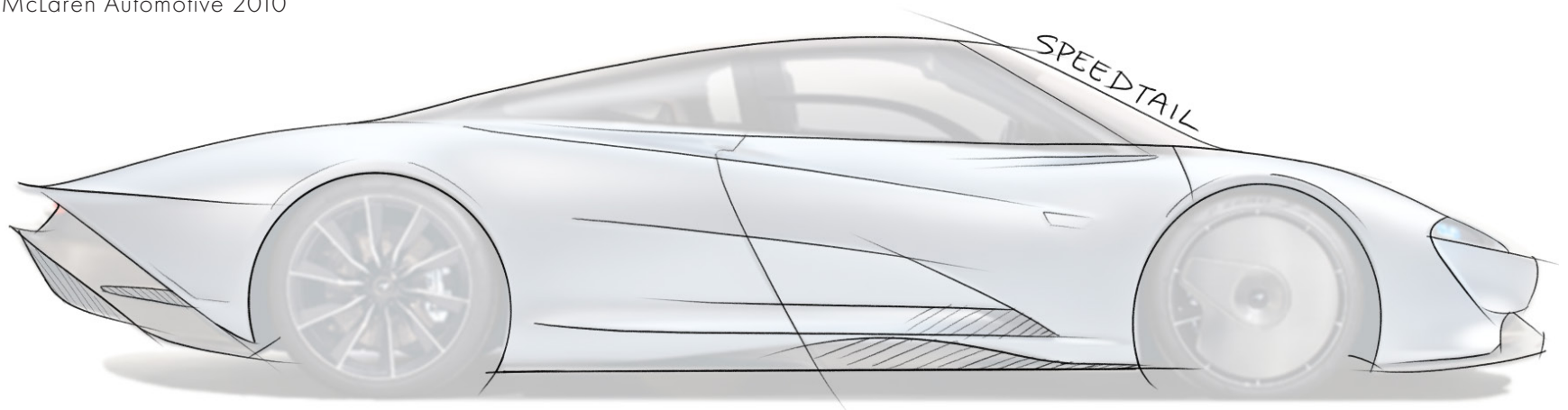
## Competitors

McLaren differs from their competitors by pioneering new technology and breaking industry norms while maintaining an appreciation for traditional mechanics and hydraulics over electrical components. While their competitors embrace all-electric steering, McLaren sticks with hydraulic systems to remain true to their driver-centric design philosophy with feeling and feedback. They pride themselves on certain unique features and attributes such as enclosing the front wheels with carbon fiber covers, brake steer, hybrid power and good suspension steering interior all in an attempt to enhance the high quality of user experience.



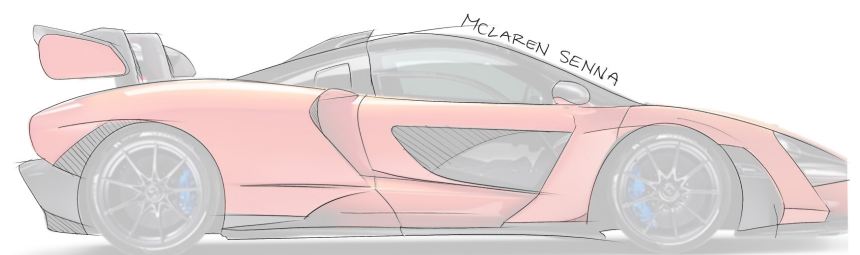
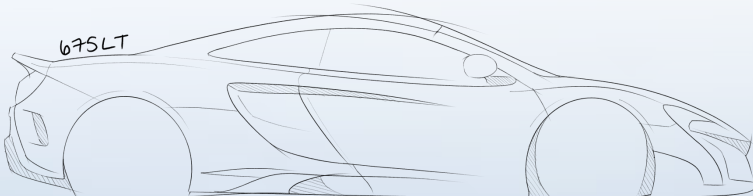
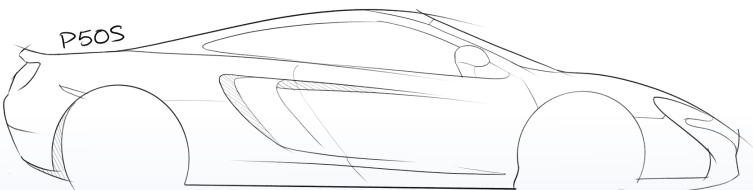
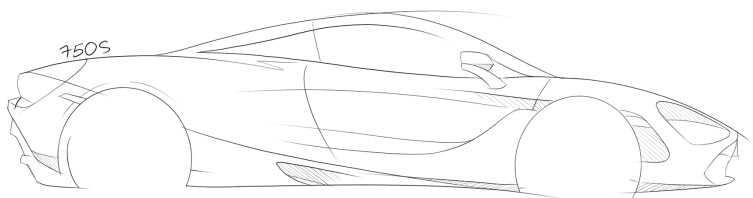
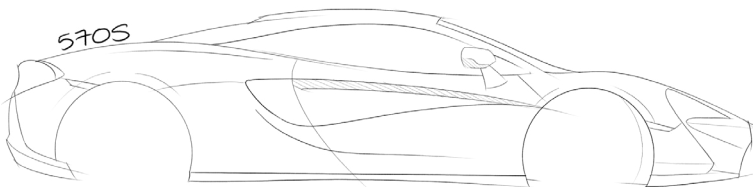
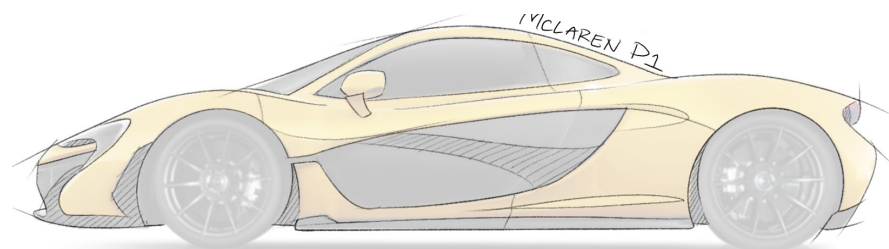
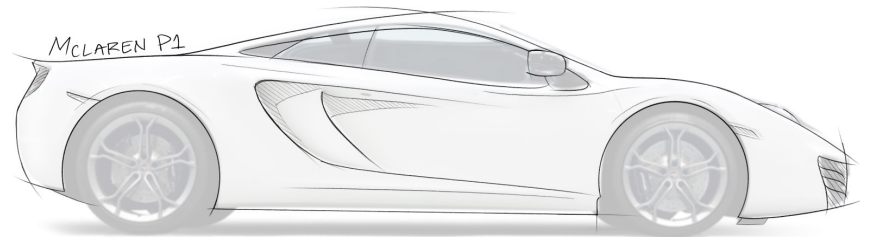
# Product Portfolio

McLaren Automotive 2010



## Products

McLaren Automotive's (2010) product line consists exclusively of exotic sports cars and performance road cars. The brand strives to innovate through the search for perfection. The most recognizable models include: P1, 650S-coupe and spider (convertible vs non convertible), 625C(same as 650 but with air vents), 675 Lt, 570s and 540c.



## Target Market:

- People who enjoy driving/car enthusiasts
- People who value luxury products
- People interested in F1 racing and sports cars

## Core User Group

- Typically middle aged generation (40-60 years) who have accumulated wealth throughout their lives
- Most popular in North America and Europe
- More men own McLarens than women

