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## McLaren's New London Showroom: One Hyde Park



**One Hyde Park, in Knightsbridge, has been announced as the location of the new McLaren London showroom. Jardine Motors Group plans to open it in early 2011, prior to the spring launch of the McLaren MP4-12C.**

**McLaren London** is expected to become the marque's leading European retailer – and potentially the busiest in the global network.

The **One Hyde Park** development consists of 86 apartments and three very upmarket retail spaces, with the **McLaren** showroom on the ground floor of 'pavilion B', the largest of the three retail units, looking out onto Knightsbridge and strategically placed between **Harvey Nichols** and **Harrods** at the top of **Sloane Street**. While **McLaren** will be the only motoring brand at **One Hyde Park**, it's likely that the other two units will house leading luxury brands. As a further attraction, the **McLaren** showroom will displaying one of the team's **Formula 1** racing cars.

Other UK outlets will be opened in **Birmingham** and **Manchester**.

More than 2700 potential customers have already expressed a 'serious intention to buy' the **MP4-12C** when it goes on sale next year. Although the exact pricing has not yet been confirmed, it will be somewhere between £125,000 and £175,000.

*Text: Charis Whitcombe*

*Photos: McLaren Automotive*

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