

CLASSIC DRIVER

World's first McLaren showroom opens in London

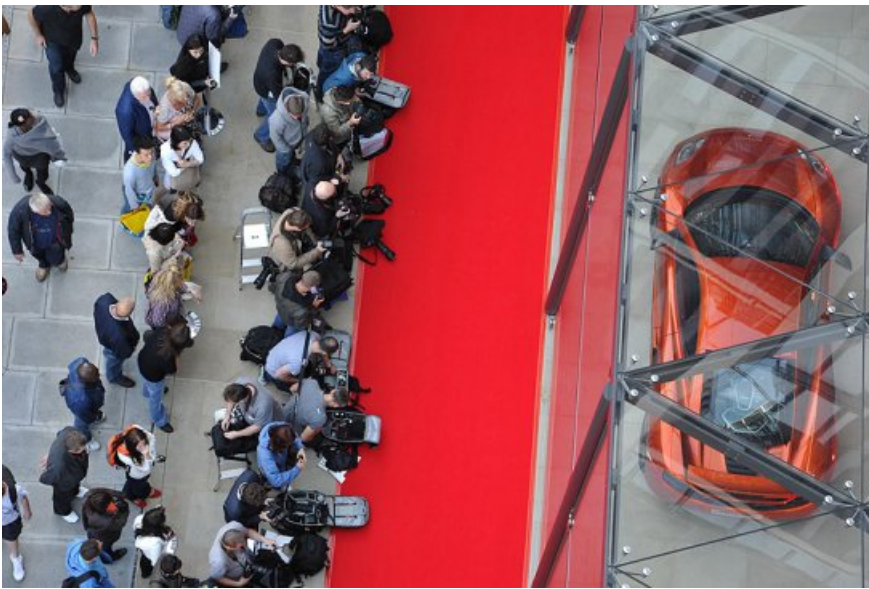


On 21 June 2011, McLaren Automotive launched its global retail network with the opening of McLaren London, at One Hyde Park, Knightsbridge. By the end of this year, McLaren aims to have 35 bespoke retailers in 19 countries around the world.

For the time being, however, one thing customers won't be able to buy at the showroom is a McLaren... because the next 18 months' production of the super-desirable MP4-12C is already sold out. But it's not just a superlative car that McLaren is offering; the company is also promising 'revolutionary' aftersales support, such as the intention for its retailers to stock a spare of every serviceable part for the MP4-12C.

Following the London launch, there will be two more UK retailers opening this year: a Manchester dealership on June 30, and one in Birmingham scheduled for 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.





There will be a Canadian dealer in Toronto, and U.S. dealers in Chicago, Dallas, Los Angeles, New York, Miami, Newport Beach, Philadelphia, San Francisco and Tampa. Other retailers include those in Sydney and Tokyo. Next year, attention will shift – perhaps – to China, Russia and Scandinavia.

Jenson Button and Lewis Hamilton were among the guests at the official London opening this week, as you see in the short film below:

You can read John Simister's [UK road test of the new McLaren MP4-12C](#) elsewhere on Classic Driver.

Text: [Charis Whitcombe](#)

Photos: McLaren

ClassicInside - The Classic Driver Newsletter

[Free Subscription!](#)

Gallery

Source URL: <https://www.classicdriver.com/en/article/world%E2%80%99s-first-mclaren-showroom-opens-london>
© Classic Driver. All rights reserved.