

## McLaren 650S Launch Recap:

**Description:** *This is the McLaren 650S Launch Recap I put together with the Marketing Coordinator. We included pictures from the launch a picture of the physical invitation and the audience reached through social media in the recap, which was sent out to McLaren North America.*

## McLaren 650S Launch Recap

### OVERVIEW:

THE COLLECTION McLaren hosted an invitation-only test drive launch event to celebrate the arrival of the all-new McLaren 650S on Friday, June 6 and Saturday, June 7. Guests enjoyed personal one-on-one test drives with McLaren Sales Associates, while noshing on light bites and refreshments. All attendees got to take home McLaren 650S framed lithographs as thank you gifts.

Invitations were distributed by a variety of mediums including a 11,100 piece direct mail initiative mailed to a competitive list set as well as current clients of THE COLLECTION.

### DATE:

Friday, June 6 and Saturday, June 7

### LOCATION:

THE COLLECTION McLaren Showroom

### RESPONSE TO DATE:

|                             |    |
|-----------------------------|----|
| Total Friday Test Drives:   | 12 |
| Total Saturday Test Drives: | 25 |
| Total 650S Sales:           | 3  |
| Total 650S Pending Orders:  | 2  |
| Total Used 12C Sales:       | 1  |

**DIRECT MAIL PIECE:**



## **McLaren 650S**

PERFORMANCE AND REFINEMENT UNIFIED

Named after its twin-turbo 650PS power plant, the new McLaren breaks the mold. Sensational to drive, generously equipped and just as at home whether you're targeting the next apex, or comfortably covering long distances.

**GET UP CLOSE WITH THE 2015 McLAREN 650S  
THE ULTIMATE EVERYDAY SUPERCAR**

### **TEST DRIVE LAUNCH EVENT**

Friday, June 6 and Saturday, June 7  
11 AM - 7 PM daily

THE COLLECTION®  
200 Bird Road | Coral Gables, FL 33146



By appointment only  
Contact Claudia: 305.476.2028 or 650S@thecollection.com

## PHOTOS OF ACTUAL INVITE

### EVENT PHOTOS:









## INSTAGRAM:

- Total Reach: 28,471+ users



**lv.223**

4 days ago

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Thank you to McLaren and The Collection for this amazing test drive! #testdrive #mclaren #650s #cargramm #carporn #carphotography #carinstagram #carlife #cargasm #mclaren650s #p1 #12c #650sspyder #thecollection #luxury4play #goldrushrally #exotics4play #exotics4life #gumball3000 #spyder #gumball #win

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👤 #badass #cars #sickcars #650s #mclaren #thecollection

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**directorashainebriscoe**

1 day ago · The Collection

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Stunting... #McLaren #TheCollection #coralgables #richHomie #luxurycars #sportcars #ferrari #miami #miamilife #mogulMommy

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 **tomjude** 3 days ago · THE COLLECTION  
 Just drove this beast through the mean streets of Coral Gables....an amazing vehicle! #InstaSize #musthave #mclaren #650s #thecollection

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## Twitter

- Total Reach: 23,451+ users

 **Seth Browarnik** @worldREDEYE · Jun 13  
 PHOTOS UP - @McLarenF1 650S Launch at @TheCollectionFL - worldredeye.com/2014/06/mclare... pic.twitter.com/MyLDYrsHV9



 **YaNa** @YanaPRmiami · Jun 6  
 @TheCollectionFL #McLaren test driving #thankyou pic.twitter.com/7KxJs9PIC  
 Coral Gables, FL



RETWEET 1 FAVORITE 1

DRIVE CAR ON! 