

# McLaren Automotive launches new brand film: McLaren 50 - Courage

Metroland Media  
WheekisTalk.com

The first of three specially commissioned short films has gone live, depicting the McLaren brand in a way never seen before as part of its 50th anniversary celebrations.

Instead of focusing on the high-tech, high-octane world of the Vodafone McLaren Mercedes Formula 1 team, or even the Group's new Automotive division and its groundbreaking 12C and McLaren P1, the short film sheds light on McLaren's very human back-story – namely that of Bruce McLaren, who founded his racing team five decades ago.

Directed sensitively by Marcus Söderlund, a leading music-video maker from Sweden, the short film forms part one of the 50th anniversary trilogy following the ghost of Bruce McLaren as he retraces the scene of his crash at the Goodwood circuit in 1970 – the crash that took his life at the tragically young age of 32.

Shot in Söderlund's trademark, dream-like state, it is accompanied by a spine-tingling Bruce McLaren monologue, ending poignantly with the words:

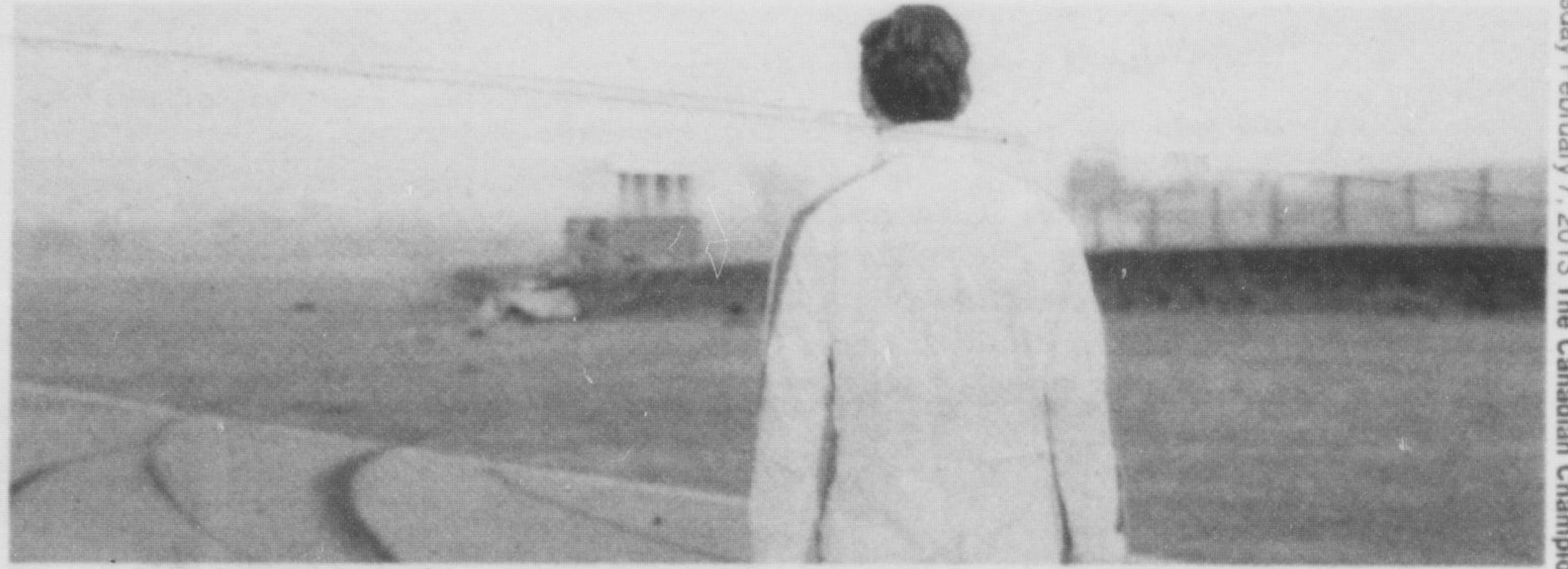
"...What might be seen as a tragic end was in fact a beginning. As I always said, to do something well is so worthwhile that to

die trying to do it better cannot be foolhardy. Indeed, life is not measured in years alone but in achievement..."

Ron Dennis CBE, executive chairman, McLaren Group and McLaren Automotive, added: "McLaren's history is long and storied, but McLaren's legacy is harder to define – and that's because it's still being vividly written every day by the dedicated men and women who work at the McLaren Technology Centre.

"Bruce McLaren wrote the beginning of the story, and the legend is going to continue for many years to come. I'm only a chapter, not the book, and I want other people to come in and write their own chapters as time goes by. This is a book that's still being written, and that, perhaps, is the greatest legacy of McLaren."

Parts two and three of the McLaren short film trilogy will be released in due course and promoted, like part one, via [www.mclaren.com](http://www.mclaren.com) and virally through the official McLaren Automotive YouTube channel - <http://youtu.be/23E1m8ZxFmU> - and - [www.facebook.com/McLarenAutomotive](http://www.facebook.com/McLarenAutomotive).



To mark the 50th anniversary of the marque, McLaren has released the first of three films that express the spirit of the company.

## SALESPERSON OF THE MONTH



January  
2013

**BRIAN GOODWIN**



**Gallinger** Ford  
MILTON est. 1967 LINCOLN

655 MAIN STREET EAST, MILTON  
[www.gallingerford.com](http://www.gallingerford.com)  
905-875-FORD(3673)



## Mississauga Volkswagen

your original Volkswagen Dealer in Mississauga

We have been awarded the prestigious Wolfsburg Crest Club.

Our Management team has over 22 years experience servicing your local community.

WOLFSBURG  
AWARD  
2011



### 2013 Jetta

LEASE FROM  
**\$168** PER MONTH FOR 36 MONTHS\* **1.9%** APR  
**\$0** DOWN PAYMENT



### 2013 Tiguan

LEASE FROM  
**\$298** PER MONTH FOR 48 MONTHS\* **1.9%** APR

Small prices. Big news.



Mississauga Volkswagen  
2420 Motorway Blvd., Mississauga, ON  
Tel: 905.569.3233 • Fax: 905.569.3022  
[www.mississaugavw.com](http://www.mississaugavw.com) [info@mississaugavw.com](mailto:info@mississaugavw.com)



\*Limited time lease offer available through Volkswagen Finance, on approval credit, based on a new and unregistered 2013 Jetta 2.0L / 2013 Tiguan 2.0T base model with 5-speed/6-speed manual transmission. \$1,395/\$1,610 freight and PDI included in monthly payment. 36/48-month term. \$0/\$2,858 down payment or equivalent trade-in, \$220/\$350 security deposit, \$100 air conditioning levy, if applicable, \$29 EHF (tires), \$5 OMVIC fee, \$46/\$58 PPSA, up to \$499 dealer administrative fee, due at lease inception. Total lease obligation: \$6,048/\$16,889. 60,000/64,000 kilometre allowance; charge of \$0.12/\$0.15 per km for excess kilometres. License, insurance, registration, options, TFFC, if applicable, and other applicable taxes are extra. Dealer may lease for less. Dealer order/trade may be necessary. 2013 Jetta Highline 2.5L as shown is \$26,618. 2013 Tiguan Comfortline 2.0T with Sport Package as shown is \$35,718. Some features may be optional on some models and available at additional cost. Offers end February 28, 2013 and are subject to change or cancellation without notice. Visit [vw.ca](http://vw.ca) or your Volkswagen dealer for details. Vehicles may not be exactly as shown. "Volkswagen", the Volkswagen logo, "Das Auto & Design", "Jetta" and "Tiguan" are registered trademarks of Volkswagen AG. © 2012 Volkswagen Canada.