

McLaren Motorsport

R e t a i l e r O n b o a r d i n g



MOTORSPORT RETAILER ONBOARDING

- McLaren Motorsport Retailer Training
 - Sales and Aftersales
 - Available Mechanisms
 - Customer Journey
- ISO – Initial Stock Order Requirements
 - 2022 ISO Requirements
 - 2022 Stock Car Requirements

MOTORSPORT TRAINING

Overview For 2022

Sales training will be provided via the Bruce McLaren online e-learning only (LEARN) and for the technical element, it will be via the McLaren Motorsport Portal both of which the retailer will be given access to once appointed.

Training material is currently being reviewed and updated due to the launch of the new Artura GT4 later this year.

Other training support mechanisms will be through direct contact with McLaren Motorsport and our Customer Support Team as well as through their nominated supporting race team. For McLaren Orlando specifically; they currently work closely with Crucial Motorsport who run a McLaren 720S GT3 race car and have good experience of the McLaren race product. They will be able to provide an added supporting role to the Aftersales team.

Initial Costs: TBC



TRAINING LAUNCH CONSIDERATIONS

2022 Training Requirements

M
R
Motorsport
Retailer

Inputs and Requirements

Assets available:

- Imagery suite available
- Dynamic videos available
- Motorsport product assets and introduction information
- Artura GT4 specific content - TBC

Sales & Processes

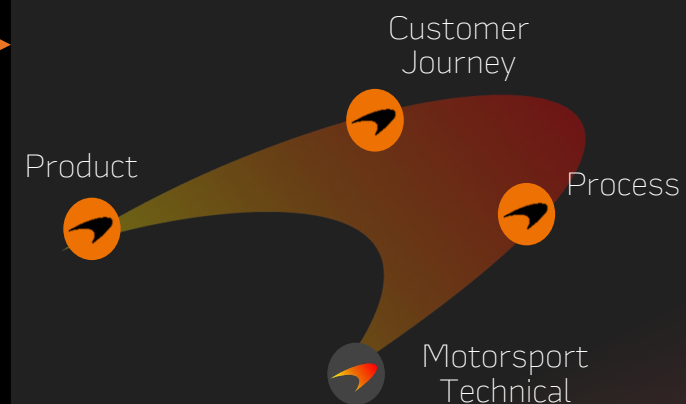
- Sales process
- Delivery process
- Aftersales processes
- Customer journey

Aftersales/Technical Support

- Bulletins
- Workshop/Product Manual
- Technical Information
- Parts Catalogue



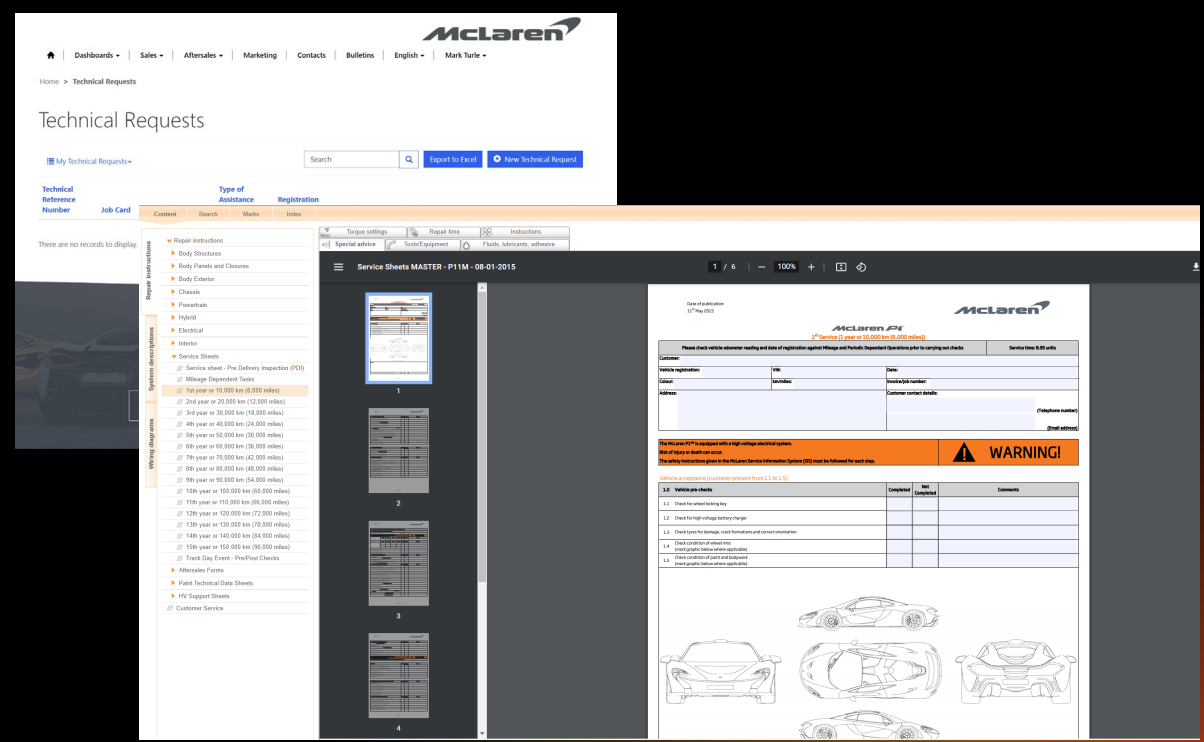
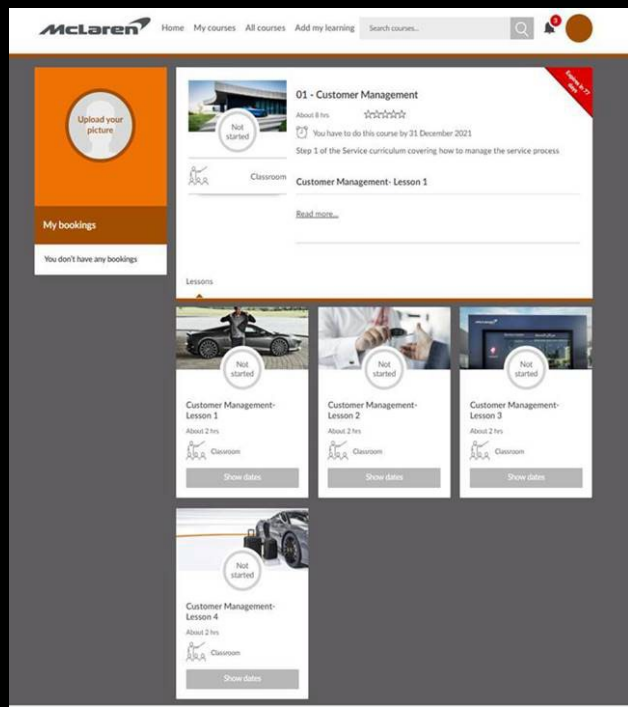
Motorsport Training



TRAINING Available Mechanisms

Bruce McLaren e-Learn – Portal that enables, tracks and delivers all McLaren retailer training. Anyone nominated by McLaren can be added.

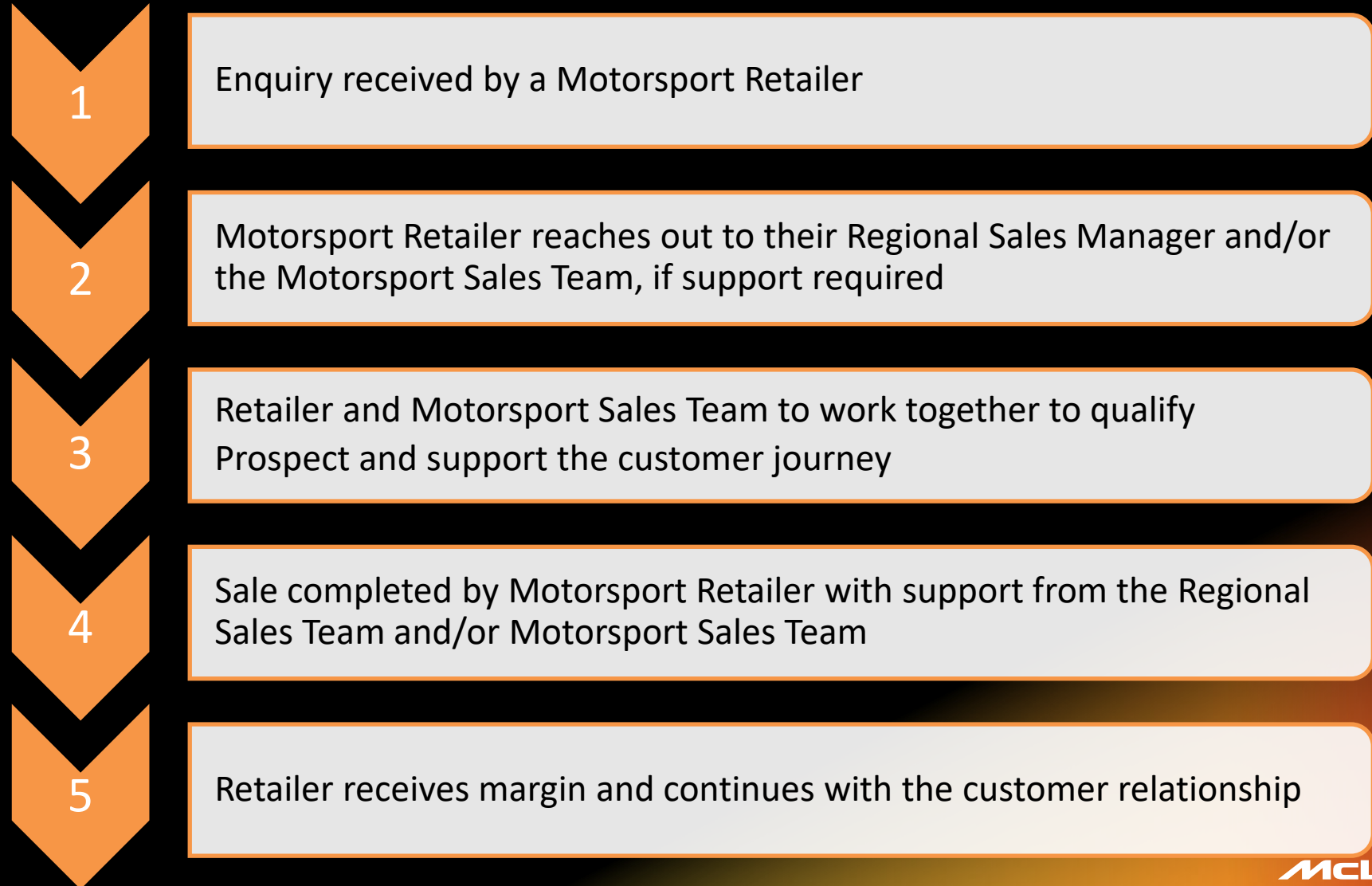
McLaren Motorsport Aftersales Portal – Upon sign up, access allows anyone within the retailer Motorsport network to access information such as Spare Parts Catalogue, Knowledge Base, Labour Times, Inspection Information, Service Information, Bulletins and Technical Support.



Motorsport – Retailer Optimisation

Motorsport Retailer

Customer Journey



ISO – INITIAL STOCK ORDER

Overview For 2022

ISO

Due to the impending launch of the New Artura GT4 later this year and the still to be confirmed tooling requirements, the ISO obligations will be minor for any newly appointed Motorsport Retailer.

McLaren Motorsport will work with the retailer throughout the year and will mutually agree a ISO plan, as and when we have a clear understanding on what is required to support the New Artura GT4.

Stock Car

All Motorsport Retailers are required to have a car in stock for presentation/demonstration purposes. However, due to the transition from the 570S GT4 to the developing new Artura GT4 this year, there is no obligation in 2022 to have a Motorsport product in stock. McLaren Motorsport will work directly with the Regional Teams and Retailers to advise when the new Artura GT4 will be available to order for stock purposes.

Initial Costs: TBC

