



McLaren/Brand • As Produced

## ***Backbone – :30***



VO: What does best mean?



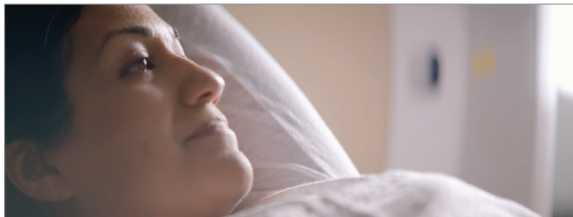
To us, best is a culture. An expectation.



Best means using the latest technology.



It also means just being by someone's side.



It's the backbone of our philosophy.



Because when it's your family who needs help,  
what would you want for them?



Exactly.



We believe in one thing at McLaren.  
Doing what's best.