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McLaren memoR by Hamann: Psychedelic patrol

Lead

What happens when you drive through the paint section of the local hardware store at 200mph? Just in time for Halloween, German tuner Hamann has released its interpretation of a McLaren 'Art Car', called 'memoR'.

Of course, the idea is not a new one – in fact, the memoR looks much like the latest installation in the BMW Art Car series, [Jeff Koons' M3 GT2](#) from 2010. But where the Koons BMW remains a single, unsaleable piece, Hamann intends to offer the psychedelic paint job as a 95,000-euro option for McLaren 12C owners. "Grass green Porsches, neon yellow Lamborghinis and even bright red Ferraris pale in comparison," says Hamann. Well, one must admit it is a departure from the matt paint and carbonfibre trappings that the company commonly applies to customer cars as its core business.



True to form, though, Hamann didn't stop at the paintwork; closer inspection will reveal extracurricular addenda including a carbonfibre front splitter and rear wing, a new front bumper (with air vents apparently commemorating those of the F1), LED sidelights and a roof-mounted air scoop. Rounding off Hamann's additions are new sills, larger air intakes and a revised rear apron, while the car runs on new 21-inch wheels. No power enhancements are mentioned, but of course the lightning performance of the 12C should equate to an arresting blur of colour when the memoR is on the move.

Photos: Hamann

Gallery

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