

Beat: Automobiles

## **CHANDON SIGNED A PARTNERSHIP WITH THE MCLAREN HONDA FORMULA 1 TEAM**

### **LONG-TERM AND GLOBAL COLLABORATION**

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**USPA NEWS** - Chandon is one of the iconic Maison of Moët Hennessy (LVMH group). Adapting French traditional winemaking know-how to local craft, Chandon has six wineries worldwide. New Zealand racing driver Bruce McLaren founded the McLaren team in 1963...

Chandon is one of the iconic Maison of Moët Hennessy (LVMH group). Adapting French traditional winemaking know-how to local craft, Chandon has six wineries worldwide. New Zealand racing driver Bruce McLaren founded the McLaren team in 1963 and it is now globally renowned as one of sports's most successful competitors and as one of the world's most illustrious high-technology brands.

McLaren and Honda returned to the racetrack as partner at the start of the 2015 Formula season 1. Christophe Navarre (chairman and CEO of Moët Hennessy) said 'The McLaren Formula 1 Team's story is characterized by human endeavor, filled with heroic champions who have stood on sport's global stage. This is a team that seizes the moment and remains open to new challenges.'

Ron Dennis (McLaren Technology Group Chairman and CEO) said 'It is a great privilege for everyone at McLaren Honda to partner with Chandon one of iconic brands in the prestigious Moët Hennessy portfolio.'

The partnership was made official on September 30, 2015 at the McLaren Technology Center in Woking, Surrey (England). It is based on a long-term, global collaboration. McLaren-Honda and Chandon will commence their partnership from 2016 F1 season.

#### **Article online:**

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