



PURE McLAREN

ARCTIC EXPERIENCE

2026



AN ICE-DRIVING ADVENTURE LIKE NO OTHER

Whether you're a seasoned pro or taking your first exhilarating steps on frozen terrain, the Pure McLaren Arctic Experience invites you to push the limits of a McLaren in a truly unique setting.

From the moment you touch down at Ivalo Airport, your journey is seamless. Private transfers whisk you away to our exclusive boutique hotel, where the breathtaking Arctic landscape sets the stage for an unforgettable experience.

Over the following days, you'll refine your skills on over 25km of ice tracks under expert guidance of McLaren's professional driver coaches. Feel the raw connection between driver and machine.



YOUR POLAR PLAYGROUND

The ultimate test begins at the McLaren ice driving circuit. Covering over 25 km, each track in this vast polar complex has been designed to teach and challenge a variety of driving skills. With your McLaren Driver Coach guiding you every step of the way, whether you are a beginner or a seasoned ice driver, you choose where to set your limits.

For 2026 we've expanded on our high-speed tracks for those wanting more of a challenge, alongside additional beginner tracks to explore ice driving fundamentals – giving our newest drivers the opportunity to learn to drive on ice.



THE ULTIMATE VEHICLE HANDLING EXPERIENCE

There is nothing quite like the thrill of driving on ice. The low-grip surface rewards smooth inputs, precision and control - turning every corner into a challenge. It's what makes ice driving so much fun.

This year, for the first time, you'll experience it at the wheel of the McLaren Artura. With its lightweight design, hybrid power and razor-sharp response, the Artura brings a new edge to low-grip driving - delivering instant torque, precise handling, and a balance that makes even the toughest conditions feel like its natural playground.

And to guide you, an expert 1:1 driver coach will work closely with you to help refine your technique and develop skills that enhance control and precision in all conditions.



A CAPTIVATING WORLD AWAITS

Inari is Finland's largest and most remote province, boasting breathtaking panoramas that captivate the soul. Traverse the frozen terrain by husky sled or snowshoe, immersing yourself in the serene beauty of this remote ice land. Treat yourself to traditional Finnish dishes and delicacies savouring the authentic flavours of the region.

And when your day's exploration comes to an end, find solace by the crackling log fire at your tree-lined retreat nestled near the small village of Saariselkä.



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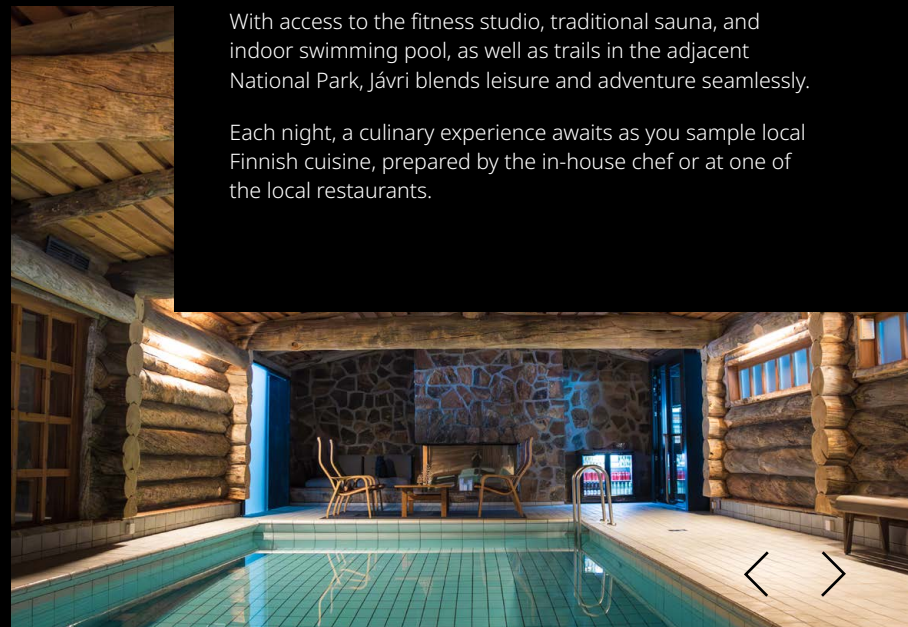
YOUR SANCTUARY IN THE SNOW

Nestled in the small village of Saariselkä, deep in the northern reaches of Finland, lies Jávri – a charming family-owned retreat. Positioned 250 kilometres beyond the Arctic Circle, this quaint Lappish-style hotel features 13 impeccably designed rooms, offering an ideal sanctuary after a day on the ice.

Jávri exudes tranquillity, evoking a comforting sense of home away from home, all whilst being sustainable in its operations.

With access to the fitness studio, traditional sauna, and indoor swimming pool, as well as trails in the adjacent National Park, Jávri blends leisure and adventure seamlessly.

Each night, a culinary experience awaits as you sample local Finnish cuisine, prepared by the in-house chef or at one of the local restaurants.



DATES

GROUP 1
2 – 6 FEBRUARY
3 DAYS DRIVING

GROUP 2
6 – 10 FEBRUARY
3 DAYS DRIVING

FEBRUARY

1

2

3

4

5

6

7

8

9

10

11



PROGRAMMES & PACKAGES

SOLO DRIVER

£19,995*

SOLO DRIVER & GUEST

£24,995*

TWO DRIVERS

£29,995*

**Excluding local taxes*

DRIVING PROGRAMME

- 3 Days of Ice Driving: Master over 25km of expertly prepared ice tracks
- 1-to-1 Coaching: Personalised in-car driver training
- Accommodation: 4 nights in a stunning 5-star private lodge
- Gourmet Dining: Enjoy delicious evening meals hosted by McLaren
- Husky Sledding: An invigorating sled ride through snow-covered forests and icy landscapes
- Ice Karting: Race wheel-to-wheel with fellow guests on a frozen circuit
- McLaren Gifts: A hand-picked selection to remember your time with us
- Transfers: All transfers included, from the moment you land in Ivalo until your departure

NON-DRIVING PROGRAMME

- Hospitality: Enjoy full hospitality with the group at the track and evening events
- Ice Driving Taster: 3 x 20-minute sessions behind the wheel of the McLaren Artura
- Reindeer Experience: Meet real herders and learn about life in the Arctic
- Husky Sledding: Invigorating sled ride through the snow-covered wilderness
- Ice Karting: Compete wheel to wheel with your fellow guests
- Snowshoeing: Explore the Finnish landscape with a local guide
- Spa & Wellness: Unwind at the sauna, hot tub and pool
- Other optional activities available





BOOK YOUR SPACE TODAY

Join us on the Pure McLaren Arctic Experience for the adventure of a lifetime.

Book your space today
[**cars.mclaren.com/experiences**](https://cars.mclaren.com/experiences)

Have any questions or need more information? We're here at your convenience. Reach out to us via email at:
[**experiences@mclaren.com**](mailto:experiences@mclaren.com)
or give us a call at **+44 (0) 1483 262 035**.

