McLaren Racing announces multi-year partnership with Workday to become an Official Partner of McLaren Formula 1 Team

McLaren Racing will begin using Workday Adaptive Planning to make faster, more informed business decisions across the organisation

McLaren Racing announced today a multi-year partnership withWorkday (NASDAQ: WDAY), a leading provider of enterprise cloud applications for finance and human resources, as an Official Partner of the 2023 McLaren Formula 1 Team. Workday branding will debut at the April 2nd, 2023 Australian Grand Prix.

Additionally as part of this partnership, McLaren will become a customer ofWorkday's financial planning software, adding to the growing community of sports organisations using Workday, which include some of the largest teams and leagues across the globe. Workday's technology will help McLaren support and empower its people through better finance planning and forecasting, enhancing transparency, simplicity, and adaptability across the organisation.

Matt Dennington, Executive Director, Partnerships and Accelerator McLaren Racing, said:

"We are excited to welcome Workday to the McLaren Racing family. In the competitive world of Formula 1, efficiency and performance are crucial both on and off the racetrack. Workday will support our team's enhanced financial and operational planning, improving our agility in key decision-making. We look forward to integrating Workday's solutions into our team from 2023."

Pete Schlampp, Chief Marketing Officer and Executive Vice President of Corporate Growth, Workday, said:

"Teaming up with McLaren will help accelerate Workday's global brand awareness across F1 and enable us to support their team as they drive forward in the future of work. We are proud to partner with one of the iconic names in auto racing and this latest collaboration is a testament to the strong relationship Workday has with some of the world's most recognisable organisations in sports."

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About McLaren Racing

McLaren Racing was founded by racing driver Bruce McLaren 60 years ago in 1963. The team entered its first Formula 1 race in 1966. McLaren has since won 20 Formula 1 world championships, 183 Formula 1 grands prix, the Indianapolis 500 three times, and the Le Mans 24 Hours at its first attempt.

McLaren Racing competes across five racing series. In 2023, the team will compete in the FIA Formula 1 World Championship with McLaren F1 drivers Lando Norris and Oscar Piastri, the NTT INDYCAR SERIES with Arrow McLaren drivers Pato O'Ward, Felix Rosenqvist and Alexander Rossi, the ABB FIA Formula E World Championship with NEOM McLaren Formula E Team drivers René Rast and Jake Hughes, and the Extreme E Championship with NEOM McLaren Extreme E Team drivers Emma Gilmour and Tanner Foust. The team also competes in the F1 Esports Pro Championship as McLaren Shadow, having won the 2022 Constructors' and Drivers' Championships.

McLaren is a champion for sustainability in the sport and a signatory to the UN Sports for Climate Action Commitment. It is committed to achieving net zero by 2040 and fostering a diverse and inclusive culture in the motorsport industry.

McLaren Racing – Official Website

About Workday

Workday is a leading provider of enterprise cloud applications for finance and human resources, helping customers adapt and thrive in a changing world. Workday applications for financial management, human resources, planning, spend management, and analytics are built with artificial intelligence and machine learning at the core to help organisations around the world embrace the future of work. Workday is used by more than 10,000 organisations around the world and across industries – from medium-sized businesses to more than 50% of the *Fortune* 500. For more information about Workday, visit workday.com.

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https://en-gb.newsroom.workday.com/2023-03-28-McLaren-Racing-announces-multi-year-partnership-with-Workday-to-become-an-Official-Partner-of-McLaren-Formula-1-Team