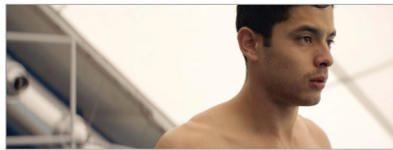
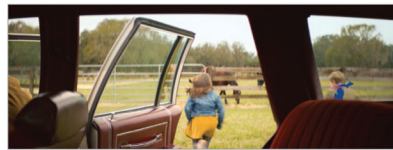


**Backbone – :60**

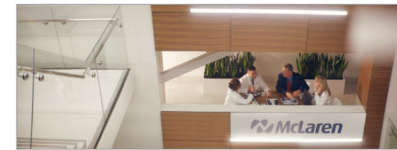
VO: What does best mean?



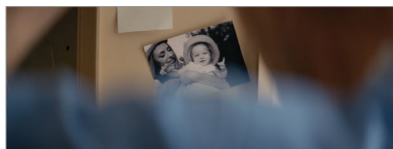
People use the word all the time.



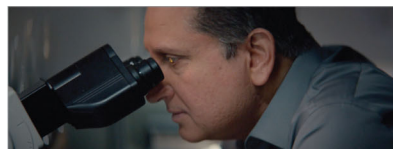
But don't really consider its power or potential.



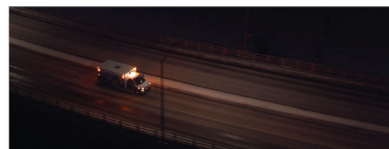
At McLaren, best is a belief system.



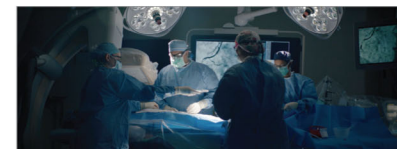
A culture.



An expectation.



A standard that we hold ourselves accountable to.



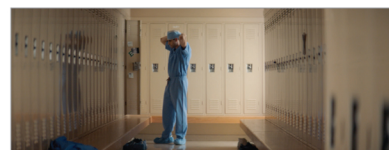
Best means using the latest technology so we can get people back to their everyday lives.

**Backbone – :60**

And best means just being by someone's side. Using your heart as well as your brain.



To us, best isn't an adjective we use for effect.



It's the powerful backbone of a philosophy.



Because when it's your family who needs help, if it's your loved one on that exam table,



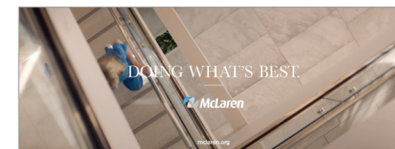
what would you want for them?



Exactly.



We believe in one thing at McLaren.



Doing what's best.