

# Where Data Meets Drive

For McLaren Racing, Advancing Energy Tech means turning data complexity into clarity and performance.

McLaren Racing—Woking, UK



Advancing  
Energy Tech

**McLaren**  
RACING

**Schneider**  
Electric

OFFICIAL ENERGY TECHNOLOGY PARTNER

# Less complexity. More performance.

See how McLaren Racing turns data into a competitive advantage with our energy technology.

## Motorsport is exciting.

Ask anyone directly involved in racing and they'll admit it; the drivers of course, but also engine manufacturers, chassis builders, aerodynamicists, pit crew, vinyl designers, composite technicians, mechanical engineers, team managers, logistics coordinators, checkered flag wavers, everyone.

Yet behind all the excitement, there is a quiet desire for predictability. Reliability. Dependability. Perfectly precise tools. Actionable insight. Power on demand. Crystal-clear communication.

This is why teams invest in technology. Equipment, software, and services help organizations in any industry control chaos and illuminate the road ahead. However, individual solutions can only do so much. To get anywhere fast, teams need systems that work together and people they can count on, and vice versa.

That's why McLaren Racing and Schneider Electric have been working alongside each other for more than 20 years.



The McLaren MCL40 Formula 1 car (2026) at the McLaren Technology Centre, Woking, UK



**“Schneider Electric has been in the DNA of McLaren Racing for over 20 years.”**

— Dan Keyworth,  
Executive Director of  
Performance Technology and  
Systems, McLaren Racing

McLaren Technology Centre, Woking, UK

## The bedrock of power

Before Schneider Electric became McLaren Racing’s Official Energy Technology Partner in January of 2026, our relationship was well underway. “Schneider Electric has been in the DNA of McLaren Racing for over 20 years. They were the bedrock of power when we built the McLaren Technology Centre (MTC),” says Dan Keyworth, Executive Director of Performance Technology and Systems for McLaren Racing.

“We wanted to make sure that we partnered with someone that was genuinely powering McLaren Racing, and Schneider Electric is that outfit,” says Keyworth, who is responsible for the team’s IT strategy across the racing series: Formula 1, FI Academy, IndyCar, and FIA World Endurance Championship (WEC). And though he spends most of his time at McLaren’s headquarters in Woking, UK, the Schneider Electric solutions he deploys there are also trackside at circuits around the world, and at McLaren’s brand new Northern American headquarters, the McLaren Racing Center (MRC) in Indianapolis.

It’s a vast footprint, but the fundamentals that can lead to success are the same anywhere power and performance need to meet. “By combining Schneider’s expertise in energy technology with McLaren’s pursuit of performance, we’ll explore new ways to make our operations smarter and more efficient,” says McLaren Racing’s CEO, Zak Brown.

## Goal

Improve reliability and resiliency of critical systems in a high-performance environment

## Challenge

Create the conditions to scale modern compute workloads to the demands of all McLaren Racing series

## Solutions

- EcoConsult Services
- EcoStruxure™ Power Monitoring Expert
- MV/LV, UPS, PDU, Cooling, Power Metering, Lighting Controls

## Results

- Reduces energy and OpEx costs, channeling savings into on-track performance
- Supports and strengthens McLaren Racing’s goal of becoming net-zero
- Eliminates single points of failure, from Mission Control to trackside equipment

Increasingly, performance is synonymous with data intelligence. “Data is the lifeblood of our sport,” Keyworth says. “We use it to make decisions at every point, in any form of racing.” Keyworth points to pit stop decisions as a high-visibility example, but data intelligence comes through in myriad other ways, including before the car even takes shape. “We’re making real-time decisions in milliseconds during a race, but it can be back during the design lifecycle of the car as well. We design a car, build it, and then we go racing; all of it is really a single ecosystem, and Schneider plays a key role in how we power each part of the process. They’re a building block to performance.”

In each of these phases, energy technology might be hard to see. But it’s impossible to miss.

**20+**  
**years**

length of McLaren Racing and Schneider Electric relationship



EcoStruxure Power Monitoring Expert works with the MTC’s existing infrastructure.

**DESIGN: Software-defined design**

“Without power, we don’t go racing. Everything that we do, starting in the design phase, is fundamental to mission-critical operations, maximum reliability, and full performance,” says Keyworth. “When we’re designing a car, the first thing we do is computational fluid dynamics. This is a complete digital twin of a Formula 1 car and how it behaves under aerodynamic load.” Sketchpads and modeling clay are still part of the design process for a vast majority of auto makers, but in the world of motorsport—especially at the level of Formula 1—only the latest tech is up to the task. Keyworth continues, “We use a number of Schneider’s ecosystem to power our computational fluid dynamics operations so that we can get early indications to what potential lap time and upgrades could bring.”



Christian Lundgaard in the No. 7 VELO Arrow McLaren Chevrolet



McLaren Technology Centre, Woking, UK

That level of compute comes with significant power and cooling needs. The manufactured lake that sits beneath McLaren Racing's HQ does more than add a splash of beauty to the campus: it's the heart of a heat transfer system that helps cool all the cutting-edge equipment, like the on-site data center and wind tunnel. "The tunnel and everything around high-performance computing are the most energy-intensive things we do," Keyworth says, "so, we need to make smart choices about how we use those in balance with everything else that's going across our facilities."

EcoStruxure™ Power Monitoring Expert (PME) helps make those smart choices possible. The software's open, interoperable architecture allows it to work with the MTC's existing infrastructure, enabling data intelligence that helps facility managers see a complete picture of power regardless of asset age or manufacturer.

Keyworth explains that "a big part of it is, how do we take our existing assets that we've invested over two decades and stitch them together into a single ecosystem, one point of decision to make sure that we're maximizing everything we're using?"

A single comprehensive view is crucial—even if Lando Norris or Oscar Piastri (McLaren Racing's F1 drivers) were to toss you the keys to the MCL40 (McLaren Racing F1 car), getting around the MTC's massive campus to check every critical asset would take ages. "Schneider helps us see all our assets across our estate so we can make sure we're managing power demands in a window that's acceptable for the way we have our provisions set up."

Even the tiniest efficiencies and savings can have an impact. Keyworth points out, "Everything we do from a power and an energy technology perspective affects lap time." This is where PME plays a versatile role: whether it's enabling people to pore over telemetry data or conduct testing in the wind tunnel, PME software links operational data with insight.

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*— Zak Brown, CEO,  
McLaren Racing*

**56,304  
sqm**

floor space of the McLaren  
Technology Centre

**BUILD: Building a base of intelligence**

Uptime, precision, and energy efficiency play an especially large role during the most guarded stage of the car’s life: “A lot of the build phase is done across digital manufacturing facilities, and we’re looking to maximize the use of our human capacity, our machine capacity, and everything else that supports the pace of delivering upgrades,” Keyworth says.

“What’s cool about the build phase is we’re actually rapid prototyping the car at all times—80,000 parts of the car will actually change during the Formula 1 season; it’s a continuous rapid evolution of our product. Working with Schneider Electric, we’ve been able to bring all our assets to life by extracting data from everything that we use today, and that helps us to make real-time operational decisions.”



McLaren F1 pit crew, 2026 season

**80,000**

parts of the car can change during a single Formula 1 racing season

**“Data is the lifeblood of our sport.”**

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**RACE: Raw data becomes raw performance on race day**

Finally, electrification, digitalization, and automation come together when it counts most. “Schneider Electric is part of the central nervous system of the garage whenever we go racing,” Keyworth says. In the garage, critical power solutions like Schneider Electric’s power distribution units (PDUs) and uninterruptible power supply (UPS) units ensure everything from telemetry data to communications run smoothly. “Racing’s unpredictable,” Keyworth adds. “We need to make sure that we have good reliability, good redundancy.”

Schneider Electric CEO, Olivier Blum, acknowledges the unique setting: “Racing is one of the most challenging environments to demonstrate the value of advanced energy and digital technology. McLaren Racing pushes every system to its limits, which is exactly where our expertise in performance, reliability, and efficiency makes the difference.”



Racing history on display at the MTC.

### New facility, same purpose

Though it's arguably the most visible form of McLaren Racing's brand, Formula 1 is just one pillar. "Everything we do in F1 is very translatable," notes Keyworth. "We need to make sure that we've got all the components to be competitive across all our racing series." To illustrate, he points to the new MRC in Indianapolis.

"Look at how we modernized the MTC and compare that to the MRC," says Keyworth. This new state-of-the-art space opened for the 2026 season and is home to Arrow McLaren, McLaren Racing's IndyCar team. "There are some shared foundations," notes Keyworth, "but they potentially operate very differently; the F1 team is on the road up to 24 times a year, whereas the IndyCar factory will be the team's base between every single race."



Schneider Electric APC InRow Cooling

Whereas much of our partnership so far has focused on integrating new solutions into existing infrastructure or upgrading equipment, the MRC presented an opportunity to build things from greenfield. Keyworth explains, "we've been able to embrace some of the latest technologies from Schneider Electric, both from a physical asset point of view when it comes to energy technology, but also the digital canvas and digital overlay that supports how we run those facilities going forward, because all of those have been designed and built in the interest of performance."

### Off the grid, into the future

Bringing the full picture of the partnership back into view, Keyworth concludes "we say in our sport, if you're standing still, you're going backwards, so working with people that have

a winner's mindset is really refreshing." He's referring to the close working relationship our teams have, a collaboration that's been long-standing and effective because of a common drive that transcends performance: shared values and principles.

Take the F1 Academy, the initiative dedicated to the development of women in motorsport. McLaren Racing has three young women in its Driver Development Programme, two of which are supported into the F1 Academy series. But its commitment to broadening and strengthening the sport goes further than racing; that's why McLaren Racing created the NEXT Programme, fostering meaningful opportunities for young women interested in entering STEM industries.

Through the NEXT Programme, 25 applicants receive a high-impact, immersive learning experience, all in-person in the UK. Schneider Electric will collaborate with McLaren Racing, alongside other Programme Partners, to help empower the next generation of women in STEM. Participants will get the chance to visit Schneider Electric's London office to see the opportunities awaiting them in the energy technology sector.

And of course, decarbonization and the technology to accelerate it is central to our partnership. Keyworth offers, "I think what's great is that both organizations have their finger on the pulse as to what that evolution looks like and how to respond and react." McLaren Racing's ambition is to achieve net-zero emissions, and for our part, we've helped customers and partners save and avoid 862 million tons of CO<sub>2</sub>. The success we've achieved together so far has no finish line in sight; our joint partnership is a living lab for applied energy tech, demonstrating solutions that scale on and off the track.

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— Olivier Blum, CEO  
Schneider Electric

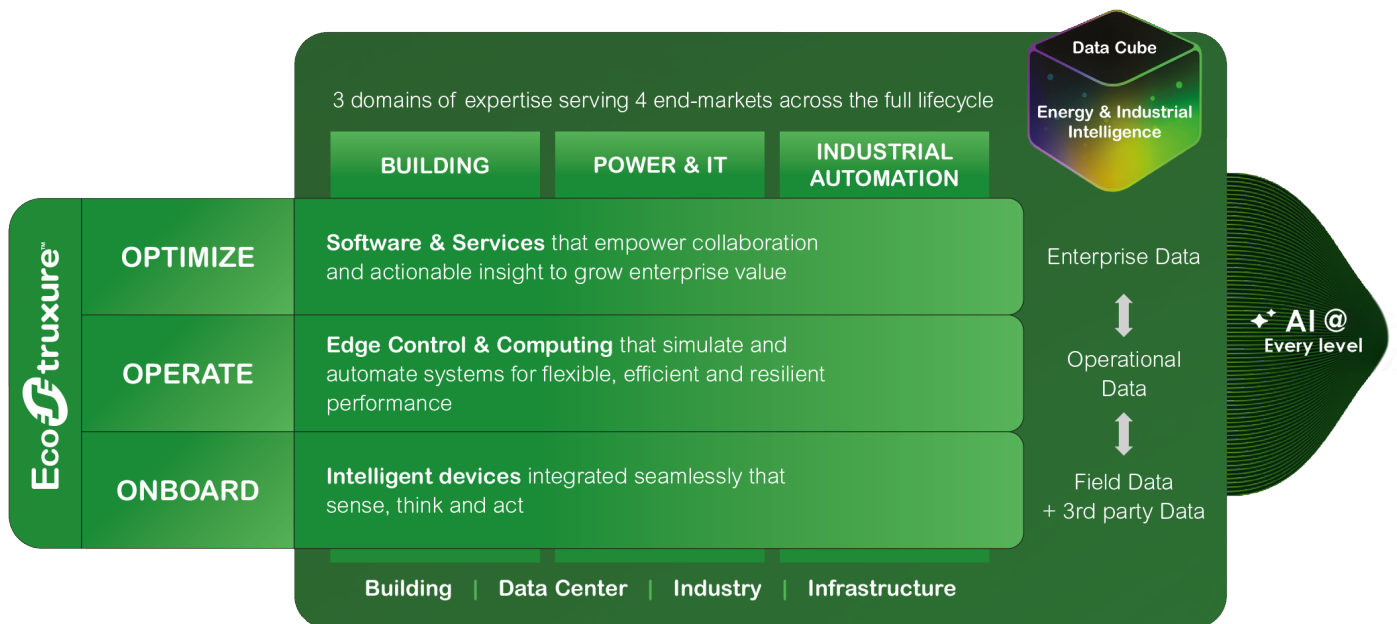


McLaren Racing's Formula 1 car, the McLaren MCL40

# Level up energy and industrial intelligence

EcoStruxure is Schneider Electric’s AI-powered, software-defined platform that unites software and services, edge control and computing, and intelligent devices to create energy and industrial intelligence across the full lifecycle—from design and build to operation and maintenance. It goes beyond connectivity to turn real-time operational, enterprise, and energy data into actionable insight at scale.

At its core is the Data Cube, which structures data using models that reflect real-world systems and processes. Through advanced AI, it enables predictive, prescriptive outcomes. Deployable across on-premises, cloud, or hybrid environments, EcoStruxure helps organizations optimize performance, improve asset reliability, and accelerate decarbonization—continuously learning through a closed-loop system that feeds insights back into operations. The result is purpose-built intelligence that drives sustainability, resilience, and efficiency.



Find out more about EcoStruxure

[se.com/ecostruxure](https://se.com/ecostruxure)

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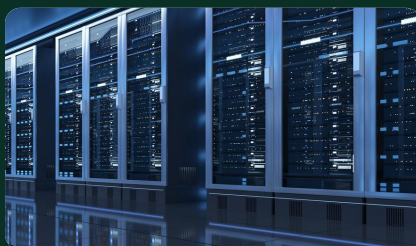
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