LONGTAIL ASKING PRICES RISE; LIQUIDITY STILL MATTERS.

The 2015 McLaren P1 GTR by Lanzante sold for an app-displayed $3.1 million at Wynn; a 2020 720S Spider passed.

November 2026 | Asking-price reference through October 15; Las Vegas results pending verification

$3.1M	PASSED	+4.0%	OCT 31
P1 GTR by Lanzante · SOLD	2020 720S Spider · Vegas	765LT Coupe dealer ask Oct 15*	Las Vegas auction cutoff

Separate what is being asked from what is being paid

NextComp’s October 15 month-to-date snapshot recorded a +4.0% change in sampled 765LT Coupe median dealer ask to $748,748, while the 720S median ask moved -3.6% to $249,630 and the Senna sample moved -2.9% to $2,680,200. McLaren sampled dealer supply fell 3.1%, from 588 to 570 average daily listings. These figures reflect asking-price and inventory composition rather than observed full-October transaction appreciation.

765LT: specification still carries the argument

LT body style, mileage, MSO color, carbon exterior packages, documented service, original equipment and physical condition need to accompany every price comparison. Asking-price variation across coupes and spiders is too wide to support one median for acquisition decisions. The benchmark remains the best documented comparable completed sale in the proper variant and mileage band.

Senna: a volatile thin market

The sampled median Senna asking price eased in October, while nextComp reported an individual Senna listing price cut from approximately $2.70 million to $2.25 million early in the month. A changed listing is not a verified transaction. Track whether genuine bidders support premium cars with very low mileage, bespoke specifications and complete servicing evidence.

Ultimate Series: the P1 GTR sells; 720S Spider passes

The 2015 McLaren P1 GTR by Lanzante, Lot 165, displays SOLD $3,100,000 in the official Broad Arrow app capture against a $3.2 million-$3.5 million estimate. The special-edition 2020 720S Spider, Lot 138, displays PASSED against a $275,000-$375,000 guide. These outcomes show why a road-converted P1 GTR should never be blended with a road P1, and why sparse catalog evidence cannot establish a generic 720S transaction level.

Reserve view

For 720S and Artura opportunities, avoid treating attractive retail advertisements as wholesale valuations. For 765LT, P1 and Senna, prioritize individual chassis due diligence, records, original specification, tires, service campaigns and likely buyer pool. Keep the holding-period model conservative.

Source clarity: official app result snapshot

Las Vegas October 31 results cited here are the SOLD amounts or PASSED statuses visible in the Broad Arrow Auctions app recording supplied by The XII Reserve on November 1, 2026. The captured Past Lots view does not say whether a displayed amount is hammer-only or includes buyer premium; figures are therefore described as app-reported sold amounts, not hammer prices. Pending any later official corrections, this is a dated snapshot, not a certified final financial settlement.

> “A high ask can advertise ambition; only a closed transaction demonstrates execution.”

Sources & methodology

Snapshot (nextcomp.ai)

Catalog (fliphtml5.com)

Glenmarch (www.glenmarch.com)

Mclaren Data (driveshifty.com)