

ADVERTISING

Porsche sparks childrens' imagination with Playmobil model

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Playmobil's Porsche 911

By STAFF REPORTS

German automaker Porsche is working with toymaker Playmobil to introduce its iconic 911 model to a younger audience.

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Playing off the nostalgia of childhood remote control and matchbox cars, automakers often work with toy brands on collaborative models that can be enjoyed by children or coveted by collectors. For young consumers who interact with luxury brand model cars, a relationship is established at an impressionable age and may turn into a lifetime affinity.

Drive-in toy room

For its toy room collaboration, Porsche worked with fellow German brand Playmobil on a 911 Carrera S model car.

The “fascination sports car” is available in bright red, and Porsche used the Playmobil model people to show off the toy 911 Carrera in different situations. The gallery posted to social media included the Playmobil version parked next to an actual 911 Carrera, consumers gathered around looking at its features, a toy mechanic working on its wheels and a man standing next to the pretend car.



Playmobil's Porsche 911 Carrera S

A luxury toy crossover is not a foreign concept. Brands ranging from Mercedes-Benz and Nintendo to Karl Lagerfeld and Barbie have collaborated.

For example, the Karl Lagerfeld look-alike Barbie doll was sold for approximately \$200 at select Karl Lagerfeld brand stores, TheBarbieCollection.com, Net-A-Porter and Colette in Paris. Barbie fashioned the doll to resemble Mr. Lagerfeld's signature style and was inspired by his likeness and the designs of his eponymous label ([see story](#)).

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