

AUTOMOTIVE

McLaren offers aspirational ownership option for supercar

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McLaren 720S in Lego form

By STAFF REPORTS

British automaker McLaren is celebrating the people behind its 720S model in Lego form.

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Creating an accessible way to own the newly unveiled vehicle, the brand has launched a Lego version of the car, which comes boxed with the figure of a car designer. Automakers frequently turn to toys to drum up interest from younger consumers as well as enthusiasts who may not have the funds to buy the life-size vehicle.

In the designer's seat

McLaren's 720S was revealed at the Geneva International Motor Show in March. This model is the second in the automaker's Super Series.

Now, McLaren is giving consumers the chance to experience the new launch for around \$16 with a set for the Lego Speed Champions collection, a line launched in 2015 ([see story](#)).

Consumers ages 7 and up can experience building the car themselves through the Lego set. This Lego representation took the toymaker's designer a year to recreate.

Continuing this nod to the car's design, the set comes with a car designer. This figurine can sit at his design desk, which comes stocked with essentials such as a coffee mug, original sketch and 3D model of the car.



McLaren 720S Lego set

"The Lego interpretation of the McLaren 720S reflects the most exciting part of the design process, when a two-dimensional sketch is transformed into a physical, three-dimensional model," said Rob Melville, McLaren Automotive chief designer. "Building a model like this gives the next generation of McLaren enthusiasts a taste of just how exhilarating that moment is for designers."

The Lego set will debut at retail on June 1, right around the time that the real 720S vehicles are being delivered to buyers. The 720S has a starting price of about \$260,000.

While toy vehicles are fairly common today in the luxury automotive world, including characters with the cars allows brands the opportunity to encourage play that reflects key parts of their stories.

For example, German automaker Porsche is driving its racing team into the toy chests of young enthusiasts. Working with German toymaker Playmobil, Porsche has scaled down its racing team's 911 GT3 models.

In addition to the vehicle, the set comes with a Porsche race car driver and a pit crew. The pit crew comes with mechanics and their gear such as a tire rack, computer station and tools ([see story](#)).

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