

AUTOMOTIVE

McLaren builds family relationships with Step2 collaboration

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McLaren Automotive's 570S has a starting price of \$188,000. Image credit: McLaren

By STAFF REPORTS

McLaren Automotive is introducing its signature orange-colored automobiles to a young audience by way of a toy manufacturer.

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The British supercar brand has teamed with The Step2 Company, an Ohio-based toy maker, to create a vehicle tailored for toddlers. Collaborations of this kind, between an automaker and toy brand, are common as they speak to both generations of consumers within a family unit.

Supercars for kids

McLaren and Step2 joined forces to design the 570S Step2 Push Sports Car. Designed with families in mind, the Push Sports Car replaces a conventional stroller.

The design allows the parent to carry out tasks or enjoy a stroll in the park, and lets children enjoy the thrill of "driving" a supercar.

McLaren x Step2's Push Sports Car also includes storage under the seat and multiple cup holders.



McLaren x Step2's Push Sports Car. Image credit: McLaren

Designers from both brands collaborated to create a fun push car that would captivate the target audience, while also displaying engineering and design expertise.

Elements of the actual McLaren 570S were incorporated into the design, including the model's signature Ventura Orange color, while Step2's Whisper Wheels give a smooth ride.

Mini-racers will be delighted by the feedback and electronic sounds coming from the steering wheel.

Starting in September the 570S Step2 Push Sports Car will be available exclusively via Amazon in the United States. Later this year, distribution will be expanded to leading global retailers and Step2's Web site.

McLaren Automotive x Step2's 570S Step2 Push Sports Car

The 570S Step2 Push Sports Car will retail at price significantly less than McLaren's supercars at a suggested \$79.99.

Earlier this summer, the automaker made its presence known at the Goodwood Festival of Speed June 29 to July 2 by inviting attendees to build a McLaren, but with a twist.

Expanding on its existing relationship with toy brick maker Lego, McLaren is transported a life-sized version of its 720S to the festival. However, the Lego supercar arrived incomplete and festival-goers were be able to help assemble it throughout the event at McLaren's stand ([see story](#)).

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