

AUTOMOTIVE

Porsche reveals new models, but on a smaller scale

March 5, 2018



Porsche gives a look at what happens in its museum at night in new spot. Image credit: Porsche.

By STAFF REPORTS

German automaker Porsche is teaming with a playful partner to help establish a love for the brand early on in young car enthusiasts.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Porsche is working with Lego to combine creativity with design and a love of cars. The two brands are releasing a Lego set based on Porsche vehicles and are touting the partnership by bringing the automaker's museum to life at night.

Building relationships

Lego and Porsche fans can now build and play with their own tiny versions of the Porsche 911 RSR and 911 Turbo 3.0 in a new set, which includes the two cars, a pit wall and a lap counter.

The set retails for \$29.99 and is being advertised by a playful new spot that shows these Lego sets coming alive at night at its museum.

Two Lego drivers and their vehicles start to move and become excited in the museum's gift shop after the lights are turned off. Putting on their helmets and climbing into their respective Lego cars, the figurines take off in a race.

They battle each other, speeding up the escalator and swerving around the Porsche vehicles on display.

As one of the drivers turns left, he becomes distracted by one of Porsche's exhibited vehicles.

At the same time, the other driver is mesmerized by a wall of trophies featuring Porsche's awards over the years, and she falls off the side of the balcony. When she lands, the only damage to the Lego car is the front bumper, which has fallen off.

The figurine quickly gets out and fixes the bumper. She then realizes she is standing right next to a life-sized version of the Lego Porsche she is driving and looks up at it, staring in awe.

The next morning when the museum has opened, a young boy looks inside the car and sees the figurine sitting in the drivers seat, as if she is behind the wheel of the life-sized Porsche.

Porsche's new video for its Speed Champions Lego collection.

Porsche's partnership with Lego is part of the toymaker's Speed Champions collection in which other sports car makers such as Ferrari and McLaren also have toy models.

Many auto brands look to Lego to foster consumers' interest in their brands at a young age.

McLaren even 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 Lego, McLaren transported a life-sized version of its 720S to the festival. However, the Lego supercar arrived incomplete and festival-goers were able to help assemble it throughout the event at McLaren's stand ([see more](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.