

AUTOMOTIVE

McLaren shrinks limited-edition Senna for younger car enthusiasts

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McLaren Senna Lego Speed Champions. Image courtesy of McLaren

By STAFF REPORTS

British automaker McLaren is offering consumers an accessible ownership option for its Senna model through a partnership with Lego.

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A toy version of the car is available for \$14.99, a cost that is more than 50,000 times less expensive than the drivable vehicle's \$958,966 price tag. Previous Lego Speed Champions models for the P1 and the 720S have sold out and are no longer available, and the newest model is expected to see similar interest.

Sized-down Senna

Instead of carbon fiber, the Lego McLaren Senna is constructed of the toymaker's plastic bricks.

With this creation, McLaren is allowing consumers ages 7 and up to interact with the Senna. Communicating the car's power, the model kit comes with a buildable wind tunnel.

Owners can also put their own touch on the grey and orange car with interchangeable wheel rims and a removable wind screen.

A driver figurine is dressed in Pirelli-branded attire, reflecting McLaren's partnership with the motorsport brand.

McLaren Senna Lego

While the Senna was only produced in a series of 500, McLaren has widened the audience for the car through other playful placements.

McLaren pitted its sports car against motorbikes to celebrate its latest video game placement.

To promote the launch of Microsoft's Forza Horizon 4, a McLaren Senna took on three motocross bicycles at the Goodwood Hill Climb. McLaren has had a long-running relationship with Microsoft, with roles in a number of video games ([see story](#)).

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