

AUTOMOTIVE

McLaren sets sights on younger drivers with smaller supercars

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McLaren's pint-sized 720S. Image courtesy of McLaren

By STAFF REPORTS

British automaker McLaren is giving tots a taste of its driving experience through the launch of a scaled-down version of its 720S.

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The ride-on 720S is aimed at kids ages 3 to 6, with touches of authentic McLaren styling, such as paint colors that resemble the full-size model. This is McLaren's second toy car, following its electric ride-on P1 that debuted in 2016.

Starting young

McLaren is producing its 720S for children through a licensing deal.

The car comes in a series of seven colors that are popular for full-size models, such as Azores Orange, Belize Blue, Lantana Purple, Onyx Black, Mauvine Blue, Silica White or Saros Grey. Later this year, official McLaren retailers will carry the toy 720S in an exclusive Papaya Spark shade.

Bringing elements of the model to tots, the car includes working dihedral doors and carbon-style features. Drivers operate the car through a pedal and a brake function, and the moving car makes engine noises for a more lifelike driving experience.

A remote control driving option enables parents to steer their tots, while also giving kids an "autonomous" driving mode.

The pint-sized drivers can also interact with an infotainment system that can play movies or music.

Priced at 315 pounds, or \$399, the toy car is 700 times less expensive than the full-size 720S.

To market the kid-friendly model, McLaren filmed a humorous video in which a racecar driver starts to train a 4 year old how to drive on a track.

McLaren teaches a 4 year old how to race

Beyond drivable models, McLaren is working to engage younger consumers through toys.

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

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 ([see story](#)).

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