

AUTOMOTIVE

McLaren adds to pint-sized Ride-On collection

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McLaren has added a Senna to its Ride-On collection for kids. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is expanding its of mini supercar models as it works to build its customer base through family engagement.

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The McLaren Senna Ride-On' is the automaker's third addition to its children's car collection. McLaren is one of several luxury automakers, including Bugatti and Mercedes-Benz, to create mini-models for children.

Mini McLarens

McLaren's Senna Ride-On is based on the automaker's most "extreme" track car, with details including dihedral doors and realistic engine sounds.

Last year, McLaren launched a scaled-down version of its 720S. It was McLaren's second toy car, following its electric ride-on P1 that debuted in 2016 ([see story](#)).

McLaren's ride-on collection is aimed at kids ages 3 to 6, with touches of authentic automotive styling, such as paint colors that resemble the full-size model.



Formula 1 driver Lando Norris test drives the McLaren Senna Ride-On. Image credit: McLaren

The Senna Ride-On is available in six color schemes, including a yellow and green combination exclusively offered through at McLaren retailers. It is priced at 375 pounds, or \$495, for an entry-level luxury investment.

Kid drivers can step inside or use the operational butterfly doors. A working brake and brake light function allow for child-safe driving.

Other special touches include an authentic push-button start, which turns on McLaren Senna engine sounds. An infotainment system also plays music via USB.

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