

AUTOMOTIVE

## McLaren and Lego Group release toy version of Senna GTR

November 19, 2020



The Lego Technic model of the McLaren Senna GTR arrives on Jan. 1. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

British automaker **McLaren** is teaming with the **Lego Group** to unveil a toy version of the McLaren Senna GTR in the latest move to appeal to younger hypercar fans.

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Set to hit the market on Jan. 1, the flashy 830-piece model is the first McLaren supercar to be recast in Lego Technic form as part of the partnership between the two companies. Distinguished by its exquisite design details and authentic touches, the model is strikingly similar to the real Senna GTR and meant to be built by hand by children who are 10 or older.

"The team responsible for the design of the McLaren Senna GTR worked incredibly closely with their design counterparts at the Lego Group to capture the extreme looks, excitement and essence of such an incredible supercar for Lego Technic builders," said Robert Melville, design director at McLaren Automotive in a statement. "Just like the real thing, the Lego model is packed full of incredible details from the rear spoiler to the moving pistons in the V8 engine to the dihedral doors meaning that we're as proud of the model as we are of the real car."

### A study in similarities

The McLaren Senna GTR is thus far the quickest non-Formula One track car vehicle McLaren has ever launched. It uses a dual-clutch race transmission to ease its gear shifts as well as a newer suspension system and Pirelli motorsport tires.

Like its inspiration, the Lego model is packed with details. Just 12 inches long, it includes a V8 engine with moving pistons, aerodynamic curves and opening dihedral doors.

"Just like the incredible engineers at McLaren do when designing their supercars, we really pushed things to the max so the resulting model perfectly honors the art form that is the McLaren Senna GTR," said Uwe Wabra, a senior designer at Lego Technic. "This track car is not like any road car I've worked on before."

"It's got some unique details, like its silhouettes and the awesome rear spoiler, which differentiates the building experience from others," Mr. Wabra said.

The Lego Technic McLaren Senna GTR will hit the market on Jan. 1 and retail for \$49.99 at Lego outlets around the world.

These are bargain prices when compared to the estimated tag of \$1.65 million that must be paid for the limited-edition version of the real car.

The toy car is the latest model to be released as part of the long-standing tie-up between McLaren and Lego that kicked off in 2015. Thus far, Lego enthusiasts have been able to construct models of the hybrid sports car the McLaren P1, the 720S and the McLaren Senna.



*The Lego McLaren Senna next to its inspiration. Image courtesy of McLaren*

McLaren's partnership with Lego has been a playful and fun initiative.

In 2019, McLaren oversaw the building of a 1:1 scale model of the Senna, which was built out of 467,854 of the toymaker's bricks. The model was a craftsmanship feat, taking nine times as long to construct as a real Senna.

A toy version of the car was also made available for \$14.99, a cost that is more than 50,000 times less expensive than the drivable vehicle's \$958,966 price tag at the time ([see story](#)).

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