

AUTOMOTIVE

McLaren and Lego Group add Elva to its toy garage

June 1, 2021



The 263-piece play-set highlights the mini-figure inspired by Rachel Brown, McLaren Automotive's principal development engineer for ultimate series. Image courtesy of McLaren

By LUXURY DAILY NEWS SERVICE

British automaker **McLaren** is teaming up with **Lego Group** to create a new replica of one of the world's most exclusive open-top speedsters.

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

The collaboration brings the new replica celebrating speed and innovation: the Lego Speed Champions McLaren Elva. The 263-piece playset highlights the mini-figure inspired by Rachel Brown, McLaren Automotive's principal development engineer for ultimate series.

"It is amazing to have witnessed the Elva go from a boundary pushing concept drawing all the way to final vehicle production," Ms. Brown said in a statement. "It feels even more special now to see all of that hard work transformed into the Lego Speed Champions Elva model for us to share with children and fans across the world.

"Ever since I was a child I have dreamed of driving and testing cars, and I still can't believe that it's a part of my job," she said. "I hope that it inspires other young people to follow their passions and pursue careers in the automotive or design and engineering industries."

Newest addition to the Lego garage

Inspired by the McLaren Elva, highlighted as the automaker's most innovative offering yet, the new Lego set offers children and car enthusiasts alike the opportunity to build and explore their own replicas of one of the world's top vehicles.

The McLaren Elva was designed for ultimate driver enjoyment, complete with no roof, windscreen or windows. To mimic that spirit, the 263-piece Lego McLaren Elva set comes with a wide chassis, incorporating the two-seat open cockpit and authentic detailing including the Active Air Management System (AAMS) vents that are in the actual Elva vehicle.



Children, collectors and auto lovers alike can showcase the new replica or model it alongside other toy cars from the Speed Champions range. Image courtesy of McLaren

The Lego Speed Champions McLaren Elva set comes complete with a McLaren driver mini-figure in a race suit, helmet and wrench, also inspired by Ms. Brown. She has also worked on vehicle projects including the McLaren Senna GTR and supported the design and creation of the Lego Technic McLaren Senna GTR released earlier this year.

The Lego McLaren Senna GTR hit the market on Jan. 1, with the flashy 830-piece model being 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 ([see story](#)).

Ms. Brown's role follows all McLaren Ultimate Series models, including the Elva, from concept to production to managing elements including track and aerodynamic wind tunnel testing.

Fans who are seven and older can explore the makeup of the real-life Elva as they build before showcasing the model alone or alongside other toy cars from the Speed Champions range, including the McLaren Senna.

© 2021 Napean LLC. All rights reserved.

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