

AUTOMOTIVE

Custom McLaren offered through NFT drop, metaverse racing game

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The custom Iron Man McLaren. Image courtesy of 1of1One

By LUXURY DAILY NEWS SERVICE

NFT creative studio 1Of1One is giving collectors an opportunity to unlock physical ownership of a custom McLaren through a limited-edition automotive drop and metaverse racing game.

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The Reactor Motors NFT drop includes 8,888 pieces of generative art. The collection will launch in late December on NFT platform OpenSea, ahead of a racing game competition.

Metaverse meets McLaren

The NFT were designed by artist Mike Bundlie. His previous collaborators include Microsoft and Marvel.

As part of the Reactor Motors NFT universe, each NFT will be associated with a car in a virtual racing competition. The NFTs have traits that will determine the cars' top speed, acceleration, handling, drifting and other features.

One winner will unlock physical ownership of a custom McLaren. The supercar's design takes inspiration from the superhero Iron Man, with gold metallic and dark red iridescent exterior paint and other Iron Man motifs.

NFT are exponentially growing in popularity, with applications across sectors including automotive.

In May, proof chain protocol network RubiX auctioned the W Motors Lykan HyperSport stunt car, as seen in the film *Fast & Furious 7*, as the first physical-digital twin automotive non-fungible token.

The piece of movie memorabilia was purpose-built for the production of *Fast & Furious 7* and is the only stunt car out of 10 produced that survived filming. It was reportedly the first physically-backed on-chain automotive NFT in the world, providing the buyer full ownership of both the digital and physical assets ([see story](#)).