

Media release

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An icon reborn: the new LEGO® Technic™ McLaren Senna GTR is unboxed

- McLaren Automotive and the LEGO Group collaborate on creating LEGO® Technic™ McLaren Senna GTR
- 830-piece model with authentic and impressive details including opening dihedral doors
- Aimed for ages 10 and above, the LEGO Technic McLaren Senna GTR is available from January 1, 2021

Today, an exciting new addition sped onto the track and supercar scene. Extreme to the core like its iconic real-life counterpart, the new LEGO® Technic™ McLaren Senna GTR provides the ultimate thrill for sportscar lovers and motorsport fans alike looking for their next building challenge.

Combining the McLaren's unrivalled power and sophistication with the LEGO Group's design precision, the 830-piece model of this track focused supercar icon makes no compromises when it comes to engineering or style. The model is the first McLaren supercar to be recreated in LEGO Technic form and is designed to provide the ultimate building thrill for those ages 10 and above.

The McLaren Senna GTR is a car unlike any other and this awesome replica is packed with authentic features and design details that make it equally impressive.

From the V8 engine with moving pistons, beautiful aerodynamic curves, opening dihedral doors and a one-of-a-kind blue livery, this 12 inch long model is sure to raise eyebrows and get hearts pumping whether being taken out for a spin or put admiringly on display once built.

And like every full-scale McLaren Senna GTR, its LEGO replica is designed to be built by hand.

The LEGO Technic McLaren Senna GTR will be launched globally from January 1, 2021 from LEGO.com, LEGO stores and other retailers globally, and participating McLaren retailers, with a recommended retailer price of \$49,99.

"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.

"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."
Robert Melville, Design Director McLaren Automotive.

"Recreating a car that is so extreme to the core as the McLaren Senna GTR with LEGO Technic gave us an incredibly interesting challenge. 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.

"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"
Uwe Wabra, Senior Designer, LEGO Technic.

The LEGO Technic McLaren Senna GTR is the latest model to be released as part of the long-standing partnership that started in 2015. LEGO builders of all ages have so far been able to create such iconic supercars as the McLaren P1™, the 720S in 2017 and the McLaren Senna in 2019.

The two brands are united by a drive for engineering excellence and pioneering design that makes models like this so fun to build individually or as a family.

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Notes to editors:

A selection of high resolution images accompanying this release is available to download from the McLaren Automotive media site – cars.mclaren.press

About McLaren Automotive:

McLaren Automotive is a creator of luxury, high-performance supercars.

Every vehicle is hand-assembled at the McLaren Production Centre (MPC) in Woking, Surrey, England.

Launched in 2010, the company is now the largest part of the McLaren Group.

The company’s product portfolio of GT, Supercar, Motorsport and Ultimate models are retailed through over 85 retailers in 40 markets around the world.

McLaren is a pioneer that continuously pushes the boundaries. In 1981, it introduced lightweight and strong carbon fibre chassis into Formula 1 with the McLaren MP4/1.

Then in 1993 it designed and built the McLaren F1 road car - the company has not built a car without a carbon fibre chassis since. As part of the Ultimate Series, McLaren was the first to deliver a hybrid hypercar, the McLaren P1™.

2019 saw McLaren launch the 600LT Spider as well as the new GT, the track-only Senna GTR and unveiled the 620R and the McLaren Elva.

In 2020, McLaren launched the 765LT. In addition, it unveiled the all-new lightweight architecture innovated and manufactured at the £50m McLaren Composites Technology Centre opened in the Sheffield region in the North of England that will underpin the next decade of McLaren’s electrified future.

To support the development, engineering and manufacture of its range of innovative sportscars and supercars, McLaren Automotive partners with world leading companies to provide specialist expertise, technology and solutions. These include AkzoNobel, Ashurst, Dell Technologies, Pirelli, Richard Mille and Tumi.

McLaren Group:

The McLaren Group is a global leader in luxury automotive and technology and comprises three businesses: Automotive, Racing and Applied.

About LEGO Group

The LEGO Group’s mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.

The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words LEg GOdt, which mean “Play Well”. Today, the LEGO Group remains a family-owned company headquartered in Billund. However, its products are now sold in more than 130 countries worldwide.



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