

Media Information  
1300 BST, 4 April 2017

## **New McLaren 720S builds interest among younger generations of supercar enthusiasts**

- New McLaren 720S joins legendary McLaren P1™ in LEGO® Speed Champions range
- Azores orange LEGO® model 720S is accompanied by a minifigure car designer, complete with design studio desk
- Available to buy in June, shortly after the first of the full-size McLaren 720S supercars are delivered to customers

The new McLaren 720S is already well on the way to achieving cult status, joining the legendary McLaren P1™ in the LEGO® Speed Champions range of model cars.

The LEGO Speed Champions McLaren 720S, accompanied by a car designer minifigure and design studio desk, complete with coffee cup, original design sketch, and 3D-printed model car, will be available to buy from 1 June. Builders aged 7+ and supercar enthusiasts alike can show off their design skills and build this awesome model, then put on a racing helmet and switch from supercar designer to racing driver.

The imagination and complexity required to create a representation of the aerodynamically shrink-wrapped, sculpted body shape of the 720S, meant that it took a LEGO designer a year to perfect and freeze the design of the new model.

*“The LEGO interpretation of the McLaren 720S reflects the most exciting part of the design process, when a two-dimensional sketch is transformed into a physical, three-dimensional model,”* commented McLaren Automotive Chief Designer, Rob Melville. *“Building a model like this gives the next generation of McLaren enthusiasts a taste of just how exhilarating that moment is for designers.”*

The real McLaren 720S was unveiled on 7 March at the Geneva International Motor Show, introducing the second-generation McLaren Super Series and raising established limits in the supercar sector. Powered by a new, twin-turbocharged 4.0-litre V8 engine developing 720 horsepower, the new McLaren supercar accelerates from standstill to 200km/h (124mph) in just 7.8 seconds and has a maximum speed of 341km/h (212mph).

The LEGO Speed Champions McLaren 720S will be priced at £12.99. The new McLaren 720S available from McLaren retailers is a little more expensive, with prices starting at £208,600 (UK).

---

## Ends

### 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](http://cars.mclaren.press)

### About McLaren Automotive:

McLaren Automotive is a British manufacturer of luxury, high-performance sports and super cars, located at the McLaren Technology Centre (MTC) in Woking, Surrey. For the past 30 years, McLaren has pioneered the use of carbon fibre in vehicle production and since introducing a carbon chassis into racing and road cars with the 1981 McLaren MP4/1 and 1993 McLaren F1 respectively, McLaren has not built a car without a carbon fibre chassis.

Following the global launch of McLaren Automotive in 2010, the groundbreaking 12C was revealed in 2011, the 12C Spider in 2012, and the limited-run McLaren P1™ went into production in 2013. In keeping with its plan to introduce a new model each year, the company unveiled the 650S, in Coupé and Spider form in 2014, while 2015 proved to be a year of unprecedented growth of the product portfolio with five new models launched across the full range. The strictly limited edition 675LT Coupé premiered at the Geneva Motor Show alongside the track-only McLaren P1™ GTR which, with 1,000PS, became the most powerful model ever produced by the brand. The much-anticipated Sports Series became the third - and final - model tier in the McLaren range with the 570S Coupé and 540C Coupé debuting in New York and Shanghai respectively, less than one month apart. The end of 2015 saw the launch of the fifth model, the 675LT Spider, which was as a direct response to customer demand. The year also saw the end of production for the first model in the Ultimate Series as the 375th McLaren P1™ was completed, closing what had become a defining year for the British brand. 2016 continued where 2015 had left off with the introduction of the 570GT - a second bodystyle for the Sports Series and the most luxurious car McLaren has ever built, as well as the 570S GT4 and 570S Sprint track variants. 2016 also marked the introduction of the company's new business plan, Track22, which sees the company investing £1B in Research and Development to deliver 15 all new cars or derivatives by the end of 2022, of which at least 50% will feature hybrid technology. The uplift in sales in 2016 also saw the launch of the second shift at the McLaren Production Centre as well as the company's third year of profitability in just six years of trading. In March 2017, the second-generation Super Series was introduced at the Geneva Motor Show with the global premiere of the McLaren 720S.

### McLaren Automotive Partners

To support the development, engineering and manufacture of its range of innovative and highly acclaimed sports cars, McLaren Automotive has partnered with world leading companies to provide specialist expertise and technology including, AkzoNobel, Kenwood, Pirelli, Richard Mille and SAP.

Visit [cars.mclaren.com](http://cars.mclaren.com) for more details.

### About the LEGO Group

The LEGO Group is a privately held, family-owned company with headquarters in Billund, Denmark, and main offices in Enfield, USA, London, UK, Shanghai, China, and Singapore. Founded in 1932 by Ole Kirk Kristiansen, and based on the iconic LEGO® brick, it is one of the world's leading manufacturers of play materials.

Guided by the company spirit: "Only the best is good enough", the company is committed to the development of children and aims to inspire and develop the builders of tomorrow through creative play and learning. LEGO products are sold worldwide and can be virtually explored at [www.LEGO.com](http://www.LEGO.com).

For more news from the LEGO Group, information about our financial performance and responsibility engagement, please visit <http://www.LEGO.com/aboutus>.

LEGO, the LEGO logo and the Minifigure are trademarks of the LEGO Group. ©2017 The LEGO Group.

### Further information:

#### Wayne Bruce

Global Communications & PR Director | McLaren Automotive Limited

Phone: +44 (0) 1483 261500

Mobile: +44 (0) 7768 132429

Email: [wayne.bruce@mclaren.com](mailto:wayne.bruce@mclaren.com)

#### Paul Chadderton

Global Product Communications & PR Manager | McLaren Automotive Limited

Phone: +44 (0) 1483 261500

Mobile: +44 (0) 7990 776749

Email: [paul.chadderton@mclaren.com](mailto:paul.chadderton@mclaren.com)

**Adam Gron**

Senior Press Officer - UK | McLaren Automotive Limited

**Phone:** +44 (0) 1483 261500

**Mobile:** +44 (0) 7827 081 770

**Email:** [adam.gron@mclaren.com](mailto:adam.gron@mclaren.com)

**Twitter:** [www.twitter.com/Adam\\_Gron](https://www.twitter.com/Adam_Gron)

**Freddie Gilbey**

Lifestyle Communications | McLaren Automotive Limited

**Phone:** +44 (0) 1483 261500

**Mobile:** +44 (0) 7500 999 553

**E-mail:** [amel.boubaaya@mclaren.com](mailto:amel.boubaaya@mclaren.com)

**Hunter Skipworth**

Social Media Manager | McLaren Automotive Limited

**Phone:** +44 (0) 1483 261500

**Mobile:** +44 (0) 7990 564 052

**E-mail:** [hunter.skipworth@mclaren.com](mailto:hunter.skipworth@mclaren.com)

**Amel Boubaaya**

European Communications & PR Manager | McLaren Automotive Limited

**Phone:** +44 (0) 1483 261500

**Mobile:** +44 (0) 7920 531357

**E-mail:** [amel.boubaaya@mclaren.com](mailto:amel.boubaaya@mclaren.com)

**John Paolo Canton**

Head of Public Relations | McLaren North America

**Phone:** +1 646 926 5971

**Email:** [jp.canton@mclaren.com](mailto:jp.canton@mclaren.com)

**Karin Haferkorn**

Head of Marketing & PR, Middle East, Africa and Latin America | McLaren Automotive Limited

**Phone:** +44 (0) 1483 261343

**Mobile:** +44 (0) 7899 816872

**Email:** [karin.haferkorn@mclaren.com](mailto:karin.haferkorn@mclaren.com)

**Sunny Zhang**

PR Communication Director - China | McLaren Automotive Limited

**Phone:** +86 (0) 21 2074 0520

**Mobile:** +86 186 1617 9933

**Email:** [sunny.zhang@mclaren.com](mailto:sunny.zhang@mclaren.com)

**Gracia Yap**

PR Manager - Asia Pacific | McLaren Automotive Limited

Phone: +65 6338 3700

Mobile: +65 9109 3698

Email: [gracia.yap@mclaren.com](mailto:gracia.yap@mclaren.com)

Media website: [cars.mclaren.press](http://cars.mclaren.press)

Facebook: [www.facebook.com/mclarenautomotive](http://www.facebook.com/mclarenautomotive)

Twitter: [www.twitter.com/McLarenAuto](http://www.twitter.com/McLarenAuto)

You Tube: [www.youtube.com/mclarenautomotivety](http://www.youtube.com/mclarenautomotivety)