

Media Information
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Build your own full-size LEGO® McLaren 720S at Goodwood

- McLaren partners with LEGO® to build 1:1 scale 720S
- 280,000+ bricks used in total to build the car
- Team of six worked for more than 2,000 hours to build the model
- But it's not finished yet ... visitors to the McLaren's Goodwood stand will help finish the car

One very special McLaren 720S is set to make an appearance at Goodwood, swapping its usual aluminium and carbon-fibre structure for bright orange LEGO® bricks.

Following on from the launch of the 75880 LEGO® Speed Champions McLaren 720S miniature set, McLaren's all-new supercar will be fully realised in LEGO® form at the Festival of Speed.

But there's a twist. The 1:1 scale model will arrive at the Goodwood stand incomplete. In order to finish the build, visitors to the McLaren stand will need to place orange McLaren bricks in designated parts of the car, with the 720S reaching completion by the Sunday at the end of the Festival of Speed.

Just preparing the car for Goodwood has required more than 267,300 LEGO® bricks, with McLaren fans visiting the stand expected to add over 12,700 to completely finish the build. The end result will be a full-size LEGO® 720S weighing in at no less than 1.6 tons; more than the road-going 720S's 1283kg lightest dry weight.

In order to produce such an accurate representation of the 720S, McLaren Automotive worked closely with the Speed Champions LEGO® team based in Billund, Denmark, providing in-depth vehicle CAD data so that the model could be fully realised.

The model was built up around a steel frame, with a team of six working for over 2,000 hours to build the car by hand. For comparison, a real-world production 720S takes around 12 working days in the McLaren Production Centre to assemble.

Also featured on the LEGO® 720S build is the all-new Pirelli P Zero CORSA tyre used in its road-going equivalent, complete with silver 'Pirelli Colour Edition' graphics.

The McLaren 720S is available to order pre-assembled, with prices starting at £208,600.

Ends



KENWOOD



RICHARD MILLE



Note 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 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 for more details.

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