

The Automotive Edge

Lego and Hot Wheels celebrate the spectacle of F1 racing

Matthew Jaster, Senior Editor



While it may not be the most visually arresting spectator sport, F1 racing is certainly a behind-the-scenes testament to aerodynamics, engine technology and data analytics. Designers are always searching for ways to optimize these vehicles on race day. Many of the engineering decisions made on or near the racetrack have trickled down to other markets including automotive, aerospace and e-mobility.

Lego has decided the time has come to honor these innovations with F1 racing sets for adults and kids. The 1:8 scale model for adults features authentic livery details, a working V6 engine with moving pistons fans can explore up close when removing the engine cover, an opening wing, individual suspension, functioning steering and slick tires. The pull-back version for kids offers both an authentic look and great action-packed play.

“Play is a great way for families to bond over shared passions,” says Niels Henrik Horsted, head of product at the Lego Group. “We might all have different cars we prefer, different championships or competitions we like, different racing teams we cheer on, but what unites us is our shared love of exciting racing and incredible cars!”

The Lego Technic Ferrari SF-24 F1 Car (1,361-pieces) offers intricate aerodynamic details, such as an opening DRS, Pirelli printed slick tires and a V6 engine with a spinning MGU-H. This lets builders imagine the thrill of a last-lap showdown before placing the set on display. The set features key functions such as front and back suspension and a two-speed gearbox. The Lego Williams Racing FW14B & Nigel Mansell is a 799-piece set featuring working steering, wide rear slick tires with the Goodyear logo and a detailed replica of the engine. The Lego Technic Oracle Red Bull Racing RB20 F1 Car, measuring in at over 25 in. (55 cm), is a statement for any mega fan of the team.

The authentic livery, Pirelli printed tires and aerodynamic features, faithfully recreated using Lego Technic pieces.

If you’d rather showcase the technology in a smaller package, Hot Wheels will launch a new Formula 1 collection throughout 2025. Premium models come with additional details to more closely replicate F1 cars, including metal body and chassis, authentic team liveries, driver numbers and Pirelli tires.

“It’s fantastic to see the Hot Wheels Formula 1 collection begin to hit the shelves around the world,” said Emily Prazer, chief commercial officer at Formula 1. “We want to drive our fans’ passion for racing, and these superbly and intricately designed cars will allow them to experience the drama and excitement of Formula 1 in the palm of their hands at home.”

Sharing these engineering marvels with your daughters and sons may impact career decisions they make in the future. And what better way to spend an afternoon in February or March than building a Lego set or racing F1 cars across the kitchen tile?

“The spirited response from fans around the world following our Hot Wheels and Formula 1 announcement has been thrilling,” said Roberto Stanichi, executive vice president of Hot Wheels and global head of vehicles and building sets. “The next phase of the partnership is all about giving fans the products and experiences that bring the worlds of Hot Wheels and F1 together in a way that has never been done before, and we’re just getting started.”

lego.com/en-us/categories/f1/f1-sets
creations.mattel.com/products/hot-wheels-f1-jgn95?srsId=AfmB0orQUT9V2kgIgcHBnlx2SdTPtkFaalEzvel_i760ZYzHP1NRZ3S5

PTE

