



Official Licensee of Formula 1®

THE LINE OF LEGENDS:

Where Speed Meets Legacy

Mattel, Inc., the global toy and entertainment leader behind Barbie®, Hot Wheels®, and Fisher-Price®, is reigniting Formula 1 passion with its latest collaboration — the Hot Wheels F1 Icons Collection.

Launching June 5, 2026, at the Monaco Grand Prix, this limited-edition release celebrates three legendary drivers — Michael Schumacher, Ayrton Senna, and Alain Prost — whose names define motorsport excellence.

The collection includes meticulously crafted die-cast F1 cars and a new Hot Wheels Monaco Circuit Racetrack, blending design precision with racing heritage. It's more than a collector's item — it's a tribute to speed, craftsmanship, and emotion.

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As Formula 1 gains new global momentum fueled by Drive to Survive, this collaboration connects two generations of fans: nostalgic collectors and young racing enthusiasts discovering the legends for the first time.

“Hot Wheels has always been about nurturing the challenger spirit,” says Roberto Stanichi, Executive Vice President of Hot Wheels.

With The Line of Legends, Mattel bridges imagination and innovation, giving fans a tangible piece of F1 history. Experience racing's golden legacy — reimaged in miniature.

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