

The Line of Legends: When Legendary Tracks Meet Collection

When it comes to miniature motorsport racing, Mattel, Inc.'s name ranks at the top of the global toys and family entertainment industry, engaging consumers and fans through a diverse brand portfolio that comprises, among other products, Barbie®, Hot Wheels®, Fisher-Price®, and American Girl®. To assemble a program that combines speed, innovation, and nostalgia, thus appealing to Grand Prix racing enthusiasts and adult collectors aged 18-34, Mattel's Hot Wheels has partnered with Formula One (F1) in an unprecedented arrangement that unites two of the world's most recognizable figures in automotive culture.

Mattel is scheduled to release the *Hot Wheels F1 Icons Collection* on Friday, June. 5, 2026, during the *Monaco Grand Prix Circuit*. The novel toy, which is a limited-edition "icons" collection of F1 cars, pays tribute to Michael Schumacher, Ayrton Senna, and Alain Prost, who are three of the global motorsport's legendary drivers. The models are carefully designed and creatively engineered, giving them the signature styles that set them apart at the world's most prestigious race track.

At the heart of the collection is a new *Hot Wheels Monaco Grand Prix* racetrack that redefines luxury and addresses the shortcomings of a practical course, thereby providing Mattel's adult collectors and F1 fans with a realistic homage to a perfect racing experience. The *Line of Legends* not only celebrates the iconic miniature cars but also venerates the competition's spirit, showcases the latest innovation, and upholds legacy by honoring the three celebrated drivers. The collaboration significantly contributes to F1's increasing global fame and meets evolving generational needs by aligning contemporary lifestyle with performance. Therefore, the upcoming meeting between the legendary tracks and the celebrated models is not merely a collection but an exhibition of speed, expertise, and off-track narration.