



Step2 McLaren 570S Push Sports Car Debuts at 2017 International Toy Fair

Step2 Launches Children's Luxury Push Car as official McLaren Licensee

NUREMBERG, Germany - February 1, 2017 - The Step2 Company, LLC. has collaborated with British luxury Sports and Supercar manufacturer McLaren Automotive to launch the officially licensed Step2® McLaren 570S Push Sports Car, a toddler-sized push car version of the McLaren 570S sports car.

The Step2 McLaren 570S Push Sports Car will make its debut on display in the TrendGallery of the Spielwarenmesse toy fair in Nuremburg, Germany February 1 – 6, 2017.

“McLaren represents the pinnacle of supercar performance, design, and racing heritage,” said Chris Quinn, President and CEO of Step2. “The Step2 McLaren 570S Push Sports Car takes our iconic children’s push car to a thrilling new level that we hope serves to fuel children’s imagination while engaging parents to spend more time with their children leveraging the very best Step2 has to offer.”

The luxury push car will feature the innovative styling of the McLaren 570S sports car plus Whisper Wheels™ and an easy-fold handle for quick storage and transport. A large storage area under the seat, multiple cup holders and a pretend steering wheel with electronic sounds provide the optimum riding experience for mini racers.

McLaren Automotive is the British manufacturer of hand-built luxury, sports, and supercars. McLaren Automotive launched its first car, the 12C, in 2011. The Sports Series family, which includes the 570S, was launched in mid-2015 as the most accessible range of McLaren cars, and by the end of 2016, the company had sold over 10,000 supercars. In 2016, it sold nearly 3,300 cars, with the McLaren 570S being the most popular choice of its discerning customers.

“McLaren Automotive is pleased to appoint Step2 to our growing Official Licensee programme,” said Hayley Robinson, Licensing Manager at McLaren Automotive. “Step2 is highly regarded in the toy industry, and we are confident they will be a great addition to our licensed toy category. By appointing rights for the McLaren 570S Sports car, this offers a great attainable product for young fans to buy into the McLaren brand at a very early age.”

The McLaren 570S Push Sports Car joins a robust line of Step2 push cars including the iconic Push Around Buggy, Whisper Ride Cruiser and the recently released Push Around Buggy GT.

The Step2 McLaren 570S Push Sports Car will be available for purchase in the fall of 2017 on Amazon.com and Step2.com with a targeted MSRP of \$79.99. The line will expand in spring of 2018, driving McLaren into dreamland.

For more in Step2, please visit www.step2.com

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About Step2

The Step2® Company, LLC, headquartered in Streetsboro, Ohio, is the largest American manufacturer of preschool and toddler-aged toys and the largest rotational molder of plastics in North America. Operations began in 1991. Since then, The Step2 Company, LLC has grown from five employees to its present 800 full-time employees. Step2 products are distributed to select retailers throughout the U.S., Canada and over 70 other countries. To learn more about The Step2 Company, LLC and its products, visit www.step2.com.

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 2015 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. The year 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. The year 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.

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