

SHARED MEDIA - Xinyue Zou

Option 1:

b) Newsletter

Hot Wheels Plans F1 “Icons” Drop to Coincide with 2026 Monaco Grand Prix

LOS ANGELES (Nov. 5, 2025) — Mattel’s Hot Wheels brand is preparing a limited-edition F1 “Icons” collection to launch during the 2026 Monaco Grand Prix, aligning one of the world’s best-selling toy brands with Formula 1’s most-watched street race. Hot Wheels, which has grown into a global franchise and remains the No. 1 selling toy in the world, generated an estimated \$1.58 billion in gross sales in 2024 on the strength of vehicles and adult-focused collaborations.

The 2026 release will feature die-cast tributes to three of Formula 1’s most celebrated drivers — Michael Schumacher, Ayrton Senna and Alain Prost — alongside a Monaco-inspired track meant for display as well as play. The timing follows Formula 1’s extension of the Monaco Grand Prix through 2031 and the shift of the race to the first full weekend in June beginning in 2026, giving the drop a built-in global spotlight.

The move comes as the broader collectibles market is expanding, with valuations projected to climb from about \$306 billion in 2024 to more than \$535 billion by 2033, and as “kidult” buyers now account for roughly a quarter of toy spending in key markets. Mattel and other toymakers have leaned into premium, limited and nostalgia-driven items to capture that audience.

By pairing legendary drivers with a circuit that fans instantly recognize, Hot Wheels is aiming this collection at adult F1 followers, motorsport content creators and longtime brand collectors who want pieces tied to real racing history. Further details on packaging, edition size and retail availability are expected to be published closer to race week.

About Hot Wheels

Hot Wheels, a brand of Mattel (NASDAQ: MAT), is one of the world’s most iconic vehicle brands, inspiring generations of fans since 1968. Known for bold design, authentic details and high-performance play, Hot Wheels reaches kids, collectors and car enthusiasts through die-cast vehicles, track sets, digital content, gaming and global partnerships. The brand continues to expand into fan-first experiences and premium collaborations that celebrate automotive and motorsport culture. More information about Hot Wheels is available at www.mattel.com/en-us/brands/hot-wheels.

About Formula 1

Formula 1® is the pinnacle of international motorsport, featuring the world’s fastest racing cars and most celebrated drivers competing on historic and modern circuits across the globe. Since 1950, F1 has delivered innovation, elite performance and storytelling to a growing global fan base through live races,

broadcast, digital and on-site experiences. The championship continues to invest in sustainability, new audiences and destination events such as the Monaco Grand Prix. More information about Formula 1 is available at www.formula1.com.

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