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Mercedes-Benz

Press Information
October 3, 2025

‘Play Beyond Limits’: Hot Wheels transforms the new CLA into an oversized toy car

- A new chapter in the brand’s multi-collaboration series with the Mercedes-Benz CLA: Hot Wheels combines automotive innovation with the philosophy of boundless play
- ‘Play Beyond Limits’: Hot Wheels’ interpretation of the new CLA is designed as a unique art piece with exaggerated proportions, colorful paintwork and the DNA of classic toy cars
- Hot Wheels presents a toy car inspired by the art piece, created in collaboration with Mercedes-Benz

Los Angeles/Stuttgart. Hot Wheels and Mercedes-Benz unveiled a unique Mercedes-Benz CLA art piece at the ‘Race Service’ workshop in Los Angeles, transforming the space into a playground for adult car enthusiasts. The one-off creation will also be featured at the Hot Wheels Legends Tour in El Segundo, CA on October 4. The motto, ‘Play Beyond Limits’, aims to inspire people of all ages to never stop being playful, as “playing” unleashes potential, motivates and fosters creativity and innovation. Many enthusiasts discovered a passion for automobiles with Hot Wheels 1:64-scale diecast cars.

Hot Wheels is known for its iconic look, realistic details and wildly creative designs. That same creative DNA is apparent in the way Hot Wheels brought the unique Mercedes-Benz CLA art piece to life. It transforms the new CLA into a fantasy super sports car in classic Hot Wheels style – uniting the iconic luxury design of a Mercedes-Benz with the elements of classic toy cars: exaggerated diffusers, huge spoilers and striking features. This interplay makes the unique CLA creation a tribute to the boundless imagination of childhood, when cars were not just a means of transport but also an invitation to dream. The color scheme is based on the iconic Hot Wheels aesthetic, featuring bright orange, pink and blue tones. Oversized flames lend a retro-futuristic look reminiscent of 1980s pop culture.

The new Mercedes-Benz CLA will be turned into a Hot Wheels diecast car that will go on sale in spring 2026. This miniature version of the art piece again bridges the gap between automotive innovation and the world of toys – appealing to both the growing community of adult Hot Wheels collectors and a new generation of enthusiasts.

‘Class of Creators’

Mercedes-Benz has long fostered far-reaching collaborations with partners from all walks of life that extend far beyond automotive, including lifestyle, sports, design and music. The list includes Virgil Abloh, A\$AP Rocky and Nigo, fashion brands Moncler and Proenza Schouler, and sports legends like Roger Federer and Lewis Hamilton. With ‘Class of Creators’, Mercedes-Benz takes these collaborations to the next level, as this is the first time the automaker has given its creative collaborators carte blanche to explore the ideas of individualization, aesthetics and design with one of its models.

The 'Class of Creators' brings together five creative visionaries who are defining what's next in music, fashion, design and beyond:

- March 13, 2025: 'Class of Creators' was announced at the world premiere of the new CLA in Rome
- April 18, 2025: Official launch with music artist Ice Spice at Mercedes-Benz of Manhattan
- May 22, 2025: Swedish designer Gustaf Westman presented his art piece and limited collection with a premiere in London
- June 28, 2025: KidSuper art piece and limited collection launched at Paris Fashion Week
- October 3, 2025: Premiere of the Mercedes-Benz CLA art piece by Hot Wheels in Los Angeles
- Upcoming: The esports platform League of Legends

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About Mattel

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, Polly Pocket®, and Barney®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at mattel.com

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com. To learn more about all Mercedes-Benz entities in North America, visit group.mercedes-benz.com/northamerica.

Accredited journalists can visit our media site at media.mbusa.com.

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