

9 February 2023

## Merlin Entertainments And Ferrari Race Into 2023 With Global Partnership

### Development will see Ferrari-themed immersive LEGO® Ferrari Build and Race experiences at Merlin's LEGOLAND® theme parks

Merlin Entertainments, Europe's largest and the world's second-largest visitor attraction operator, today announces a global partnership with iconic car brand Ferrari to develop immersive themed brand experiences at two LEGOLAND® theme parks, with the potential for further expansion in the future. The collaboration builds on Merlin's successful relationship with Ferrari, and includes the recently opened LEGO® Ferrari Build and Race at LEGOLAND® California.

Launching this Spring at both LEGOLAND® Billund and LEGOLAND® Windsor theme parks, LEGO® Ferrari Build and Race is a brand-new experience which puts visitors in the driver's seat to build, test and race their very own LEGO Ferrari with cutting-edge digital technology, the first of its kind to be experienced at any LEGOLAND® theme park in the world.

- A LEGO pit crewmember will greet visitors on arrival at the attraction, sharing Ferrari fun facts, race history, and showcasing themed LEGO race gear and awards. Once inside the garage, visitors have the opportunity to take a photo with a life-size LEGO Ferrari
- Visitors can then build their own LEGO Ferrari car to race at one of three racetracks. Each track offers different obstacles, challenges and a chance to clock in the fastest time
- Visitors will then be able to create a custom digital Ferrari race car which is digitally projected on a LEGO racetrack based on Pista di Fiorano and where visitors can compete with other cars digitally for the fastest race lap!

The partnership with Ferrari is the latest development in Merlin's strategy of creating IP partnerships with some of the world's most popular brands, with existing successful partnerships including LEGO®, Sony Pictures Entertainment and HASBRO. Merlin has an established track record of rolling out popular brand-led concepts and attractions across its estate under multi-territory licensing agreements, including in China, North America and Europe with HASBRO.

Ranked Europe's top and the world's second-largest tourist attraction operator, Merlin runs more than 140 tourist attractions in 24 countries across Europe, America, Asia and Oceania. Brands operated by Merlin include LEGOLAND®, Madame Tussauds and SEA LIFE.

#### **Scott O'Neil, Chief Executive Officer at Merlin Entertainments, said:**

*"Renowned for its innovation, performance and quality, Ferrari aligns perfectly with our ambitions of partnering with the world's most exciting and innovative brands. Our partnership with Ferrari accelerates our IP partnerships at our iconic LEGOLAND® Theme Parks. This is exactly the type of premier new experience that will have our guests revving their engines to visit in 2023."*

The first Ferrari brand experience to open at a Merlin theme park, the LEGO® Ferrari Build and Race at LEGOLAND® California opened in 2022 and enables guests to design and build their own LEGO® Ferrari car using innovative digital technology to scan and virtually race them in an effort to capture the fastest lap time.

#### **Annabel Rochfort, Director of Location Based Entertainment, Museums & Esports at Ferrari, said:**

*"As a leading attractions operator, Merlin Entertainments are a key strategic partner for Ferrari, who are working with us to expand our offering to engage with Ferrari fans of all ages. Due to the success of our first LEGO® Ferrari Build & Race Attraction at LEGOLAND California, we are delighted to be expanding the concept into both LEGOLAND Billund and LEGOLAND Windsor."*

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## Notes to Editors

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### About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates over 140 attractions, 23 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

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