

MATTEL CREATIONS

HOT WHEELS

The Hot Wheels logo is positioned over the 'EELS' portion of the main title. It features a red flame-like shape on the left, a white banner with the word 'HOT WHEELS' in red, and a small 'TM' trademark symbol at the end.

MC REVEALED 2025
Consumer Product Capsule



CULTURE DRIVEN

Adult-targeted consumer products should resonate with auto enthusiasts who have a dormant but powerful affinity for Hot Wheels. This highly discerning audience is deeply informed and tapped into the latest designs, styles, and trends shaping the automotive landscape. They gravitate toward people, brands, and experiences that let them authentically celebrate their passion for car culture. To them, Hot Wheels is more than a nostalgic toy brand—it's an iconic symbol of global car culture. It represents the creativity, performance, and bold expression they value in the automotive world. The opportunity lies in reawakening that emotional connection through products, partnerships, and experiences that feel genuinely fueled by their passion.

- **COVETABLE**

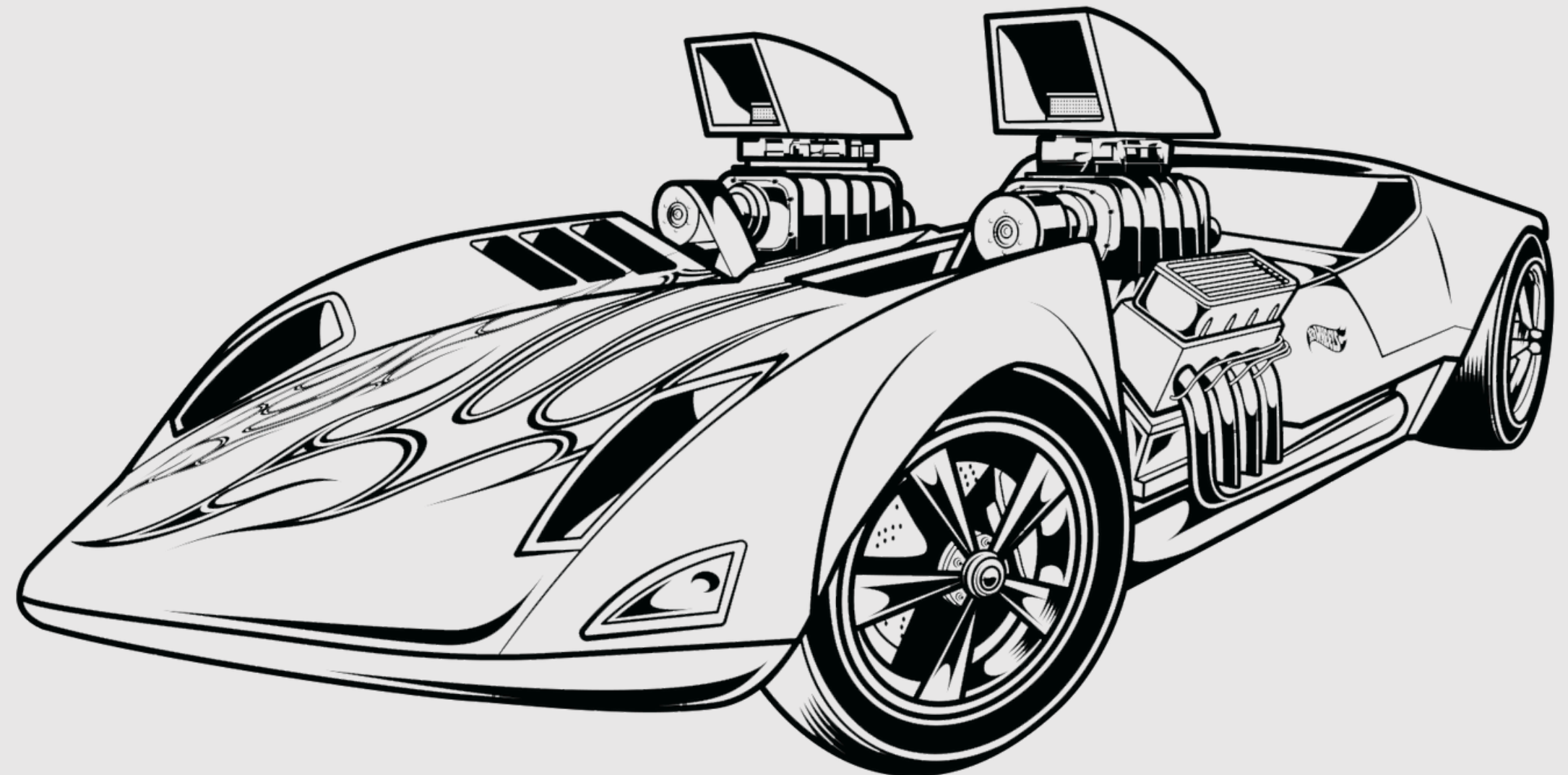
Trendy, hip, whatever you want to call it. It stacks up with the latest offerings from the coolest automotive lifestyle brands.

- **CONFIDENTLY AUTHENTIC**

Hot Wheels should feel like an integral and revered contributor to car culture—because it is—and not a kid's brand trying to hang with the cool kids. We belong here.

- **KNOWLEDGABLE**

We know the ins and outs of auto performance and design, speaking to enthusiasts on their level.





MODERN VINTAGE

Hot Wheels adult collectors are often drawn to the rich history and craftsmanship of automotive design. Vintage-inspired products should capture the timeless appeal of classic cars and retro aesthetics. Think chrome finishes, bold color palettes from past decades, and iconic design elements from muscle cars and hot rods.





RACING HERITAGE

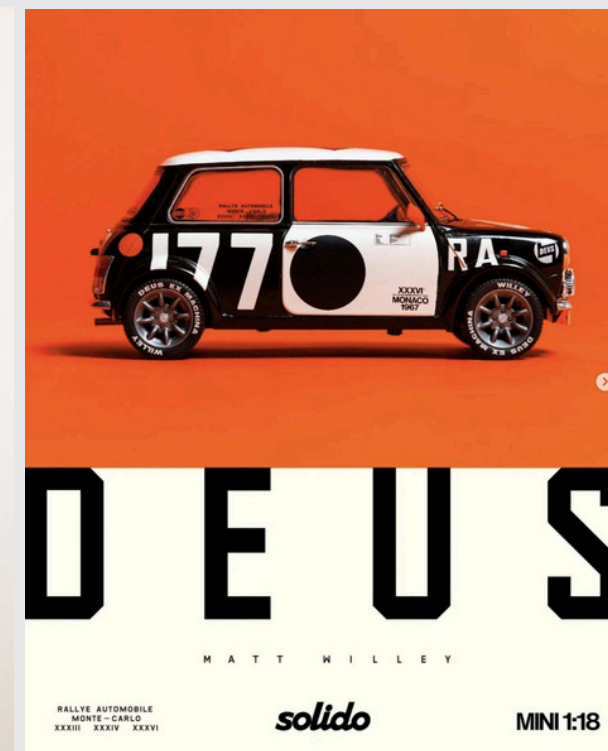
Inspired by authentic racing heritage, badges and patches channel the grit and glory of motorsports. Drawing from the design language of team logos, racing liveries, and event memorabilia, these elements should feel like hard-earned trophies from the racetrack. Using bold iconography, vintage racing typography, and a sense of exclusivity—each patch or badge should feel like a collector’s badge of honor.





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INSPIRATION





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COLLECTION





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T-SHIRTS



BLACK



VINTAGE GREY



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T-SHIRTS





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SUBLIMATED SHIRTS





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OUTERWEAR





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ACCESSORIES

