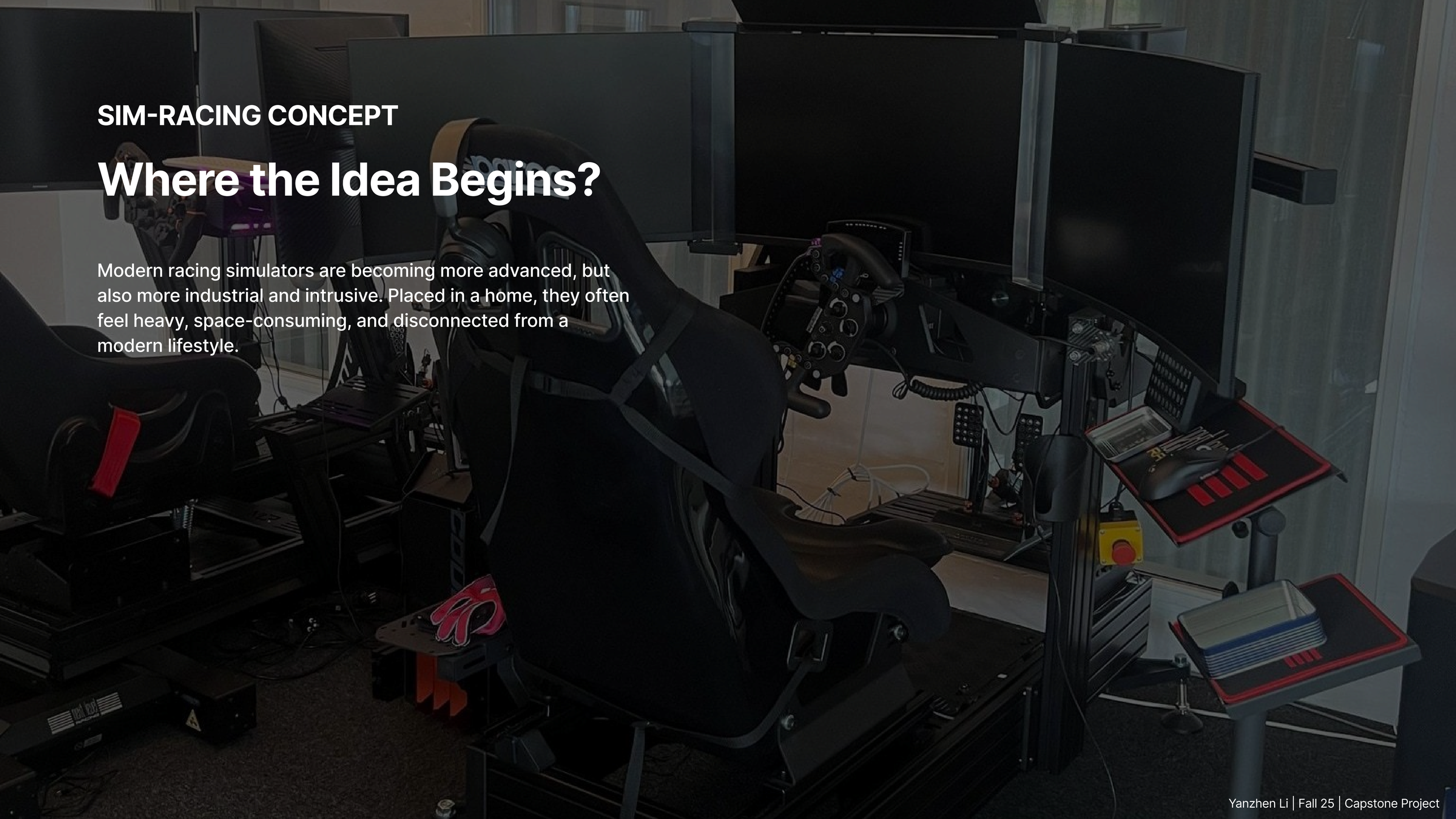

McLaren S1
An innovative way to balance sim racing and lifestyle.

SIM-RACING BACKGROUND

What is sim-racing?

Sim-racing (short for simulation racing) is the use of software and hardware to simulate real-world motorsport as accurately as possible.

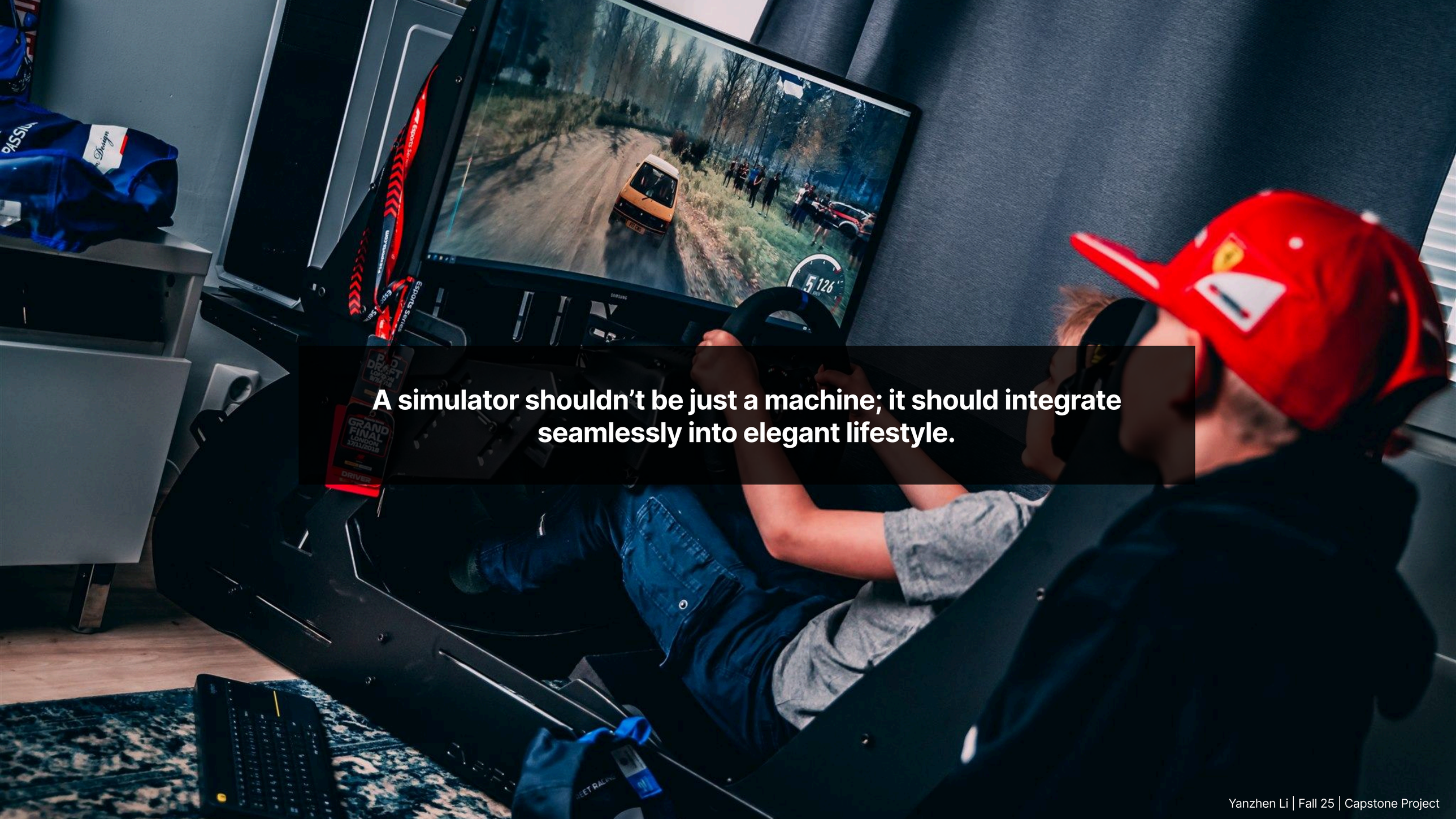
- **Entertainment** – A hobby for motorsport enthusiasts.
- **Training** – Many professional drivers (e.g., Lando Norris, Max Verstappen) use sim-racing to practice.
- **Esports** – Sim-racing is a growing competitive scene with official FIA, Formula 1, and NASCAR championships.



SIM-RACING CONCEPT

Where the Idea Begins?

Modern racing simulators are becoming more advanced, but also more industrial and intrusive. Placed in a home, they often feel heavy, space-consuming, and disconnected from a modern lifestyle.


A simulator shouldn’t be just a machine; it should integrate seamlessly into elegant lifestyle.

Market Research

Performance

Hardcore

Elegant

Entertainment

MOZA RACING

THRUSTMASTER

Playseat

ASTON MARTIN

ARACING

FANATEC

pininfarina

logi

prodrive

Target User

Entry-Level Gamer

- Profile: Casual console/PC player (Forza, Gran Turismo).
- Budget: <$500–1,000.
- Needs: Plug-and-play, compact, affordable.
- Pain Points: Weak force feedback, unstable frames, “toylike” look.

Enthusiast Sim Racer

- Profile: Motorsport fan, plays iRacing / Assetto Corsa regularly.
- Budget: $1,500–4,000.
- Needs: Stable frame for direct drive + load cell pedals, ergonomic seating.
- Pain Points: Cheap rigs flex, premium rigs look industrial.

Design-Driven User

- Profile: Creative professionals, design-conscious, lifestyle-oriented.
- Budget: $5,000–10,000.
- Needs: High performance and premium aesthetics (carbon fiber, aluminum, leather, hidden cables, ambient lighting).
- Pain Points: Market lacks rigs that look like furniture or art pieces.

Professional Driver / Training Center

- Profile: Real racing teams, sim training facilities.
- Budget: $10,000–50,000+.
- Needs: Motion platforms, telemetry integration, extreme realism.
- Pain Points: Cost is less of an issue; focus is pure performance.

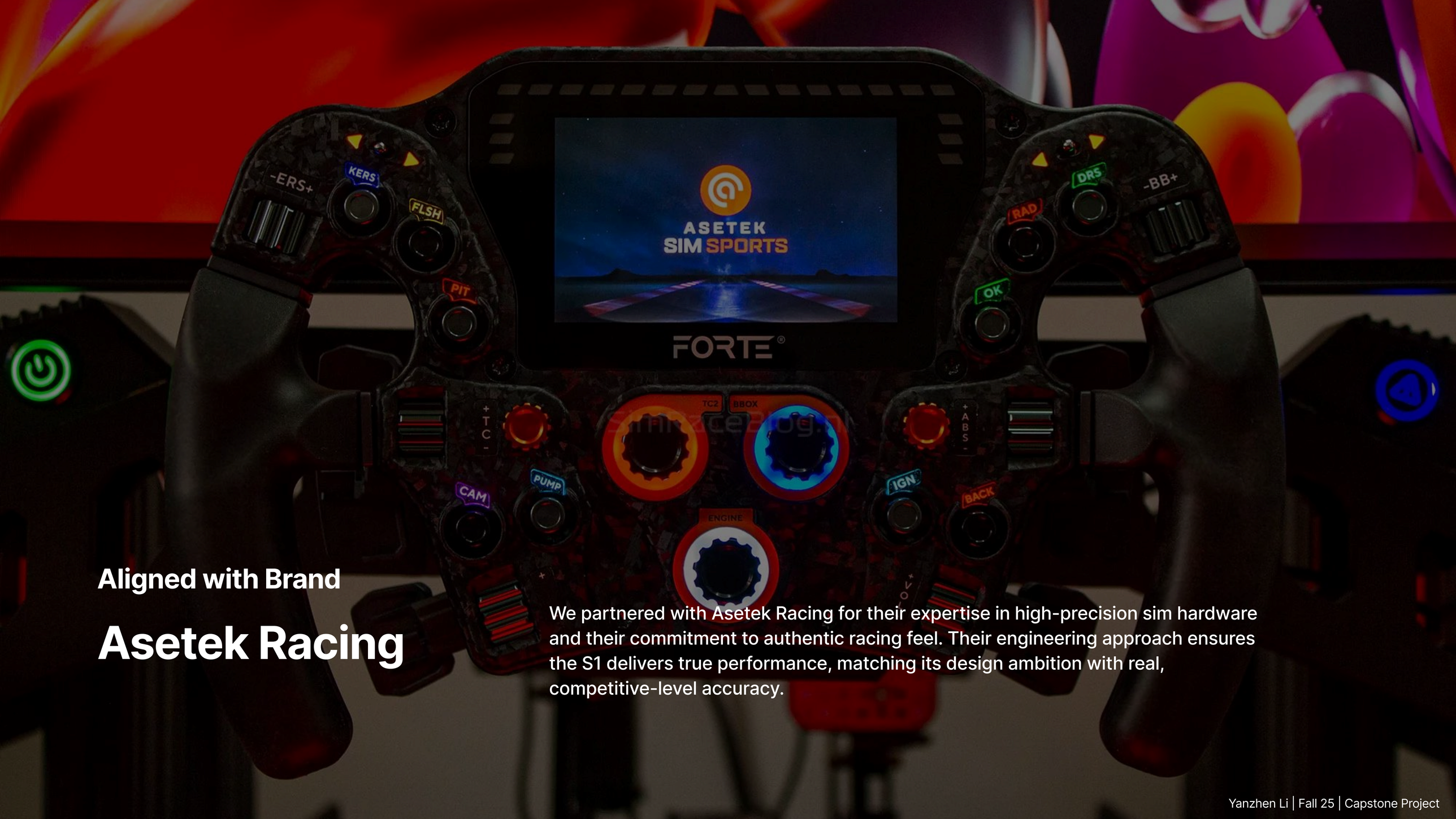
Concept

A dual-form product that delivers high-performance racing while transforming into elegant furniture, seamlessly uniting motorsport precision with modern lifestyle.

Aligned with Brand

McLaren

We partnered with McLaren for their mastery of performance engineering and purposeful design. Their approach aligns perfectly with the S1's vision — a simulator that unites racing precision with modern lifestyle elegance.



Aligned with Brand

Asetek Racing

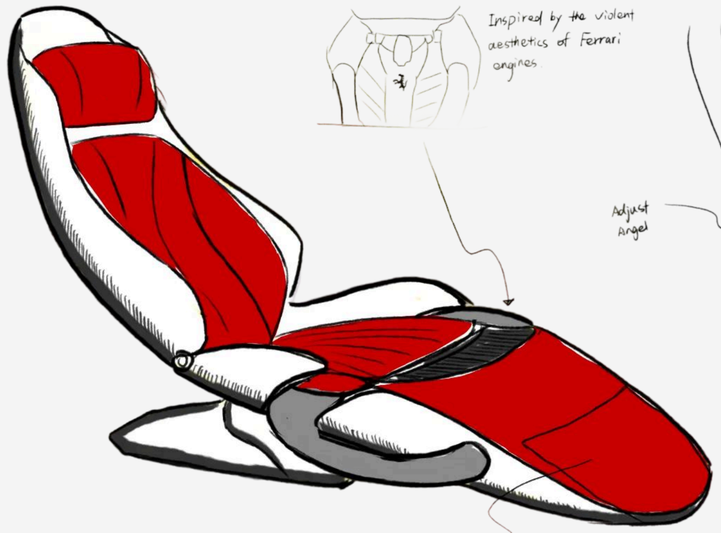
We partnered with Asetek Racing for their expertise in high-precision sim hardware and their commitment to authentic racing feel. Their engineering approach ensures the S1 delivers true performance, matching its design ambition with real, competitive-level accuracy.

FROM CONCEPT TO FORM

Why F1 Driving Position

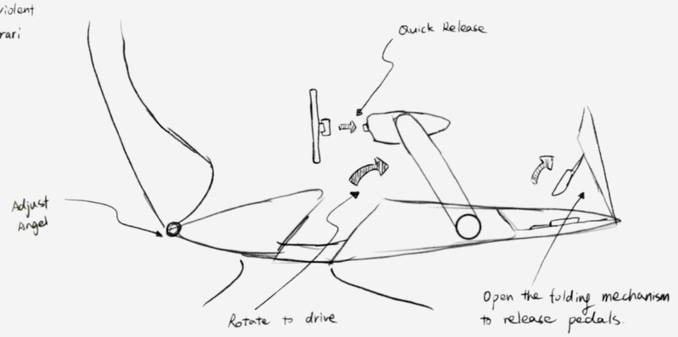
Our target users seek authentic, high-performance racing. The F1 position provides the control, immersion, and credibility they expect — while still allowing the S1 to transform into a refined lifestyle piece.

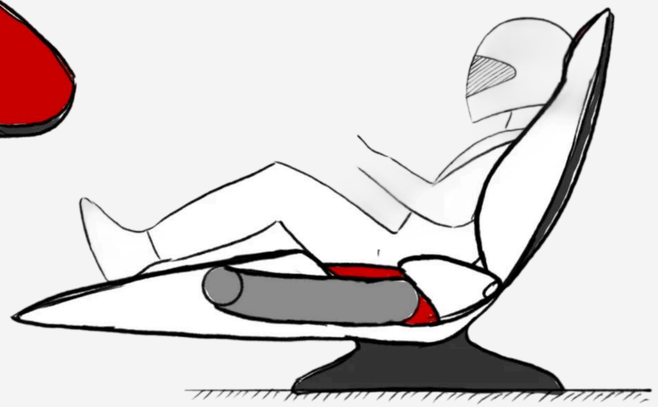
Ideations

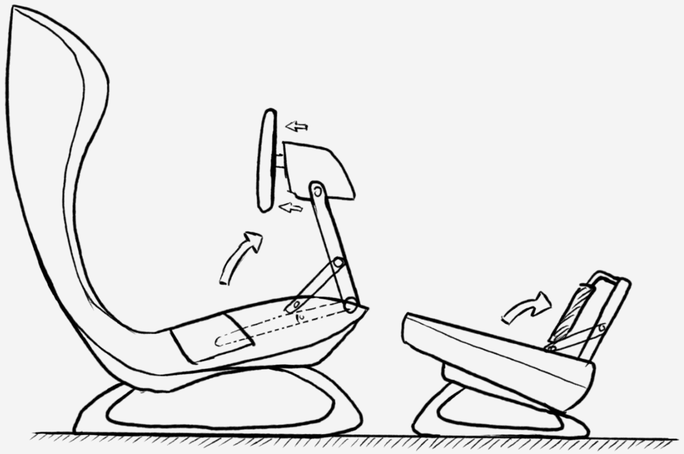


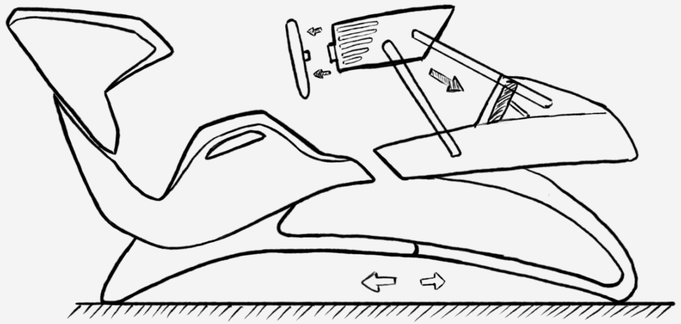
Inspired by the violent aesthetics of Ferrari engines


The inspiration comes from Ferrari's classic way of opening the hood

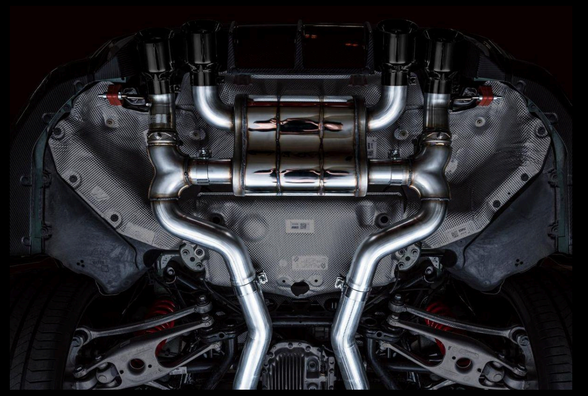

Quick Release
Adjust Angel
Rotate to drive
Open the folding mechanism to release pedals







Moodboard



McLaren | ASETEK SIM SPORTS®

MR-S1

McLaren and Asetek Sim Sports present the MR-S1, a refined evolution of professional racing simulators designed for performance, aesthetics, and everyday comfort.

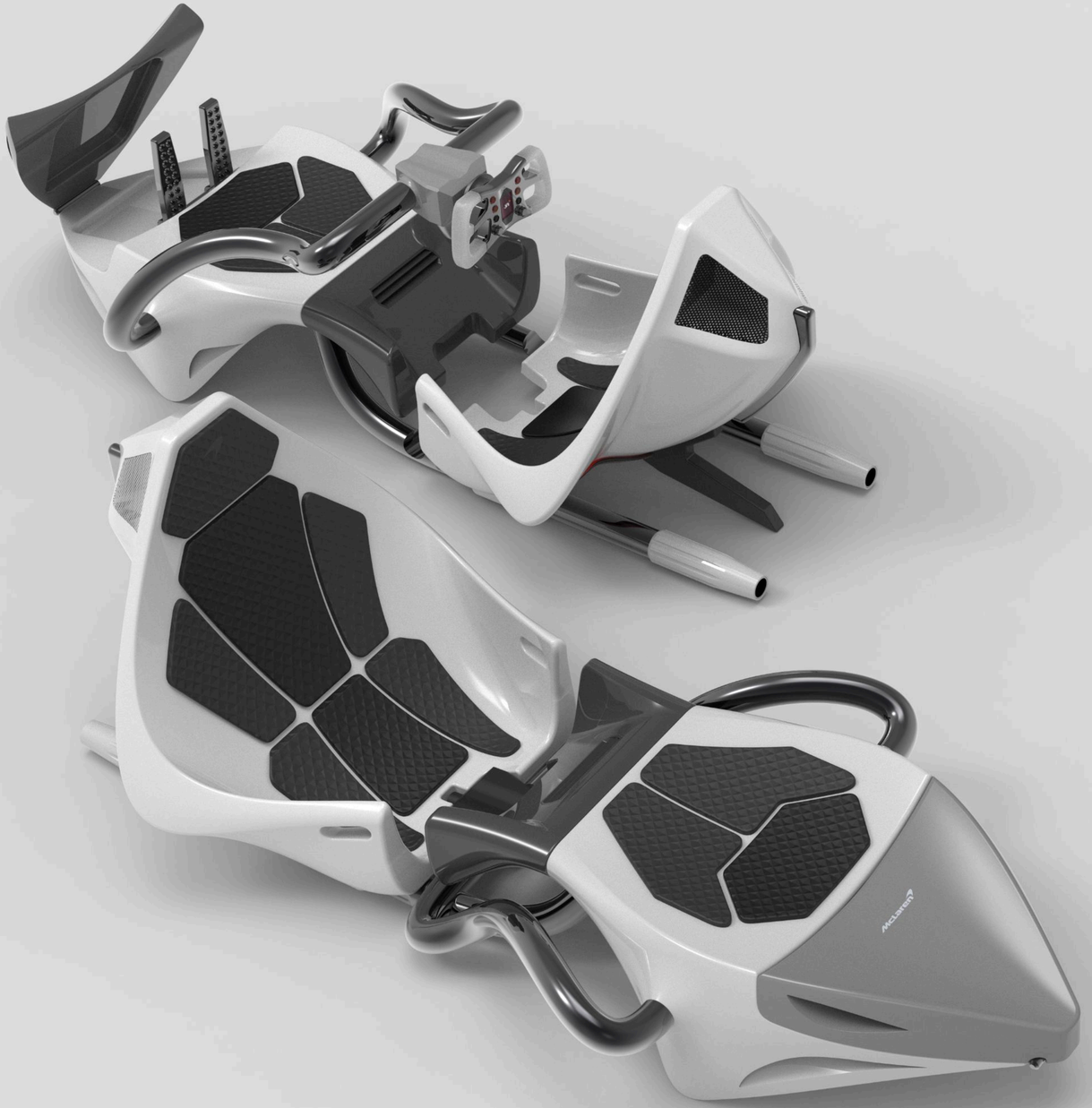
The MR-S1.

A luxury sim that delivers both racing performance and refined comfort.

Experience the intensity of racing and the ease of refined living with the MR-S1, a dual-form luxury simulator crafted in collaboration with McLaren and Asetek SimSports.

When not in use, the S1 transforms into an elegant lounge chair — a sculptural piece of furniture designed to bring calm and beauty to any space. Built for dedicated sim racers, motorsport enthusiasts, and anyone who values both performance and aesthetics, the S1 offers a seamless balance between competition and comfort.

Exploded View

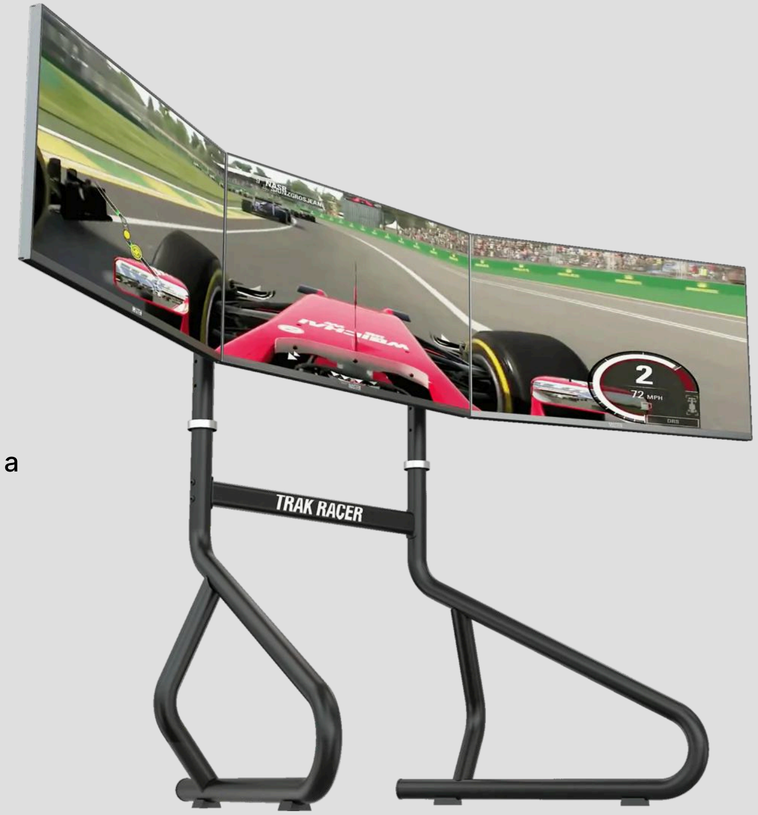


About CMF

The S1 offers fully customizable color options. Metal components use environmentally friendly alloys, while the seat structure is made primarily from durable, recyclable plastics with select carbon-fiber elements for added strength and performance.

Display Options

The S1 supports flexible display setups — either a traditional monitor or a full VR experience, depending on the user's preference.

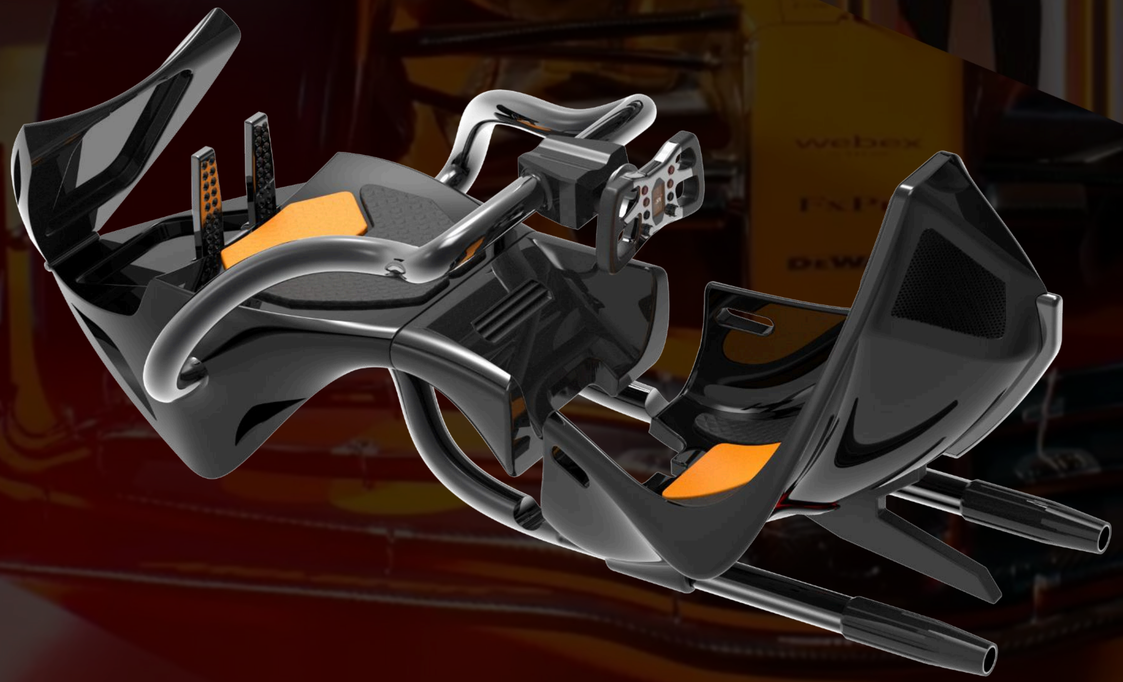


Monitor

VR set

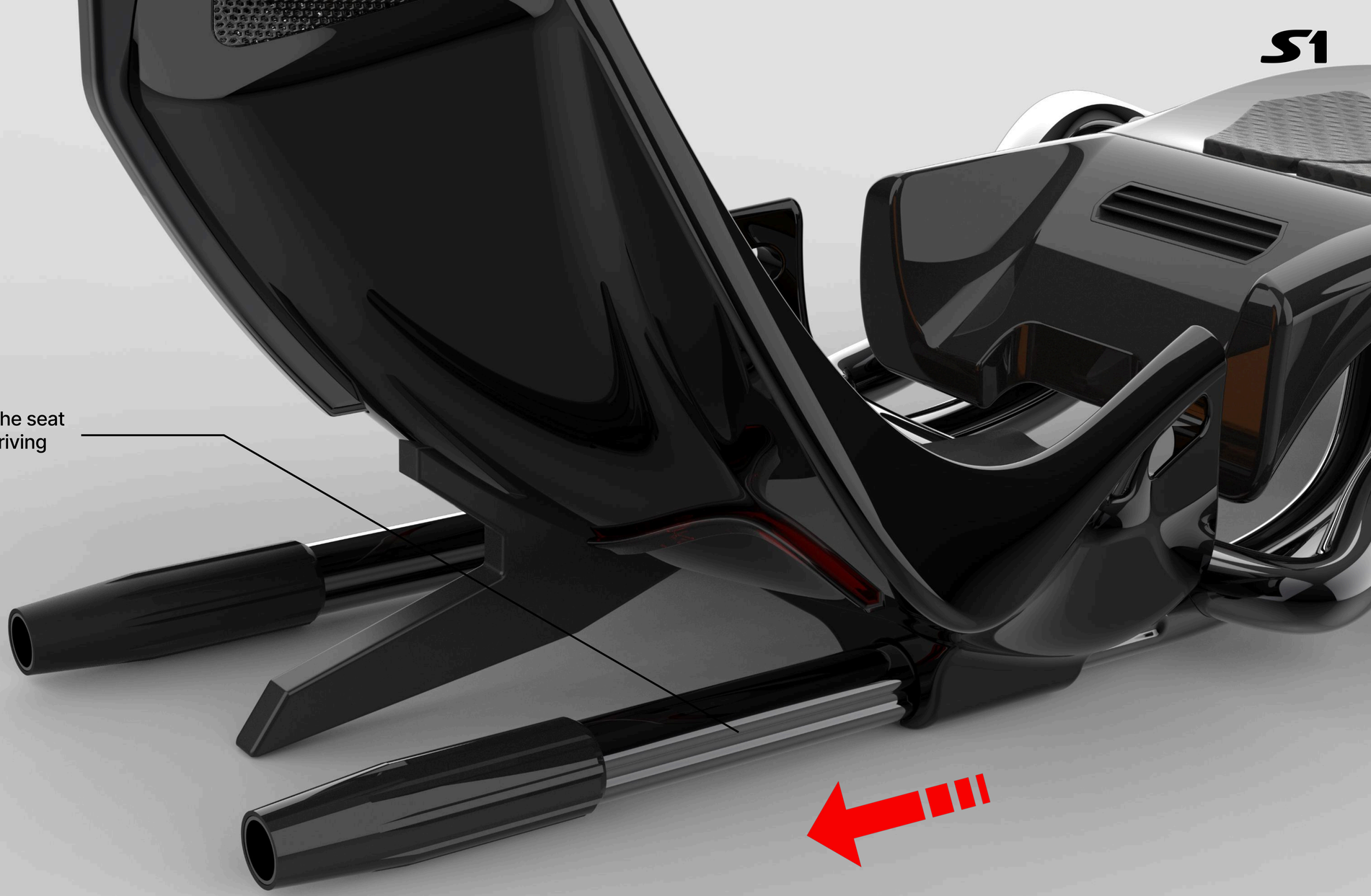
S1

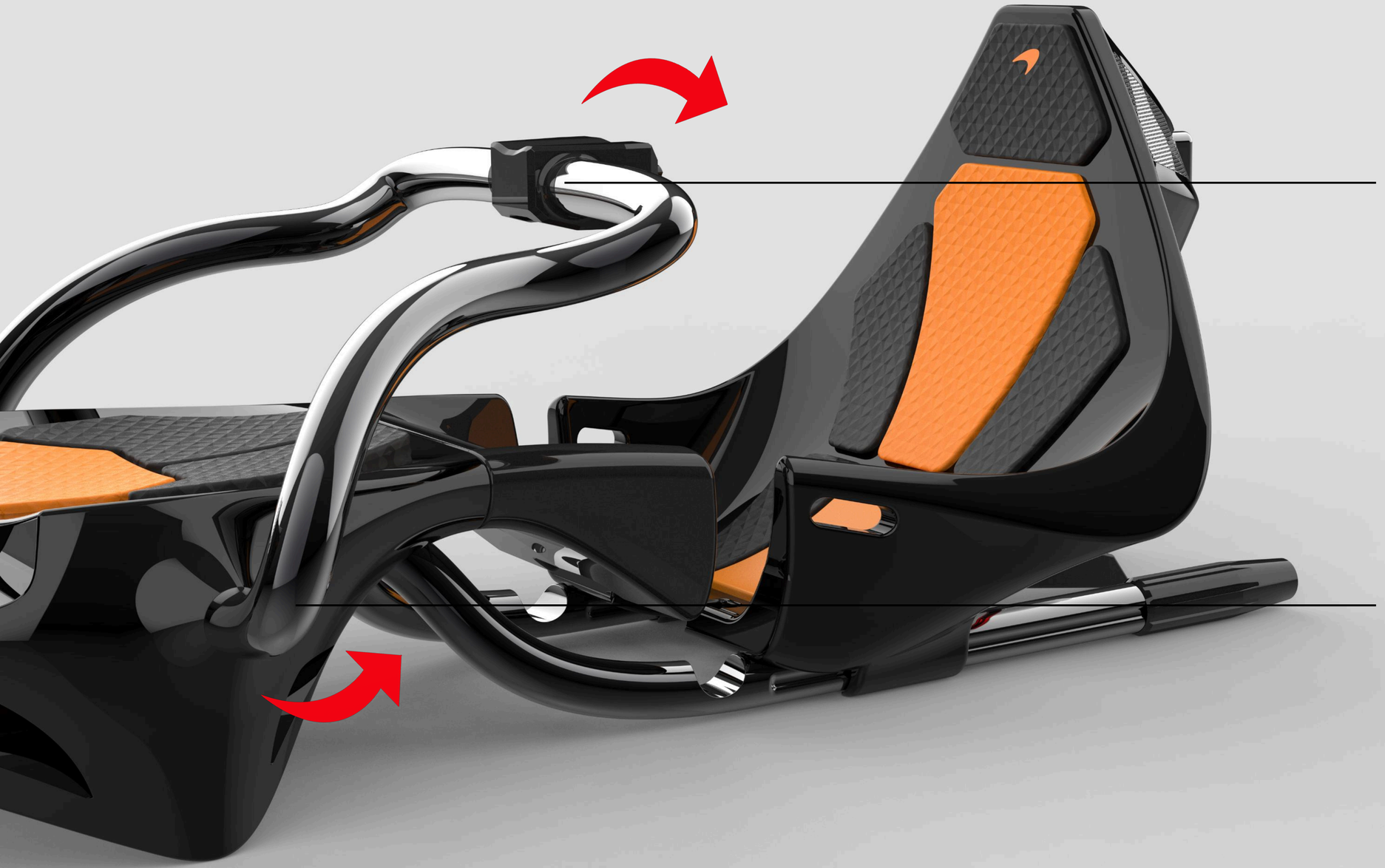
Lounge Mode



Racing Mode

STEP 1:
Using a sliding rail system to adjust the seat position, accommodating different driving preferences with ease.



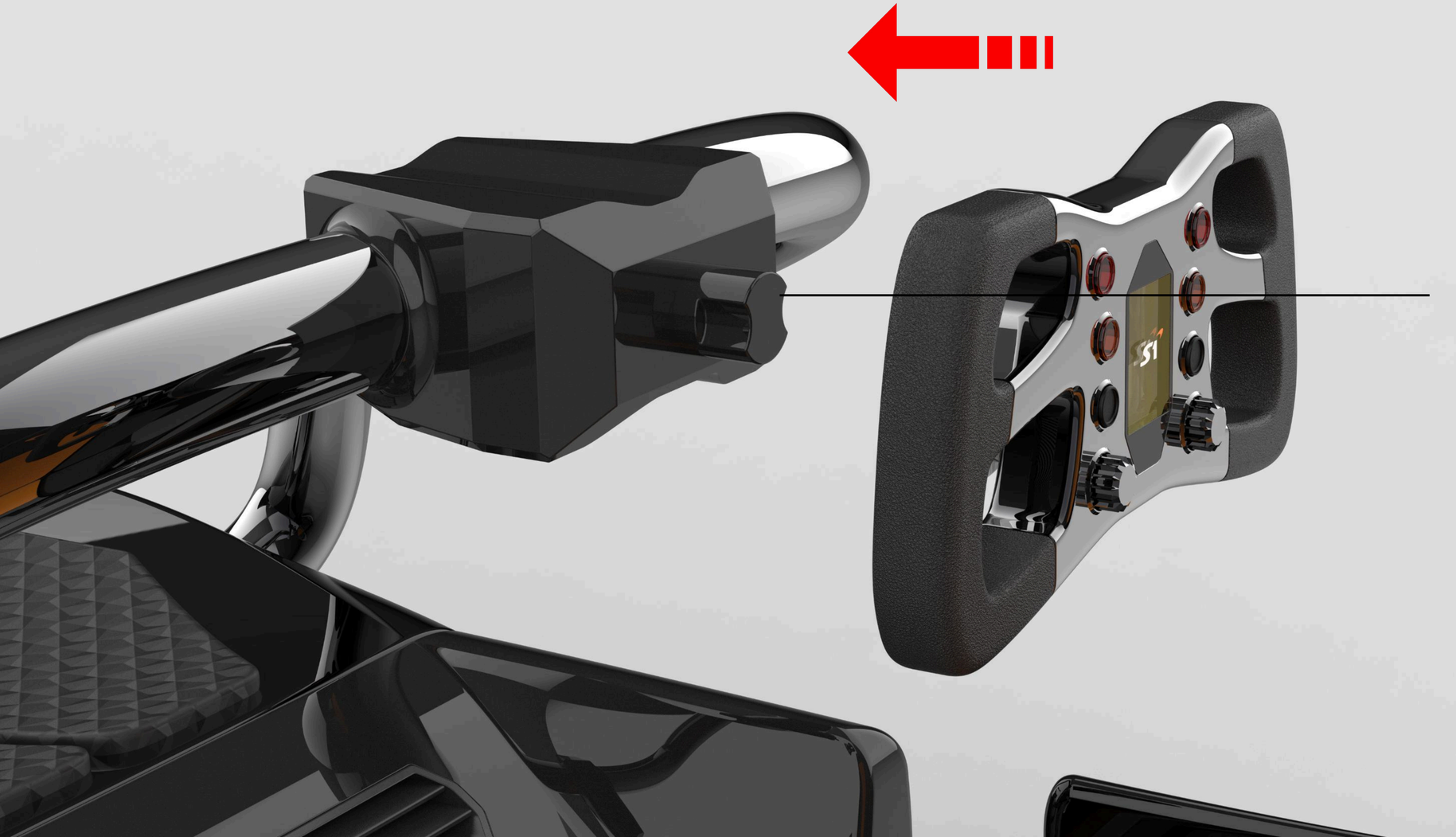


STEP 3:
Rotate the drive mount again to fine-tune its angle and position to your preference.

STEP 2:
First, rotate the drive mount — equipped with built-in damping and a stopper — and set it to the desired height.

STEP 4:
Use the recessed area as a handle to open the front cover of the seat.

STEP 5:
Lift the pedal assembly; it will automatically lock into place once powered on.



STEP 6:
Insert the wheel into the mount using the built-in quick-release system, and it's ready to use once powered on.


S1

S1


INFINOX
S1
SIMRACING


S1
CONSTRUCTORS'
CHAMPIONS
2024
ARTURA
McLaren
McLaren

Sustainability Of MR-S1

Dual-Form Functionality

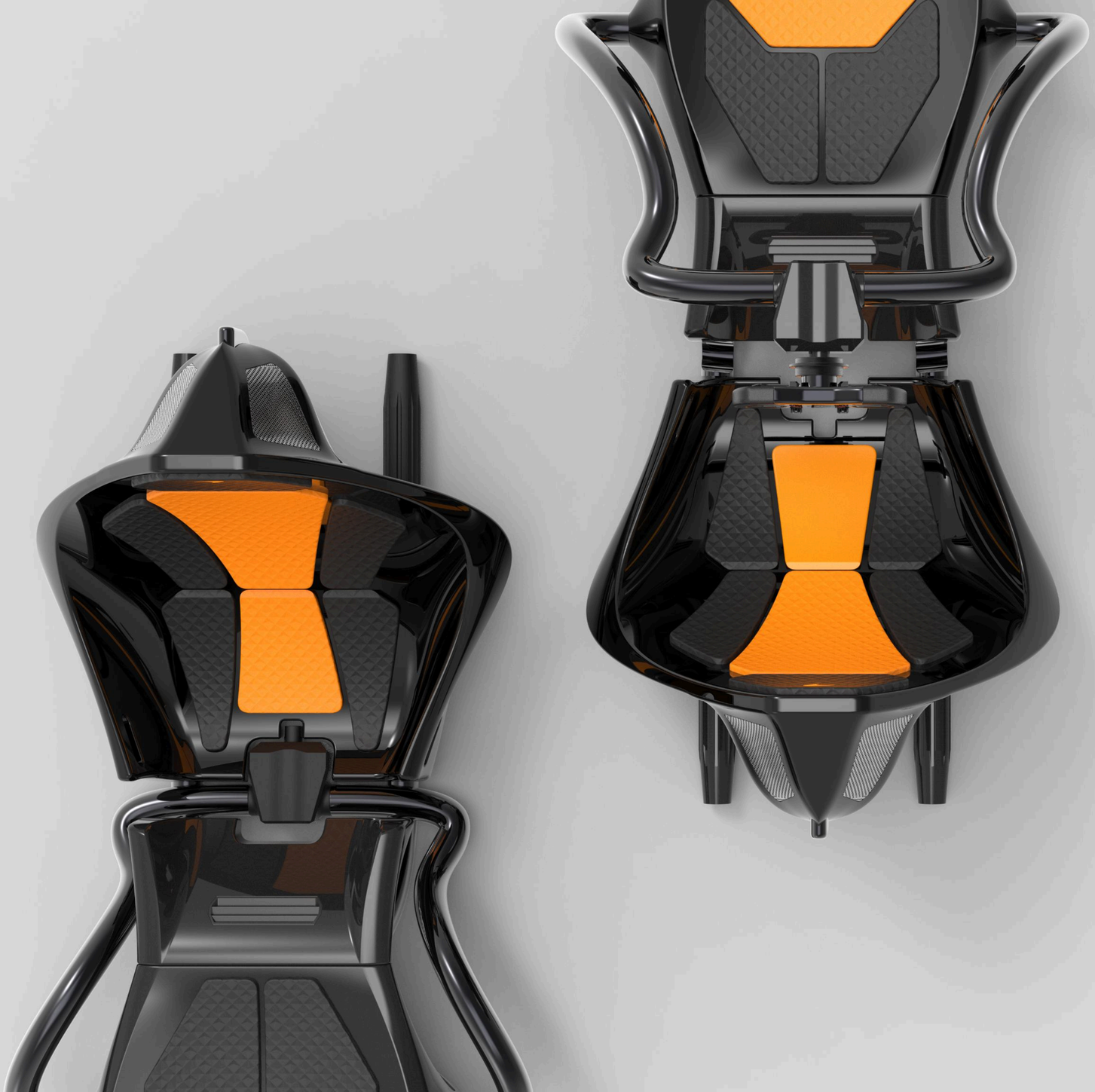
By uniting a simulator and a lounge chair in one product, the S1 reduces material use and saves space in modern living environments.

Modular Structure

Key components like the drive mount, pedal unit, and seat modules are replaceable or upgradeable, extending the product's lifespan and reducing unnecessary waste.

Efficient Material Use

Structural parts use lightweight, durable materials, while aesthetic components can incorporate recycled or low-impact options without losing their premium feel.



McLaren | ASETEK SIM SPORTS®

Thank you!