



## **PRESS RELEASE**

### **Carrera 2006 – Leading in Technology and Quality**

Nürnberg, February 2006 --- In 2005, Carrera slotcar racetracks and accessories were equally popular among retailers and customers, despite the toy market's slow rate of growth. With sales of more than €40 million, the classic brand belonging to the Stadlbauer Group from Salzburg was able to reach the goal it had set itself and increase its market share in Germany of 85%. In 2006, further growth is planned, above all due to positive growth in France and the U.S. Following a comprehensive analysis of the market and introduction of a country-specific product and licensing policy (for example, with Nascar), the newly founded corporation CARRERA of AMERICA Inc. will this year be supplying North American racing fans with innovative racetrack systems and unique vehicles.

"We are very happy that we have managed to increase sales eight years in a row, and we are particularly pleased that the German Federal Association of Toys Retailers (reg. ass.) [Bundesverband des Spielwaren-Einzelhandels e.V. (BVS)] voted Carrera as one the Top 10 Toys of the Year with our digital Carrera PRO-X racetrack system and the cable-free Carrera Wireless controller technology," explains Andreas Stadlbauer, marketing director of the Stadlbauer Group. "With this advantage in technology and quality, and with our new exclusive merchandising licences, including 'James Bond' and 'Fast and Furious,' we will continue to fascinate existing Carrera fans, while attracting new customers to the excitement of Carrera."

On 11 March 2006, the winners of the final heats of the first Carrera World Championship will gather from around the world in Nürnberg (at the Ofenwerk) to compete in the finals. The winner of this spectacular event will not only be

crowned the reigning world champion, but will also get to drive home in a brand new Carrera design Mini Cooper.

Exciting technology and quality you can rely on. Under this motto, Carrera will continue to expand all of its product lines in 2006. Carrera Exclusive, the 1:24 scale premium system will be presenting fantastic new tuning possibilities for its vehicles that let drivers adapt and optimise car performance to suit to their own individual style. Besides adding new vehicles, such as the impressive range of American hot rods, the smart digital Carrera PRO-X system will also be featuring a boxed set that works in perfect combination with the cable-free, infra-red Carrera Wireless controller system. And the extremely popular, analogue Carrera Evolution system will be extremely attractive with more than 50 new vehicles and four new boxed sets. In the new customer sector, the 1:43 scale Carrera GO!!! system will be causing plenty of excitement with highly popular exclusive licences, including the new James Bond blockbuster "Casino Royale and "Fast and Furious 3."

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