

## TOMY launches new toy range for truck fans

Watford, June 26, 2014

This summer TOMY will be launching an exciting new range of city themed 1:16 scale toys, Big Works, modelled on Iveco's heavy truck range.

Designed for children aged 3 – 8 years, the new collection includes a Dump Truck (tipper), Cement Mixer and a Rubbish Collection Lorry, and will be available to test drive at Truckfest South West & Wales on 5<sup>th</sup> and 6<sup>th</sup> July at the Three Counties Showground in Malvern.

TOMY will showcase the three new trucks on a stand opposite Iveco, featuring a designated Big Works branded play area, complete with play mats, hard hats, rocks and road signs, perfect for junior construction and truck fanatics. Children will have the chance to become official toy testers for the day, with all visitors receiving a 'Big Works Official Tester' badge. They will also be in with a chance to win the new vehicles in a prize draw.

Emilia Lawes, senior sales and marketing manager across TOMY's farm ranges, says: "We are thrilled to be launching our new Big Works range at Truckfest. It is the perfect audience for us and we cannot wait to see junior truckers getting to grips with the new Iveco toys."

The new Iveco toys are perfect for young truck fans, with fun features including working steering, lights and sounds. The Iveco Dump Truck also has a moving tipper body and is ready to transport big loads on the construction site, whilst budding builders will love the Iveco Cement Mixer, with its rotating drum and cement shoot for precision unloading. Working hard to keep the streets clean, the Iveco Rubbish Collection Lorry comes with a bin which attaches to the rear and can be flipped to empty.

The city themed trucks are presented in unique 'pull out and play' boxes – a concept created by 20 year old Nottingham Trent University product design student, Lukasz Bialkowki, winner of the 2014 TOMY Big Works design competition.

The new range will be available in shops and online from August 2014 with a suggested retail price of £34.99 for the Iveco Dump Truck and £39.99 for the Iveco Cement Mixer Lorry and Iveco Rubbish Collection Lorry.

## Iveco

*Iveco is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.*

For more on Iveco visit: [www.iveco.com](http://www.iveco.com)

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