



**Media Contact**

Nicole Centinaro

Coyne Public Relations

973-588-2000

[ncentinaro@coynepr.com](mailto:ncentinaro@coynepr.com)

**VTECH® GO! GO! SMART WHEELS™ AIRPORT NAMED TO  
TIMETOPLAYMAG.COM'S MOST WANTED HOLIDAY LIST**

*List Predicts Most Popular and Best-Selling Toys for the 2013 Holiday Season*

**(CHICAGO) – September 26, 2013** – VTech® ([www.vtechkids.com](http://www.vtechkids.com)), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced its Go! Go! Smart Wheels™ Airport Playset was named to TimeToPlayMag.com's Most Wanted Holiday List. The list recognizes 20 toys sure to top children's wish lists this holiday season.

"Go! Go! Smart Wheels shows true innovation in the preschool toy aisle," said Jim Silver, CEO and editor-in-chief of TimetoPlayMag.com. "Go! Go! Smart Wheels combine vehicle play and learning in a fun, smart way and the range is one of our favorite toys this holiday season."

"We are thrilled that Go! Go! Smart Wheels has been recognized by TimetoPlayMag.com," said William To, President of VTech Electronics North America. "The line epitomizes why VTech is an industry leader for products in early education and reinforces our commitment to developing innovative products that make learning fun for kids."

Go! Go! Smart Wheels enhance one of the most popular play patterns – vehicle play – while teaching important learning skills, encouraging interactivity and providing an outlet for good old-fashioned role play. Each playset features SmartPoint™ locations that can be recognized by every Go! Go! Smart Wheels vehicle. As a vehicle is rolled over a playset's various SmartPoints, the car will flash and play greetings, fun sounds, short tunes and sing-along songs.

The Airport Playset features a Smart airplane (included) that responds to the airport's six SmartPoints. The airplane also teaches letters and sounds, while the airport strengthens fine motor skills and builds children's imaginations through pretend play. The tracks can also be

reconfigured or connected to other Go! Go! Smart Wheels playsets (each sold separately) to encourage creativity. Ages 1-5 years, MSRP: \$24.99.

With vehicles starting at as little as \$7.99 and complementary playsets from \$14.99, Go! Go! Smart Wheels demonstrate a renewed fervor for value, quality and innovation in the toddler vehicle aisle. Affordably priced, this extensive product line features more than 20 different playsets, vehicles and accessories including a Train Station, Construction Site and Garage that can connect and expand into an entire world of imagination, truly unleashing a child's creativity.

The Go! Go! Smart Wheels Airport has also been nominated for TimetoPlayMag.com's People's Play Awards in the Preschool Toys category. Additional VTech nominees include the InnoTab® 3S, Cody The Smart Cub™ and Cora the Smart Cub™ (Educational Toys Category) and the 2-in-1 Shop & Cook Playset™ (Preschool Toys Category). Consumers can vote for their favorite toys now through December 2<sup>nd</sup> at [www.PeoplesPlayAwards.com](http://www.PeoplesPlayAwards.com). The winners, collectively known as "America's Wish List," will be announced in early December. Additionally, the Go! Go! Smart Wheels Train Station was included on Walmart's hot toy list.

Go! Go! Smart Wheels are available now at [vtechkids.com/gogosmartwheels](http://vtechkids.com/gogosmartwheels), [Amazon.com](http://Amazon.com), [Target.com](http://Target.com), [Toyrus.com](http://Toyrus.com) and [Walmart.com](http://Walmart.com).

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### **About VTech®**

VTech® is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich, almost 35 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with award-winning products such as the InnoTab® 2S Wi-Fi Learning Tablet, one of the first children's learning-based tablets with Wi-Fi, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge™, VTech's comprehensive app store, features a robust library of more than 350 educational and entertaining games, e-books, music and videos with engaging age-appropriate content across the widest variety of curricula, with content expanding to offer more than 600 titles by the end of 2013. The company also has a broad range of award-winning infant and preschool products available in 24 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, the company's Panel of Experts, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions and Learning Lodge content.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Ltd. is headquartered in Hong Kong with distribution globally. VTech is the largest supplier of ELPs from infancy to preschool in the US and Western Europe.

For more information on VTech's additional product lines, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow @VTechToys on Twitter.