



VTech® Brings New Playsets and Vehicles Featuring Disney to the Go! Go! Smart Wheels® Line

Award-Winning Go! Go! Smart Wheels® Deliver Multi-Sensory Learning to Maximize Toddler Fun

NEW YORK, February 17, 2018 /PRNewswire/ Today VTech® announces its award-winning Go! Go! Smart Wheels® line will feature Disney characters. For the first time, VTech will offer licensed Go! Go! Smart Wheels playsets and vehicles, featuring classic Disney characters kids love, including Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck and Goofy. The new line is on display at the 2018 North American International Toy Fair®.

“We are incredibly excited to launch our first licensed Go! Go! Smart Wheels featuring Disney,” said William To, President of VTech Electronics North America. “We believe that the proven, successful play pattern of our Go! Go! Smart Wheels combined with the strength of the Disney brand will bring these characters to life in new ways and provide fun and exciting play experiences for children.”

Go! Go! Smart Wheels spark toddlers’ imaginations with engaging playsets that offer multi-sensory learning, helping children reach social, emotional, language, cognitive, physical and motor milestones. They feature innovative SmartPoint® technology that truly brings the toys to life. As a child places a SmartPoint vehicle on SmartPoint locations found throughout the playsets, it will respond and engage children with lights, sounds and music. Kids will love going on an adventure with Mickey Mouse on the Go! Go! Smart Wheels Mickey Magical Wonderland, which features a ride on a Ferris wheel for Mickey Mouse, fun ramp, car, boat and more. Little engineers will want to hop on board the Go! Go! Smart Wheels Mickey Choo-Choo Express, an exciting train station with lots of manipulative play features to build motor skills. When it’s time for a sweet treat, little ones will want to stop into the Go! Go! Smart Wheels Minnie Ice Cream Parlor, which includes a shape sorter, elevator, ramp, turning gears and more. For even more fun, there will be a fire house, fun house and individual Go! Go! Smart Wheels vehicles available featuring Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck and Goofy.

The new licensed Go! Go! Smart Wheels playsets and vehicles are compatible with the entire Go! Go! Smart Wheels line and will be available later this year. Highlights include:

Go! Go! Smart Wheels® Mickey Magical Wonderland: Hop into the Car with Mickey Mouse and ride around the Go! Go! Smart Wheels Mickey Magical Wonderland. Ride on the Ferris wheel, slide down the ramp, push the boat back and forth, spin the gears and open the peek-a-boo windows to promote motor skills. Little learners can also activate the five SmartPoint locations and listen to Mickey Mouse say fun phrases and encouraging words. Ages 1-5 years.

Go! Go! Smart Wheels® Mickey Choo-Choo Express: Little learners will love to ride the rails and discover friends with Go! Go! Smart Wheels Mickey Choo-Choo Express. Take a train ride with Mickey Mouse over the bridge and through the train station, activating the five SmartPoint locations along the way. Press the hat to reveal a character, move the flag and raise the gates to promote motor skills or

listen to Mickey Mouse say fun phrases and encouraging words for imaginative play. Let's choo-choo choose to have a fun time! Ages 1-5 years.

Go! Go! Smart Wheels® Minnie Ice Cream Parlor: Little sweeties will have a delightful time creating, exploring and playing with Go! Go! Smart Wheels Minnie Ice Cream Parlor. Take a ride with Minnie Mouse and her Ice Cream Truck down the tracks and through the gate, activating three SmartPoint locations as you go. Raise Minnie Mouse and the Ice Cream Truck up the elevator, spin the gears and rotate the gate to promote motor skills. Listen to Minnie Mouse's voice say fun phrases and encourage pretend play. So brush off that sweet tooth and bite into this adventure! Ages 1-5 years.

Go! Go! Smart Wheels® Mickey Silly Slides Fire Station: Let's kick the tires and put out fires with Go! Go! Smart Wheels Mickey Silly Slides Fire Station. Little learners will love to ring the bell, slide down the silly, rotating slide and turn the fire hydrant to save the day. Open and close the fire house doors or lift Mickey Mouse and the Fire Truck up the elevator to promote motor skills and encourage imaginative play. Little firefighters can also activate the three SmartPoint locations and listen to Mickey Mouse say fun phrases and encouraging words. Get fired up and go to rescue! Ages 1-5 years.

Go! Go! Smart Wheels® Mickey Ramps Fun House: Ramp up the fun with Go! Go! Smart Wheels Mickey Ramps Fun House. Take Mickey Mouse on an adventure of your little one's making with tracks that can mix and match to form three different play routes, two launch zones and two SmartPoint locations. Watch Mickey Mouse and his vehicle ride around the track and off the ramp to see how far he can go! Spin the flower or the flag to promote motor skills or activate the SmartPoint locations to listen to Mickey Mouse say fun phrases and encouraging words. What are you waiting for? Let's jump to it! Ages 1-5 years.

Go! Go! Smart Wheels® Disney Vehicle Assortment: Place Mickey Mouse and his friends on SmartPoint locations, and they will respond with different phrases and more on Go! Go! Smart Wheels playsets (each sold separately). Take a ride in a convertible or SUV with Mickey Mouse, cruise around in convertibles with Minnie Mouse and Daisy Duck, go for a drive with Donald Duck in an SUV, or help vehicles in need with a tow truck driven by Goofy. Press each of the characters to hear the character's voice and three sing-along songs or learn a letter and the vehicle name. Push the vehicles to hear fun sounds and six melodies. While a melody is playing, push them again to add fun sounds on top of the melody. Each Go! Go! Smart Wheels character is unique. Collect them all to experience their friendly personalities (each sold separately). Ages 1-5 years.

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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 40 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with multiple award-winning products, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 31 different languages worldwide, with more than 100 new products

introduced every year. In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts.

VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

Media Contact:

Nicole Centinaro

Coyne Public Relations

973-588-2000

ncentinaro@coynepr.com