



## **VTech's First-Ever Licensed Go! Go! Smart Wheels® Playsets and Vehicles Featuring Disney Available Now**

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

CHICAGO, October 30, 2018 / Today, VTech® announced the availability of its first Disney licensed Go! Go! Smart Wheels® sets. Kids will be able to choose from their favorite Disney characters, including Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck and Goofy. Go! Go! Smart Wheels spark toddlers' imaginations with interactive playsets that offer multi-sensory learning and introduction to letters and numbers.

"Our successful Go! Go! Smart Wheels toys have been enjoyed by children for many years," said Andy Keimach, President, VTech Electronics North America. "Adding a beloved brand like Disney will fuel further growth and excitement for the line. Our new playsets combined with these classic Disney characters, featuring their real voices, will bring smiles and delight to both parents and children alike."

Go! Go! Smart Wheels feature innovative SmartPoint® technology that truly brings the toys to life. As a child places a SmartPoint vehicle on one of the SmartPoint locations found throughout the playsets, it responds with lights, sounds and music. Kids can take Mickey Mouse for a ride on the Ferris wheel, drive down the ramp or go for a spin on the roundabout with the Go! Go! Smart Wheels Mickey Magical Wonderland. Little conductors will want to hop aboard the Go! Go! Smart Wheels Mickey Choo-Choo Express, an exciting train station with features designed to build motor skills. When it's time for a sweet treat, little ones will love to visit the Go! Go! Smart Wheels Minnie Ice Cream Parlor, which includes an Ice Cream Truck, shape sorter, elevator, turning gears and more. Other toys in the line include a fire station with silly slides, a fun house with multiple ramps and individual Go! Go! Smart Wheels vehicles featuring Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck and Goofy.

For more information, visit [www.vtechkids.com/disney](http://www.vtechkids.com/disney). The new line, available now at major retailers nationwide, includes:

**Go! Go! Smart Wheels® Mickey Magical Wonderland:** Go where the magic never ends with the Go! Go! Smart Wheels® Mickey Magical Wonderland! Hop into the car with Mickey Mouse and experience this magical town. Ride on the Ferris wheel, slide down the ramp to push the boat back and forth, spin the gears and open the peek-a-boo windows to promote motor skills. Little drivers can also activate five SmartPoint® locations and listen to Mickey Mouse say fun phrases and encouraging words. It's a magical place! (Ages 1-5 years; MSRP: \$49.99)

**Go! Go! Smart Wheels® Mickey Choo-Choo Express:** Little conductors will love to ride the tracks 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 five SmartPoint® locations along the way. Reveal the peek-a-boo scene, spin the switch track, move the flag and raise the gate 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; MSRP: \$39.99)

**Go! Go! Smart Wheels® Minnie Ice Cream Parlor:** Little sweeties will have a delightful time creating, exploring and playing with the Go! Go! Smart Wheels® Minnie Ice Cream Parlor. Take a ride down the tracks and through the gate with Minnie Mouse and her ice cream truck, activating three SmartPoint® locations as you go. Drop ice cream shapes into the shape sorter and into Minnie Mouse's Ice Cream Truck, raise the elevator, spin the gears and move the gate to promote motor skills. Listen to Minnie Mouse's voice say fun phrases and encourage pretend play. Take a bite into this sweet adventure! (Ages 1-5 years; MSRP: \$29.99)

**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 fire fighters will love to ring the bell, slide down the silly slide and turn the fire hydrant to save the day. Open and close the fire station doors or lift Mickey Mouse and the Fire Truck up the elevator to promote motor skills and encourage imaginative play. Children can also activate three SmartPoint® locations and listen to Mickey Mouse speak. Get fired up and let's go to the rescue! (Ages 1-5 years; MSRP: \$29.99)

**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 with tracks that can mix and match to form three different play routes, two launch zones and includes two SmartPoint® locations. Watch Mickey Mouse and his Convertible 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 talk. Let's jump to it! (Ages 1-5 years; MSRP: \$19.99)

**Go! Go! Smart Wheels® Disney Vehicle Assortment:** Place Mickey Mouse and his friends on one of the SmartPoint® locations, and they will respond with different phrases on Go! Go! Smart Wheels® playsets (each sold separately). Take a ride in an 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 Goofy's tow truck. Press each of the characters to hear their voice and three sing-along songs or learn letter and vehicle names. Push the vehicles to hear fun sounds and melodies. While the music 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; MSRP: \$9.99 each)

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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](http://www.VTechKids.com), [www.facebook.com/VTechtoys](http://www.facebook.com/VTechtoys) on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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