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VTech® Fuels Kids' Imaginations with Go! Go! Smart Wheels™

New to the Toddler Aisle, Vehicle-Themed Playsets Provide Miles of Learning

(NEW YORK) – February 11, 2013 – VTech® (www.vtechkids.com) continues to assert its commitment to innovation and making learning fun with the introduction of Go! Go! Smart Wheels™. Racing into 2013 American International Toy Fair, Go! Go! Smart Wheels enhance one of the most popular play patterns while teaching important learning skills, boosting imaginative play through cause and effect, encouraging interactivity and providing an outlet for good old-fashioned role play.

Each playset features SmartPoint™ locations that can be recognized by Go! Go! Smart Wheels SmartPoint vehicles. As a vehicle is rolled over a playset's various SmartPoint locations, the car will flash, play greetings, fun sounds, short tunes and sing-along songs.

"We know children learn best when they're having fun, which is why we're excited to introduce an electronic learning product that showcases our innovative technologies and dedication to providing a fun and engaging multi-sensory learning experience for children," said William To, President, VTech Electronics North America. "We pride ourselves on being a trusted brand with parents and we are confident that with the introduction of Go! Go! Smart Wheels, we will continue to help children learn key developmental and motor skills while also having fun."

With vehicles starting at as little as \$7.99, and complementary playsets from \$14.99, Go! Go! Smart Wheels demonstrate a renewed fervor for 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 an Airport that can connect and expand into an entire world of imagination, truly unleashing a child's creativity.

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The Go! Go! Smart Wheels range of products includes:

Go! Go! Smart Wheels™ Train Station Playset

All aboard on the Go! Go! Smart Wheels Train Station Playset! 26 tracks can combine into many different configurations as the included motorized train engine and cargo car chug on by. The included vehicles and other Go! Go! Smart Wheels™ vehicles (each sold separately) respond to 10 SmartPoint locations with different phrases, music or fun sound effects. Featuring a train station, conveyor-belt hill, bridge, tunnel, spiral ramp, track gates and track switcher, this set provides hours of cargo fun and imitative play. The tracks also connect to other Go! Go! Smart Wheels playsets (each sold separately) to encourage children's creativity. Ages 1-5 years, MSRP: \$49.99.



Go! Go! Smart Wheels™ Airport Playset

The airplane responds to the airport's six SmartPoint locations with different phrases, music or fun sound effects. It's playtime with miles of learning! The airplane also teaches letters and sounds, while the airport strengthens fine motor skills and builds children's imaginations through pretend play. The control tower antenna turns to "fly" the plane on cloud platform and the tracks can be reconfigured or connected to other Go! Go! Smart Wheels playsets (each sold separately) to encourage creativity. Ages 1-5 years, MSRP: \$24.99.



Go! Go! Smart Wheels™ Construction Playset

The whistle has blown...time to get to work! The Go! Go! Smart Wheels Construction Playset provides hours of entertainment for even the littlest construction worker. Featuring a tall, rotating crane with working claw, four different shaped pieces can be sorted, picked up and dropped into the included Go! Go! Smart Wheels dump truck or cargo loader. A conveyor ramp and weight station also add to the role-playing fun. Watch the dump truck or other Go! Go! Smart Wheels™ vehicles (each sold separately) respond to six SmartPoint™ locations with different phrases, music or fun sound effects. Ages 1-5 years, MSRP: \$34.99.



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Go! Go! Smart Wheels™ Garage

Park, play, and learn with the Go! Go! Smart Wheels Garage! This interactive garage has a spiral ramp, gas station, traffic stop, elevator, parking pad, and helicopter landing pad that provide pretend-play and learning elements. The garage also has a special sensor that recognizes the included electronic tow truck and other Go! Go! Smart Wheels vehicles (sold separately). The three light-up keys will engage children as they learn about colors and the weather. Ages 1-5 years, MSRP: \$34.99.



Go! Go! Smart Wheels™ 2-in-1 Race Track

Little ones can race into learning fun with the Go! Go! Smart Wheels 2-in-1 Race Track. The set allows children to race the two included vehicles on a circular track or on a straight jump track. To get the race started, simply place the cars at the starting line and push the flag handle to launch the vehicles into action! As the child races, they can go to the pit stop, where they can learn about tools. The Race Track even recognizes other Go! Go! Smart Wheels play vehicles (sold separately). Ages 1-5 years, MSRP: \$39.99.



Go! Go! Smart Wheels™ Car Carrier

The Go! Go! Smart Wheels Car Carrier is a big truck with big style! With its drop-down ramp, back gate, and six accessory play pieces, children will love loading up the car carrier as they pretend and play. For added interaction, this truck recognizes all Go! Go! Smart Wheels vehicles and has three shape buttons and a number pad that teaches numbers and colors! This car carrier comes with one vehicle and can hold up to six Go! Go! Smart Wheels™ vehicles (sold separately). Ages 1-5 years, MSRP: \$29.99.



Go! Go! Smart Wheels™ Fast Track Launcher

Launch, crash and jump your way to learning fun! The Go! Go! Smart Wheels Fast Track Launcher lets kids play in two ways. Launch the included



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electronic race car through a barrier onto the crash platform, or cross the finish line and jump the ramp on the cool jump track. The Fast Track Launcher™ comes with one electronic Go! Go! Smart Wheels™ race car that teaches the letter "R" and the vehicle name. Watch the race car or other Go! Go! Smart Wheels vehicles (each sold separately) respond to two SmartPoint locations with different phrases, music or fun sound effects. Ages 1-5 years, MSRP: \$14.99.

Go! Go! Smart Wheels™ Traffic Signal Bridge

The Go! Go! Smart Wheels Traffic Signal Bridge is the perfect addition to the child's Go! Go! Smart Wheels collection. This playset comes with one traffic light, four track pieces, and a bridge that can be reconfigured and connected with other Go! Go! Smart Wheels playsets (sold separately). The traffic light teaches colors, traffic rules and opposites so children can have a fun and educational experience through pretend play. For added interactivity, the toy also recognizes other Go! Go! Smart Wheels electronic play vehicles (sold separately). Ages 1-5 years, MSRP: \$14.99.



Go! Go! Smart Wheels™ Vehicles

With 12 Go! Go! Smart Wheels vehicles to choose from, children can cruise into the learning zone. These electronic play vehicles are perfectly sized for little hands and entertain children with a light-up button that activates music and sounds. Little ones will also learn about different letters and vehicle names through pretend play. New vehicles include a car, van, truck, ambulance, fire truck, police car, tow truck, helicopter, cement mixer, tractor and race car. Ages 1-5 years, MSRP: \$7.99 each.



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About VTech®

VTech® is a world leader in age-appropriate and developmental stage-based electronic learning products for children. Since 1980, VTech has been developing high-quality, innovative educational products that enrich children's development, from birth to preteen, through fun and smart play.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech Electronics Ltd. is headquartered in Hong Kong with distribution throughout North America, Europe and Asia.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechToys on Facebook, or follow @VTechToys on Twitter.