



## **VTech® Drives Exciting New Go! Go! Smart Wheels® Toys into 2018 North American International Toy Fair®**

*Proprietary SmartPoint® Technology Brings Multi-Sensory Learning Playsets to Life*

NEW YORK, February 18, 2018 /PRNewswire/Today VTech® announces its award-winning Go! Go! Smart Wheels® line will expand to offer exciting new themes to further spark toddlers' imaginations. With innovative SmartPoint® technology that truly brings the toys to life, Go! Go! Smart Wheels offer engaging play experiences while teaching first words, letters and more as children explore cause and effect relationships. The new line is on display at the 2018 North American International Toy Fair®.

"We're incredibly proud of the success and longevity of the Go! Go! Smart Wheels line," said William To, President of VTech Electronics North America. "We are always looking for ways to refresh the line with new themes that will energize kids and enhance their overall play experience, while continuing to offer the engaging, multi-sensory learning and value we know parents love."

Go! Go! Smart Wheels playsets maximize toddler fun, delivering important developmental benefits that help children reach social, emotional, language, cognitive, physical and motor milestones. 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. The exciting, interactive Go! Go! Smart Wheels Launch & Chase Police Tower™ will have kids racing, chasing and patrolling the city with this engaging playset. They can pretend to serve and protect as they patrol with Po the SmartPoint Police Car and chase the Getaway Car around three track levels, while exploring SmartPoint locations throughout. There is also a new Go! Go! Smart Wheels Tow & Go Garage™ with nine interactive SmartPoint locations that is sure to get little gearheads revved up. If they'd rather take to the skies, the new Go! Go! Smart Wheels Take Flight Airport™ will have them soaring as they launch the SmartPoint airplane on the catapult up to the cloud.

Highlights of the new Go! Go! Smart Wheels line, available later this year, include:

**Go! Go! Smart Wheels® Launch & Chase Police Tower™**: The Getaway Car is on the run and Po the Police Car is on the case with the Go! Go! Smart Wheels Launch & Chase Police Tower. Chase the Getaway Car around the three track levels, launch off one of the two ramps to try and gain some speed or slide the switch to raise the road blocks to slow him down! Your little one will love the switch tracks, hidden trap doors and road barriers that add to the excitement of the car chase. Help patrol with Po and get the Getaway Car to the jailhouse and not the hideout. Featuring SmartPoint® technology, Po responds to five SmartPoint locations with fun sounds, phrases, three sing-along songs and six melodies. The chase is on! Ages 1-5 years.

**Go! Go! Smart Wheels® Tow & Go Garage™**: Lift up friends in need with Trent the Tow Truck and the Go! Go! Smart Wheels Tow & Go Garage. Spend the day at the garage with Trent, go up the elevator and explore the second floor where you can rest your little engine in the parking lot or stop on the repair

platform and move the wrench back and forth for a quick tune-up. Then, race down the ramp to the car wash to finish up with a nice shine! Trent the Tow Truck features a movable hook to tow other Go! Go! Smart Wheels® vehicles (sold separately) and SmartPoint® technology that responds to all nine SmartPoint locations with fun sounds, phrases, three sing-along songs and six melodies. Let's pick up some buddies and tow and go! Ages 1-5 years.

**Go! Go! Smart Wheels® Take Flight Airport™**: Pack your bags and take a trip with the Go! Go! Smart Wheels Take Flight Airport. Launch Aaron the Airplane into the clouds, take a spin around the tower and safely land at the gate. Little pilots will enjoy all the pretend-play features including a gas pump, radar and baggage claim. Fly over five SmartPoint® locations to hear different phrases, music or fun sound effects, or press Aaron's light-up button to hear cheerful songs and learn the letter "A". Have a high-flying good time! Ages 1-5 years.

**Go! Go! Smart Wheels® Vehicles**: Perfectly sized for little hands, these electronic vehicles entertain children with a light-up button that activates phrases and sounds. Kids can either fly or drive into playtime with a helicopter or truck, or save the day with a police car. Nine popular vehicles have also been given a new look. The vehicles respond to SmartPoint® locations on Go! Go! Smart Wheels playsets (sold separately) with fun responses, sound effects, lights and music. 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](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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