



New Baby, Infant, Toddler and Preschool Collections from VTech® Available Now

Engaging New Toys Include the Innovative 4-in-1 Stroll & Grow Tek Trike™

CHICAGO, August 28, 2017 /PRNewswire/ Today VTech® announces the availability of exciting new products that are part of its award-winning Baby, Infant, Toddler and Preschool lines, enriching children's play experiences through discovery while encouraging them to meet essential developmental milestones. Additionally, VTech is bringing its innovation to the outdoor trike category with the new transforming, grow-with-me 4-in-1 Stroll & Grow Tek Trike™.

"We are very proud of the success of our Baby, Infant, Toddler and Preschool collections, which build a foundation of learning through discovery," said William To, President of VTech Electronics North America. "We are confident our new innovations will continue to foster play, discovery and development for children at every age and stage."

The adorable new Lil' Critters Shake & Wobble Busy Ball™ encourages the development of babies' hand/eye coordination and fine motor skills with colorful beads and buttons. Two exciting new lines join the Infant and Toddler collection: Pop-a-Balls™, offering fun ball-popping action that promotes engaging play and discovery, and GearZooz™, putting a new "spin" on gear play and encouraging creative and critical thinking. The Pull & Discover Activity Elephant™, another addition to the Infant line, is an adorable elephant pull toy packed with activities to explore. And little musicians will love to practice counting and develop coordination while rocking out with the Zoo Jamz Stompin' Fun Drums™.

VTech is also making its debut in the outdoor trike category with the innovative 4-in-1 Stroll & Grow Tek Trike. This durable trike grows with little ones as it transforms through four different stages. It easily converts from a parent-controlled stroller mode, to training mode, to trike mode, and finally to drifting mode as children grow and gain more independence. The trike also features an electronic panel with grow-with-me content that is adapted to each of the four stages, making this a unique and innovative addition to the VTech line.

VTech's learning products are developed with insights from more than 40 years of research and development, with support from the in-house learning team led by Dr. Clement Chau, Director of Learning for VTech.

"The VTech collection of Baby, Infant, Toddler and Preschool toys offers new ways for children to learn through play," said Dr. Chau. "Little ones make daily discoveries as they explore the world around them and these new toys can offer different tactics to help them engage and connect."

Highlights of the Baby, Infant, Toddler and Preschool lines, available now, include:

[Lil' Critters Shake & Wobble Busy Ball™](#): Get ready to twist, slide and learn with the Lil' Critters Shake & Wobble Busy Ball. Six bead tracks, colorful buttons and a friendly cow encourage little ones to develop hand/eye coordination and fine motor skills. Three chunky buttons introduce colors, numbers, animals and vocabulary, as well as play sounds, music and songs. The ball's motion sensor responds to movement with fun sounds and short tunes. Grab and shake the ball and get busy learning! (Ages 3+ months; MSRP: \$12.99)

[Pop-a-Balls™ Push & Pop Bulldozer™](#): Pop, drop and watch children stroll along with the Pop-a-Balls Push & Pop Bulldozer! This delightful bulldozer encourages movement and motor skills in little builders when the colorful balls pop up through the smoke stack, into the scoop bucket and back again. Load the balls into the bulldozer, start pushing the handle and watch the bulldozer come to life with poppin' balls and fun sounds! Kids can also sit and play with the bulldozer by pressing the four colorful number buttons to learn colors, numbers, construction objects and listen to music. (Ages 12-36 months; \$24.99)

[Pull & Discover Activity Elephant™](#): An elephant never forgets and little ones won't either when they go on new adventures with their Pull & Discover Activity Elephant! Turn the spinner and little jungle explorers will learn about the jungle friends, what sounds they make, fun phrases and music. They can also press light-up buttons that encourage motor skills or match the blocks with the shape sorter to discover colors, animals and shapes. When little adventurers are feeling a bit wild, the elephant is great on the go with a pull string that plays music and fun sounds when the elephant is pulled along. Welcome to the jungle! (Ages 12-36 months; MSRP: \$29.99)

[GearZooz™ Roll & Roar Animal Train™](#): All aboard the learning express with the GearZooz Roll & Roar Animal Train. Kids can customize the train by mixing and matching the 15 included gears while strengthening their fine motor skills. Four adorable Smart Gear™ animals can board the train and add to the excitement with fun songs, playful phrases and animal sounds. Press the buttons to listen to different musical instruments or answer kid-friendly quiz questions. Then, pull the string or push the train to watch the gears spin and move together to experience cause and effect relationships. (Ages 1½ - 4 years; MSRP: \$29.99)

[Zoo Jamz Stompin' Fun Drums™](#): Get ready to rock with the Zoo Jamz Stompin' Fun Drums. Encourage little ones to be a star while they enhance creative thinking and motor skills by tapping out beats and creating their own sounds using the included drumsticks! They will enjoy this fresh way to practice counting and develop coordination while following along with the melodies and sing-along songs! Four game modes let children tap the drums to learn counting, catch the lights, follow the leader or create their own composition. Mini musicians will love sitting on the stool and stepping on the elephant bass pedal to see the elephant trunk move up and down and create a fun bass sound effect. Watch them jam out to the beat of their own drum and create some sweet rockin' tunes! (Ages 1½ - 4 years; MSRP: \$39.99)

[4-in-1 Stroll & Grow Tek Trike™](#): Kids can ride in style for years to come with the 4-in-1 Stroll & Grow Tek Trike. This sturdy trike is perfect for children from nine months to six years old because it transforms through four different stages and includes an electronic panel that features kid-friendly riding content that changes in each stage. Easily transform the trike from the parent-controlled stroller mode, to training mode, trike mode and then drifting mode as children enhance motor skills and confidence. The

electronic panel features an LED screen and allows little riders to explore left and right directions, reinforce road safety and encourage role-play. The trike includes accessories that are removable and allow for easy transitions between stages. (Ages 9 months – 6 years; MSRP: \$99.99)

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, the company's Expert Panel, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions.

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.

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