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**Planes, Trains and Automobiles: Kids' Imaginations Soar with  
Go! Go! Smart Wheels™ from VTech®**

*Traditional Play Meets Modern Innovative Technology*

(CHICAGO) – August 16, 2013 – VTech® ([www.vtechkids.com](http://www.vtechkids.com)), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the availability of Go! Go! Smart Wheels™, innovative vehicles and playsets that inspire children's imaginations and make learning fun. Go! Go! Smart Wheels enhance one of the most popular play patterns – vehicle play – while teaching important learning skills, boosting imaginative play through cause and effect, encouraging interactivity and providing an outlet for good old-fashioned role play. Go! Go! Smart Wheels are available now at [www.vtechkids.com](http://www.vtechkids.com), Amazon.com, Target.com, Toyrus.com and Walmart.com.

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

"VTech remains committed to developing innovative products that make learning fun for kids," said William To, President, VTech Electronics North America. "We are confident that our Go! Go! Smart Wheels have captured the best of both worlds – traditional vehicle role-play infused with modern technology – for an engaging, multi-sensory learning experience."

With vehicles starting at as little as \$7.99, and complementary playsets from \$14.99, Go! Go! Smart Wheels demonstrate a renewed fervor for value, 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 SmartPoint train engine and cargo car chug on by. The included vehicle and other SmartPoint vehicles (each sold separately) respond to 10 SmartPoints 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 SmartPoint airplane (included) responds to the airport's six SmartPoints 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 the 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 SmartPoint dump truck. A conveyor ramp and weight station also add to the role-playing fun. Watch the dump truck or other SmartPoint vehicles (each sold separately) respond to six SmartPoints with different phrases, music or fun sound effects. Ages 1-5 years, MSRP: \$34.99.

### **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 SmartPoint tow truck and other SmartPoint 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.

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### **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 SmartPoint 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 SmartPoint 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 SmartPoint 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 SmartPoint 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 SmartPoint race car that teaches the letter "R" and the vehicle name. Watch the race car or other SmartPoint vehicles (each sold separately) respond to two SmartPoints 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 SmartPoint™ vehicles (sold separately). Ages 1-5 years, MSRP: \$14.99.

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## **Go! Go! Smart Wheels™ Vehicles**

With 12 Go! Go! Smart Wheels vehicles to choose from, children can cruise into the learning zone. These SmartPoint 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. 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, almost 35 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with award-winning products such as the InnoTab® 2S Wi-Fi Learning App Tablet, one of the first children's learning-based tablets with Wi-Fi, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge™, VTech's comprehensive app store, features a robust library of more than 350 educational and entertaining games, e-books, music and videos with engaging age-appropriate content across the widest variety of curricula, with content expanding to offer more than 600 titles by the end of 2013. The company also has a broad range of award-winning infant and preschool products available in 24 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 Advisory Council, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions and Learning Lodge content.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Ltd. is headquartered in Hong Kong with distribution globally. VTech is the largest supplier of ELPs from infancy to preschool in the US and Western Europe.

For more information on VTech's additional product lines, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechtoys](http://www.facebook.com/VTechtoys) on Facebook or follow @VTechToys on Twitter.