



## Hot Wheels® Unveils New 1:1-Scale Line at SEMA

### Die-Cast Leader Rolls Into Aftermarket Auto Arena

**LAS VEGAS (Nov. 1, 2005)** – Hot Wheels® today unveiled its new line of real-world, aftermarket auto parts and accessories at this year's Specialty Equipment Market Association's (SEMA) annual automotive aftermarket convention. The iconic brand, known the world over for authentic die-cast car models, is partnering its internal designers together with leading automotive manufacturers to create an array of unique products inspired by the die-cast cars gearheads grew up loving.

"The essence of Hot Wheels has always been embodied by the larger-than-life, fantastical look of our custom-designed miniature cars," said Doug Wadleigh, vice president, Hot Wheels®. "With our new Hot Wheels aftermarket line of parts, paints and accessories, we are putting our designers' tools right into the hands of car buffs so they can customize and create their own, life-size Hot Wheels cars."

Partnering with such notable and trend-setting manufacturers as KMC Wheels, Extreme Dimensions, PPG, Troy Lee Designs and N-Style graphic kits, the Hot Wheels® booth at SEMA sports an array of newly designed parts and merchandise soon to be on the market. From wheels and body kits to paint and gear, Hot Wheels® designers are seeing their influence take a giant leap in scale as their car concepts become reality.

"Our team at Mattel is working side by side with these manufacturers to create unique products worthy of the Hot Wheels name," added Wadleigh. "So many people in the aftermarket business had their passion for cars fueled by the Hot Wheels cars they played with as kids. Now they're getting to live out their childhood dreams by designing Hot Wheels parts and accessories for real-world models they can drive. It would be easy for us to just license out our logo on a pre-existing product and call it 'Hot Wheels,' but we're far more involved."

Debuting in the Hot Wheels® booth will be three customized cars newly designed by the internal team at Hot Wheels® Design:

- **2006 Honda Civic Si** - The official car of SEMA 2005, completely reworked with a Hot Wheels™/JCP Metal GT Wide Body Kit, Custom Hot Wheels™ PPG candy green paint, three Nitrous Express Tanks wired to squeeze, a Turbonetics Stage 4 Turbo and more.
- **2006 Ford Mustang GT** - Featuring a Hot Wheels™/Carbon Creations Carbon Fiber Wide Body Kit, Custom Hot Wheels™ PPG candy blue paint, Carbon Fiber Status bucket racing seats, Hot Wheels™ suede door inserts, a Vortec Engineering Supercharger and more.
- **'57 Chevy Nomad** - A work of truly postmodern, automotive art from two legendary designers, the Nomad is an updated design from Bruce Schultz, incorporating elements Hot Wheels® designer Larry Wood created for the die-cast version of Bruce's original car. Bruce was so inspired by Larry's modifications, he updated his own car to reflect them.

A Hot Wheels® booth wouldn't be complete without the die-cast cars that started it all. Sneak peeks of the 2006 models of three popular Hot Wheels® collectible lines will be available, including 1:50-scale G-Machines™, celebrating the greatest muscle cars of the 20th Century modified with 21st Century upgrades; series two of the popular and retro 1:64-scale Hot Wheels® Classics, evoking the style and history of the brand with all die-cast bodies, Spectraflame™ paint and Red Line™ tires; and the urban aftermarket Dropstars™ line, available in 1:50 and 1:20-scale, representing the hottest "lifestyle" cars on the street today.

Visitors checking out all of Hot Wheels® exciting offerings for 2006 will receive a commemorative SEMA 2005 edition 1:64-scale Hot Wheels® 2006 Honda Civic Si car, while supplies last. (Booth #24013)

### About Mattel

Mattel, Inc., (NYSE: MAT, [www.mattel.com](http://www.mattel.com)) is the worldwide leader in the design, manufacture and marketing of toys and family products, including Barbie®, the most popular fashion doll ever introduced. The Mattel family is comprised of such best-selling brands as Hot Wheels®, Matchbox®, American Girl® and Tyco® R/C, as well as Fisher-Price brands ([www.fisher-price.com](http://www.fisher-price.com)), including Little People®, Rescue Heroes®, Power Wheels® and a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 25,000 people in 42 countries and sells products in more than 150 nations throughout the world. The Mattel vision is to be the world's premier toy brands -- today and tomorrow.

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