



HERPA MINIATURMODELLE

03.02.11+++ Press release +++03.02.11+++ Press release

Model building with attention to detail

Wind energy, classics and Red Bull the new hot topics

At this year's Toy Fair, on over 250 square meters of floor space, the model manufacturer Herpa from Dietenhofen will present over 100 new, highly detailed miniature models. "Fans can look forward to a great selection of modern and classic cars and trucks, historic two-wheelers, as well as new heavy duty vehicles dealing with the areas of 'Wind Power' and 'Prefabricated Housing'", so Herpa spokesman Daniel Stiegler.

The model manufacturers from Dietenhofen, Franconia, are the first to attempt a true-to-the-original wind power plant, measuring a commanding 125 cm high in the 1/87 scale. All components of the plant are transported on Herpa low-boys. A construction kit including electronics for authentically turning rotors and flashing lights is also available.

"Red Bull" for airplane and truck fans

The cans of energy drink have long since spread around the world, its formula-1 team with driver Sebastian Vettel won the formula 1 world championship in 2010 – and now, "Red Bull" is also available for model fans. For the Toy Fair, Herpa presents two formula-1 racing transporters of the "Scuderia Toro Rosso" as well as a Douglas DC-6B of the Flying Bulls.

No less impressive, a metal model of the Aeroflot Tupolev TU-114 will also be presented at the Herpa stand. Introduced in 1975, the world's most powerful and fastest turboprop airliner was meant to demonstrate the power of the socialist system – it was kept in operation until 1976. Meanwhile, in cooperation with Audi, Herpa releases seven Audi A1-show cars from the 2010 hosting of the legendary GTI meeting at the Wörthersee. With designs like "Bayern München" and "Pickerläger", the models will certainly find many fans.

Additional collectors' highlights and new releases in hall 4A

Besides models in usual Herpa quality, trade visitors will also see new low-priced "MiniKits" vehicles for the model builder, Wooster's plug-in airplane models, plus a wide assortment of "mini-Tanks" military models. In keeping with this martial vein, the world's biggest helicopter, the MIL-ME 8 is announced as a 1/200 scale Herpa model.

Herpa Airbrush 2.0

Following the positive customer feedback for the patented airbrush system Plug & Spray, Herpa presents version 2 of this novel system. The ergonomically advanced chrome-plated gun is now also suitable for solvent-based colors and offers an even finer paint supply. Interested visitors can try the new airbrush system at the Herpa airbrush stand in hall 7 (stand A59).

Additional information on this event is available from

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Spielwarenmesse
International Toy Fair
Nürnberg
03.02.–08.02.2011



Herpa in hall 4A, stand C-239

10 SELECTED TOY FAIR HIGHLIGHTS



H0 1/87

MINI Cooper S Countryman www.herpa.de?024761



1/500
1/400
1/200

Flying Bulls Douglas DC-6B www.herpa.de?518291



H0 1/87

Vespa 50R www.herpa.de?053143



1/500
1/200

Aeroflot / Prototype colors Tupolev TU-114 www.herpa.de?553254



H0 1/87

GAZ 69 www.herpa.de?024792



1/200

DHL Aviation (DHL Air UK) Boeing 767-300 mit / with winglets www.herpa.de?554091



H0 1/87

MAN TGA XXL racing truck „Red Bull Racing“ www.herpa.de?158565



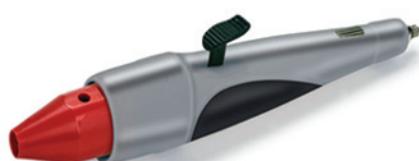
1/200

Luftwaffe McDonnell Douglas F-4F Phantom II "40 Jahre Mölders" JG74 www.herpa.de?554107



H0 1/87

Mercedes-Benz Actros L '08 beverage box axle trailer "Früh Kälsch" www.herpa.de?158589



Airbrush starter set Version 2 also suitable for solvent-based colors with chrome-plated gun www.herpa.de?371452

-> Get high resolution pics on www.herpa.de/press



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Additional new releases highlights:

Herpa Cars&Trucks:

Audi A6 sedan (www.herpa.de?024754)

MB Zetros 6x6 platform (www.herpa.de?743761)

Set incl. three low-boy semitrailers with wind power plant components (www.herpa.de?158350)

Audi A1 "Pickerläger" (www.herpa.de?024747)

MB L4500 canvas-cover truck (www.herpa.de?743754)

Herpa Wings

TuiFly / Deutsche Bahn Boeing 737-800 "ICE" (www.herpa.de?518369)

T-City Zeppelin NT (www.herpa.de?554084)

US Navy Northrop F-5E Tiger II VFC-13 "Mig 28" (www.herpa.de?554145)

A complete overview of all new releases is available in the two brochures „[Cars & Trucks 05/06](#)“ and „[Herpa Wings 05/06](#)“, or at www.herpa.de.

Herpa museum's special opening hours during the Toy Fair (3-8 February 2011):

Monday to Friday, 9am to 5pm

Saturday, 9am to 4pm

Sunday, 11am to 4pm

Herpa Miniaturmuseum
Leonrodstraße 46-47
90599 Dietenhofen

About Herpa:

Herpa Miniaturmodelle GmbH is the worldwide leading manufacturer of car and airplane models for collectors, model builders and for promotional purposes. Through cooperation with famous car and commercial vehicle makers, aircraft manufacturers and almost all airlines of the world, Herpa has established a unique product variety and relevance. Annually, more than three million Herpa models are produced, mainly in Germany, and distributed via an international dealer network. Herpa, as industry leader, meets the highest expectations for product design and innovative marketing. The company with headquarters in Dietenhofen, Germany employs about 200 staff members. Herpa was founded in 1949 by Wilhelm Hergenröther, taken over by Fritz Wagener (RIWA) in 1965 and since May 2009, has been majority-owned by VBG KG, an investment company of Fürst Andreas zu Leiningen with headquarters in Amorbach.