

Toy Fair 2012: Herpa new releases between heaven and earth

Herpa presents over 100 new releases – among them many historic cars and airplanes

Dietenhofen, February 1, 2012: The model manufacturer Herpa from Dietenhofen starts the year 2012 with large investments in new model projects. At the 2012 International Toy Fair in Nuremberg from February 1-6, over 100 new miniatures will be presented. Herpa manager Klaus Schindler takes positive stock for 2011 and intends to continue on the road to success in 2012. “Given the great challenges of the model railway / model building industry, we are banking on innovation and quality made by Herpa, on the strong foundation of our location in Dietenhofen and its 200 employees”, so Schindler. “As the market leader and innovator in small models, we still opt for cooperation with renowned vehicle and airplane manufacturers. This way, we are able to produce the latest and historically most significant miniature models with absolute authenticity for our customers, who won’t be satisfied with anything less.”

Modern cars and airplanes, historic classics and rarities

Besides cars from Audi and BMW, classics like the Fiat Panda, Trabant 1.1 and the Citroen Ami 6 Break dominate the car new releases. Among the trucks, the new Mercedes-Benz Actros has wowed one and all. It is inter alia released in a “rally model set” with which Mercedes has staged its new truck flagship. Modern emergency vehicles and fire engines, like for instance the Mercedes-Benz Zetros in Rosenbauer or Ziegler design, enhance the thin blue line of the Herpa assortment. MAN also plays a large role at Herpa’s utility vehicle line.

Besides the well-known forwarding, construction and heavy-load vehicles, a completely new designed MAN TGL platform tow truck is released, allowing authentic “towing” of a miniature vehicle. Utility vehicle classics like the IFA G5 fire brigade and a historic McCormick tractor top off the new releases package in the H0 (1/87) scale. Furthermore, Herpa also delivers several vehicles in the N-size (1/160 scale) like the Opel Kadett Coupé, but also for the TT track (1/120 scale), for which, among other gems, the Gaz 69 is released as a new development. Herpa expands its “miniKits” assortment for the smaller budget with six vehicles – all of them low-cost Herpa models for self assembly.

In the airplane model area, the cargo version of the Airbus A330-200F, the Tupolev TU-144 aka the “Russian Concorde”, the Mil MI-8 as the world’s most-built helicopter, as well as the B-52G bomber operated in the Iraq war, have been developed, to name just a few. Finally, the Herpa airplane program is complemented by the Herpa “SnapFit” series – reasonably priced models which can be assembled in just a few steps.

Five selected fair highlights 2012:

Fiat Panda: "Appliance on wheels" (www.herpa.de?027335)

MAN TGA Tow truck (www.herpa.de?159364)

McCormick Tractor (www.herpa.de?159333)

TU-144: The "Russian Concorde" (www.herpa.de?519168)

MIL MI-8: the world's most sold helicopter (www.herpa.de?554893)

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

Repro-proof photos of all fair new releases can be found at www.herpa.de/presse

Come and see us at the Toy Fair:

Main stand: Hall 4A, stand C-239

Airbrush stand: Hall 7, stand A59

Herpa museum's special opening hours during the Toy Fair (1-6 February 2012):

Monday to Friday, 9am to 5pm

Saturday, 9am to 4pm

Sunday, 11am to 4pm

Herpa Miniaturmuseum

Leonrodstraße 46-47

90599 Diethenhofen

Additional information on this event is available from

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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 Diethenhofen, 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