



Prepare for out-of-this-world sales excitement!

Imagine strange metallic beings from a war-torn planet able to transform their bodies into awesome weapons. Imagine that these aliens have landed on Earth and continue their battle here. Imagine Heroic Autobots and Evil Decepticons. Imagine The Transformers!

The Transformers are incredibly powerful and intelligent robots—controlled by logic centers and microchips—who can convert themselves into mechanical creatures. Autobots and Decepticons transform into sports cars, trucks, planes, guns, and more—then back to robots again!

Advertising and promotion

The Transformers are backed by a powerful multi-million dollar TV and print media campaign.

An action-packed comic book series from Marvel will hit the stands this spring.

Major licensing activity is planned for 1984.

"Robot Points" printed on each Transformer package will encourage kids to collect the entire line. They'll save these special points, then send them in for exciting and exclusive premium offers.

Each Transformer comes with a bio card and a Tech Specs chart, which rates its strength, speed, skill, etc. Kids can decipher the specs using the special decoder found inside Transformer packages!