



IMPOSSIBLES

In 1982, we sold more battery operated vehicles than any other company in the world.

But we're not standing still. This year, we're making Rough Riders™ 4x4 even better. Instead of just one great line of Rough Riders vehicles, now there are three: Rough Riders 4x4's, Rough Riders Tri-Ex™ and Rough Riders OMNI™ Force. And they're all making tracks with new, super-big, deep-tread tires.

Not only will Rough Riders shift your vehicle sales into overdrive, but our new set line, IMPOSSIBLES™ will take your Rough Rider set sales places they've never been before.

Come share the magic.