



Number 1 In America

Since their introduction in 1984, The Transformers have developed into the leading boy's toy robot-action concept and license. The theme involves the evil Decepticons planning to drain Earth of all her precious energy sources while the heroic Autobots strive to defend the planet. The 1985 line extensions feature exciting additions including new vehicles, planes, dinosaurs, insects, a microscope and a radio. All transform into robots and back again.

A Unique Line With Distinct Advantages

The Transformers combine the play value of three toys in one: durability of die-cast vehicles, the fantasy of extra-terrestrial robots

and the intrigue of puzzles. In 1985, each character includes a "secret" liquid crystal label to identify them as true Transformers. Individual personalities and Tech Spec ratings for each character encourage collectibility of the entire line. Kids also save Robot Points from each package for special Transformers premiums.

Advertising And Promotional Support

The Transformers are supported by a multi-million dollar advertising campaign which features special computer-generated effects. The Transformers' four-issue limited series comic book was so popular, Marvel plans to continue the series. Kids can enjoy a weekly animated TV series and will look forward to two upcoming mini series. The fall of 1985 brings a daily after-school Transformers' TV show.