



Follow The Leader In Ride-Ons!

We've got the industry's best selling Ride-Ons. In 1984 we set sales records with winners like our Cabbage Patch Kids® and Knight Rider™ Power Cycles® and the Knight Rider™ Talking Pedal Car. But we offer more than just hot licenses. We offer a wide range of colorfully-designed Ride-Ons for children of all ages!

Our 1985 line continues the tradition with exciting new entries like the Cabbage Patch Kids® Vacation Buggy, TRANSFORMERS™ Power Cycle® and the innovative new Husky Haulers™ Fire and Dump Trucks. Providing the vital

marketing support is a nationwide TV advertising and merchandising campaign second to none in the industry.

Turn the page and see for yourself. When it comes to Ride-Ons, we think '85 will really come alive—for you!

- #1 in Ride-On Sales!
- Licenses that create sales!
- Innovative Design & Play Value!

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K.I.T.T.™, Knight Rider™

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TRANSFORMERS™

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