



SIKU is growing faster in Germany than the market

New series of agricultural models in the scale of 1:50

Lüdenscheid, January 2010. Despite the turbulences in the foreign markets, Sieper GmbH was able to record an increase in sales in the German market in the past year and only just missed reaching the previous year's sales.

Consumer demand was clearly above the increase in sales, so that the company can step into 2010 with well depleted trade stocks in Germany. South-East Asia and Poland accounted for particularly good growth in sales for overseas trade markets.

Two subject areas – a new world of play

With its new series of agricultural models in the scale of 1:50 now offers tractors and trailers at an affordable price ranging between 12 and 15 euros, which are a year-round attraction for consumers. All vehicles in the agricultural range (SIKU**FARMER**) are manufactured in the same scale as the building vehicles, buses or fire engines of the "City" range (SIKU**SUPER**), thus opening a totally new world of play. The new series starts with nine models from the leading agricultural brands such as Fendt, John Deere, Claas, New Holland and Joskin.

The series of SIKU**FARMER** models in the scale of 1:32 will stay on the market: It will be continued with numerous of fascinating new releases of the top worldwide original manufacturers.

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SIKUFARMER

Closing the gap in the scale of 1:50

1:50

With the introduction of the new **FARMER 1:50**, this scale will be thematically completed in the SIKU product range. It is now possible to combine the City and Agricultural ranges in this size and create a unique world of play in the same scale. The real world where trucks, tractors, building vehicles, buses and machines meet on the road can be re-created imaginatively in the children's playroom with the new release model variety. In the series' introductory year, 9 models from the leading agricultural brands such as **Fendt, John Deere, Claas, New Holland and Joskin** will be on sale.

1:32

Mighty machines from the worldwide top manufacturers dominate the new release program 2010 in the scale of 1:32. They are spearheaded by the gigantic ROPA **sugar beet harvester**, one of the largest SIKU models of the range. Diverse play functions dominate this extraordinary and detailed toy model. The **John Deere Forwarder** is a major extension for the SIKU range of work tools and machines for forestry work. The machine is used to transport the cleared logs out of the forest area and is equipped with a loading crane. Together with the harvesting machine, the John Deere Harvester, which was introduced successfully in 2009, the Forwarder is a powerful combination in the child's toy forest or the collector's showcase. The series of large tractor models is impressively continued with the **Massey-Ferguson MF 8680** and the gigantic **Claas Xerion 5000**. Both machines have the typical SIKU features, such as steering, smooth-running wheels, standardised front and rear couplings, as well as detachable cabins. The range is rounded off with the massive **triple-axle Joskin tipping trailer** for the heaviest work in the children's playroom

SIKUCONTROL32

The top model in the John Deere Tractor series, the 8345R, a radio-controlled model in the scale of 1:32, is a highlight in the premium range of the SIKUCONTROL32 models. The interaction of proportional electronics and mechanics allow fine-tuned driving of this massive machine.

The model is based on the 2.4 GHz band (ISM band), which is also used by applications such as Bluetooth and WLAN and is part of the state-of-the-art radio technology currently on the market. The high-end system works without dedicated channel scheduling. Remote control and model communicate via a send-receive unit, via a mode which automatically links control and model. This enables controlling numerous models with only one remote control.

SIKU 1:87

Small models for the value-for-money brand consumer

Small format and price, big visuals, quality and great to play with. These are the major characteristics of the successful SIKU agricultural and road models in the scale of 1:87. This segment, which is well recognised by the value-for-money brand consumers, will be enhanced by new models from diverse sectors in 2010.

Road

In 2010, defining subjects for the Road range will be construction site vehicles, models for Public Transport Services and the winter services in city and skiing areas.

Totally different types of snow clearing services are **triple-axle Winter Service Truck** based on the Scania truck with snow removal plate and salt dispenser as well as the **Piste Bully 300** used to prepare the slopes in ski areas.

Use bus and rail to save the environment! This slogan is implemented impressively by SIKU with the **Articulated bus from Neoplan, the new MAN Hybrid Public Transit Bus and the Tram from Bombardier** in the scale of 1:87.

The major building site, which can be set up with the SIKU models in the scale of 1:87, becomes even more attractive with the New Releases 2010. The **Liebherr Cement Mixer** based on the Scania truck transports fresh concrete at short intervals, while the **triple-axle Telescopic Hydraulic Crane** from Liebherr transports materials to the next floor with the greatest of ease. The **Compact Excavator** from Volvo digs the required gully holes while the imposing **Liebherr Cable Dredger** lays the heavy pipes.

Agriculture

The SIKU model diversity for agricultural vehicles for the pocket in the scale of 1:87 is expressively enhanced by the new brand "New Holland." With the new **tractor New Holland 7070** SIKU upgrades the series of top tractors in a small scale by a further worldwide brand.

The combination of the **JCB Tractor with Dolly and Tipping Trailer**, which is impressive even in the small scale, handles quick transport of bulk goods. The dolly is designed in a way that all 1:87 trailers available in the SIKU range can be combined with this model.

SIKUSUPER

Top Sports Cars for hot races

Rolling thunder on the horizon announces the hottest models in the SIKU New Releases 2010. The super sports cars **Gallardo** and **Murciélago** from the Italian dream works **Lamborghini**, as well as the premium sports car **Apollo** from the manufacturer **Gumpert** make their mark on any children's playroom with their broad tyres, low chassis and metal bodies. The **Gumpert Apollo** also captivates with gull-wing doors which can be opened and a monumental rear wing for the necessary downforce at more than 300 km/h.

The sports car range is supplemented by the new 3rd generation **Scirocco** from VW. With the **Amarok**, VW enters the Pick-Up market for the first time. SIKU has implemented this model as a detailed metal model with doors which can be opened.

The American power sedan **Dodge Charger** will join the range with three models in total. The **"US Police"** with serious impact protection and the **"US Taxi"** as classic New York "Yellow Cab" will be introduced in addition to the sedan. SIKU is breaking fresh ground with the **Freight Train which consists of a shunting engine and an open freight car**. After the success of the tram and the local train in the market, the freight loco now complements rail transport within the range. The freight waggon is also offered separately. This allows random extensions of the basic set consisting of engine and freight waggons.

The highlight in the 1:50 scale is **the imposing Liebherr Cable Dredger**. The wide chassis with rubberised tracks carries the metal superstructure with long boom. The tilt is adjustable and it is equipped with a bucket which opens and closes automatically when lifting and lowering.

SIKU is also breaking fresh ground with the Cruise Liner AIDALuna in a scale of 1:1400.

The imposing, colourful ship with the conspicuous luscious lips has been downsized to a handy toy size. This model is perfectly suited as a holiday souvenir, cute present or simply for re-creating great cruises.

The Mercedes Sprinter with box body is the basic vehicle for parcel services. The yellow metal model is offered in a scale of 1:50 with DHL paintwork.

It is impossible to make an inconspicuous appearance with **the new design Ambulance** from BINZ as the unusual body of the model with its flowing lines attracts and captivates the attention of any observer. The model in the scale of 1:50, with its mainly metal construction, supports this effect with very conspicuous paintwork.

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