

UNSTOPPABLE VEHICLES FOR HEROIC ADVENTURES • MATCHBOX.COM •

1992

Tyco Toys, Inc. acquired Universal Matchbox and launched the "Limited Edition Matchbox Originals"!



1997

Tyco Toys, Inc. merged with Mattel, Inc. The year also marked the debut of the "Inaugural Collection" with "First Shot" die-cast prototypes and never-before-seen models and playsets!



2003

For its 50th Anniversary, Matchbox introduced the "Matchbox Across America" die-cast collection featuring 50 cars, each representing one of the 50 states!



2008

Mattel expanded the size of the standard Matchbox series to 100 models in certain markets!



2011

Smokey the Fire Truck became a partner with the FDNY Foundation and the exclusive sponsor of Fire Prevention Week helping educate children about the importance of fire safety!

1990



2000

2013



1999

Matchbox began broadening the line with all-terrain vehicles, hydroplanes, hang gliders and submersibles!

2009

The Matchbox Big Rig Buddies trucks launched with character-inspired, interactive vehicles featuring Rocky The Robot Truck, followed by the Stinky the Garbage Truck in 2010, continuing with Smokey the Fire Truck!

2013

Matchbox celebrates its 60th anniversary!

THE MOST EXPENSIVE MINIATURE TO DATE IS A RARE TAN 1961 MB30 MAGIRUS DEUTZ CRANE WORTH £8,500!

SMALLER MATCHBOX MODELS ARE CLASSIFIED AS 1:64 SCALE AND MEASURE ABOUT 2.5-3 INCHES IN LENGTH!

THE MOST EXPENSIVE MATCHBOX MODEL EVER SOLD WAS A MAJOR SCALE QUARRY TRUCK, FOR £10,200!

CHILDREN USED TO BE ABLE TO BUY MATCHBOX CARS FOR 7.5 PENCE EACH!

A 'MINT BOXED' MODEL CAN BE WORTH 50-100% MORE THAN A MINT MODEL WITHOUT A BOX!

THE VALUE OF MATCHBOX CARS IS DRIVEN BY THREE FACTORS: RARITY, CONDITION AND POPULARITY OF THE MODEL!

MATCHBOX CARS HAVE BEEN SOLD IN MORE THAN 130 COUNTRIES IN EUROPE AND AUSTRALIA!

THERE ARE 24 CARS IN THE MATCHBOX 60TH ANNIVERSARY COLLECTION!



MATCHBOX[®]

THROUGH THE YEARS

1952

Jack Odell created the first Matchbox car originally designed for his daughter to take to school (as her school only allowed students to bring a matchbox-sized container). He created a brass prototype of a small Road Roller to fit into an actual matchbox. Soon after, all of his daughter's classmates wanted their own 'matchbox car' and Odell realised there was an immediate market for miniature toys!



1950



1953

The original "Matchbox" Series was produced including four different models!

1956

The Models of Yesteryear were introduced including renditions of classic vehicles from the steam and early automotive eras!



1958

Metal wheels were replaced with plastic wheels and called "regular wheels"!



1960

1969

Matchbox Superfast models were launched!



1960

The 60s were known as the 'Golden Era' of British Die-cast!

1968

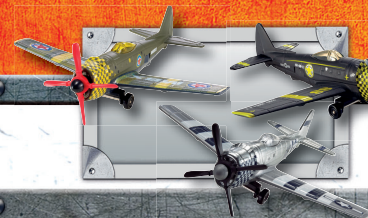
Matchbox was classed as the biggest-selling brand of small diecast model cars worldwide!

1973

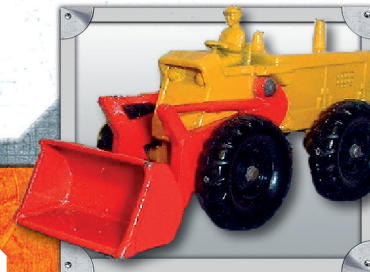
Matchbox[®] Sky Busters, a range of die-cast model aircrafts, were launched.

1976

The Shovel Nose Tractor first appeared in the Matchbox 1-75 range and went on to become the longest running model in the line!



1970



1979

Entertainment icons made their debut with Walt Disney's Mickey Mouse on a fire engine and Donald Duck on a beach buggy!



1982

Universal International bought Matchbox Toys out of Lesney receivership!

1985

The first batch of Matchbox toys had China casting on the base!

1986

Matchbox Toys declared the best-selling line in Europe!



1980

FUN FACTS

THE MATCHBOX NAME STARTED AS A BRAND NAME OF THE BRITISH DIE-CASTING COMPANY, LESNEY PRODUCTS!

THROUGHOUT ITS 60 YEAR HISTORY, MATCHBOX HAS HAD FOUR OWNERS; LESNEY, UNIVERSAL, TYCO AND MATTEL!

MATCHBOX TOYS STARTED OUT AS EXTRA WORK PICKED UP BY THREE BRITISH EX-SERVICEMEN HOME FROM WORLD WAR II!

SINCE 1952, MORE THAN THREE BILLION MATCHBOX MINIATURE DIE-CAST VEHICLES HAVE BEEN PRODUCED!

LAI D BUMPER-TO-BUMPER, ALL THE MATCHBOX CARS EVER PRODUCED WOULD CIRCLE THE EARTH AT THE EQUATOR MORE THAN SIX TIMES, CREATING AN ENORMOUS TRAFFIC JAM!

SINCE 1952, OVER 12,000 DIFFERENT MATCHBOX CARS HAVE BEEN PRODUCED!

THE BEST-SELLING MATCHBOX CAR OF ALL TIME IS THE MODEL A FORD MINIATURE SCALE!

THE ORIGINAL SERIES FEATURED; THE AVELING BARFORD ROAD ROLLER, THE MUIR HILL SITE DUMPER, THE CEMENT MIXER AND THE MASSEY HARRIS TRACTOR!