

For immediate release:



**SHAKE OUT THE BOND FAN THIS FATHER'S DAY
WITH THE PERFECT RACING GIFT**



**007's iconic Aston Martin and *No Time To Die*'s Jaguar XF Micro
Scalextric models lead the pack for Father's Day gifts in 2022**

10th May 2022, Margate, UK: Is your dad or father figure a James Bond fan?

Someone who'd like to spend his weekends chasing supervillains in a fast car to stop them from carrying out their plans for world domination? Now's his chance, thanks to **Scalextric**! As part of the new Film and TV category introduced in 2020, **Scalextric** have produced the **iconic Aston Martins** in the **Micro Scalextric James Bond 007 Race Set**; and a superb 9 layout track set from most recent film *No Time To Die* - perfect gifts for secret agent dads everywhere on **June 19th**.



Aston Martin has been James Bond's vehicle of choice throughout the film franchise, and the **Micro Scalextric James Bond 007 Race Set** celebrates his most iconic choices: the **Aston Martin DB5** and **Aston Martin V8**. This set features over 3.5 metres of track, with 9 track layouts which includes a ramp and the new lap-counter booby trap track piece!



No Time To Die, the 25th instalment of the Bond franchise, features both classic and modern vehicles driven by the villain as well as 007 himself. The **Micro Scalextric No Time To Die** set features an **Aston Martin DB5** taking on the **Jaguar XF**, and includes over four metres of track, with 9 track layouts, and speed

limiting hand controllers that ensure the cars will be shaken and stirred but won't fly off the tracks!



For further information, please contact:

Fetch Publicity | Tom Hewson | tom@fetch.fm

NOTES TO EDITORS

A BRIEF HISTORY OF SCALEXTRIC

Production of Scalextric products began in 1957 in Hampshire, England, and 1960 saw the introduction of the plastic range of cars as the tinplate cars ceased. Through the years Scalextric has been owned by companies such as Tri-ang and Rovex Ltd, and in 1971 production of Scalextric and Hornby trains began from Westwood, Margate.

In 1982, an independent company was formed – Hornby Hobbies Ltd (later Hornby Plc) – and during the late-1990s production of Scalextric was transferred to China. The accuracy and detailing of today's Scalextric models remain second to none.

As the world turned evermore to digital technology, Scalextric was not to be left behind and in 2004 introduced its first fully digital racing set (multi-car racing with lane changing functionality). Scalextric SportWorld was also introduced to allow racers the ability to hook their Scalextric sets up to the internet to create a global community through on-line racing.

Today Scalextric offers a slot car system for all ages. For the younger driver there is 'My First Scalextric' which is an easy assemble and operate 1:64 scale track system, this is followed by Micro Scalextric which uses the same track system but with larger layout options including special track features. Then for the more experienced racer there is the commonly recognised and loved traditional 1:32 track system which offers a multitude of car, track and accessory options. More recent developments include ARC, a Scalextric App based race management program and Spark Plug which offers the chance to control your Scalextric Car with your phone or tablet.

About Hornby Hobbies Limited

Hornby Hobbies Limited is a toy and hobby product manufacturer that was founded in the early 1900's. Hornby Hobbies Limited portfolio of brands include: Hornby – model trains, Scalextric – slot car racing, Airfix – plastic model kits, Humbrol – paints and craft product, and Corgi – die-cast models. In addition to these iconic British brands Hornby Hobbies Limited also owns several international brands including: Lima, Rivarossi, Jouef, Pocher and Arnold.