



# Accelerating Imagination™



**B**uilding blocks, cars and trucks, shape sorters and puzzles all have one thing in common. Each has withstood the test of time. More importantly, however, is the fact that each of these playthings can still captivate and educate children as effectively today as they have done for decades.

With Automoblox, we have taken valuable elements from each of these toys to create a fresh line of modular wooden vehicles that allow children to build cars and trucks of their own design. We've incorporated the open-ended play of wooden blocks and combined it with the cognitive challenges gained in shape sorters and puzzles to make a toy loaded with developmental benefits all children need.

By taking the fun factor found in cars and trucks and merging it with warm traditional wooden bodies, colorful translucent roofs and bright rubber tires, we've created a future-retro play system that inspires creative thinking, and is a visual and tactile delight for kids and those who are kids at heart.





# A revolution in thought.

American designer Patrick Calello, with an expertise in consumer trends, branding and manufacturing, brings to market an idea he had while studying industrial design. His idea, which would evolve into Automoblox<sup>®</sup>, combines his passion for automobiles with his passion for great design to create a product that will challenge the next generation of great thinkers.

Having designed everything from detergent bottles to high-end consumer electronics, Calello who specializes in product innovation, holds dozens of US and international patents. His industrial design expertise has been utilized by the likes of Pfizer, Johnson & Johnson, Colgate-Palmolive and Kellogg's with graphic design work that has graced Broadway marques and the covers of Columbia Records platinum albums.

**“I want to teach kids  
how to think in 3D.”**

- Patrick Calello, *Automoblox<sup>®</sup> designer*



Every Automoblox<sup>®</sup> car is marked with “Designed by Calello” as a testament to the pride that went into creating one of the most innovative toys of this generation.

Transportation for  
a child's imagination.

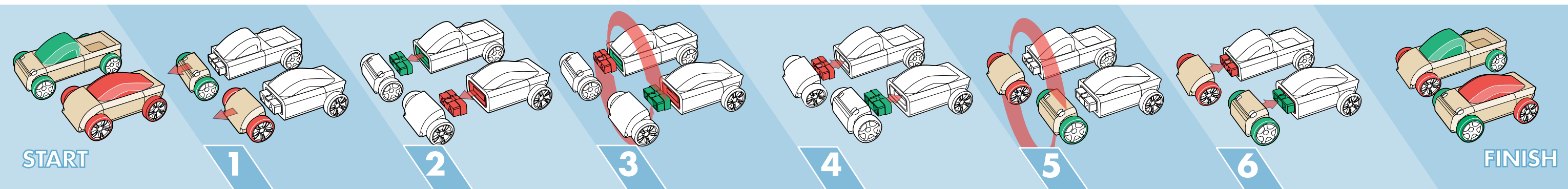
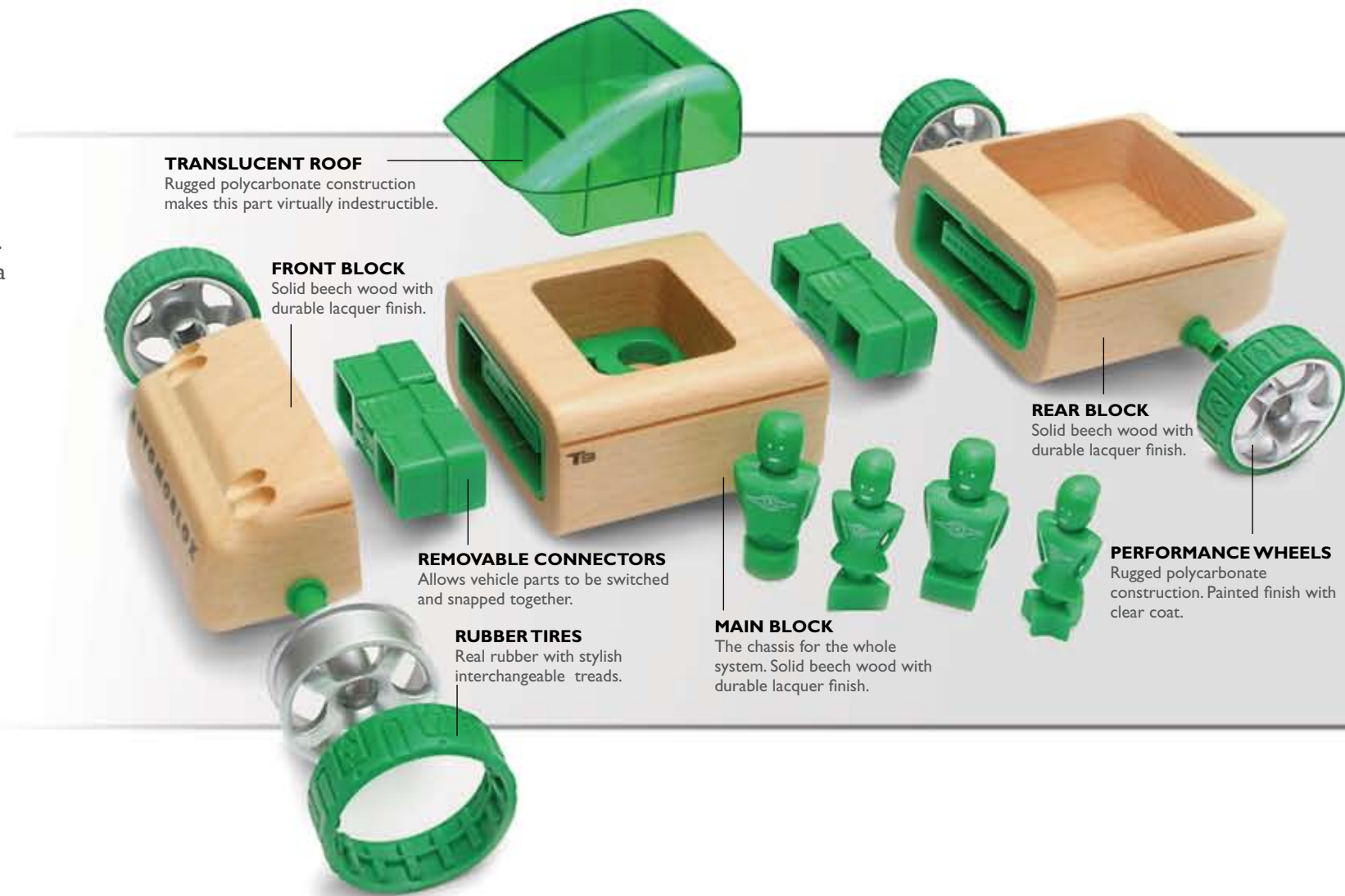


# The virtues of assembly required.



Whether your child is zooming across the kitchen floor, scaling rough terrain on the sofa or taking the gang for a scenic drive through the living room, going on an adventure is only half the fun. Creating the vehicle that will take you there is all part of the trip, a trip the whole family can take together.

Changing Automoblox® car bodies and creating unique designs is both fun and challenging. Every component in the Automoblox® system is interchangeable: wheels, tires, roofs and wooden bodies - everything. The possibilities are endless. Take apart your Automoblox® and spread them out because the sophisticated design appeals to the children in all of us.



## Small on size. Huge on style.

### 2006 **A9 compact**

Inspired by the micro cars popular in Europe and Japan, the A9 may be the smallest car in the Automoblox® line-up but it is certainly big on style. With the tiniest front and rear body blocks, placing an A9 block on another car makes a dramatic change. Featuring the smallest diameter three-spoke wheels, low profile tires and a generous roofline your child is sure to get great mileage from this little gem.



Shown with optional chrome wheels.



## Supercharge their dreams.

### 2006 **C9 sportscar**

Long before your child will yearn for a Ferrari they will dream of the C9. Sleek and racy, the C9's aggressive stance, 5 spoke wheels and low profile red tires scream "sports car". Powered by your child's mind, with amazing handling, the C9 fits comfortably into little hands. It's interchangeable components easily adds a bit of "speed" to any other Automoblox® model.



# “S” is for super-cool.



## 2006 S9 sedan

Equipped with large twelve-spoke rims, rich blue, low-profile tires and an elegant roofline, the S9 exudes coolness. With four passenger seating and a body extension block to lengthen the wheel base, we've added more versatility to the Automoblox® line-up. Dramatic headlamps and taillights add distinction to any car your child might create.



Shown with optional chrome wheels.

-  4 Blocks
-  4 Wheels
-  3 Connectors
-  1 Roof
-  4 People



# World's first 8 passenger sportscar.



## 2006 M9 sportvan

The Automoblox® M9 comfortably seats eight of our cool blue people. The extra-long main passenger compartment and additional seating for four in the rear block give this vehicle the longest wheelbase in the line-up. Now your child can build a minivan that even dads won't be able to resist.



Shown with optional chrome wheels.

-  3 Blocks
-  4 Wheels
-  2 Connectors
-  1 Roof
-  8 People



# Built for loads of fun.



## 2006 T9 pick-up

Pick-ups can take you to rugged and daring places no ordinary vehicle can. The Automoblox® T9 will have your child dreaming of fun adventures and carefree cruising. The fun of taking apart the T9 and rebuilding four-wheeled creations will take your child to places beyond their imagination.



-  3 Blocks
-  4 Wheels
-  2 Connectors
-  1 Roof
-  4 People



# Sport, utility and style.



## 2006 X9 sport utility

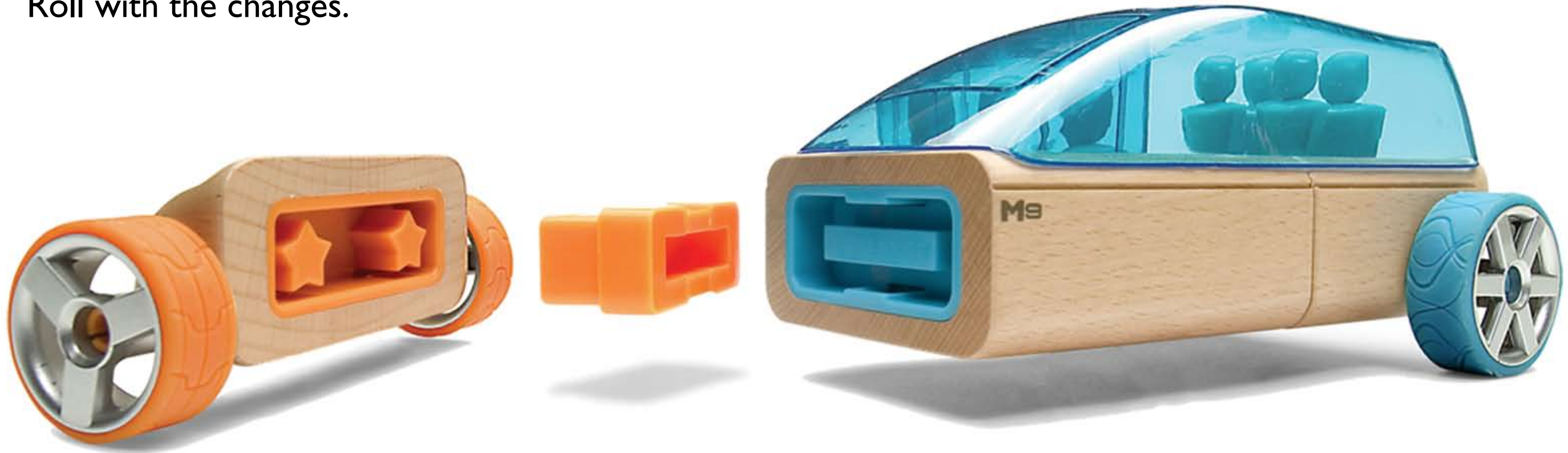
The rich purple roof and soft rubber tires appropriately dress the Automoblox® king of the road. With an increased ride height and extra-large rims, this ride rolls with the big boys. Increased storage capacity in the rear block allows this ultimate lifestyle vehicle to be equally big on adventure and style.



-  3 Blocks
-  4 Wheels
-  2 Connectors
-  1 Roof
-  4 People



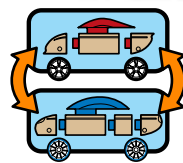
Roll with the changes.



# Dream. Build. Drive.

Your child is an individual with a unique sense of creativity and design. The creation of something new and unique — born of a child's imagination — is the idea behind Automoblox®.

There are plenty of building and assembly-type toys on the market that include instructions and illustrations for your child to build the item pictured on the box. With Automoblox®, your child plays outside the box—and builds the design pictured in his or her mind.



*This emblem can be found on all Automoblox® products. It ensures that what you are buying is fully interchangeable with any component in the system.*



## CHANGEABLE WHEELS

Stylish realistic wheels enhance customization. Optional wheels are available.



## FAMILY OF PASSENGERS

Geometric "legs" correspond to the passenger compartment's custom seat.



## CHANGEABLE TIRES

Colorful and aggressive tire designs unique to each vehicle are interchangeable.



## REMOVABLE CONNECTORS

Patented connection system adds a welcomed level of complexity to play.



## 17 DIGIT VIN NUMBER

Like real cars, a sequential Vehicle Identification Number (VIN) identifies the year and model of your car.



## CHANGEABLE BODY BLOCKS

Each wooden body block is constructed from German beech wood. The distinctive components allow you to build custom cars.



## INTERCHANGEABLE ROOFS

Dynamically styled roof engineered with just the right fit to keep passengers in check.



## PREMIUM PACKAGING

Each Automoblox® car is showcased in clear packaging inspired by premium cosmetics. Sure to deliver an immediate impact upon sight.



# The play value of Automoblox®.



**LONG PLAYTIMES** - Automoblox® has many thoughtful details that lead to a surprisingly long play times. From the interchangeable tires, wheels, roofs and body blocks, to the form board inside the car that is created by the geometric feet of the passengers.

**CREATION OF UNIQUE VEHICLES** - Automoblox® gives a child the opportunity to be a car designer. We really wanted to get children thinking about creating vehicles born out of their imagination at a young age.

**TACTILE PLAY EXPERIENCE** - We engineered just the right fit of our patented connector system. A wonderful “thunk” accompanies the snapping of blocks together. A delightful “snap” occurs when you click a connector in place. The details are meant to give the child satisfying feedback as they set out to accomplish the task of creating a unique car.



**UNIVERSAL APPEAL** - The beautiful shapes, vibrant colors and sophisticated styling is engaging to all people of all ages. Automoblox® encourages parent child play as well as interaction with siblings and others.

**SENSE OF ACCOMPLISHMENT** - Creating something new and unique is an exciting experience. With millions of combinations, the variety of solutions this dynamically, ever-changing toy provides an excellent framework for creativity.



## AGE 3

### PUSH AND PLAY

At first, a child may mostly push around an Automoblox® car. Feedback from the real rubber tires makes that play experience quite satisfying. The stylish people, and the built in shape sorter, will challenge their curious minds.

## 5

### TAKE APART - PUT TOGETHER

As a child grows and becomes more familiar with Automoblox®, the bulk of their play will focus on assembly and disassembly. Once challenging physical tasks will become second nature.

## 7

### CREATING NEW CARS

After mastering the basic skills assembling cars, their attention will turn to creating their own designs. Tangible cars and a great sense of accomplishment will result from a stimulating and rewarding creative process.

## 9

### CHERISH AND COLLECT

Cool and stylish, Automoblox® will never be considered a “baby” toy. The timeless design and durability of Automoblox® lends itself to proud display on a young man’s dresser awaiting the next generation.



# Have fun. Get smart.

Automoblox® designer, Patrick Calello worked closely with leading child development psychologists to create not just a cool toy but one that delivers a play experience with sound educational benefits. With Automoblox®, a child learns goal directed activity through which knowledge is acquired by coordinating the following:



### VISIO-SPATIAL PROCESSING

Visio-spatial processing is an important link in the processing of information and the ability to develop visual motor integration skills. By playing with the Automoblox® a child can discover how they perceive shapes and part-to-whole relationships by putting the puzzle pieces together. They will begin to use skills such as rotation, integration and see angles to accurately differentiate between shapes and how they can build and design their own cars.



### CREATIVE PROBLEM SOLVING

Creative problem solving skills develop as your child is able to formulate new ideas and produce a variety of responses (or different combinations to create new car designs). Automoblox® helps in developing planning skills. Creativity involves originality, flexibility, independence and playfulness.



### GROSS AND FINE MOTOR SKILLS

Gross and Fine Motor Skills develops and exercises a child's sensory and motor modalities. Automoblox® promotes the development of the ability to coordinate precise hand and visual movements, precise movements of the arms, hands and fingers and the ability to develop finger dexterity and speed of motor movements.



# We get awards, but you really win.



### 2006 OPPENHEIM TOY PORTFOLIO PLATINUM AWARD

Co-founded in 1989 by child development experts Joanne and Stephanie Oppenheim, the Oppenheim Toy Portfolio Platinum Awards are given to the most outstanding and innovative new products that enhance the play lives of children.



### iPARENTING MEDIA AWARD WINNER 2005

iParenting Media is the premier media company focused on parents with an award program that provides a credible and objective method of determining the best products in the children's media and juvenile products industry, and recognizes those products with awards.



### PARENTS' CHOICE 2005 SILVER HONOR AWARD

Established in 1978, Parents' Choice Foundation is the nation's oldest not-for-profit evaluator of children's books, videos, toys, audios, computer software, television, and magazines.



### PRACTICAL PRE-SCHOOL SILVER AWARD 2005 (UK)

The Practical Preschool awards, aims to highlight those companies that have introduced innovative, educational resources into the market place.



# Specifications

A9 compact	Overall Length	5.80 in / 147 mm	
	Overall Width	4.50 in / 114 mm	
	Overall Height	3.20 in / 81 mm	
	Wheelbase	4.22 in / 107 mm	
	Track (front/rear)	3.90 in / 99 mm	
	Curb Weight	0.73 lbs (0.33kg)	
	Color	O151	
C9 sportscar	Overall Length	6.54 in / 166 mm	
	Overall Width	4.50 in / 114 mm	
	Overall Height	2.66 in / 68 mm	
	Wheelbase	4.13 in / 105 mm	
	Track (front/rear)	3.90 in / 99 mm	
	Curb Weight	0.78 lbs (0.36kg)	
	Color	R186	
S9 sedan	Overall Length	7.65 in / 208 mm	
	Overall Width	4.50 in / 114 mm	
	Overall Height	2.90 in / 74 mm	
	Wheelbase	5.27 in / 134 mm	
	Track (front&rear)	3.90 in / 99 mm	
	Curb Weight	0.97 lbs (0.44 kg)	
	Color	B2935	
M9 sportvan	Overall Length	7.90 in / 201 mm	
	Overall Width	4.50 in / 114 mm	
	Overall Height	3.30 in / 84 mm	
	Wheelbase	6.12 in / 155.5 mm	
	Track (front/rear)	3.90 in / 99 mm	
	Curb Weight	1.07 lbs (0.49 kg)	
	Color	B306	
T9 pick-up	Overall Length	8.17 in / 208 mm	
	Overall Width	4.50 in / 114 mm	
	Overall Height	3.05 in / 78 mm	
	Wheelbase	5.72 in / 145 mm	
	Track (front/rear)	3.90 in / 99 mm	
	Curb Weight	0.93 lbs (.424 kg)	
	Color	G354	
X9 sport utility	Overall Length	6.54 in / 166 mm	
	Overall Width	4.50 in / 114 mm	
	Overall Height	2.66 in / 68 mm	
	Wheelbase	4.13 in / 105 mm	
	Track (front/rear)	3.90 in / 99 mm	
	Curb Weight	0.93 lbs (0.42 kg)	
	Color	P2617	

## CONSTRUCTION

Vehicle Body: Solid German beech wood with lacquer finish  
 Roof: Injection molded translucent polycarbonate plastic  
 Standard Wheels: Injection molded polycarbonate plastic (painted silver)  
 Optional Wheels: Injection molded polycarbonate plastic (chrome finish)  
 Tires: Injection molded TPR rubber  
 Figures: Injection molded ABS plastic  
 Connectors: Injection molded ABS/polycarbonate plastic

## SAFETY

Meets or exceeds ASTM F963 and EN71  
 Age Grading - 3+

# Accessories

**200504**  
A9 wheels/chrome



**200502**  
C9 wheels/chrome



**200501**  
A9 wheels/chrome



**200506**  
M9 wheels/chrome



**200503**  
T9 wheels/chrome



**200505**  
X9 wheels/chrome



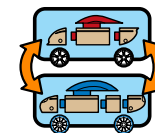
**200508**  
Extension block w/axle  
and S9 wheels/tires



**200509**  
Extension block w/axle  
and C9 wheels/tires



**200507**  
Extension block



C9 sportcar shown with optional accessories 20050 and 200509 and rear block of T9 pick-up.





For more information please visit our website:

**[www.automoblox.com](http://www.automoblox.com)**

Automoblox Co. | 54 Harrison Avenue | Roseland, NJ | USA | 07068 | tel. 973.364.8090 | fax. 973.364.9705 | e-mail. [info@automoblox.com](mailto:info@automoblox.com)

TM and © 2006 Automoblox Company LLC. Automoblox and all related logos, names and distinctive likenesses are the exclusive property of Automoblox Company LLC, protected by US and International intellectual property laws. All Rights Reserved. US Patent 6,595,824 B2. Additional US and International Patents Pending.