

Christmas

early order from ERTL



ERT13789A
 1:64 T9.615 4-Wheel Drive
 2011 Farm Show
 Pack: 12 - Available August 2011

Front and rear duals, front weights, rear hydraulics and weights. "Farm Show 2011" tampo on cab roof. Randomly inserted blue chrome chase units.



ERT13815
 1:32 T8.360 Prestige
 Pack: 3 - Available September 2011

Front and rear duals, warning arms, mirrors, rear fender lights, oscillating front axle and removable cab.



ERT13821
 1:64 T9.560 4-Wheel Drive
 Pack: 6 - Available August 2011
Front and rear duals, articulated.



ERT13823
 1:64 T8.420
 Pack: 12 - Available September 2011
Front and rear duals, oscillating front axle, detailed interior and front fenders.



ERT13825
 1:64 T7070 with V-Tank Spreader
 Pack: 6 - Available September 2011
Oscillating front axle.



ERT13826
 1:64 Semi with T8.275 and T8.330 Tractors
 Pack: 6 - Available October 2011
Die-cast semi with New Holland graphics, drop bed trailer, T8.275 and T8.330 Tractors.



www.ertl.com | August 2011

Create a magical holiday season with New Holland Toys & Collectibles

Want to make an impact on your retail sales?



PROMOTE LICENSED PRODUCTS!

1. Highlight new items with **"NEW"** tags next to items.
2. Keep your shelves stocked with tried and true best sellers.
3. **Advertise.** Coming soon: Ads and images on your MRC site.
4. Eye-catching end caps or plan-o-grams.



Use CLEARANCE items to....

Get customers into your store.

- Sell clearance items at a NEW LOWER SRP \$.

Use as a gift with purchase.

- "Buy \$100 in licensed products and receive a 1:32 scale replica at no charge."

Barter for advertising.

- Use original SRP \$ to barter with radio stations for free advertising; You provide the product for give away in exchange for advertising.

Opportunity buys at Fairs and Santa days.

- Lower your SRP \$ on clearance items and watch them sell. You received a break, pass it on!



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