



Fall product release – BRIO offers a breathtaking ride to new destinations.

BRIO's product releases for fall 2014 are guaranteed to give you butterflies in the stomach. An exhilarating roller coaster and a lighthouse that spreads light at the sea, are two exciting new destinations for BRIO's railway line. A newly-designed rocking horse takes us galloping back in time and reminds us of the Swedish toy company's 130-year history.

Strap yourselves in and hold on tight!

Make sure that the safety bar is firmly in place before the wagon is slowly raised by lift to the top of BRIO's new roller coaster. Take a deep breath and see the wagon swoosh down the tracks and back to the lift again. And, of course, the experience wouldn't be complete without a "You must be this tall" sign.

"The roller coaster stimulates our senses and triggers our curiosity to explore and feelings of joy and laughter. It combines action and play whilst, at the same time, safety is always given the highest priority. These are characteristics which are typical of BRIO and our work, and have been so throughout our long history," says Michael Heun, Product Development Manager at BRIO.

**A guiding light in the darkness of fall**

During the fall of 2014, take the train out to the harbour and prepare for an exciting day out at sea. Let the blinking light from the new lighthouse safely guide our new ferry home. The ferry is equipped with both sound and light so sound the foghorn's warning signal when you approach the harbour. To be on the safe side, there is also a lifebuoy on the quay.

"The lighthouse is an important landmark which will help to make the story complete. The familiar shining light from the lighthouse provides the child with an opportunity to recreate an image from reality. This type of authentic play is the foundation for the type of storytelling role play that strengthens children in their development," says Michael Heun.

The return of a historic horse

The newly-designed rocking horse takes its inspiration from the Osby Horse from 1907; the first toy that BRIO ever sold. It is made of solid wood and is perfect for helping children develop their sense of balance. This rocking horse is specially produced in order to celebrate BRIO's 130th anniversary, a timeless tribute to playfulness and craftsmanship.

**Made of FSC®-certified wood**

From January 1, 2014, all BRIO's wooden toys will be made from FSC certified wood. The FSC (Forest Stewardship Council®) is a not-for-profit organisation that safeguards, monitors and encourages sustainable forest management. FSC certification means that all the wood we use at BRIO is traceable and originate from responsible forestry. It ensures that the raw material does not come from illegal logging.

Further information

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Download high-resolution images from:
www.brio.net/About_BRIO/PressRoom/PressImages.aspx

About BRIO

For over a century, our driving force has been to spread joy among children around the world. We want to create happy childhood memories where the imagination is allowed to flow freely. BRIO is a Swedish toy brand that creates innovative, high-quality and well-designed wooden toys that give children a safe and fun play experience. The company was founded in 1884 and is represented in over 20 countries. For more information, please visit www.brio.net



33725 Ferry travel Set

Let the two poseable figures take the tram to the docking station, check the route on the map and get ready for some ferry fun out by the water front. The ferry has both sound and light effects and just to be sure, there is a life buoy at the landing dock as well. 2 x LR44 batteries included. All wood included is FSC-certified.



33597 Lighthouse

Help the ships out at sea to find their way home! Sound the foghorn's warning signal and the blinking light will help guide them onto the right path. This lighthouse is the perfect accessory to expand the railway world. Poseable figure, life buoy and 2 x LR44 batteries are also included. All wood included is FSC-certified.



33598 Crane Boat

Lift, load and transport the cargo across the waters with the help from this Crane Boat. The crane is easy to manoeuvre and play with. One load wagon with load is included. All wood included is FSC-certified.



33731 Tram Engine

It's time to travel by tram! Place the included, poseable figure inside the engine and let him track down new and fun adventures on the rail. All wood included is FSC-certified.



33735 Tunnel

It's a long, dark path to travel down, but all BRIO trains see the light at the end of the tunnel. Add this piece to make the train adventures even more exciting! All wood included is FSC-certified.



33733 Construction Vehicles

If it wasn't for the hard working road worker, steamroller and cement truck who would have the tough task to fix the roads? This is the perfect action accessory pack to expand the rail play. All wood included is FSC-certified.



33734 Mega Crane & Load Kit

It would take ten men and women to carry, load and lift what this worker and his mega crane can lift all on their own! Accessorize the cargo world with this popular vehicle pack. All wood included is FSC-certified.



33732 Gantry Crane

Lifting, hauling and loading have never been more exciting! The Gantry Crane has a cabin on top that slides across the bar to position the crane over the magnetic load, hauls it up and winds it down again by the turn of a crank. The Gantry Crane has wheels and can be moved into any railway scene. All wood included is FSC-certified.



33736 Grand Roundhouse

Where do the trains go to park? Into the Grand Roundhouse of course! Use the turntable to place the trains into their individual stables. The back doors also open for access to the trains from behind the roundhouse. Five vehicles fit inside and include a rotating switch. All wood included is FSC-certified.



33737 Caboose

This wagon does not mind finishing last! The Caboose, also commonly known as a "braking wagon" is the last wagon on a train, and no railway world is complete without one. All wood included is FSC-certified.



33758 Travel Case with Engine

Going on a journey? This is a portable travel case with a textile handle and a zipper to store your favorite trains and figures on the move. It has a capacity to fit up to nine engines and four play figures. The engine and figure are exclusive to this item and included with this case.



33730 Roller Coaster Set

Are you ready for this? Make sure the safety bar is fastened before your wagon gets onto the lift and up to the rollercoaster drop point. Now release and see the wagon swoosh down the tracks and back down to the lift again. Rail play has never been more exciting! Complete the theme park experience with the "you must be this tall" sign. The set measures 85 x 45cm and 36 cm tall when built. All wood included is FSC-certified.



30320 Ladybug

This little wooden Lady Bug will be your best friend and follow you around wherever you go. Watch the unique bug waking motion as you go. Encourages early walking. Available in red, yellow and light green. All wood included is FSC-certified.



30479 Toddler Wobbler with 50 pc Block set

2-in-1! This Toddler Wobbler encourages early walking and is extra fun for young children as it has a compartment with a sliding lid, hiding the surprise of 50 stacking blocks in natural wood inside. All wood included is FSC-certified.



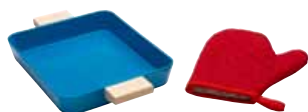
30170 Rocking Horse

This newly designed rocking horse has been inspired by the original horse from 1907, the first toy ever made by BRIO. It is a solid wood construction, perfect for children to develop balance with. All wood included is FSC-certified.



31429 Chef's Set

Bon Appétit! With this set of chef's clothes any child will become a real gourmand. It includes an iconic chef's hat, a baking apron, and a pot holder.



31430 Stove Set

Ready steady bake! Accessorize the BRIO kitchen with this baking tray that fits perfectly into the BRIO stove, complete with wooden handles. The textile oven glove and pot holder also help inspire the role play in the kitchen. All wood included is FSC-certified.



34030 Labyrinth Boards

Time to exercise hand eye coordination with two all new maze options for the popular and classic BRIO Labyrinth game. Includes one intermediate and one complex game board. All wood included is FSC-certified.



34588 Builder Activity Set

What can you design and build? Try your ideas out with the ultimate Activity Set, including tools and new parts to inspire construction. All wood included is FSC-certified.



34589 Builder Creative Set

A house, a rocketship or a robot? What do you want to create? This is the ultimate Creative Set, including tools and new parts to inspire construction. All wood included is FSC-certified.