



Press release

19/11 2015



24 reasons to make December an extra playful month

BRIO count down the days until Christmas with an exclusive new Advent Calendar and continue to spark young minds with exciting toys that will last for many Christmases to come.

Exclusive Advent Calendar

As Christmas approaches, BRIO introduce a new Advent Calendar. The calendar includes exclusive holiday figures and content that can't be found anywhere else. Join Santa on the North Pole express and use the package cover to create a memorable holiday play scene during the weeks leading up to Christmas!

New destinations for curious train drivers

Inspired by the real world, this season's new railway themes expand the children's world all the way from the city to the countryside. Fuel up and take a drive through the city, park your car at the modern train station and hop on the next train to the lush countryside - all within the



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new Railway World Deluxe Set. Then saddle the horse and enjoy a trip off-road with the new Countryside Horse Set and Horse stable. Quite a smooth ride!

– As a popular favorite for many years, we wanted to make the Countryside theme stand out even more with exciting new details like poseable horses and a stable with real working features. All of these details help build a more unique experience, that the child can create new wonderful stories from in their play, says Michael Heun, Head of Product Development at BRIO.

Favorites that make a great addition to every wishlist

There are lots of news to chew on for the smaller ones as well. Meet the Motion Wobbler with its almost hypnotic wobble and sound. A great first toy with a design and coloration to trigger the spirit of exploration.

And don't miss out on the new Wooden Doll Pram. Every doll needs to be taken for a stroll now and then. The pram offers safe transport of all the children's favorites and makes a great addition to every wish list.

Download all high resolution pictures at:

<http://www.brio.net/our-company/press/press-images>

Further information

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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 30 countries. For more information, please visit www.brio.net

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33795 Horse Training Pack

Push this equestrian tag team to the max! This challenge is nothing to toy around with. Go clean over the fences, or you'll knock the wooden poles down. Horse's blanket is removable to fit rider inside.



33749 Bell Wagon

Say hello to a new member of our iconic railway family! Or rather, ring the bell for it. Just roll it back and forth to hear it sound. Wooden toy that connects perfectly with the classic BRIO trains.



33796 Horse Jumping Pack

There's a horse show in town! Design your own jumping course, complete with wooden obstacles, horses, riders, stands and audience – even a horse trailer. Let the show begin!



33747 City Road Set

Welcome to a modern miniature cityscape. Extend your BRIO world with these two-lane roads in solid wood. The set is complemented by a fuel station, car, figure, and road sign.



33746 Travel Rechargeable Train

Long train running! With this rechargeable train, there's almost no end to the fun. This modern-design train comes with a mini-USB charging cable, perfect for renewable play. Naturally, the conductor makes sure the train arrives and departs on time.



31360 Kitchen Combo

What's cooking? With this great miniature kitchen, you're the chef in charge! Our all-new sink and stove combo, equipped with a real digital timer and sound effect, will soon have the entire family involved in a cook-along. Pretend-play toy with functional design and wooden features.



33792 Hay Loading Station

Harvest is over, and it's time to bring hay to your hungry horses. Lift the magnetic hay bales off the wagon by turning the knob, and slide them down the ramp. Connects to and expands the BRIO railway. Sturdy design and beautiful wooden details.



30427 High Chair Toy

Once you have mounted this on your child's high chair or on the table, it's sure to get all the attention. When the wheel is pushed it makes a sound, and the colorful and fun BRIO icons spin. Educational wooden toy with multiple functionality.



33790 Countryside Horse Set

Take to the country! The wooden railway brings you over the rocks to a hidden countryside pasture. When your horse is up for a field trip away from its beautiful shed, give it a shower and lead it to the train. The wagon has a perfect design for horse transport, complete with a foldout ramp. Smooth riding, indeed.



33791 Horse Stable

My kingdom for a horse! Perhaps not an entire kingdom, but this stable is certainly a palace for your horses. Open up the hinged, magnetic sections to view all interior details. Collect hay, wheelbarrow it back, load it through the barn doors, and feed your horses. Connects to the wooden railway with a removable track.



33745 Train Station

All aboard! This new train station makes waiting for the train a happening in itself. Stand by the ticket machine that sounds when you buy a ticket, or in worse weather, walk through the sliding glass doors. The hall is equipped with luggage lockers, maps and a comfy sofa. Modern-design toy with wooden details.



30428 Crane and load

Time for some heavy lifting. With a turn of the lever, the crane lifts the magnetic load up into the air. Educational wooden toy with classic BRIO design.

All wood included
is FSC-certified.

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30426 Mobile Flip Phone

Our take on a mobile phone squeaks when pushed, and the mirror makes it endlessly interesting. An infant toy with classic BRIO design and wooden details.



33759 Car Pack

Traffic ahead! With this colorful fleet, your cityscape will soon have cars whizzing in every direction. Pick your favorite – SUV, sedan or mini. Set of wooden toy cars.



24891359 Doll Pram Combi

This doll pram comes with a removable soft carrier and large shopping basket. The seat, footrest and handles are adjustable chassis collapsible. Handle height between 44 and 79 cm.



24891159 Doll Pram Gull

A doll pram with metal chassis, wide tires, foot brake, shopping basket and hood. The fabric inserts and mattress is washable. Handle height is 71 cm.



33794 Horses and Wagon

Time for a relaxing ride in the horse carriage. The figure goes either in the classic country wagon, or remove the horse's blanket to fit rider inside. Magnetic connection between wagon and harness to add fun.



33748 High Speed Train

This high-speed train has all the materials and feel of our classic trains, but with a modern design. To let everyone know you're coming, be sure to press the button to hear the train sound.



33793 Horse and Rider

This horse and its rider are up for serious competition. The girl figure, with an all-new braid, can be placed on the horse to ride. The stylish blanket can be used when no one is riding, what a matching couple.



30339 Motion Wobbler

Meet the Wobbler! With its soft shapes, intriguing functionality, and almost hypnotic wobble and sound, it's a great starter item! Educational infant toy with wooden details, designed to develop the baby's senses.



33822 Railway Advent Calendar

In our Railway Advent Calendar the package cover folds open to create an iconic holiday scene. In the weeks before Christmas, this set will piece by piece – arranged to be played with from day 1 – form an entity with train, tracks, figures, and exclusive seasonal content. 24-piece toy with wooden details.



33766 Railway World Deluxe Set

Who could resist this greatest-hits collection of our railway world? Here you'll find all the favorites of our wooden toy world collected in one set! Classic railway and train themes pass through the harbor, airport, speaking station, and farm. Features both light and sound effects. Come play with us!



31370 Wooden Doll Pram

Dolls need to be taken for a stroll and a nap every now and then. With this classic BRIO doll pram you have sturdy wheels for safe transport and iconic BRIO design for beauty.

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is FSC-certified.