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STYLE



ABOUT

- ★ BIG-Bobby-Car is the world's most successful and best-selling children's slide car
- ★ 50 years BIG Bobby Car
- ★ Cult object and design icon
- ★ Ergonomics, quality and security first!
- ★ 3-generations-effect
- ★ Ca. 500.000 BIG-Bobby-Cars sold per year
- ★ Brand awareness in Germany 95%
- ★ Key territories: GAS
- ★ Made in Germany



57.1k



8.9k



164k

TARGET GROUP

Main: Kids & parents

Secondary: grandparents

THE BOBBY-CAR

- ★ 2 kg chassis, made from colored polyethylene granulate
- ★ 50 kg load capacity
- ★ Available in various colors
- ★ Large range of accessoires
- ★ 20 M. sold till today





License
Factory
BEST IN LICENSING

EMPO



myToys



Ernsting's family
Von fröhlichen Familien empfohlen.



Independent
ARTS