

Coca-Cola®

CRUISERS



*Coca-Cola. American cruisers. Matchbox Collectibles.
Three great traditions come together.*



It's The Real Thing!®
Crafted by the Greatest Name in Die-Cast



"Dependable as Sunshine"



1953 CORVETTE

In the same year that Ian Fleming introduced James Bond, Chevrolet gave America its first true sports car. Only 300 '53 Corvettes were produced that first year — and today they are eagerly pursued by

collectors. With its smooth curves and fiberglass body, the Corvette was like nothing Americans had ever seen. Now custom-finished with COCA-COLA graphics and the '53 theme: "Dependable as Sunshine."



Classic Corvette grille in gleaming chrome finish

"Coke...After Coke...After Coke"



1967 PONTIAC GTO

It was 1967, the year of Twiggy, the first issue of Rolling Stone magazine and a song sang the praises of a "Little GTO." But the '67 GTO was anything but "little." Long and sleek, it accelerated from 0 to

60 in just 6.6 seconds with its 400 cubic inch Ram Air power plant. Now this GTO is back, along with the '67 COCA-COLA mantra: "Coke... After Coke... After Coke."



GTO's great chrome-finished wheels

"Americans Prefer Taste"

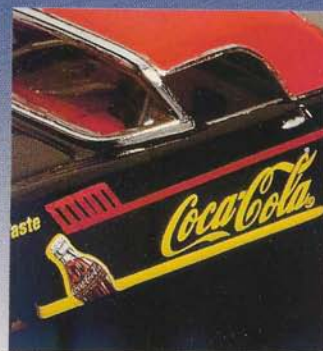
1955



1955 FORD THUNDERBIRD

In 1955, teenagers and adults were given the new '55 T-bird. This vintage two seater came with either a fiberglass roof or a rayon rag top for wind-in-your-hair cruisin'. That same year, COCA-COLA

insisted that "Americans Prefer Taste," which meant, of course, that they preferred the great taste of COKE. This bold theme now distinguishes a vintage '55 T-bird.



The T-bird has a wrap-around windshield

"It's Twice Time"

1968



1968 CHEVROLET CAMARO

The year 1968 was one of tragedy. The world lost Robert Kennedy and Martin Luther King. It was also the year Chevrolet gave its sporty Camaro new rear and front side marker lights and

ventless glass. Now, the Camaro and COCA-COLA legends come together in a die-cast replica custom-decorated with the 1968 advertising line, "It's Twice Time."



Camaro's sleek tail

"Sign of Good Taste"



CHEVROLET BEL AIR

In 1957, the world was given a plastic saucer called the Frisbee and what experts consider the greatest car of the decade. The 1957 Chevrolet Bel Air was a masterful combination of solid

performance, elegant workmanship and sporty flair. Now all decked out in the "Sign of Good Taste" COCA-COLA advertising theme that captured the spirit of the fabulous '50s.



Meticulously detailed interiors with accurately crafted steering wheels and instrument panels

"It's the Real Thing!"



FORD BOSS MUSTANG

The Boss was just what America needed as the turbulent '60s slowly gave way to the tranquil '70s. As handsome as it was, the 1970 Boss was distinguished by its Boss Mustang style and an exhilarating

429 cubic-inch, 375 horsepower engine. One of the most long-lasting COCA-COLA themes of all time, "It's the real thing," could have been used to describe the Boss as well!



Louvered rear windshield on the Boss Mustang

Coca-Cola[®]

CRUISERS

Presenting Matchbox Collectibles first COCA-COLA Die-cast collection of vintage speed machines with authentic COCA-COLA graphics!

THIS COLLECTION is packed with power, pizzazz and nostalgia!

Take the world-class advertising campaigns of the world's #1 beverage company.

Take a great American car from the model year in which each COCA-COLA advertising theme was in full swing.

And paint the boldly exciting COCA-COLA graphics and themes on the precision-engineered replicas.

And what you have is one of the most unique and exciting die-cast collections of all time. Brought to you by Matchbox Collectibles — the company that keeps raising all the benchmarks in the world of die-cast.

The *Cruisin' with Coke* Collection takes you to an era when every kid was collecting Matchbox...every guy and gal wanted the latest and coolest cars around...and millions were drinking COCA-COLA at home, at work...and everywhere else!

Die-cast cars never looked so refreshing!

In 1953, the very first Corvette was born and COCA-COLA was as "Dependable as Sunshine." In 1957, one of the greatest cars of all time, the '57 Chevy Bel-Air was introduced, and COCA-COLA became the "Sign of Good Taste." And, in 1970, the Ford Boss Mustang was the ultimate pony car and COCA-COLA had its best line of all: "It's the Real Thing.®"

This collection presents six priceless American cruise machines, including the coveted '55 T-bird... the undisputed king of cruisers, the '67 GTO...and

Chevy's answer to the Mustang, the '68 Camaro. And these cars look more stylish than ever, decorated with the timeless COCA-COLA contour bottle...the famous trademark Spencerian script...the familiar bottle cap...and words that eased their way into our memories like "Coke...after Coke...after Coke."

Each model also bears the distinctive details that made each car one-of-a-kind, including the fabulous fins on the Bel-Air...the louvered rear window on the Boss...and the fully detailed interior that's so easy to see in the convertible Corvette. Each replica is not only steeped in COCA-COLA nostalgia...it is also crafted to capture the authentic details of the original.

Receive the fascinating story of the events surrounding each model year... and COKE advertising campaign

With each model, you'll receive literature that will enrich the collecting experience and recall fond memories. You'll also gain interesting insights into COCA-COLA history and the story behind each unforgettable cruiser.

And you'll receive a Certificate of Authenticity with each replica, bearing the official authorisation of The Coca-Cola Company.

To cruise down memory lane with the best cars around...the world's #1 soft drink...and the most popular name in die-cast, send no payment now. Simply post your order today or call our Credit Card Hotline on **0800 317913**.



It's The Real Thing![®]
Crafted by the Greatest Name in Die-Cast

Memorable COCA-COLA advertising themes
boldly displayed on vintage American cars
captured by the leader in die-cast



3 EASY WAYS TO ORDER

POST: Complete the priority subscription form included and return to us in the post paid envelope provided.

PHONE: Or phone your details by using our **Credit Card Hotline** number **0800 317913** Monday to Friday, from 9.00am to 4.30pm.

FAX: Our special FAX order line is available 24 hours a day - 7 days a week. Fax No. **0116 2631270**.

THE MATCHBOX GUARANTEE

If for any reason you are not completely satisfied with the Matchbox Collectibles model(s) you have ordered, just return it to us in its original packaging - along with the delivery slip - within 28 days and we will refund your purchase price in full, or, subject to availability, send you a replacement order, whichever you prefer.



It's The Real Thing!
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