



Real Replicas

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Diecast Masters Launches at Nuremberg

NEW CAT® SCALE MODEL LICENSEE UNVEILS 20+ FRESH RELEASES FOR 2016

NUREMBERG, GERMANY (January 27, 2016) – Less than six months after having been appointed a licensee of Caterpillar Inc. for diecast scale models, Diecast Masters Company Limited has introduced a 2016 lineup that numbers in excess of 100 items, including more than 20 replicas that are brand new to the market.

All Diecast Masters items come in newly designed packaging and include scaled operator figures in the cabins to add interest and to provide immediate visual context for the size of the real Cat® machines.

Exhibiting at Spielwarenmesse 2016, the world's largest toy fair, Diecast Masters showed the following items that will be released throughout 2016 – many in the first quarter and the majority before mid-year:

- 1:50 Scale Cat 390F L Hydraulic Excavator
- 1:50 Scale Cat 335F L CR Hydraulic Excavator
- 1:50 Scale Cat M318F Wheeled Excavator
- 1:50 Scale Cat D9T Track-Type Tractor
- 1:32 Scale Cat 910K Wheel Loader
- 1:50 Scale Cat 420F2 IT Backhoe Loader
- 1:50 Scale Cat 432F2 Side Shift Backhoe Loader
- 1:50 and 1:87 Scale Cat CT618 Concrete Mixer
- 1:50 and 1:87 Scale Cat CT681 Dump Truck
- 1:50 Scale Cat 18M3 Motor Grader
- 1:50 and 1:87 Scale Cat 12M3 Motor Grader
- 1:50 Scale Cat R3000H Underground Mining Loader
- 1:50 Scale Cat AD60 Articulated Underground Truck
- 1:50 Scale Cat D11T Track-Type Tractor in Copper Finish
- 1:125 Scale Cat 793F Mining Truck
- 1:50 and 1:87 Scale Cat M Series Wheel Loaders, including 950M, 966M and 972M

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The Diecast Masters Philosophy

Diecast Masters prides itself on building Real Replicas™ of Cat machines. In fact, it's part of the company's corporate identity. Here are some examples that help define the term "Real Replicas:"

- True machine geometry; all scale model development starts with 3D files of the real machines, provided directly by Caterpillar Inc.
- Authentic Cat Machine Yellow paint color, reviewed and approved by Caterpillar for every model.
- Authentic Cat trade dress and machine nomenclature, tampos printed using original art files provided by Caterpillar.
- Oscillation, articulation and other real machine movements – replicated as closely as possible in a scale model and reviewed in detail by Caterpillar engineers.
- Operator figure in each model's cabin to provide an instant "human scale" reference to the real machine's size.

Yet even with a focus on quality and authenticity, Diecast Masters includes in its mission the capability to serve a broad market of collectors with scale models they can afford, build a collection around, and truly enjoy owning.

Three Product Categories

Diecast Masters' business centers on 1:50 scale model replicas of Cat® machines, although 1:87 and other scales of models also play important roles. Within these scales, Diecast Masters offers collectors three distinctive series of models:

HIGH LINE SERIES

Generally comprising the newest releases, the High Line Series from Diecast Masters features packaging that gives new meaning to the phrase "mint in box." All High Line models are housed in full-color-printed metal boxes and nestled in soft foam cushioning. On the package are photos of the model inside, as well as of the real Cat machine in use. Key specifications of the real machine are also listed.



CORE CLASSICS SERIES

The Core Classics Series is made up of dozens of the most popular diecast models ever made, paying homage to the vast population of Cat machines in the field. Packaging is reminiscent of the "plain brown" parts boxes with which machine owners and operators are so familiar. With somewhat lower price points, Core Classics models offer an excellent value while still providing Real Replica™ features.

COMMEMORATIVE SERIES

For gifts, special recognition, or just for those who want to own some of the prettiest models around, Diecast Masters offers an emerging series of Commemorative replicas. Packaged in a top-quality, flip-top display package with mirror base and engravable nameplate, the first Commemorative model from Diecast Masters is of the legendary Cat D11T Track-Type Tractor, presented in a rich copper finish.



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About Diecast Masters

Diecast Masters Company Limited was established in 2015 through the acquisition of the Cat® scale model businesses of both Norscot and Tonkin Replicas. Though new as a licensee, the management team at Diecast Masters draws on a legacy with Caterpillar Inc. that extends more than a quarter century.

Based in Hong Kong, Diecast Masters is owned by John McNickle, Raymond Fung and Barry Fung. Diecast Masters products are taken to market by a network of wholesalers and retailers located throughout the world.

For further information, visit [**diecastmasters.com**](http://diecastmasters.com)

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