

Modelleisenbahn GmbH, Plainbachstr. 4, 5101 Bergheim; Austria

Press information - Spielwarenmesse toy fair 2020

1. Company

Based in Bergheim near Salzburg (Austria), the Modelleisenbahn Group is the European market leader in the direct current segment as well as second in the European model railway market with a market share of around 25%. It operates locations in Austria, Germany, Slovakia, Romania and Vietnam with a total of 980 employees. Its turnover in 2019 was 53.6 million euros.

Thanks to its high level of innovation, the group is the global leader in innovation and technology. For the model railways of their two brands FLEISCHMANN and ROCO, Modelleisenbahn Holding GmbH insists on exceptional quality of workmanship and attention to detail as well as fair prices.

2. Key data

Owner: Raiffeisenverband Salzburg

Management:

- Modelleisenbahn Holding GmbH: MMag. Hannes Grießner (Managing Director)
- Modelleisenbahn GmbH: Mag. Tassilo Gruber (Managing Director),
Rupert Schiefer (Managing Director)

Brands:

- FLEISCHMANN (track N)
- ROCO (tracks H0 and H0e)

Turnover 2019: 53.6 million euros

The group once again received extremely pleasing new orders in the last financial year. At the end of December 2019, the group recorded a 21% higher order level than at the same time in the previous year.

Employees: 980

Sites: Austria, Germany, Slovakia, Romania and Vietnam

Headquarters: Bergheim bei Salzburg

Modelleisenbahn Group

3. Strategy

The Modelleisenbahn Group aims to increase the gaming value of model railways by using digital technologies without neglecting the details in replicas of the original. That is why the company insists on the highest-quality construction and workmanship. In order to maintain the scope of action for precisely these innovations and high quality, the focus was already set in 2019 on the track gauges H0 and H0e at ROCO as well as gauge N at FLEISCHMANN. These will also be promoted in the future in order to enable the company to focus all its capacities and deliver the best models.

Moreover, attention will once again be increasingly focused on technical innovations, such as on the development of the railway crane EDK 750, as well as on the numerous digital innovations, such as the Z21 Pro Link and the Z21 XL series. However, the Modelleisenbahn Group won't only be providing a comprehensive portfolio of rolling goods; the popular track systems will also be produced in the quality people are familiar with. This includes in particular the versatile ROCOLine with and without bedding, as well as the proven FLEISCHMANN Profi track H0 with bedding and N tracks with/without bedding. Get ready to get excited and read more about upcoming highlights in the press release about new products in 2020.

4. Brands

The two brands FLEISCHMANN and ROCO have their own profile in the world of classic model railways.

ROCO

The ROCO brand is the highest-earning brand for DC-powered model railways in Europe and stands out thanks to the following features:

- Full range in track H0 (scale 1:87).
- Wide range of international models.
- Technical innovations in the digital model railway segment.
- Complementary portfolio in AC and adoption of H0 models from the FLEISCHMANN range.

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FLEISCHMANN

The German cult brand FLEISCHMANN boasts the following brand features:

- More than 130 years of experience in the world of model railways.
- Focus on market leadership and the full range for track N (1:160).
- Focus on German, Austrian and Swiss markets for traction units and international carriage model ranges from early eras to the present.
- Unique tradition of high-quality workmanship and absolute attention to detail.

Highlight models 2020

The product managers and constructors for the FLEISCHMANN and ROCO brands have once again been working hard for the 2020 range in order to develop real highlight models. We would like to present some of them to you now; for all other new builds from the FLEISCHMANN and ROCO brands, take a look at the press information about new products in 2020.

ROCO

- 1) 60 years of ROCO: 60 years ago, the corner stone was laid for ROCO as one of the most successful model railway manufacturers. The traditional company has not just stayed on track with its product range since 1960, it's pushed forward onto the fast track with its models. This anniversary will be used on the one hand to once again commission the design of a beautiful artistic locomotive by artist Gudrun Geiblinger and on the other hand to also shed some light on the history of grandiose models from the last six decades by reconstructing them.
- 2) EDK 750 railway crane: THE 2020 highlight model plays all the parts! The crane is independently mobile, but it can also be pulled thanks to its gear coupling. The upper carriage can rotate 360° without stopping. The telescopic boom can be raised, lowered and run out. In addition, the crane hook can be raised and lowered using a multiple pulley rope. All these functions can be prototypically executed slowly, with the soft-start and soft-stop movements. The spectacle is rounded off with faithful light and sound features.

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- 3) 100 years of electrification of the Gotthard train: In Switzerland, the idea of driving a train across the Alps is as old as the railway itself. The first trains rolled out in 1882. Industrialisation and problems with procuring coal were part of the reason that the Gotthard train was electrified in 1920 and then subsequently further developed. ROCO is honouring this important event in the world of Swiss railways with special models. Thus, with the Ae 8/14 11851, a completely new construction of a typical locomotive for this stretch is rolling on H0 tracks. Further models also complement the range, such as the world-renowned Gotthard-Panorama Express.

FLEISCHMANN

- 1) 515 series battery cars: This model represents a true classic of the former Deutsche Bundesbahn in the FLEISCHMANN N range. With this railcar, FLEISCHMANN is answering model railway enthusiasts' long held request for a contemporary model. In addition to delicate implementation with separately attached plug-ins, the new model is also a crowd pleaser thanks to the open view through the furnished passenger compartment. The digital version is also a hit thanks to the faithful 'battery sound' of the full-scale original.
- 2) V 60 diesel locomotive: The Deutsche Bundesbahn has been using locomotives from the V 60 range since the mid-1950s in order to resolve faults in efficient shunting locomotives. These locomotives are still used today in by the DB-AG as well as in private railway companies. The FLEISCHMANN model has been given an update this year and, due to high demand over the previous years, presented in a reworked design.

ROCO and FLEISCHMANN

- 1) Combined goods transport: Particularly in today's day and age, 'combined transport' is becoming more and more important, and the models are also enjoying a high level of popularity. So this topic has been revisited and lots of new constructions have been developed. 2020 will see the appearance of numerous colour variants of the Vectron locomotive, which will be complemented by models with double-pocket cars, such as the T2000 or the pocket car T3.
- 2) Holiday by train: Holidays as we know them today first came about between the two world wars. 'Holiday trains' were quickly established. There were finally travel links for countless destinations. The Deutsche Bundesbahn deployed trains for this purpose with illustrious names such as the 'Alpen See Express' and the 'Christoforus Express'. The 2020 range includes select 'holiday trains' which model train enthusiasts can use to recreate this special travel experience.

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- 3) Z21 innovations: The multi-functional Z21 pro LINK ensures a real wow effect in 2020. It makes it easy to configure, update and network all Z21 components. The Z21 pro LINK automatically recognises the device to which it is connected and networks all components together. The update function means all Z21 components are always up to date.

There are also fantastic new products for long tracks! The popular Z21 is now also available with increased power output of 6 Amps. The Z21 XL series offers the same variety of advantages as the normal Z21, but it is also adjusted for the precise requirements of long tracks, such as 0, 1, 2/G.

You can find more information at www.modelleisenbahn-holding.com/medien/presseinformationen or please consult one of our contact partners:

For industry media

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For public media

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