

PRESS RELEASE from MODELLEISENBAHN GMBH

Bergheim, 24.11.2020

There's no stopping ROCO & FLEISCHMANN, even in 2020

Traditional Austrian company Modelleisenbahn GmbH - with its well-known brands ROCO and FLEISCHMANN - had a successful 2020 while celebrating the 60th anniversary of its ROCO brand. With a sales increase of over 4.5 million euros compared to 2019, this model railway producer has reached another milestone as a world market lead in the DC sector.

The planned celebrations for the ROCO brand's 60th anniversary sadly had to be cancelled due to the current situation with Covid. Nevertheless, the company group still kept up a celebratory mood.

CEO Tassilo Gruber on the current situation: *'we're all happy about the positive development in 2019 and 2020. This sales growth is more than welcome, and we're even more happy about positive development. Production sites continue to work at full blast. The whole team is putting their all into high-quality products to give our customers the best possible fun and let them bring the latest technical features home with them. We will definitely give our ROCO brand the celebration it deserves when the time is right.'*

Due to intensive protective measures and special care exercised by staff at all sites, production has run smoothly all year despite coronavirus. There have been no disruptions to supply chains and hardly any Covid infections among the 900 employees in Austria, Germany, Slovakia, Romania and Vietnam.

Many customers - collectors and hobbyists alike - were able to dedicate more time than ever to their wonderful hobby this year. New customers and those returning to the fold have given the market a boost as they (re)discover the miniaturisation and digitisation of model railways. The model railway trend (along with the digital trend) over the past few years has continued along its course.

Supply capacity is the clincher

Upholding the supply of goods is always a focus at Modelleisenbahn GmbH. Model railway fans want to enjoy their fascinating hobby without interruption. And they are all provided with models and replacement parts from ROCO and FLEISCHMANN in a timely manner.

SO: order now to ensure there's some fun under your Christmas tree.

2020 highlights

The ROCO brand celebrates its 60th anniversary this year with no major events to mark the occasion. But there's still plenty to be happy about.

The **60th anniversary engine** (H0 track, 1:87 scale), designed by Austrian designer Gudrun Geiblinger, sold out shortly after its unveiling.



The absolute highlight of the year 2020 is the **EDK 750 slewing railway crane** model. This ROCO H0 model is a shining example of model railway technology and has impressed not just model railway enthusiasts. Everything rotates and moves! So much fun!

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In order to experience this crane virtually before making a purchase, ROCO came up with something new: **the ROCO AR app!**

The functions of a 3D and AR animated crane can be tested and seen from all angles. Perfect for experiencing its many technical features in a playful way!



To the ROCO AR app:

Experience the crane in a virtual world. Scan the QR code, let's go.



The **BR043 steam engine** (N track, 1:160 scale) is another highlight from FLEISCHMANN 2020 programme.



The FLEISCHMANN models from the BR44/043 engine family are sure to stand out with their finely detailed yet more than robust construction as well as their technical features. The life-size engines have been turned into models with attention to detail and passion for the hobby.