**Camaro Hot Wheels Edition Offers Full-Scale Fun**

*Fans can purchase life-size Hot Wheels Camaro beginning in spring 2018*

**EL SEGUNDO, Calif. —** Chevrolet and Hot Wheels today announced the 2018 Camaro Hot Wheels 50th Anniversary Edition, celebrating 50 years of partnership, performance innovation and design.

The commemorative package pays homage to iconic Hot Wheels features including a Crush exterior color and stripes that replicate the toys’ famous orange tracks. The $4,995 package, available on Camaro 2LT and 2SS coupe and convertible models, goes on sale in the first quarter of 2018.

“The Chevrolet Performance design studio is full of designers who were inspired by Hot Wheels,” said Tom Peters, director of Exterior Design for Chevrolet Performance Cars. “The Camaro Hot Wheels 50th Anniversary Edition captures that passion, turning childhood fantasy into reality.”

Camaro and Hot Wheels have pushed the boundaries of design and performance for 50 years. The 1967 Camaro offered a distinctive design with available hidden headlamps and a front sub-frame that enhanced responsiveness and refinement. In 1968, Hot Wheels elevated the performance of toy vehicles with wide wheels and low-friction axles, designing them to be the fastest toy cars on and off the track.

“In the 1960s Hot Wheels and Camaro challenged vehicle design by elevating the speed, power and performance of both die-cast and pony cars alike. For 50 years, both brands have developed high-performance cars that embody the challenger spirit.” said Chris Down, senior vice president and Global Brand GM, Hot Wheels. “We’re thrilled that fans can now experience the essence of Hot Wheels in this special edition Camaro.”

**Commemorative package details**

The 2018 Camaro Hot Wheels 50th Anniversary Edition is available on 2LT and 2SS coupe and convertible models with the following content:

* Satin Graphite stripes with Silver Ice Metallic accents
* Satin Graphite ground effects
* 20-inch forged aluminum wheels (with summer-only tires on SS) in Satin Graphite with milled faces and unique center caps
* 50th Anniversary Hot Wheels fender badges
* Unique grille with Galvano Chrome inserts
* Orange brake calipers
* Dark taillamps
* Black taillamp panel with the Hot Wheels emblem
* Black Chevrolet bowtie emblems
* Jet Black leather-appointed interior with exclusive orange inserts and orange accent stitching
* Orange kneepads on the doors and orange safety belts
* Embossed front-seat headrests
* 50th Anniversary Hot Wheels badge on the steering wheel
* Illuminated doorsill plates with 50th Anniversary Hot Wheels badges
* Premium carpeted floor mats with orange stitching and “ghost” stripes

For more information visit [Chevy.com/camaro-hot-wheels](http://chevy.com/camaro-hot-wheels).

The Camaro Hot Wheels Edition joins approximately 20 other Chevrolet models at the SEMA Show, Oct. 31-Nov. 3. Follow the action at ChevySEMA.com, #CHEVYSEMA, @ChevroletPerformance on Instagram and Chevrolet Performance on Facebook.

**FAST FACT:** The Custom Camaro was the first Hot Wheels vehicle released in 1968 and was part of the original 16. The toy was offered in about 20 color combinations, with Gold and Creamy Pink being among the rarest — and most collectible — hues.

**ABOUT CHEVROLET**

Founded in 1911 in Detroit, Chevrolet is one of the world's largest car brands, doing business in more than 100 countries and selling more than 4.0 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature engaging performance, design that makes the heart beat, passive and active safety features and easy-to-use technology, all at a value. More information on Chevrolet models can be found at [www.chevrolet.com](http://www.chevrolet.com/).

**ABOUT MATTEL**

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