

Matchbox ambassador report 12

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1.) Short summary

Only 3 weeks until the Matchbox collectors gathering at Albuquerque so my duty ends soon. To soon from my point of view :(

Time for a short summary.

As you all have noticed things have changed with the new team at Matchbox. Of course they can not satisfy all our wishes and dreams but they did a terrific job to work on the core problems.

One core problem is distribution. Of course not all Matchbox is found in any area in the equal amount that is needed. And I guess even if the distribution is getting better we never will get 100% satisfied collectors. But the Matchbox Team did have some good ideas to get back more peg space.

For example the “Best of”-series with 10 very good models in it. That surely gave more peg space. Bad luck none was taken to Europe for example, but that’s another story. I really hope we will see that series continued this year and the special “one step up casting” of the Mercedes G63 AMG 6x6, featured later in this report, might be the first hint of that series to happen.

Then the “power grab” series – a real winner not only for bringing the opportunity to sell Matchbox product at the counter/paying area but also gave us the “Matchbox in a matchbox” back that collectors wanted since the first blister card was issued! Sorry that the series didn’t make it to Germany as well ;)

And last but surely not least the best shot to get more peg space with special series of 6 to 8 models like LandRover and Jeep which were announced last gathering but also the shark week series covered in this report as well. And as a novum we will get Jeep and LandRover in Germany as well. Hope also to see the shark week models!

So distribution gets better if even the german Mattel department brings in the new stuff ;)

Another core problem is always the choice of models and the percentage of metal that a model has got. Selling a product at \$1 of course has a great effect on the maximum production cost. Here in Germany a model is somewhere between €1 (special one euro shop similar to “dollar general”) and €1,79 which is the regular price at for example the supermarket I buy my food from. I would rather see a €1,99 model from metal than a €1.- model from plastic. And the team is also aware of the fact that we collect diecast models rather than plastic ones, so they do changes in production process and moulds to make the series as good as possible also from a collectors point of view.

Another point that has changed is the way the team interacts with the collectors. In the old times there wasn't any direct channel then 10 years ago the Matchbox ambassador position was introduced and some information and questions went thru the ambassador on duty and through forums. Nowadays the team spreads news direct thru Instagram with very interesting first shots and stuff that normally nobody would see. And they also interact in special occasions like the customer contest featured later. They also use the bloggers like my friends John and David to spread the news. Although the position of the ambassador is "weakened" by this new way I'm totally behind the new way things work. I hope they continue this open direct and fresh way of communication! It was always good fun and very interesting to work with the guys and to exchange ideas.

Other than that I wish my beloved brand a pretty good future, many good models available at the most places possible and good friendships that build during the years!

Ok – short summary did get longer than I thought ;)

Greetings from good old Germany
Dirk



2.) Matchbox Team Custom Contest

As mentioned the Matchbox Team is having fun and giving away some bare metal castings of the most wanted new casting for 2016 – so you are customizing models? – Then you better get ready!

The pics are from lamley blog and you find the whole story here:

<http://www.lamleygroup.com/2016/06/calling-all-customizers-are-you-ready.html>

Things like this never happened before – just one proof that the new team listens to the collector series and wants to interact with us!



3.) Matchbox Team has fun

Just a proof that the Matchbox Team has fun at their jobs and play around. In this case a very nice and lovely little variation on the VW T3 model. Not calling it a treasure to hunt but I lovely model of which I surely want to own at least 2 ;)

The pics are from lamley blog and you find the whole story here:

<http://www.lamleygroup.com/2016/06/matchbox-is-just-having-fun-now.html>





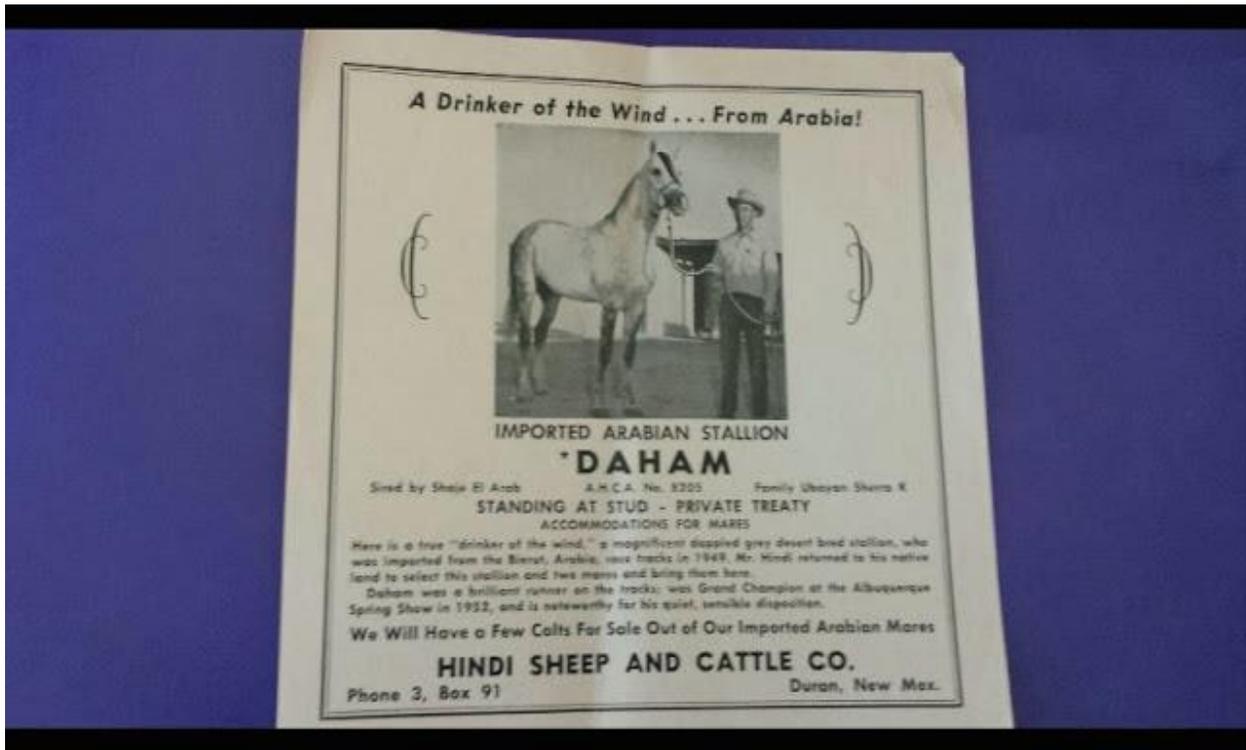
4.) First Gathering model shown

Always the Albuquerque models are included in the highlights of our Matchbox year – and this year it's the same thing – first pics are available from the Dodge A100 in metallic red! A real beauty to get!

The pics are from lamley blog and you find the whole story here:

<http://www.lamleygroup.com/2016/06/the-1966-dodge-a100-pickup-will-be-this.html>

Model is based on a true farm called “Hindi Sheep and Cattle Co.”!



5.) 20th german club meeting

The foundation of our club took place in a very little town called Wiesmoor near the northsea about 21 years ago. That is why we decided to go back to our birth place with our 20th meeting this summer.

All conventioneers arrived on Friday afternoon and we enjoyed a first nice evening at a small restaurant that is famous for its gorgeous food and its charismatic cook, which is also a famous TV cook. So not the usual place to go but a step up for our 20th anniversary. And it was worth it!!!

On Saturday we did rent a vintage bus from 1985 and went to a lovely toy and car museum which has thousands of items on display from a toy car to a real car and boats, motorbikes, tin plate signs to a bed of a cardinal from 15th century – really a wild but interesting mixture. From that museum the trip took us to the small city of Varel were we visited a very special – indeed one of – maritime museum called “Spijöök” museum and to a factory outlet from the bahlsen company famous for the cookies!

You can imagine we all had good fun ... and surely will all come together on the 21th event in may 2017 at Koblenz!

Just some pics to give you some ideas ... and of course we played with Matchbox ;)













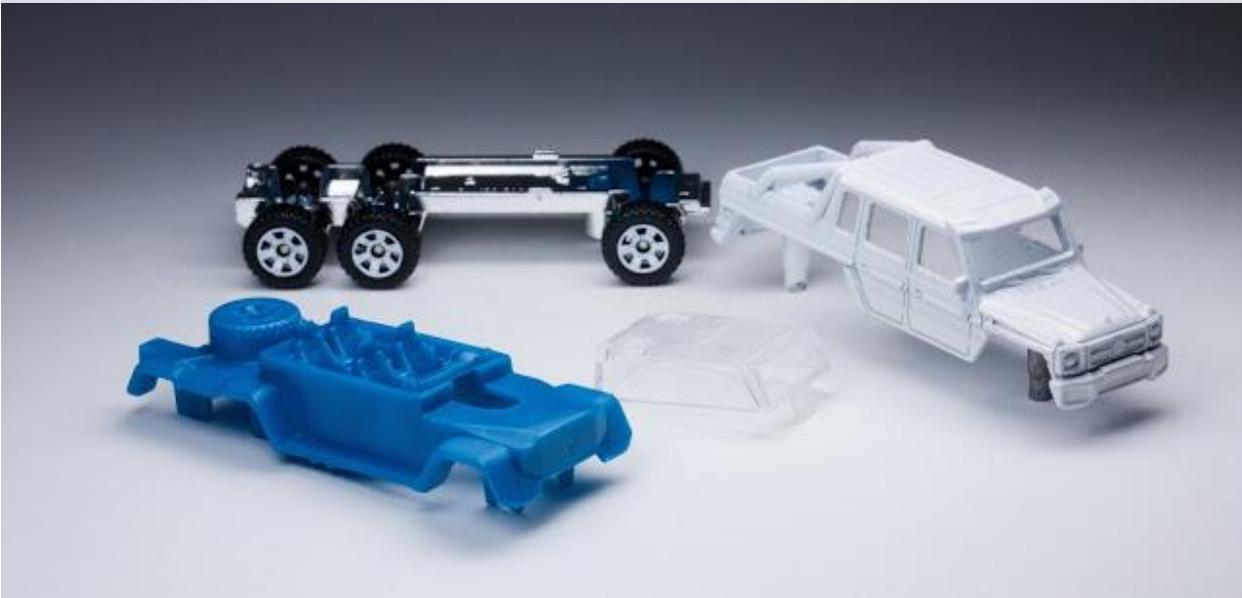
6.) Mercedes G63 AMG 6x6

I showed the resin prototype in the last report – now I can show you two prototypes with diecast body. One with interior and windows for the “better” series like “Best of” and the simpler casting for the main line.

In any case a great model – whole story on:

<http://www.lamleygroup.com/2016/05/lamley-preview-matchbox-g63-amg-6x6.html>





7.) Mazda Miata MX-5 from both brands

With two brands in one company on the same market there is always a fight of who does which car. In some cases it is just the same car but viewed from different angles – here the Mazda Miata MX-5 as a street car from our orange series or a race car from this other blue brand! ;)

Of course I like the realistic Matchbox better ;) – whole story on:

<http://www.lamleygroup.com/2016/06/yes-this-is-inevitable-hot-wheels-v.html>

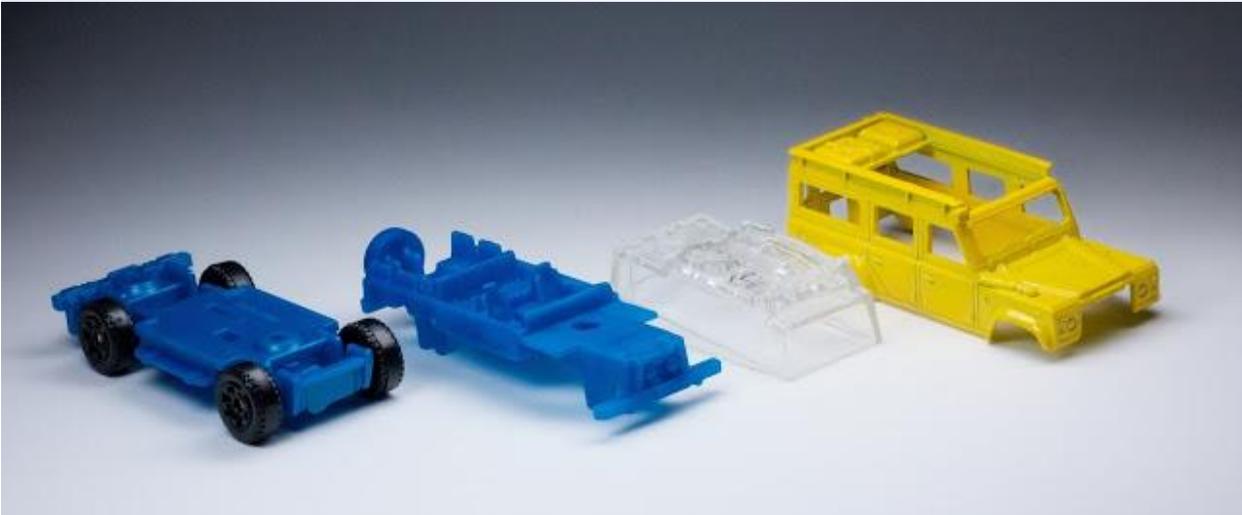


8.) New Land Rover Casting

Due to the \$1 price point the tools of the models have always been reviewed and in some cases changed to save cost. But not all cost saving affairs have to have a worth result – sometimes the rework does good to a casting. In this case I personally like the new casting better – whole story on:

<http://www.lamleygroup.com/2016/06/the-matchbox-land-rover-defender-110.html>





9.) New Land Rover Series

This brings us direct to the new series of Land Rover models that are now out and also will be available in Germany which is really a surprise to me!





Last pic shows main line orange model against brown metallic special one.

Here is the whole story:

<http://www.lamleygroup.com/2016/06/the-matchbox-land-rover-series-has-been.html>

10.) Shark week Series

I still hope we will see this series at Germany as well – especially the VW 181 Thing would be a winner here!



See whole story on:
<http://www.lamleygroup.com/2016/06/introducing-brand-new-matchbox-shark.html>

11.) Lamley's first model

Congrats to David and John – this model is surely a big “Thank you” for all the work you are doing for the Matchbox community – “guys you have deserved this”!!!



Check more pics on:

<http://www.lamleygroup.com/2016/06/what-do-you-make-of-deco-on-this.html>

Being a MoY (Models of Yesteryear) guy I dare to show you our MoY models for the meeting as well – based on the real thing – as shown with pictures on the boxes!



