
Majorette also celebrates with the "First Ever"

Majorette is 60 years old. The French toy car manufacturer is celebrating this milestone birthday with a series of edition models and gift sets. The main focus is on the company's history and models from its own country. For example, there is a reissue of the first Majorette vehicle. The "First Ever" is a formula racing car in the style of the 1960s, complete with driver in the cockpit. The car is being reissued in six different colors to celebrate its 60th birthday.

The other edition models bear the company logo of the respective era on their flanks. These are so-called deluxe vehicles with moving parts. Some miniatures come in a nostalgic metal box and pay tribute to the long-standing cooperation between Majorette and partners such as Volkswagen, Ford, Nissan, Renault, Lamborghini and Porsche. Another deluxe series is dedicated to French specialties such as baguettes, macarons, Dijon mustard and cheese. The "French Touch" series also focuses on the home country. The colors of the bodies are juxtaposed to form the French flag. One of six Parisian sights is also depicted on each of the vehicles.

The 60th anniversary edition will be available from spring and the French collection - in time for the Olympic Games in Paris - from summer. All models are generally 7.5 centimeters long and in 1:64 scale. (aum)



Images for article



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