

POPULAR MODELS

TOYS: If it's high volume that you want without sacrificing quality, then look no further than our CORGI Toys range. Offering Premiums in a smaller size, these offer excellent quality at an attractive price.

ICONS: The British Isles is home to some of the most iconic vehicles of the 20th century, such as the London Taxi, the Routemaster Bus and the Mini. These vehicles are ever popular with the British public and international visitors alike, and offer a great way to promote your brand by association.

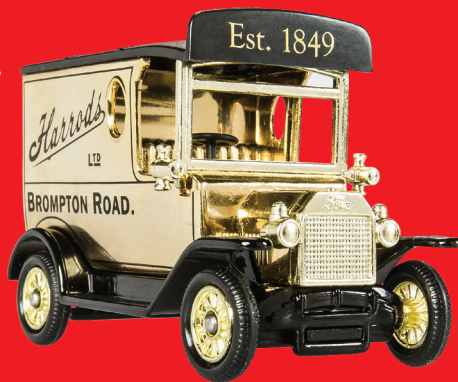
HAULAGE: Due to the sheer number of logistic companies in the UK, the use of CORGI Premiums is an excellent choice. With several different model sizes of haulage vehicle available, we have a wide range of high quality vehicles at various price points to suit your budget.

HARRODS CASE STUDY

Harrods approached us in 2008 to create a line of exclusive products to provide their customers with a lasting memento of their visit to the iconic London department store. Due to the success of this initial range we have since gone on to develop more lines for Harrods with many other retailers following suit due to the overall package offered by CORGI Premiums.

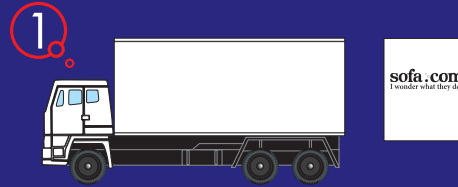
More case studies from other brands such as Royal Mail, Selfridges, Howdens Joinery and more are available to view at:

uk.corgi.co.uk/corgi-premiums



DESIGN PROCESS

Corgi Premiums are specialists in promotional die-cast toys and models. Why not explore what Corgi Premiums can do for your company. We offer a no obligation quotation service, and have built up a long list of return customers who come back to us for reliability, quality and service.



1. Choose your model and quantity for quotation - MOQ 1,000 units. Price breaks at 2,000, 5,000 and 10,000 units
2. Send us your designs or use our complimentary design service.



2. Receive your pre-production samples
3. Approve and submit for production.



3. Lead Time: Approximately 12 weeks
4. Receive your collectable model.

OUR PRICES INCLUDE:

- Product and packaging artwork design and creation
- Bespoke four colour window box
- Domestic delivery
- Fully licensed and royalties paid products
- One point of contact throughout the process.

WHY PREMIUMS?

- Makes almost six times as many recipients feel appreciated than the mediums of print, web, direct mail or TV
- Motivate over twice as many recipients to take action than the medium of print, web, direct mail or TV
- Invoke loyalty in over three times as many recipients as the effects of the mediums of print, web, direct mail or TV.

WHY CHOOSE CORGI PREMIUMS?

- We are the world's number one metal die-cast manufacturer
- Quality – don't risk your brand by using lower quality imitations.



your perfect business model

THE CORGI BRAND WAS BORN IN 1956 AND SINCE then the name has become synonymous with quality and accuracy in precision die-cast toys and models. Today the majority of **CORGI** cars, trucks, buses and planes are produced as once-only Limited Editions, and are often sold out within weeks of release. As a promotional tool, **CORGI** models have a unique appeal, helping to promote brand values, encourage loyalty and offer a keepsake that offers a lasting memento of your brand.

Now part of **HORNBY HOBBIES** Limited incorporating well known brands such as **SCALEXTRIC** Slot Cars, **HORNBY** Railways and **AIRFIX** Plastic Kits, our Premium service includes product and packaging design, Limited Editions, one point of contact throughout the whole process, excellent quality product, a known and respected brand, and superb support and customer service. In addition to the promotional opportunity **CORGI** models are highly desired collectable items with international appeal and if required we can promote your model to our extensive mailing list of **CORGI** Collectors as part of our Premium service.

With over 7,000 vehicles in the **CORGI** range from vintage to modern road vehicles, planes, helicopters, locomotives, boats, steam engines, trams and even horse drawn carts - you can be sure that **CORGI** has something within its range to either compliment your brand, meet your marketing objectives or perhaps celebrate an anniversary.



CORGI®

premiums



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To find out more and to see our gallery
of work, please visit:

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YOUR IDEAS IN DIE-CAST

