

FLEISCHMANN
Die Modellbahn der Profis



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As a loyal FLEISCHMANN fan, you deserve to hear the news as it happens. Following the recent Nürnberg Trade Fair, there were changes made within the management of the Fleischmann Company. Some of you may have already heard rumours via the “jungle drums”! To keep you informed, you will find attached the press release which will appear in the various modelling magazines soon. For all loyal Fleischmann fans and dealers – it is still “business as usual!”

Press Information – February 18th 2008

On Friday 15th February, just three days after the end of the annual Nürnberg Trade Fair, the local newspapers announced the sad news that after 120 years of producing toys and models, the famous model railway company of Fleischmann - still in the hands of the grandsons, great grandsons and great grand daughters of the founding fathers – had been sold to the Austrian/German company of Modelleisenbahn Holding GmbH.

This company is under the ownership of the Bavarian Group, Haslberger (Freising). The same company is also the owner of the Austrian model train manufacturer, Roco.

As announced by the recently appointed, managing director, Dr Hans Peter Förster, the sale of the traditional Nürnberg company of Fleischmann is seen as an opportunity to give the firm a solid financial basis on which to create an exciting opportunity for innovation and future growth. Recent declining sales within a declining model railway market inside Germany, had seen turnover slump to € 22.5 million, of which 25% went to export, placing the company in third place behind the market leader Märklin and Roco.

The sale of the 120 year old family firm of Fleischmann in Nürnberg, Germany to Modelleisenbahn Holding GmbH, already the owner of Roco model railways from Austria, should be seen as a positive step to secure the future of the brand name.

The secure financial base which Modelleisenbahn Holding brings to the company allows Fleischmann to continue to exist in its own right within the market and develop further exciting new projects and innovative models for the future.

The newly appointed managing director, Dr. Hans Peter Förster, who had been working within the Fleischmann company for many years, has overseen the transition from family ownership and has expressed his confidence in the future for the famous brand.

The brand name of Fleischmann with its reputation for quality will not be disappearing from the world of model railways. Naturally, as one would expect, there will be several changes within the company and a pre-planned restructuring will now be implemented.

However, modellers and fans of Fleischmann should not be concerned. The extensive range of models, together with the recently announced new items for 2008 will still be available through the normal retailers.

Although the ownership of the company may have changed, it is still very much “business as usual” for the famous brand name of FLEISCHMANN.

We shall be keeping you informed with current information as the changes occur.