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THIS SUMMER'S MINI COLLECTION FEATURES MINI VERSIONS OF VINTAGE HESS TOY TRUCKS

*2021 Mini Collection Includes An Amazing 5-In-One Toy Set Complete with
Mini Racers At Just \$29.99*

New York, NY (June 9, 2021) Hess Toy Truck's limited-edition **Mini Collection** (\$29.99) tradition has launched, featuring highly detailed, small scale versions of classic holiday Hess Toy Trucks from the past. The 2021 little legends are on sale exclusively at HessToyTruck.com.

This year, Hess reaches way back to the 1960s, 1980s and 1990s to their storied history of Christmas morning magic as kids unwrapped the must-have toy trucks. The 2021 Mini Collection features the 1968 Tanker Truck, the 1980 Training Van, and the 3-in-one 1997 Hess Toy Truck and Racers -- for a combined total of five toys! The set boasts pre-installed batteries, chrome accents, articulated cabs, free-rolling wheels and three detachable display bases with name plates.

"The Hess Miniature series is back and better than ever, with the all-new 2021 Hess Mini Collection," reveals Hess Toy Truck General Manager Justin Mayer. "No collection is complete without these awesome additions to the miniature fleet!"



The value price tag of \$29.99 (plus tax) includes free standard shipping* (within the contiguous U.S.) and a total of 9 Energizer® batteries to power the whopping 72 lights!

Each toy in the Hess 2021 Mini Collection remains true to the character and styling of its original full-sized version – with brilliant working lights, intricate detail, and chrome accents. The display-ready packaging perfectly shows off the collection, with each miniature mounted on its own name plate.

With so much *Hesstory* integrated in the toy truck line, this year's Mini Collection comes with a few stories of its own. In the groovy days of the late 1960s, the iconic Hess *Fuel Delivery Tanker Truck* was a familiar site in neighborhoods. In 1980 a white customized motor home with the iconic green stripe was used as a mobile classroom for Hess gas station staff. Known as the *Training Van*, the toy version of this real-life vehicle got a boost from Hess's first-ever television commercial featuring both the toy and its real-life counterpart.

For Holiday 1997, Hess rolled out its first-ever 3-in1 toy – an 18-wheeler tractor and box trailer with see-thru windows, green striping and fenders, chrome detailing, and featuring two racers inside. On June 9, collectors will discover a miniature version of all three of these previous holiday toys.

2021 Hess Toy Truck Mini Collection • \$29.99 • Ages 3+

Available exclusively at www.HessToyTruck.com

The 5-in-one toy set includes the 1980 Miniature Training Van, a 1968 Miniature Tanker Truck and the 1997 Miniature Toy Truck and Racers

Miniature Tanker Truck -- the quintessential Hess fuel delivery tanker truck is green with a bold white wraparound stripe and is pulled by a solid green tractor on a red chassis with classic bright yellow fenders. Iconic details include bright red, free rolling wheels; chrome cab exhaust; 8 total lights and 3 Energizer® 'A76' batteries.



Miniature Training Van -- before computers and cell phones, imagine learning in this retro vehicle! This white van features bold, full body side striping, 23 total lights, chrome wheel caps, bumpers and accents plus tinted windows. Like the other minis in this year's collection, the van comes with 3 Energizer® 'A76' batteries pre-installed.

Miniature Toy Truck and Racers -- 24 years ago, the Hess Toy Truck and Racers was the first 3-toys-in-1 model ever created. The racers were unloaded by unlocking the rear door and using the pull-out ramp. Today's mini model boasts see-thru windows, green striping and fenders, and chrome detailing which nicely accents the base white coloring. Little fingers can grasp the working rear cargo door with twistable handle and pull-out ramp which provide access to two Micro Racers in contrasting green and white. Both have free-rolling, red-capped wheels. In all, there are 41 total lights, including interior cargo lights (and yes, 3 Energizer® 'A76' batteries are pre-installed).



Get revved up for the 2021 Mini Collection on Facebook or Instagram @hesstoytruck before it goes on sale.

2021 has already been an award-winning year for the Hess Toy Truck. **My Plush Hess Truck Cement Mixer** (\$29.99) made its debut in March. Designed especially for the youngest truck enthusiasts, the squeeze-activated soft truck includes lights and sing-along songs. This year's plush toy has already earned many prestigious toy industry awards, with parent testers and judges raving about the Mixer's unique light and song features.

In keeping with the annual holiday tradition, the highly anticipated 2021 Hess Toy Truck will be revealed when it goes on sale in October with a specific date and time to be announced later in the year.

ABOUT HESS TOY TRUCKS

The Hess Toy Truck brand, the collectible tradition started by Leon Hess in 1964, continues today with millions of families! Each new collectible released ranks among the best-selling toys of the year and always sells out. Hess Toy Trucks are renowned for the highest quality materials and workmanship, exacting attention to detail, safety and durability, an affordable price, and shipping and batteries are always included exclusively at HessToyTruck.com. For nearly 60 years, playing with a Hess Toy Truck has been one of the iconic images of childhood. What began as a holiday tradition, and later expanded to include a Summer Mini Collection, now has an exciting new tradition – the gifting of a My Plush Hess Truck to the youngest of fans, including newborns. To stay up to date on each new release, sign up for alerts at HessToyTruck.com and follow Hess Toy Truck on Facebook and Instagram.

* *excludes Alaska, Hawaii and Puerto Rico.*