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Metro Rapid Toy Buses Join Mattel's Matchbox Fleet

- The red and silver buses on sale now in the Metro Store

(March 16, 2007) The red and silver Metro Rapid bus has now joined the Mattel's Matchbox fleet of replica buses under a new licensing agreement between Metro and the El Segundo-based toymaker.

Mattel released a three-inch version of the poppy orange Metro Local bus in February and plans to complete the three-bus set this spring with introduction of toy blue Metro Express buses, according to Danielle Boutier, director of communication services.

A limited supply of the die-cast, 1:64-scale Metro Rapid bus will go on sale Friday in the Metro Store. The miniatures will sell for an employee discounted price of \$2.40. They also can be purchased online at www.metro.net/metrostore.

"Metro is proud to partner with Matchbox and so happy that Metro Buses have joined the line-up of these popular die-cast vehicles," said Boutier.

In addition to the Matchbox line, Mattel also markets Barbie fashion dolls, American Girl dolls, Hot Wheels and Fisher-Price toys.



Mattel's replica of the just-introduced Metro Rapid bus is now on sale in the Metro Store, joining the poppy orange Metro Local miniature.

