

E-Mobility for Kids – Rollplay provides innovative vehicles for children from pre-school through to their teenage years

Pedal-powered planes or electrical jeeps with a dinosaur design – Rollplay is the trendsetter when it comes to mobility for children from the age of 2.

Frankfurt/Bayreuth/Nuremberg, January 31, 2018. Rollplay, manufacturer of high-quality e-vehicles and cars for children between 2 and 14 years, presents over 50 vehicles for their European market entry, including the plane-styled, manually-powered “Planedo”, the mini Segway “UpRider”, the dinosaur safari vehicle “Dino AR Explorer”, the off-road “Monster Truck” and the drifting vehicle “Turnado”. For the last 20 years, their e-cars have been licensed products from many well-known car manufacturers such as Porsche, BMW and Audi. Now, Rollplay launches their own developments in the European market and sets new standards in the world of e-mobility for kids. “Retailers and consumers will be won over by our products due to their highly detailed manufacture, their technical innovations and our comprehensive customer service”, says Christian Alsbaek, CEO of Rollplay EMEA.

Toddler & Pre-School (2-4 years)

Along with their trikes and foot-to-floor vehicles, Rollplay proudly presents their brand-new “Planedo”. This manually powered go-kart is the perfect entry-level model for children from 2 to 4 years. Due to its patented drifting system and its cool plane-styled design, little drivers get to become pilots and explore the world above the clouds. Children learn to judge their own speed and improve their sense of balance.

Product Details:

- Ages: 2 +
- Max. user weight: 20 kg
- 360-degree drift functionality
- RRP: 99 €



Battery-Powered Vehicles (4-6 years)

Children from the age of four will love Rollplay’s approx. 40 battery-powered vehicles, including e-cars with 6-Volt or 12-Volt batteries. Rollplay’s own developments all feature well thought-out details and technical features and provide a high-quality playing experience.

Dino AR Explorer

Go on a dinosaur safari and take along your best friend! This 12V-powered off-road vehicle reaches to speeds of 8 km/h forward and 3 km/h in reverse. While you're driving, the little explorer in the passenger seat checks the smartphone app for dinosaurs nearby, taking pictures and saving them to your library. Children from the age of four also get lots of exciting information about the dinosaurs they discover. A seat belt, brakes and the special rubber non-slip tire strips provide additional safety.

Product Details:

- Ages: 4 +
- Max. user weight: 58 kg
- Speed: 4-8 km/h
- Rechargeable 12V battery
- Working Headlights
- Sounds on the steering wheel
- Chrome rims
- Foldable mirrors
- RRP: 280 €



Monster Truck

Rollplay's flaming red, 24V-powered Monster Truck is the perfect new outdoor vehicle for pre-schoolers. This cool all-terrain vehicle features four monster-sized driving wheels and an extra-high seat for a better view. It reaches speeds of up to 8 km/h.

Product Details:

- Ages: 4 +
- Max. user weight: 58 kg
- Speed: 4-8 km/h
- Rechargeable 24V battery
- Opening doors
- Working headlights
- Extra-high seat for a better view
- Single-suspension driving wheels



- RRP: 430 €

High Performance (6-14 years)

Satisfy your need for speed: Rollplay's high-performance vehicles, like the Turnado, allow children and teenagers to reach speeds of up to 14 km/h and become the kings and queens of their yard.

UpRider

The 12V-powered UpRider with rechargeable batteries reaches top speeds of 6 km/h. Riders from the age of 5 simply steer the UpRider by shifting their weight. Thanks to the highly intuitive tilt-to-turn steering, it's incredibly easy for the rider to move in any direction they choose, turn corners or cruise around the neighborhood. Rubber tires with extra-strong grip and two training wheels help the rider maintain control of the vehicle. Just step up and go!

Product Details:

- Ages: 6 +
- Max. user weight: 50 kg
- Speed: up to 6 km/h
- Rechargeable 12V battery
- Balance sensor
- Two training wheels for practice
- Tilt-to-turn steering
- Automatic power-off when stopped
- Adjustable handlebar
- RRP: 280 €



Turnado

Incredible drifting action for young racers: Children from the age of 8 reach up to 14 km/h on Rollplay's 24V-battery-powered go-kart. Two large front wheels make steering the Turnado easy as pie, while the smaller caster wheels in the back allow the cart to spin 360 degrees for a real drift feeling, making every ride a unique experience. The pneumatic front tires provide great grip and perfect balance. In addition, the Turnado features an accelerator which allows the rider to easily control their speed – simply perfect for drifts, turns and other cool stunts.

Product Details:

- Ages: 8+
- Max user weight: 58 kg
- Speed: up to 14 km/h
- Rechargeable 24V battery
- accelerator & brakes
- 360-degree drift functionality
- pneumatic front wheels
- Speed control system
- RRP: 318 €



Availability:

The UpRider and the Turnado will be available from February at well-stocked retailers as well as online. The Monster Truck and the Dino AR Explorer are going to be available from September. The launch date for the Planedo has yet to be determined.

Find out more about Rollplay's new products at www.rollplay.net.