

AFX[®] ROAD RACING 1978



AURORA[®]

JOIN THE AFX[®] TEAM

Richard Petty

has won six national driving championships and is regarded as the most successful stock car driver in history with more than twice as many career victories as his nearest NASCAR rival.



Jackie Stewart

was the first member of our team and he's back with us again. He is the winningest Grand Prix driver of all time and can be seen regularly as a featured sports commentator on ABC's WIDE WORLD OF SPORTS.



A.J. Foyt is without doubt the greatest all around racing driver of his era. He is the only four time winner of the Indy 500, the current champion, and the only driver to ever win the Indy 500 and Le Mans in the same year.



The closest thing to real racing.

For 18 years Aurora® has been the leader in road racing. There are lots of reasons why. You should stop to consider them because your sales and profits in this rapidly expanding toy and hobby category will depend on your ability to sell through what you buy. It's as simple as that.

Aurora's leadership in road racing is unequalled. That's why AFX is the name most consumers associate with road racing. Year after year AFX has continued to bring out the new ideas in cars, track and accessories that sell. And for 1978, AFX once again features new ideas to excite consumers and guarantee sales and profits.

AFX® is Number 1 in road racing.

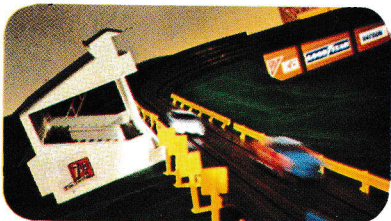
Be on road racing's best sales and profit team.

The endorsement power of champions.



The Three Greatest Racing Drivers

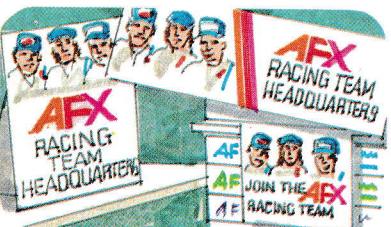
of their era have personally endorsed Aurora's Road Racing systems. We're number one, that's why we have the world's number one drivers.



Television: Hard-selling commercials featuring our three champion drivers give us a look and power nobody else has.



Packaging: We don't stop at TV. Our champion drivers also appear on all our packaging to help make your sales even easier.



Point of Purchase: Champions don't stop till they get to the finish line...and that's the point of purchase. So you'll see our Champions on shelf talkers, counter cards and window banners.

AFX[®]

WHAT'S NEW FOR '78.

Innovation is the reason why AFX continues to grow as the market leader in road racing. And, 1978 will further solidify our leadership position with exciting new developments in cars and accessory items.



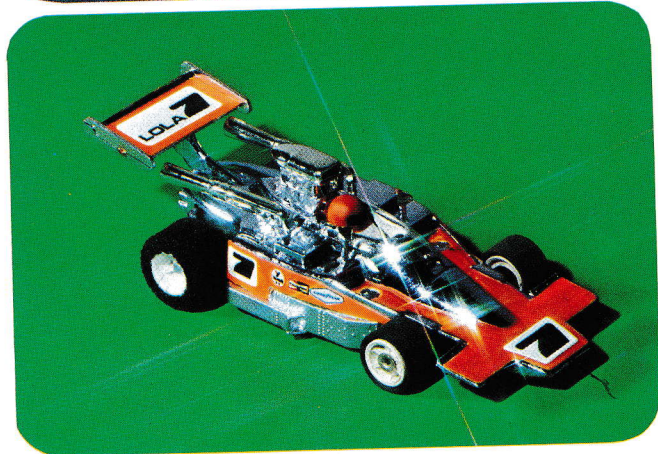
AFX[®] Magna-Sonic™ Sound Cars

Our new Magna-Sonic cars combine all the speed, control, and high performance of Magna-Traction cars with the realistic sound of powerful racing engines built right into the chassis. Magna-Sonic sound cars are the first HO scale racers with an independent, self-generating, sound system to bring a dramatic new level of authenticity to AFX and further strengthen our position as the "closest thing to real racing".



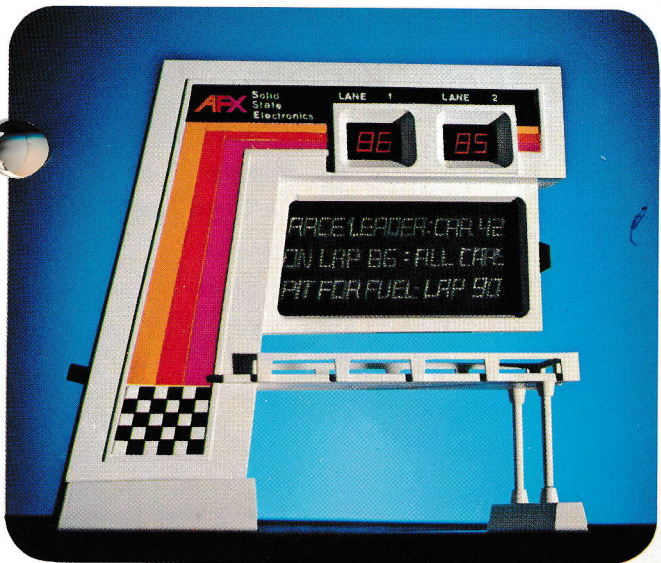
AFX[®] Super Magna-Traction™ Cars

Super Magna-Traction cars have special high energy magnets and a low profile chassis for super speed and super gripping power. What's more, each new Super Magna-Traction car is detailed in an eye-catching silver, gold, or metallic finish that's sure to appeal to racers of all ages.



AFX[®] Super G-Plus[®] Cars

As the world's fastest HO scale racers, our new Super G's are competition engineered to break track records at lightening speeds and with phenomenal handling. Each new Super G-Plus car features a monocoque chassis, brass armature bearings, and endurance proven commutator brushes for superior durability. A prize for the driver who demands the ultimate in performance from the ultimate in performance from a race car.



AFX[®] Electronic Lap Counter and Timer with Digital Readout

Our new Electronic Lap Counter and Timer brings a totally new and exciting dimension to AFX road racing with solid state technology featuring an LED digital readout.

Now, for the first time, racers can accurately time individual laps for each car from zero to 9.9 seconds and from 10 to 99 seconds, hold pre-race qualifying rounds, and race against the clock to improve driving skill.



AFX[®] Hand Controller with Speed Indicator

For even more realistic racing, the new AFX variable speed hand controller with built-in speed indicator allows the driver to monitor the speed of the car at all times—he'll know at what speed it's safe to take the curves and exactly how fast he can zoom down the straightaways without risking danger.



AFX[®] Dial Lap Counter

Our new Dial Lap Counter accurately registers up to 50 laps for each lane. It's mechanically simple with a minimum number of moving parts for long lasting durability. Moreover, the new Dial Lap Counter is smaller, more accurate, and priced better than ever before.



AFX[®] Racing ID Stripes

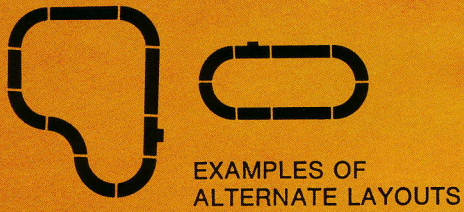
For the first time, each lane and hand controller can be easily color striped so each driver has his own racing color. Makes it quick and easy to put your car on the right track throughout the race.

AFX[®] Road Atlanta[™]

HO SCALE RACE SET



11 FT. OF RACING IN
3 FT. 6 IN. x 2 FT. 9 IN.



FEATURING
MAGNA-TRACTION[™] CARS
FOR SUPER GRIPPING POWER



No. 2441

Set contains 2 Magna-Traction[™] Cars, AFX High Performance Track, Terminal Track, Color-coded Racing ID Stripes for track and controllers, Start/Finish Timing Tower, Officials Building, 2 Russkit[®] Variable Speed Controllers w/plugs, Safety Wall-Pak[®] w/plug, Track Elevation Supports, Snap-In Guard Rails, Racing Oil and Quikee-Lok[™] w/...

Track Footage: 11'. Track Layout: 42" x 34".
Carton Pack: 6. Carton Weight: 20 lbs.

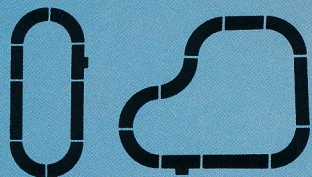
WIN WITH NUMBER 1

AFX[®] Daytona[™]

HO SCALE RACE SET



EXAMPLES OF ALTERNATE LAYOUTS



FEATURING[™]
MAGNA-SONIC CARS
WITH THE SOUND OF RACING ENGINES

No. 2442

Set contains 2 Magna-Sonic[™] Sound Cars, Start/Finish Timing Tower, Officials Building, AFX High Performance Track, Terminal Track, Color-coded Racing ID Stripes for track and controllers, 2 Russkit[®] Variable Speed Controllers w/plugs, Safety Wall-Pak[®] w/plug, Track Elevation Supports, Snap-In Guard Rails, Racing Oil and Quikee-Lok[™] Key.

Track Footage: 11'. Track Layout: 42"x33".
Carton Pack: 6. Carton Weight: 20 lbs.



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