

# PRESS RELEASE



Monday 22<sup>nd</sup> April 2024

## New Moulds – NOW AVAILABLE

J6041 Quickbuild Tiger I

J6042 Quickbuild Sherman Firefly

We are thrilled to introduce two exciting new additions to our Quickbuild kit range: the 1:35 scale Tiger I and Sherman Firefly tanks. These armoured scale models are suitable for enthusiasts of all ages, offering an engaging and accessible building experience.

### J6041 Quickbuild Tiger I



Introducing the J6041 Tiger I Quickbuild tank, a highly revered armoured vehicle cherished by many and renowned as one of the most iconic tanks in history.

Our inaugural 'to-scale' Quickbuild model, this 1:35 scale Tiger I tank is designed to offer maximum functionality for both display and interactive use. The brick-based kit features various poseable and operational elements, such as a traversing turret, rolling tracks, and opening hatches. With a total of 154 pre-coloured parts, assembly is facilitated by individual tracks that click together effortlessly. The included sticker sheet features authentic German markings to enhance the model's exterior detailing. Once assembled, the completed model measures 242mm in length.

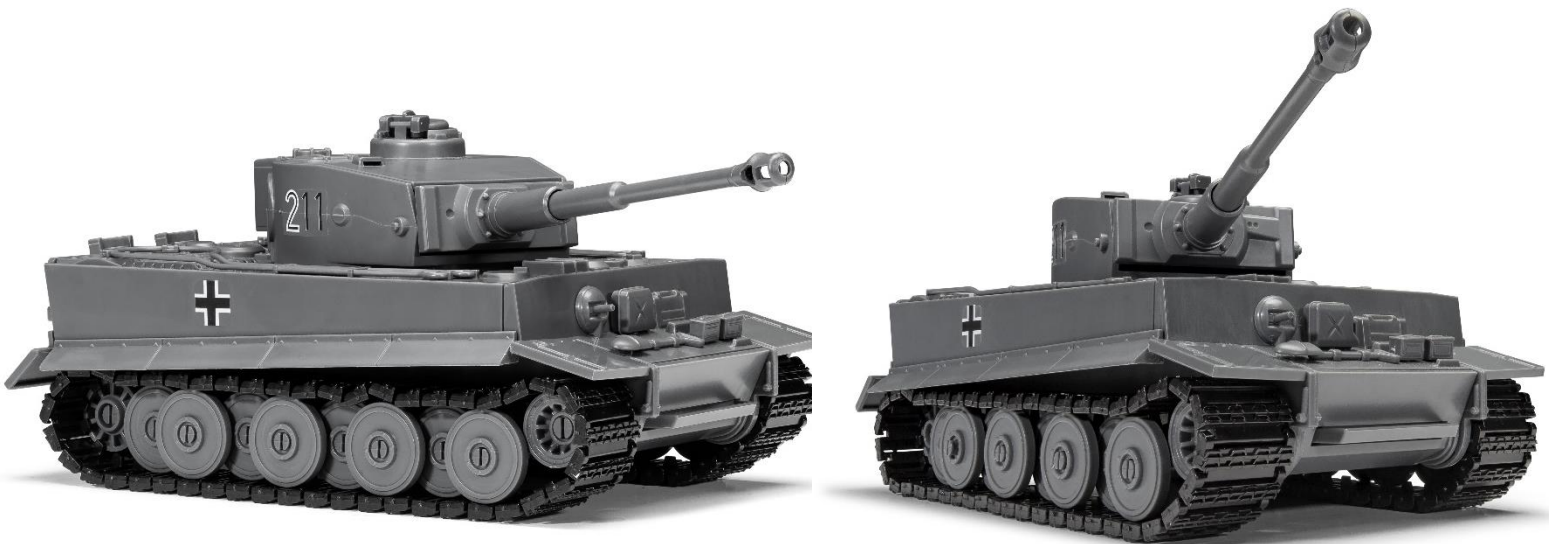
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Even though the German Panzerkampfwagen VI Tiger heavy tank saw its combat introduction back in September 1942, it is still regarded as the world's most famous tank design to this day.



Possessing a fearsome combination of firepower, armoured protection, and mobility, the 88mm gun mounted on the Tiger and its excellent sighting optics allowed it to engage enemy armour at extreme ranges and certainly well outside the range at which they could return fire.

Indeed, during the first Tiger engagements on the Eastern Front, the most likely way that a Tiger would be destroyed was by the hands of its own crew, as they were desperate to avoid the possibility of one of these magnificent machines falling into the hands of the enemy. From the date of its introduction, the Tiger was the tank against which all other tanks would be judged, and large numbers of Allied tanks and military vehicles fell to its gun.



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## J6042 Quickbuild Sherman Firefly



Introducing the J6042 Sherman Firefly Quickbuild tank, a revered British-designed armoured vehicle brought to life in this 1:35 scale Quickbuild model.

This Quickbuild kit is our first 'to-scale' representation of the Sherman Firefly in brick-form, meticulously crafted to combine functionality with ease of assembly. The kit features various poseable and operational elements including a traversing turret, rolling tracks, and opening hatches, allowing for interactive display. With 154 pre-coloured parts, assembly is of ease, with the included individual tracks that click together seamlessly. Authentic US markings on the included sticker sheet add to the model's exterior detailing. Once completed, the Sherman Firefly measures 225mm in length.



As Allied forces began to move off the D-Day beaches and into the Normandy countryside, they knew they would be facing strong opposition from German Panzer units, including the feared Heavy Tank Battalions.

Fortunately, they now had a tank which could take on the Tigers and Panthers, in the form of the Sherman Firefly, a British-designed marriage of the M4 Sherman and their famous 17-pounder anti-tank gun.

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Usually deployed in a ratio of one Firefly to four standard Shermans, German tank commanders soon learned to look for the longer barrel of the Firefly and attempt to knock these tanks out first. To make identification more difficult, British crews camouflaged the front of their guns with light-coloured paint, giving their tank the appearance of a standard 75mm-equipped Sherman, hoping this deception would give them enough time to get in the first shot during any engagement.



## Available Assets

All assets are available [here](#).

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## **About Hornby Hobbies Limited**

Hornby Hobbies Limited is a toy and hobby product manufacturer that was founded in the early 1900's. Hornby Hobbies Limited portfolio of brands include: Hornby – model trains, Scalextric – slot car racing, Airfix – plastic model kits, Humbrol – paints and craft product, and Corgi – die-cast models. In addition to these iconic British brands Hornby Hobbies Limited also owns a number of international brands including: Lima, Rivarossi, Jouef, Pocher and Arnold.

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