

Hornby Hobbies generates hobby buzz through exciting brand campaigns

Hornby recently announced the production of a special limited edition Class 66 model earlier this month featuring a livery dedicated to Captain Tom Moore and the NHS, as produced by GB Railfreight, Porterbrook, Procast Foundry and Railwayana Auctions. The original limited number of 500 units was increased on several occasions throughout a twenty-four-hour period to accommodate for the high demand. The final production number was 3,500 with £140,000 worth of the sales being donated to the NHS Charities Together.



A trip back in time makes for a positive future as the Scalextric Back to the Future DeLorean sells out before it's even released. Scalextric Brand Manager Sarah Frame says, 'it's been such a joy seeing our customers sending in images and videos of their new DeLorean slot cars. We especially love this video (attached) which certainly captures the nostalgia and fun of Scalextric, uniting 80's kids with kids of today!'

[..\DeLorean - @Benflyingretro.mov](#)

Scalextric is also running a TV campaign for the next two weeks for the popular My First Scalextric set. This compact set is easy to assemble and perfect for indoor play. The TV advert will be seen on Milkshake, Cartoonio, Boomerang, Nick Jr, Nick Jr 2, Tiny Pop, Disney Jr, CITV, ITVB and Roku.



Airfix recently launched two 'Start-Up Bundles' including a selection of products to kick start any kit modeller into the hobby. Both bundles sold quickly on pre-order via the Airfix website and through retailers, most of whom were thrilled to find that the bundles included Humbrol paints and glue.



Alongside this Airfix launched a How to Build: Hawker Hurricane 1:48 scale series on their YouTube channel going through different techniques of building, painting and finishing a model:

<https://www.youtube.com/watch?v=ikdg4J5I8Ts&t>

A new Humbrol Weathering series is due to be launched on YouTube soon to tie in with some new powders - great timing for new and lapsed modellers hungry for help as well as model railway enthusiasts who are interested in weathering their railway products.

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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 in scales of 1/32, 1/43 and 1/64, 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 several international brands including, Lima, Rivarossi, Electrotren, Jouef, Arnold and Pocher.