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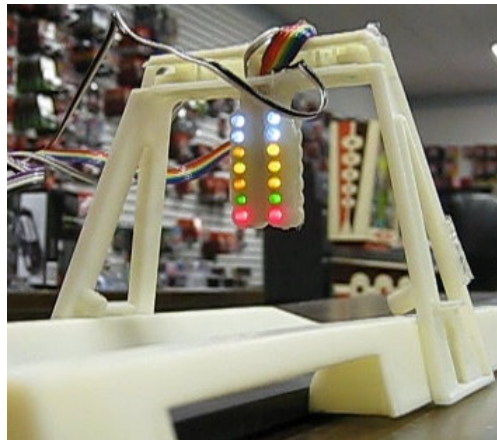
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[Auto World Slot Cars: Drag Racing! -Exclusive Sneak Peek-](#)

posted by [MikeG](#) 11:06 AM
Wednesday, August 5, 2009



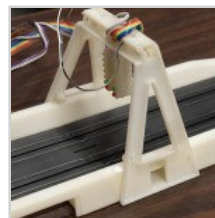
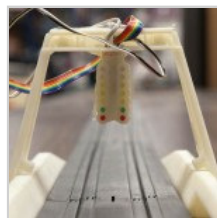
Later this year, we will release the most exciting slot car race set ever. 1:64 [slot car drag racing](#) is coming from Auto World! If you have been itching for a working drag racing christmas tree and finish line for your 1:64 race sets, look no further. We have this scheduled to be available Fall of this year.

Features of this set include:

- Working LED christmas tree
- 2 race modes: Pro and Sportsman authentically timed to NHRA regulation
- Foul light sensor to prevent early starts
- 2 variable speed controllers and UL approved power pack
- Electronic finish line with win indicator
- Two BRAND NEW authentic Funny Car or Pro Stock racers
- 12 feet of race track (track extends easily for longer dragstrip action)
- Scale speeds over 300mph
- Cars safely stop at end of track

This track is compatible with all of our existing race sets, so you can make your dragstrip as long as you like! When we did our initial testing, we set up a nearly 35-foot dragstrip! We could hardly put the controllers down it was so much fun.

Take a look at these pics of the early tooling mockups we used for testing. (Of course these are pretty rough and will have the wiring fully hidden in production) This is exclusive to this blog and never seen anywhere else!



Using our 4Gear chassis, we have tooled 3 new racers; 2 funny cars and a pro stock. Shown here are the very first test shots.



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[Sneak Peek: American Muscle 1971 Super Bee](#)

posted by [MikeG](#) 2:18 PM
Monday, July 27, 2009



New to the Auto World blog? This is just a taste of things to come from Auto World. Absolutely nowhere else will you find pics of this upcoming 1:18 scale musclecar. The item number is AMM929 and won't be available until October! So, gather 'round... we'll be posting new and exciting sneaks and info in the future on a regular basis.

We at Auto World are striving to make the [American Muscle](#) product line better than it's ever been. Happy collecting!

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[Auto World: For All You Do, This Blog's For You.](#)

posted by [BobP](#) 8:00 AM
Friday, June 19, 2009



Round 2's Creative Team consists of a small, fiercely dedicated group of individuals who juggle a variety of responsibilities. As most folks know, we don't just make a great slot car line ([Auto World](#)), a 1:18 die-cast line (American Muscle) and a custom die-cast line (Auto World Custom & Premium), but we also produce models kits (AMT, MPC and Polar Lights) and a holiday figural line (Forever Fun). As you can imagine, with such a variety of projects, there's never a dull moment at Round 2. (Maybe our mascot is a kangaroo because we're always jumping from one project to another!)

In any case, I'd like to introduce you to the people behind the products. (In future entries, I'll plan more detailed individual biographies of my fine cohorts.) As seen in the photo above, from left to right:

Jamie Hood is Art Director for Forever Fun and Model Kits, and on occasion contributes to Auto World as well. Jamie's primary focus is product development, and he has a particular talent for reviewing sculpts, test shots and dealing with production-related issues. (If you've been following Jamie's excellent entries on our model kits blog, you already have a fair idea of Jamie's many talents.) With our Forever Fun holiday lines just starting to get under production, Jamie has been reviewing test shots and pre-production samples of Rudolph, Peanuts and Little Drummer Boy on an almost daily basis the past month or so. In addition to those responsibilities, Jamie is an accomplished artist; his most recent contribution, art-wise, at Round 2 was his stellar illustration of the Enterprise-E for our Star Trek model kits line.

Bob Plant (that's me) is Creative Director at Round 2. Mostly that seems to mean that I get loads of e-mail and sigh a lot. (For variety, some cursing is involved occasionally, as well.) Other than that, well, I guess describing my job is a little tricky — mainly I try to make sure that things keep rolling and that I provide any support the creative team needs to get their job done. My background is in graphic design, so I still design some of our packaging as well, and recently have particularly enjoyed working on model kit boxes and instruction sheets. I'm a Trekkie/Trekker from way back, too, so it's been a thrill being involved with the Trek kits. I can't tell folks how exciting it is to be bringing back some of this vintage styrene — the Mr. Spock kit and the UFO Mystery ship are particularly thrill-worthy and absolutely make my geek heart jump for joy.

Terri Rach (that's pronounced "rock," and she, indeed, does) is Art Director for Forever Fun, but she also contributes to our other lines as well, particularly in a graphic capacity. Terri's background in graphic design and advertising has been invaluable — she's equally adept at designing a poseable holiday figure blister card as she is putting a model kit ad together. Terri ran her father's ad agency, Impact, for many years, before striking out on her own as a freelance designer. Among her many clients were Playing Mantis and Round 2. At last, we convinced her to come on board full-time, and, in addition to her fine graphic skills, she's proven herself to be an excellent conceptualist and product developer, working on Peanuts, Rudolph and Little Drummer Boy, developing both product and packaging. Terri posts Forever Fun progress reports on our sister blog, www.foreverfunblog.com — check it out!

Mike Groothuis is Art Director for Auto World, American Muscle and Custom & Premium. Mike's focus is packaging design, but he also has his hand in the development of product as well, and is responsible for much of the beautiful and highly accurate pad print artwork that can be seen on our 1:18-scale American Muscle die-cast, as well as our Custom & Premium vehicles, which cover a wide range of vehicle types, from vintage delivery trucks to dragsters to funny cars. Mike is a fantastic photographer, and recently completed photography and packaging design for our line of classic automotive kits. Mike also specializes in photo-realistic renderings of automotive subjects; his illustrations have graced packaging art for Playing Mantis, RC2, and Greenlight. Be sure to check out Mike's Auto World progress reports (and his excellent product photography) at www.autoworldblog.com.

John Greczula is Art Director and Brand Manager for the automotive segment of our model kits. A styrene kit fanatic from way back, John knows more about the history and the many permutations of MPC and AMT car kits than anyone I've ever met. His knowledge has been invaluable in restoring ("backdating") these classic kits to their vintage glory. John's obsessive attention to detail has helped ensure that the kits we release meet even the most serious model kit fan's expectations. John is also a graphic designer who handles his own packaging, having a particular knack for accurately recreating vintage model kit boxes. John's obsession with styrene car kits is nearly equaled by his peculiar fascination with the Gorn, from Star Trek the Original Series.

Tony Karamitos is Brand Manager for Auto World, American Muscle and AW Custom & Premium. Tony has serious real-world experience with automotive restoration (specializing in muscle cars), which makes him perfectly suited for our automotive lines. Tony's unparalleled attention to detail and intimate knowledge of many makes and models of cars have helped ensure that Auto World's die cast and slot car lines are the most detailed and accurate on the market. Tony is one of the hardest-working individuals I've ever met — Tony runs a successful business as a DJ on weekends, restores cars in the evenings, (and occasionally drag-races them!) while still finding time to spend with his wife and three sons. (Three weeks ago, I saw him doing some serious partying with his wife in Vegas, but perhaps that's a story for another time...)

Andy Jewett is Art Director Web Services and manages our many websites and blogs, from Forever Fun to Custom & Premium to Model Kits and everything in between. Andy is the most recent addition to our team, and his sardonic wit and enthusiasm helps keep us entertained. Andy is one of those multi-talented individuals who can handle the intricate inner-workings of our many websites while still making sure that everything looks pretty on the outside: he's a true tech with taste. Andy has a great sense of design, and is also an accomplished comics artist, whose work has a distinctly indie (as in "independent comics") bent. In the jack-of-all-trades department, Andy recently completed a couple of illustrations for our Rudolph packaging.

There you have it folks — a small taste of the personalities behind the product, and a big, big part of the reason why I look forward to coming to work every

day.

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[American Muscle: 1967 Chevy Impala SS427](#)

posted by [MikeG](#) 4:29 PM
Wednesday, June 17, 2009



1st deco sample! The upcoming [American Muscle](#) Chevy Impala is incredible. We're still working out some details on this stunner to make it the best Impala ever released from this Ertl mold.

We've added some serious attention to detail to the American Muscle cars to improve them better than ever.

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[Test Shots for American Muscle 1:18](#)

posted by [MikeG](#) 4:16 PM
Tuesday, May 5, 2009



When we begin the process of making an [American Muscle](#) car, the factory first sends us a test shot. Usually the test shot is painted, with no deco, colors or vehicle badging. The main point of the undecorated test shot is to see the fit, assembly, and optional parts used in the correct places. This helps us determine whether everything is correctly assembled before the factory begins to mass-inject the castings to prep them for production. At this stage, we may change a hood scoop, wheels, engine parts, etc. if we see a problem. It also helps us point out areas where we can improve on some of these molds with minor tooling modifications.

Shown here is the test shot for upcoming AMM927, a 1971 Plymouth Duster. After we approve the test shot, next comes the first painted samples. I'll talk about those next time.

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[Sneak Peek: American Muscle 1971 Super Bee](#)

posted by [MikeG](#) 5:02 PM
Tuesday, April 28, 2009



New to the Auto World blog? This is just a taste of things to come from Auto World. Absolutely nowhere else will you find pics of this upcoming 1:18 scale musclecar. The item number is AMM929 and won't be available until October! So, gather 'round... we'll be posting new and exciting sneaks and info in the future on a regular basis.

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[Round 2's mascot](#)

posted by [MikeG](#) 8:00 AM
Wednesday, April 22, 2009



[Round 2](#) has a kangaroo in its logo. Maybe we should change it to a cat! Meet "Max". He's our office cat that keeps us company day in and day out. Round 2 is his home, so we are all his family. Spotted like a leopard, he's a "Bengal" breed cat. He's a good companion that is always eager to climb into boxes, take a nap under a warm desk lamp, or stop by and say hello.

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[Just Arrived New X-Traction Racing Rigs Semis](#)

posted by [TonyK](#) 4:50 PM
Friday, April 17, 2009



Hey guys how's it going?

This is Tony Karamitsos Product Manager here at Round 2.

As most of you know me and my passion for cars, i've been involved with Die Cast, Slot Cars and the development of product since the early days with Playing Mantis / JL and for the last few years here at Round 2.

I really enjoy researching and starting a project from start to finish. Seeing something begin from scratch and then moving along to mockup / test shot stage, to designing car graphics and then to see and hold the finished product is a great feeling and accomplishment!!

In this release I'm featuring our [New X-Traction Racing Rigs Semis](#).

These Haulers are new tools and all trailers feature dual axles and guide pins for extra stability on the track.

The Rigs themselves are very detailed with painted and chrome features. Make sure to lift the trailers to see the added detail on the flat part where the trailer mounts to the semis.

Have fun with your Rigs and that's a 10-4 Good Buddy!!

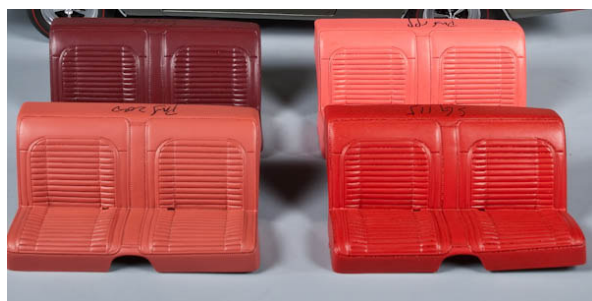
Tony K

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[American Muscle: The Interior Is "Red"](#)

posted by [MikeG](#) 8:51 AM
Friday, April 17, 2009



When we research colors for [American Muscle](#) interiors, body paint, or stripe colors, often times there are endless photos detailing the colors that we need to replicate, but sometimes we can't get our hands on the actual paint or material for a color comparison.

So, when the upcoming 1969 Charger (AMM924) called for a red interior, we simply asked the factory to paint several samples that might be close. The painted seat material looks very different when compared to a Pantone or House of Kolor swatch due to its slight texture, so it was a case of trial and error. Even the painted color samples we don't choose are kept for future reference in case we want to use them later for another project. Unexpectedly, the choice for the interior for the '69 Charger was based off of SG115 Kosmos Red.

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[American Muscle: Muscle Cars, Packaging, And Design!](#)

posted by [MikeG](#) 1:18 PM
Thursday, April 16, 2009



Welcome to the Auto World blog! I'm Mike Groothuis. I'm an Art Director for Auto World. I've been drawing and designing cars since I was a little kid, so this is truly my passion!

My primary responsibilities are designing new packaging and vehicle paint schemes for Custom & Premium customers, researching and developing many of the cars for the [American Muscle](#) 1:18 scale cars, and in-house photographer for nearly every vehicle we use on packaging and sales materials.

Stop by often! We'll keep you updated on the latest news from Auto World!

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