



# Atlas TRAINMAN

*Look for the red, white and blue boxes, and the Trainman line characters Trainman and Traindog.*

*by Laura Kolnoski*

What comes in red, white and blue boxes, manufactured and priced to move off your shelves faster than a speeding locomotive? If you answered the all-new Atlas TRAINMAN™ models, you're right. If you didn't know the answer, you won't want to miss this opportunity to learn.

"I haven't seen anything like this since Atlas O's Reefer Madness," said Bob Thatcher of AM Hobbies in Wellsboro, Pennsylvania. "There's an astounding level of interest in these cars."

Jim Weaver, vice president of Atlas O, LLC, has this to say. "The response to Atlas O Trainman freight cars and locomotive sales is much greater than I expected. The first two shipments of Trainman products to arrive were more than 70 percent sold out by October 1st.

We've already placed back-up orders, and have requested our factory to get going on the second runs. The response to Trainman is totally unprecedented."

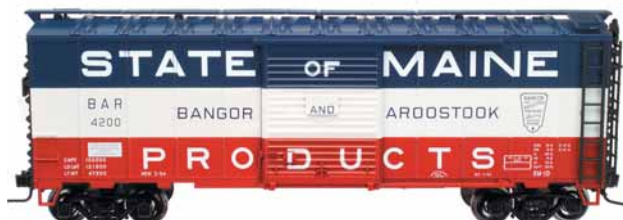
"We believe that in these days of economic uncertainty, with gas, oil and natural gas prices that strain the imagination as well as family budgets, Trainman could not have

burst on the hobby shop scene at a better time to help dealers maintain and increase profits," said Thomas W. Haedrich, chief executive officer and chairman of the board at Atlas. "For current modelers, purchasing Trainman products will allow them to continue their hobby despite declining disposable income. Newcomers can turn to the Trainman for quality, scale and reasonable prices to begin building a new layout, preventing them from canceling modeling plans. For those in the hobby trade, Trainman products offer an affordable alternative to both competitor and higher priced lines."

The first shipments of Atlas O Trainman products will be delivered to Atlas distributors and dealers from now through January 2006. The initial Atlas HO Trainman products will also ship between now and January 2006. Secondary shipments for both scales will occur between March and May of 2006. N-scale Trainman shipments will begin in late 2006. Up-to-the-minute product information about trainman products can be found online at [www.atlastrainman.com](http://www.atlastrainman.com). Check in regularly for updates and surprises. While you're there, take a look at the newest



*This is the Atlas O Trainman RSD 4/5 Locomotive in C & O livery. Two road numbers are available in each of four road names. This locomotive is offered in 2-rail, 3-rail and 3-rail TMCC versions.*



*Atlas O Trainman 40' Plug Door Box Car comes in two numbers each of eight road names in 2-rail and 3-rail versions. Bangor & Aroostook shown.*



*The Atlas HO Trainman ACF 3560 Center Flow Covered Hopper is offered as an undecorated car, and in two road numbers in each of four different road names. Deluth Missabe & Iron Range is shown.*

members of the Atlas family, the Trainman, the Trainman Band and their faithful canine companion, Rupert the Trindog. They're all featured in a 45-second musical cartoon on the Atlas Trainman Web site.

This cartoon is a unique effort to add excitement to the new Atlas Web site, and convey the "fun for everyone" philosophy of the Trainman lines. This professionally produced animation represents more than seven months of intense effort to make the final product as polished, humorous, entertaining and worthy of the expanding Atlas customer base as possible. It is also an innovative way to welcome newcomers, especially families and children, to the traditional, enduring, educational and most of all, fun hobby of model railroading.

Quality combined with value is the hallmark of the Atlas Trainman line, a completely new category of popularly-priced, scale locomotives and rolling stock that's been specifically designed for compatibility with existing layouts. They offer exceptional detail and value for the model railroad dollar. Atlas invites dealers and consumers to see all the value that's been packed into these locomotives and freight cars, and always while keeping the dealer and consumer costs down. Fully assembled and ready-to-run, these units are built for dependability and hours of smooth, reliable performance.



*The Atlas HO Trainman AAR 70-Ton 3-Bay Open Hopper is available in four road names, two road numbers each, and in an undecorated version.*

Every Atlas Trainman unit is a spectacularly crisp creation, using the latest CAD/CAM software, drawings and steel molds, with all the most desirable user features.

Atlas Trainman products are the end result of many hours of painstaking research, design and development by the innovative minds at Atlas. They combine handsome new paint schemes with state-of-the-art detailing and construction. Surefire crowd pleasers include features like true-

scale dimensions, accurate details, finely-molded parts, and weighted and detailed underframes — and all Atlas Trainman locomotives and rolling stock are equipped with AccuMate knuckle couplers.

These new scale replicas, combining all the history, tradition and craftsmanship that have made Atlas products famous, are designed for high-performance, as well as many hours of fun for operators and spectators alike. Engineered to stand up to rugged wear and tear, Atlas Trainman puts living history right into the hands of railroaders and potential railroaders everywhere.

Availability is another aspect that makes these Atlas Trainman products unique. Atlas Trainman items are not seasonal; they will be available on a continuous, year-round basis, allowing dealers to maintain inventory and modelers to add locomotives and rolling stock to their layouts as needed and desired. This is a complete departure



*Atlas HO Trainman C & O Style Center Cupola Caboose is available in two numbers each of six road names, and in an undecorated version of the car.*

from Atlas' usual limited loco and freight car runs, and is expected to further attract new and existing customers.

The Atlas O Trainman presently offers RSD 4/5 Locomotives in four road names, two numbers each, in 2-rail and 3-rail versions. Features include directional lighting, horn and bell sounds, fan detail, etched metal fan grilles, lighted number boards and much more.

O-scale EMD GP15 Series Locomotives are also on their way, due in March and coming in two numbers each of four road names in 2-rail, 3-rail and 3-rail TMCC.

Atlas O Trainman rolling stock includes 40' Plug Door Box Cars and 40' Sliding Door Box Cars, 40' Stock Cars, 52.6' Gondolas and Extended Vision Caboosees.

The Atlas HO Trainman offers AAR 70-Ton 3-Bay Open Hoppers, ACF 50.6' Box Cars, ACF 3560 Center Flow Covered Hoppers, Evans 52' Gondolas, C & O Style Center Cupola Caboosees and EMD GP-38-2 "Late Phase" Locomotives.

For additional information about the new Atlas O, HO and N-scale Trainman products, see the ads on pages 45 and 47, telephone Atlas Model Railroad Company at 908-687-0880, or visit the Web sites at [www.atlasrr.com](http://www.atlasrr.com) and [www.atlastrainman.com](http://www.atlastrainman.com). Be sure to look more closely at the Atlas Trainman layout on the cover of this month's *Hobby Merchandiser*. **HM**