

A MESSAGE FROM THE ATLAS CEO

Dear Model Railroader,

Welcome to the **Holiday 2009 Atlas Quarterly All Scales Catalog**. Inside, you'll find some of the newest and exciting releases that Atlas has to offer in N, HO and O scales that you can be sure will be on the holiday lists of model railroaders everywhere.

This catalog is designed to provide you with up-to-date information on the most recent products in every Atlas scale. It is divided into two major sections: one for Atlas O (O and O-27 scales) products and one for Atlas Model products (N & HO scales). While some may be interested in only one scale, many of our customers are involved in modeling multiple scales with Atlas products, or will be in the future. In addition, some believe they can determine what might be coming in their preferred scale by looking at what Atlas has produced in another. While this is not always the case, it has been a reasonably reliable crystal ball in the past.

In the **Atlas Quarterly**, the scales are broken down into Announcements and Arrivals. Arrivals are products arriving at hobby stores during the time frame covered by the current catalog. In this instance, the months of October, November and December are the months used. Announcements are models that will be coming to hobby store four to six months in the future. Announcements allow customers to place their guaranteed pre-orders with the hobby store of their choosing well in advance so they don't miss out on some great Atlas products.

No matter what your level of experience, Atlas has the right model for you. For beginners or those Christmas enthusiasts who like a train around their tree, we have train sets in each scale that are easy to set up and will provide a new tradition of family fun for years to come. For those more experienced, our individual locomotives, rolling stock and track products have been the staple of knowledgeable consumers for years and praised for their detail, performance and reliability.

When you choose to purchase Atlas products, you can feel confident you've made a wise investment. All Atlas products in every scale are designed and engineered to create the best looking and performing trains and accessories that will stand the test of time. At Atlas, we understand that superior product is only half of the equation for our success. The other is the high esteem in which we hold our customers. We value your continued support. If you have any questions or need assistance in any Atlas matter, please contact us at the numbers and web addresses below.

If you need assistance in locating an Atlas Dealer near you, we provide a Hobby Store Locator that will list stores in your area as well as provide detailed driving directions. This locator can be found on our website at www.atlasrr.com.



We hope you enjoy the exciting array of quality model railroad products that fill the following pages. I and the entire Atlas staff thank you for your interest and support of Atlas products.

Happy Holidays

Sincerely,

Tom Haedrich, CEO
Atlas Model Railroad Co. Inc. and Atlas O, LLC

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Product pricing is guaranteed for the specified quarterly dates of this catalog. Any product pricing errors may be corrected at any time through notification of distributors, dealers and on our websites at www.atlasrr.com or www.atlaso.com. Atlas reserves the right to cancel any announced product. Unless otherwise noted, all N scale cars and locomotives will operate properly on 9-3/4" radius and all HO scale cars and locomotives will operate properly on 18" radius. Short length cars and locomotives may operate properly on radii smaller than these.

Note: Trainman™ item numbers marked with the letter "A" are considered the initial series of road numbers. Subsequent releases of a road name with a new road number will be indicated with a "B" or successive letters. This letter can be found in the bottom right hand corner of the label of each Trainman™ product.