

A MESSAGE FROM THE ATLAS CEO

Dear Model Railroader,

Welcome to the **2010 Atlas Holiday All Scales Catalog**. Inside, you'll find up-to-date information on the ever-changing product lines offered by Atlas in O, HO & N Scales. So, when you're making your holiday list, check it twice and be sure that your favorite Atlas trains, track & accessories are at the top!

This catalog is divided into two major sections: one for Atlas O (O and O-27 scales) products and one for Atlas Model products (HO & N 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.

Scales are further divided into "Announcements" and "Arrivals". Announcements are models that will be coming to hobby stores four to six months in the future and 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. Arrivals are products arriving at hobby stores during the time frame covered by the current catalog. In this instance, products arriving at your local hobby store during October, November & December are featured – just in time for holiday shopping!

As a special addition, we are also including an 'Atlas O 21st Century Track® System Supplement', (pages 38-56) in this issue of our catalog. The Atlas O Track System was created in answer to the market demand for an accurately detailed O scale track system that not only looked great, but was also realistic and offered superior functionality. Thirteen years later, the Atlas O 21st Century Track System offers a stunning array of products, that are second-to-none in the O Solid Rail market - and we are proud to feature them prominently in this catalog!

No matter what your level of experience, Atlas has the right model for you. For beginners or those who might simply enjoy a train around their tree, we have quality train sets that are easy to set up and will provide a new tradition of family fun for years to come. For the more experienced modeler, our individual locomotives, rolling stock and track products have remained a staple in the market for years and are praised for their detail, performance and reliability.

When you choose to purchase Atlas products, you can feel confident that you've made a wise investment. All Atlas products in every scale are designed and engineered for authentic appearance, peak performance and quality 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 phone numbers and web addresses below – we'll be glad to help!

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** or **www.atlaso.com**. In addition, you will find a listing of U.S. and International Hobby Stores at the back of this catalog on pages 104-112.



We hope you enjoy the exciting array of quality model railroad products that fill the following pages as much as we enjoy bringing them to you. All of us here at Atlas thank you for your interest and support of Atlas products.

Sincerely,

Tom

Happy Holidays

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

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Prices are subject to change without prior notification. 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.

Front Cover: The front cover depicts the Western Pacific 802A model of the Atlas O F-3 Phase 2 Locomotives and the California Zephyr - CB&Q Silver Bridle model of the Atlas O Streamlined Dome Chair Cars.

Track Supplement: Front Cover (page 38) photography by Norm Charbonneau; Back cover (page 56) photography by Jay Cain.