

A MESSAGE FROM THE CEO

378 Florence Avenue, Hillside, NJ 07205



Dear Model Railroader,

Welcome to the most up-to-date edition of the Atlas All Scales Quarterly Catalog, the comprehensive source for all Atlas products announced and arriving in your local hobby stores! This resource is designed to provide distributors, retailers and most importantly, you, the consumer, with up-to-date information for both the in-stock and all new product lines in every Atlas scale – HO, N and O!

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

In this edition of the Atlas Summer Quarterly, Announcements and Arrivals for the third quarter of 2012 are highlighted. Newly announced product pages are notated with an Announcement Month. For instance, if a product is marked as a July 2012 Announcement, it will be featured in our July 2012 All Scales Monthly Catalog, and pre-orders will be accepted during the time frame specified in that particular monthly catalog. If you do not currently receive our All Scales Monthly Catalog via email, please visit our web site, www.atlasrr.com and sign up for our E-News Flash. By doing so, you ensure that you will be kept up to date on all of the newest Atlas announcements!

Models arriving at hobby stores during July, August and September of 2012 are also featured. Please visit our website, www.atlasrr.com, frequently to stay up to date on the most recently announced products, pre-order deadlines and arriving items.

If you need assistance in locating an Atlas Dealer near you, we provide an up to date 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. A complete listing of Atlas Authorized Dealers can be found in this catalog on pages 73-81.

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 operating trains, track 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.

If you have any questions or need assistance in any Atlas matter, please contact us at the phone numbers and web addresses listed in this catalog. Don't forget to become our friend on Facebook, follow us on Twitter and subscribe to our YouTube channel for all of the latest Atlas news, announcements and information!

To all of our customers, whether you are a loyal returning customer, or a brand new admirer, we hope you enjoy browsing this catalog to find something new and exciting to add to your layout! I, and the entire Atlas staff thank you for your interest in and support of Atlas products.

Sincerely,

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



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Depicted on the cover is the Atlas HO Master RS-11 Locomotive, Northern Pacific #907, item #20 001 234. Additional road names offered are Nickel Plate Road, Seaboard Coast Line®, Central Vermont, Duluth Winnipeg & Pacific, N de M and Pennsylvania. See page 16 for more information.

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