

A MESSAGE FROM THE CEO

378 Florence Avenue, Hillside, NJ 07205



Dear Model Railroader,

Welcome to the latest 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 you, the consumer, with up-to-date information for all-new product lines in every scale - HO, N and O.

2013 will be a year of exciting changes at Atlas. We have quite a few things that have been in the pipeline for a while that are finally coming to fruition. One of the most obvious ones is our brand new online store. We've updated to a more inclusive and flexible software program and with it comes a new store with all the bells and whistles that you would expect to make ordering from Atlas as easy as possible.

The other change is behind the scenes and deals with the way that Atlas product is distributed. For years, we have relied on a staunch, yet ever shrinking group of distributors to get our products into hobby stores and then into the hands of the consumer. Starting in January 2013, Atlas will offer approved 'brick and mortar' dealers the opportunity to buy direct from Atlas, making it easier for you to order and receive the Atlas products you desire.

Last, but not least, Atlas track and accessories are finally back to a regular production schedule and we will be shipping these products from our Hillside, NJ warehouses throughout the year. We apologize for the delay and thank you for your patience and continued support.

Speaking of dealers, if you need assistance in locating an Atlas Dealer near you, it is as easy as heading over to our dealer locator at www.atlasrr.com, typing in your location and hitting "Enter." The results from the search will advise you as to the nearest Atlas dealer and also what scales they carry.

Remember, when you choose to purchase Atlas products, you can feel confident you've made a wise investment whether you're new to the hobby or a veteran of the modeling scene. 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 the Atlas YouTube channel and subscriber service for all the latest 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 and hope you have a happy and healthy New Year.

Sincerely,

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



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Depicted on the cover is the Atlas N Master 4-4-0 Locomotive, Pennsylvania #1510, Item #40 000 466. Additional road names offered are New Haven, Canadian Pacific Railway and Santa Fe, as well as an Undecorated version and a Painted/Unlettered version, featured on page 34. Also depicted is the Atlas N scale Maywood Station - available as a built-up structure, Item #2849, or as a kit, Item #2848. Please visit www.atlasrr.com for more information.

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