

A MESSAGE FROM THE CEO

378 Florence Avenue, Hillside, NJ 07205

July 15th, 2013



Dear Model Railroader,

Welcome to the latest edition of the Atlas **All Scales Catalog**, the comprehensive source for the latest Atlas model railroad products announced and arriving at your local hobby store. A quick look at the table of contents makes it easy for you to find whatever scale, N, HO or O, you are interested in, as well as a complete world-wide dealer listing to easily locate Atlas products.

The first half of 2013 has been a time of exciting changes here at Atlas. We've had quite a few new products and practices in the pipeline that are finally coming to fruition. Two of my favorite products are the Master level upgrade to the HO S-2 locomotive and the all new Master level N scale S-2 locomotive with available sound. The level of prototypical realism of each, in physical design and sound, is truly amazing. Regarding practices, the most useful one is the inclusion of a new online store for retailers and consumers. Atlas recently updated its business software program

which includes a flexible and user friendly online store. Regarding practices, the most useful one is the inclusion of new business software that upgrades Atlas product ordering for all users. This upgrade includes flexible and easy to use ordering methods for consumers, dealers and distributors. I encourage you to browse our web site and check out these improvements for yourself

Another 'behind the scenes' change involves the way Atlas products are distributed. For over 60 years we have relied on a steadily decreasing group of distributors to move our products into hobby stores. Since January 2013, Atlas has offered approved brick and mortar dealers the opportunity to purchase direct from Atlas on a volume discount basis. This change opens the door to allowing greater participation in distributing Atlas multi-scale product lines.

Speaking of dealers, if you need assistance in locating an Atlas dealer near you, it's as easy as typing in your location on our online dealer locator at www.atlasrr.com and hitting "Enter". The results of your search will advise you of the nearest Atlas dealer, map the route, and provide the phone number and Atlas scales they carry.

Last, but not least, Atlas track and accessories continue to be produced on a daily basis, and we will ship these products from our NJ warehouses as soon as available. I apologize for any delays you may have experienced and thank you for your patience, understanding and support.

Whether you are new to the hobby, or a veteran of the modeling scene, when you choose to purchase Atlas products, you can rest assured you've made a wise investment backed by a company with more than six decades of model railroad experience. All Atlas products, in every scale, are designed to create the most realistic looking and operating trains, track and accessories that will stand the test of time. Atlas understands that superior products are only one half of the equation for success. The other is the esteem in which we hold our customers and the satisfaction they derive from realizing that relationship with Atlas.

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

I hope you enjoy browsing this catalog and trust you will find new and exciting products to add to your layout. Thank you for your interest and support of Atlas Model Railroad Company.

Sincerely,

Thomas W. Haedrich, CEO
Atlas Model Railroad Co. Inc.



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The cover photo depicts the Susquehanna #208 - S2 Locomotive, photographed at the Maywood Station in Maywood, NJ. Photo by Rob Pisani. Atlas' model of this locomotive is featured on pages 19-20 of this catalog in HO scale, and on page 48 in N scale. Please visit www.atlasrr.com for more information.

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