# A MESSAGE FROM THE CEO

January 2016



Dear Atlas Model Railroader,

Welcome to the premier issue of The Ultimate Guide to Atlas Model Railroad Company Products. It is our intention to publish this catalog in place of the regular All Scales Catalog during the first 6 months of the year. What makes this publication The Ultimate Guide? The simple answer is that for the first time, Atlas is including all scales that we produce – N, HO and O – in every major product category – locomotives, rolling stock, track and accessories, making it that much easier to find and buy anything you want or need from Atlas. As a result, you may have noticed that The Ultimate Guide is a good bit thicker than the All Scales Catalog it replaces!

A strategic part of *The Ultimate Guide* is the facing page which provides an explanation of the Atlas Plan, Order and Buy System<sup>®</sup>. The system has been developed and upgraded over the past 20 years, and is used on a daily basis in order to assist Atlas, its distributors, dealers and consumers in the production and guaranteed availability of Atlas products. This multifaceted system is briefly summarized here to provide insight into the essential part everyone plays in the production process. Our goal in explaining it is to encourage participation and expansion of this great hobby. Please don't hesitate to contact Atlas customer service at 908-687-0880 for answers to any of your questions.

I'm happy to report that Atlas has reestablished full production of all its varied scales and product categories as represented in this guide. Locomotives, rolling stock, track and accessories in every scale are in-stock, or currently being manufactured and we're confident that 2016 will be a very busy year for Atlas and all of our customers. A logical place to quickly see what we have in store for you is the All Scales Product Index on pages 5 and 6. The index conveniently lists all announcements and arrivals planned for the next 6 months, along with their delivery quarter. For an up to date listing of announcement and arrival dates, check **www.atlasrr.com**.

There are many new products shown in the catalog, including a brand new N Code 80 Track Pack, HO Code 83 Curved Turnouts, HO Master U33/36B Locomotive, O Master Modernized 50' PS-1 Double Door Car, O Master Troop Series Passenger Cars. The Troop Series Cars are an excellent example of Atlas seeing an opportunity in the model railroad industry and seizing it – to the benefit of present and future model railroaders. In this case, Weaver Models decided it was time to close shop and sell assets, so Atlas acquired about half of the offered tooling. We will start producing these products in 2016 – with the Troop Series Cars leading the way.

In addition to the wonderful products in this catalog, Atlas has many surprises planned throughout the year, so stay tuned and keep checking **www.atlasrr.com** or sign up for our mailing list so that you don't miss a thing. And remember, no matter what scale you use, **"You're on the Right Track...with Atlas!"** 

Warmest regards,

Paul Graf, CEO Atlas Model Railroad Co. Inc.



## THE PLAN, ORDER, BUY SYSTEM®

## INTRODUCTION

# Atlas has developed a superior, time tested, three-part communication and market demand system to assist distributors, dealers and consumers in planning, ordering and buying Atlas products.

### PART 1-THE ATLAS ALL SCALES CATALOG

The plan, order, buy system starts every six months, in January and July, with the bi-annual publication of The Ultimate Guide and the Atlas All Scales Catalogs, (ASC). These publications include product announcements, as well as scheduled product arrivals that are planned during the coming six month periods of time. This gives dealers and distributors an opportunity to organize administrative and marketing efforts while consumers can begin to plan their next six months of product purchases.

### PART 2-THE ATLAS ALL SCALES MONTHLY CATALOG

The All Scales Monthly Catalog (ASMC) is a monthly summary follow-up based on the All Scales Catalog. As the name implies, Atlas produces 12 ASMCs each year that focus on product arrivals and announcements for the month at hand. Each ASMC contains "guaranteed pre-order" forms which assures dealers, distributors and consumers who order within the given time-frame are guaranteed to receive their product orders.

#### PART 3-PRODUCTION COMPLETION AND CONTAINER SHIPMENT

Atlas notifies thousands of its loyal customers and its entire dealer/distributor network on a regular basis whenever projects have been completed and are ready to ship. This is accomplished through a detailed container shipping report. This serves as a "last chance" opportunity for dealers and distributors to buy these specified Atlas products and for consumers to contact their dealer to place their last minute orders. Consumers can conveniently locate Atlas Authorized Dealers by using the Atlas online Dealer Locator: **shop.atlasrr.com/storelocator.aspx** 

### SUMMARY

In sum, the Atlas plan, order, buy system uses a wide variety of communication tools to provide its distributors, dealers and consumers' up to date information that allows all interested parties the best opportunity to both preview and purchase Atlas' sought after products. In addition, the system assures that Atlas products are produced at quantities that closely reflects market demand. This results in balanced expenditures of available inventory and continuous development of new Atlas products.



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All arrival/announcements are estimates and may change at any time.



<u>Master/Trainman defined</u> - Atlas has two primary lines of locomotives and rolling stock (freight and passenger cars) designated as either Master or Trainman. The Master line is made up of highly detailed models which most often includes individual parts and details that match a specified model or phase. Road numbers and paint/print decoration will match an actual model, past or present, in the real world. The Trainman line will use accurate numbering, paint and print decoration; however there will not be as great attention to individual detail as afforded in the Master line.

All prices are in US dollars. Prices and dates are subject to change without notice. All catalog products are subject to availability at time of order. Atlas reserves the right to correct errors, change prices and modify designs without notice or obligation to purchasers of same or similar products. Any product pricing errors may be corrected at any time through notification of distributors, dealers and on our websites at www.atlasr.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 18" radius. Short length cars and locomotives may operate properly on radii smaller than these.

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