



PRESS RELEASE

TOP10 Toys 2022: BRUDER Volvo Wheel loader awarded by jury of experts

Fürth-Burgfarrnbach – 22.11.2022. What are the highlights of the toy industry in 2022? What are the trends on the toy market? The German Association of Toy Retailers (BVS) answers these questions every year right before the start of the Christmas business with the presentation of the TOP 10 toy hit list. This year, the Franconian family-owned company BRUDER Spielwaren can once again look forward to one of the coveted ten places on the list for its new Volvo L260H Wheel loader.

With decades of experience in the toy industry, the jury of experts identifies every year again the highlight products of the industry. In May 2022, the experts nominated 43 innovative and creative new products for their TOP 10 hit list - including two toy vehicles from BRUDER Spielwaren GmbH + Co KG. The BRUDER dumper for children aged two and up and the Volvo wheel loader for children aged three and up made it onto the shortlist. At today's annual press conference, the association now announced the ten winners.

With the TOP10 award, BVS offers end consumers and retailers an orientation aid in the jungle of the multitude of products that come onto the market every year. "We are pleased that we are once again able to provide a winning product in 2022. Our Volvo wheel loader is also a highlight for us among our new products in 2022. The repeated win of the award underlines

our quality and play value", says Paul Heinz Bruder, CEO of BRUDER Spielwaren.





Heavy-duty champion in miniature - the Volvo L260H Wheel loader

The new Volvo wheel loader from BRUDER is an efficient partner with which all the heaviest jobs in the sandpit can be easily solved. The original from Volvo CE has a working weight of 35 tonnes. However, the small version on a scale of 1:16 is in no way inferior to its big brother. The model of the Volvo L260H is equipped with a fully functional loading arm, which carries the impressive, tiltable bucket. A bworld figure, which is available separately, takes its place in the detailed cabin with opening doors. The engine bonnet at the rear can be opened for various service work.

BRUDER toys are made of high-quality and recyclable plastics such as ABS. Production takes place exclusively in the EU, for the most part at the headquarters in Fürth-Burgfarnbach. An extensive spare parts service ensures long-lasting playability and lots of fun.

