

Is Mattel missing a trick by not producing more Dinky Collection models?

Posted by DinkyKarel - 23 Nov 2011 15:47

The following of the Dinky Collection has diminished over the last few years, but I believe only or mostly since there are no new models coming out. Should Mattel not start again producing this range?

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Re: Is Mattel missing a trick by not producing more Dinky Collection models?

Posted by FODENWAY - 25 Jul 2015 08:32

Looking back over these posts from over three years ago, and considering the success of ranges like Oxford Diecast, Corgi Vanguard's and a host of others like Neo and Spark, all producing a wide range of excellent models of everyday cars and exotic cars over a wide price range, it seems that none of them have done the classic Dinky Toys subjects of the late 40s and early 50's. Cars like the Austin Devon and Somerset, Standard Vanguard, Riley, Hillman Minx, Triumph Renown, Ford Zephyr and Vauxhall Cresta, if done with modern levels of detail and authentic colour schemes, would make the basis of an excellent series of "Dinky Heritage" models, especially if the price was kept affordable (like Oxford). I'm surprised that no manufacturer has thought of it yet.....

Kevin.

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Re: Is Mattel missing a trick by not producing more Dinky Collection models?

Posted by RoutemasterNL - 25 Jul 2015 10:50

One of the reasons could be the investment they have to make in producing new dies

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