

Military Models Fight for Collector Attention

Legacy Motors adds Online Store specializing in military models

([PRWEB](#)) October 7, 2004 -- Most weekdays, Bob Winters makes sure he has a reason to be in his living room around 3:10 pm. He hovers around the big picture window where he has a commanding view of the street in front of his house. There he hopes to see the brown UPS truck stop and the UPS person bear a 1 foot by 2 foot carton to his door.

Inside the carton, suspended in peanuts, will be the scale model military plane, tank or vehicle to become the latest addition to his collection. That collection is jammed into his study and hallway and already includes 214 replicas. Some of these are organized around battle scenarios called dioramas, which contain more scale model parts like soldier figures.

When asked if he has a maximum in mind for the size of his collection, Bob, 47, thinks for a moment and answers with a slow shaking of his head no.

Over the past four years, the hobby of collecting diecast model vehicles has witnessed a significant progression in accuracy, level of detail as well as value. Initially, this advance in detail and engineering primarily influenced scale models of automotive, motorcycle and truck themes. In the past two years, models of military subjects have caught up. Think scale models of German tanks from WW2, helicopters from Vietnam war, and F-14 Tomcats from Desert Storm.

Legacy Motors, a six year old online resource and store for collectors of diecast cars, has taken notice of this jump. Legacy Motors has extended its purview to military themes and opened a new online store called Legacy Motors Military & Aircraft Scale Models.

The new store carries traditional brands known for military themed models like Corgi and Minichamps, but is also focusing on new brands entering this space. This includes brands like GMP, AUTOart and Highway 61 that are adding military models to their extensive lines of diecast automotive models. Legacy also carries a line spearheading the new excitement in military models from new entrant Forces of Valor, a division of a large diversified Hong Kong toy maker.

The Legacy Point program, through which customers earn points toward free models, is extended to the new store. In fact, it will be possible to shop in both stores — buying in both while switching back and forth — with the convenience of a single checkout. The new Legacy store also features the innovative Personal Pre-order page begun with the original store. This allows customers to manage their own reservations for upcoming releases, editing and deleting as they wish in light of additional information as it becomes available.

It is expected that Legacy Motors Military & Aircraft Scale Models will grow the market for these precision made historical replicas to collectors of scale model cars and to history buffs who have never collected anything. In so doing it will be following the footsteps of the original Legacy store, which helped expand the market for diecast cars through its famous content website called the Diecast Zone.

Legacy Motors, Legacy Motors Military & Aircraft, and Diecast Zone are properties of The Priva Company, a developer of innovative e-commerce businesses. Priva also owns and operates a fourth business, Legacy Motors



Art Gallery, the only art gallery in the world devoted to automotive art. Priva makes its world-class expertise in the design, development and marketing of online businesses available to other organizations and corporations.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).