



Revolutionay PlasmaCar Showcases at American International Toy Fair

After over two years of rave reviews from retailers and consumers alike in Canada, the revolutionary PlasmaCar will make its debut in the U.S. at the American International Toy Fair. Engineered to be safe and fun, the PlasmaCar has been described as a mechanical marvel. Designed by Chinese inventor Hongzhi Bao, this unique ride-on toy is a must-have for any active child!

([PRWEB](#)) February 19, 2005 -- Constructed of high-quality plastics, the PlasmaCar is built to last! Its rugged durability and simplicity, along with its eye-catching design make it the perfect ride-on toy. With no pedals, gears or batteries needed, the ease of operation can be mastered by anyone. The car is propelled simply by turning the steering wheel back and forth. With so many motorized riding toys available, it's refreshing to see a toy that promotes healthy exercise for children.

Winner of the Canadian Toy Testing Counsel's Three Star award, the highest rating possible, the PlasmaCar has also won the NETS Gold Star Toy Award. It made Today's Parent's Top Toy List Wow Status and the Canadian Toy Association's Hot Toys of the Holiday Season. The What's UP Kids Family Magazine gave the PlasmaCar a Five Star rating.

Distributed by PlaSmart, an industry leader in innovative toys, the PlasmaCar can be seen and experienced at the American International Toy Fair, Javits Convention Center in New York City. Visitors to Booth 1675 can see the award-winning PlasmaCar in action as it harnesses the natural forces of inertia, centrifugal force, gravity and friction. Certain to be a hit with both children and parents alike, this is likely to be the most talked about toy at the convention center!

Tim Kimber, President and CEO of Ottawa's PlaSmart, explains some of the appeal. "The unique propulsion system is what makes it revolutionary. There are no batteries, gears or electrical parts: the energy comes from turning the steering wheel continuously from left to right." Children will be drawn to the racecar appearance of the PlasmaCar, which comes in four colors and has a sleek, aerodynamic design. It is capable of holding up to 220 lbs. when ridden on a smooth, flat surface.

The Toy Fair runs from Sunday, Feb. 20 through Wednesday, Feb. 23. Hours are Sunday through Tuesday 9 AM - 6 and Wednesday 9 AM - 4. Don't miss this opportunity to be one of the first to see the revolutionary PlasmaCar before it becomes a marketing phenomenon in this country.

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