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F-150 Raptor for Kids: Free Limited-Edition Revell Model Kits at Ford Stand at North American International Auto Show

- Ford and Revell® are giving away limited-edition F-150 Raptor model kits at the Ford stand at the 2015 North American International Auto Show in Detroit through Jan. 25
- 2015 North American International Auto Show debuts the all-new Ford F-150 Raptor – the ultimate high-performance off-road pickup in the company’s lineup
- Ford re-engineered every part of F-150 Raptor to make it the toughest, smartest, most capable off-roader – and more efficient than ever; the Revell SnapTite® model kit allows kids age eight and up to build and then play with their own mini Raptor model

DETROIT, Jan. 15, 2015 – From the sidewalk to the sandbox, kids eight and up will be able to build, play and display their own all-new Ford F-150 Raptor – the toughest, smartest, most capable Raptor ever.

Revell® – a worldwide leader in the hobby industry – is working with Ford to give away special limited-edition F-150 Raptor model kits at the Ford stand at the 2015 North American International Auto Show through Jan. 25. The collectible Revell SnapTite® model kit allows kids to build and then play with their own mini Raptor model.

The 20-piece Raptor model complements Revell’s successful 2015 Ford Mustang promotional model kit jointly distributed with Ford at last year’s North American International Auto Show. The 2015 Mustang SnapTite Build & Play® model kit was Revell’s top seller in 2014.

“We are pleased to follow up on the success of last year’s Revell Mustang SnapTite Build & Play model kit giveaway,” said Dave Tillapaugh, Ford auto show manager. “Kids can proudly display these limited-edition 2015 F-150 Raptor models as a long-lasting reminder of their 2015 Ford auto show experience.”

Ford, America’s truck leader, debuted the all-new F-150 Raptor – the ultimate high-performance off-road pickup in the company’s lineup – Jan. 12 at the North American International Auto Show. Every part of the F-150 Raptor is re-engineered to make it the toughest, smartest, most capable off-roader – and more efficient than ever.

“We are proud to continue this relationship with Ford and offer this new collectible F-150 Raptor SnapTite model,” said Lou Aguilera, Revell vice president and general manager. “We expect an enthusiastic response as kids build their own model of this impressive sport truck.”

The Revell SnapTite model of the Ford F-150 Raptor goes on sale this June.

New Raptor

Raptor boasts an all-new, purpose-built frame – the backbone of the truck – that is the strongest in the F-150 lineup, featuring more high-strength steel than ever.

Forged from high-strength, military-grade, aluminum alloy that helps save more than 500 pounds of weight, Raptor's exterior design is inspired by Ford's performance heritage in off-road racing that includes Best in the Desert and the famous Baja 1000. Raptor's chiseled looks are reminiscent of those found in Trophy Trucks – the most powerful and fastest off-road pickups.

Raptor is powered by Ford's new, second-generation 3.5-liter EcoBoost® engine that produces more power with greater efficiency than the current 6.2-liter V8, which is rated at 411 horsepower and 434 lb.-ft. of torque.

Raptor will be built at Dearborn Truck Plant, and goes on sale fall 2016.

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About Ford Motor Company

[Ford Motor Company](http://www.corporate.ford.com), a global automotive industry leader based in Dearborn, Michigan, manufactures or distributes automobiles across six continents. With about 189,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit www.corporate.ford.com.

About Revell, Inc.

For 70 years, Revell, Inc., a subsidiary of Hobbico, Inc., has been the global leader in the design, development and distribution of a wide variety of SnapTite Build & Play, SnapTite, pre-decorated and full glue and paint model kits that span virtually every subject matter and age group. Based in Elk Grove Village, Illinois, the company also manufactures and distributes radio control products, Pinewood Derby® and woodworking/wood craft products for the toy, hobby and consumer markets. For more information regarding Revell and its products, please visit Revell.com.

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