

Tonka® Construction

Heavy-Duty Construction Action

CD-ROM

Kids will have a blast as they take charge of a fleet of tough 3D Tonka trucks to dig, bulldoze, blast, and build like never before! With the help of Tonka Joe and a team of animated supervisors, kids will build parks, castles, and skyscrapers in The City, lay roads and bridges in The Desert, rescue stranded cars in the Snowy Mountains, and dig for gold in the Quarry. And when they bring their vehicles into The Garage for repairing and painting, they'll learn all about their Tonka trucks.

Target Market

Children, ages 4 & up

Key Features

- 14 3D Tonka trucks with key stats on each
- All the sights and sounds of real construction action
- Build and customize 6 different construction sites
- Demolish and re-build again and again
- Paint and repair your trucks
- Print work sites, award certificates, and favorite trucks

Marketing Support

- Dedicated TV and Print advertising
- Dedicated in-store merchandising program
- Core brand TV tags & 50th Anniversary tie-ins
- Nationwide touring semi-truck featuring hands-on demos

Core Brand Information

- 50th Anniversary Celebration: The TONKA TOUGH TOUR 1997
- The all-time #1 best selling toy truck brand
- Over 4 million trucks sold each year

Platform

- Windows 3.1 & Windows 95
- Macintosh

Package size

9" x 10 1/4" x 1 5/8"

Case Pack: 3

