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KIDS PLUGGED INTO BATTERY LIFE **BOYS WEIGH IN ON MOST IMPORTANT RC VEHICLE FEATURES**

By Nancy Zwiers

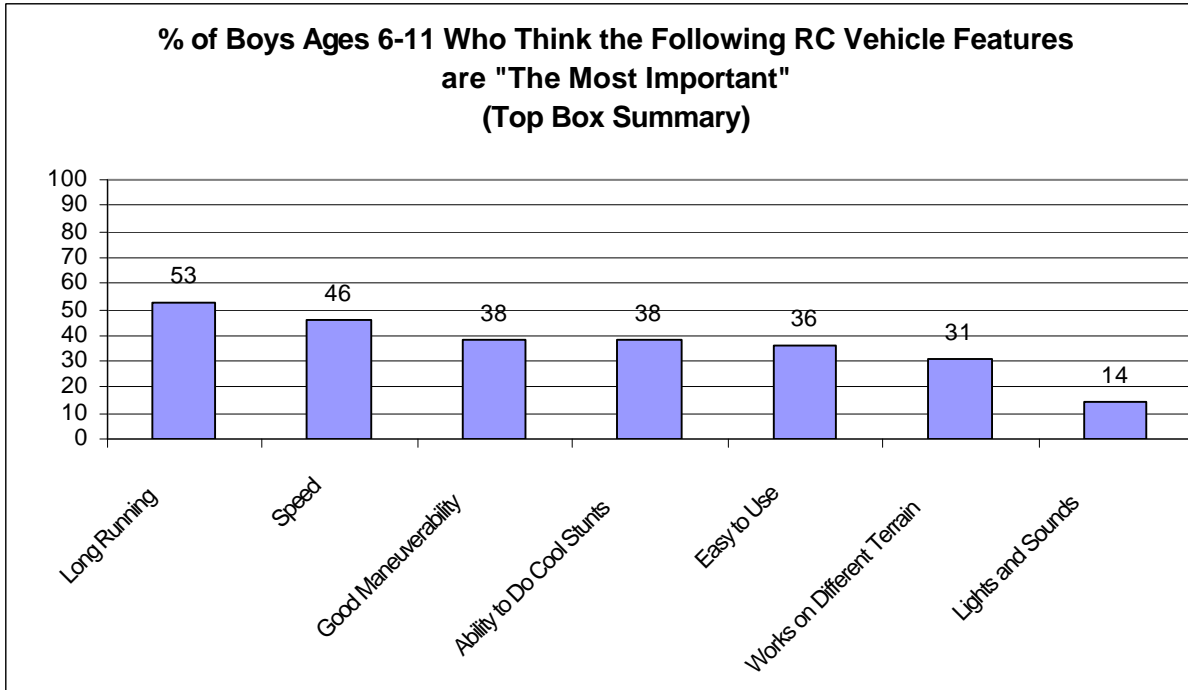
The RC vehicle category continues to advance and innovate, adding more bells and whistles with every new release. From realistic lights and sounds to exceptional maneuverability and stunt capabilities, today's RC vehicles do everything but drive themselves. But since keeping costs down is just as important as increasing the consumer value proposition, it's important to understand which features are really important to kids and which are just pricey extras. In a recent Toy Tracker survey conducted by consulting firm Funosophy, Inc., 300 boys ages 6-11 ranked the importance of various RC features. Read on for surprising results.

Charge!

When asked to rank the importance of various features when playing with RC vehicles, 53% of boys ages 6-11 ranked "long running time" most important! The need for more play time between charges even outranked other top features like speed, maneuverability, and the ability to do cool stunts. This commentary on kids' perception of too-short battery life is a great opportunity for manufacturers and marketers of RC vehicles.

Not surprisingly, speed ranked second highest with boys in both the 6-8 and 9-11 year old age groups, with 46% of boys saying this was the "most important" feature. Good maneuverability and the ability to do cool stunts tied for third most important feature, both with a 38% vote.

“How important are the following things when you’re playing with a radio-control vehicle like a car, truck, or plane?”



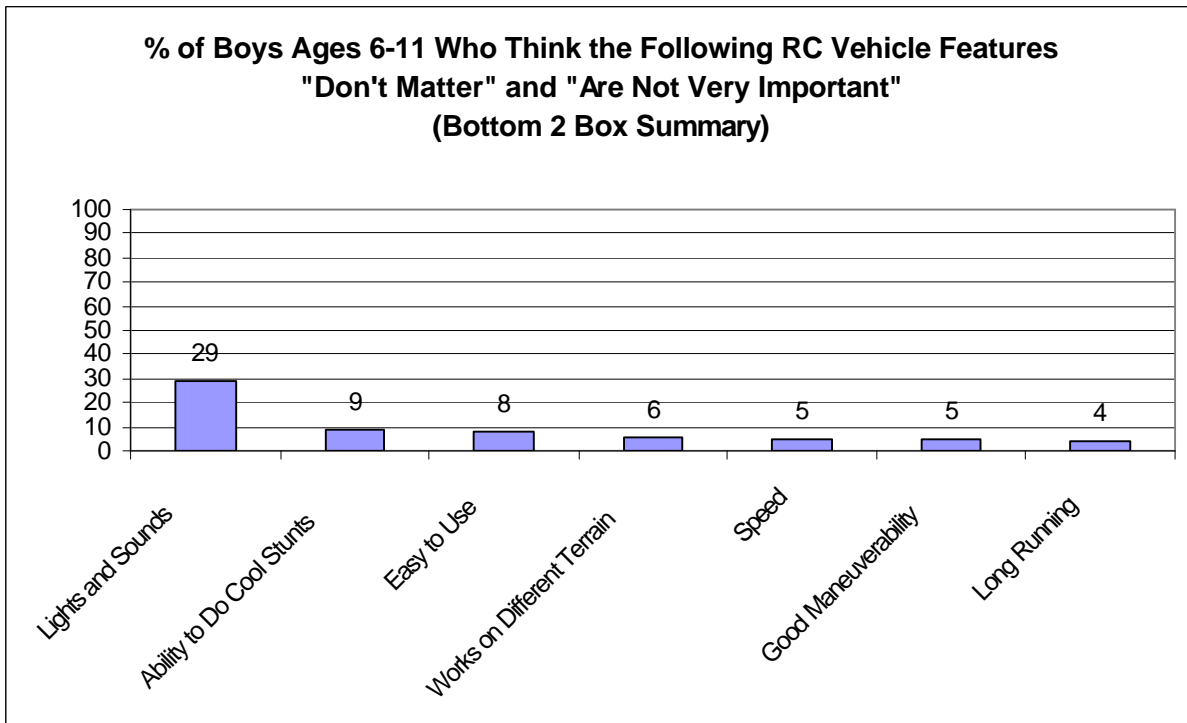
Easier Is Better

It’s also important to note the ranking of the “ease of use” response. Both 6-8 and 9-11 year old boys ranked this feature fifth, behind battery life, speed, maneuverability, and stunt capabilities. Ease of use outranked the ability of an RC vehicle to perform on multiple terrains, one of the newer features in the category.

Bells and Whistles Beware

Interestingly, lights and sounds are least important to boys, with nearly 30% of boys ages 6-11 saying they “don’t matter” or are “not very important.” This feature becomes even less important as boys age.

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In Summary

While speed, maneuverability, and the ability to do cool stunts are all important to boys, nothing matters if the batteries are dead! Long-lasting battery life is imperative to play value in this category. Ease of use is also a marketing message to convey – kids want to know that they’ll be able to operate their RC vehicles easily and effectively.

Written by Nancy Zwiers, CEO of Funosophy, Inc., the preeminent brand-building consulting and research firm in the toy industry. This survey was conducted by Funosophy among a nationally representative sample of 300 boys ages 6-11 years old. For details or to conduct your own Toy Tracker survey, email info@funosophy.com or call (562) 436-5251.