**FOR IMMEDIATE RELEASE**

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***Turbospoke! The Bicycle Exhaust System…***

**Award-Winning Turbospoke Rolls Out New Look and Exciting New Features**

North Andover, MA, February 9, 2017 –Turbospoke is unveiling a cool new look and new features for 2017. Fueled by a series of toy industry and parent awards, record-breaking YouTube views and best seller status, Turbospoke unveils its brand-new look Bicycle Exhaust System with the help of long term distributor Schylling Inc. at the 2017 New York Toy Fair.

Imagine transforming your everyday bicycle to have the look and sound of a real motorbike. Turbospoke does exactly that! Turbospoke makes the most awesome realistic engine sounds. The engine sounds start as soon as the bicycle wheels turn, so the sound changes as your speed does! Turbospoke requires no batteries to make it work. It is 100% pedal powered. The sounds are made by a thin plastic 'Motocard' which is held against the spokes of the bicycle wheel. The sound travels up the exhaust pipe and gets even louder!

"This latest version of the Turbospoke Bicycle Exhaust System builds on a proven best-selling concept, enhancing its performance and bringing more fun to the kids who love our product" said Tom Maxwell, Chief Designer of Turbospoke.

 Featuring 3 brand new sound cards, 24 new stickers and a tough and robust, almost indestructible new exhaust pipe, Turbospoke, the Bicycle Exhaust System, is set to continue its dominance of the fun bicycle accessory sector.

The brand-new product features are showcased in a transformed display box, boasting new graphics and the distinctively sharp, new Turbospoke brand identity, designed to evoke a strong race feel.

 We are excited to see the new features and enhancements on a product that is already riding high,” said Paul Weingard, President of Schylling. “Turbospoke is an amazing bike accessory that adds the sound of power to a child’s bicycle riding experience.”

Turbospoke can be found at <http://www.schylling.com/p/turbospoke> See Turbospoke at Schylling’s booth #411 at New York Toy Fair. To schedule a meeting with a Schylling representative, email to jaime@schylling.com Other opportunities to see all Schylling products will be at the Schylling booths at Toy Fest West and the Los Angeles Toy Gift Show.

**About Schylling Inc.**

For over forty years, Schylling Inc. has specialized in timeless toys. We started out making delightful playthings from a bygone era. Over time we’ve built a distinctive collection of innovative gifts and traditional toys with nostalgic appeal for all ages. As an award-winning toy company located in North Andover, MA on the beautiful North Shore of Boston, Schylling works to create the future in toys by captivating new designs and intriguing refreshes and innovations of toys from the past. Schylling offers original and distributed lines of toys. Among these lines are the iconic tin toys that have been an important part of the history of the company. Schylling is the world leader in the manufacture of Jack-in-the-Box toys and tin Kaleidoscopes, among others. Toy lines include the Nanoblock, PaperNano and Terrablock family of products, the Steelworks line of construction toys, the original Lava Lamp series, Turbospoke, Crazy Foam, Fisher-Price Classics, the Zuru Bunch-o-Balloons, illooms LED balloons, the Lottie line of dolls, the Style Model line, the recently added Tiger Tribe arts and crafts playset line. Schylling’s long list of toy categories including Classics, Games, Retro Toys, Ride-Ons, Pretend Play, Just for Fun, Magic, Arts & Crafts, Great Outdoors, Tents, Die-Cast, Money Matters, Music, Sock Monkey, and BeBots tin wind-ups featuring Star Wars and Pixar characters as well as Curious George. Schylling is proud of its heritage and in offering high quality, safe and creative products that lead the toy industry. Visit the company website at [www.Schylling.com](http://www.Schylling.com) or Facebook page at [www.facebook.com/SchyllingToys](http://www.facebook.com/SchyllingToys)

**About Turbospoke**

Turbospoke is designed and manufactured by Tomax, a Toy and Bicycle Accessory company based in Ireland run by brothers Tom and Andrew Maxwell, two guys with a real passion for anything with wheels. Since their earliest days these two gear heads have been playing around with cars and wheeled toys of all sorts. Anything with wheels, good sounds, speed… you get the idea. As with all kids, the boys' bikes were their ‘wheels’. Their Dad had showed them the old trick of attaching a playing card to the rear of their bikes with a clothes pin to make that all important engine sound. This was a real hit with the boys, but naturally enough they wanted the sound to be louder and last for longer. And so, the idea for Turbospoke was born. Turbospoke is the first in a range of cool accessories for the ultimate bicycle customization. Their aim is to bring the fun back into cycling, to provide kids with awesome, innovative accessories which are well designed, fully safety tested and which really surprise, amaze and, most of all, provide serious fun! Visit the company website at [www.turbospoke.com](http://www.turbospoke.com)

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