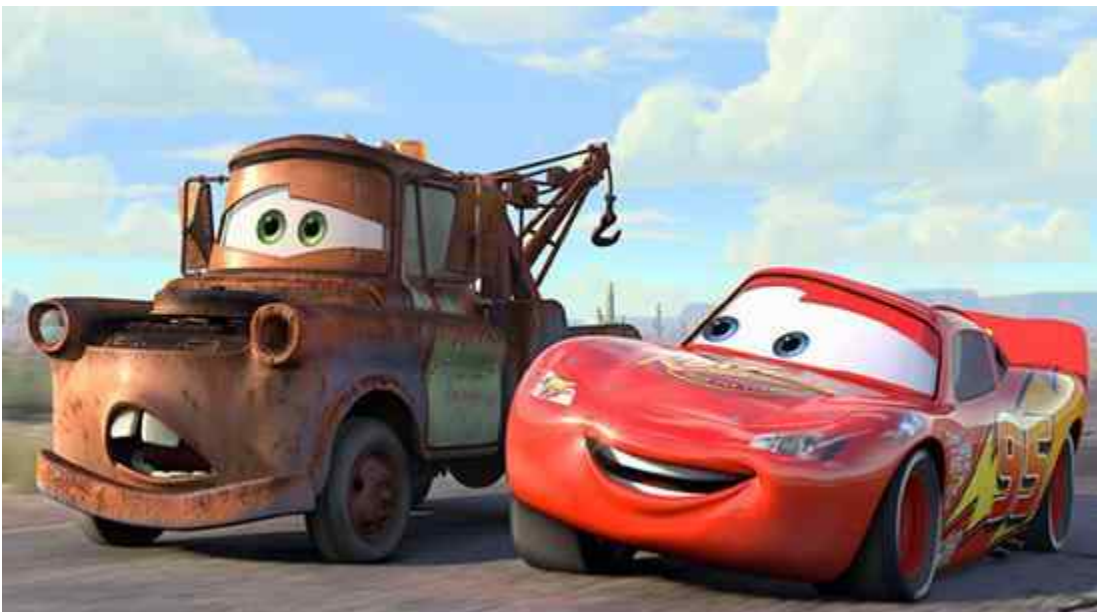


## Mattel to make toys based on Disney's 'Cars' franchise

By City News Service | Jan. 27, 2016



Mattel will make toys based on Disney's "Cars."

EL SEGUNDO — Mattel Inc. and the Walt Disney Co. announced today that the world's biggest toymaker has secured continued worldwide rights to manufacture, market and distribute toys and products based on Disney's "Cars" film franchise.

"We are very pleased that Disney Consumer Products has once again chosen Mattel to help bring its iconic Cars franchise and characters to life for children around the world," said Mattel Chairman and CEO Christopher Sinclair. "Disney and Mattel have enjoyed an outstanding partnership for nearly 60 years, and we are thrilled to see the relationship continue in such a meaningful way."

Disney was similarly enthusiastic.

"For almost a decade, Pixar's Cars has thrilled audiences and connected with families through its story of friendship and the excitement of the open road," said Leslie Ferraro, co-chair of Disney Consumer Products and Interactive Media and president of Disney Consumer Products.

“We’re delighted to continue working with Mattel on this important franchise. They are the perfect partner to extend Pixar’s storytelling with an innovative and engaging toy line for Cars 3.”

The Pixar animation studio is a property of Glendale-backed Disney.

A joint Mattel-Disney statement provided no financial details on what they called their “renewed relationship.”