



Hasbro's NERF Brand Blasts into Overdrive with NERF NITRO

24 Jan, 2017

New Stunt Car Line Offers Fans High-Action, Performance-Based Play Experience

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Building on more than 45 years of innovative play experiences designed to excite and thrill fans, the NERF brand from [Hasbro, Inc.](#) (NASDAQ: HAS) introduces NERF NITRO, a unique line of blasters and launchable foam vehicles. Hitting shelves globally in 2017 with distinctive designs and stimulating play experiences based on two years of research focused on both NERF and vehicle fans, the performance-based NERF NITRO line is racing on to the vehicle scene as only the NERF brand can, bringing with it the thrill of speed, jumps, tricks, and adrenaline-fueled action.

"The imaginative, fun NITRO line is an exciting development as we continue to drive innovation and explore diverse worlds of play for the NERF brand and our fans of all ages," says Michael Ritchie, VP, Global Brand Marketing, NERF Franchise. "Building on the action-packed adventures of blaster play allows us to infuse the stunt car segment with all the dependability, power and thrills that kids and fans expect from the NERF brand."

Design, power, performance, and heritage set the NERF brand apart. With years of innovation and insight, the NERF team of designers are unparalleled experts in the world of blasting toys. Drawing from this knowledge and delivering on years of research identifying consumers' demand for an original, high-performance stunt car alternative, NERF NITRO sets combine the time-tested blasting power and foam action play of NERF with the exhilarating, high-flying world of stunt car play to create an incomparable play experience. Kids simply load one of the NERF NITRO foam vehicles into the NERF NITRO launchers and pull the trigger to blast the vehicle into overdrive. With customizable, indoor-safe stunt vehicles and accessories, vehicle fans can now create amazing stunt shows almost anywhere.

"NITRO offers kids an original way to play with NERF, combining its expertise as the premiere blaster brand with toy vehicle to create an entirely new way to have fun," said Jim Silver, CEO/editor-in-chief, [TPM.com](#). "From the blaster action to the cool stunts and tricks, this new NERF experience is sure to be a hit with fans."

The colorful, collectible line is designed for kids ages five and up, features more than 48 vehicles designs at launch, and includes sets ranging from the 24-piece MOTO FURY RAPID RALLY set, to the two launcher DUELFURY DEMOLITION set, creating trackless stunt possibilities as boundless as kids' imaginations. When it comes to high-flying car stunts and tricks, *This is How We Play*, NERF NITRO style.

For more information on the NITRO line and the NERF brand, visit [www.Nerf.com](#), or connect with NERF NATION on [Facebook](#), [Instagram](#), [YouTube](#), and Snapchat.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at [www.hasbro.com](#), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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Litzky Public Relations

Elise Leonard, 201-222-9118, ext. 18

ELeonard@litzkypr.com

or

Hasbro, Inc.

Erin Pearce, 401-727-5086

Erin.Pearce@hasbro.com

Source: Hasbro, Inc.

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