

## Lexibook® launches a brand-new range of Disney • Pixar CARS products for the CARS 3 movie release on 2nd of August!

Lexibook®, a partner of the successful franchise for over 10 years, accompanies the highly anticipated release of the new Disney • Pixar studios big-screen movie with an all-new collection of multimedia products (audio, video, alarm clocks) as well as musical instruments and tablet accessories! The launch of these products is planned to coincide with the cinema release of the movie in Europe, the Middle East and Russia, with flagship products including a brand new flexible helmet that can resist any impact - just like Lightning- and a radio alarm clock sporting the new look of Lightning McQueen and his rival Jackson Storm, to rev-up your kids' mornings going to school!



Reference: HP018DC  
Retail Price, incl. VAT: € 29.99



Reference: RP500DC

Retail Price, incl. VAT: € 34.99

These products are available in most major retail and specialised stores as well as at major e-commerce sites.

## ABOUT THE MOVIE

Left in the dust, by a new generation of ultra-fast cars, the famous Lightning McQueen suddenly finds himself on the side-lines in his beloved sport. To return to the racetrack and prove – in remembrance of Doc Hudson – that the number 95 still has its place in the Piston Cup, he will have to show ingenuity and courage. The help of, Cruz Ramirez, a young female mechanic full of enthusiasm and dreams of victory will be of invaluable help...

Directed by **Brian Fee** (storyboard artist of CARS and CARS 2) and produced by **Kevin Reher** (A Bug's Life, the short film "La Luna"), **CARS 3** will be released on French screens on August 2, 2017.

## Lexibook

Lexibook® is the European leader in licensed electronic entertainment products for children, owning over 42 registered trademarks such as Karaoke Micro Star®, Spy Move®, Move Cam®, Cyber Arcade®, Meteoclock®, Serenity®, Tablet Phone®, iParty®, Lightning Boom®, etc. This success is due to a strategic focus on strong international licenses, coupled with products with high value-added integrated electronics (audio and video, etc.). This strategy, combined with a policy of continuous innovation, has spurred the Group's international growth and has enabled it to develop a wide range of products under the Group's trademarks. Lexibook® is listed on Euronext (Alternext: 3359). With more than 25 million product items on the market, the company currently sells one product every ten seconds around the world! For more information, please visit: [www.lexibook.com](http://www.lexibook.com).

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