

SLOT CARS

In the Fast Lane

Elyse Russell

The slot car resurgence is no secret. In recent years, HO scale slot cars have made it big. And, when it comes to style, performance and speed, nobody does it like AFX.

The AFX goal, according to Steve Russell, president of Racemasters Inc., is "To ensure that the only car that will be better than an old AFX car is a new AFX car." It's a similar sentiment he learned from his father, Jim Russell. The slot car legend, known to friends as Russ, created the G+ chassis and in 1971 transformed Aurora into Aurora Factory Experimental, what we refer to today as AFX. His take on slots cars from day one was that of constant innovation and evolution.

But going fast and looking cool only gets you so far. What does AFX really have that no one else does?

Simple. It's about quality, support and loyalty.

The quality of AFX products has become

legendary. And in those rare instances when a product falls short of those high standards — never fear, a lifetime warranty is here! But world-class product support isn't just replacing defects. It's teaching, troubleshooting and problem-solving with both new and experienced racers — it's how Racemasters supports not just the brand, but the slot car hobby itself.

Elyse Russell, customer service manager and Steve's daughter, said about working in the customer service department, "I've been doing this for over 10 years and my favorite part of my job continues to be sharing tips and tricks with expert and novice racers. It's incredible how much I'm still learning and it's fun to be able to show them something new. That's how we do things here, that's what makes this hobby so great."

Combined, AFX's quality and unmatched product support inspires an enduring loyalty among customers that has lasted generations.

Essentially, children who were playing with AFX race sets in the 1970s, '80s and '90s are now in their 30s, 40s and 50s, sharing their love of the hobby with their children and grandchildren.



But let's not get stuck in the past. Now, let's look to the future.

This year, 2024, is a year of exciting transformation as AFX officially enters the arena of Formula One. With the release of the Alfa Romeo F1 Team 2023 Collection, demand both here and abroad has soared. Each car has broken every record Racemasters had as the largest, fastest single-sale release of an AFX car.

The best part? They're just getting started. In addition to Sauber, Racemasters ended the month of April by signing official licenses with F1 teams McLaren, Senna and Lotus. AFX has taken pole position on the Formula One HO slot car track and race fans worldwide are more than a little excited. HM



Steve and Jim Russell at the New York Toy Fair.