



**NOREV**

Extraits du catalogue Norev 2017  
Extracts from the Norev catalogue 2017



**WORKBOOK 2017**



**NOREV**

Ligier LMP3 team Graff Racing  
Vice-champion ELMS 2016  
pilotes: Enzo Guibbert / Paul Petit / Eric Trouillet

Programme 2017: LMP2  
ELMS & 24 Heures du Mans



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## Sommaire



«Le raffinement de nos voitures miniatures reflète le degré d'excellence que notre manufacture familiale s'est imposé.

La collection actuelle de Norev atteint le total impressionnant de plus de 300 véhicules de collection répartis en 5 échelles.»

«The refinement of our model cars reflects the level of excellence our family owned manufacturing company has imposed itself.

The current Norev collection reaches the impressive amount of more than 300 collector vehicles spread over 5 scales.»

Dear automobile enthusiasts,

It is with great pleasure that I'm presenting you the 2017 edition of the Norev catalogue. As the last and oldest independent and family owned manufacturing company (founded in 1946), we have remained faithful to the ambition of the Veron brothers: developing and manufacturing the "best modelcars in the world".

Best due to the precision of the details, the quality/price ratio and the accuracy to the original vehicle.

We are specialists in the manufacturing and distribution of model cars for car enthusiasts, car makers, collector shops, Internet and mail orders.

We are also involved in toy vehicles for children through toy stores.

We support our customers with their development, we consolidate our partnerships with our suppliers, we invest in the skills and the passion of our team and we involve them in our success.

In this edition, some of them are advising what they are preparing for the fans of our brand and of cars.

Our company enjoys a great reputation among experts, it is not only due to the perfection of our production but also the amount of knowledge and talent in our workshops

This legacy is also explained by our founding values which have enabled the Norev Company to forge its own destiny by imposing its difference.

The independence, the tradition, the innovation, the quality, the aesthetic, the value, the service, the scarcity and the emotion.

As a complete manufacturing company, Norev develops and produces its models and most of its components.

Norev offers in its current collection more than 300 different models manufactured in small quantities going from 100 pieces to a few thousand.

Whether it is scale 1:18, 1:43, 1:64 or HO, our worldwide enthusiasts appreciate our accuracy: our requirements during all stages of production and the long months necessary for the development and the manufacturing make each NOREV model produced a rare and precious creation for all collectors.

I hope you will enjoy reading this catalogue and I send you my best wishes.

Axel Fischer  
Président-Directeur Général





## Frédéric Deprun

Un artiste-peintre et ses miniatures



«C'est lors d'une exposition en 2014 à Lyon qu'Axel Fischer président de l'entreprise NOREV a eu connaissance de mon travail pictural. Par la suite, la dernière présentation que j'ai faite à New-York à la Galerie Bertrand Delacroix a permis à Axel de découvrir réellement mes huiles sur toile et la relation que j'entretiens avec le thème des jouets, de la famille et de l'enfance. Une rencontre dans ses ateliers lyonnais m'a donné l'occasion d'arpenter l'univers labyrinthique des étagères de miniatures de son usine. Quelle réalité avions-nous en commun ? Celle du "jouet voiture", de la miniature à l'échelle, de l'automobile réduite et son cortège de légendes pour tendre vers le désir de mise en scène, inévitablement. La magie de la réduction en plusieurs tailles vers le minuscule créée une fascination partagée, celle qui nous presse à figer notre regard dans un diorama, une maquette ou bien une peinture. Ainsi, la plus étroite proximité était identifiée et se situe aujourd'hui dans la nécessité de faire vivre nos visions respectives dans un projet de création. Il nous fallait animer le minuscule...»

Artisanalement, j'élabore des toiles peintes uniques et me voilà face à l'industrie qui multiplie et déploie en miniature les légions de petites autos. Voitures sorties de leurs boîtes en carton doivent rejoindre les collections ou les coffres à jouets d'enfants. Les visions ont vite fait surface !

De la Dauphine des congés payés en passant par la Peugeot 202 et ses deux phares sous calandres, les épaves rouillées rencontrées dans les champs en campagne au moment de l'enfance, l'odeur du skaï des sièges de la R16, les bandes blanches qui traversent la carrosserie de la Shelby Cobra mais aussi celle de la Renault 8 "Gordini" du siècle dernier. Du sobre combi Volkswagen des rues de Hanovre en 1958 à celui plus fleuri des années hippies dix ans plus tard, le contexte change radicalement la perception d'un véhicule. Un inventaire est possible évoquant une multitude d'exemples.

Chaque image de voiture devient une madeleine de Proust et produit du sens dans son sillage pour irradier de mille histoires.

Un projet était en train de naître, celui d'envisager l'élaboration d'une série de peintures à travers différentes scènes. Nous avons tout d'abord choisi l'univers du sucré, du bonbon, de la friandise, de l'acidulé pour construire des décors qui ont permis d'accueillir un choix de miniatures qui faisait sens. Dans mon atelier de la Croix-Rousse à Lyon, terre d'origine des usines NOREV, la mise en lumière est réussie et c'est une première étape vers la création d'une série d'huiles sur toile.



La recommandation, Frédéric Deprun,  
120x120cm, huile-sur-toile, 2012,  
Collection privée

Merveilles, Frédéric Deprun, 120x120cm,  
huile-sur-toile, 2014, Collection privée

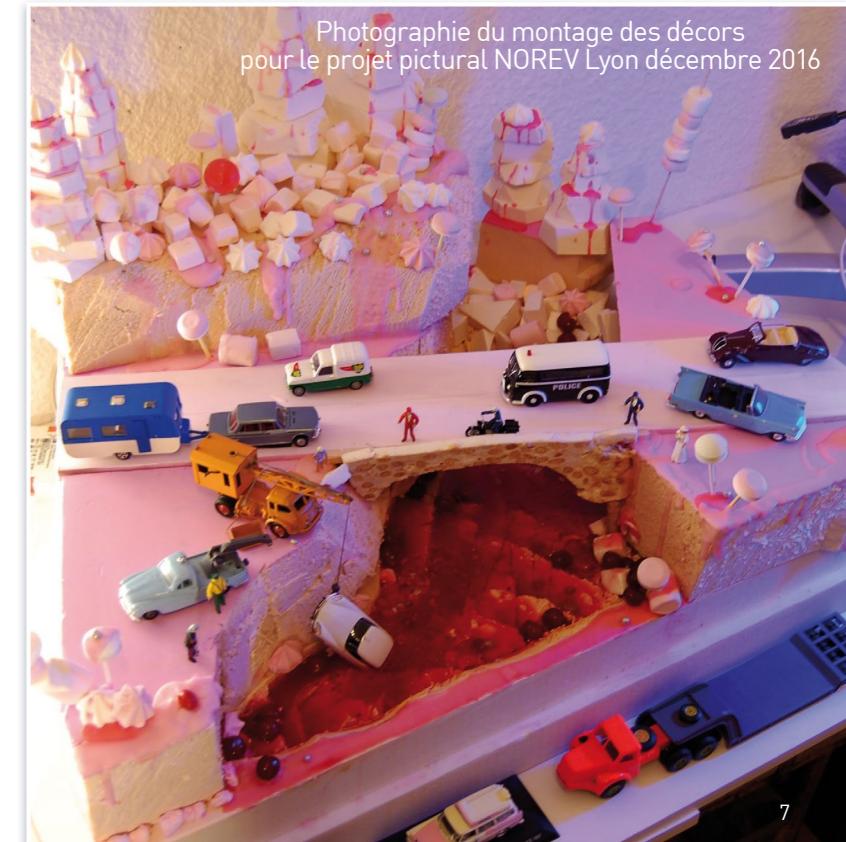
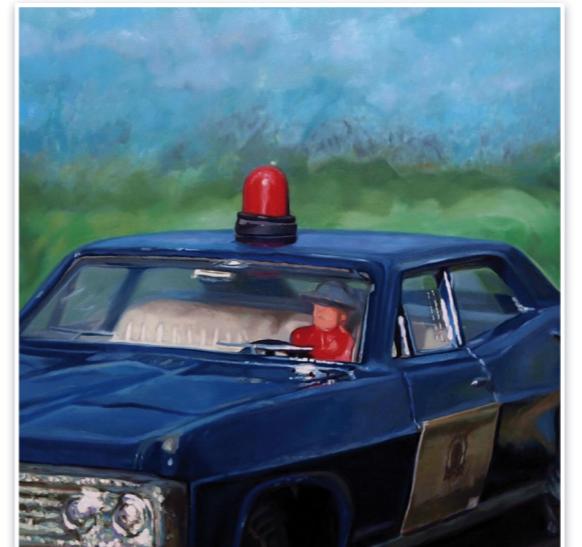


Un "voyage acidulé", celui de l'accident du pont en nougat ou d'une dépanneuse d'antan tentant d'extraire d'une rivière fruitée et de cerises confites une DS Citroën en mauvaise posture. Une autre toile évoque une série de boîtes en carton NOREV trouvées dans un grenier poussiéreux irradié de la lumière d'une fin d'après-midi. J'ai donc la chance par le biais de cette collaboration de pouvoir poursuivre un travail pictural engagé depuis plusieurs années autour du jouet et de la famille. D'avoir pu faire ma place dans le projet NOREV me semble gage de nouveaux projets inventifs.»

**Frédéric Deprun** – Lyon janvier 2016

[Fredericdeprun.com](http://Fredericdeprun.com)  
[facebook.com/Frédéric DEPRUN - Paintings](http://facebook.com/Frédéric DEPRUN - Paintings)

Le Signe écarlate, Frédéric Deprun, 50x50cm  
huile sur toile, 2012, Collection privée



Photographie du montage des décors pour le projet pictural NOREV Lyon décembre 2016

# NOREV History

**1945** Joseph, Paul et Emile Véron launch their first watches made for children.

**1953** Launch of the first NOREV model in plastic: the Simca 9 Aronde.



**1955** The first NOREV factory opens.

**1959** NOREV receives many rewards for its skills: "Lauréat de l'Oscar du Jouet hors concours" "Coupe d'Or du bon goût Français" ...



**1970** NOREV increases its ranges in launching diecast models in various scales: Jet-Car, Maxi-Jet & Mini-Jet.

**1971** NOREV sponsors and supports the skilled drivers Jimmy Mieusset, Henri Pescarolo & Jacques Lafitte.

**1986** Marc Fischer takes over NOREV and leads the brand to collectible vehicles.

**1998** Axel Fischer takes over the company and he is soon helped by his brother Gregory.



**2006** Creation of the 300 C Norev by Parotech celebrating the 60th anniversary of the brand.



**2009** NOREV opens its own factory in China.

**2015** NOREV celebrates its 70th anniversary.

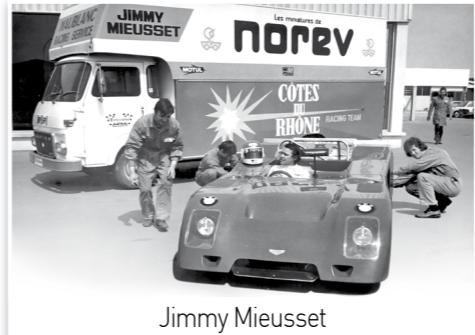
## Heritage, Independence & Tradition



Joseph Véron, Jacques Lafitte & Guy Ligier

Norev is the oldest toy manufacturing company in Rhône-Alpes, independent and still owned by the founding family.

Since 1970, Norev is involved in the world of motor races by sponsoring prestigious drivers: Jimmy Mieusset, Henri Pescarolo on Surtees and Jacques Lafitte on Ligier.



Jimmy Mieusset



Jimmy Mieusset

In 1977, hardly 1 year after its creation, the French team Ligier-Gitanes won a great victory at the Formula 1 Grand Prix in Sweden. It celebrates for the first time Guy Ligier and Jacques Lafitte driving the JS 7 under the Norev banner.



1976 - Henri pescarolo - Surtees TS 19



1977 - Jacques Lafitte- Ligier Gitanes Norev



1980 - Max Mimiers - Hill climb race

## Quality, Aesthetics & Emotion



New boxes for 2015

Joseph, Paul and Emile Veron had only one ambition: developing, manufacturing and assembling modelcars with the best price-quality ration in the world.

Today more than ever, quality and well made goods remain the keywords of the Norev production, whether it concerns the accuracy to the shape of the cars or the playability of the toys, their aesthetics and the good working of the different playing functions.

Norev Toys enable the children to play a long time and to develop their imagination.



2013 - Mitjet Norev-Yokohama Yvan Muller

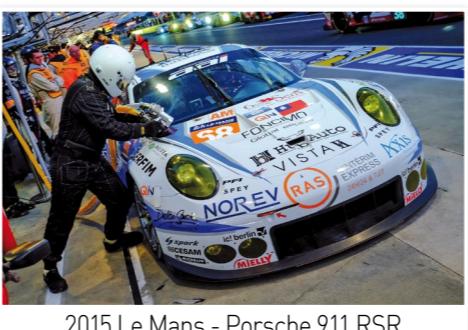


2013 - Mitjet Norev-Yokohama Olivier Panis / Aurélien Panis



2013 - Mitjet Norev-Yokohama Sébastien Loeb / Patrick Lhoste

Nowadays, this tradition continues with the Mitjet, Dacia Duster, Porsche 911 RSR, Ferrari 458 Italia.



2015 Le Mans - Porsche 911 RSR



2015 Nürburgring - Ferrari 458 Italia



2016 Nürburgring - Mercedes-AMG GT3

# NOREV Racing

## Norev France



Arnaud



Axel



Caroline



Evariste



Evelyne



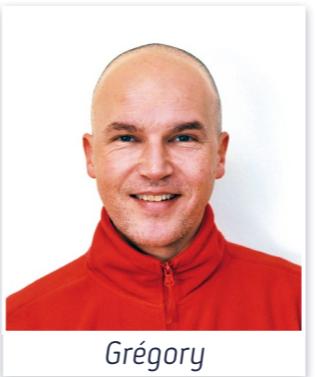
Fabien



Freddy



Gaëlle



Grégory



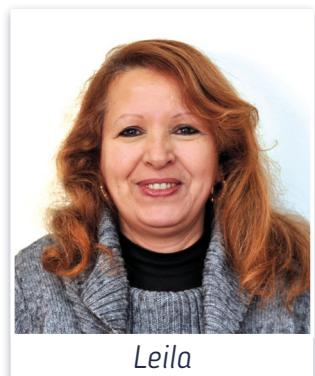
Hervé



Hieu



Laurent



Leila



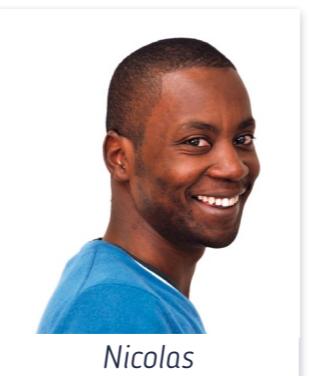
Marc



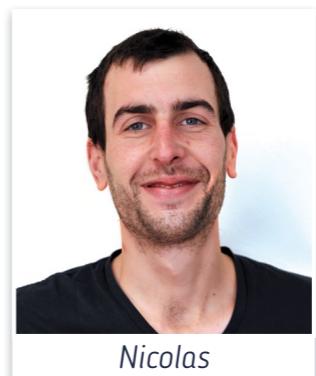
Mélanie



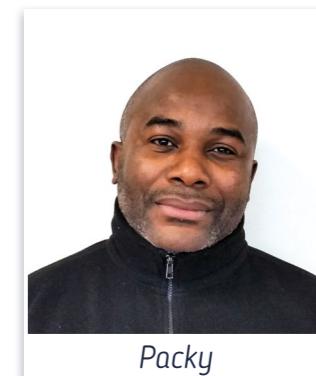
Nabila



Nicolas



Nicolas



Packy



Patrice



Patricia



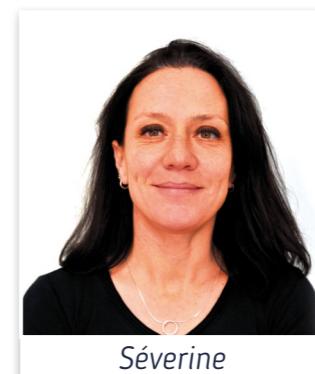
Philippe



Pierre



Sandrine



Séverine



Steeve



## KEY FIGURES 2016

Chiffres-clés 2016

**32**  
COUNTRIES  
Pays

**306**  
CO-WORKERS  
Collaborateurs

**2 368**  
CUSTOMERS  
Clients

**4**  
ENTITIES (France - Germany - Hong-Kong - China)  
Entités (France - Allemagne - Hong-Kong - Chine)

**15.9 M€ (+13.1 %)**  
SALES  
Ventes

**60**  
NEW MODELS  
Nouveaux modèles

**384**  
REFERENCES IN STOCK  
Références En Stock

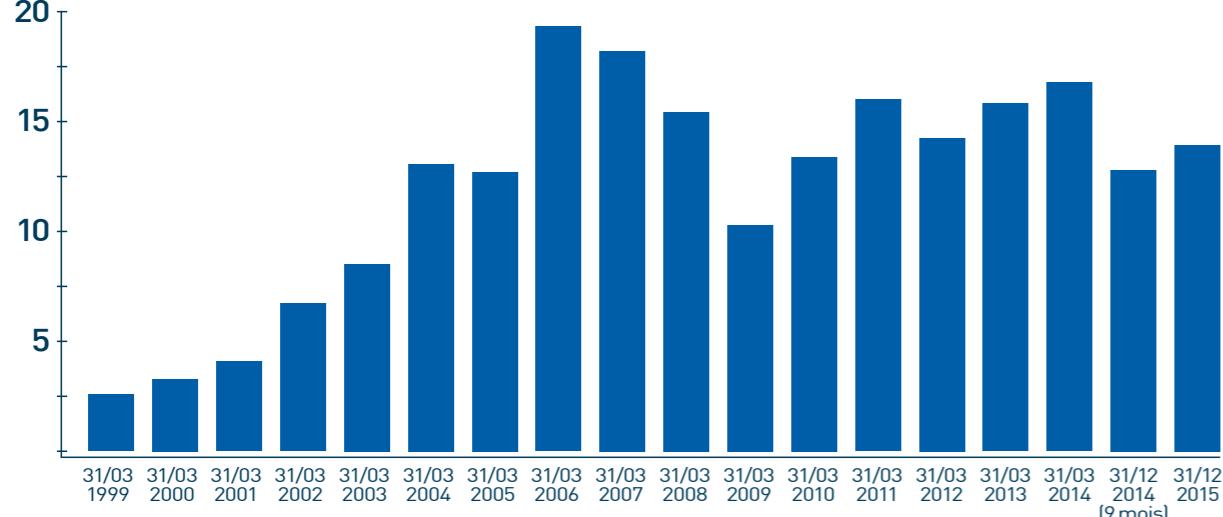
### PRODUCTION

**1:18**  
217 000 PIECES

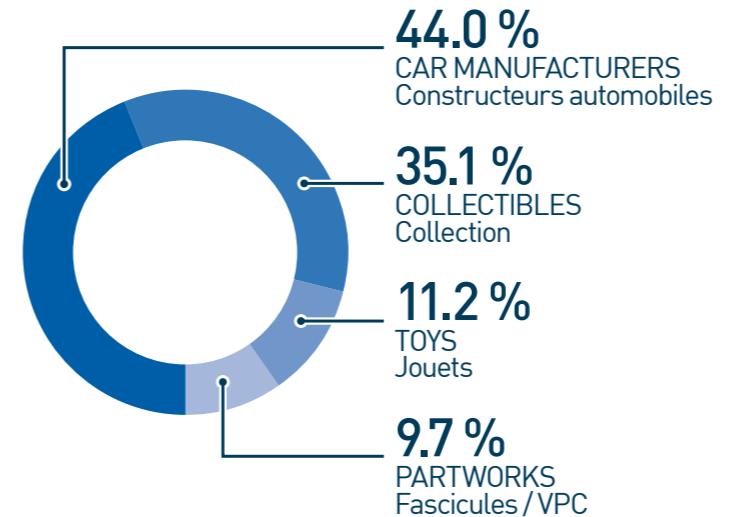
**1:43**  
285 000 PIECES

**1:64**  
1 279 000 PIECES

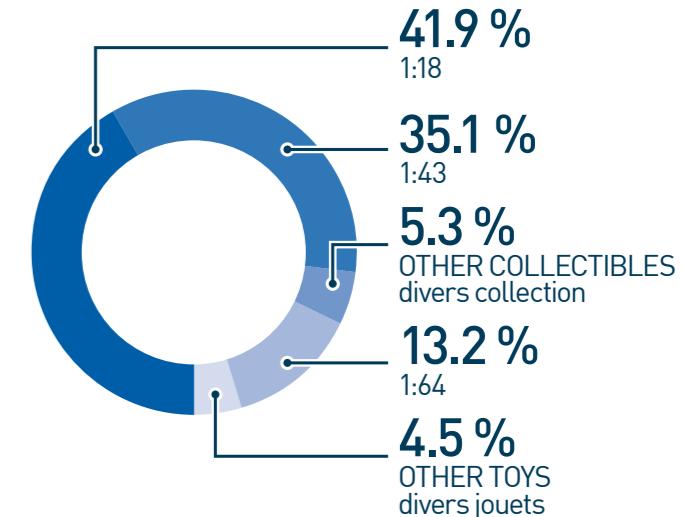
**SALES**  
Ventes  
(en millions d'euros)



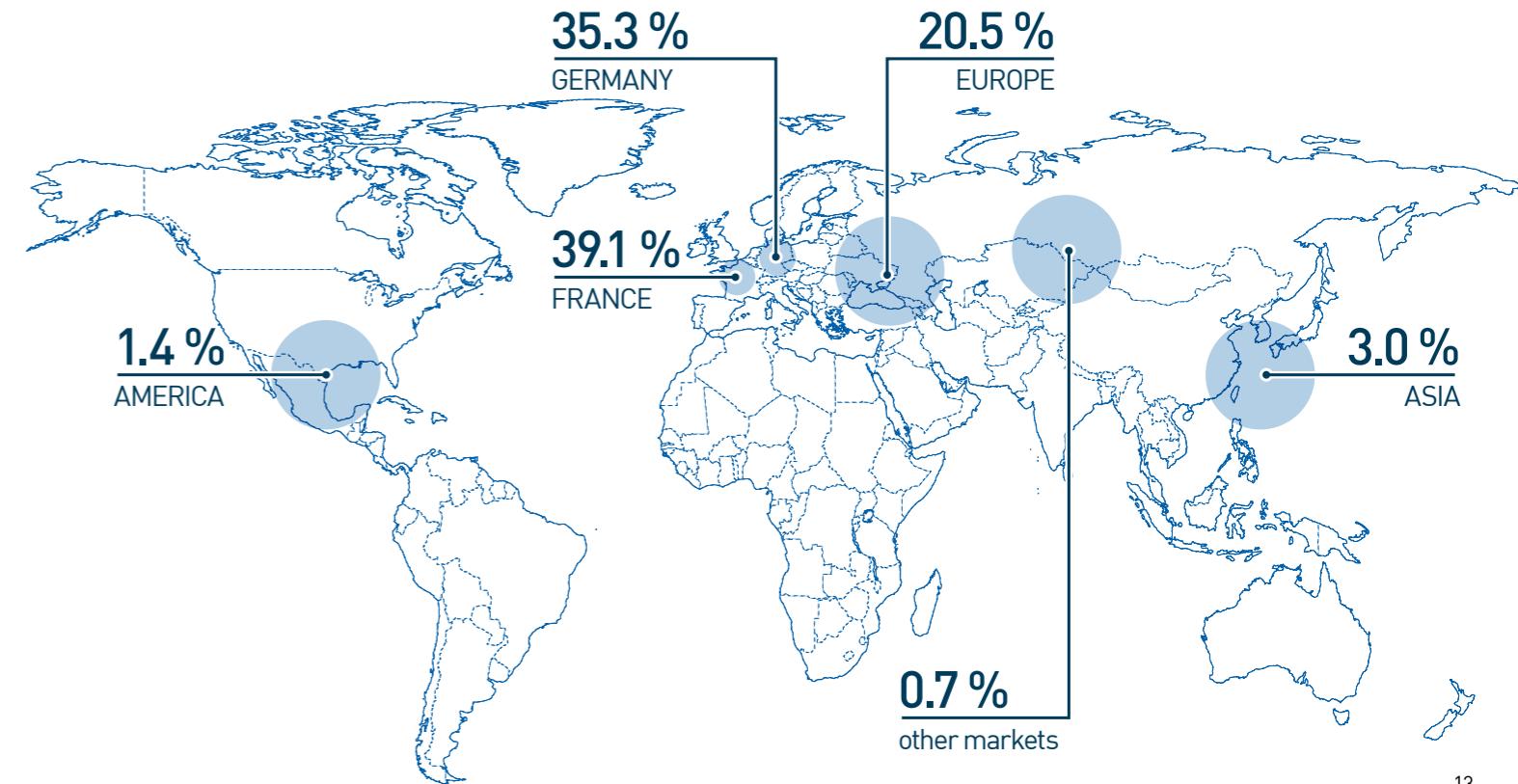
**SALES 2016 PER ACTIVITY**  
Ventes 2016 par groupe d'activités  
(en %)



**SALES 2016 PER PRODUCT CATEGORY**  
Ventes 2016 par catégorie de produits  
(en %)



**GEOGRAPHICAL DISTRIBUTION OF THE SALES**  
Répartition géographique des ventes  
(au 31 décembre 2016)





# Car makers & Partworks

Marc Lorphelin  
Strategic Business Unit Manager

«The Car Manufacturers' business strategic activity of Norev is part of its genes. Indeed, as early as 1953, the 1:43 scale Aronde was launched at the same time as the real model thanks to the strong collaboration of Simca and Norev leaders. The miniature car has thus become a real marketing tool, serving the communication needs of major car manufacturers.

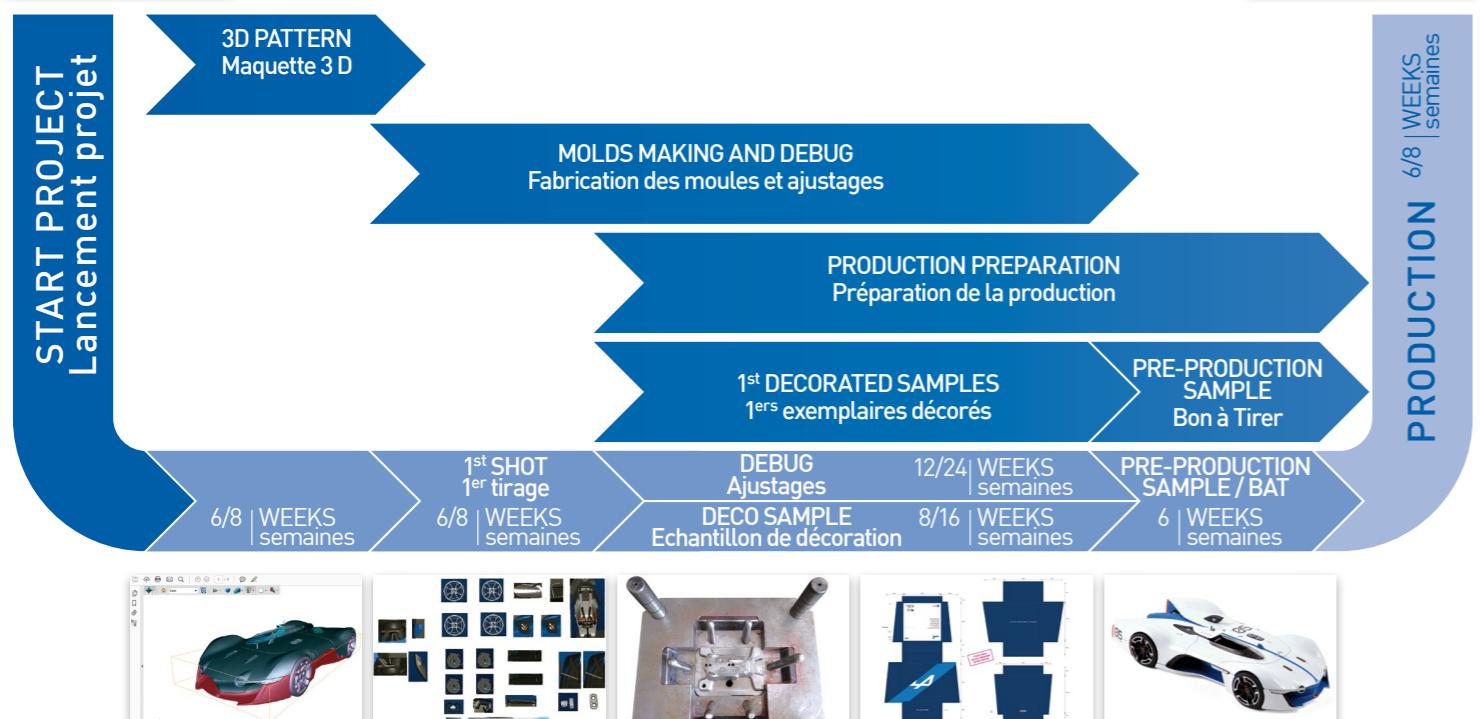
In 2016, Norev has strengthened its collaboration with the French and European car manufacturers, developing all the official miniatures of the Renault group as well as those of Volvo and the PSA group, under the Citroën, DS and Peugeot brands, or with Iveco Bus or Haulotte for industrial vehicles. Due to Norev's reputation, its competitiveness and the quality of its models, whether at 1:64, 1:43 or 1:18 scale, the company has been selected by new clients, such as Skoda for its brand new Kodiaq.

For 2017, the customer portfolio of NOREV will include new brands that have already entrusted the study and development of their models in miniatures, such as Alpine. As a major strategic focus, Norev will extend its areas of expertise by developing new products such as retro-friction models, baby and toddler toys and decorative sculptures. This will enable NOREV to expand what it offers to its historical customers and to reach new markets.

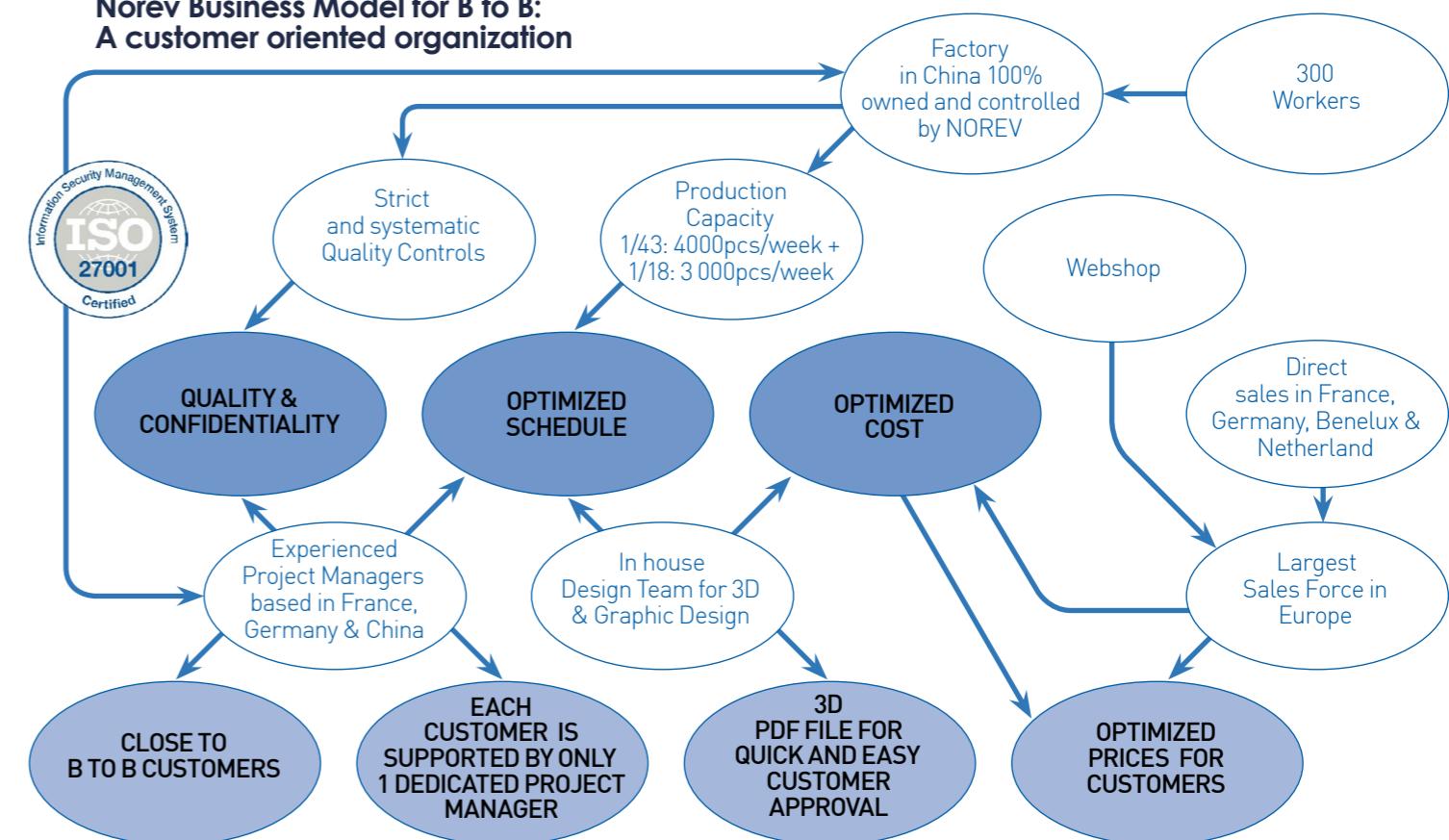
Partwork Activity: In 2016, we have participated to tests and new launches with Atlas, Deagostini and Planeta, especially the Dinky Toys Collection. New tests and launches are already scheduled for 2017



## Development main steps



## Norev Business Model for B to B: A customer oriented organization





## Collectibles

*Patrice Pierre  
Strategic Business Unit Manager*

«Leading player in the sector of collectors' modelcar, for many years, Norev is proud to rely on a field sales team and thus to remain as close as possible to retailers and collectors.

During the year 2016, we have made every effort to increase the number of new releases to be delivered each month to the dealers and thus to the collectors.

Year	Number of delivered items		
	1:18	1:43	1:87
2015	23	71	12
2016	63	156	14
Variation	+ 174 %	+ 120 %	+ 17 %

For 2017, we are all going to work according to below guidelines :

- ✓ Keep on offering a substantial and various offer in our main scale ranges : 1:18, 1:43, 1:87 and also 1:64
- ✓ Insure during several months a minimum quantity on stock of our "big" classics
- ✓ Offer novelties as fast as possible after the reveal of new cars
- ✓ Launch an internal study based on our expertise and sales team feedback to build a better offer of new products for coming years.
- ✓ Launch in development several new models (in particular 1:18 scale without openings) expected from the end of the year and mainly in 2018.
- ✓ Begin the distribution of our new range Norev Classics»



1:12



1:18



1:18



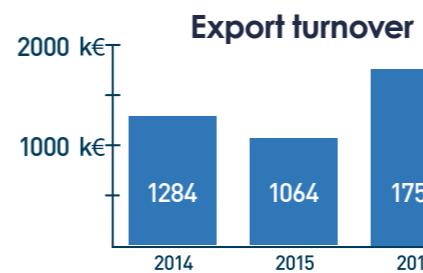
1:18

## Export Sales

*Patricia Grondin  
Export Manager*



«The year 2016 has been particularly successful for our company on our various export markets with a turnover increase of 65%.



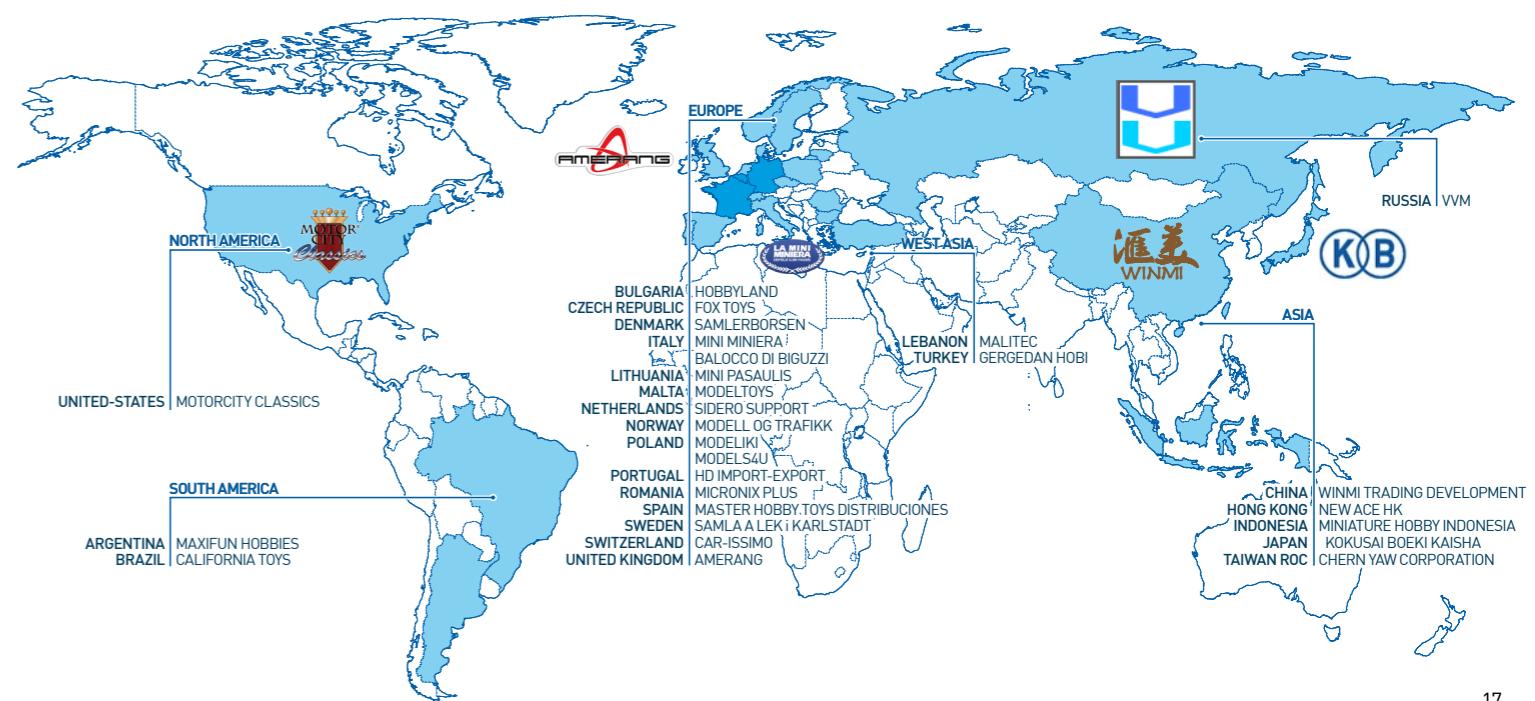
For this, we'd like to thank all our partners abroad who are representing our brand and bringing our models to the collectors. We wish to continue on this path and in order to do so we will continue to provide our full support to the companies already part of our network and those willing to join.

During this year, we want our partners to be more involved in the product selection for our Norev collection. Indeed, we'd like to develop iconic models in scale 1:18 representing the car industry and fitting to specific markets and strategic countries like the UK, the USA, Japan or Russia...



At the same time, we will continue our growth and extend our network of 28 distributors or agents in 2016 by targeting countries where we are not represented yet especially the Middle East and the Southern part of the world.

Indeed we think that a strong international network based on confidence, information sharing and mutual assistance is one of the keys for our future development.»



# Internet

www.norev.com



WWW.NOREV.COM



OFFICIAL PAGE



Séverine Vélasco  
Internet Project Manager

Grégory Clérel  
Customer Service

Freddy Robert  
Webdesigner

Philippe Bertrand  
Webdesigner

## Une passion en connexion

«Forte de son histoire, de son expérience et de son dynamisme, Norev n'a eu de cesse d'évoluer, il lui était donc indispensable de tisser son dessein sur la toile internet et de s'ouvrir aux réseaux sociaux.

www.norev.com c'est aujourd'hui une plateforme de distribution complémentaire et efficace auprès des collectionneurs. La progression des ventes est significative et prometteuse, plus de 500 commandes enregistrées sur le dernier trimestre.

Notre site est foncièrement animé par la satisfaction client, nous veillons à être très réactifs dans le traitement des commandes et apportons un soin tout particulier à l'emballage de nos miniatures. Nous souhaitons apporter une réelle qualité de service, gage de confiance.»

«It was essential for our company to be represented on the web. And with www.norev.com we offer a complementary platform for collectors. Our sales increased and we have registered more than 500 orders during the last semester.

In 2017, we will create the Norev Club where we will offer to the members the possibility of booking specific and exclusive models.

In addition, collectors can be informed of news and novelties on our Facebook account where we count already 20.000 followers!»

## De nouveaux développements en perspective!

«2017 sera l'année de la fondation du Club Norev, nous proposerons à nos adhérents la possibilité de réserver des modèles spécifiques et exclusifs. Nous ambitionnons de construire une véritable proximité avec les collectionneurs.

C'est de ce même élan qu'est né notre compte Facebook, un terrain riche en commentaires, en suggestions, une place d'autant plus motivante que nous comptabilisons déjà plus de 20.000 abonnés!

Facebook c'est pour nous l'opportunité de dévoiler des modèles en avant première, de partager nos projets, de faire part de nos actualités... Des échanges multiples qui nous encouragent à confirmer également notre présence sur Instagram, Pinterest ou encore Flickr.»





Evariste Bionaz  
"Key Account"  
Manager

## Toys / Jouets

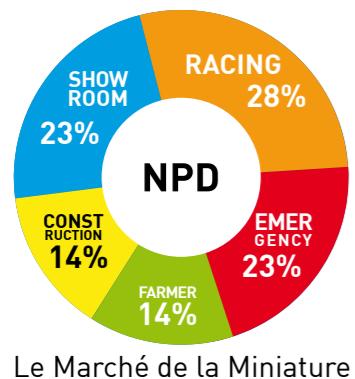
«Depuis sa création Norev fabrique des jouets d'abord des montres pour enfant, puis les voitures miniatures à partir de 1953.



Caroline Pasin  
Sales  
Assistant

A partir des années 2000, Norev développe une gamme de voitures miniatures au 1/64ème structurée autour de 6 thématiques ainsi que les environnements de jeux qui accompagnent les voitures miniatures.

- ✓ Pour 2017, Norev réunit ses diverses thématiques en une seule et unique gamme dans les proportions publiées par NPD, permettant ainsi la réduction du nombre de références avec un maintien de l'intégralité de l'offre produit et améliore ainsi le taux de rotation des produits.



Le Marché de la Miniature



- ✓ Fort de son expérience dans le domaine de la collection, Norev propose le 1:64 à l'unité ouvrant ainsi la distribution aux boutiques de collection ainsi qu'aux magasins de jouets spécialisés avec pour démarrer une douzaine de modèles phares (Citroën 2CV Charleston, Peugeot 205 GTi, Renault 4L Parisienne...)

- ✓ Pionnier dans l'offre de miniature "petites échelles" avec ses gammes Retro & Classic Racing, Norev vient renforcer son offre en proposant des véhicules Classic-Emergency: Citroën 2CV Pompier, Renault 4 Police Pie, Citroën DS Gendarmerie...

- ✓ Pour développer la jouabilité de la petite voiture, nous proposerons cette année des figurines qui accompagnent nos thématiques existantes (Racing, Emergency, City, Farmer, Construction)



- ✓ La Plastigam se verra étoffée de plusieurs camions aux fonctionnalités variées: Camions bennes, échelles de pompier, toupies...

- ✓ Enfin, une nouvelle gamme Youngtimers Jet-car 1:43ème en métal sortira en cours d'année: Clio Williams, FORD Sierra Cosworth RS MK1, VW Golf GTi MK2... seront au rendez-vous.»

J | F | M | A | M | J | J | A | S | O | N | D

55% of sales  
from January to October

55% des ventes  
de Janvier à Octobre

## From Collectibles to Toy Cars



Realistic etching  
Gravure détaillée  
des formes originales

Exact rims  
Jantes d'origine

Detailed added parts  
Pièces rapportées

«Since the years 2000, Norev is developing a range of modelcars in scale 3 inches and 1:64 organized around 6 thematics as well as the playing environments.

For 2017, Norev gathers its various thematics in a single range which leads to a reduction of the number of references and a preservation of the totality of our product offer.

Thanks to its experience in collectibles, Norev will offer 1:64 items per unit in order to open the distribution in collector shops as well as specialized toy shops. We will start with a dozen of bestsellers (Citroën 2CV Charleston, Peugeot 205 GTi, Renault 4L Parisienne...).

We've also increased our offer of Retro and Classic cars with new Classic-Emergency vehicles: Citroën 2CV Pompier, Renault 4 Police Pie, Citroën DS Gendarmerie...

In order to develop the playability of our little cars and go along with our existing thematics (Racing, Emergency, City, Farmer, Construction), we will offer new figurines this year.

Our Plastigam range will be expanded with several trucks and functionalities: dump-trucks, fire brigade ladders, spinning tops...

Finally a new range of Youngtimers Jet Car 1:43 in metal will be released during the year: Clio Williams, FORD Sierra Cosworth RS MK1, VW Golf GTi MK2...»



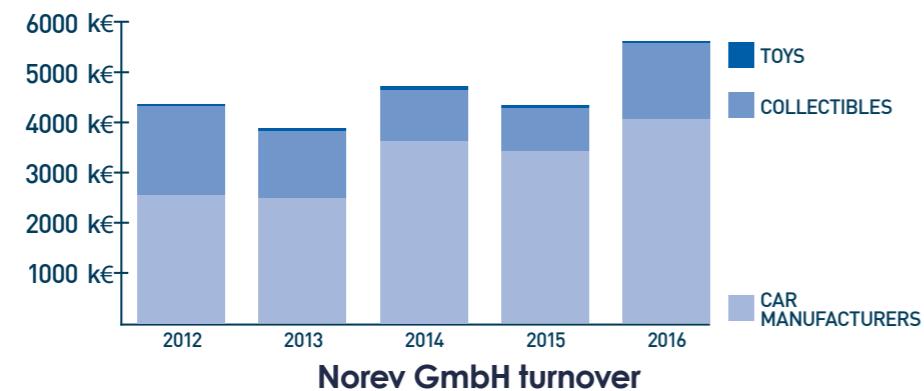
## NOREV Germany

Michael Borgeest  
Managing Director

«Norev GmbH was founded in 2005 with the aim of being able to better market Norev products in Germany and to establish a point of contact for the German automotive industry.

During the initial phase, this was difficult because of the brand's low level of awareness, meaning that both dealers and local carmakers had to be persuaded of the value of our products. Having employees with experience in the sector, as well as an efficient sales force allowed us to quickly overcome the difficult initial period and began a successful time which continues to this day.

Today, Norev is also a well-known brand in Germany, and one which is appreciated by collectors and by the demanding German automobile manufacturers.»



«From Audi through to Volkswagen – the Who's Who of the German automotive sector are becoming ever more acquainted with NOREV GmbH's level performance and its customer-oriented approach when awarding its contracts for model cars.»

#Audi

#BMW

#Ford

#Mercedes-Benz

#MINI

#Porsche

#smart

#VW



## NOREV China

Vincci Chan  
General Manager

«I joined Norev in 2007 as an accountant and became a member of Norev. I witnessed the establishment of Mengyi in 2009 and her development since then. I saw many great changes of Mengyi after becoming General Manager. Being a GM means change of nature of work for me. I encountered tons of difficulties while trying to learn and progress, but thinking of all the solid support behind my back, I was able to keep my faith and my heart to face every new challenge.

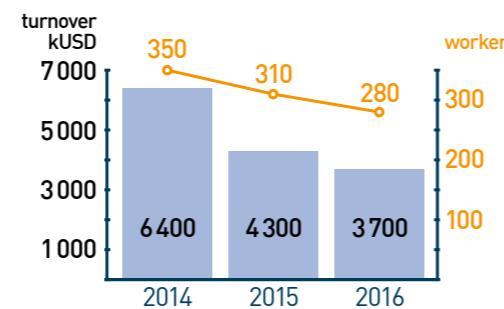
Manager. Being a GM means change of nature of work for me. I encountered tons of difficulties while trying to learn and progress, but thinking of all the solid support behind my back, I was able to keep my faith and my heart to face every new challenge.

- ✓ Shows some improvement, but there's still room for further improvement. Workers have their own ideas which are not necessarily wrong. For instance, they suggest that some processes can be improved and be more efficient.

- ✓ Organization chart is compact; implementation of trimming and handspray piecework system improved our efficiency. will will gradually promote this system.

- ✓ Engineering is not a bottleneck anymore and displays smooth connection With production. We still have room for improving our QC supervision and reducing our re-work level at the Die Casting and Plastic injection department.

Millions USD	Purchase from Norev Factory	Purchase from Outside Factories	Total purchase
2016	3.7	5.0	8.7
2015	4.3	3.0	7.3
2014	6.4	2.6	9.0



Our factory has been focusing on product quality over recent years, as we came to realize quality is first and foremost in the model car industry to our customers. However, with the improvement of quality comes a price: decrease of annual turnover, because it is never our intention to increase turnover by sacrificing quality. Nevertheless, in order to keep this focus, we subcontracted more simple products to our suppliers while keeping in house products that require higher quality.»



Zeng Nangtao  
Production Manager

«Our aim is to Produce perfect model cars with professionalism for our Customers. Share art pieces made by Mengyi with more people.»



Yu Jiuyi  
Rangsburg Supervisor

«We've been through ups and downs. However, I believe this is just the beginning, but not the end. I see hopes in 2017, because of the improvement of quality and our spirit of making perfection more perfect.»



Chen JiuChao  
Handspray Supervisor

«Production is stable. Quality has improved but productivity has decreased, which means our handspray workers are not skillful enough. We need to have very good organization to achieve better results. We need to keep technical personnel in order to save resources. In 2017 we will try to improve quality and increase productivity at the same time.»



Xiang Yongqing  
Tampo Supervisor

«Looking back on the past year, we had ups and downs. In 2017, we are going to keep on doing the meaningful, valuable and fruitful things we achieved in 2016. I will keep up the good work with my heart and try my best to assure product quality, follow management's lead and create a glorious future for Mengyi.»



Zhu Xiaoli  
Assembly Supervisor

«Year 2016 is coming to an end. In this year, our quality did not meet our customer's requirements, we suffered loss of workers, we had broken supply chain of material which caused decrease of efficiency.»

In 2017, we will improve product quality.»



 Martin Tou  
Engineering Manager

«It is my second time to join Norev. I was an engineer in the past, mostly I worked independently and managed my own projects only. But now my role has changed to be a manager who not only manages my work, but also needs to monitor and help other teammates to solve their problems at work and in personal. It is a good opportunity and experience to learn the supervisory management. I am grateful to have this opportunity.»

 Loyvin Liu  
Administrative Manager

«It's truly a great honor to have the opportunity to be hired back. Thanks Vincci, thanks Axel.

Mengyi's striving for highest quality teaches me an important lesson – "back to basic".

I understand I should focus on fundamental and pay attention to details when trying to look for the clever path for things, as what the UCLA coach teaches the players how to play the game by first teaching them to lace up their shoes.

Mengyi grew, so did I. Thanks Mengyi, thanks Norev.»

 Vincent Cen  
QC Manager

«Concept of quality. Requirements are only acknowledged by management level, and are unable to be illustrated thoroughly and specifically to workers at production, which causes the frequent occurrence of quality issue.

Make 'quality' the common language of our company. Pursue efficiency on the premise of assuring quality.»

 Dang Mingzi  
OEM Manager

«First job in Norev and big chance for me to meet all my perfect colleagues.

Work in team and there will be no regret and sorrow if we fight with all our strength.»



- ✓ Detailed added light parts
- ✓ Phares rapportés et détaillés
- ✓ Exact rims
- ✓ Jantes conformes
- ✓ Realistic etching
- ✓ Gravure fine et détaillée
- ✓ Detailed interior
- ✓ Intérieur détaillé
- ✓ Accurate tambo prints
- ✓ Décorations tampographiées conformes au modèle d'origine



**NOREV**  
COLLECTION 1:18

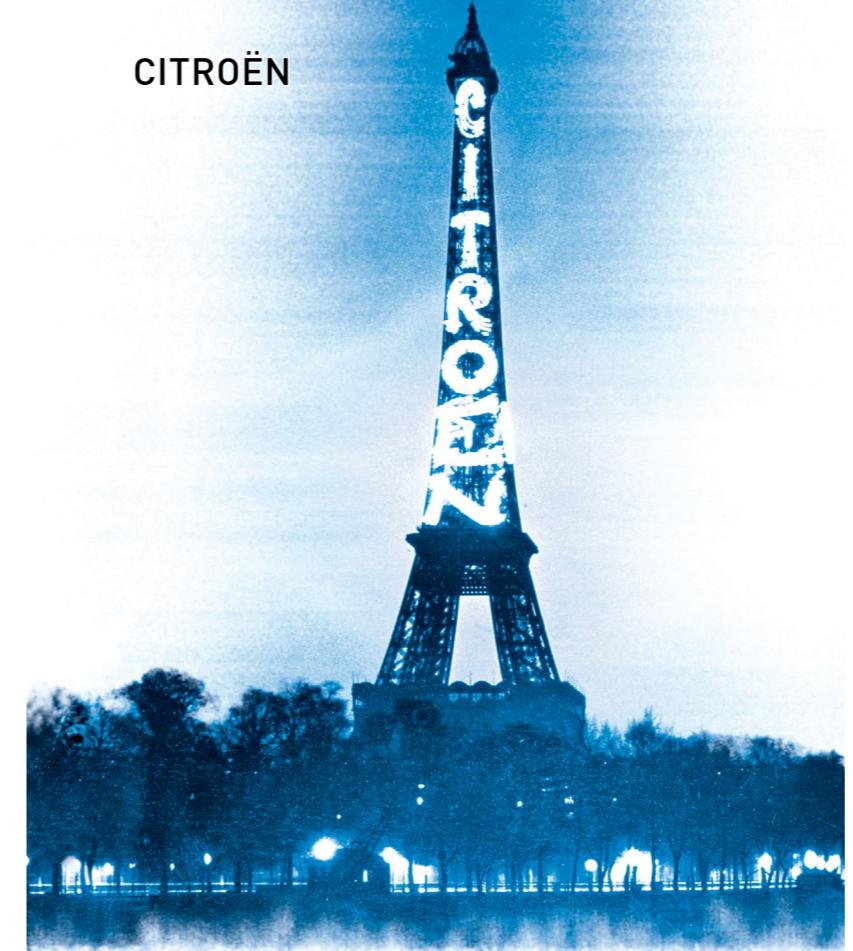
## ALPINE



185147  
Alpine A110-50 2012  
Blue metallic



## CITROËN



181497  
Citroën 2CV A 1950  
Grey  
4 openings



181499  
Citroën 2CV AZL Malle Bombée 1957  
Grey  
4 openings

## BMW



183267  
BMW M535i 1987  
Blue metallic



181498  
Citroën 2CV 6 1976  
"Basket"



181496  
Citroën 2CV 6 Club 1979  
Mimosa Yellow



181565  
Citroën DS 19 1956  
Champagne & Aubergine  
Salon de Paris Octobre 1955



181536  
Citroën Ami 6 1964  
Jade Green  
4 openings



181564  
Citroën DS 19 Cabriolet 1961  
Royal Blue  
4 openings



181591  
Citroën ID 19 Break 1967  
Monte Carlo Blue  
5 openings



181620  
Citroën Dyane 6 1970  
Erable Beige  
4 openings



181621  
Citroën Dyane 6 1975  
Tuileries Green  
4 openings



181568  
Citroën DS 23 Pallas 1973  
Massena Red  
4 openings



181525  
Citroën Méhari 1983  
Atacama Yellow  
2 openings



181567  
Citroën SM 1971  
Green metallic  
4 openings



181559  
Citroën DS3 WRC  
Rallye du Portugal 2012 - Merksteijn Jr / Chevaillier  
3 openings



181522  
Citroën CX 2200 Pallas 1976  
Vulcain Grey  
4 openings



181615  
Citroën DS5 2011  
Pearl White  
6 openings



181616  
DS 5 2015  
Ink Blue  
6 openings



181539  
Citroën DS3 2011  
Belle Ile Blue & Black  
4 openings



181543  
Citroën DS3 Racing Loeb 2012  
Black matt & Red  
4 openings



181545  
Citroën DS3 Cabrio 2013  
Perla Nera Black  
4 openings



181548  
Citroën DS3 Cabrio 2013  
Aluminium & Infini Blue  
4 openings



181700  
DS E-Tense  
Salon de Genève 2016

## FORD



182718  
**Ford Capri 280 1986**  
Brooklands Green metallic  
4 openings



183578  
**Mercedes-Benz 300 1955**  
Grey Beige  
6 openings

## MERCEDES-BENZ



183417  
**Mercedes-Benz L319 1957**  
Deutsche Post



183700  
**Daimler Motorkutsche 1886**



183701  
**Benz Patent Motorwagen 1886**



183588  
**Mercedes-Benz 280 CE 1980**  
Silverblue metallic



**NOREV**

COLLECTION 1:43

"HIGH-FIDELITY" Die Cast  
La Miniature "HAUTE-FIDÉLITÉ"



## ALPINE



517820  
Alpine Renault A110 1973  
Blue metallic



517804  
Alpine Renault V6 Turbo 1986  
Blue metallic



517850  
Alpine Celebration  
Le Mans 2015



517851  
Alpine Celebration  
Goodwood 2015



517852  
Alpine Celebration  
Dieppe 2015



517853  
Coffret Alpine Celebration 2015  
Le Mans / Goodwood / Dieppe



517855  
Coffret Alpine  
A110 1973 & Vision 2016

## AUTO-UNION DKW



820312  
DKW 3=6 Coupé 1958  
Grey & White



## CITROËN



153022  
Citroën Traction 15/6 1951  
Découvrable A.E.T - Black



150011  
Citroën 2CV 4x4 Sahara 1961  
Panama Yellow



158217  
Citroën GS 1971  
Camargue Blue



159126  
Citroën XM 1995  
Mauritius Blue



154103  
Citroën ZX 1991  
Quartz Grey



150012  
Citroën 2CV 4x4 Sahara 1961  
Grey



151329  
Citroën 2CV 1986  
'Cocorico'



150093  
Citroën 2CV Cabriolet Azelle 1990  
White & Blue



155157  
Citroën Saxo VTS 2001  
Orageux Grey & Quartz Grey



155619  
Citroën C6 2012  
Mativoire Beige



155269  
Citroën C3 2009  
Lucifer Red



150922  
Citroën Méhari 1978  
Kirghiz Orange



157078  
Citroën DS 23 Pallas 1973  
Green metallic



155044  
Citroën DS 23 Break 1974  
Green metallic



150960  
Citroën E-MEHARI 2016  
Orange



150961  
Citroën E-MEHARI 2016  
Blue



155110  
Citroën C1 Airscape 2014  
Gallium Grey & Agrume Red matt



153505  
Citroën Ami 6 1967  
Brouillard Blue



153520  
Citroën Ami 6 Club Break 1968  
Dark Gold



153536  
Citroën Ami 8 1969  
Danube Blue



155268  
Citroën C3 2016  
Cobalt Blue & White Roof



155443  
Citroën C4 2015  
Spirit Grey



155444  
Citroën C4 2015  
Babylone Red



153537  
Citroën Ami 8 Break 1976  
Ténéré Orange



153719  
Citroën Dyane 1975  
Tuileries Green



153766  
Citroën Acadiane 1979  
Alaska White



155461  
Citroën C4 Aircross 2012  
Nacré White



155174  
Citroën C-Elysée WTCC 2014  
S. Loeb



155171  
Citroën C-Elysée WTCC 2015  
J.M. Lopez



155172  
Citroën C-Elysée WTCC 2015  
Y. Muller



155173  
Citroën C-Elysée WTCC 2015  
Ma Qing Hua



155176  
Citroën C-Elysée WTCC 2016  
Y. Muller

## FORD



270534  
Ford Taunus 12M 1954  
Blue w/White Roof



270520  
Ford Transit Van 1969  
"Marley"



159501  
Citroën Numéro 9 Concept 2012



155296  
Citroën DS 3 2014  
Nacré White & Moondust



155288  
Citroën DS3 Racing 2013  
Black matt & Gold



270547  
Ford S-Max 2015  
Blue metallic



270539  
Ford Galaxy 2015  
Blue metallic



270536  
Ford Concept Car Evos 2012  
Silver



155289  
Citroën DS3 Cabrio 2013  
Aluminium Grey & Infini Blue



155295  
Citroën DS3 Cabrio Racing 2014  
Grey matt



155593  
Citroën DS5 2012  
Presidential version & figure



155297  
DS 3 2015  
Shark Grey & Emerald Green



155260  
DS 3 2016  
Pearl White



155261  
DS 3 2016  
Belle Ile Blue

## MERCEDES-BENZ



351232  
Mercedes-Benz 300d Landaulet  
Type W189 1963 "Konrad Adenauer"



351322  
Mercedes-Benz C-Klasse 2014 T-Modell  
Brown metallic



155298  
DS 3 Cabrio 2015  
Pearl White & Emerald Green



155262  
DS 3 Cabrio 2016  
Whisper Purple



351310  
Mercedes-Benz CLS-Klasse  
Shooting Brake 2012 Brown metallic



351340  
Mercedes-Benz SL-Klasse 2012  
Red metallic



351335  
Mercedes-Benz GL-Klasse 2012  
Black metallic

**INTERVENTION  
POLICE  
FIREBRIGADE  
Pompiers  
AMBULANCE**



155043  
Citroën Break 21 1974  
"Gendarmerie"



479827  
Peugeot Partner 2008  
"Gendarmerie Equipe Cynophile"



150091  
Citroën 2CV Cogolin 1961  
"Pompiers"



156076  
Citroën 2CV Pick-up with Ladder 1963  
"Pompiers"



479859  
Peugeot Expert 2011  
"Gendarmerie"



512116  
Renault 21 Turbo 1989  
"Gendarmerie"



517672  
Renault Megane Coupé 2001  
"Gendarmerie"



159988  
Citroën T46 1962  
"Pompiers Pompe Guinard"



517513  
Renault Clio 2003  
"Gendarmerie Secours en Montagne"



517718  
Renault Megane 2012  
"Gendarmerie"



517647  
Renault Mégane Estate 2012  
"Gendarmerie"



270531  
Ford Taunus Transit FK 1250 1964  
"Pompiers"



474553  
Peugeot 405 Break 1991  
"Pompiers"



479858  
Peugeot Expert 2007  
"Pompiers Véhicule Dépannage Mécanique"



517648  
Renault Mégane Estate 2012  
"Gendarmerie Recrutement"



155324  
Citroën C3 Picasso 2011  
"Police Nationale"



514002  
Renault Express 1995  
"Pompiers"



512110  
Renault R21 Nevada 1989  
"Police Nationale"



517540  
Renault Clio RS 2007  
"Police"



517713  
Renault Mégane 2010  
"Police Nationale"



155584  
Citroën C5 Tourer 2011  
"SMUR de Feurs"



518772  
Renault Master 2011  
"Ambulance"

## TRUCKS Camions



690000  
Berliet GAK Benne 1960  
Grey



159920  
Citroën Type 23 1946  
Green



518903  
Renault Premium 2006  
Camion Poubelle Derichebourg



518824  
Renault Kerax benne 2008  
White



518842  
Renault Kerax Chasse Neige 2008  
Yellow



879996  
Willeme LD610  
Fardier

## BUS Autocars



521200  
Panhard Bus K 173 1949



351190  
Mercedes-Benz Citaro  
Hamburger Hochbahn 2011 White & Red



521011  
Saviem SC1 1964  
'Service Scolaire'



530013  
Saviem S53M 1970  
Cream with Red & Blue stripes

1:87 (x4)



517815  
Alpine Renault A110 Rallye 1973



517814  
Renault Alpine A310 1977  
"Gendarmerie"



519108  
Renault 300kg 1948  
Lazuli Blue



518577  
Renault Galion Citerne 1963  
"Pétrolier Bleu Blanc Rouge"



513213  
Renault 4CV 1955  
Rouen Blue



157077  
Citroën DS 23 Pallas 1972  
Tholonet Beige



153503  
Citroën Ami 6 1968  
Corsair Red



155294  
Citroën DS 3 2010  
Belle-Ile Blue & Banquise White  
Ikory Brown & Perla Nera Black



513214  
Renault 4CV 1955  
"Police"



513076  
Renault Dauphine 1956  
Méditerranée Blue



512791  
Renault 8 1971  
Metallic Green



453002  
Facel Vega II Coupé 1961  
Facel Blue metallic



512792  
Renault 8 Gordini 1966  
Bleu-de-France Blue



511256  
Renault 12 1974  
Orange



511255  
Renault 12 Gordini 1971  
Bleu-de-France Blue



472371  
Peugeot 203 1954  
Blue



472370  
Peugeot 203 Cabriolet 1952  
Blue



472413  
Peugeot 204 1966  
Antique Green



571092  
Simca 1000 GLS 1968  
Murphy Grey metallic



571093  
Simca 1000 Rallye 2 1974  
Sumatra Red



475461  
Peugeot 504 Coupe  
Rally du Bandama 1976



476410  
Peugeot 604 SL 1976  
Santal Brown



471712  
Peugeot 205 GTi 1984  
Meije White



**NOREV**

*Resin models  
Miniatures en résine*



*Fabriquées à la main en Série Limitée*

Norev débute la collection de miniatures en résine avec la Ligne Noire en 1993 puis rachète les sociétés Provence Moulage et Starter en 2004.

Les modèles Norev en résine sont fabriqués à la main en petite série et s'adressent aux collectionneurs avertis.



PM0078  
Citroën Survolt  
Le Mans Classic 2010



PM0102  
Citroën Aircross  
Salon de ShangHai 2015



PM0104  
Citroën Xperience Concept  
Salon de Paris 2016



PM0101  
Divine DS  
Salon de Paris 2014



PM0103  
DS E-TENSE  
Salon de Genève 2016



PM0009  
Peugeot 308 SW 2008  
Tauranga Blue



PM0041  
Peugeot 908 HDI FAP N°9  
LM2009 Gene / Wurz / Brabham



PM0011  
Renault Kangoo Compact Concept  
Salon de Francfort 2007



PM0010  
Renault Laguna Coupé Concept  
Salon de Francfort 2007



PM0100  
Camion "Tube de Brillantine" 1952



PM0093  
Camion "Le Tonneau" 1953



PM0097  
Camion "Riz La Croix" 1960



PM0095  
Camion "Bonbonnes de Gaz" 1964



PM0096  
Camion "Château Castle" 1966



## Miniatures Norev Classics au 1:43



### Séries Limitées

*Les Norev Classics allient classissisme rétro et savoir-faire des Norev d'aujourd'hui.*



CL1511  
Citroën DS 21 1967 & Caravane Caravelair  
Bleu Monte-Carlo & Bleu d'Orient



CL1512  
Citroën DS 21 1967 & Caravane Caravelair  
Vert Jura & Gris Argent métallisé



CL4511  
Panhard 24 CT 1964  
Quetsche & Gris Capelinos



CL4512  
Panhard 24 CT 1964  
Bleu Hierro métallisé



CL5111  
Renault R8 Major 1964  
Bleu Finlande métallisé



CL5112  
Renault R8 Major 1964  
Beige Galapagos métallisé

# LES MINIATURES DE NOREV

FAC SIMILE 1/43<sup>e</sup>

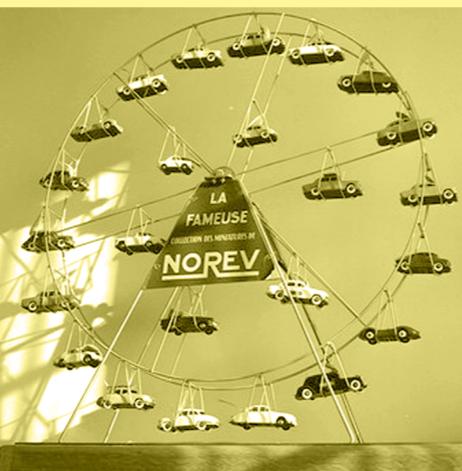


## Norev originales,

En 1953, La Simca 9 Aronde berline est la première miniature fabriquée par NOREV à l'échelle 1/43ème.

La carrosserie est moulée en rhodialite, plastique qui permet de reproduire les carrosseries avec un aspect coloré et brillant sans aucune opération de peinture, le châssis est en tôle emboutie, les phares et les pare-chocs avant et arrière sont rapportés et métallisés.

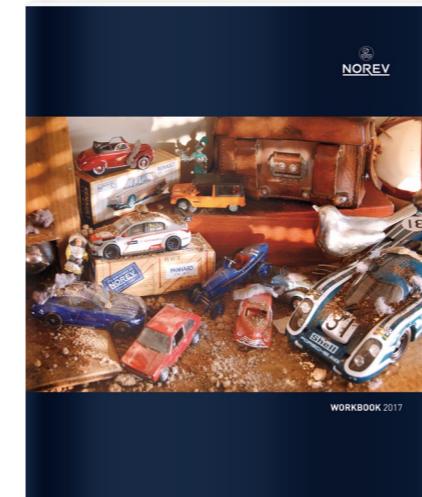
Ces miniatures seront présentes dans tous les magasins de jouets, le slogan de l'époque est « Fidélité, Solidité et Légèreté » et feront naître toute une génération de collectionneurs.



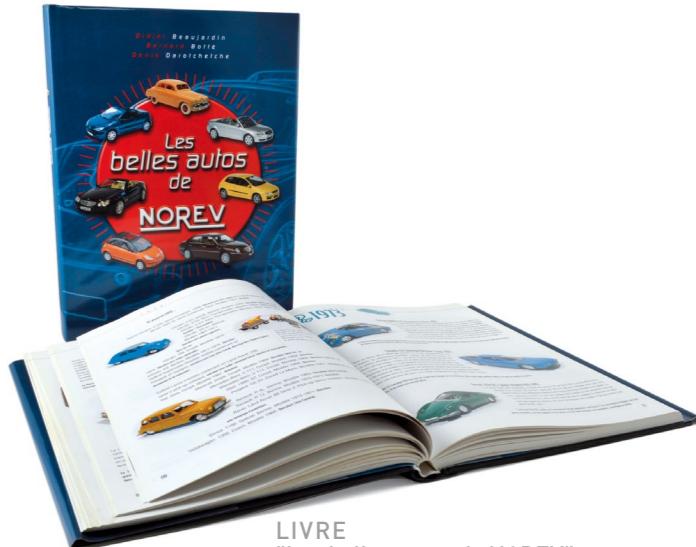
Aujourd'hui nous sommes heureux de présenter cette édition des premières NOREV, les carrosseries sont moulées en plastique ABS pour éviter tout désagrément de déformations dont ont été victimes certains modèles originaux.



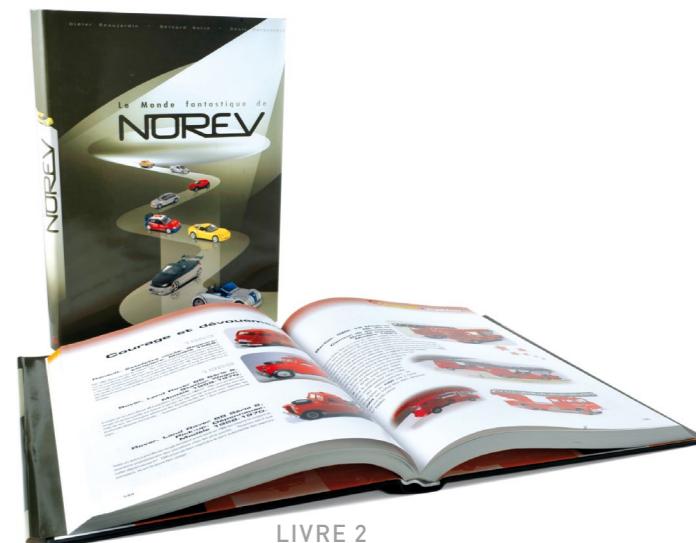
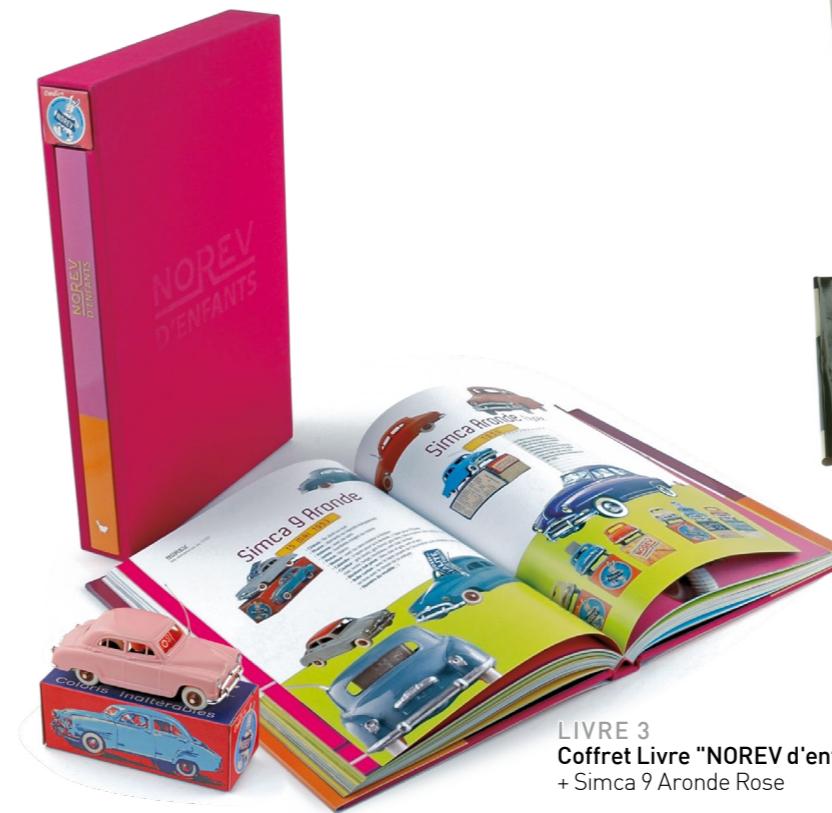
472312  
Peugeot 203  
Orange



CATA 2017-01  
Catalogue Norev 2017



LIVRE  
"Les belles autos de NOREV"



LIVRE 2  
"Le monde fantastique de NOREV"

LES MINIATURES



Jouets français de tradition



Après la fin de la Première Guerre Mondiale, dans les années 20, Fernand Migault reprend l'entreprise familiale de jouets, automates et poupées. Passionné d'automobile, il a une idée prémonitoire : fabriquer des jouets reproduisant le plus fidèlement possible ceux qui commencent à circuler à l'époque. Il confie la réalisation et la fabrication de ces jouets à différentes échelles à son cousin Marcel Gourdet.

En 1927, ils créent ensemble la Compagnie Industrielle du Jouet, **CIJ**.

De 1922 à 1934, les "Jouets Citroën" y sont fabriqués. Débute ensuite la collaboration entre Renault et **CIJ** qui donne naissance aux "Jouets Renault". Première production un autocar Renault Paris-Nice de 50cm de long.



En 2007 la société **NOREV** fabrique et commercialise les jouets qui ont fait la renommée de **CIJ**.



En 1950, **CIJ** lance une gamme de modèles en zamac qui débute avec la 4cv Renault et en 1967 **CIJ** rachète les derniers stocks de l'entreprise **R.D.J.**



Marcel Gourdet

## TRUCKS Camions

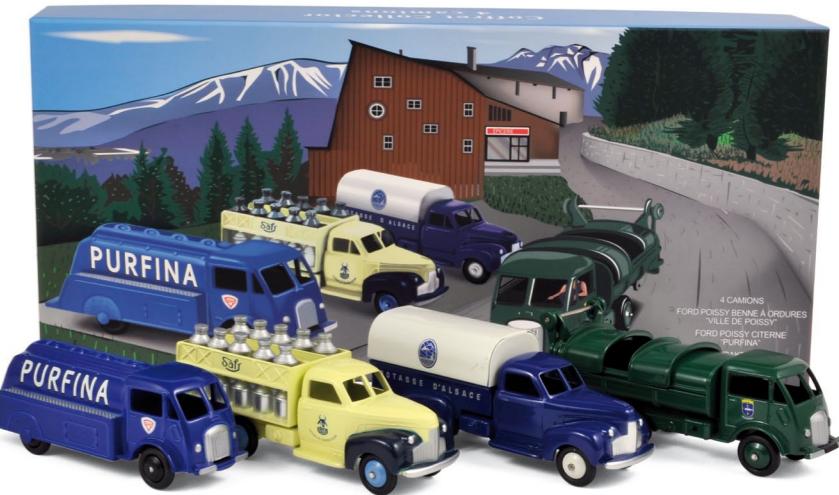
LIMITED EDITIONS



C80310  
Berliet GAK Bétaillère  
"S.V.B. Guingamp"



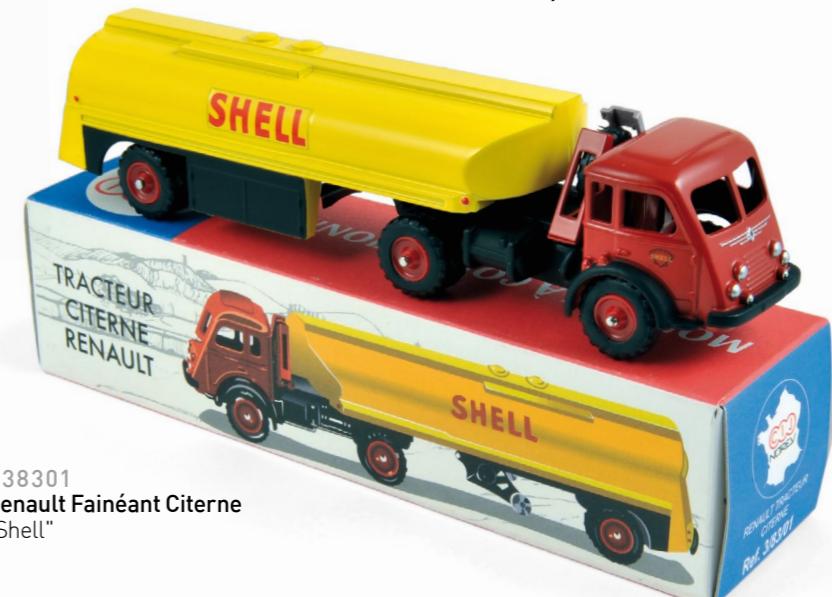
C80600  
GMC CCKW  
"Pompiers Pont du Château"



C80900  
Coffret 4 camions  
Ford Poissy Citerne "Purfina" - Studebaker Laitier "SAFR"  
Studebaker "Potasse d'Alsace" - Ford Poissy Benne à ordures "ville de Poissy"



C80602  
GMC CCKW Bâché  
"Army"



C38301  
Renault Fainéant Citerne  
"Shell"

1/42



Since 1959

SCALE MODELS

by  
NOREV



Die-cast collectibles

[www.spot-on-models.com](http://www.spot-on-models.com)

### An Introduction to **SPOT-ON** models



In 1959 the firm of Lines Brothers, introduce their first diecast model vehicles. The "Spot-On" models were made in 1/42 scale instead of the usual 1/43 scale, so that when they were compared to contemporary Dinky or Corgi toys, Spot-On models were larger. From the start they were fitted with windows and seats - fairly unusual at the time.

During 1961-62, further new ideas were incorporated in the model, such as chrome plated radiator grilles, bumpers and head lamps. As well as working suspension making the model even more lifelike. During this period working headlamps also appeared: Another first for Spot-On !

Every perfect miniature is a collector's item, and justly deserves pride of place in your collection.

In 2008, Axel and Gregory Fischer decided to revive the Spot-On range and will present classics and new models.

*ReStart Collecting Now!*



SON105  
Austin Healey "100-Six"  
Blue metallic & Cream



SON107  
Jaguar XKSS  
White

SOLD OUT  
Epuisés



# Toys / Jouets

www.norev.com

**NOREV**



**NOREV**

**NOREV**

**NOREV**



**NOREV**

**NOREV**

**NOREV**



**NOREV**

**NOREV**

**NOREV**



**NOREV**

**NOREV**

**NOREV**



**N7**



# PACK DE 6 MINIJETS

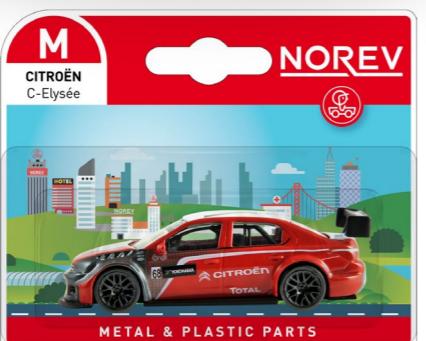
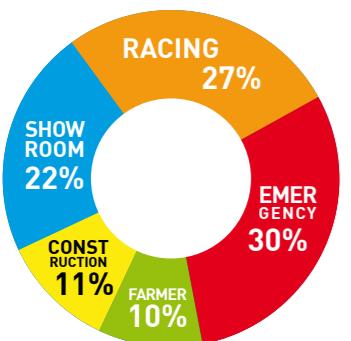


# BLISTER MULTIGAM

Retrouvez toutes nos thématiques assorties dans une seule gamme



Peugeot 3008



**02**  
2017  
311650  
Blister 1 Pièce MULTIGAMME  
3551093116507  
Carton de 48 Blisters assortis



Citroën C-Elysée WTCC



Citroën E-MEHARI



Citroën C4 Cactus



Citroën Jumper Pompier



Claas Axion 850



Claas Lexion 600



Claas Scorpion



Dacia Duster Pompier



MINI Cooper



New Holland D180C



New Holland L175



New Holland B115C



New Holland T7070



New Holland W190C



Peugeot 208 T16



Peugeot 2008 DKR



Peugeot 308 Police



Renault Kangoo Farmer



Renault Kangoo TP



Renault Kangoo Vigipirate



Renault Mégane



Renault RS01



310000B  
Fontaine MINIJET  
130 cm x 50 cm x 50 cm

# CONSTRUCTION



New Holland D180C



319217  
Display 36 Pièces CONSTRUCTION\*  
UVC 3551093192150



311646  
Blister 1 Pièce CONSTRUCTION\*  
3551093116460



311666  
Pack 3 Pièces CONSTRUCTION\*  
3551093116668



311777  
Pack 4 Pièces CONSTRUCTION  
3551093117771



Chargeur-Elevateur TP



Citroën Jumper TP



New Holland B115C



New Holland D180C



New Holland E215C



New Holland L175



New Holland LM1745



New Holland W190C



Renault Kangoo TP



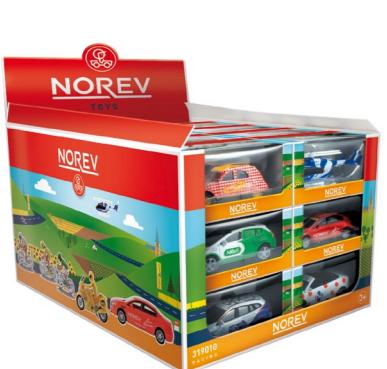
Renault Master TP



Tracteur TP

\* Dans la limite des stocks disponibles

## COURSE CYCLISTE



319010  
Display 36 Pièces COURSE CYCLISTE\*  
UVC 3551093190118



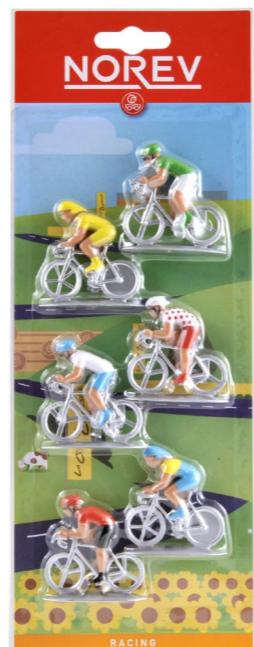
Citroën 2 CV



311651  
Blister 1 Pièce COURSE CYCLISTE\*  
3551093116514



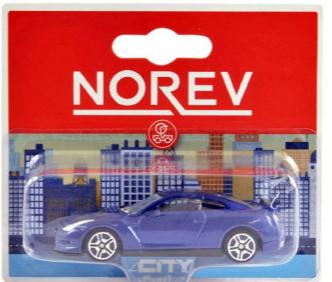
311800  
Pack 3 Pièces COURSE CYCLISTE\*  
3551093118006



318991  
Blister 6 cyclistes COURSE CYCLISTE  
3551093189914



316402  
Pack Surprise 2 Oeufs CITY\*  
3551093164027



316441  
Blister 1 Pièce CITY  
3551093164416



PORSCHE 911 GT3



316492  
Pack 5 Pièces CITY  
3551093164928



316419  
Coffret 10 Pièces CITY  
3551093164195



EC 145 TV



FJ1300



Peugeot 508



Citroën C3



MINI Cooper



Nissan GTR



Peugeot 3008



Renault Mégane Estate



VW Eos



Peugeot 3008



Renault Clio RS



Volkswagen Golf

\* Dans la limite des stocks disponibles

## CITY

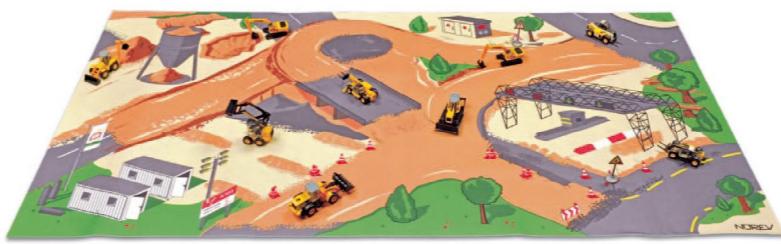
## TAPIS DE JEUX



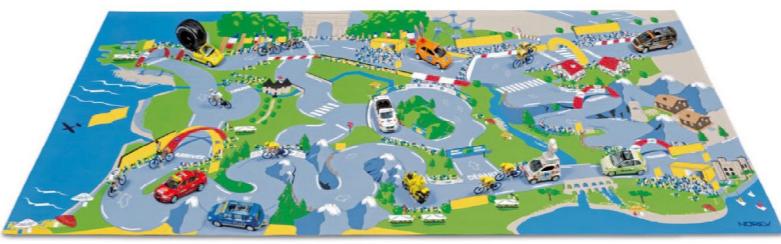
Configuration en ligne



T2200  
Tapis de jeu DAKAR 110 cm x 55 cm + 1 Véhicule\*  
3551090220009



T23201  
Tapis de jeu CONSTRUCTION 110 cm x 55 cm + 1 Véhicule\*  
355109023019



T23300  
Tapis de jeu COURSE CYCLISTE 110 cm x 55 cm + 3 Cyclistes\*  
3551090233009



T23001  
Tapis de jeu 24H Du Mans RACING 110 cm x 55 cm + 1 Véhicule\*  
3551090230015



T23054  
Circuit Modulable CLIP CITY 4 Plateaux dont Rond-Point + 1 Véhicule  
3551090230541



T23051  
Tapis de Jeu CITY 110 cm x 55 cm + 1 Véhicule  
3551090230510



\* Dans la limite des stocks disponibles

## PLAYSETS



G47013  
GARAGE SERVICE + 1 Véhicule  
3551090470138



\* Dans la limite des stocks disponibles



G46002  
Mini Garage SHOWROOM + 1 Véhicule\*  
3551090460023



P31020  
Playset EMERGENCY + 1 Véhicule  
3551090310205



G46000  
Safety Center EMERGENCY + 1 Véhicule  
3551090460009



# PLAYSETS



P31030  
Playset RACING + Citroën C-Elysée WTCC  
3551090310304



8020  
Le Château Fort avec Figurines et Canon\*  
355109080207



5051  
Ferme 2 Bâtiments avec Tracteur Claas et Remorque + Accessoires  
3551090050514



8034  
Le Drakkar avec accessoires\*  
355109080344



8005  
Blister Chevaliers CASTLE\*  
3551090080054



# JET CAR 1:43



Renault R.S.01 Interceptor



430100  
Display 24 pièces JET CAR RACING\*  
UVC 3551094301018



430008  
Pack 2 pièces JET CAR RACING\*  
3551094300080



Audi R18 Le Mans 2013



Citroën C-Elysée WTCC 2014



Citroën C-Elysée WTCC 2016



Citroën DS3 WRC



Ford Fiesta WRC



Peugeot 308 Police



Renault Captur Blue



Renault Kangoo Pompier



Renault R.S.01

\* Dans la limite des stocks disponibles

## PLASTIGAM 1:43



431010  
Bus IRISBUS 1:43  
3551094310102



431000  
Tracteur CLAAS Xerion 5000 avec Remorque 1:43  
3551094310003

## PACK DE 4 MAXI JET 1:18



182056  
Pack de 4 Motobécane AV 65 1965 Blue  
3551091820567



182065  
Pack de 4 Solex 1966 Black  
3551091820659



182047  
Pack de 4 Peugeot 103 L 1972 Orange  
3551091820475



03  
2017  
182048  
Pack de 4 Peugeot 103 L 1972 Beige  
3551091820482



03  
2017  
182070  
Gitane Testi Champion Super 1973  
3551091820703

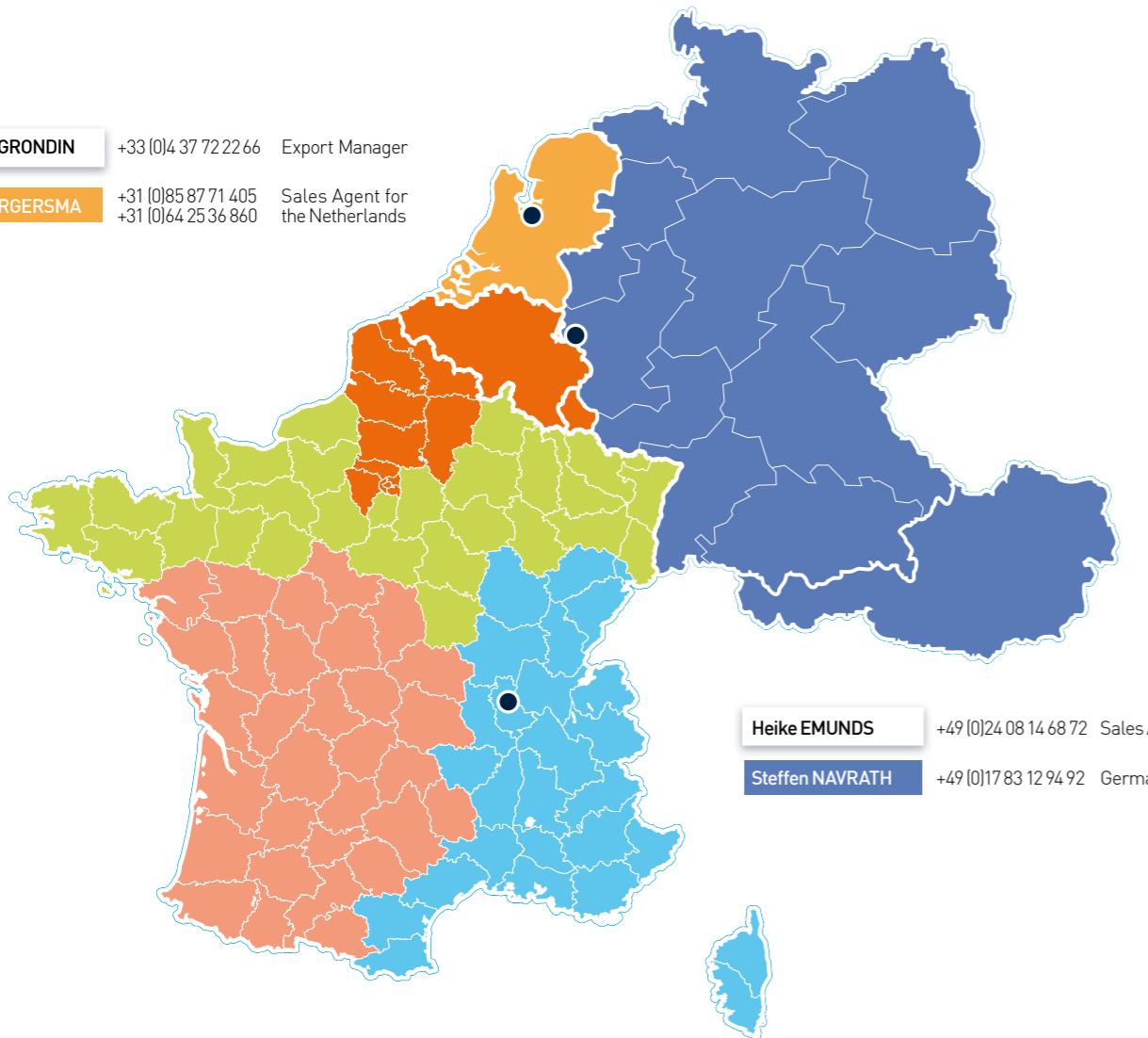
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