

AUTOMOBUILD® OPENS FLAGSHIP STORE IN LOS GATOS, CALIFORNIA



Specialty toy store focuses on cars and building toys

LOS GATOS, CA – JUNE 18, 2010 – Automobuild, a new specialty toy store, opens its flagship store today in Los Gatos, California. The philosophy behind the store is that through toy cars, model cars and building toys, children can use their imagination and creativity to discover and understand how things work.

Local business owners John and Kirsten Dryden were inspired to design a store that offered a unique shopping and learning experience for children and their parents. K. Dryden said, “One of our main goals is to excite car lovers and their children (or grandchildren) through a creative environment and enticing merchandise. We designed the store with the theme of a “classic garage” and we are excited to showcase all of the automobile pieces to our customers.”

Interactive play areas allow children to build toys and/or race slot cars, while flat screens monitors provide entertainment and education. J. Dryden said, “As a dad, I wanted to have a store where I could bring my son and daughter and share with them my passion for automobiles. I could teach them how things work and the evolution of technology. While playing with toys and building models they could experience how automobiles work and are built.”

Automobuild offers a diverse selection of merchandise for children of all ages including: quality toy car models, die cast cars, building toys, apparel, stationary, room accessories, school supplies and more. The store is open seven days a week with extended hours Thursday through Saturday.

About Automobuild®

Automobuild is a specialty toy store that allows you to build, race, learn and celebrate the engineering of cars. Automobuild is located at 21 W. Main Street, Los Gatos, California 95030. For more information, please visit www.automobuild.com.