



# AUTOMOBUILD



**Automobuild** is a unique, family-run business located in downtown Los Gatos that appeals to both children and adults. Designed to look like a classic car garage with road signs, racing posters and street lights, the store is loaded with hands-on activity stations and a wide array of products inspired by the theme of cars, engineering and building/assembly toys.

Local resident and owner Kirsten Dryden opened the store on June 18<sup>th</sup> of this year. It took over a year from visualizing the store to the opening. Dryden's background in medical technology and marketing for the health industry helped with the skills needed to access research and studies about education, learning and the toy market. "I am constantly searching for quality products that no one else offers," Dryden says. "I look for US and European made toys and also green products."

The idea for the business was inspired by her husband's hobby of collecting and restoring antique cars and the birth of her son William, now 3. "I also have a daughter and when my son was born, I thought there was so much more for girls in the way of activities that are acceptable than there are for boys," Dryden says. "I wanted to find a way of getting boys and girls excited and curious about how cars actually work." This desire expanded into the idea for the store, which also

offers many building type toys, such as Legos, Lincoln Logs and Erector Sets as well as model kits, puzzles, remote control cars, toy cars of all types, books, photos, t-shirts and more.

The toys and products have to meet several, strict criteria before they are offered to customers. The toys have to be durable, interactive, inspire creativity and have instructions that are easy to understand. Dryden says, "Some toys might look fantastic, but have instructions that are unclear or too difficult." To screen toys for quality, ease of use and longevity, she uses her own R&D team comprised of her husband John, son William, 3 and daughter Reagan, 6.

Automobuild provides a fun, interactive venue for dads and grandfathers to share their passion for cars with youngsters. Dryden offers several special monthly events such as: Story Hour (for young children), Model & Pizza Night with Dad, Car, Craft & Cookie and a Free Art session. In addition, there will be a Mom's Shopping Night (with wine and cheese) and a Car Craft & Photo with Santa on December 3rd. To top it all off, Automobuild offers customized birthday parties for up to 20 kids.

"I want our customers to take home quality, long-lasting, fun and educational toys, which also help develop creativity and thinking skills," Dryden says.

—by N. Michaelah Kelley

**15% OFF** your entire purchase

Must present coupon. This coupon is good for one use only and cannot be combined with any other offers. Expires: 11/30/10

A specialty toy store that allows you to build, race, learn and celebrate the engineering of classic cars and so much more!

**WE NOW HOST BIRTHDAY PARTIES**

## UPCOMING EVENTS

Story Hour: 1st Monday/every month

Car, Craft & Cookie:

2nd Wednesday/every month

Model Building & Pizza Night w/Dad:

3rd Wednesday/every month

Automobuild Art Time:

4th Monday/every month

Visit [www.automobuild.com/events](http://www.automobuild.com/events) for more details.



**AUTOMOBUILD**



Hours: Mon – Sat: 10am-6pm, Sun: 10am – 5pm

21 West Main Street, Los Gatos

[www.automobuild.com](http://www.automobuild.com) • (408) 402-3818