



Ferrari 312PB - #3 SPA 1972
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Ferrari F40 - #40 IMSA GTO Road America 1990
Jean-Pierre Jabouille

Policar, the historic Italian slot cars brand, is born again.

In Italy, Policar was the brand which defined slot cars - pretty much like Scalextric in the UK. To the general Italian public, a slot car is simply 'a Policar' and a track is still quite often referred to as a 'pista Policar'.

The Policar brand, currently under German ownership, has a long and distinguished history. In the beginning, in the late 50's, the Italian company APS Politoys was arguably the biggest Italian manufacturer of toy cars: Policar was the chosen brand name to enter the growing slot cars market in 1963. The first model was a 'Ferrari 156 Squalo' followed by other F1 models of Ferrari, APS, Lotus, BRM, Cooper and ATS: these are now generally referred to as the 'cigar' F1s, for their distinctive shape. Blobby as their shape was, they were anyway very successful in the years of the 'Economy Boom' in Italy. No, APS never made any Lambrettas or Fiat 500, but their production went on and in 1965, a Ford GT and a Ferrari 250 were launched. These cars are well known for their rear hood that could be opened to show the underlying plastic motor reproduction.

In 1969 the old and very narrow APS Policar track was ditched in favour of a larger plastic track, which remained the same for all the years to come, and that was later called Polistil.

1967 saw the launch of a 1/24 line with a distinctive racing flavour: Lexan bodies, fibreglass chassis and 'racing' accessories were Policar's answer to the USA wave of slot racing cars. A 1/24 track was also made, and very good it was, as well. With the second generation of 1/24 models Policar turned its back on speed, replacing Lexan bodies and fibreglass chassis with injected plastic ones, and moving to wheels that were shared with the now very popular 1/32 sport prototypes line.

The 1/32 'Sport Prototypes' was quite certainly the most successful Policar product. Chaparral, Alfa, Ferrari, Porsche, Matra and many others: these models were good runners, with good drive train, reasonably well made without interiors, and became very popular.

In 1974 the Policar brand was abandoned: working 'Dune Buggies' with humped track, and rally cars (Lancia Fulvia and Alpine A110) were 'the last Policar hurrah'.

The Policar brand belongs now to a new German company: APS GmbH. The running gear will be Slot.it. All parts will be made according to Slot.it quality standards.

Packaging is a reproduction of the original carton used by Policar in the 60's. A completely new product line that will fit well with Policar tradition, is going to be disclosed in the course of the year, probably at the end of September.

