



**LIONEL L.L.C.**

26750 TWENTY-THREE MILE ROAD, CHESTERFIELD, MI 48051-1956

## Lionel 2009 Rebate Offer

10/20/2009

Dear Lionel Customer:

Although he wasn't writing about Lionel, Charles Dickens nailed our situation when he wrote "It was the best of times; it was the worst of times."

In terms of product, Lionel is about to release what may be the best line-up we've ever made. And yet, we're not blind to the fact that the economy is still struggling, which may make it hard for consumers to step up and buy the products we know they'll enjoy this year.

In order to help make this buying season a little bit easier, I just announced that Lionel would introduce a 10% off rebate on the **new products** offered in the latest Lionel 2009 Volume 2 catalog. And we're making the program as easy to implement as possible.

This 2009 coupon will be available on the Lionel website – [www.lionel.com](http://www.lionel.com) – starting Tuesday, October 20. To take advantage of the offer, here's all consumers have to do:

- Print the coupon from the website
- Fill out the coupon with your name and mailing address
- Send in the completed coupon along with **the original receipt from an authorized Lionel dealer that identifies the product purchased and its price to:**

Lionel 2009 Rebate Program  
26750 Twenty-Three Mile Road  
Chesterfield, MI 48051

- The coupon will apply to the over 100 new items listed in the Lionel 2009 Volume 2 catalog. (Applicable products will be clearly listed on the Lionel website.)

It's the enthusiasm, loyalty and support of Lionel fans everywhere that allows us to continue making the most innovative product in the market today. This offer is our way of saying thanks.

We hope you'll enjoy these new products for years to come.

Thank you,

Jerry Calabrese  
President and CEO  
Lionel Electric Trains

Click "Media Available" button below to download the Lionel 2009 Rebate Program Coupon



## Lionel 2009 Rebate Program Coupon

Purchase any new eligible item\* in the 2009 Volume 2 Catalog and you are eligible to receive a 10% rebate of your purchase price – direct from Lionel.

1. Purchase a new product from the Lionel 2009 Volume II catalog\* from a Lionel Authorized Value Added Dealer. You must receive a legible receipt that identifies the product purchased and its price.
2. Fill out the form below.
3. Mail the completed form along with your original receipt within 30 days of purchase to:  
Lionel 2009 Rebate Program  
26750 Twenty-Three Mile Road  
Chesterfield, MI 48051

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Item Purchased: \_\_\_\_\_

Date of Purchase: \_\_\_\_\_ Purchase Price: \_\_\_\_\_

Item Purchased: \_\_\_\_\_

Date of Purchase: \_\_\_\_\_ Purchase Price: \_\_\_\_\_

Item Purchased: \_\_\_\_\_

Date of Purchase: \_\_\_\_\_ Purchase Price: \_\_\_\_\_

Lionel Authorized Dealer: \_\_\_\_\_

Rebate offer requires purchase of a new product introduced in the Lionel 2009 Volume II catalog\*. Completed coupon must be postmarked 30 days after purchase. Rebate will be in the form of a check from Lionel. Rebate program ends December 31, 2010.

\* See page 2 of this form for a list of eligible products.



## Lionel 2009 Rebate Program

Purchase a new eligible product in the Lionel 2009 Volume 2 Catalog and you can receive a 10% rebate of your purchase price – direct from Lionel.

### Products Eligible for the Lionel 2009 Rebate Program

6-11156 Chesapeake & Ohio 4-6-0 Ten-Wheeler Steam Locomotive  
6-11162 The Lone Ranger Add-on 3-pack  
6-11164 DeWitt Clinton Heritage Steam Passenger Set  
6-11200 Union Pacific LionMaster Challenger  
6-11201 Western Maryland LionMaster Challenger  
6-11202 Canadian Pacific 4-6-0 Ten-Wheeler Steam Locomotive  
6-11203 Pere Marquette #1225 Berkshire  
6-11204 Pere Marquette Legacy RailSounds Berkshire Tender  
6-16836 Red Christmas Girder Bridge  
6-16837 Christmas Operating Billboard  
6-16843 City and Western Two-Sided Diorama  
6-16853 The Polar Express Diorama  
6-16857 Thomas & Friends Diorama  
6-16863 Santa's Christmas Wish Station  
6-16871 Winter Wonderland Diorama  
6-16872 Illuminated Christmas Station Platform  
6-16873 Bathtub Gondola Coal Load Insert 3-Pack  
6-16874 Coaling Station  
6-16880 Freight Platform  
6-16881 Barrel Shed  
6-16883 Neil's Guitar Shop  
6-19578 Granny Smith Apples Woodsided Reefer  
6-24286 The Polar Express Girder Bridge  
6-25066 O Gauge 2009 Holiday Boxcar  
6-25067 Angela Trotta Thomas "General Delivery" Boxcar  
6-25575 The Polar Express Scale Heavyweight Passenger Car 2-Pack  
6-25578 The Polar Express Scale Heavyweight Add-on Coach Car  
6-25582 New York City Transit Authority R30 Subway 2-Pack  
6-26612 Christmas Gifts Gondola  
6-26614 Tupelo Milk Car  
6-26661 Reindeer Feed Barrel Ramp Pack  
6-27263 Scale Polar Railroad PS-1 Boxcar  
6-27264 C&O Double-sheathed Boxcar  
6-27265 Virginian PS-1 Boxcar  
6-27266 Pennsylvania Express Boxcar  
6-27267 Southern Pacific Heritage 60' Boxcar  
6-27395 Amtrak Express Trak Baggage Car  
6-27396 Chicago Northwestern Heritage Mechanical Reefer Car  
6-27418 PRR Heritage Unibody Tank Car  
6-27432 Union Pacific 3-Bay Open Hopper  
6-27434 Rio Grande Heritage PS2-CD Hopper  
6-27435 Scale Polar Railroad 8000-Gallon Tank Car  
6-27436 Alberta Cylindrical Hopper  
6-27439 Norfolk Southern Heritage Unibody Tankcar  
6-27629 C&O Northeastern Caboose  
6-27631 Norfolk Southern Heritage Ca-4 Caboose

6-27824 Milwaukee Road 40' Flatcar with Metal Pipes  
6-27826 Canadian Pacific Skeleton Log Car 2-Pack  
6-27827 Union Pacific Bathtub Gondola #28081  
6-27828 Canadian National Bathtub Gondola #193140  
6-27829 Western Maryland Skeleton Log Car 2-Pack  
6-28297 Southern Pacific GP9 Diesel Locomotive  
6-28315 Florida East Coast SD60 Diesel  
6-28316 Pennsylvania Heritage SD70ACe  
6-28317 Union Pacific SD60 Diesel  
6-28327 Union Pacific #7050 Powered AC6000  
6-28328 Union Pacific #7055 Non-Powered AC6000  
6-28330 Union Pacific SD70ACe #8444  
6-28331 CSX # 618 Powered AC6000  
6-28334 Norfolk Southern Heritage SD70ACe  
6-28446 Silver Bell Trolley  
6-28447 Trackmobile Factory scheme  
6-28448 Trackmobile CSX  
6-28449 Trackmobile Union Pacific  
6-28587 Pennsylvania #8510 GP-7 Diesel Locomotive  
6-28598 Santa Fe GP-7 Diesel Locomotive  
6-28599 Erie GP9 Diesel Locomotive  
6-29300 50th Anniversary #3435 Clear Shell Aquarium Car  
6-29628 Poinsettia Mint Car  
6-29634 Federal Reserve Bailout Mint Car  
6-29635 Monopoly "Go to Jail" Mint Car  
6-29734 PRR Heritage Ca-4 Caboose  
6-29894 Christmas Chase Gondola  
6-29961 Meet the Beatles! Boxcar 2-Pack  
6-30118 A Christmas Story Train Set  
6-30121 Santa Fe Baby Madison Car 3-Pack  
6-30122 The Wizard of Oz Train Set  
6-30123 Boy Scouts of America Freight Set  
6-31789 CSX Trackside Work Set  
6-31790 Pennsylvania GG-1 Passenger Set  
6-31791 New York Central LionMaster Diesel Freight Set  
6-31793 White Pass & Yukon 3-pack  
6-31794 New York City Transit Authority R30 Subway Set  
6-35173 North Pole Central Blitzen Coach  
6-35193 Pennsylvania Streamliner Passenger 4-Pack  
6-35200 Strasburg Observation Car  
6-3526 LIONELVILLE Destination: Adventure! DVD  
6-36149 Strasburg Wood-sided Reefer  
6-36646 Monopoly Caboose  
6-36647 Strasburg Caboose  
6-36896 Christmas Music Boxcar  
6-37009 Mount St. Helens Smoking Boxcar  
6-37010 Pennsylvania Power & Light Searchlight Car  
6-37011 Boston & Maine Operating Milk Car with Platform  
6-37012 Great Northern Jumping Hobo Boxcar  
6-38210 Pennsylvania Alco A-A Set  
6-38323 PWC M&STL GP9 Diesel  
6-38328 PWC Northern Pacific GP9 Freight Set  
6-38671 Santa Flyer 4-6-0  
6-38677 Strasburg 0-6-0 Dockside Switcher  
6-38678 Monopoly Hudson Steam Locomotive  
6-38679 Santa Fe 0-4-0 Switcher

6-39319 Boy Scouts "Scout Law" Add-on Boxcar  
6-39321 Lionel Art Boxcar 2-Pack  
6-39326 UPS Centennial Boxcar #4  
6-39484 Cocoa Marsh Vat Car  
6-48147 Santa Fe PA A-A Set  
6-48376 American Flyer 2009 Holiday Boxcar  
6-48380 Circus Stock Car  
6-48381 1953 Catalog Art Boxcar  
6-48383 Post Office Boxcar  
6-48431 Sunoco Single Dome Tank Car  
6-48560 BNSF Flatcar with Jet Engine Load  
6-48632 Santa's Candy Shop Hopper  
6-48633 Union Pacific Hopper  
6-48750 Erie Lackawanna Extended Vision Caboose  
6-48751 Cotton Belt Bay Window Caboose  
6-49930 Santa Fe Streamliner Passenger Car 3-pack  
7-11163 Lionel Little Lines Train Playset  
8-87031 Large Scale 2009 Holiday Boxcar  
8-87032 G Gauge 2009 Holiday Boxcar