

# HOT WHEELS



**Hot Wheels** is a brand of [die-cast toy cars](#) introduced by American toy maker [Mattel](#) in 1968. It was the primary competitor of [Matchbox](#) until 1997, when Mattel bought [Tyco Toys](#), former of Matchbox.

Many [automobile manufacturers](#) have since licensed Hot Wheels to make [scale models](#) of their cars, allowing the use of original design [blueprints](#) and detailing. Although Hot Wheels were originally intended to be for children and young adults, they have become popular with adult collectors, for whom [limited edition](#) models are now made available.

KUSHAL CHAKROVORTTY