



## CINDERELLA BATTERY-POWERED TOY CARS RECALLED BY DUMAR INTERNATIONAL USA DUE TO FIRE AND BURN HAZARDS

Release #08-195

Firm's Recall Hotline: (866) 424-0500

CPSC Recall Hotline: (800) 638-2772

CPSC Media Contact: (301) 504-7908

WASHINGTON, D.C. - The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed.

Name of Product: Cinderella 12-Volt Electric Ride-On Vehicles

Units: About 64,000

Manufacturer: Dumar International USA, of Franklin, Mass.

Hazard: The wires under the hood of the car and/or in the battery compartment under the seat can short circuit, posing a fire and burn hazard to children riding in the car.

Incidents/Injuries: The firm and CPSC are aware of 40 incidents of the toy car's wires overheating. In several incidents, smoke was seen coming out from underneath the seat area where the battery is located. In one incident, flames shot from under the hood while a 4-year-old girl was riding the vehicle. No injuries have been reported.

Description: The electric ride-on toy resembles the Pontiac Solstice. It is light blue and has Cinderella graphics on the front and sides. The wheels, steering wheel and two seats are pink. The white dashboard may contain an optional radio. "Pontiac Solstice" is printed on the back of the car. "Walt Disney's Cinderella Special Edition" is printed on the license plate. It is designed for children 4 to 7 years old.

Sold at: Wal-Mart stores nationwide from August 2005 through February 2006 for about \$200.

Manufactured in: China

Remedy: Consumers should immediately take the recalled toy cars away from children and contact Dumar International for a free retrofit kit, including a new battery.

Consumer Contact: For additional information, contact Dumar International at (866) 424-0500 between 10 a.m. and 8 p.m. ET Monday through Friday, or visit the firm's Web site at [www.dumarusa.com](http://www.dumarusa.com)

To see this release on CPSC's web site, including a picture of the recalled product, please go to:

<http://www.cpsc.gov/cpsc/pub/prerel/prhtml08/08195.html>



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