

A vibrant, candy-colored toy car with a fish-like body. The car is red and purple, with a yellow and green fish body. It has a transparent cockpit and a purple driver. The background is a gradient of blue and red.

MerCar®

A TROUBLEFISH® TOY

factsheet

brand:

Troublefish®

Based in
Savannah, GA, USA

designer:

Thomas Troisch
Seattle, WA, USA

manufacturer:

TBA

release date:

prototypes:
Merstang®
Ca-Mer-O®
Mer-Goat®

website:

troublefish.com

press/business contact:

Thomas Troisch
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product description

MerCar® [murkhar]: coveted by trophy anglers and classic car buffs alike; half fish, half vintage auto, a hybrid designer toy series conceived and created by Thomas Troisch. Barrett-Jackson's catch of the day; the Merstang®, Ca-Mer-O® and Mer-Goat® are the first of our 1960s - '70s inspired candy-color-coated classics, on fish-finned scaly chassis. Just like fish in the sea (or cars on the road) the toys' interchangeable bodies are made for limitless collectability. The 1:24 scale prototypes are scheduled for mid-2017.

history:

MerCars® revive the car culture and newly discovered past-time (SCUBA) of the outrageous 1960s and 70s. At Troublefish® we draw on many influences, above all, a love of vintage cars, the complex simplicity of mid-century design and the allure of the deep. We also learned that modern toys - like the fads and licensed IP they represent - are fleeting and ultimately, forgettable. Those that stand the test of time are fueled by the imagination of children and adorn the collector's shelves. Elegant. Simple. Abiding.

After 3 years of design, development and encouragement a stunning toy has emerged. MerCars® are candy-colored iconic automobiles from the 1960s -70s - down to the details - flawlessly gliding through the waters on streamlined fish chassis. Each hybrid comes with its own story to spark the imagination.

