

First class: Club models 2013

Most-wanted locomotive class 58 in H0
F-train "Blauer Enzian" in Z
Cool Annual Cars



Club members meet Märklin management
Report on the "Get-together"
Aims and strategies for the next few years





16

Club conference: in three exclusive "Get togethers", Märklin Managing director Stefan Löbich discussed the company's strategic marketing plans leading up to 2016. Unanimous verdict of the invited Club members: the multiple-brand strategy and the innovations announced are totally convincing.

Contents Issue 06/2012

märklin INSIDER



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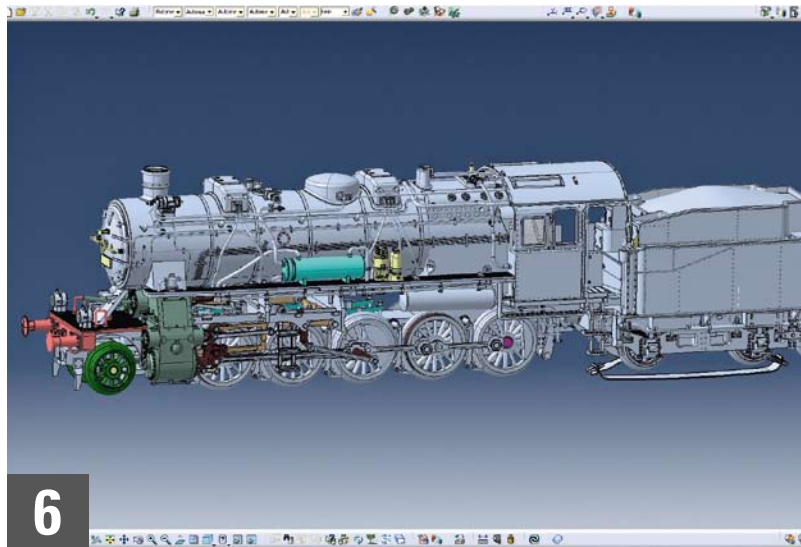
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The Club mailing 06/2012 includes the following enclosures: Märklin Insider News 06/2012, Märklin Magazin 06/2012, order forms for Club models and Annual Car 2013, DVD "Annual chronicles" (part 2).



Elegant: the “Blauer Enzian” observation car is famous; now the entire train, including loco, is Z-gauge Club model for 2013.



Massive: the 3-D design details of 58 1836 already give away a lot about the detailing of the H0 Club model for 2013. The prototype of the wished-for Club model is regarded as an epoch-making freight loco.

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Thank you for your cooperation!

Dear Insiders,

“Please continue”. The intensive exchange of ideas between the Club members and a high-level management team from Märklin was extremely well received from both sides. We report in detail on the “get togethers” at the Open Days in this issue. A lot of space is also devoted to the Insider models for 2013: in the Club’s 20th anniversary year, these are of the very highest quality, as always. In H0, the top of the Club’s survey list of favorite locomotives is to be cast in zinc: this is the class 58 steam loco, which represented a milestone in the development of freight locomotive types. To match it, we release at the same time an exclusive typical block train with coal load. The Club model in Z for 2013 will also be fulfilling the innermost wish of many an Insider: the F-train “Blauer Enzian” with the V 200.0 will be inspiring not only many Z-gauge enthusiasts. Naturally you will also learn everything worth knowing about the Annual Car 2013. Our Club model parade will be rounded off by a background report on the pitfalls which are waiting for the Documentation team when they are researching into a potential new model loco.

Finally, the Service section includes a summary of all Insider round tables, and it is great to report that the steadily-increasing numbers of organized Märklinists already fills two pages. And anyone who is hankering after further information at first hand can surely visit one of the many Digital info days run by the retailers – we include a list of all the dates and times. Enjoy reading your Club News!

Your Insider Club team

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Introducing families and children to the world of the model railroad: that was the objective and Märklin achieved it at Suisse Toy. Favorite item from the Märklin 'my world' range was the "ICN" starter set.



Märklin at the Suisse Toy

Märklin 'my world' shows off



Happily-smiling children besieged the Märklin stand at the Swiss toy fair Suisse Toy. René Treier, Märklin's Regional manager, reports on the 'biggest playroom in Switzerland': "Our 'my world' range had a tremendous response, both on our layout and on the play tables set up with the battery section. "At times, you could hardly get through at the Märklin stand, which was sited in the immediate vicinity of Playmobil and Lego". The national event which registered 55,000 visitors drew ten percent more toy enthusiasts to Bern than last year. The absolute star of the show

was the "ICN" from the new Märklin 'my world' starter set, while many youngsters were delighted to accept the offer at the stand to paint their own individual wagons. "The adults were above all fascinated by the wide functional range our digital control units like the Central Station and Mobile Station embrace", observed René Treier. The showcases displaying the Märklin year's range were also crowded: "Naturally, we had our Swiss H0 range on display, and there was many an interesting expert discussion to be heard".



Colorful range of subjects: DVD Annual Chronicles part 2

Information about the Club, highlights and trends: part 2 of the annual chronicles DVD 2012 will keep you entertained with exciting insights into the world of model railroads and prototypes. Club members can look forward to a report on the V 100 and a prototype-model report on the class 94. The workshop will be giving away some tips on weathering the Dresden and Oppeln era III boxcars and the VTG era V tarp cars. There are of course members' stories on the DVD as well: we take a look back at the fantastic Club trip with the Rhaetian Railway and pay a visit to Märklin railroaders in the USA. Included are reports on current new releases and we honor the 50 and 94 classes with some wonderful shots of the models.

Home game for the Club

For Club members, the Open Days at Märklin in Göppingen were like a home game – first the welcome by the Club team with a refreshing drink, then a practical welcome gift: the specially-designed tape-measure with Märklin logo helps you build layouts and generally keep control in life. A second surprise was waiting during the factory tour: the gilded 2012 H0 Club model. "The gilded body shell of the ET 403 is of course a one-off", as Michael Ludwig, Manager of the electroplating and surface finishing department explains. "For this unique piece, the die-cast zinc body was copper-plated, polished, nickel-plated then gold-plated". As a further sign of respect, the Märklin management team was waiting for the Club members to take part in the three "Get togethers" (see page 16).



We keep our promise ...

... and have sent out the personalized certificates for the class 56.2-8 freight train steam loco to all those members who ordered the second H0 Club model 2012. It is possible that Club members who ordered very late slipped through the net when the mailing was prepared. If this is the case, please contact our Club team either by e-mail or telephone, so we can send out your personalized certificate as soon as possible. This will also apply to all other Club models we offer you in the future.



Youngsters playing enthusiastically

With over 900 special do-it-yourself offers, modell-hobby-spiel attracted 98,200 model building and play fans to Leipzig. "Our range had a tremendous reception especially from families with young children", Ulf Bovensmann, Manager of the Märklin Kids Club tells us. "There was plenty of playing, above all on the two play circles with the Märklin 'my world' range were very busy". Here there were battery-operated and electrified locos working. The classic model railroad fans got talk-

ing at the Märklin stand over two H0 gauge layouts. "That really was a super exhibition, with a large number of interested visitors", said LGB Product manager Jürgen Faulhaber, who in only four hours handed out no less than 800 LGB catalogs to interested and potential customers. Trix Product manager Claus Ballsieper was also extremely satisfied: "Our Minitrix models on the N-gauge layout came over very well, and in 2013, there are going to be several new models added to the range".

Super mood: the Märklin 'my world' play circles were busy the whole time at the Leipzig Toy Fair, and everyone wanted product catalogs.



A warm welcome: the Club team welcomed all members with a little present.



Epoch-making steam loco as Club model 2013 in H0: the class 58 locos – this 1941 picture was taken on the Gäubahn between Böblingen and Stuttgart – were the most powerful freight locos of the provincial railroad era, and with the latest modifications, they could keep up with the standard locos.

Insider model for 2013 in H0: steam loco No. 58 1836 with an exclusive coal train

The strongest freight loco of her time

The class 58 steam loco is at the top of the “locos wanted” list in Club surveys, and now Märklin is producing the epoch-making freight locomotive as Club model 2013 in H0 exclusively for the members. Matching the powerhouse: a seven-piece freight car set with type Om 21 cars appearing here for the first time ever.

Highlights

Model: DB's freight loco 58 1836 is the Insider loco for 2013 in H0. The model steam loco, of early era III (circa 1951/52) is a completely new tooling.

Striking characteristics: Belpaire firebox, surface feed water heater, three-axle tender.

Freight car set: In addition to the class 58, a seven-piece high-side gondola set with coal load is offered exclusively.

“In terms of railroad history, the class 58 marked the start of a new era”, is how Dr. Andreas Rantzsch, Documentarist at Märklin, describes the real significance of the Club model. “The loco was the strongest and most important freight train steam loco of her time, designed as the Prussian G 12 shortly before the end of the provincial railroads, and here she represents the pinnacle of engineering development of the freight loco types of the time”. In view of the heavy demand for transport in the second decade of the 20th century, five of the provincial railroads – including Prussia – agree to procure the G 12 type. According to rail expert Carl Asmus, the main reason for this decision was problems with maintenance and operation of non-standard machines. “From 1917 to 1924 no less than

1.479 machines of the G 12 type were built, and the German State Railroad took over 1,345 of these locos as class 58”. The Club model 2013 with the road number 58 1836 was a Prussian G 12. “She is characterized by the high-pitched boiler and the Belpaire firebox which is mounted on bar frames”. Märklin Documentarist Dr. Rantzsch assesses the class 58 as “an important milestone in the development of the modern freight locomotives”. She had two sides: features such as the feed water heater and steam superheater bear witness to her modernity, while “fundamental design elements such as bar frames in place of plate frames, and the leading pony truck are already pointing in the direction of the 1920s locomotives”. With her apparently delicate superstructure, the class 58 seems



Striking class 58: the bulges at the top of the boiler ahead of the engineer's cab give away the presence of the squared-off Belpaire firebox; its shape allowed more space for steam production.

to contradict the ne plus ultra of Prussian steam locos: their undemanding nature”. Against this, the three-axle tender and the Belpaire firebox will not be perpetuated in the standard locomotives whose age is about to begin. The striking position enjoyed by the Club model prototype is graphically illustrated by comparison with her nearest relatives. “Comparison with the G 10 and G 8.1 freight locos, without a leading pony truck, shows that the G 12 or class 58 comes from another world”, says rail historian Dr. Rantzsch to underline the unique profile of the Club model's prototype. “She looks much more modern, and with her high-pitched boiler, far more powerful”. For performance comparisons, the Märklin Documentarist opens the specifications book. At a speed of 50 km/h (31 mph) the G 12 could haul a 2,000 tonne freight train on the level; the G 8.1 could handle 1,730 tonnes and the G 10 only 1,460. The differences are even more marked for a freight train to maintain a speed of 40 km/h (25 mph) on a grade of 1 percent: here the G 12 would handle 570 tonnes – 80 tonnes more than the G 8.1 and 160 tonnes more than the G 10. “Thus the G 12 or class 58 had performance figures to put the other types well in the shade”.

In the 1920s and 1930s, the 58 class shouldered the main burden of freight traffic. For Carl Asmus these machines “alongside the standard locos of classes 43 and 44 were amongst the most powerful freight locos owned by the DRG, and they were allocated to practically all regions except in northern Germany”. In the east, the class 58 was in service until 1976, while the last west German machines were retired in 1952: this was due to a massive surplus of locomotives. With their service in era III and their widespread use, the class 58 fits ideally into the framework of exclusive Club models. “Above all, the important class 58 is an absolute demand by Insiders, according to our surveys, and it's not in our range either”, explains Märklin Product manager Karl-Heinz Grässle, which is why the selection for H0 Club model honors was easy. “The stocky appearance of the steam loco means it doesn't have the same mighty looks as the class 45 or 50, but optically it is extremely attractive – simply a good looking loco”.

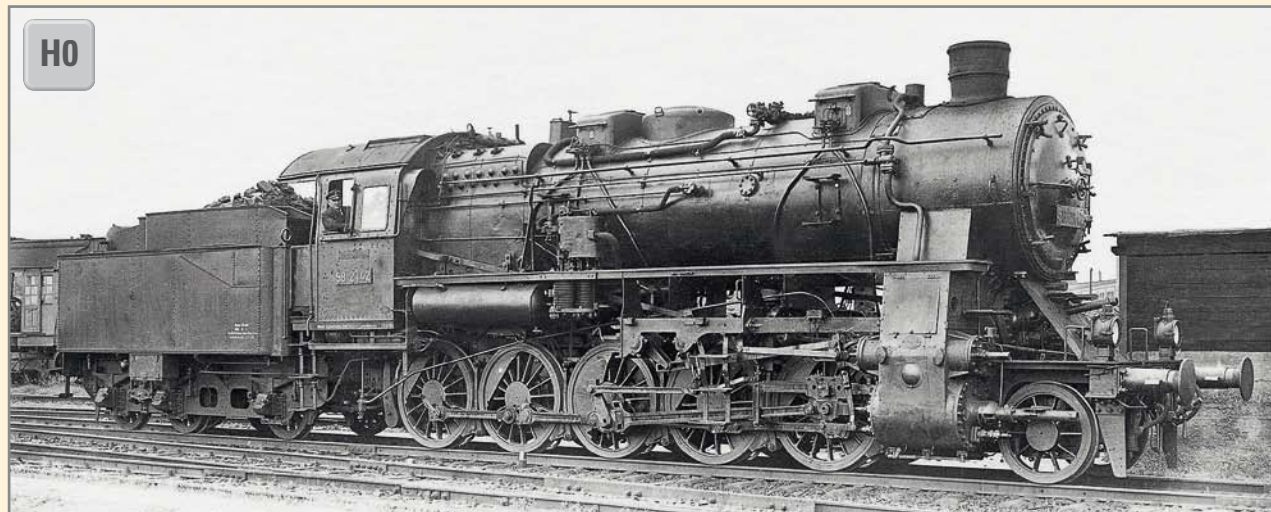
In the best tradition, Karl-Heinz Grässle has also assembled a set of matching freight

The Märklin Insider models 2013

37589 Freight train steam locomotive



Closing date for orders: March 31, 2013



H0

Prototype: DB (German Federal Railroad) class 58.10-21 freight train steam locomotive (former Prussian G 12). With state railroad lamps and Prussian tender pr. 3T 20. Road number 58 1836. As running around 1952.

Model highlights 37589

- Completely new development.
- Especially delicate metal design.
- Partially open bar frames.
- mfx decoder and extensive operation and sound functions.
- Lighting with warm white LEDs.
- Smoke generator kit supplied as standard.

Model: With mfx digital decoder and extensive sound functions. Regulated high-efficiency drive with flywheel in the boiler. Five axles driven. Traction tires. Locomotive and tender constructed mostly of metal. Smoke generator 7226 supplied as standard. Headlights which change ends with direction of travel and smoke generator operate conventionally and can be controlled digitally. Lamps are maintenance-free warm white LEDs. Permanent close coupling between loco and tender with guide mechanism. Close couplings with guide mechanism and an NEM coupler pocket at the front of the loco. On the tender NEM coupler pockets with guide mechanism and TELEX coupling. Many separately-applied details such as pipes and sanders. Protective piston rod sleeves and brake hoses are included. Length over buffers 21.2 cm (8-11/32").

Digital functions	Control Unit 6021	Mobile Station 60652	Mobile Station 2 60653	Central Station 60212
Headlights	●	●	●	●
Smoke generator	●	●	●	●
Steam loco running sound	●	●	●	●
Loco whistle	●	●	●	●
Direct control	●	●	●	●
Brakes squealing off		●	●	●
Engineer's cab lighting		●	●	●
Switcher whistle		●	●	●
Telex coupling at rear		●	●	●
Let off steam			●	●
Shoveling coal			●	●
Shake up the grate			●	●
Air pump			●	●
Water pump			●	●
Generator sound			●	●
Injector			●	●

The Märklin Insider models 2013

46026 Freight car set

H0



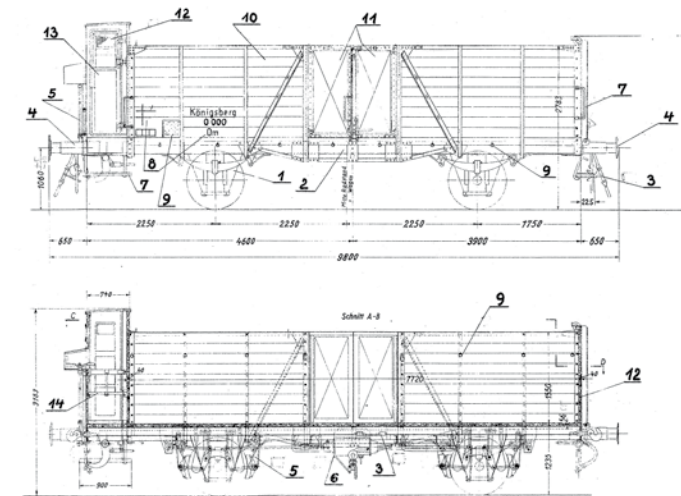
Prototype: Seven open high side gondola cars of different types of the German Federal Railroad (DB). Two open freight cars interchange type Om 21 (Om Königsberg), with brakeman's cab. One open freight car interchange type Om 21 (Om Königsberg), with brakeman's platform. One open freight car interchange type Om 21 (Om Königsberg), with short frame and no brakeman's cab or platform. One open freight car Om 12 (Om Breslau), 1 open freight car Omm 37 (Duisburg) and 1 open freight car O 11 (O Nürnberg), each with short frame and no brakeman's cab or platform. As running in about 1952.

Model: All cars have different road numbers. All cars with load inserts with real coal in scale-size grains. The cars also all have authentic signs of aging and weathering. Total length over buffers 75.8 cm (29-7/8"). DC wheel sets for each freight car 2 x 700580.

Closing date for orders: March 31, 2013

Model highlights 46026

- New design: the interchange type open freight car Om 21 "Om Königsberg".
- All cars with different road numbers.
- All cars with real coal loads and authentic signs of weathering.
- Ideal cars to go with the class 58 freight train steam locomotive (Insider model 2013).



New to the range: four of the seven cars in the exclusive Club sets belong to the Om 21 "Königsberg" type, and this is their first appearance in the range.

Notes on ordering

Every Insider member can order one example of the Club model by submitting the enclosed order form to their Märklin-MHI specialist retailer. We expressly state that the order forms are not transferable. The model will be produced in 2013 in a once-only series exclusively for Insider Club members. A personalized certificate of authenticity for the Club model will be sent out at the end of 2013 directly to all those ordering the class 58.

Important: Please note the closing date for orders as given on the order form: **March 31, 2013**. Deliveries are scheduled for the beginning of quarter 3, 2013.



Club model with smoke generator kit supplied



Märklin Product manager Karl-Heinz Grässle – here on the Club trip with the Rhaetian Railways – has scored with the Club model 2013 and the Club freight car set with exclusive new products.

“The Club model for 2013 is a fully-equipped loco”, says Märklin Product manager Karl-Heinz Grässle emphasizing the qualities of the class 58 model with its metal construction and fine detailing. “The loco 58 1836 has an mfx decoder and sound, and even an easily-fitted smoke generator is supplied”. The set of seven high side gondola cars produced exclusively for the Club has a brand-new character as well: “The four type Om 21 ‘Königsberg’ cars are appearing in the range for the first time. Club members have the first chance to buy these in the set”.

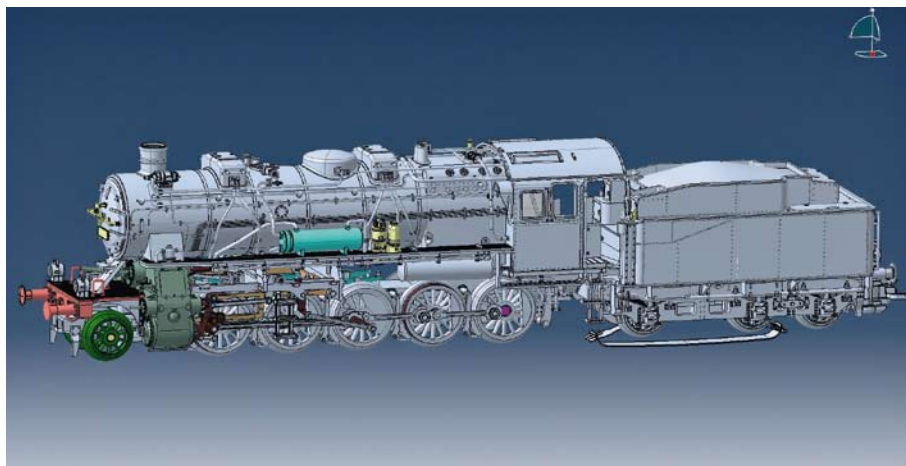
cars in H0. “Of the seven gondolas, four are freight cars of the type Om 21 ‘Königsberg’. This is the first time we have offered this type of car – exclusively for the Club members as part of a car set”. All the high-sided cars are loaded with coal – a typical block train for the class 58. “With ‘Donald Duck’ this year, Club members have 120 cm (47-1/4") of die cast zinc, and next year with the class 58, they can assemble a superb train a good meter long (39")”. The fact that Märklin have already produced the class 58 in Z and gauge 1 doesn’t mean the design team’s work is any easier, as Karl-Heinz Grässle is quick to point out: “We can’t just enlarge the design or shrink it. Development has to work on completely different details and functionalities for the H0 gauge model”.

Märklin has produced the loco with the road number 58 1836 in the condition in which it was running in around 1951/52. “So the plate ‘Deutsche Bundesbahn’ is painted”, explains Dr. Andreas Rantzsch. The Documentarist tells us Karlsruhe was its regional headquarters and its depot, Villingen. The prototype of our 2013 Club model had the Black Forest as its stamping ground. “In its heyday as the most powerful freight loco, the class 58 mainly

had to handle freight trains”, says the rail historian of its day-to-day service. “But she also worked passenger trains, was used as a pilot on more important passenger trains and was also seen in the Black Forest hauling trains of “thunder-boxes”.

Text: Rochus Rademacher

Photos: C. Asmus collection, P. Daum, Kötzle, Märklin collection, A. Ulmer



A power pack: as a 3-D dataset, the 2013 H0 Club model already looks impressive.

Advertising models October & November 2012

HO



4415.800 "Messe Wien"



4415.801 "McDonald's"



4415.580 "S. Pellegrino"

All three models are available exclusively from: Modellbahn West, Märklin Store im Centro,
Centroallee 1, 46042 Oberhausen, Germany, www.modellbahn-west.de



4415.560 "Distel Spezial"



4870.006 "ORA"



4890.130 "Carlsberg"

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info@spielwaren-hegmann.de,
tel. +49 (0) 93 71/6 50 80-0

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4415.561 "Schönbuch"

Bruno Köngeter, Poststr. 44,
71032 Böblingen, Germany,
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koengeter-bb@t-online.de,
tel. +49 (0) 70 31/22 56 77



94383 "DB Schenker"

94382 Sliding door car Hbiqss 297 "Post" (not illustrated)

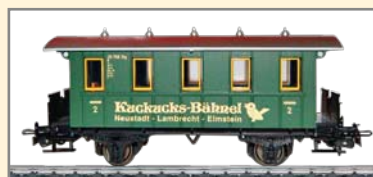
Bahn Shop 1435, Im Südfeld 64-66, 48308 Senden, Germany,
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4482.144 "Narex" *

29163.001 Starter set with
special car 4482.144 *

Narex s.r.o., 47001 Ceska Lipa,
Czech Republic



94396 "Kuckucksbähnel"



94397 "Museums-Schänke"

Spielwaren Werst, Schillerstr. 3, 67071 Ludwigshafen, Germany,
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Please note:

Promotional models are produced only for Märklin retailers or industrial undertakings. The latter cars are marked with an asterisk and models so marked are generally not produced for sale, and therefore no addresses are given. Only models already delivered to the respective customer may be publicized, and only when the customer has given explicit permission for this.



Pure luxury: all-round view from the „Blauer Enzian“ observation car.



Sparks anticipation for the model: the F-train "Blauer Enzian" with its five cars and the V 200 diesel loco on the road between Hamburg and Munich in the 1950s.

2013 Z-gauge Insider model: "Blauer Enzian" with V200.0

Out of the top drawer

The charm of the 2013 Club model in Z-gauge is irresistible: in a once-only series exclusively for Insiders, Märklin is producing the renowned "Blauer Enzian" with observation car, powered by an absolute cult loco: the class V 200.0 diesel loco.

"An Insider model must always be something out-of-the-ordinary, and that is very much the case in 2013 with the authentic consist of steel-blue long-distance passenger express train and purple-red V 200 diesel loco", enthuses Jürgen Faulhaber, Märklin's Product Manager Z over the classic train with its 595 millimeters (23-7/16") over buffers. "Z-gaugers have often told me the model they would like

to see is the 'Blauer Enzian'. Apart from that, this named train is generally very well known", Jürgen Faulhaber says, explaining the choice of the long-distance express as Club model 2013. "The cars are all new toolings, and the V 200.0 with its 'Deutsche Bundesbahn' lettering is an additional highlight". In principle, the Z-gauge Product manager alternates between a loco and a train for choice

Märklin-Insider 06/2012

of Club model, and the exception proves the rule. The "Blauer Enzian" was one of the fleet of blue long-distance passenger expresses operated by the federal railroad in the 1950s. They were a symbol of the reintroduction of long-distance services in the young republic, F-trains connecting the metropolises with fast train services having few stops. A proud indication that "We are back in business": The renowned train photographic chronologist Carl Bellingroth documented how people used to wave enthusiastically to the F-trains, especially when they were in charge of one of the new class V 200 diesel locos. In 1952, F55/56 took over the express connection in the F-train network between Hamburg and Munich via Hanover and Würzburg. "But the 'Blauer Enzian' is no ordinary F-train of the 'economic miracle' years", states Product manager Jürgen Faulhaber. "As from December 1953 the steel blue F55/56 was upgraded by reintroducing the train set of the former Henschel-Wegmann train". The second train of the pair operated with saloon cars and F-train dining car as well as an elegant observation car. The DB had the five cars of the Henschel-Wegmann express train, which were no longer serviceable, refurbished and modernized by Wegmann, the original manufacturer; the trucks were modified with a fourth set of suspension and the interiors were upgraded to match the high standards of the F-trains. Jürgen Faulhaber draws attention to the design of the last car in the train: "Unmistakable the character with its rounded-off observation lounge. Here the first class passengers in their posh revolving armchairs had an excellent view of the line – and naturally of what was going on at either side as well". The purple-red crown of the "Blauen Enzian" train is the classic diesel loco at its head. "From the end of 1956/start of 1957, the previous steam haulage north of Würzburg gave way to diesel haulage by locomotives of the V 200.0 class", relates the Z-gauge Product manager of the correct power. "That's why we settled for the condition of the consist as it was in about 1958". Incidentally, the attractive name for the F 55/56 pair of trains didn't originate with a fit of romanticism on the part of the DB: "Blauer Enzian" was apparently arrived at as the result of a competition among the passengers.



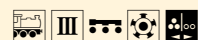
Windows with a view: the "Blauer Enzian" observation car offered an all-round view; today it is on exhibition in the DB Museum in Coblenz.

Notes on ordering

Every Insider member can order one example of the 2013 Insider model by submitting the enclosed order form to their authorized specialist dealer. We expressly state that the order forms are not transferable. The long-distance express model 81176 in Z-gauge will be produced in 2013 in a once-only series exclusively for Insider Club members. A personalized certificate of authenticity for the Club model will be sent out at the end of 2013 directly to all those ordering the "Blauer Enzian". **Important:** Closing date for orders is the **March 31, 2013**. Deliveries are scheduled for quarter 4, 2013.

Text: RR/Photos: Archive, W. Kaemena, E. Körschenhausen

81176 long-distance express train "Blauer Enzian"



Prototype: main-line general-purpose diesel locomotive class V 200.0 of the German Federal Railroad (DB) in purple-red paint scheme with the striking lettering "Deutsche Bundesbahn" and 5 express train passenger cars of different types of the German Federal Railroad (DB). 1 end car type

WRPw4üe with baggage compartment, machine room, kitchen and dining area, 3 type A4üe intermediate cars 1st class, 1 end car A4üe, 1st class with observation lounge. Color: steel blue. Modified cars originally the Henschel-Wegmann train. In service on the F-train "Blauer Enzian",

on the route serving Munich – Augsburg – Würzburg – Bebra – Hanover – Hamburg Altona. As running in about 1958.

Model: locomotive has all axles driven. Dark wheel tires. Head and tail lights maintenance-free white/white/red LEDs which change ends with direction of travel. The train has close couplings within the set, system couplings to the loco and at the end. Total length over buffers approx. 595 mm (23-7/16").



Closing date for orders:
March 31, 2013

Closing date for orders: March 31, 2013



Insider H0 Annual Car: the mighty type Ibbblps 379 refrigerator car with work platform and dry ice chute was hired from the DB by Transthermos.

Insider Annual Car 2013 in H0 and Z

Fridge on rails

Two prominent white freight cars are rolling up for Insiders as Annual Cars. Märklin is producing a one-off series exclusively for Club members of a refrigerator car with large-format Transthermos logo for era III in H0. No less attractive is the classic G 10 for Z-fans: a new type as a refrigerator car.

Right at the beginning of the "Economic miracle", an exciting project was started: the company Transthermos AG was launched in 1950 with the aim of serving all of Germany with a refrigerated goods distribution network. One of the later customers of this logistical undertaking was Kraft. "The DB's customer circular 7/1970 tells us that refrigerator cars of the type Ibbblps 379 were used to transport goods from the Kraft central warehouse in Fallingbostal to the satellite delivery warehouses, which were rented by Transthermos", as freight car specialist Paul Scheller tells us. His research disclosed that the two-axle refrigerator cars

were converted from 1966 from the type Gbs 254 boxcars. "In July 1970, 40 cars were delivered to the German Federal Railroad and hired out to Transthermos".

The cars were intended for palletized refrigerated goods at temperatures just above freezing, such as margarine, mayonnaise or chocolate. "Railroaders thus simply nicknamed them 'chocolate cars,'" as Paul Scheller says. The cars were modified with external insulation of 40 mm (1-9/16") thickness and additional swing doors inside the sliding doors, and load-securing devices". To cool the goods in transit it is certain that a dry-ice chute was built in: "In all cases in

which there is record of both ends of a car, it is shown that each car had an icing platform at one end and a hatch for charging the dry ice chute". The freight car specialist takes car number 083 4 724 as an example. From 1973, the type Ibbblps 379, as hired DB cars for domestic traffic, were renumbered in the series 805 8 900-989. Märklin is now producing the pebble gray freight car in H0 as a new design in a one-off series in 2013 as an Annual Car only for Insiders – as running at the beginning of the



Insight: behind the open sliding doors of the Ibbblps 379 there are swing doors, so the heat-sensitive loads such as chocolate or margarine were always well insulated.

Märklin-Insider 06/2012



Prototype of the Z-gauge Annual Car 2013: DB's G 10 with heat insulation installed was working for the company Kühltransit AG in era III.

1970s, with the large-format logo and lettering for the company Transthermos Kühlverkehr.

Another car just as interesting is to be produced in 2013 in a one-off series exclusively for Z gauge followers in the Insiders Club: another two-axle refrigerator car. "Operated by Kühltransit, this is a refrigerator car which was registered with the DB in era III", explains Thomas Landwehr, Documentarist at Märklin. "It is based on the boxcar built to drawing A 2 of the German State Railroad "Association" design in which instead of sliding doors, double-leaf refrigerator car doors were installed". The model carries road number 579 052, and has authentic side-walls with horizontal boards, and the operator's lettering runs: "Kühltransit A.G. Hamburg 1".

Text: RR/Photos: P. Scheller collection, F. Willke (S. Carstens collection)

Notes on ordering

The order form for your Insider Annual Car 2013 is enclosed with this issue of the Insider Club News.

Please note that ordering the free model is carried out together with the ordering of the exclusive Club models offered for sale and is therefore included on the same order form.

On the form is printed the gauge of your choice, H0 or Z, together with the corresponding item number. Should this be incorrect, or should it have been altered, please strike out the details printed and enter the other gauge.

The exclusive nature of these cars does not permit more than one example or more than one gauge to be supplied, even at an appropriate extra cost. The order form may be handed in to your specialist Märklin-MHI retailer any time until **March 31, 2013**. Deliveries are scheduled for **quarter 4, 2013**.

The Insider Annual Cars 2013

48163 Insider Annual Car (H0) 2013

N III IV



Prototype: Refrigerator car type Ibbblps 379 of the German Federal Railroad (DB), leased to Transthermos Kühlverkehr. As running in the early 1970s.

Model: One car-end with icing hatch and icing platform. Length over buffers 16.2 cm (6-3/8"). DC wheelsets 2 x 700580.

■ Model highlights 48163

• New design of refrigerator car type Ibbblps 379.

80323 Insider Annual Car (Z) 2013

N III



Prototype: Two-axle refrigerated boxcar. Privately-owned car belonging to Kühltransit AG, registered with the DB.

Model: Side walls with horizontal planking. Fixed cold-store doors. New type as a refrigerator car. Superstructure with planks horizontal, body shell of plastic, authentic lettering. Length over buffers about 40 mm (1-9/16").

■ Model highlights 80323

• New design.
• New type as a refrigerator car.
• Superstructure with horizontal planking.



The main subject in all three of the exclusive meetings with Märklin Managing director Stefan Löbich (left-hand row, blue shirt): the new multiple-brand strategy.

“Get together”: the Märklin management team discuss strategies with Club members

“We have ambitious targets”

The Märklin management team is pushing ahead with the independent profiling of the Märklin, Trix and LGB brands. What the advantages would be of the multiple-brand strategy was one of the subjects discussed in the three exclusive rounds of discussions with Club members. Further subjects covered in the “get-togethers” at the Open Days were innovations, service quality and products for the younger generation.

Club member Rainer Ubl said for him “It was important to find out how Märklin was going to approach the next few years, and that is exactly what we were told in an open atmosphere”, was his verdict on the discussion round with the members invited to join the management team. “We have ambitious plans for the years leading up to 2016”, said Managing director Stefan Löbich to his premium customers: “We want to increase our sales compared with 2012 by 25 percent”. The starting position is outstandingly good:

“We cover all important gauges and all power systems. And we are showing extra growth in the H0, gauge 1 and Z ranges. In N and LGB the order books are also looking very good and even the niche markets like Trix Express have something to look forward to next year”. The Märklin Managing director continued by saying that possibly this encouraging outlook was an early result of the reorganization. In spring, following meetings of the executive board and the works council, the decision had



Responsible for innovations: Martin Lingens (left) is Managing director of the college-like Märklin Engineering GmbH and analyzes new trends in engineering and production.



Managing director Stefan Löbich: “As of today, we intend to increase sales by 25 percent by the year 2016”.



Märklin Product manager Karl-Heinz Grässle (l.): whether it's for color schemes or model policies, this H0 specialist is a man very much in demand.



LGB Product manager Jürgen Faulhaber (l.) also looks after Z-gauge.



“Mr. Trix”: Product manager Claus Ballsieper (r.).

been made to turn away from the umbrella brand strategy: “It’s true that several brands under one roof can quickly create synergies in procurement and marketing, but there is also a tendency for lesser brands to be submerged. To reach our targets, however, we must have all three brands: Märklin, Trix and LGB”. Clear lines of responsibility have been drawn to give Trix – with its crowd-puller Minitrix – and LGB more weight alongside the main selling line Märklin: “Each brand is allocated to a business unit, and each range has a Product manager responsible for it”.

The brands will thus be able to do justice to the particular model railroad culture and will be able to make the best use of their potential in markets such as the USA or the United Arab Emirates. How well a multiple-brand strategy can work is abundantly illustrated by the VW Group: “Premium brands like Porsche or Audi have retained their characteristics and their core markets”.

Since the Märklin concern is not under obligation to any investor, any profits will be reinvested to safeguard the future: they will continue to be spent on new technology and will also keep plant and machinery up to the state of



Delighted about the exchange of views: club member Erich Kufner (3rd from l.) is pleased that a “general consensus of opinion covering all products” has been reached. Most important subjects to 18-year-old Steffen Kosak (2nd from l.) are “digital controls and sound”.



Märklin intends to bolster its leading position in the model railroad market with innovation too. And emphasizing the brand characteristics of the three different brands is expected to improve the chances in markets with expansion potential such as the USA and the United Arab Emirates.



An hour is not enough: each round of discussions was continued while standing.



Agreement: many were the compliments fielded by the management team for the ranges for children and young people on day two. 'Märklin my world' and LGB toytrain ranges will be extended – for even more play enjoyment.

the art. In addition, the Märklin Engineering GmbH picks up innovative themes and trends outside day-to-day operations.

Praise from Club member Günther Styblo: "I found it very good that following the concise strategy presentation, the meeting was thrown open to discussion". "The top-level exchange with the board and Product managers on market and brands is a win for both sides – the Club members learn the reasons behind management decisions, and the company hears what the market thinks". In this way, the experts discussed aspects of digital controls, service quality, spare parts management and product quality.

Management also had compliments from Club members for their approach to the culture of the younger generation and toy markets. "With the 'my world' concept we have successfully reached into the playroom, and LGB toytrain is of primary importance for us too", Managing director Stefan Löbich assures us: "We all know that the children of today are the model railroaders of tomorrow". After the successful market launch, the range will be progressively extended so that children have more flexible combination options. "And for 2013 there are already more sensational products in the pipeline".

Club member Robin Sanwald rated the "Get-together" as a total success: "As there were representatives for every gauge, every power system and every brand, none of the Club members' questions went unanswered – this communication with customers is more than positive". And Club member Erich Kufner from the Tyrol with his conclusion on the success in communication: "It was so interesting because there was an overall consensus formed and even with the product variety we know where we go from here". The respectful inclusion of the Club is for Märklin Managing director Stefan Löbich rather a matter of course: "The 'Get-togethers' are a mark of the value we place on Club members both as customers and as experts on the model railroad world". Accordingly, the tradition of the exchange of ideas is to be perpetuated: "The discussions are very helpful for us – they help us adapt to the requirements of the market even better".

Text: RR/Photos: Kötzle, RR



Satisfaction with product quality: over all brands, the proportion of complaints reaches a good two percent. Where weaknesses are noticeable, Märklin aims to react swiftly.



Member Günther Styblo: "The top-level exchange is of benefit to everyone; this way the Club members learn the rationale behind the decisions made by management".



Club member Rainer Ubl: "We would all have liked to go on discussing different subjects for another couple of hours, but the time just ran away with us".

Club member Wolfgang Maier: "The Open Days showed that behind good products there are always committed staff, and that was something I wanted to commend".





Convenient prototype: in the case of the overhauled steam loco 01 150, the model designers took a good look at the loco in the steam loco repair works in Meiningen as well – Documentation researched the loco superstructure, lettering and painting to match its condition with the era selected.



Exemplary model: everyone knows the “Crocodile” – the Documentation section provides Design with the necessary detail information.



Snags in the prototype, part 2: research expenditure for locos

Design verifications

Model railroaders inspect every loco produced by Märklin minutely. Documentation section has researched all the design-relevant features of the prototypes with the nose of a detective for details: as the result of all this, an unambiguous design can be laid down.



Model laid down: class 294, road number 680 – the check number 4 is calculated from the first six digits.

A standard freight loco caused an upheaval at the end of the 1990s. Hardly had Märklin released the classic class 50 with four mountings on the boiler, than a Märklinist came up with a photo proving that the boiler of this loco only had three mountings. “Everyone is right – it is merely a question of the era represented” says Märklin documentarist Thomas Landwehr, solving the disagreement. The boiler had been exchanged at a main overhaul. “The number of a steam loco always depends on that of its frames and stays the same for its whole life. Even when parts such as the cab or boiler are changed”. Another item intentionally replaced on the loco’s visit to main works for overhaul can be the tender, perhaps depending on turntables or the lines to be run over. In the case of a new class, technical improvements would

have been undertaken and faults becoming evident in service would be corrected. Railway historian Thomas Landwehr illustrates with the example of the express train steam locos of class S 3/6 of the Royal Bavarian State Railways. “The locos of series a to c had driving wheels of 1,870 millimeters (6'1-1/2") and were in service on both flat and hilly terrain. On fast runs over long distance the wheels were subjected to high revolutions and therefore the S 3/6 locos of series d and e were given coupled wheels of 2,000 millimeters (6'6-3/4") and at the same time a larger tender”.

Documentation unscrambles the plethora of variations with expertise and research and the lettering on the originals is verified as well. Always within reach: the numbering scheme

of the German State Railroad dated 1925. "The state railroad took over the entire vehicle stocks of the provincial railroads, but their numbering systems were by no means identical. So the state railroad dreamed up the numbering system from 01 to 99 – a stroke of genius, as it still works today", says documentarist Thomas Landwehr in praise of this simplification introduced by the railroad company. With the class numbering system, each locomotive was given its own unique, unmistakable road number consisting of a two-position class number and an ordinal number of three or four figures. The class number gives information as to the locomotive's purpose.

The model railroader community always puts the new models under the microscope, which occasionally leads to stylistic oddities.

"On one occasion, a lively discussion broke out over the Märklin model of the German Federal Railroad's class 290 switcher loco, as the prototype only had one ventilator on the nose", recalls documentarist Bernhard M. Hümmelchen. But Märklin had merely opted for a less-common version of the prototype: "The model was produced in time-honored fashion in accordance with the original factory drawings".

Apart from the Design department, Paint finishing also requires specific details. Whereas the locomotive builders first started painting according to color charts provided the railroads themselves, as from 1927 there was a scale of standardized colors based on RAL color cards, and from about 1940, these were all allocated a four-figure number. Since the 1960s there has been an additional designation added for clarity. However, even with such standard details given by the railroad administrations, Documentation remain cautious. "The color RAL 7018 which was used on the electric locos painted during the 1940s was unofficially known as 'blue-gray' – but it is not the same as the color 'RAL 7031 blue-gray' as per the new color register", says Thomas Landwehr, with an example of the danger of confusion; in Germany, two preserved electric locos were promptly painted in the wrong shade of gray. For model diesel and electric locos great pains are taken to ensure the right color is used for the target era. "When a new painting instruction was given for vehicles of a particular class, this doesn't mean at all that it was carried out on the spot", adds documentarist Landwehr.

Often, scheduled examination intervals would be allowed to run their course; on the other hand, a short period in shops might merely be for freshening up the paintwork. In any case, Documentation saves the paintshop the details of the discussion. "We form a filter against excess stimulation – as a rule we give precise definitions", states Thomas Landwehr. For the ET 403 for instance, there were no pure RAL colors at all given in the paint color drawings, so that Documentation even had to carry out a whole series of complex paint experiments (Insider Club News 01/2012).

Something which generally does make the work easier is that for reasons of aesthetics, Documentation pays no attention to ageing and signs of wear and tear; weathering is the exception where loco models are concerned. This also applies to the classic black steam locos with their red chassis: Documentation – to the delight of Märklinists – pictures the locos in an imaginary ex-works or freshly-washed condition.

**Text: RR/Photos: Archive,
K. Eckert, Kötze, K.-H. Grässle, H. Seehuber**



Research in depth is worth while

When the models are assessed, there are naturally details which appear to be missing. For the 2011 Club model of the class 50.40 with road number 50 4005, for example, there was complaint that a bell was missing. "In fact, not until 1966/67 were steam locos of class 50.40 allocated to Kirchweyhe depot, sub-depot Rahden, fitted with bells because of the new lines they now had to cover; temporarily, these had to be fitted on the decking", states Dr. Andreas Rantzsch, documentarist at Märklin. The Club model, however, represented the time around 1963 – and on top of that, was allocated to Osnabrück Rbf (freight depot). "The 50.40s were not fitted with bells at this time – certainly not there anyway – as they would never have been used in branch line service", continues the railroad historian. "The overhaul date of the Franco-Crosti loco 50 4005 can clearly be seen to be 13.7.63."

Digital Info Days

Märklin Dealer for the Event	Date	Time
Germany:		
22767 Hamburg, Ehrenbergstrasse 72, Modellbahn Altona	12.12.2012	10.00 – 18:00
23556 Lübeck, Ziegelstrasse 232, Die Rappelkiste	11.12.2012	10.00 – 18:00
28865 Lilienthal, Hauptstrasse 96, Haar Modellbahnspezialist	13.12.2012	10.00 – 18:00
42289 Wuppertal, Heckinghauser Strasse 218, Modellbahn Apitz GmbH	17.01.2013	10.00 – 18:00
46238 Bottrop, Scharnhölzstrasse 258, Technoshop	16.01.2013	10.00 – 18:00
66589 Merchweiler, Auf Pfuhlstrasse 7, Modellbahn-Hobbycenter-Saar	05.12.2012	10.00 – 18:00
71334 Waiblingen, Biegelwiesenstrasse 31, Eisenbahn-Treffpunkt-Schweickhardt	19.12.2012	10.00 – 18:00
76227 Karlsruhe-Durlach, Ottostrasse 2a, Ralf Müller Spielwarenvertriebs GmbH	07.02.2013	10.00 – 18:00
78713 Schramberg, Schillerstrasse 55, Spielwaren Franz Storz	07.12.2012	10.00 – 18:00
80333 Munich, Pacellistraße 5, Märklin Store Munich	15.02.2013	10.00 – 18:00
83646 Bad Tölz, Bahnhofsplatz 8, Tölzer Modellbahnstüberl	13.02.2013	10.00 – 18:00
86199 Augsburg, Gögginger Strasse 110, Augsburger Lokschuppen GmbH	14.02.2013	10.00 – 18:00
88400 Biberach, Marktplatz 4, Gutermann zum Blumenstrauss	18.12.2012	10.00 – 18:00
90402 Nuremberg, Färberstrasse 34/36, Eisenbahn Dörfler	21.02.2013	10.00 – 18:00
91788 Pappenheim, Deisingerstrasse 31, Modellbahn Dengler GmbH & Co. KG	22.02.2013	10.00 – 18:00
Ask your Märklin dealer directly whether they break for lunch.		

Digital seminars: automatic controls using the Central Station

The Netherlands:

1521 DP Wormerveer, Zaanweg 105, Two4Toys	13.01.2013	13.00 – 15:00
5211 GL Den Bosch, Vughterstraat 92, Märklin Center	22.01.2013	19.30 – 21:30
6041 EZ Roermond, Schoenmakerstraat 14, Modeltreincenter Spoor 14	24.01.2013	19.00 – 21:00
6413 CR Heerlen, Jongmansweg 47, Modelspoorcentrum Linden	14.12.2012	19.00 – 21:00
7315 BB Apeldoorn, Loseweg 39, Bentink Modelspoor	11.01.2013	19.00 – 21:00
Please register for your chosen seminar with the retailer sponsoring the event at least a week in advance.		

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94395 "Old Shatterhand"

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Tasty congratulations

On his 60th birthday, Norwegian Märklin dealer Viggo Amundsen invited friends, Märklinists and Club members to Hamburg to visit the Miniatur Wunderland. "A good friend, Axel Brun, pre-the Norwegian State Railways – in the shape of a cake", reports Martin Meese, contact man for the Dortmund Insider-Treff (DoIT). Background: "The corresponding Märklin model was produced as a special H0 model (item 37692) in a one-off series exclusively for the Norwegian dealer from Oslo". Märklin had produced the general purpose loco (meantime sold out) in the red color in which it ran in era V; the home loco bakers tend more towards the traffic red as used by the DB in the kitchen version. "Viggo still has the NOHAB type Di3 with the road number 3614 as a Trix model, item number 22169", Insider Club member Martin Meese lets on. "The model is very easy to convert to AC operation".



Märklin dealer Viggo Amundsen had the NOHAB type Di3 produced for Märklinists (see below), and they thanked him with a "kitchen loco".





The Insider Club team wishes all Club members an enjoyable festive season and a happy and prosperous New Year!