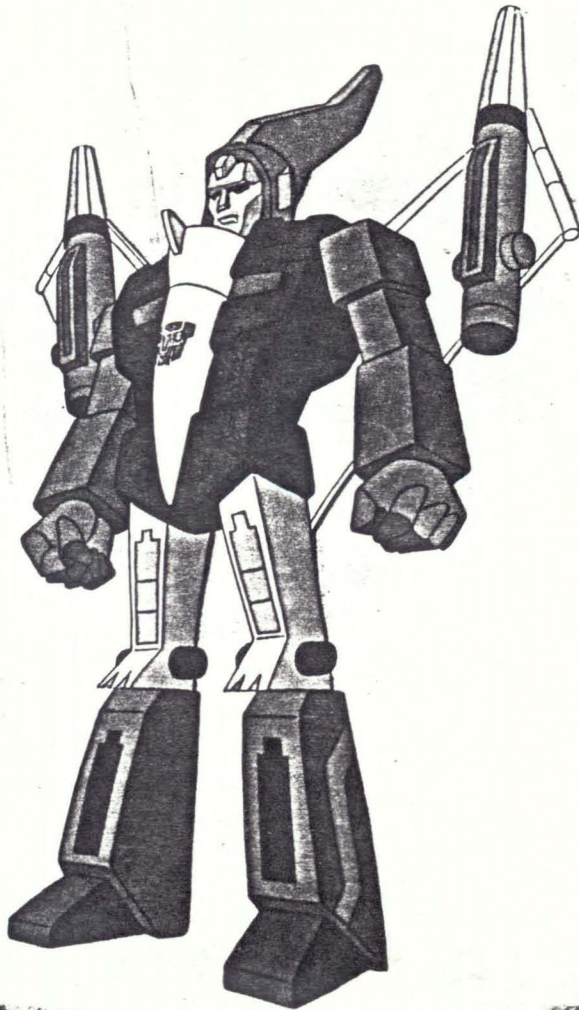
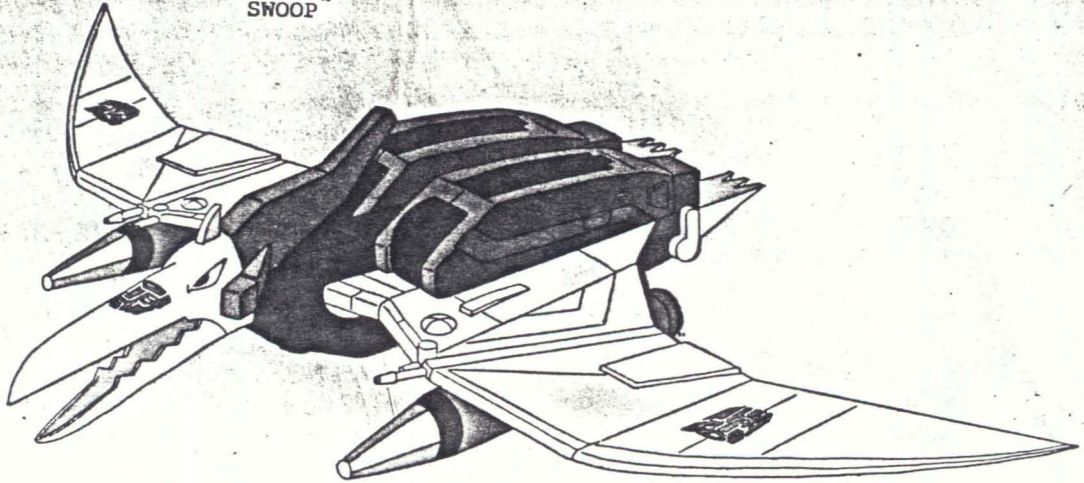


THE TRANSFORMERS
MORE THAN MEETS THE EYE!
FORMERS

700-00

"SWOOP"



OK
8/10/87

THE TRANSFORMERS
MORE THAN MEETS THE EYE!
FORMERS

Send 7/31

700-00

"CHIP"



O.K.
B.P.
8/2

REVISED
7-26-84

O.K.

Lox
Friedman

"TRICERATOPS"

AUTOBOT TRICERATOPS

CODE NAME: SLAG (TRICERABOT)

FUNCTION: FLAMETHROWER

Profile: Maybe Slag enjoys his job too much -- after all, a more sensitive Autobot might regret the waste involved in reducing an enemy to a smoldering pool of liquid metal. Not Slag. If his metal hide could take the heat, Slag would swim in the puddle to celebrate. Perhaps even more than his Dinobot brethren, Slag resents the authority of Optimus Prime, and he's not too keen on the other Autobots either. He's generally considered a disruptive force and has been known to get into brawls and turn his fiery breath against his comrades. Nasty and mean-spirited are perhaps the nicest things one can say about him.

Abilities: In Dinobot mode, Slag can spew from his mouth a bolt of 3,000 degrees Centigrade flame up to 80 feet. He possesses enormous strength and can shatter a brick building with a single blow from his armored head. In Autobot mode he carries a high-energy laser rifle.

Weaknesses: Slag is his own worst enemy. His misanthropic personality often persuades some of the other Autobots not to help him when he's in trouble. He's rash and not too bright, qualities which often put him in dangerous predicaments.

5/1/84

"TRICERATOPS"

AUTOBOT

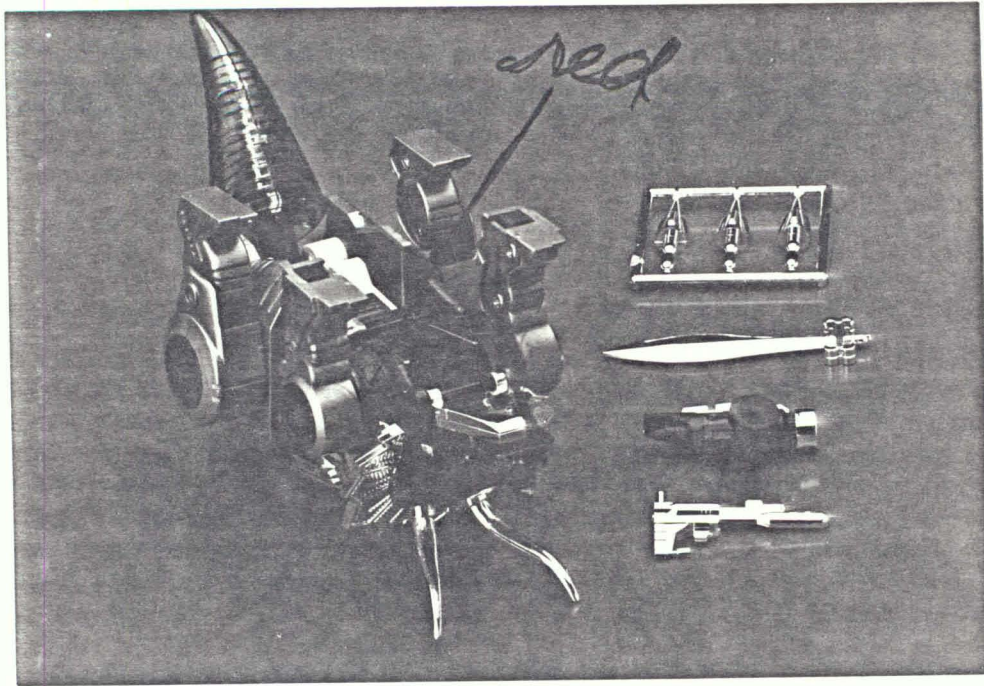
SLAG

FLAMETHROWER

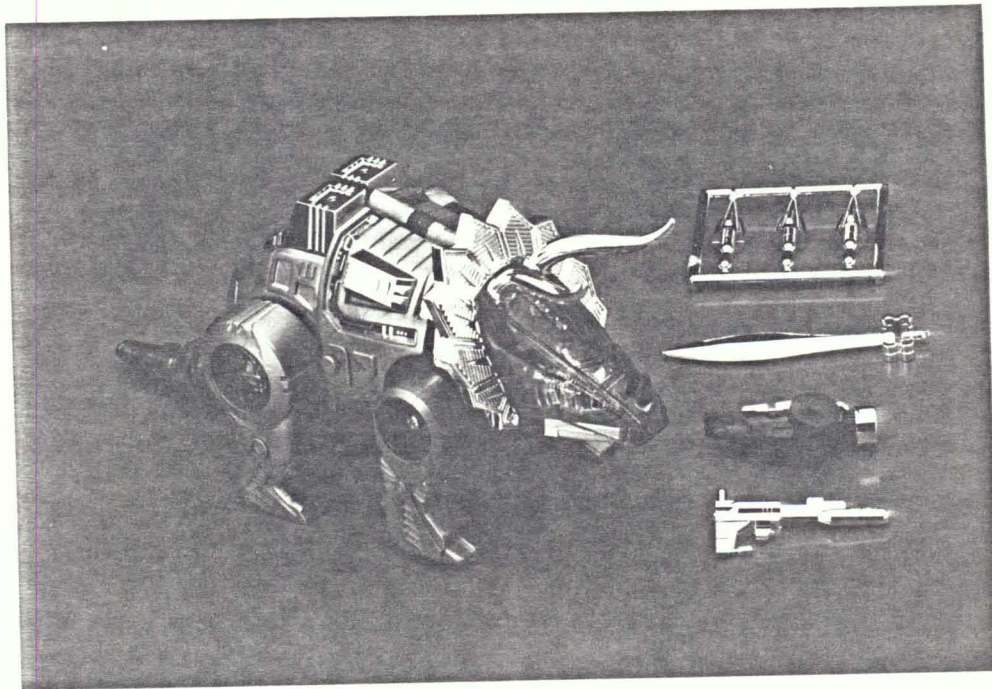
Enjoys melting enemies into pools of liquid metal. Like his fellow Dinobots, resents the authority of Optimus ^{Prime.} Disruptive -- often brawls with comrades. Shoots 3000° C flame up to 80 feet from mouth. Enormous strength -- can shatter a brick building with head. Uses laser rifle in Autobot mode. Rash, not too bright. Nasty, mean-spirited...often the other Autobots won't help when he's in trouble.

I have no need for friends, even less for enemies.

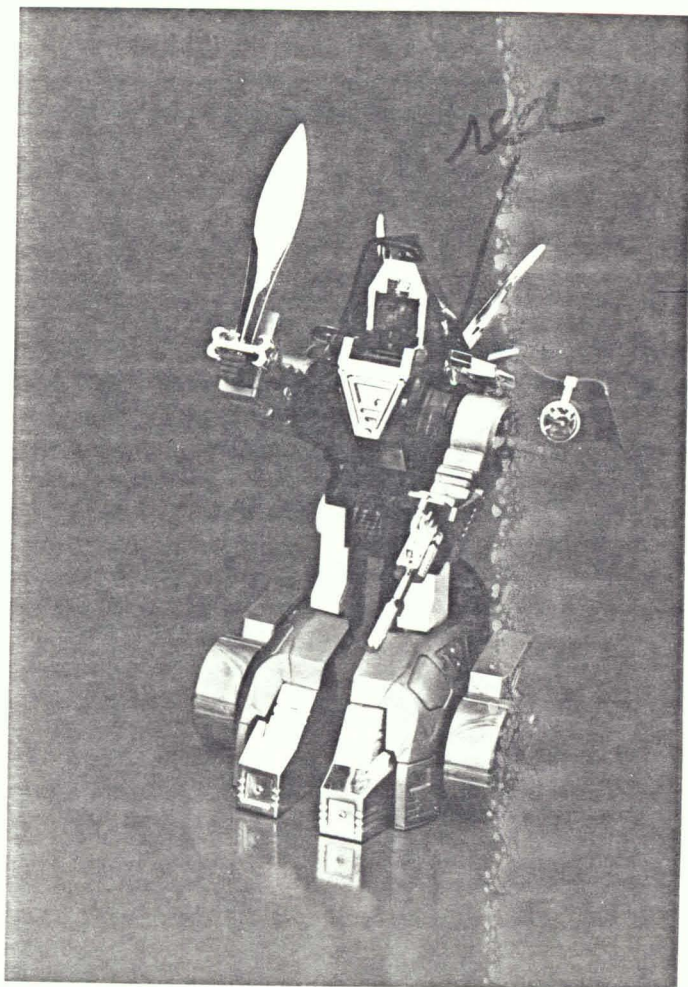
STR:9 INT:4 SPD:3 END:9 RNK:4 CRG:7 FRP:8 SKL:7



SLAG



SLAG



"Tyrannosaurus"

4/30/84

AUTOBOT TYRANNOSAURUS

CODE NAME: ~~JAWBREAKER~~ ^{GRIMLOCK} (TYRANNOBOT)

FUNCTION: DINOBOT COMMANDER

Profile: The most fearsome and powerful of the Dinobots, Jawbreaker would gladly usurp Optimus Prime's role as Autobot Commander if he thought he could get away with it. For now, he's happy to tear into the enemy Decepticons whenever he can and wait for a more opportune moment to try for the leadership. He can be cold and merciless, and shows contempt for those he views as weak, such as humans and even some fellow Autobots. But he is a valiant warrior and his actions command respect from all who are witness to them, both friend and foe.

Abilities: Jawbreaker's strength is second only to Optimus Prime's, and even that is arguable. In Dinobot mode he can use his powerful jaws to snap in two virtually anything that comes between them---from a 4-foot diameter steel cable to a Decepticon leg. In Autobot mode he wields an energo-sword, which can slice a 2-foot thick concrete wall with one sweep of its crackling blade. He also uses a double-barrelled self-propelled rocket launcher.

Weaknesses: Other than arrogance and lack of speed, Jawbreaker has no significant weaknesses.

5/1/84

"TYRANNOSAURUS"

GRIMLOCK
~~TRAPJAW~~

AUTOBOT

DINOBOT COMMANDER

Most fearsome and powerful Dinobot.

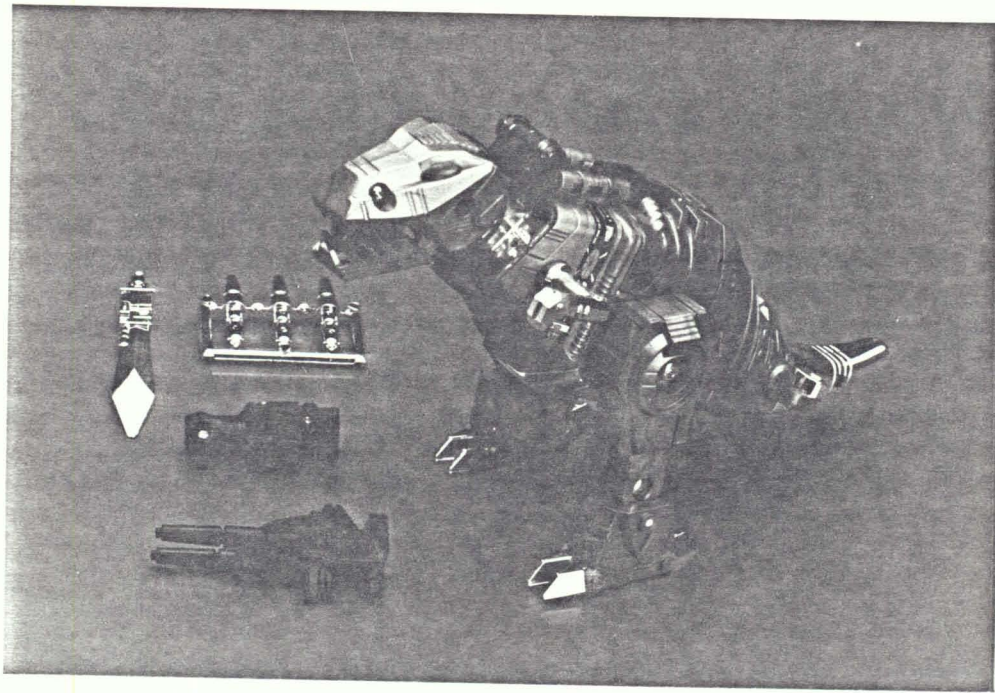
Seeks to overthrow Optimus Prime as Autobot leader. Cold, merciless, but a valiant warrior.

Has contempt for the weak, including all humans.

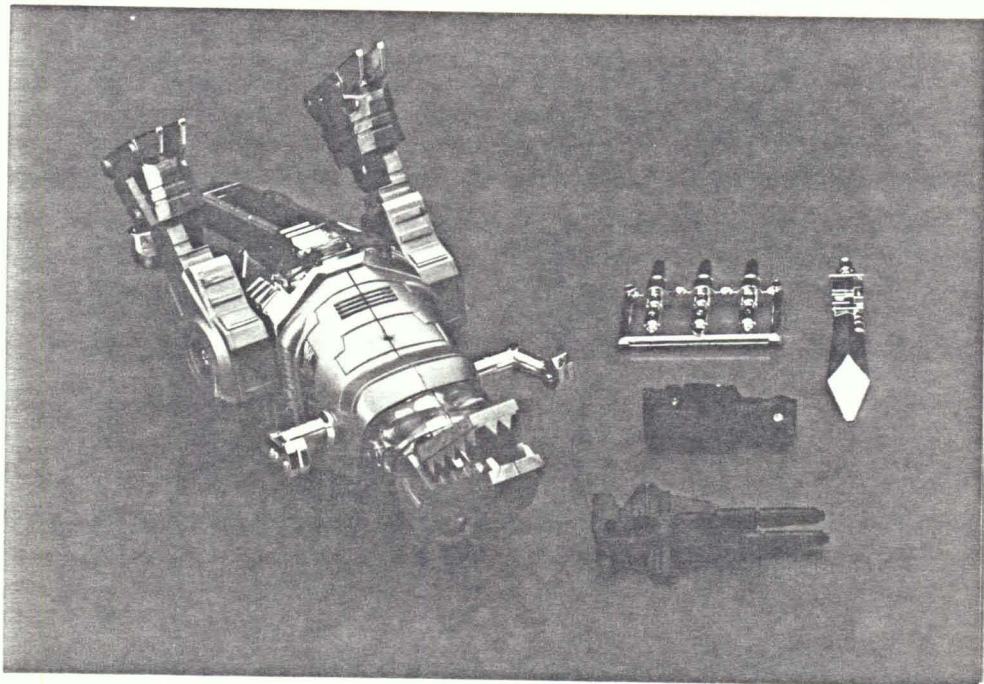
Great strength, uses jaws to break almost anything in two. Carries energo-sword and double-barrelled self-propelled rocket launcher in Autobot mode. Other than arrogance and lack of speed has no real weaknesses.

Among the winners, there is no room for the weak.

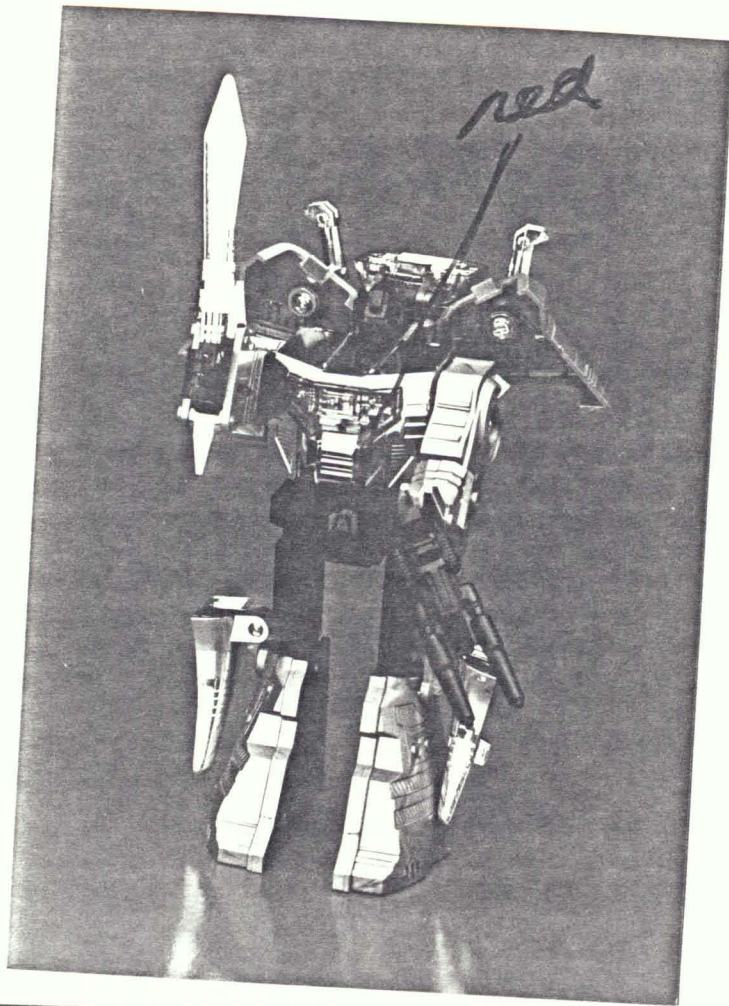
STR:10 INT:7 SPD:3 END:10 RNK:9 CRG:10 FRP:8 SKL:10



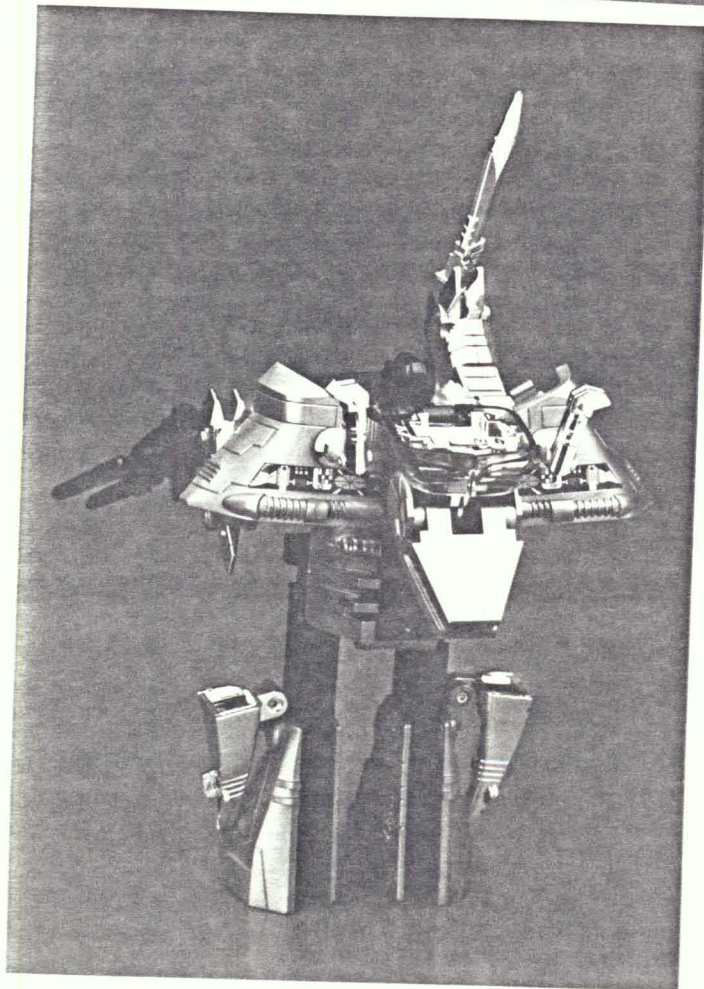
GRIMLOCK



GRIMLOCK



GRIMLOCK



4/30/84

"BRONTOSAURUS"

AUTOBOT BRONTOSAURUS

CODE NAME: ~~FILEDRIVE~~ ^{SLUDGE} (BRONTOBOT)

FUNCTION: JUNGLE WARRIOR, DEMOLITIONS

Profile: Piledrive likes to make his presence known. A few steps of his incredibly lumbering legs and everyone within a three-mile radius can hear--and feel -- that he's about. But his awesome physical appearance belies his unusually gentle and shy nature. Like his fellow Dinobot Slag, he is not happy with the leadership of Optimus Prime. However, he feels the Autobot cause is more important than any personal misgivings and so rarely exhibits his feelings. Such is not the case when Filedrive is fired to battle -- he then becomes a terrifying, unstoppable force.

Abilities: In Dinobot mode, Piledrive can exert 40,000 psi with a single step, enough force to shatter a bridge or even crack a mountain. Only a handful of his comrades can match his immense strength and endurance. His armored hide can withstand all but the most powerful blasts. He's adept at operating in watery and swampy environments and in heavy jungle.

Weaknesses: Piledrive is often victim to the calamities he causes. Often his fellow Autobots must dig him out of the rubble he's brought down upon himself. Perhaps if he were more clever he'd figure out ways to avoid these predicaments. He's very slow due to his huge bulk.

5/1/84

"BRONTOSAURUS"

SLUDGE

AUTOBOT

~~PILEDRIVE~~

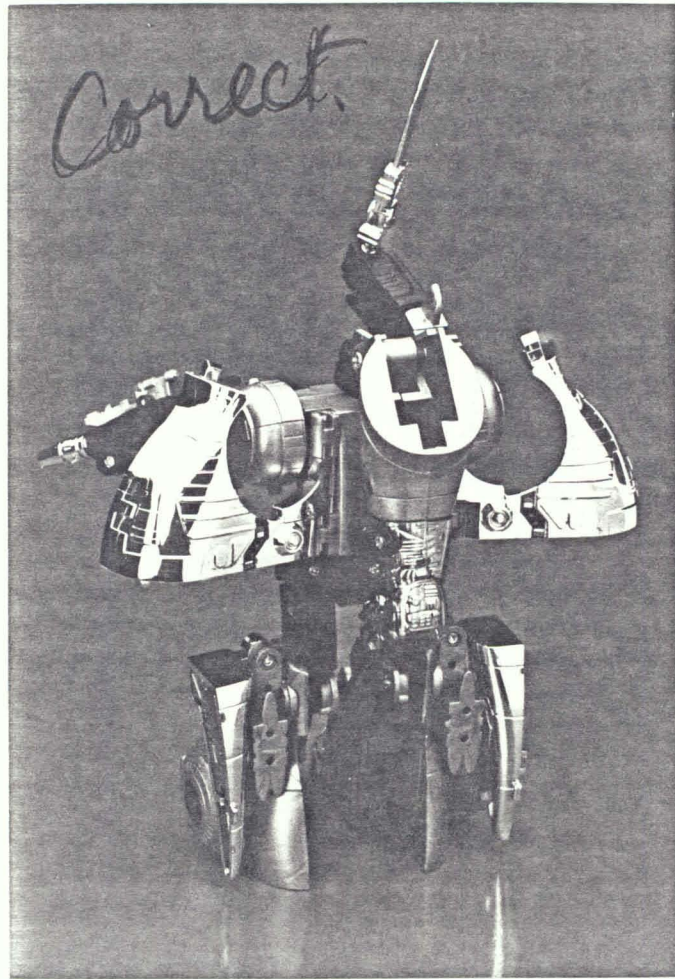
JUNGLE WARRIOR

Likes to make presence known -- a footstep can be heard and felt in a 3-mile radius. Gentle and shy, but terrifying and unstoppable in battle. Like other Dinobots, dislikes Optimus Prime. Can exert 40,000 psi via feet -- enough to shatter a bridge. Immense strength and endurance. Adept at fighting in water, swamp, and jungle. Slow, not too clever -- often victim of the calamities he causes.

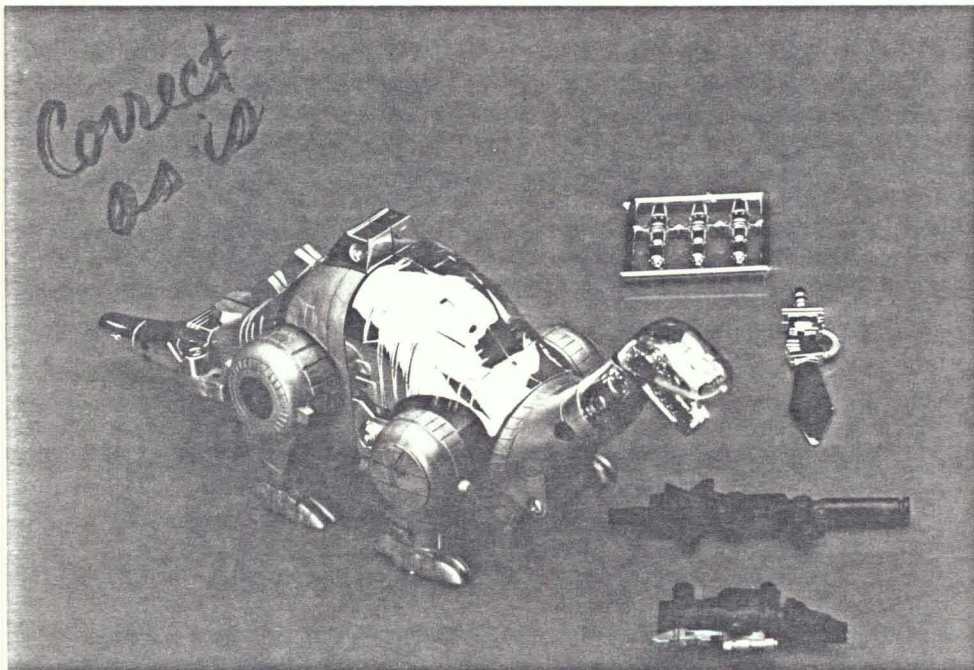
Stomp your enemy, crush him under your feet.

STR:9 INT: 3 SPD:2 END:10 RNK:4 CRG:9 FRP: 1 SKL:

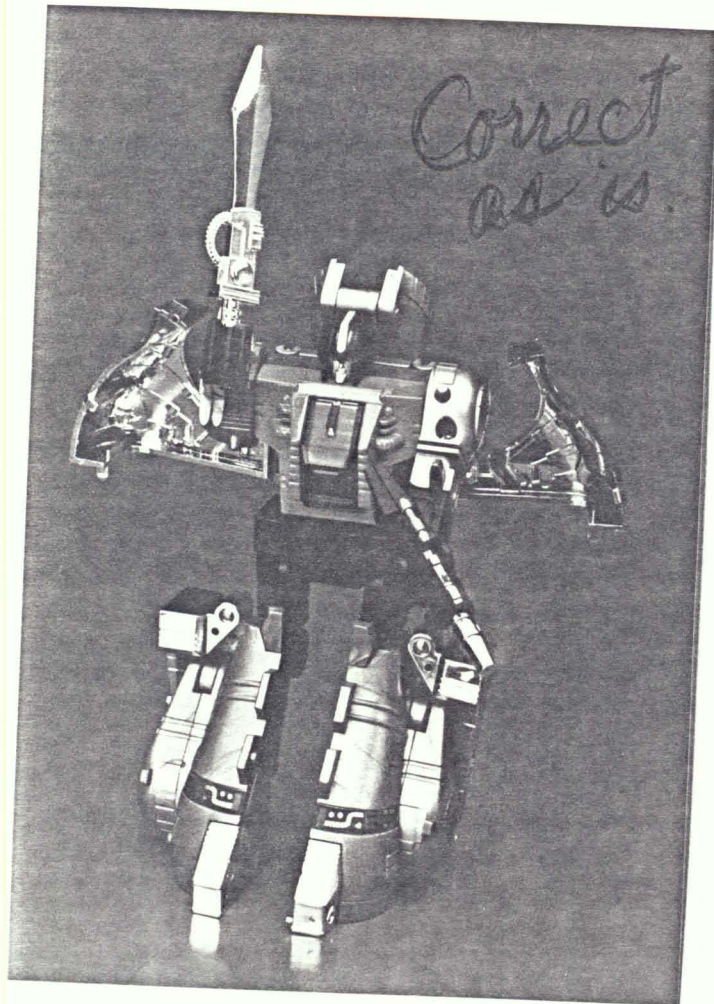
SLUDGE



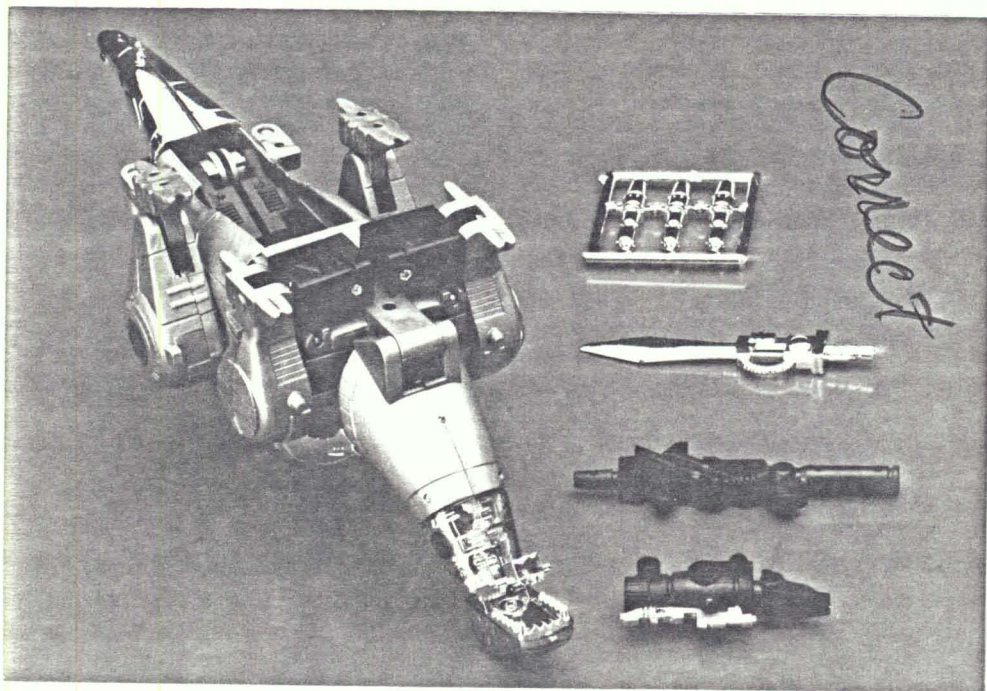
SLUDGE



SLUDGE



SLUDGE



5/17/84

STEGOSAURUS

AUTOBOT: STEGOSAURUS
CODE NAME: SNARL (STEGOBOT)
FUNCTION: DESERT WARRIOR

Profile: An Autobot of few words and fewer opinions, Snarl grudgingly follows the orders of Dinobot leader Grimlock and leaves the thinking to others. He's generally unhappy and a loner, and his uncommunicative nature only adds to his feelings of isolation. Only the thrill of battle can elevate his spirits. In fact, few of his comrades experience the joyous heights that Snarl attains while locked in mortal combat. But for him war is an all too brief respite from the twin devils that haunt his miserable existence: the ungainly dinosaur form the Ark has bestowed upon him and the knowledge he may never see his beloved Cybertron again.

Abilities: His unique design makes Snarl particularly useful in sunny, arid environments. The large golden plates protruding from his spinal assembly are solar collectors. Although he can operate without sunlight, solar energy can increase his strength tenfold and his endurance to a virtually limitless degree. A swipe of his tail can shatter a 20-foot concrete cube. His heavily armored hide makes him resistant to most missile fire.

Weaknesses: Snarl's dependency on sunlight makes him extremely vulnerable to attack at night. Although he can use ~~the same~~ fuel the other Autobots use, he operates at only a fraction of his strength when he does. He is also very slow and his ~~uncooperative~~ nature hinders others from helping him in dangerous ~~situations~~.

STEGOSAURUS

AUTOBOT

SNARL

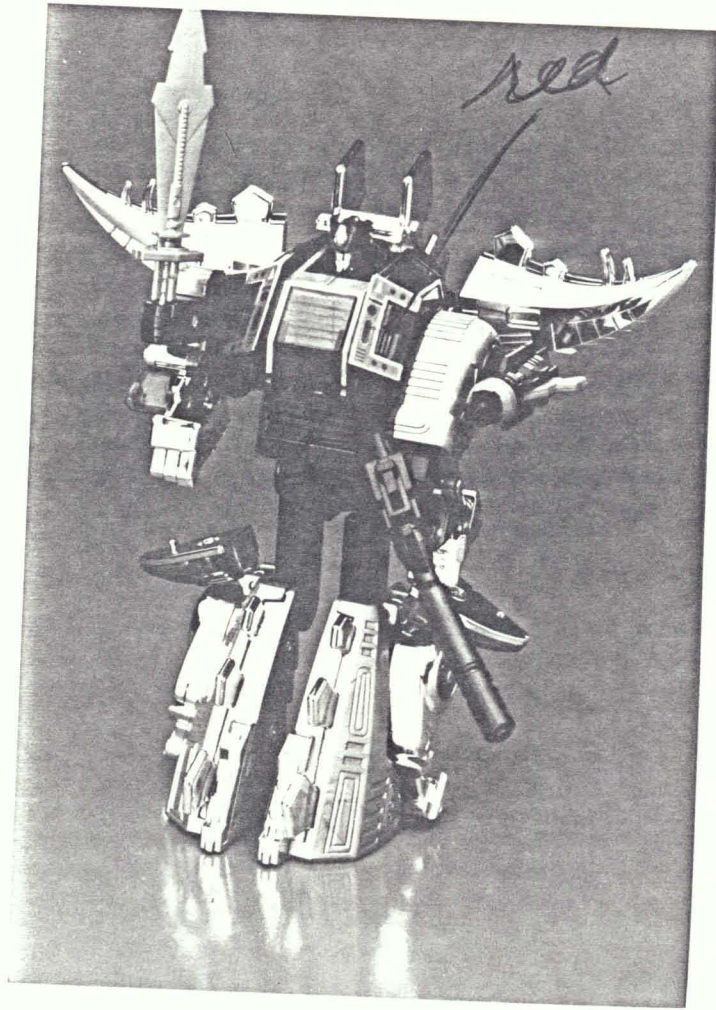
DESERT WARRIOR

An unhappy loner of few words and fewer opinions. Finds joy only in battle. Hates his Dinobot form, longs to return to Cybertron. Large golden plates on spinal assembly are solar collectors... strength increases tenfold in sunlight. Tail can shatter 20 foot concrete cube. Armored hide resists most missiles. Vulnerable to nighttime attacks due to his weaker state. Slow... uncooperative nature hinders others from helping him.

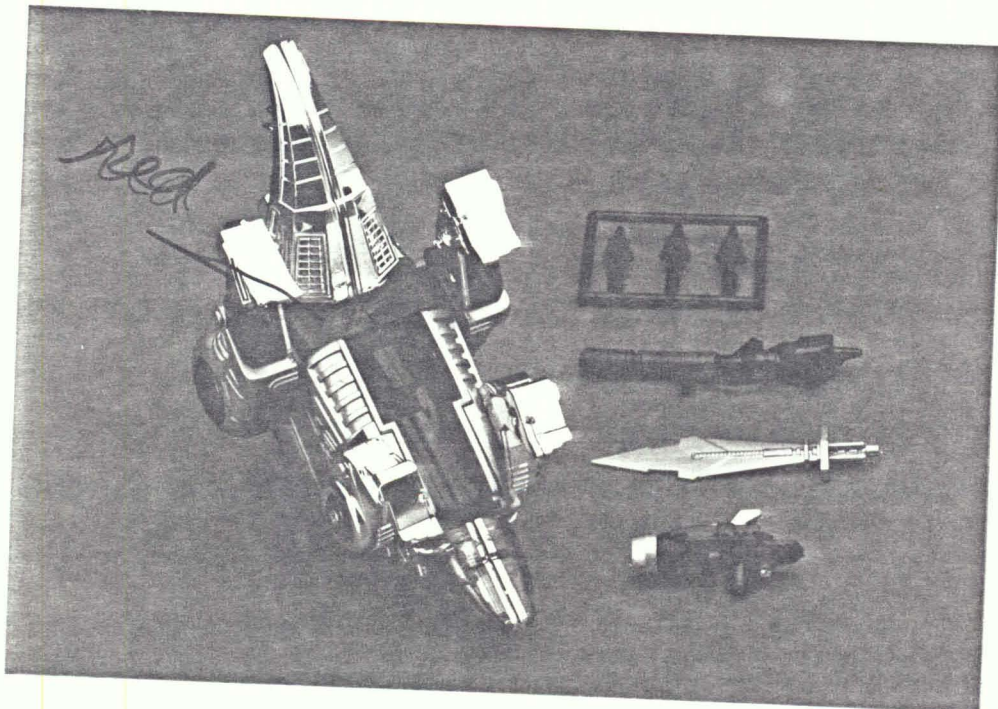
Only in war is there happiness.

STR: 9 INT: 6 SPD: 3 END: 9 RNX: 4 CRG: 8 FRP: 1 SKL: 4

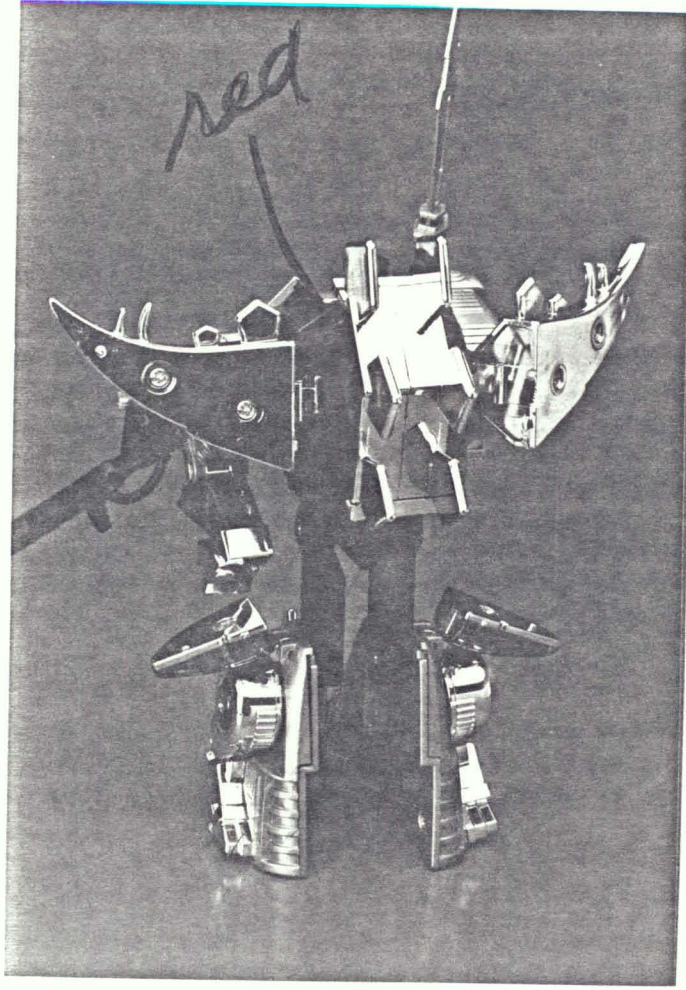
SNARL



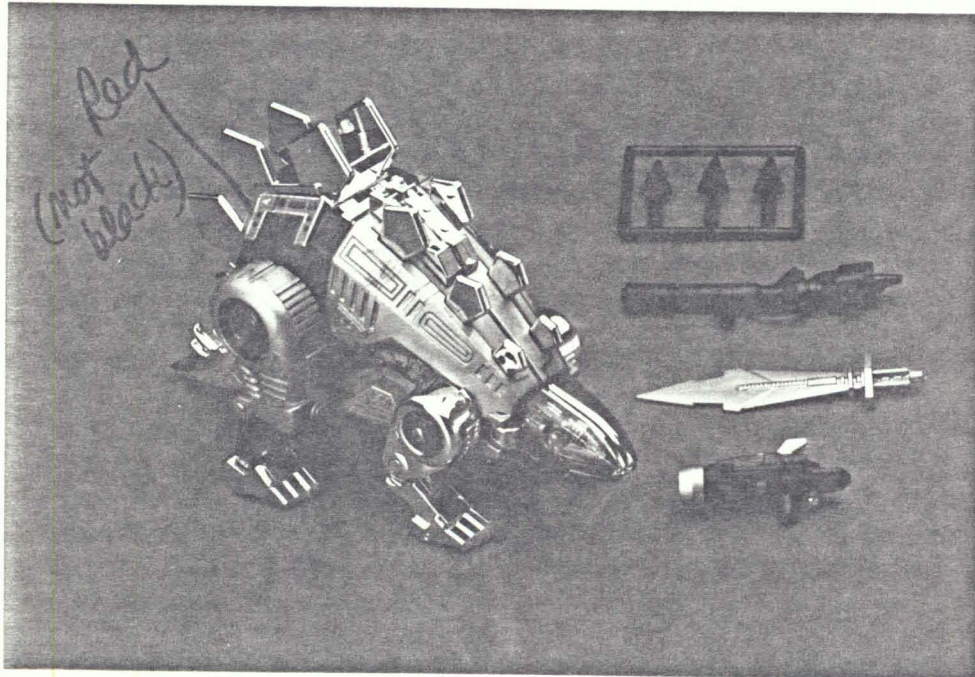
SNARL



SNARL



SNARL



4/30/84

"~~VALKYRIE~~"

SUPER JET

AUTOBOT ~~JET FIGHTER~~

~~FIREBALL~~ JETFIRE

CODE NAME: ~~FIREBALL~~

AIR GUARDIAN

FUNCTION: AUTOBOT ~~AEROSPACE COMMANDER~~

Profile: With a reckless daring that comes from being the swiftest of all the Autobots, ~~Fireball~~ ^{JETFIRE} is the most eager of his comrades to plunge into battle. But his bravado is tempered by one overriding thought: he sincerely believes that victory over the Decepticons can only come through advancements in Autobot technology. As the first of a new generation of Autobots, such a credo is perhaps only natural. His allegiance to his cause is only matched by his devotion to scientific research.

Abilities: In ~~jet fighter~~ ^{super jet} mode, ~~Fireball's~~ ^{JETFIRE's} unique swing-wing design allows him to take off like a normal jet and then, pulling his wings back, reach speeds of up to Mach 4.2. Adding twin supersonic combustion ramjet (i.e., scramjet) engine modules along with twin liquid hydrogen fuel tanks allows ~~Fireball~~ ^{JETFIRE} to achieve orbital velocities, or to even escape Earth's gravity altogether. With this capability, he can launch like a missile, shoot up above the atmosphere, and, at a speed of Mach 29, dive down like a blazing meteor (hence his name) half a world away only 30 minutes later. In Autobot and jet mode, he is equipped with four independently targetable particle beam cannons around his head and eight heat-seeking armor-piercing missiles.

Weaknesses: ~~Fireball's~~ ^{JETFIRE's} range is limited by his fuel consumption; any transatmospheric trip requires his refueling when he lands. Since he is newly constructed by the Ark, he is prone to numerous mechanical failures as the bugs in his system are worked out. Anything from a

malfunctioning radio to an engine stall in deep space have been known to happen.

5/1/84

"VALKYRIE"

AUTOBOT

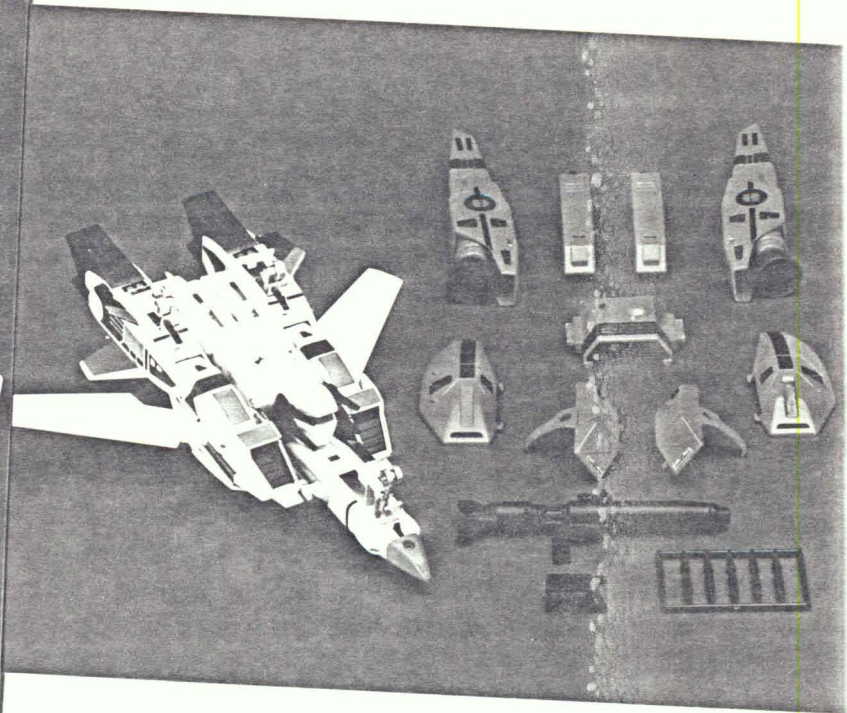
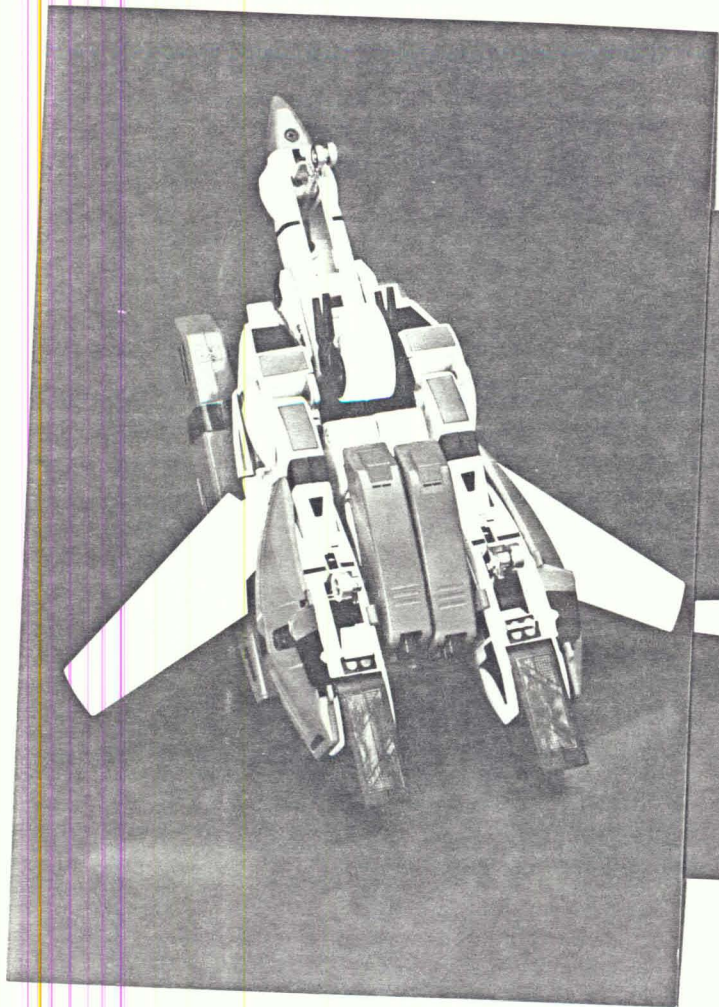
JETFIRE
~~FIREBALL~~

AIR GUARDIAN
AUTOBOT ~~AEROSPACE COMMANDER~~

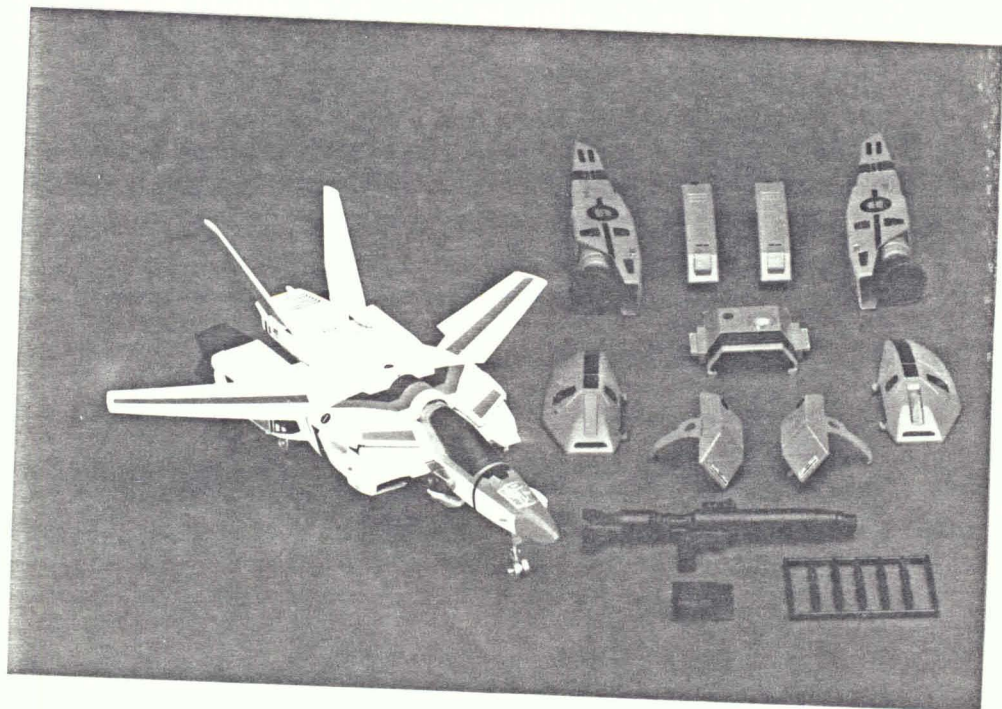
Swiftest Autobot. Daring in battle...believes victory will come via technological advancement. Swing-wing design in jet-fighter mode...reaches speeds of Mach 4.2 with wings back. Orbital velocity and escape of Earth's gravity achieved by adding twin scramjet modules and liquid hydrogen fuel tanks...increases speed to Mach 29...can fly halfway around world in 30 minutes. Carries 4 particle-beam cannons and heat-seeking armor-piercing missiles. Prone to mechanical failures due to advanced technology.

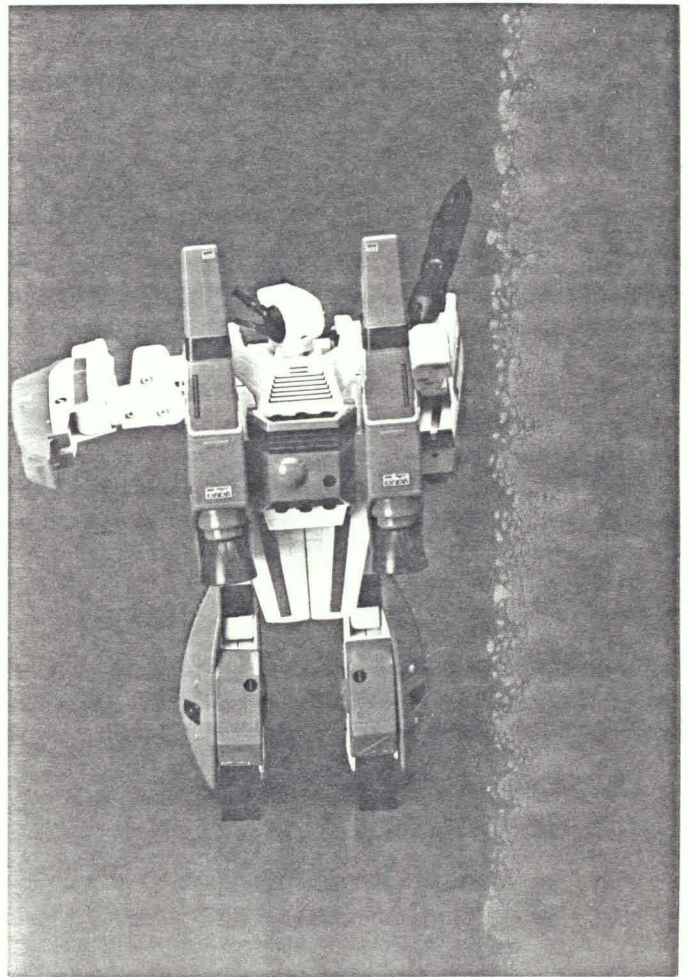
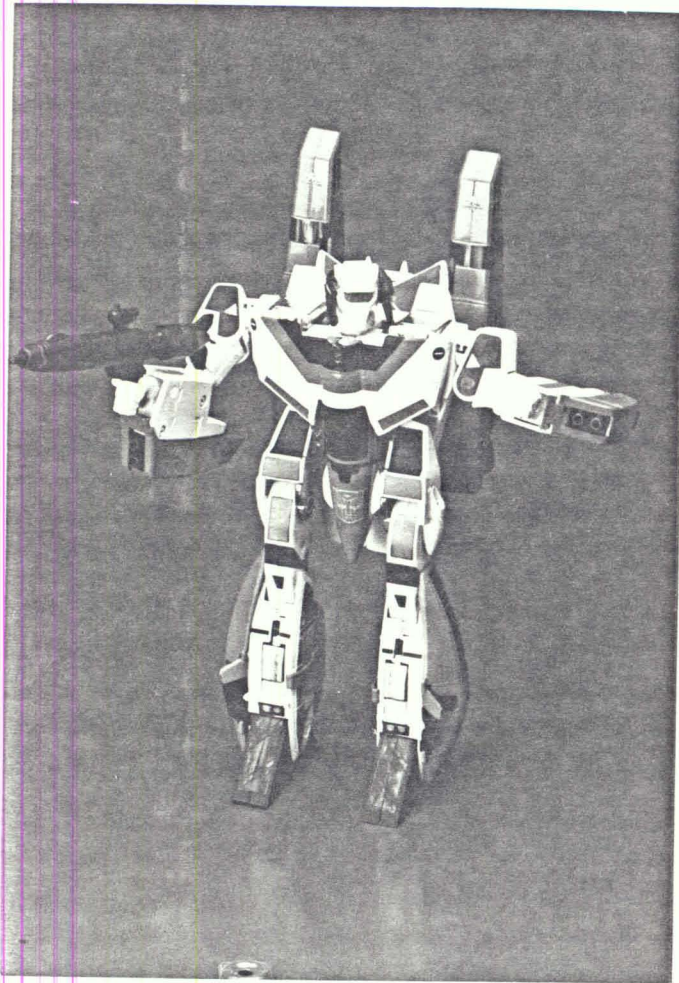
Among the mysteries of science lies the key to victory.

STR:6 INT:10 SPD:10 END:4 RNK:10 CRG:9 FRP:7 SKL:9

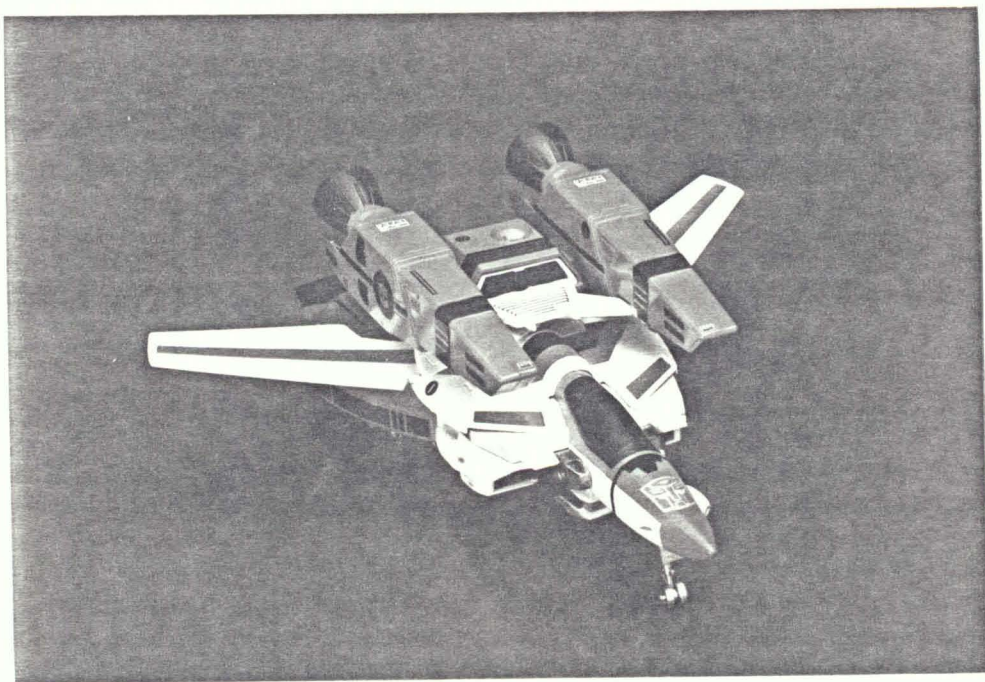


JET FIRE





JET FIRE



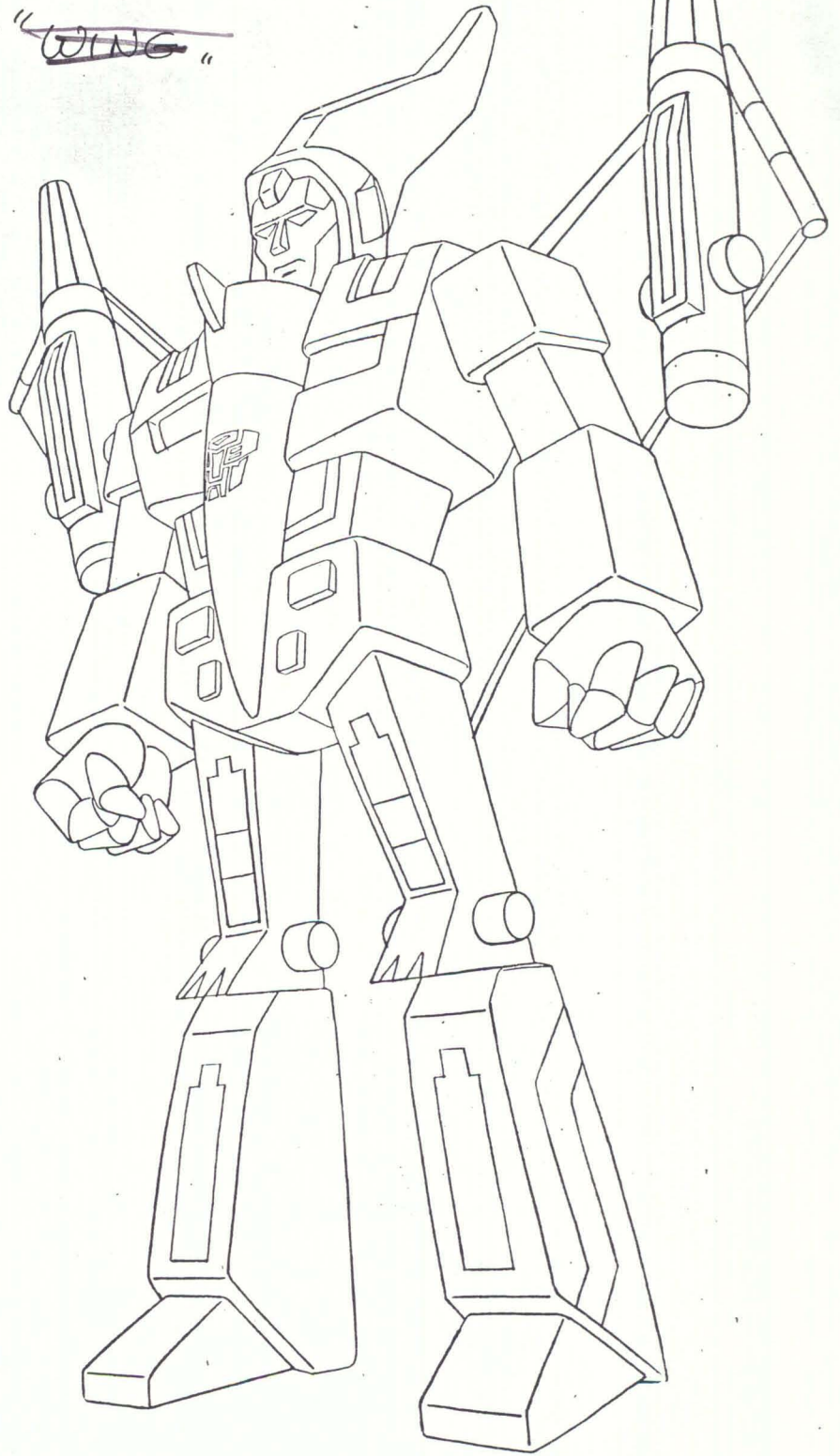
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7/26/84

TRANSFORMERS

700-00

~~"WING"~~

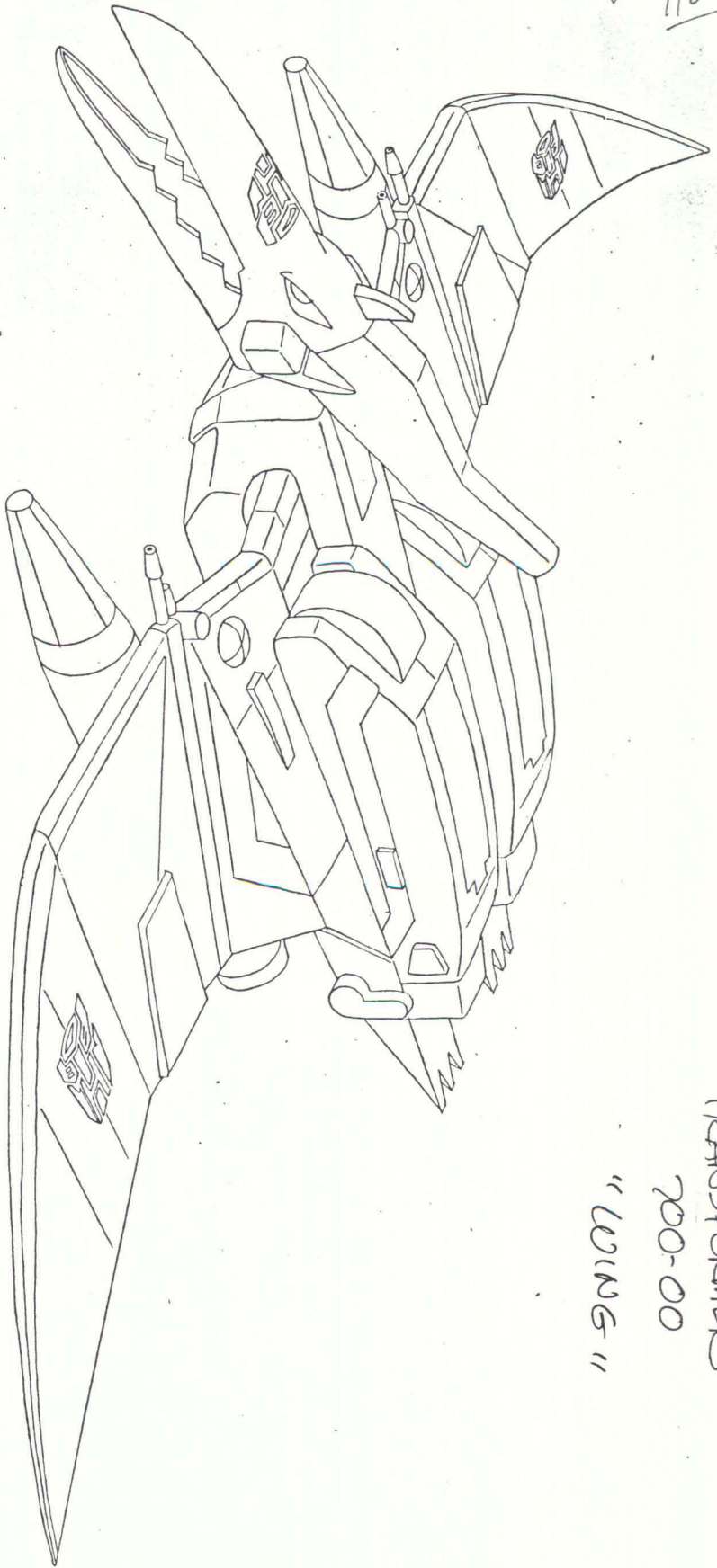
Swoop



7-24-'84

Swoop

app OK
7/26/84



7-24-'84

TRANSFORMERS
700-00
"WINGS"



1985 PRODUCT

SHOCKWAVE (DECEPTICON)

JETFIRE (AUTOBOT)

SLAG (TRICERATOPS DINOBOT-AUTOBOT)

GRIMLOCK (TYRANNOSAURUS DINOBOT-AUTOBOT)

SLUDGE (BRONTOSAURUS DINOBOT-AUTOBOT)

SNARL (STEGOSAURUS DINOBOT-AUTOBOT)

swamp - PTERADACTYL (NO NAME YET) DINOBOT-AUTOBOT

TWIN TWIST (AUTOBOT) BLUE POP-UP VEHICLE

TOPSPIN (AUTOBOT) RED POP-UP VEHICLE

INSECTICONS

SHRAPNEL (LAMELLICORN-DECEPTICON)

KICKBACK (GRASSHOPPER-DECEPTICON)

BOMBSHELL (BEETLE-DECEPTICON)

CONSTRUCTICONS

LONG HAUL (DUMP TRUCK-DECEPTICON)

MIXMASTER (CONCRETE MIXER-DECEPTICON)

SCROUNGE (POWER SHOVEL-DECEPTICON)

PAYLOADER (NO NAME YET-DECEPTICON)

BULLDOZER (NO NAME YET-DECEPTICON)

HANGING CRANE (NO NAME YET-DECEPTICON)

7
scraper
GRAVE-DIGGER →
DEVASTATOR - *GIANT CONSTRUCTICON (made of all 6 Constructicons)

Rev - This is the updated 1985 product title sheet for your briefing book. If you have any questions, please call me. Be...

CONSTRUCTICON (DECEPTICONS)

CEMENT MIXER (MIXMASTER)

DUMP TRUCK (LONG HAUL)

PAYLOADER (NO NAME YET)

BULLDOZER (NO NAME YET)

HANGING CRANE (NO NAME YET)

SHOVEL ARM CRANE (SCROUNGE)

Ron -
Thought these
could start
might help you
in your book
Terri

SMALL INSECTICONS (DECEPTICONS)

SHRAPNEL (LAMELLICORN)

KICKBACK (GRASSHOPPER)

BOMBSHELL (BEETLE)

Ron

TRANSFORMERS
1985 PRODUCT

DECEPTICONS

Shockwave

Dinobots (Autobots)

Slay (Triceratops)

Grimlock (Tyrannosaurus)

Sludge (Brontosaurus)

Snarl (Stegosaurus)

(Teradactyl)

AUTOBOT

Jetfire (Super Jet)

JUMPSTARTS (Autobots)

Twintwists (Blue)

Topspin (Red)

SMALL INSECTICONS (Decepticons)

Shrapnel (Lamellicorn)

Kickback (Grasshopper)

Bombshell (Beetle)

LARGE INSECTICONS (Decepticons)

Bios, names and pictures to follow

CONSTRUCTICON (Decepticons) - Construction Vehicles that transform into Robots - All six combine into 1 large Robot. Bios, names and pictures to follow.

Cement Mixer (**MIXMASTER**)

Dump Truck (**LONG HAUL**)

Payloader

Bulldozer

Hanging Crane

ShovelArm Crane (**SCROUNGE**)

DELUXE VEHICLES (No information as yet)

Tank

Helicopter

Jeep

BATTERY OPERATED VEHICLES

4 Wheel Drive

Remote Control Jeep

PLAYSET (3 dimensional product)

Tank drives around a track

Tank transforms into large robot

Track also fits mini car assortment

AUTOBOT CAR ASSORTMENT

Fire Engine

Corvette

Wrecker

Fire Chief Car

Racing Car

Tow Truck

~~Steam~~ SHOVEL

DECEPTICON

~~Scavenger~~ **Scavenger**

MINING & SALVAGE

Desperately tries to prove his worth to comrades by trying to find things of value--whether by digging up hillside or a backyard--but usually brings back worthless junk. Only tolerated by Megatron because of ability to use shovel's magnetic, ionic, electrical, gas sensors to detect presence of fuels, metals, etc. Emits sonic charges into ground to determine its composition. As right arm module, combines with fellow Constructicons to form giant robot "Devastator."

Everything is worth something, even me.

STR: 7 INT: 2 SPD:3 END: 6 RNK: 4 CRG: 9 FRP: 6 SKL: 7

PO3

AUG 10 84 16:08 HASBRO IND INC RI

~~TRUCK~~ CRANE

1985

7/26/84

OPTICON HOOK

SURGICAL ENGINEER

① With precision of a fine jeweler, performs his job with skill unequalled among Transformers, whether reconnecting a damaged microchip or setting a two ton girder into place. Snobbish, supercilious, unpopular perfectionist. Crane lifts 20 tons, error tolerance less than .00001% in positioning objects. Equally precise as surgeon. Has rocket launcher, laser pistol. As shoulders and head module, combines with fellow Constructors to form giant robot "Devastator."

Strive for perfection even if others must suffer.

STR:8 INT: 9 SPD: 3 END: 6 RNK: 4 CRG: 6 FRP: 5 SKL: 10

CONCRETE MIXER

1985

7/26/84

DECEPTICON

MIXMASTER

MATERIALS FABRICATION

Nothing is safe from him...will use anything from unliving rock to living robot in making new materials. Performs job with evil, cackling glee. Uses acids and bonding agents to reduce and recombine almost anything inside mixing drum...a chemistry lab on wheels. Has 8000°C infra-red cannon, laser pistol, optical distortion projector. As left leg module, combines with fellow Constructicons to form giant robot "Devastator." Certain chemicals render drum inoperative.

How strong the steel, how quick the conquest.

STR: 7 INT: 6 SPD: 3 END:8 RNK: 4 CRG: 6 FRP: 7 SKL: 9

DUMP TRUCK

DECEPTICON LONG HAUL TRANSPORT

Unhappy with unglamorous role, but understands its importance...helps build Decepticons' massive energy-recovery installations. Secretly desires to be warrior. As vehicle, can carry 90 tons for 1200 miles, use dual heat-seeking missile launcher. As robot, has laser pistol. As torso module, combines with fellow Constructicons to form giant robot "Devastator." Slow, can be goaded into fight in which he's overmatched.

A battle front is only as good as its supply line.

STR: 9 INT: 5 SPD: 2 END: 9 RNK: 4 CRG: 8 FRP: 7 SKL: 4

POS RI INC IND HASBRO 01:16:10 84 . 10 AUG

BULLDOZER

DECEPTICON

BONECRUSHER

DEMOLITIONS

3

Rubble-strewn wasteland is his idea of beautiful landscape...rare is the edifice better off left standing. His wild ways create fear and terror. As vehicle, at 30 mph exerts 800,000 psi...near-invulnerable titanium-steel hide...has short-range concussion-bomb launcher. As robot, carries laser pistol. As

left arm module, combines with fellow Constructicons to form giant robot "Devastator." Often buried by destroying building atop himself.

~~Hit-it till it-stands-no-taller-than the dust.~~

STR: 9 INT: 3 SPD: 2 END: 9 RNK: 4 CRG: 8 FRP 6 SKL: 6

~~PAYLOADER~~

~~TRACTOR SHOVEL~~

1985

7/26/84

SCRAPPER

DECEPTICON

~~DRY EDDIGER~~

CONSTRUCTION ENGINEER

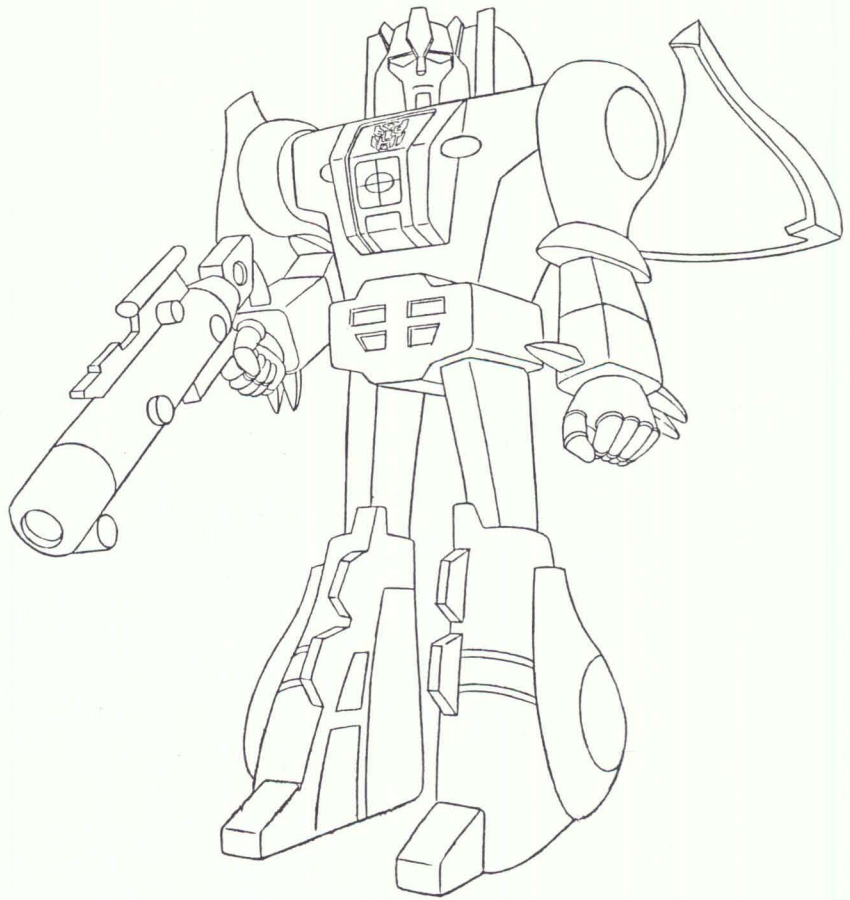
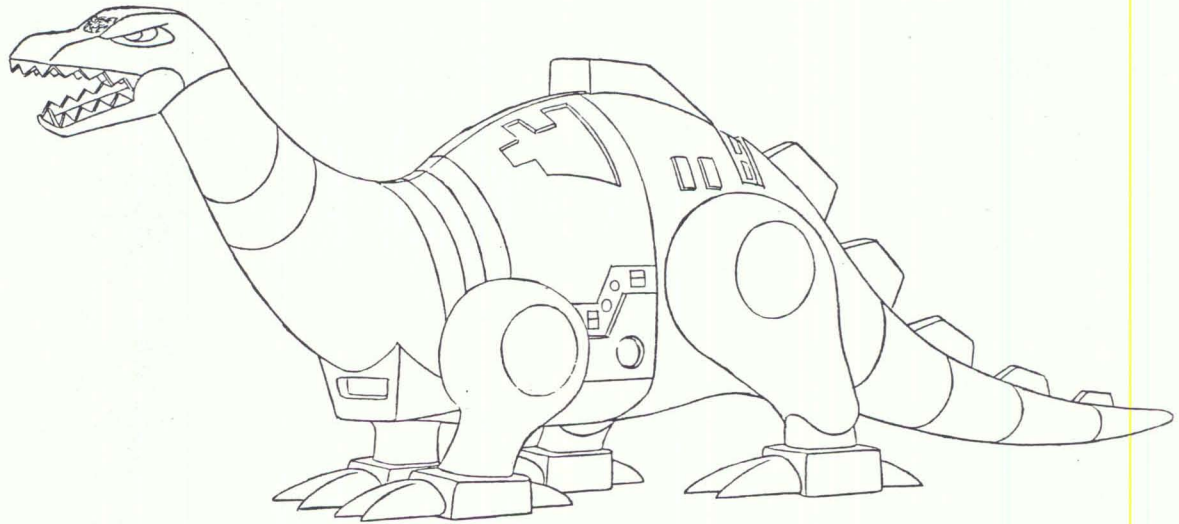
②

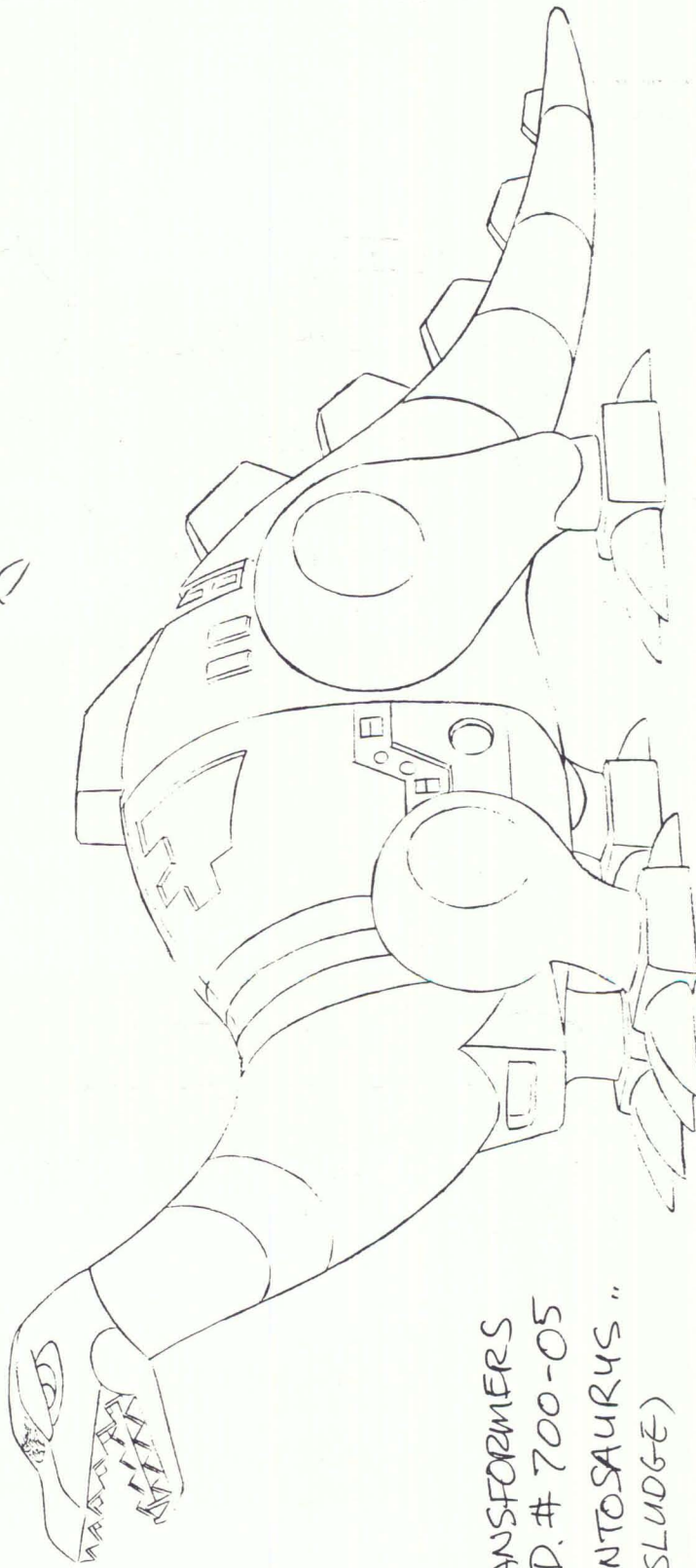
A wizard at designing fortresses and energy plants, but modest. Shows his true malevolent genius by incorporating defeated Autobots into his buildings' structures. Shovel can slice through 12 in. thick carbon-steel, lift 30 tons.. Can fly 60 mph by addition of levitation wing. Uses laser pistol. As right leg and part of torso, combines with fellow Constructicons to form giant robot "Devastator." Slow flyer, shovel prone to stress fractures.

My work is a monument to--and of--my enemies.

STR: 8 INT: 8 SPD: 4 END: 7 RNK: 5 CRG: 5 FRP: 3 SKL: 9

THE TRANSFORMERS
"SLUDGE"





#3

OK
DK

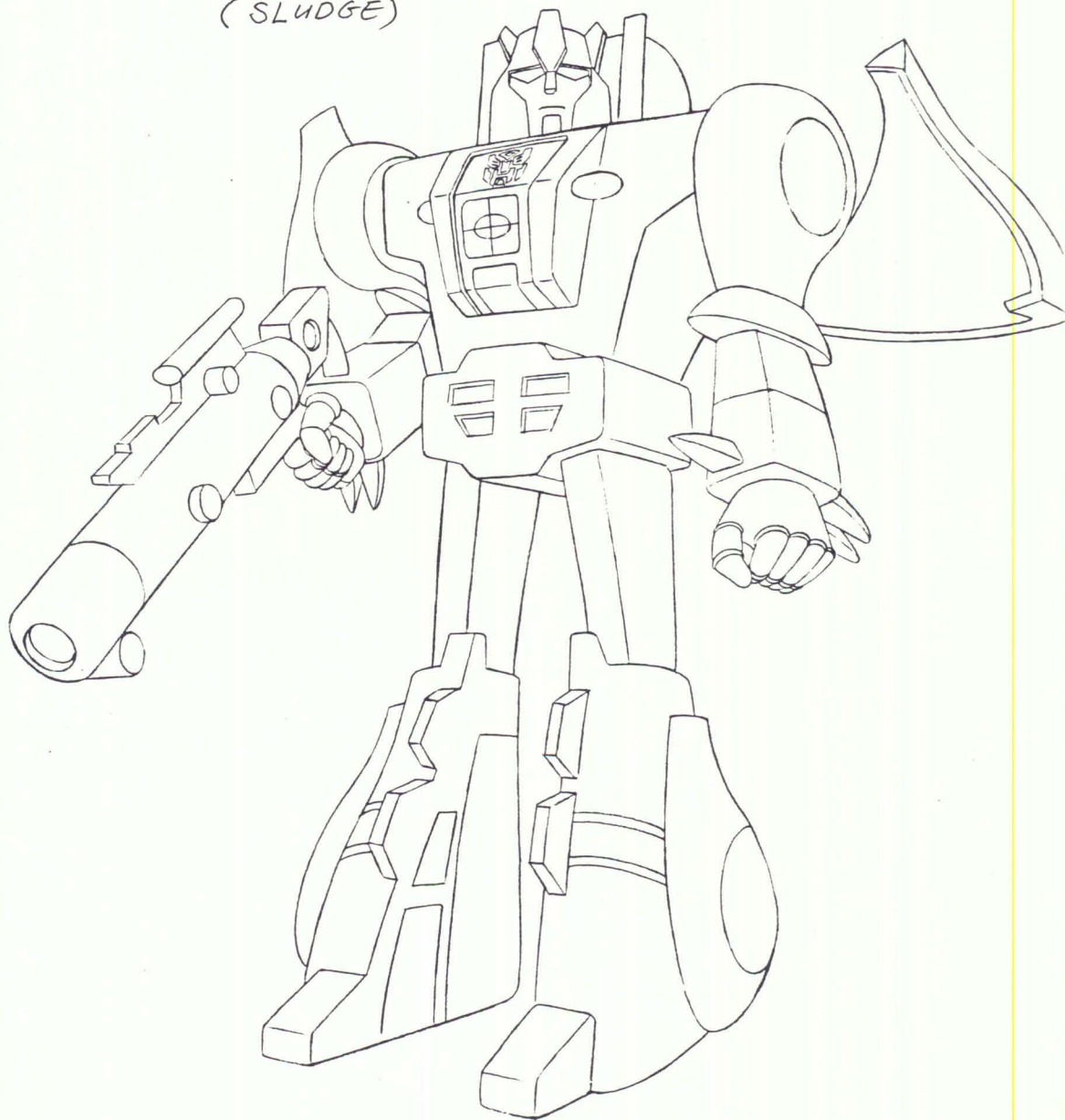
TRANSFORMERS
PROD. # 700-05
"BRONTOSAURUS"
(SLUDGE)

JUL 3 '84

#3

TRANSFORMERS
PROD # 700-05
"BRONTOSAURUS"
(SLUDGE)

OK
7/11



JUL 3 '84
JUL 3 '84