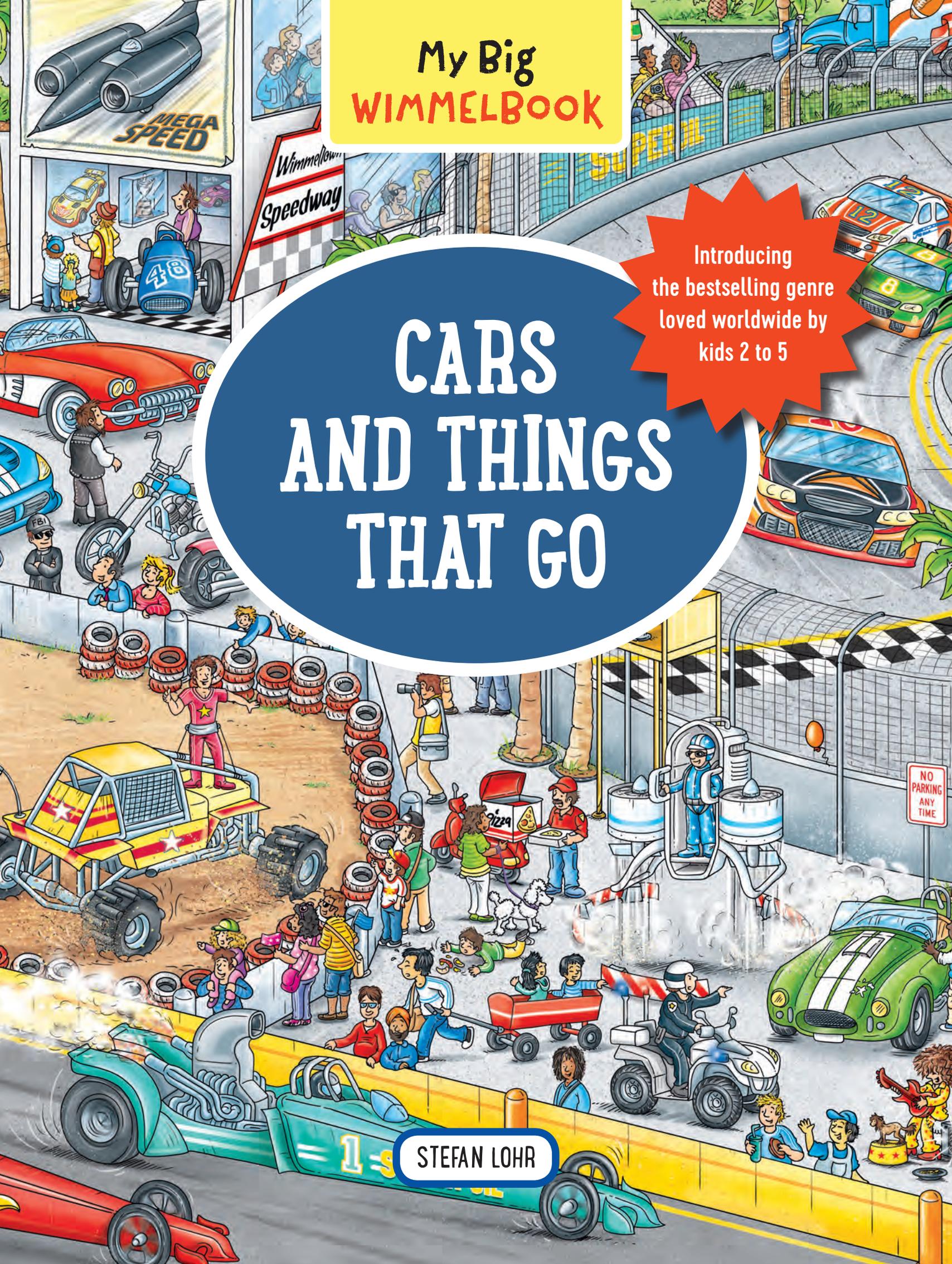


My Big  
WIMMELBOOK

CARS  
AND THINGS  
THAT GO

Introducing  
the bestselling genre  
loved worldwide by  
kids 2 to 5

STEFAN LOHR



# WHAT ARE WIMMELBOOKS?

Welcome to Wimmelworld—a land of few words, yet *endless* entertainment! In these one-of-a-kind picture books, every spread is a new scene teeming with people and things toddlers will recognize from their daily life, plus plenty of new wonders to discover as they explore!

Rather than rely on specific search prompts, Wimmelbooks invite kids to make their own way through the busy Wimmelworld they encounter. Beginning readers (around two years of age) have a blast identifying their favorite **objects**—for example, things that are red, animals, or a specific element that catches their eye, such as a cool car or a particularly funny character.

Then, as kids grow up, they learn to engage with the book at the next level: identifying the **characters** in each particular Wimmelbook and following their storylines throughout the course of their day. Here's how it works:

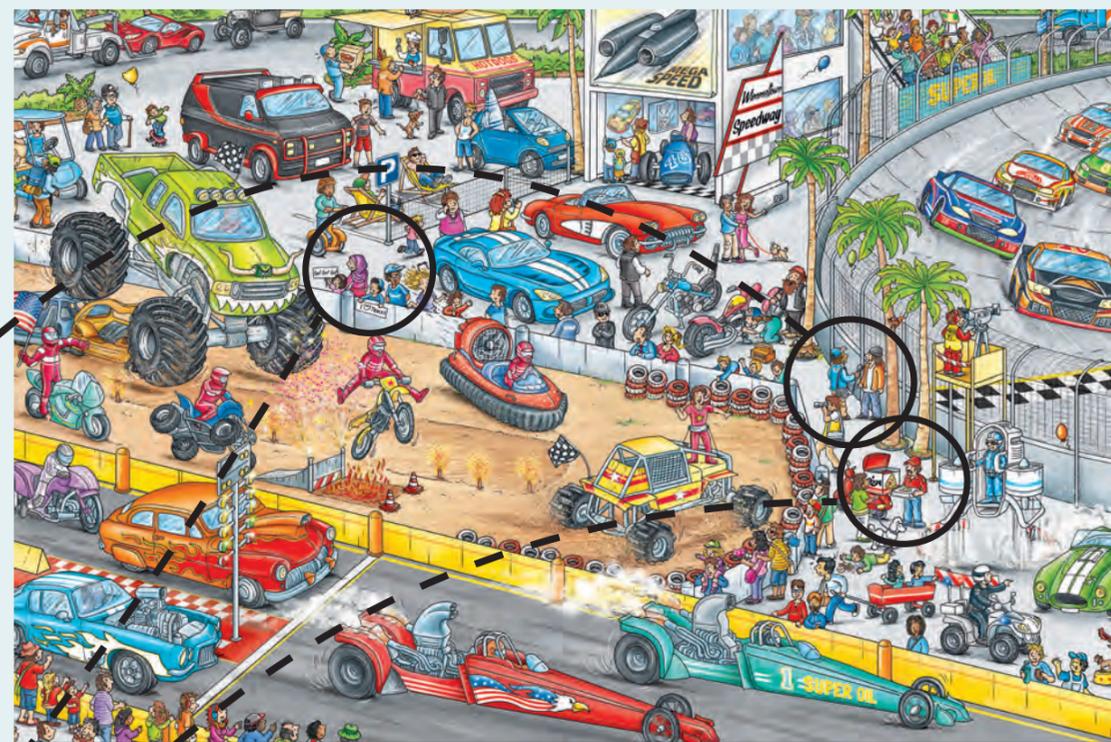
## FIRST, MEET THE CHARACTERS!

In each Wimmelbook, children are introduced to a cast of characters on the first two pages.



## THEN FIND THEM!

As kids flip through the book, they seek out the characters hidden in plain sight among the hustle and bustle of their Wimmelworld. A storyline unfolds from page to page as characters move through the depicted scenes and **the child crafts the story they think fits.**



It's that easy! And with so much going on, kids from age 2 to 5 will find something new to delight in again and again.

Parents and kids can explore Wimmelbooks together!

Plus, while Wimmelbooks can be enjoyed by kids on their own, parents can ask questions to see what their child knows and encourage them to expand even further on their creative narrative:

- How many things can kids find in their favorite color?
- How many cars, trains, and other vehicles do they see?
- What are Amina and her children doing? Describe their surroundings.
- What will the construction crew eat for lunch?
- What news do you think Manuel and Josh are reporting on? Who are they interviewing?

NOW EXPLORE THIS WIMMELBOOK YOURSELF →

**My Big WIMMELBOOK**

**WELCOME TO WIMMELTOWN**

Lucky is always hungry.

What does the Johnson family experience on their journey?

Aiden and Kelly like taking pictures together.

Elijah's classic car is always having problems.

Follow Raj and Emily on their journey!

This car is a bit small for Ethan and his surfboard!

The reporters Manuel and Josh are always where the action is.

Does Antonio ever deliver his pizza?

Amina and her children are very creative.

Michael loves everything with stripes and Aaliyah loves stars.

Kevin's new sports car keeps getting dirty.

What does Logan the stuntman do for his job?

Find the five balloons!

Where is Noah taking the footballs?

SAMPLE SPREAD



MEGA SPEED

Wimmeltown  
Speedway

P

Go! Go! Go!

I ♥ Trucks

NO PARKING  
ANY TIME

1-SUPER OIL



SAMPLE SPREAD



Station

LIFE GUARD

LIFE GUARD

TICKETS

Public Parking

FIGHT AND FLIGHT  
THE MOVIE

SPEED  
LIMIT  
50