

NEWS from CPSC

U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, DC 20207

FOR IMMEDIATE RELEASE

February 19, 2008

Release #08-195

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

CPSC Recall Hotline: (800) 638-2772

CPSC Media Contact: (301) 504-7908

Cinderella Battery-Powered Toy Cars Recalled by Dumar International USA Due to Fire and Burn Hazards

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



[Send the link for this page to a friend!](#) The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death from more than 15,000 types of consumer products under the agency's jurisdiction. Deaths, injuries and property damage from consumer product incidents cost the nation more than \$800 billion annually. The CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. The CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed significantly to the decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

To report a dangerous product or a product-related injury, call CPSC's hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-8270, or visit CPSC's web site at www.cpsc.gov/talk.html. To join a CPSC email subscription list, please go to <https://www.cpsc.gov/cpsclist.aspx>. Consumers can obtain this release and recall information at CPSC's Web site at www.cpsc.gov.