

Inspired by its little customers, Checkers launches limited edition Sixty60 toy bikes

Limited edition Sixty60 toy delivery motorbikes will soon be for sale on the app and in selected Checkers supermarkets across South Africa.

The 1:12 scale-model motorbike features Sixty60's well-known delivery box, which opens and closes, a kickstand and a miniature of the iconic grocery bag used in deliveries.

Designed for children to play with, the toy motorbike will certainly also look the part alongside other collectables on customers' bookshelves or in home offices.

The initial idea for the model bike came during South Africa's Covid-19 lockdowns when the arrival of a Sixty60 driver was a rare treat and glimpse into the outside world for many families in isolation around the country.

"Customers have shared wonderful photos of their kids using plastic ride-on scooters as Sixty60 delivery bikes, often with the addition of a homemade branded delivery box on the back. It is this appreciation for Sixty60 which inspired the collectible toy," explains Andy Ridge, Head of Digital Commerce at ShopriteX.

The initial limited run of model Sixty60 motorbikes will be available on the Sixty60 app and in selected Checkers supermarkets in coming weeks, and will retail for only R100, while stock lasts.

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