



1:43, ZAUGG

## ORIGINAL ZAUGG MODELS FROM SWITZERLAND

10TH JANUARY 2026 | KARL SCHNELLE

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**Editor's Comment:** Many thanks to **Daniel** for sending us this article. It is interesting to see that **Zaugg** models are back in business. Collectors will be very grateful for the complete listing of the original series releases provided here.

**Zaugg Model Cars** is back in business; the announcement was recently published in [MAR Online](#).

In the 1980s, **Jürg Zaugg** from **Olten, Switzerland**, was a passionate producer of handmade **1:43**

scale models, mainly made of white metal, sometimes with resin bodies. He released 18 different base models, most of them in various versions, in his '**Empire Models**' series from **1979** to **1989**. These were classic **American** cars, including a range of **Chevrolet, Ford, Mercury, and Cadillac** cars from the **1950s**, as well as some muscle cars from the late **1960s**. Several models were also available in fire brigade, taxi, or ambulance versions (see list in the Appendix). The miniatures were created in collaboration with **Tin Wizard**: the parts were moulded by this **German** specialist for handbuilt models, then assembled by **Jürg Zaugg** in **Switzerland**.

In the '**Clown Models**' series, **Zaugg** also offered circus vehicles based on models from other manufacturers, such as **Commer** vans made in **Holland** by **Lion Toys**, and a **Volvo Amazon** by **Tin Wizard**, that were converted into advertising vehicles for the **Swiss** circuses **Knie** and **Nock**.

All the original Zaugg Models are listed in the Appendix. Examples of historic Zaugg production (all photos by the author):



**1955 Cadillac Convertible (special version of # 9A)**



1950 Nash Statesman Taxi (# 6B)



1951 Chevrolet Ambulance (# 13A)



1961 Commer Walk-Thru "Circus Knie" (Clown Models)



1961 Volvo 130 Amazon "Circus Nock" (Clown Models)

Production was stopped in **1989** because the **Swiss**-made handcrafted models, well detailed but rather expensive, were no longer competitive with the contemporary **1:43** scale diecast models aimed at the collectors' market. These other models were significantly cheaper, also because mass production of collectible model cars in **China** had just started in those years. Under the name of **Skyline Models**, variants of the old **Zaugg** miniatures remain available from **Tin Wizard**, and they can still be ordered from the **German** manufacturer's website today.

## **Appendix: List of Zaugg Models (provided by Jürg Zaugg)**

### ***"Empire Models" range, first generation (1979 to 1989)***

# 1: 1951 Chevrolet Coupe, blue with white roof (70 items)

# 2: 1951 Chevrolet Convertible, beige (70 items)

# 3: 1951 Chevrolet Fleetline, green (140 items)

# 3A: 1951 Chevrolet Fleetline, black (50 items)

# 3B: 1951 Chevrolet Fleetline Special, grey (20 items)

# 4: 1951 Chevrolet Woody Station Wagon, burgundy (50 items)

# 5: 1950 Mercury Coupe, beige (400 items)

# 5A: 1950 Mercury FDNY fire brigade (480 items)

# 5B: 1950 Mercury Coupe, black (100 items)

# 6: 1950 Nash Statesman, light blue (450 items)

# 6A: 1950 Nash Statesman, turquoise blue (400 items)

# 6B: 1950 Nash Statesman, yellow taxi (300 items)

# 7: 1963 Ford Thunderbird Roadster, red (400 items)

# 7A: 1963 Ford Thunderbird Roadster, white (400 items)

# 7B: 1963 Ford Thunderbird Roadster, black (25 items)

- # 8: 1958 Edsel Pacer Coupe, metallic green (50 items)
- # 8A: 1958 Edsel Pacer Coupe, metallic blue (400 items)
- # 8B: 1958 Edsel Pacer Convertible, metallic green (100 items)
- # 8C: 1958 Edsel Pacer Convertible, yellow (200 items)
- # 8D: 1958 Edsel Pacer Coupe, ivory with black roof
- # 8E: 1958 Edsel Pacer Convertible, red with white soft top (50 items)
- # 9: 1955 Cadillac Coupe Deville, red with white roof (200 items)
- # 9A: 1955 Cadillac Convertible, light blue (300 items)
- # 9B: 1955 Cadillac Convertible, red with beige top (30 items)
- # 10: 1959 Chevrolet Impala Coupe, metallic copper (400 items)
- # 10A: 1959 Chevrolet El Camino, green with white roof (50 items)
- # 10B: 1959 Chevrolet El Camino, grey with white roof (20 items)
- # 10C: 1959 Chevrolet El Camino 'Coca-Cola', red with white roof (60 items)
- # 11: AC Cobra 427, red (300 items)
- # 11A: AC Cobra 427, metallic blue (300 items)
- # 11B: AC Cobra 427, blue with white stripe (300 items)
- # 11C: AC Cobra 427, black (200 items)
- # 12: 1950 Ford Coupe, olive green (970 items)
- # 13: 1951 Chevrolet Station Wagon Fire Ambulance NYC (100 items)
- # 13A: 1951 Chevrolet Ambulance, white (50 items)
- # 13B: 1951 Chevrolet Hearse, black (50 items)

# 13C: 1951 Chevrolet Hearse, white (50 items)

# 13D: 1951 Chevrolet Station Wagon 'Coca-Cola', yellow (200 items)

# 14: 1968 Mercury Cyclone GT, white, silver, red, or blue (400 items)

# 15: 1970 Dodge Challenger, metallic blue, or purple with black roof (400 items)

# 15A: 1970 Dodge Challenger R/T, white with black roof (100 items)

# 15B: 1970 Dodge Challenger Convertible, yellow (300 items)

# 15C: 1970 Dodge Challenger R/T, green with white roof (250 items)

# 15D: 1970 Dodge Challenger Six Pack, orange with black roof (300 items)

# 16: 1969 Chevrolet Camaro Z/28, beige, orange, or metallic blue (400 items)

# 16A: 1969 Chevrolet Camaro Z/28, black (50 items)

# 16B: 1969 Chevrolet Camaro Yenko, yellow (200 items)

# 16C: 1969 Chevrolet Camaro SS, dark red (50 items)

# 17: 1970 Plymouth Superbird, white, orange, red, or green (500 items)

# 18: 1969 Ford Mustang Boss, black or white (100 items)

### ***Second generation (since 2025)***

# ZMC-1051-N: 1950 Mercury Coupe, NASCAR, Chuck Mahoney (60 items)

# ZMC-1051-G: 1950 Mercury Coupe, light green with dark green roof (30 items)

# ZMC-1051-B: 1950 Mercury Coupe, dark blue with beige roof (30 items)

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