

Monster Jam Teams Up with Thumbs Up to Launch First-Ever Handheld Digital Trucks and Handheld Arcade Consoles

LONDON, LONDON, UNITED KINGDOM, September 8, 2025 /EINPresswire.com/ -- Monster Jam Teams Up with [Thumbs Up](#) to Launch First-Ever Handheld Digital Trucks and Handheld Arcade Consoles

You Tec Limited (part of the [Santok](#) Group), operating under its consumer lifestyle brand Thumbs Up, has announced an exciting licensing partnership with Monster Jam, the most action-packed motorsports event on four wheels.

The deal grants You Tec the rights to design, manufacture, and distribute a groundbreaking range of Monster Jam Digital Trucks and handheld arcade-style game consoles, targeting fans across EMEA, North America, Australia, and New Zealand.

This new line will bring Monster Jam's legendary trucks to life in a digital format for the first time ever - combining the nostalgia of handheld gaming with the raw energy of iconic trucks like Grave Digger™, Megalodon™, Max-D™, and El Toro Loco™.

Thumbs Up, a division of You Tec, is widely known for creating innovative, design-led consumer tech, toys, and gifts that blend nostalgia, functionality, and fun. With a reputation for turning iconic brands into globally successful products - including collaborations with Atari, Care Bears, Original Stormtrooper, and more - Thumbs Up! continues to push the boundaries of licensed product experiences for both kids and collectors.

Henri Salameh, SVP, Global Commercial & Marketing Director of the Santok Group, commented:



“Monster Jam is more than a motorsport, it’s a movement. To be entrusted with transforming these larger-than-life machines into interactive, collectible digital experiences is both a privilege and a responsibility. We’re building a line that’s not only fun and imaginative, but worthy of the adrenaline-fueled legacy Monster Jam represents.”

Tanya Dervish, Head of Licensing at You Tec Limited, added: “This partnership is so exciting for us. It perfectly blends our innovation in consumer tech and toys with a brand that is much loved by people around the world. I believe this range will resonate so well with fans and deliver something that is fresh to the market and completely authentic to Monster Jam.”



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Set to hit shelves in 2026, the collection will be available through mass retail, e-commerce, department stores, toy specialty stores, and more.

This collaboration marks another bold step in Thumbs Up’s continued evolution into a powerhouse of licensed consumer tech and digital play.

Kieran Elsby
Media PR Global
[email us here](#)

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