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Yoto Launches Little Blue Truck Audio Cards

Bestselling children's stories following Blue and his farmyard friends arrive on Yoto in three new cards for listeners



Hi-res images available here for download

November 10, 2026, USA: Yoto, the interactive audio platform, has today launched a set of three Little Blue Truck audio cards, bringing the beloved New York Times bestselling series to life in audio format. With over 20 million copies sold, the Little Blue Truck series has become a fixture on family bookshelves. Now, young listeners can follow along to ten endearing tales that follow Little Blue Truck and his farmyard friends. Narrated in a nostalgic rhyming style, each story is filled with playful truck sounds, lively animal noises, and warmhearted moments teaching kids the importance of kindness, friendship, and lending a helping hand.

The three cards are:

- Little Blue Truck Collection (14 min): Beep! Beep! Blue brings the animals together, welcomes a new friend to the farm and makes sure a classmate gets to school on time. These tales celebrate curiosity and the joy of helping others.
- Little Blue Truck Leads the Way and Other Stories (14 min): Blue leaves the farm to explore the busy city, meets a speedy new friend who loves to race, and helps his friends feel calm when a storm rolls in at bedtime. These stories offer gentle lessons about teamwork and trying your best.
- Little Blue Truck's Celebrations (13 min): Blue celebrates the seasons with his friends, from snowy winter nights and blooming spring days to heartfelt valentines and playful Halloween costumes. Each story captures the spirit of its season with simple lessons about friendship, sharing and celebrating together.

Designed for children ages 2 to 5, the Little Blue Truck cards are sold separately for $4.99 each and are compatible with all Yoto Players and the free Yoto App. They can be purchased at yotoplay.com from:

Yoto UK
Yoto US
Yoto Canada
Yoto EU
Yoto AU

Yoto Mini (2024 Edition) is priced at $79.99
Yoto Player (4th Generation) is priced at $149.99
Yoto Mini (4th Generation) is priced at $109.99

About Yoto

Yoto is an interactive audio platform designed for screen-free listening that kids control. The company was founded by Ben Drury and Filip Denker, two dads who wanted to create a better way for their children to enjoy audio without needing to use tech built for an adult. Child-first by design, Yoto Players have always been designed for agency without addiction so children could discover, imagine and learn on a device that was built for them.

Since launching on Kickstarter in 2017, Yoto has grown into a global brand loved by families around the world. The launch of the Yoto Player 4th Gen and Yoto Mini 4th Gen in 2026 marked a new chapter in that story: after years of learning from how families actually use their players, from the podcast tune-in every morning, to the last Yoto story at night, the new hardware is faster, tougher and better than ever before, built around the rhythms of real family life.

Yoto has won multiple prestigious awards over the years, including the King's Award for Enterprise in 2025, the FT1000 Europe's Fastest-Growing Companies list in 2026, a D&AD Pencil for outstanding design, and was named one of TIME magazine's Best Inventions in 2020. The Yoto Mini 4th Gen sits in the Henry Ford Museum of Innovation collection alongside the original iPhone thanks to its IDEA Gold award in 2026.

The content library spans over one thousand titles from publishers, labels and top creators including Universal Music Group, Penguin Random House, Roald Dahl Story Company, the BBC and Mattel alongside Yoto's own award-winning Yoto Originals, bringing the world's best stories, music, activities and podcasts to children of all ages in English, French, Spanish and Dutch. Available globally, Yoto is creating a world-class audio experience that grows with children and sits at the heart of everyday family life.

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