



For Immediate Release

September 15, 2020

Both “Doraemon” and “Tomica” celebrate their 50th Anniversary in 2020!

Wrapped bus with “Tomica” original design, commemorating

Doraemon’s 50th Anniversary

“Dream TOMICA No. 158 Doraemon 50th Anniversary Wrapped Bus”

To be launched Saturday, September 19, 2020

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“Dream TOMICA No. 158 Doraemon 50th Anniversary Wrapped Bus”** (SRP: JPY 700/tax not included) as a new product of ‘Tomica’ die-cast mini toy cars that will be available from Saturday, September 19, 2020 at toy stores, toy sections of department stores/ mass retailers in Japan, the specialty store for Tomica products “TOMICA shop,” online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.jp), etc.

This is a special product that expresses the world of the nationally popular character “Doraemon,” which celebrates its 50th anniversary this year with the design of “Tomica,” which also commemorates its 50th anniversary this year. “Doraemon 50th Anniversary Limited-edition Design” is arranged on the vehicle body designed in the image of “Doraemon” to create an original wrapped bus only for “Tomica”.

Celebrating Doraemon’s 50th Anniversary! Limited-edition designs and logos are arranged on the vehicle body

It is a special limited-edition design for the 50th Anniversary of Doraemon, with the 50th Anniversary logo arranged on the left side of the vehicle and many Doraemons in various poses drawn on the right side.

It looks like “Doraemon” whatever angle you look at it from!

A rounded vehicle body in Doraemon color, and the front part of the body has a large Doraemon face. The white wheels are inspired by paws, and the rear has a red tail. The entire vehicle is an expression of Doraemon.

Is the door a secret gadget of Doraemon!? The destination is his favorite snack!?

The bus door is designed in the motif of Doraemon’s secret gadget “Dokodemo Door (Anywhere Door)”, expressing the feeling of excitement when getting on the bus, and the destination displayed on the top of the front shows his favorite snack “dorayaki” (sweet adzuki bean paste pancake sandwich).



[Product Outline]

Product Name: **Dream TOMICA No. 158 Doraemon 50th Anniversary Wrapped Bus**

SRP: JPY 700 (tax not included)

Launch Date in Japan: Saturday, September 19, 2020

Recommended Age: 3 years and up

Package Contents: TOMICA main unit × 1

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products “TOMICA shop,” online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.jp), etc.

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Product website: www.takaratomy.co.jp/products/tomica

[Doraemon Dream TOMICA on sale]

Product Name: **Dream TOMICA No. 143 Doraemon**
SRP: JPY 700 (tax not included)
Launch date in Japan: On sale
Recommended Age: 3 years and up
Package Contents: TOMICA main unit × 1
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Doraemon's secret gadget, "Take-copter (Hopster)",
is reproduced on the roof of the car!



Product Name: **Dream TOMICA Ride On R04 Doraemon × Time Machine**
SRP: JPY 1,000 (tax not included)
Launch date in Japan: On sale
Recommended Age: 3 years and up
Package Contents: TOMICA main unit × 1, character figure × 1
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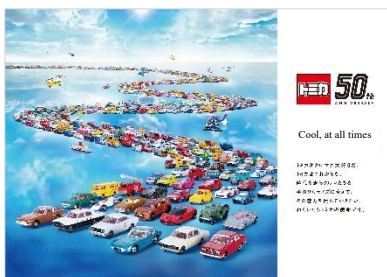
Doraemon and the Time Machine have become a figure and Tomica!
You can reproduce a scene that everyone has seen.



■About the "Dream TOMICA" Series

The series was launched with "Tomica collaborations that you dreamed of!" as its concept, and incorporates popular content that appeals to a wide range of target demographics. It was planned to expand variations and target users of "Tomica" by collaborating with various contents, to appeal not only to traditional Tomica users (boys 3 to 5 years old) but also to many others regardless of age and gender. The series rolled out in 2012. "Dream TOMICA Ride On" Series is a set of a vehicle and a special figure that rolled out in 2017. You can place figures on vehicles. To date, 140 different models have been released (as of September 15, 2020) and there is usually a lineup of about 30 models available at any given time.

■About "Tomica"



"Tomica," sold by TOMY Company, Ltd. was released in 1970 as Japan's first palm-sized domestic die-cast miniature car series, and it celebrates its 50th Anniversary in 2020. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with more familiar Japanese miniature cars. It is now loved by parents and children across three generations. Up to now, we have sold more than 1,050 different types of cars, a total of more than 670 million cars (As at January 2020).

In recent years, in addition to our long-standing products, we have expanded our lineup such as with our "Dream TOMICA" Series that collaborates with popular characters and contents and our "TOMICA Premium" Series of highly detailed collection models. In addition, in 2016, we launched full-scale licensing of the "Tomica" brand for adults. We have been expanding licensing to apparel, stationeries, daily necessities, etc. with the aim of making Tomica a brand that will be of interest to a wide range of people regardless of age or gender.

The official website for Tomica's 50th anniversary: www.takaratomy.co.jp/products/tomica/sp/50th

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For product inquiries from consumers, please contact:

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