

For Immediate Release



December 25, 2020

“Tomica Expo in TAIWAN”

Tuesday, December 22, 2020 – Sunday, March 21, 2021

— Holding “Tomica Expo” overseas for the first time —

TOMY Company, Ltd.

Commemorating the marking of the 50th anniversary since the launch of “Tomica” die-cast miniature cars sold by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo), “Tomica Expo in TAIWAN” (sponsored: L.E. INTERNATIONAL CORP.) is being held during the period from Tuesday, December 22, 2020 to Sunday, March 21, 2021 at the 7th floor of National Taiwan Science Education Center. “Tomica Expo in TAIWAN” was planned as part of the Tomica 50th anniversary celebration; this is the first endeavor to hold “Tomica Expo” overseas in the 20 years since the event began in 2000. A press conference was held on Monday, December 21 ahead of the public opening.

Tomica Expo is an event at which visitors can experience the worldview of Tomica, where kids and adults alike can enjoy not only the products but also impressive displays with varying themes each time, attractions and sale of event products (*).



A view of the press conference stage

At the press conference, in addition to attendance by President Roger Chang of L.E. INTERNATIONAL CORP., President Huang of Media Sphere Communications Ltd., Director-general of National Taiwan Science Education Center and T-kun, Tomica’s mascot, a congratulatory message from Akio Tomiyama, Board Director and Senior Executive Officer of TOMY Company, Ltd., was read out: “Tomica, which was born out of the desire to make die-cast cars for children with style and high quality that can also satisfy adults, has been loved by everyone in Taiwan, enabling it to grow into the number one miniature car brand in Taiwan. I hope this event will reaffirm the appeal of Tomica, making it the first step toward the next stage in Taiwan.”

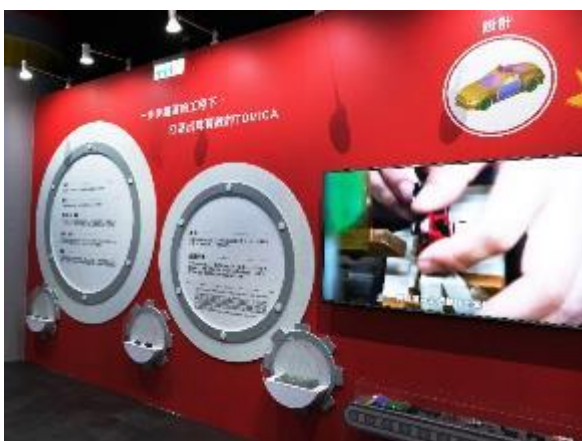
At “Tomica Expo in TAIWAN,” a display with which visitors can experience Tomica around the theme of “Tomica’s 50th anniversary” and signature attractions such as “Tomica Assembly Factory,” as well as sections unique to Taiwan, are presented. Over 500 Tomica cars have been gathered in the venue so that visitors can enjoy a wide variety from Tomica cars at the time of initial launch to recent models at once.

“Tomica Expo in TAIWAN” event information: www.takaratomy.co.jp/products/tomica/info

In addition, initiatives around Tomica’s 50th anniversary, which began in January 2020, will be extended through September 2021, so that we can plan a variety of endeavors to convey our gratitude to even more people.

* About Tomica Expo

As a “forum to meet Tomica” for the fans nationwide, Tomica Expo has been held in major cities across Japan, starting with “Tomica Expo” in 2000. With over 9 million visitors having attended the event thus far in total, Tomica Expo is an event at which visitors can feel the world of Tomica and kids and adults alike can have a great time, with not only the products but also impressive displays with varying themes each time, presentations of attractions and sale of event products.





Views of displays and attractions at the venue

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)