

January 7, 2021

Second series due to popular demand!  
Collaboration that you dreamed of between Tomica and Sanrio characters  
**“Dream TOMICA Sanrio Characters Collection 2”**  
**To be launched Saturday, January 16, 2021**

Collaborating for the first time based on requests from fans!  
Bad Badtz-Maru and Ahiru No Pekkle join the party

TOMY Company, Ltd.  
Sanrio Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of **“Dream TOMICA Sanrio Characters Collection 2” (SRP: JPY 770/tax included \* All 6 types have lottery-type, so you cannot choose a specific item)** as a new line of “Tomica” die-cast miniature car, in collaboration with Sanrio Co., Ltd. (President and CEO: Tomokuni Tsuji, headquarters: Shinagawa-ku, Tokyo) featuring six popular Sanrio characters. The cars will be available from Saturday, January 16, 2021 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, the specialty store for Tomica products “TOMICA shop,” and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), selected Sanrio stores, Sanrio ONLINE SHOP ([shop.sanrio.co.jp](http://shop.sanrio.co.jp)), etc.



This collaboration between Tomica and Sanrio characters is the second collaboration since “Dream TOMICA Sanrio Characters Collection” launched in 2020. The collaboration between Tomica, celebrating its 50th anniversary, and a variety of Sanrio characters, from those launched in the 1970s to those launched in the 2010s, has been well-received by many customers, leading to the decision to launch the second series.

“Dream TOMICA Sanrio Characters Collection 2,” launched on this occasion, **commercializes Bad Badtz-Maru and Ahiru No Pekkle**, for whom many requests from customers were made, **as Tomica cars for the first time**. In addition, the lineup includes Cinnamoroll, Pompompurin and Pochacco, who were the top three in “2020 Sanrio Character Ranking,” as well as Hello Kitty, who boasts unrelenting popularity, totaling six characters.

Each package contains a Tomica car in one of 6 original designs, each themed on a character. Each car as a whole expresses the individual characteristics of each character, featuring a large design of the character’s face at the front as well as prints of colors and logos that evoke the character.

## ■Product Outline

Product Name: “Dream TOMICA Sanrio Characters Collection 2”

SRP: JPY 770 (tax included)

Launch Date in Japan: Saturday, January 16, 2021

Recommended Age: 3 years and up

Package Contents: Tomica main unit × 1

Product Specifications: Total 6 types

“Hello Kitty,” “Cinnamoroll,” “Pochacco,” “Pompompurin,” “Bad Badtz-Maru,”

“Ahiru No Pekkle”

\*All 6 types have mystery packaging, so you cannot choose a specific character.

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, the specialty store for TOMICA products “TOMICA shop,” TOMY Company’s official online store “Takara Tomy Mall” ([takaratomy.com](http://takaratomy.com)), selected Sanrio stores, and Sanrio ONLINE SHOP ([shop.sanrio.co.jp](http://shop.sanrio.co.jp))

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Product Website: [www.takaratomy.co.jp/products/tomica/new/2101.htm](http://www.takaratomy.co.jp/products/tomica/new/2101.htm)

\*A complete set of all six types will be available for JPY 4,200 (tax not included) at Sanrio ONLINE SHOP.

List of Sanrio stores stocking “Dream TOMICA Sanrio Characters Collection 2” (release date: Friday, January 15, 2021)

[www.sanrio.co.jp/news/mx-dreamtomica-20210115](http://www.sanrio.co.jp/news/mx-dreamtomica-20210115)



Hello Kitty



Cinnamoroll



Pochacco



Pompompurin



Bad Badtz-Maru



Ahiru No Pekkle



## ■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 to many others regardless of age and gender. The series started to roll 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.

## ■About “Tomica”

“Tomica” 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](http://www.takaratomy.co.jp/products/tomica/sp/50th)

## ■About characters

- Hello Kitty** : She is as tall as five apples, and as heavy as three. Cheerful and kind girl, her favorite food is her mama’s homemade apple pie. She is very close with her twin sister, Mimmy.
- Cinnamoroll** : A white boy puppy born on a cloud in the faraway sky. He was named Cinnamon because his tail is curled up like a cinnamon roll. His special skill is flying through the air by flapping his huge ears.
- Pochacco** : Curious, dreamy and a bit nosy. A boy pup who loves going for walks and making detours. His favorite flower is milk vetch. He’s got lots of friends.
- Pompompurin** : This boy golden retriever is unmistakable in his trademark dark brown beret. He has a laidback demeanor and loves the phrase “let’s go out!” but doesn’t like the phrase “waiting at home.”
- Bad Badtz-Maru** : A mischievous and perverse boy penguin. His favorite foods are high-end sushi in Ginza and crispy ramen. He dreams of becoming a president when he grows up. He seems cross-grained, but might be a good guy at heart?
- Ahiru No Pekkle** : A good-natured, kind-hearted boy. He is not a strong swimmer, and Pitch the fish is teaching him how to swim. He loves to sing and dance, and can’t help dancing when Pitch claps. He is now taking tap dance lessons!

### For press inquiries, please contact:

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Public Relations Department, Sanrio Company, Ltd. Tel: 03-3779-8110 E-mail: [sanriopr@sanrio.co.jp](mailto:sanriopr@sanrio.co.jp)

### For product inquiries from consumers, please contact:

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