

For Immediate Release



May 10, 2021

From “Demon Slayer -Kimetsu no Yaiba- The Movie: Mugen Train,”

a PLARAIL product of Mugen Train makes an appearance!

**“PLARAIL Demon Slayer: Kimetsu no Yaiba Mugen Train
Demon Slayer Corps and Nezuko”**

Collaboration with the TV animation “Demon Slayer: Kimetsu no Yaiba”

In the second product, the Demon Slayer Corps joins the lineup.

“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 2”

To be launched in summer 2021!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“PLARAIL Demon Slayer: Kimetsu no Yaiba Mugen Train Demon Slayer Corps and Nezuko”** (SRP: JPY 5,500/tax included) as a new PLARAIL railroad toy in the summer of 2021 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, specialty stores for PLARAIL products “PLARAIL Shops,” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

This toy is a PLARAIL product themed on “Mugen Train,” which appears in “Demon Slayer -Kimetsu no Yaiba- The Movie: Mugen Train” and a set of items including the train toy and five “PLAKIDS” mini figures of the characters.



A conceptual image of “PLARAIL Demon Slayer: Kimetsu no Yaiba Mugen Train Demon Slayer Corps and Nezuko”

In addition, for “Demon Slayer: Kimetsu no Yaiba TOMICA” in original designs inspired by characters that appear in TV animation “Demon Slayer: Kimetsu no Yaiba” the release of Tomica cars of Hashiras of the Demon Slayer Corps has been decided, following the launch of the first product. **Five types for “Demon Slayer: Kimetsu no Yaiba TOMICA vol. 2”** (SRP: JPY 880 each/tax included) will also be released in the summer of 2021.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 2”
08 Kyojuro Rengoku

About “PLARAIL Demon Slayer: Kimetsu no Yaiba Mugen Train Demon Slayer Corps and Nezuko”

This product is a set of the PLARAIL train themed on “Mugen Train” that appears in “Demon Slayer -Kimetsu no Yaiba- The Movie: Mugen Train,” and five “PLAKIDS” mini figures. The “PLAKIDS,” which are approximately 4-centimeter-tall mini figures, consist of the five units: “Tanjiro Kamado,” “Nezuko Kamado,” “Zenitsu Agatsuma,” “Inosuke Hashibira,” and “Kyojuro Rengoku.” The main body of the PLARAIL toy is comprised of a locomotive, a coal tender and a passenger car, and “Mugen Train” was reproduced with the shape of the locomotive and the head mark of “無限.” In addition, passengers depicted in silhouette expresses the image of the train running through the darkness. Using stands sticking out from the roof part of the passenger car which hold “PLAKIDS” to make them stand, you can enjoy recreating battle scenes in the film.



Product introduction video



With the head mark of “Mugen,” which is impressive in the film



Imaging the train running through the darkness, recreated with silhouettes of many passengers floating on the passenger car



Five PLAKIDS included

(from left)
“Nezuko Kamado” “Tanjiro Kamado” “Kyojuro Rengoku” “Zenitsu Agatsuma” “Inosuke Hashibira”



Image of PLAKIDS standing on the roof part of the passenger car

- * This is dangerous. Do not imitate the action on the actual train.
- * Do not make the toy run electrically while PLAKIDS is placed on the roof of the passenger car.
- * Tracks not included.
- * The images are for visual representation purposes only. There may be slight differences with the actual product.
- * This shows the image of scenes in the film recreated with the PLARAIL toy. There may be differences with the actual shape.

About “Demon Slayer: Kimetsu no Yaiba TOMICA”



“Demon Slayer: Kimetsu no Yaiba TOMICA” is “Tomica” products in original designs inspired by characters that appear in TV animation “Demon Slayer: Kimetsu no Yaiba.” Following the first product launched in April, the release of Tomica cars of Hashiras of the Demon Slayer Corps has been decided for the second product. The lineup of the second product to be released in the summer of 2021 is five types of cars inspired by “Giyu Tomioka,” “Shinobu Kocho,” “Kyojuro Rengoku,” “Muichiro Tokito,” and “Gyomei Himejima.” We aimed to create products with which the world view of the animation can be enjoyed through “Tomica,” such as by selecting vehicles that bring out the features of each character, incorporating the patterns of haori (short traditional overcoat) and the designs of Nichirin Swords, and embossing the cars with the character for “滅,” just like uniform of the Demon Slayer Corps, at the back. Tomica cars of other Hashiras of the Demon Slayer Corps will also be released in the future.

“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 2 06 Giyu Tomioka”

Car main unit: Toyota GR Supra action: suspension

The mismatched haori of Giyu Tomioka was painted all over the body and the headlight decorated in blue just like his eyes expresses his cool eyes. The character for ‘滅’ is embossed on the back.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 2 07 Shinobu Kocho”

Car main unit: SUBARU 360 action: suspension/hood that can be opened and closed

Inspired by Shinobu Kocho, the wielder of Insect Breathing, SUBARU 360, which has a popular name “ladybug”, was selected. The main body was decorated with lines in two colors adorning sleeve edges of Shinobu Kocho’s haori, and her butterfly hair ornament was depicted on the doors. The character for ‘滅’ is embossed on the back.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 2 08 Kyojuro Rengoku”

Car main unit: NISSAN GT-R NISMO 2020 model action: suspension

The design of Kyojuro Rengoku’s haori was painted all over the body, and Kyojuro Rengoku’s hair was depicted on the roof. The character for ‘滅’ is embossed on the back.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 2 09 Muichiro Tokito”

Car main unit: SUZUKI Spacia GEAR action: suspension

A mini-vehicle was selected, inspired by small Muichiro Tokito. The color of the tip of Muichiro Tokito’s hair was used as an effect color, and the shape of the sword guard was painted on the roof. The character for ‘滅’ is embossed on the back.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 2 10 Gyomei Himejima”

Car main unit: Toyota LAND CRUISER

action: suspension/the left-hand and right-hand doors that can be opened and closed

The white line on the front window was inspired by the scar of his forehead, and design of the characters for “Namu Amida Buddha” represented on the collar and back of his haori was depicted all over the car body.

Product Outline

■PLARAIL

Product Name: “PLARAIL Demon Slayer: Kimetsu no Yaiba Mugen Train Demon Slayer Corps and Nezuko”

Launch Date in Japan: Summer 2021

SRP: JPY 5,500 (tax included)

Recommended Age: 3 years and up

Package Contents: 1-car Mugen Train (locomotive, coal tender, passenger car)

5 PLAKIDS units (“Tanjiro Kamado” “Nezuko Kamado” “Zenitsu Agatsuma” “Inosuke Hashibira” “Kyojuro Rengoku”)

Dimensions: Mugen Train...Approx. W 41 × D 340 × H 51 mm

PLAKIDS...Approx. W 20 × D 15 × H 40 mm

Batteries Required: 1 × AA alkaline battery *Batteries are sold separately.

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

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Official Website: www.takaratomy.co.jp/products/plarail/sp/kimetsu

Product Video: youtu.be/65aEZOJGP18

■TOMICA

Product Name: “Demon Slayer: Kimetsu no Yaiba TOMICA vol. 2” 5 types

Launch Date in Japan: Summer 2021

SRP: JPY 880 each (tax included)

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, online stores, the specialty store for TOMICA products “TOMICA shop,” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

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Official Website: www.takaratomy.co.jp/products/tomica/sp/kimetsu

Toys related to “Demon Slayer: Kimetsu no Yaiba” by TOMY Company can be seen on the following website.

www.takaratomy.co.jp/products/kimetsu

■About TV Animation “Demon Slayer: Kimetsu no Yaiba”

The TV animation was created based on the comic series written and illustrated by Koyoharu Gotōge that is published in SHUEISHA’s Jump Comics, whose cumulative circulation of the original individual books, volumes 1 - 23, has topped over 150 million copies. The animation began airing in April 2019, starting with an episode in which Tanjiro Kamado, a boy whose family was slaughtered by demons, sets off to become Demon Slayer so he can turn his younger sister, Nezuko, who became a demon back into a human. A sorrowful tale of siblings in which the fates of humans and demons, action-packed sword fighting, and the occasional comic moments between characters, captivating the hearts of fans not only in Japan but also around the worldwide.

“Mugen Train” a story that continues after the TV series “Tanjiro Kamado, Unwavering Resolve Arc” played in theaters as an animated film from October 16, 2020, and the airing of TV animation “Entertainment District Arc” in 2021 has been decided.

Official Website: kimetsu.com

■About “PLARAIL”

“PLARAIL” (Sales agent: TOMY Company) is a long-running series of railroad toys that marked its 60th anniversary of the sales launch in 2019. It is a brand loved across three generations. The prototype of “PLARAIL” is the “PLASTIC TRAIN AND RAIL SET” which was launched in 1959 as a toy made from plastic, a new material at that time when metal and wood-made toys were the mainstream.

The iconic blue rails were designed in a size allowing it to be played on the “chabudai” (a low, Japanese-style dining table), which families gathered around to have a pleasant time back then. This specification remains unchanged even 60 years after its sales launch and you can still enjoy playing by connecting the rails made at that time with the newest ones.

We will continue to develop PLARAIL as a brand that will teach children about their society, enhance their growth including creativity, and nurture communication of children and their parents under the familiar and attracting theme of “railway.” Up to present, a total of approximately 1,800 types and more than 177 million products have been sold in Japan (as of March 31, 2021).

■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 1,080 different types of cars, a total of more than 690 million cars (As at April 2021).

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:

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