

For Immediate Release



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TOMY Company, Ltd.  
Akindo Sushiro Co., Ltd.

In collaboration with sushi-go-round chain restaurants “SUSHIRO,” it has come true finally!  
An evolved play with PLARAIL!

**“Ultimate! Bring it to you! SUSHIRO × PLARAIL”**  
**To be launched in the middle of July 2021.**

A sushi restaurant at home! Add a playful touch to your mealtime at home,  
and enjoy together with your family!

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“Ultimate! Bring it to you! SUSHIRO × PLARAIL”** (SRP: JPY 6,160/tax included), which lets you enjoy feeling like you are in a sushi restaurant at home, as a new product in the PLARAIL railroad toy series in collaboration with Akindo Sushiro Co., Ltd. (President: You Horie, headquarters: Suita-shi, Osaka) in the middle of July 2021 at toy stores, toy sections of department stores and 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](http://takaratomymall.jp)), etc.



Image of play

\* The photo was taken using real sushi of “SUSHIRO.” Real sushi is not contained.

\* Items other than contents in the set are not contained.

“Ultimate! Bring it to you! SUSHIRO × PLARAIL” is an all-in-one set with which anyone can easily enjoy a sushi-serving play using PLARAIL. This is the first PLARAIL product to play with real foods put on it. The toy embodies our hope that PLARAIL, which was born as a toy that can be played on the “chabudai” (a low, Japanese-style dining table) (\*) 62 years ago in 1959, will make a pleasant memory of sitting around a table with family and friends even today. In addition to a special train “Sushi Express OMACHI,” plates, dedicated railroad cars to carry the plates on the top of them, four types of PLARAIL sushi in original designs are included. As well as pretend play of sushi restaurant, you can also run the toy with real sushi placed on the train cars. Through collaboration with sushi-go-round chain “SUSHIRO,” a signboard with a logo (Sushi Gate), a board (Customer station board) with a menu put on it, paper accessories imitating “chopsticks” and “wasabi” are included. You can enjoy a SUSHIRO-like atmosphere at home.

(\* ) When PLARAIL was born, its rails were designed in a size allowing it to be played on the “chabudai,” which was also the principal role in a family room, which families gathered around to have a pleasant time. This specification has still been passed down without change even up to now in 2021.

## Features of the Product

### ▼Ultimate! point (1)

**A new train “Sushi Express OMACHI” can run while carrying real sushi! It comes with a new gimmick allowing it to enjoy pretend play of a cook and customers!**



An example of the train carrying real sushi

“Sushi Express OMACHI” is a new train toy specifically for carrying sushi. Bearing a big-catch flag on the roof part, the train in the design featuring the logo of SUSHIRO and an illustration of cheerfully splashing tuna on the body can carry up to three plates of sushi at the same time by using train cars and plates included in the set together. You can play with not only included sushi parts but also real sushi placed on the train cars.

When used with a new accessory part “Back-and-forth rail,” any section of rails can be switched back automatically, allowing you to enjoy playing sushi restaurant with each one taking a role of “cook” or “customer.”



(left)

When front wheels of the head car of “Sushi Express OMACHI” touch an “Back-and-forth rail,” it goes back along the course in which it came.

- \* Please put one piece of sushi on a plate.
- \* Carried sushi should be 40 g or less for a plate.
- \* Please first wash plates before using them when you place real sushi on it.
- \* A train compatible with Back-and-forth rails is “Sushi Express OMACHI” only as of May 31, 2021. The rails do not switch back with other trains.

<An example of how to play>



**▼ Ultimate! point (2)**

**Accessories and various parts liven up a SUSHIRO-like atmosphere!**



As well as sushi parts in original designs, a board featuring a design reminiscent of appearance of SUSHIRO restaurants and paper accessories such as “Tasty salt” are included. To make you feel a SUSHIRO atmosphere at home, each of parts such as a station and Sushi Gate, in addition to the main body of “Sushi Express OMACHI,” is also adorned with logos of SUSHIRO lavishly.

**▼ Ultimate! point (3)**

**You can make an extra-large sushi restaurant depending on the arrangement!?! Try to create an original course!**



You can extend a course if desired, by combining rails with various PLARAIL products sold separately.

(left) An example of an extended course  
Oval-shaped “sushi-go-round”-like layout

View the product introduction video, here: [www.takaratomy.co.jp/products/plarail/tettei/set/sushi](http://www.takaratomy.co.jp/products/plarail/tettei/set/sushi)

**▼The product commercial features the narration familiar in the TV commercial for SUSHIRO!**

The TV commercial for this product brings a “SUSHIRO-like” atmosphere with a narration by Fumihiko Tachiki, a narrator familiar in the TV commercial for SUSHIRO. All sushi toppings appearing in the TV commercial are sushi of “SUSHIRO,” a sushi-go-round chain.

**Fumihiko Tachiki**

Born on April 29, 1961, A native of Nagasaki Prefecture

<Major works>

- Animation “SHINKALION” Narrator
- Animation movie “EVANGELION:3.0+1.0” Gendo Ikari role
- Narrator for mixed martial arts event “PRIDE” and other TV programs

**▼Dakkozushi Photo Campaign**



“Ultimate! Bring it to you! SUSHIRO × PLARAIL” will be given to 20 winners selected in a drawing from among those who post photos or illustrations about SUSHIRO’s official mascot “Dakkozushi” on Twitter or Instagram with the hashtag “#SushiroDakkozushi.” (Implementation period: June 1 to September 30)

[www.akindo-sushiro.co.jp/gogokids/dakko-photo](http://www.akindo-sushiro.co.jp/gogokids/dakko-photo)

**▼Exhibition of the product at SUSHIRO restaurants before its release**



Ahead of the product release in the middle of July 2021, we will exhibit “Ultimate! Bring it to you! SUSHIRO x PLARAIL” product at SUSHIRO restaurants from the end of June.

- Exhibition period: From end of June to around the end of September, 2021
- Exhibition stores: SUSHIRO restaurants nationwide (587 stores) \*Excluding take-out-only stores.

\* Some stores do not hold the exhibition. Please note that the exhibition period may differ depending on the store.

## SUSHIRO “Wonderful, Japan! super sushi festival” going on now!



At sushi-go-round chain “SUSHIRO,” “Wonderful, Japan! super sushi festival” is being held until July 4.\* Excluding a certain period.

Many attractive items and items at lower prices that you cannot find under normal circumstances are sold. Many items are available even for take-out orders, so please also enjoy “Super sushi festival” at home.

In addition, this event is being held concurrently at stores of group brands, KYOTARU, KAISEN MISAKIKO, SUGIDAMA and Musubi Zushi, and overseas SUSHIRO restaurants. Because a lineup of a variety of items is offered, we hope you come to these restaurants as well as SUSHIRO stores.

### The official website for “Wonderful, Japan! super sushi festival”

[www.akindo-sushiro.co.jp/appare-nippon-chosushimatsuri](http://www.akindo-sushiro.co.jp/appare-nippon-chosushimatsuri)

### <Product Outline>



Product Name: “Ultimate! Bring it to you! SUSHIRO × PLARAIL”

SRP: JPY 6,160 (tax included)

Launch Date in Japan: In the middle of July 2021

\* We start to take pre-orders at Takara Tomy Mall from Monday, May 31, 2021.

Recommended Age: 3 years and up

Package Contents: Head car (Sushi Express OMACHI) (1), big-catch flag (1), train cars (3), plates (6), sushi rice parts (3), sushi topping parts (shrimp, tuna and omelette × 1 each) (3), rolled sushi (1), Sushi Gate stand (2), Customer station (1), straight rail (3), 1/2 straight rail (1), curved rail (4), Itamae (cook) stop rail (1/2 stop rail) (1), Back-and-forth rails (light blue, green × 1 each) (2), buffer stop (2), Customer station board (1), Sushi Gate (1), paper accessories (chopsticks × 2, wasabi, shichimi pepper, salt × 1 each) (5), instruction manual (1)

Dimensions: Approx. W 1020 × D 520 × H 210 (mm) \*When deploying the above layout

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” ([takaratomy.com](http://takaratomy.com)), etc.

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Official Website: [www.takaratomy.co.jp/products/plarail/tettei/set/sushi](http://www.takaratomy.co.jp/products/plarail/tettei/set/sushi)

**[What is 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).

**For press inquiries, please contact:**

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

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

**For inquiries from consumers about SUSHIRO, please contact:**

Communications planning division, Akindo Sushiro Co., Ltd. TEL: 06-6368-1009