



For Immediate Release

February 3, 2022

“First TOMICA,” which enables children of the recommended age of 1.5 years and up to have fun playing with them, will be released!

“1 action,” a popular element of Tomica, is featured!

The first product comes in three types of large-sized, light and easy-to-hold Tomica cars.

“Patrol Car,” “NISSAN NISSAN GT-R,” “Fire Engine”

To be launched on Saturday, March 19, 2022

Easy to assemble and put away! A parking garage which can be enjoyed with Tomica.

**“First TOMICA Parking Garage Set That Can Be Played Longer in 2 Ways”
To be released simultaneously**

TOMY Company, Ltd.



“Patrol Car”

“NISSAN NISSAN GT-R”

“Fire Engine”

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) launches a new line “**First TOMICA**” with which even 1.5-year-old children can have fun playing safely, under “Tomica” miniature car brand.

As the first product in the new line, three types of large-sized Tomica miniature cars of approximately 10 cm, which are light and easy to hold, with “1 action,” “**First TOMICA Patrol Car**,” “**First TOMICA NISSAN NISSAN GT-R**” and “**First TOMICA Fire Engine**” (SRP: JPY 935 each/tax included) will be released on Saturday, March 19, 2022 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty stores for TOMICA products “TOMICA shops,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. In addition, “**First TOMICA Parking Garage Set That Can Be Played Longer in 2 Ways**” (SRP: JPY 7,480/tax included), which can be enjoyed with the toy, will also be released simultaneously.

The “First TOMICA” series features the “light, plastic item of the easy-to-hold size,” “round-shaped form with no edges” and “with 1 action in accordance with children’s development, which is taken using fingertips.” While “1 action,” a popular element of Tomica, is maintained, the material and size of the product were changed (material: from diecast metal to plastics; size: from 77.5 mm on average to 104 mm).

While many parents want their children to play with Tomica cars with which they used to play as a child, there are also opinions such as “Although I want my children to play with Tomica cars early on, it is a little too early for them to play with current Tomica toys.” and “It is difficult to play with a Tomica playset.” Out of communications with such parents, the “First TOMICA” series was born with consideration to ensure that children 1.5 years old and up can have fun playing with the toy safely, taking into account popular elements of Tomica.

“First TOMICA,” which has incorporated “elements that children love” and given “consideration to ensure that even 1.5-year-old children can have fun playing with the toy safely” with technology accumulated for over 50 years since the launch in 1970, is recommended for playing with Tomica toy for the first time.



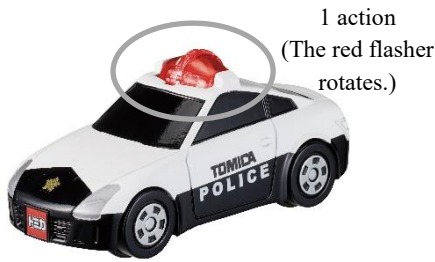
Size that is easy even for young children to hold



First TOMICA (left) and Tomica (right)

Features of the Products

■ “First TOMICA Patrol Car”/“First TOMICA NISSAN NISSAN GT-R”/“First TOMICA Fire Engine”



<Elements that children love>

- We have selected a total of three car models: two types in original designs based on a “patrol car” and a “fire engine,” which even little kids know as they see those cars downtown and, and one type modeled after “NISSAN NISSAN GT-R” (actual car), a popular TOMICA car.
- **With 1 action** As the red flasher rotates for “Patrol Car,” the doors open and close for “NISSAN NISSAN GT-R,” and the ladder is extendable for “Fire Engine,” children can enjoy playing with each toy with 1 action using their fingertips in accordance their development.

<Consideration to ensure that even 1.5-year-old children can have fun playing with the toy safely>

- The toy is made of plastic and of 104-mm “size,” which is easy even for young children to hold. (The size of a normal Tomica car is 77.5 mm on average.)
- The toy has a “round-shaped form” with no edges, which does not hurt you when you touch it.



■ “First TOMICA Parking Garage Set That Can Be Played Longer in 2 Ways”



Three-dimensional mode



Spacious mode

<Elements that children love>

- You can enjoy the toy in **two ways**: “three-dimensional mode” in which the parts are stacked vertically and “spacious mode” in which it is extended horizontally.
- In the “three-dimensional mode,” you can **play with the slope dynamically** by running “First TOMICA” straight from the rooftop.
- The parking garage set **includes one “First TOMICA NISSAN NISSAN GT-R”** in special color (blue) with 1 action of the doors opening and closing.
- Because you can play with the toy with “normal Tomica” cars in addition to “First TOMICA” cars, **children can play with it longer** even as they grow.



Blue “First TOMICA NISSAN NISSAN GT-R” included in the set

<Consideration to ensure that even 1.5-year-old children can have fun playing with the toy safely>

- The parking lot can be easily built by inserting eight posts into the parking floors and attaching the slope. Even children can remove the slope by hand **easily**, and it can be **stored compactly**.
- The slope is designed to be removed easily so that the whole main unit does not incline when a hand is put on the slope.

Furthermore, the product is designed also taking into account concerns raised precisely because it is used by children at an early age, by repeating durability tests* and other means to be indestructible even when children play with it freely.

* We have not only conducted weights tests assuming the weight of 1.5-year-old children and conventional machinery measurements for pointed parts but also **paid scrupulous attention to detail**, for example by rounding edges that give a prickling feeling sensorily.



■ Recommendation from Toshiyuki Shiomi, professor emeritus at the University of Tokyo

At the age of 1.5, it is time that a preference in regard to plays becomes clear. Particularly children who are interested in “what moves” also show an interest in vehicles such as cars and trains. To this product, creativity in response to children’s interests is given, including enabling them to enjoy seeing movement of a car going down the slope and to run a car freely on their own. In addition, consideration is made for the toy so that children of the recommended age can play with it safely.

◆ ◆ Product Outline ◆ ◆

Launch Date in Japan: Saturday, March 19, 2022

Recommended Age: 1.5 years and up

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

Copyright: © TOMY

Website: www.takaratomy.co.jp/products/tomica/tomicaworld/first_tomica

■ “First TOMICA Patrol Car”/“First TOMICA Fire Engine”/“First TOMICA NISSAN NISSAN GT-R”

SRP: JPY 935 each (tax included)

Package Contents: Main unit × 1

Dimensions: Patrol Car W 46 × H 47.5 × D 104 mm

Fire Engine W 46 × H 56.3 × D 104 mm

NISSAN NISSAN GT-R W 46 × H 40 × D 104 mm

■ “First TOMICA Parking Garage Set That Can Be Played Longer in 2 Ways”

SRP: JPY 7,480 (tax included)

Package Contents: Parking floor (rooftop) × 1, parking floor (second floor) × 1, parking plate × 1, rooftop gate × 1, slope A × 1, slope B × 1, slope C × 1, post (second floor) × 4, post (first floor) × 4, First TOMICA NISSAN NISSAN GT-R (blue) × 1, sticker × 1

Dimensions: Three-dimensional mode W 620 × H 380 × D 360 mm



Product Package

■About “Tomica”

“Tomica” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series, and it celebrated 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 1,100 different types of cars, a total of more than 700 million cars(as of December 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.

Official Website www.takaratomy.co.jp/products/tomica

■Major product lineup of Tomica

●”First TOMICA”

(Recommended Age: 1.5 years and up/SRP: starting from JPY 935/tax included)

Products with which even 1.5-year-old children can enjoy playing safely will be launched in March 2022. Large-sized, light and easy-to-hold Tomica cars with “1 action” and a play set that can be enjoyed with these cars will be released

Official Website www.takaratomy.co.jp/products/tomica/tomicaworld/first_tomica



●”TOMICA”

[No. 1 - No. 120]

(Recommended Age: 3 years and up/SRP: starting from JPY 495/tax included)

“Tomica” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series, and is now loved by parents and children across three generations.

Official Website www.takaratomy.co.jp/products/tomica



●”Dream TOMICA”

(Recommended Age: 3 years and up/SRP: starting from JPY 770/tax included)

The series was launched with “Tomica collaborations that you dreamed of!” as its concept in 2012, and incorporates popular content that appeals to a wide range of target demographics.

Official Website www.takaratomy.co.jp/products/tomica/lineup/dream/index.htm



©2022 San-X Co., Ltd. All Rights Reserved.

●”TOMICA Premium”

(Recommended Age: 6 years and up/SRP: starting from JPY 880/tax included)

The series was launched as “TOMICA for adults” in 2015, using special dies and molds to reproduce reality to the greatest extent possible in details such as the form, painting and printing, and wheel design of cars.

Official Website www.takaratomy.co.jp/products/tomica/lineup/premium/index.htm



●”TOMICA LIMITED VINTAGE”

[Sales Agent: TOMY TEC CO., LTD.]

(Recommended Age: 15 years and up/SRP: starting from JPY 2,970/tax included)

Released in 2004. The Tomica cars which pursue top-class quality and reality among “TOMICA” series. The series has been well-produced to be suitable for collection and appreciation by adults, featuring the 1/64 scale, rubber tires, car models with plating, coloring and interior decorating reproduced, and so on.

Official Website minicar.tomytec.co.jp

TOMICA LIMITED VINTAGE



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)