



June 9, 2022

The “cute car that darts about” has evolved and is now available!
The number of pullbacks changes the way it runs!

Distorted miniature car “ChoroQ” with motor pullback system to be released in summer 2022

Comedy duo **“Nishikigoi”** will be used as image characters!
Laugh-out-loud TV commercials will begin airing successively from June 9 (Thursday)

Nishikigoi’s Hasegawa “I grew up with ChoroQ!” Watch their reactions as if they were boys again!

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“ChoroQ” distorted miniature cars with evolved motor pullbacks** (8 types/SRP: JPY 1,699 each/tax included) from the summer of 2022 at toy stores, toy sections of department stores and mass retailers in Japan, online shops, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. The “Smart-Q Controller Play Set” (SRP: JPY 1,500/tax included), which expands the range of play, will also be released at the same time.



“ChoroQ” e-3 Toyota 86 (ZN6)



↑ Scan to view the video of how to play from here

“ChoroQ” was born in 1979 under the catch phrase “a cute car that darts about” and was released in 1980. Its agile, pullback spring-loaded power and its compact, cute and distorted body design matched the fancy, pop-culture of the 1980s, and it became popular as an unprecedented distorted miniature car. To date, a total of roughly 3,000 models have been sold, and more than 150 million units have been shipped. (as of June 2022)



First generation “ChoroQ”

The new “ChoroQ” has evolved from a spring-loaded pullback to a **“ChoroQ” that uses motor pullback play**, inspired by the recent trend toward electric vehicles, while maintaining virtually the same size and design as before. The number of pullbacks changes the way the car runs: one pullback is straight ahead, two pullbacks are random turns, three pullbacks are backspins, and so on. Using the optional controller (sold separately) allows remote control of “ChoroQ” as well as the ability to input programming, allowing users to enjoy their own personalized driving experience. The models being launched this time are the most popular sports cars based on a survey ^(*) of “cars that interest me.” We wanted to create a product that could be played with by both children and adults, so we have a lineup 8 models of old and new sports cars that will be nostalgic for the adult generation and enjoyable for children.

Prior to the product launch, TV commercials **“ChoroQ EQstreme Evolution Nishikigoi” featuring the comedy duo “Nishikigoi” will begin airing successively from June 9 (Thursday)**. The two Nishikigoi comedians have been big fans of ChoroQ since childhood, and Masanori Hasegawa was also the champion of the “ChoroQ Roaring Race Competition,” which led to the decision to use Nishikigoi in the commercial. In the commercial, Nishikigoi’s Hasegawa and Watanabe recreate the movements of “ChoroQ,” and



their synchronized dialogue is the highlight of the commercial.

In addition, the promotional video (approx. 2 minutes), which is full of laughter and shows Nishikigoi's feelings for "ChoroQ" that cannot be fully depicted in the commercial, includes the first performance of the "ChoroQ" comic dialogue. It will be disseminated on the official TOMY YouTube channel "[TOMY Channel](#)" from June 16 (Thursday).

(*) Survey conducted from April through May 2021 Internet survey conducted on 2,285 male respondents aged 2-12 and 20-59, respectively. (Survey by TOMY)

Features of the Product ~How to Play~

One "ChoroQ" unit can now run not only straight ahead, but also in four different ways: **(1) pullback and wheelie**, **(2) pullback three running patterns**, **(3) programming**, and **(4) remote control** (controller sold separately).


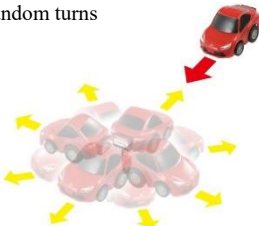


1: Pullback and wheelie

The basic ChoroQ pullback driving and "wheelie runs with coins on board" can be enjoyed by inserting the attached coins into the coin holder on the rear of the car.



2: Pullback three running patterns

Depending on the number of pullbacks performed, ChoroQ runs in three different patterns: "straight ahead," "random turns," and "backspin."

1 pullback → straight	2 pullbacks → random turns	3 pullbacks → backspin	4 pullbacks → long straight
Runs straight ahead	Runs straight ahead and makes random turns	Makes backspins	Makes a long run straight ahead
			

3: Programming runs

After 5 pullbacks, a "beep" sound is heard and the machine enters "programming mode." After that, the user can input up to five times in sequence for the three running patterns by the number of pullbacks for each. The program will start approximately 5 seconds after the input is made. You can enjoy your own programming by combining the running patterns and the order of runs.

-5 pullbacks: switch to programming mode

-Three driving patterns are available

- (1) One pullback: straight ahead
- (2) Two pullbacks: small rotation (right) + straight ahead
- (3) Three pullbacks: large rotation (right) + straight ahead

Input example: programming is possible by combining (1) + (2) + (3) + (1) + (1), and so on

4: Remote control

Using the controller (sold separately), you can freely control ChoroQ using the straight-line and backspin actions. The controller can also be used to program ChoroQ, allowing you to register the 4 driving patterns up to 10 times, giving you even more freedom to enjoy your own personalized programming runs.



<Product Outline>

Launch Date in Japan: Summer 2022

Recommended Age: 6 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall" (takaratomy.com), etc.

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Product website: www.takaratomy.co.jp/products/choroq

Product name: ChoroQ/8 types

e-01 NISSAN GT-R (R35), e-02 NISSAN SKYLINE GT-R (R32), e-03 Toyota 86 (ZN6), e-04 Toyota Corolla Levin (AE86), e-05 Honda Civic Type R (FK8), e-06 Honda Civic Type R (EK9), e-07 Mazda RX-7 (FD3S), e-08 Mazda RX-7 (SA22C)

*All include the first edition special ChoroQ coin.

SRP: JPY 1,699 each (tax included)

Package size: 100 (W) × 150 (H) × 60 (D) mm

Batteries used: test batteries included (two LR44 button cells)

Contents: main unit (1), 1 ChoroQ coin (1), instruction manual (1)



From the left, e-01 NISSAN GT-R (R35), e-02 NISSAN SKYLINE GT-R (R32), e-03 Toyota 86 (ZN6), e-04 Toyota Corolla Levin (AE86), e-05 Honda Civic Type R (FK8), e-06 Honda Civic Type R (EK9), e-07 Mazda RX-7 (FD3S), e-08 Mazda RX-7 (SA22C)

Product name: ChoroQ Smart-Q Controller Play Set

SRP: JPY 1,500 (tax included)

Product size: (Controller) 48 (W) × 72 (H) × 23 (D) mm

Batteries used: test batteries included (two LR44 button cells)

Contents: controller main unit (1), pylons (4), card (printed on both sides) (1), instruction manual (1)



About “ChoroQ”

“ChoroQ” began with the passionate desire of the development staff to “create a toy car that no one has ever seen before” in the world of miniature cars for children who love cars. In 1979, “ChoroQ” was born as a “moving miniature car” with a distorted body and a powerful pullback spring, based on the concept of a “cute car that darts about,” and immediately after its release in 1980, it became a big boom among elementary school students.

“ChoroQ” is packed with fun elements such as “**looking**” at the cute distorted body design, “**playing**” with the speedy driving and coin wheelies, “**collecting**” various vehicle types, series, limited editions, etc., and “**talking**” about your favorite “ChoroQ” throughout its long history. These are the kinds of play that spontaneously emerged among “ChoroQ” fans, far beyond car play that was envisioned at the time. Over its long history since launch, it has given birth to a variety of stories and has been loved by many people across generations, with cumulative totals of over 3,000 models and over 150 million units sold, a long-selling product loved by children and adults alike. (as of June 2022)

Currently, the Company is developing “custom-made ChoroQs” such as “special edition ChoroQs” and “local edition ChoroQs” (sold by T-ARTS), originally designed in collaboration with automobile manufacturers, bus companies, and other companies, as well as regional and local governments, and the high quality ChoroQ “ChoroQ zero” for adults (sold by TOMY TEC). In the summer of 2022, TOMY COMPANY will release a new “ChoroQ” series that has evolved into motor pullback.

- **ChoroQ website:** www.takaratomy.co.jp/products/choroq

<ChoroQ History>

1980s

In 1980, TOMY COMPANY (then Takara) released “ChoroQ” as a pullback spring-loaded miniature car. The standard product was priced at JPY 350 per car at the time of its release, and a feature that allowed the front wheels to float and wheelie when a 10-yen coin was inserted into the back of the car also became popular. Variations were added in a variety of car models and colors.



■ First generation “ChoroQ”

1990s

Collectability of the “ChoroQ” series accelerated. In 1997, launch of “custom-made ChoroQ” went into full swing.

2000s

New ways to play emerged with radio-controlled (RC) and customization, etc. In 2006, “Q-STEER,” which can be remotely controlled by infrared rays, was born.

This is an advanced “high-spec ChoroQ” that can be driven as desired even in a small space.

2010s

In 2014, “Q-eyes,” which can detect obstacles with sensors and run automatically, was released. While keeping the size and design virtually the same, we were the first to realize the highly topical “autonomous driving” in toys. T-ARTS released “Custom-made ChoroQ” commemorative goods and original products for corporations. TOMY TEC introduced the “ChoroQ zero” for adult hobbyists, which recreates the appeal of “ChoroQ” with car models that reflect car culture and distorted shapes that reflect a car enthusiast’s point of view.



■ “Q-eyes”

Current “ChoroQ” lineup

■ “ChoroQ” (Recommended age: 6 years and up; SRP: JPY 1,699/tax included)

A total lineup of 8 types will be released in the summer of 2022.

■ “ChoroQ Q’s” (Sold by TOMY TEC)

(Recommended Age: 15 years and up; SRP: JPY 2,200/tax included)

“Car figure” for posing and aiming for a great portrait photo! This is a new sensation of miniature car with tire orientation that moves by ball joints.

*No pullback running

To be launched September 9, 2022

Official Website: minicar.tomytec.co.jp/qs



■ “ChoroQ zero” (Sold by TOMY TEC)

(Recommended Age: 15 years and up; SRP: from JPY 2,860/tax included)

*2022 launch product)

The distortion and detailed coloring are characterized by the condensed charm of the actual vehicle of this “ChoroQ for adults that you can make now.” Can run on a pullback spring.

Official Website: minicar.tomytec.co.jp/lineup/choroqzero



■ “Custom-made ChoroQ” (Sold by T-ARTS)

T-ARTS Company, Ltd. offers a service to produce original ChoroQs.

Various types of ChoroQs can be produced, from sales to novelty items.

*This service is for corporate customers and is not available for individuals.

Official website: www.takaratomy-arts.co.jp/business/choroq-order



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For product inquiries from consumers, please contact:

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