



For Immediate Release

October 7, 2022

****2023, the 40th Anniversary of ZOIDS****

First 40th Anniversary ZOIDS Product: **AZ-01 Blade Liger**

Pre-orders start Friday, October 7, 2022 on Takara Tomy Mall, on sale April 2023

“40th Anniversary Promotion Video” streaming starts Saturday, October 1, 2022!

TOMY Company, Ltd.



40th anniversary key visual



New product: AZ-01 Blade Liger

ZOIDS series, an original IP ^{(*)1} developed in 1983 by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo), celebrates its 40th anniversary in 2023. In the run-up to the 40th anniversary in 2023, TOMY will launch the **ZOIDS 40th Anniversary Project** starting in October 2022. This project will feature sales of the 40th Anniversary ZOIDS series, in which the designs and gimmicks of the main characters over the years have been refined to better recreate action from the TV series, as well as streaming of the “40th Anniversary Promotion Video.”

AZ-01 Blade Liger (SRP: JPY 11,000/tax included), the first product in the **40th Anniversary ZOIDS** series, will be released in late April 2023 across Japan at mass electronics retailers, hobby shops, model shops, online shops, the TOMY Company’s official online store Takara Tomy Mall (takaratomymall.jp), and more. Pre-orders start Friday, October 7, 2022 on Takara Tomy Mall.

In addition, the “**ZOIDS 40th Anniversary Promotion Video,**” a compilation of past products and animated TV series that looks back over the forty-year history of ZOIDS, started streaming Saturday, October 1, 2022 on the official Takara Tomy YouTube Hobby Channel (www.youtube.com/channel/UCYiRu1STt17No3FiZedUMqw). Then, the “**AZ-01 Blade Liger Product Promotion Video**” narrated by Daisuke Kishio, the voice actor for Van Flyheight, the protagonist of the first ZOIDS animated TV series *ZOIDS: Chaotic Century*, will start streaming on Friday, October 7, 2022 on the same Hobby Channel.

Since its inception in 1983, the ZOIDS series has developed content popular not only among children but adults as well, spanning the decades through the Showa, Heisei and Reiwa eras with first-generation ZOIDS (1983-), second-generation ZOIDS (1999-), and third-generation ZOIDS (2018-). Amid increasing attention on hobby products for adults in recent years ^{(*)2}, many adult fans have expressed the desire for refined versions of past products and compilations of past products or footage from the animated TV series. To meet these needs, the ZOIDS 40th Anniversary Project will implement a variety of measures so that adults who loved ZOIDS as children (in the Showa and Heisei eras from the 1980s to the 2010s) can enjoy them once again.

(*)1 Intellectual property (characters, etc.)

(*)2 The market for hobby products (plastic models, hobby RC toys, railway models, figures, etc.) grew 106.6% year on year in 2021.

(Source: The Japan Toy Association. June 14, 2022. “FY2021 Japanese Toy Market Size Data” (www.toys.or.jp/toukei_siryou_data.html))

New Product Overview: AZ-01 Blade Liger

AZ-01 Blade Liger, the first product in the 40th Anniversary ZOIDS series, is based on the RZ-028 Blade Liger released in 2000. This is a product that we hope adult fans will enjoy.

Product Features

- **A 1/72 scale electrically-powered assembly kit that creates lifelike movement!**

The movement in each leg joint carefully reproduces the walk of an actual lion. The ZOID Cores on the eyes and chest also light up using LED. This high-end model is more lifelike than ever before.

- **Includes figurines of the protagonist Van and the heroine Fiona from the original animated TV series!**

Figurines of the protagonist Van and the heroine Fiona at the same 1/72 scale of the ZOIDS are included. These figurines can be placed in the cockpit to recreate scenes from the TV series.

- **Designs and gimmicks to better recreate action from the TV series!**

Parts such as mane and booster are moveable in addition to the fins on the face and shoulders. What's more, the biggest weapons, the Laser Blade and the Pulse Laser Gun, can be moved sideways and forward. Moving the weapons forward lets you put the ZOID into a shooting pose, making it easier to recreate scenes from the TV series than ever before.



All parts are moveable, including the fins on the face and shoulders!



Move the Laser Blade or Pulse Laser Gun forward to assume a shooting pose!

Product Outline

Product Name:	AZ-01 Blade Liger
SRP:	JPY 11,000 (tax included)
Launch Date in Japan:	To be released in late April 2023
Pre-order:	Starts Friday, October 7, 2022
Recommended Age:	15 years and up
Package Contents:	1 runner set, 1 power unit, 2 pilot figures, 1 cap wrench, 1 display stand, 1 label, 1 instruction manual
Batteries Required:	2 AAA alkaline batteries (sold separately)
Dimensions:	Approximately (W) 110 x (H) 175 x (D) 380 mm
Sales Channels:	Mass electronics retailers, hobby shops, model shops in Japan, online shops, the TOMY Company's official online store Takara Tomy Mall (takaratomy.jp), etc.
Copyright:	© TOMY © ShoPro
Official Website:	www.takaratomy.co.jp/products/zoids40th



Place on the display stand included with the product to enjoy its walking action!

Overview of “ZOIDS 40th Anniversary Promotion Video” and “Blade Liger Product Promotion Video”

Two types of promotional videos, the “ZOIDS 40th Anniversary Promotion Video” and “AZ-01 Blade Liger Product Promotion Video,” have been created for release on the official Takara Tomy YouTube “Hobby Channel.”

■ “ZOIDS 40th Anniversary Promotion Video”

This video presents past generations of ZOIDS product series released since its inception in 1983 as well as past generations of the animated TV series first broadcast in 1999, all in one fell swoop as it looks back on the forty-year history of ZOIDS.

Release Date: Saturday, October 1, 2022 (now available online)



Past generations of product series (left) and animated TV series (right) all presented in one fell swoop!

■ “AZ-01 Blade Liger Product Promotion Video”

A product promotion video narrated by Daisuke Kishio, the voice actor for Van Flyheight, the protagonist of the first ZOIDS animated TV series *ZOIDS: Chaotic Century*. Protagonist Van introduces Blade Liger, his beloved ZOID.

Release Date: Friday, October 7, 2022



AZ-01 Blade Liger Product Promotion Video

Streaming Site: Takara Tomy Official YouTube Hobby Channel

www.youtube.com/channel/UCYiRu1STt17No3FiZedUMqw

◆ About ZOIDS

The “ZOIDS” series encompasses substantial content that TOMY Company, Ltd. has been developing as original intellectual property based on the toy products since 1983.

ZOIDS are a biomechanical lifeform themed on dinosaurs and animals, named by combining the two words “zoic” (pertaining to animals or living beings) and “android” (a robot with a human appearance).

ZOIDS are Real Moving Kit toys (assembly-type motorized toys) that are equipped with electric motors or wind-up mechanisms and move similarly to a real lifeform once assembled.

For the first time in 12 years, efforts to develop “ZOIDS WILD,” the latest ZOIDS series, were initiated in 2018. In order to evolve a new generation of ZOIDS while maintaining their high level of perfection as a toy, the development teams behind the first (1983-) and second (1999-) generations of ZOIDS have passed down the skills and ideas they have cultivated over the years to younger developers, who will incorporate new perspectives brought by youth into development.

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)