

For Immediate Release



March 23, 2023

New toy series debuting ahead of August release of latest “TRANSFORMERS” movie

Amazing three-step instant transformation robot toy
“Rise of the Beasts: PA PA PA Change,” etc.

**First products of the “Transformers: Rise of the Beasts” toy series
 To be launched on Saturday, April 15, 2023**

TOMY Company, Ltd.

**OPTIMUS PRIMAL**

“Rise of the Beasts BPC-01: PA PA PA Change OPTIMUS PRIMAL”

OPTIMUS PRIME

“Rise of the Beasts BPC-02: PA PA PA Change OPTIMUS PRIME”

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch a new **“Transformers: Rise of the Beasts”** toy series in April 2023, ahead of the release of “Transformers: Rise of the Beasts,” the latest live action movie of the shape-changing robot characters **“TRANSFORMERS”** (to be released nationwide on Friday, August 4, 2023). As the first products in the series, TOMY Company will launch a total of 14 products such as **“Rise of the Beasts: PA PA PA Change”** (two types; SRP: JPY 4,400 each/tax included) on Saturday, April 15, 2023 at toy stores, toy sections of mass retailers throughout Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

The seventh live action movie, “Transformers: Rise of the Beasts,” marks the first time that beast warrior “Maximals,” robot characters who transforms from animals and insects that appeared in the hit animated television series “Beast Wars: Transformers” approximately 25 years ago, will join the movie series. It is a high-profile movie with new story development that is highly anticipated by fans of all ages. The new **“Transformers: Rise of the Beasts”** toy series, which will debut ahead of the release of this latest movie, will feature updated designs inspired by the characters in the movie and use advanced transformation gimmicks. A wide variety of products will be available for both children and adults alike to recreate and enjoy the world of the movie.

The main product and first in the series, **“Rise of the Beasts: PA PA PA Change,”** is an amazing robot toy that transforms instantly with the simple action of pressing on its body three times. Two main characters will make their debut: “OPTIMUS PRIMAL,” who transforms from a gorilla, and “OPTIMUS PRIME,” who transforms from a truck. You can enjoy a transformation that is as speedy and dynamic as the movie.

For “TRANSFORMERS” fans, the **“Rise of the Beasts: Deluxe Class”** lineup faithfully reproduces the proportions of the vehicles, animals and robots, and allows for a variety of actions and movement. Two popular characters, “Bumblebee” and “Chector,” will be available.

The **“Transformers: Rise of the Beasts”** toy series will continue to be updated with new products to coincide with the release of the latest movie.

Overview of the “Transformers: Rise of the Beasts” Toy Series

A total of 14 products, the first products of the toy series, will launch ahead of the latest movie on Saturday, April 15!

Updated designs and various transformation gimmicks recreate the world of the movie! New products will continue to be released to coincide with the release of the latest movie.



*Pictures include some products to be launched in May.

Launch Date in Japan:	To be launched on Saturday, April 15, 2023
Offered Products:	Two types of “Rise of the Beasts: PA PA PA Change,” two types of “Rise of the Beasts: Rise Weapon,” two types of “Rise of the Beasts: Rise Change,” two types of “Rise of the Beasts: Rise Change Set,” two types of “Rise of the Beasts: Rise Change Armor Set,” two types of “Rise of the Beasts: Spinning Change,” two types of “Rise of the Beasts: Deluxe Class”
Recommended Age:	6 years and up
Price Range:	JPY 1,100 to 4,400 each (tax included)
Official Website:	tf.takaratomy.co.jp/tf_mv7
Official YouTube:	Takara Tomy Hobby Channel www.youtube.com/@TAKARATOMYHOBBY
Sales Channels:	Toy stores, toy sections of mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.
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Sales Target:	Total of 500,000 units for the “Transformers: Rise of the Beasts” toy series

[Main Products]

“Rise of the Beasts: PA PA PA Change”

An amazing instant transformation robot toy that transforms dynamically with the simple action of pressing on its body three times after placing it on a desk. Two main characters from the new movie make their debut!

■“Rise of the Beasts BPC-01: PA PA PA Change OPTIMUS PRIMAL”

“OPTIMUS PRIMAL” is the main character in the animated television series “Beast Wars: Transformers,” and is making his first appearance in the movie series. He transforms from a gorilla to a robot.

SRP: JPY 4,400 (tax included) / Dimensions: W 140 mm × H 203 mm × D 80 mm (robot form)



■“Rise of the Beasts BPC-02: PA PA PA Change OPTIMUS PRIME”

OPTIMUS PRIME, the leader of the righteous Autobot army, makes his debut. He transforms from a truck to a robot.
SRP: JPY 4,400 (tax included) / Dimensions: W 130 mm × H 213 mm × D 60 mm (robot form)



Astonishing three-step instant transformation!



“Rise of the Beasts: Deluxe Class”

A full-scale transforming robot toy that faithfully reproduces the proportions of the vehicles, animals and robots, and allows for a variety of actions and movement.

■“Rise of the Beasts BD-01: Deluxe Class Bumblebee”

Autobot soldier “Bumblebee”
SRP: JPY 3,850 (tax included)
Dimensions: W 100 mm × H 125 mm × D 55 mm (robot form)



■“Rise of the Beasts BD-02: Deluxe Class Cheetor”

Speedy Maximal soldier “Cheetor”
SRP: JPY 3,850 (tax included)
Dimensions: W 63 mm × H 130 mm × D 51 mm (robot form)



◇The TRANSFORMERS product images provided with this release are for visual representation purposes only. Some may differ from actual products.

*** Product launch video is also available ***

A “Transformers: Rise of the Beasts” toy official original song, product introduction video, and product TV commercial that convey the joy of “TRANSFORMERS” will be available on the official TOMY YouTube channel “Takara Tomy Hobby Channel” (www.youtube.com/@TAKARATOMYHOBBY) from Thursday, March 23, 2023.



<Toy Official Original Song>
“Say! Rise! Transformers: Rise of the Beasts Song”

This song is full of energy for both children and adults, with a rhythm that evokes the atmosphere of South America, where the new movie is set.



<Product introduction video>
Featured products to be launched in April and May



<Product TV commercial>
Commercial video for products to be launched on Saturday, April 15

■“TRANSFORMERS”

“TRANSFORMERS” is a Japan-originated toy concept created by TOMY Company, Ltd. that takes the unique concept of “Robots in disguise” = Robots are all around us, with the potential for freely transforming every possible object, and is developed with the story of freely transforming super robot lifeforms, battling across the universe. The toys were launched in the United States in 1984, with animation and comics becoming huge hits. Sales of the toys and animation started in Japan in 1985. From 2007, Steven Spielberg and Michael Bay produced live action movies in Hollywood, which became worldwide hits. The seventh installment, “Transformers: Rise of the Beasts,” is scheduled for release on Friday, August 4, 2023.

Today, more than 700 million TRANSFORMERS have been sold in over 130 countries and regions (as of July 2022), and they have become very popular characters worldwide.

“TRANSFORMERS” Toys Official Website: tf.takaratomy.co.jp

■New Movie “Transformers: Rise of the Beasts” (to be released nationwide on Friday, August 4, 2023)

Movie Official Website: tf-movie.jp/

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)