

Fourth Generation BEYBLADE X

Anime TV Program BEYBLADE X

Depicting a World Where BEYBLADE Has Become a Professional Sport
Broadcast starts at 6:25 p.m. on Friday, October 6, 2023 on six TV Tokyo network stations

Written by: [Homura Kawamoto](#) and [Hikaru Muno](#) / Manga: [Posuka Demizu](#)

Voice actors: Three main characters voiced by popular voice actors

[Soma Saito](#), [Shuichiro Umeda](#), and [Ruriko Noguchi](#)

OP/ED Theme Songs: Global artists [ONE OK ROCK](#) & [aespa](#)

These incredible artists will participate to liven up the anime

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima; headquarters: Katsushika-ku, Tokyo) will begin broadcasting **BEYBLADE X**, a TV anime linked to BEYBLADE X, the latest BEYBLADE (a modern version of the Japanese spinning tops, *bei-goma*) toy series, from Friday, October 6, 2023, at 6:25 p.m. on six TV Tokyo network stations. The program will be on the air for a year (until the end of September 2024). This is an original anime planned and conceived by TOMY and Shogakukan Inc. (Representative Director & President: Nobuhiro Oga; headquarters: Chiyoda-ku, Tokyo), and produced by TOMY and ADK Emotions Inc. (Representative Director: Takahiro Noda; headquarters: Minato-ku, Tokyo).

The series depicts a world in which BEYBLADE has become a professional sport, and the characters battle with their friends to reach the top. The story is written by Homura Kawamoto and Hikaru Muno, the manga is illustrated by Posuka Demizu, and the three main characters are voiced by popular voice actors [Soma Saito](#), [Shuichiro Umeda](#), and [Ruriko Noguchi](#).

The opening theme song is by the Japanese rock band [ONE OK ROCK](#) and the ending theme song is by the Korean metaverse group [aespa](#). Both are high-energy songs that match the extreme sports-themed world of the anime. This will be ONE OK ROCK's first collaboration with an anime TV series. The song by aespa was newly created for the series to incorporate aspects of BEYBLADE X into its lyrics. The song will be released in time for the first airing on Friday, October 6.

The anime production team planned for the theme songs to be composed by globally popular artists because BEYBLADE originated in Japan and is now loved in more than 80 countries and territories around the world. The series is scheduled to be broadcast in Hong Kong, Taiwan, and South Korea in 2023, and will be ready for broadcast in North America in 2024. The music for the North American broadcast will be by ONE OK ROCK and aespa, as it is in Japan.

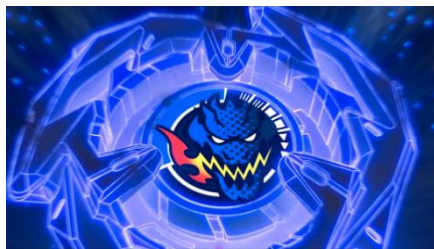
The new **BEYBLADE X** model **BX-14 Random Booster Vol. 1** (SRP: JPY 1,400/tax included), which also appears in the anime, will be released on Saturday, September 9, 2023, at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company's official online store "Takara Tomy Mall" (takaratomymall.jp), etc.

Defined as **GEAR SPORTS***, the newly developed BEYBLADE X series features the new X Dash technique which produces the fastest attacks ever, enabling players to experience special moves and attacks like those in anime and manga that every Blader dreams of. The exciting anime world of epic, intense battles and a sense of speed can be experienced in the real world among parents, children, and friends.

* Defined as **GEAR SPORTS**, the competition also requires players to improve their skills by practicing launching techniques and gaining knowledge about customization and reconfigurations using gear that can be precisely configured.



BEYBLADE X TV Anime Overview



The BEYBLADE X TV anime linked to the toy series will be broadcast starting Friday, October 6, 2023, at 6:25 p.m. on six TV Tokyo network stations. The series, which depicts a world where BEYBLADE has become a professional sport, has previously been serialized starting in the July issue of Shogakukan's Monthly CoroCoro Comic.

[TV Program Summary]

Name of the Work: **BEYBLADE X**

Broadcast Information: Broadcast starts at 6:25 p.m. on Friday, October 6, 2023
on six TV Tokyo network stations

Official Anime Website: beyblade.takaratomy.co.jp/anime

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[Story]

Bird Kazami, aspiring to become a pro Blader, meets former champion Ekusu Kurosu—"Masked X" and they form a team. They aim to reach the summit of X Tower.

However, what awaits them is a fierce battle like no one has ever seen.

What they have never seen before, and what they cannot see—"X."

The highest accelerated (extreme) BEYBLADE runs through a new era!

* Highlights *

This is a story depicting a world where BEYBLADE is the top professional sport with spectators and fans, sponsors, and where amateurs exist. During the battle scenes, the "4X System" (a fictional system that adds various effects during BEYBLADE battles) is activated to create spectacular and intense battles that children and adults alike will enjoy.

[Characters / Comments from Cast Members]



Ekusu Kurosu (voiced by Soma Saito)

"Hey! Don't blink or you'll miss it!"

BEYBLADE used: DRANSWORD3-60F

A former member of the current X Tower champions, Team Pendragon.

He is an elusive character who declares, "BEYBLADES are for play." With his overwhelming strength and speed, he boasted an undefeated record, but disappeared as soon as he reached the summit. He reappears in X City, concealing his identity with a helmet, calling himself Masked X, and becomes a pro Blader again.

That is to battle against his former teammate and current champion—Chrome Ryugu. Ekusu forms the team Persona together with Bird and they take on the challenge of the X Tower.



Bird Kazami (voiced by Shuichiro Umeda)

"I'm definitely going to win! I'm going to win and become a pro Blader!"

BEYBLADE used: HELLSSCYTHE4-60T

He is an amateur Blader who has come to X City to become a pro Blader.

He was the strongest in his hometown, but suffered a crushing defeat to the pros. Abandoned by his friends, he despairs, but then he meets Masked X and together they form the team Persona. At first, he is suspicious of Masked X, but when he sees his unrivaled strength and the way he truly enjoys BEYBLADE, he remembers his own love for the game. Even though lacks talent, he vows to never give up and aims to reach the summit of the X Tower.



Multi Nanairo (voiced by Ruriko Noguchi)

“Hi there! How are you all doing?”

BEYBLADE used: WIZARDARROW4-80B / KNIGHTSHIELD3-80N / KNIGHTLANCE4-80HN

An influencer with over 10 million followers on social networking platforms. Her style of changing characters while using BEYBLADES has gained tremendous popularity among all ages and genders.

Although she is a glamorous character who can handle anything skillfully, she is also dedicated and hard-working.

Multi also has her own reasons for aiming for the summit of the X Tower.



Soma Saito (voice actor of Ekusu Kurosu)

Those unforgettable boyhood days of chanting “Go Shoot!” at a friend’s house day after day. It feels great to have the chance to be involved as a voice actor for BEYBLADE, a game that I was so passionate about.

Ekusu is a boy who just loves Beys. However, he is not just all talk. He is sure to show us something we can’t see.

Both BEYBLADE anime and toys are hot and cool, so let’s get excited together! I hope you will join us!



Shuichiro Umeda (voice actor of Bird Kazami)

Bird is always full of enthusiasm for BEYBLADE and has an earnest and passionate heart. I feel that there is a lot of charm in his efforts to take on Bey battles with all his might and his hard work in training without giving up, which moves people’s hearts.

I myself am excited to see how Bird will progress through his encounters with so many other Bladers.

I hope you will enjoy watching his efforts and growth in the future!



Ruriko Noguchi (voice actor of Multi Nanairo)

I am pleased to announce that I will be providing the voice of Multi Nanairo. My name is Ruriko Noguchi. I am very happy to be able to dive into the world of BEYBLADE, which has been loved for so many years.

I will do my best to portray Multi, who, as her name implies, has versatile talents, so that you can feel her charm. I hope you will enjoy watching the spirited battles between the Beys and the interactions between the unique characters. Thank you very much for watching!

[Theme Songs / Comments]

Opening Theme Song: *Prove* (Song by: ONE OK ROCK)

Lyrics and music: Taka, Toru, Dan Lancaster, Mike Duce, Derek Tyler Carter, Jordan Fish, Jamil Kazmi

Ending Theme Song: *ZOOM ZOOM* (Song by: aespa)

Music: Soma Genda, Dirty Orange, Yui Mugino

Lyrics: Yui Mugino, Jamesy Minimal, Soma Genda



ONE OK ROCK

We are pleased to have been chosen to perform the opening song for BEYBLADE X. The song *Prove* is from our album *Luxury Disease* released last year, and we think this rock number fits well to the world view of BEYBLADE X. We hope you will enjoy it along with the opening scene of the anime.

Both ONE OK ROCK and BEYBLADE have its origin in Japan, and are taking on challenges from Japan to the world, so we are especially happy to take part in this collaboration.



aespa

ZOOM ZOOM is a positive, up-tempo song that goes very well with BEYBLADE X.

All our members are also big anime lovers, so we were very happy when we heard about the collaboration.

This is also our first time to have our track used as an anime theme song in Japan. We hope many people can listen and enjoy the song!

[Staff / Comments]

Planning and concept:	TOMY and Shogakukan
Original story:	BEYBLADE X (serialized in Shogakukan's Monthly CoroCoro Comic) Written by: Homura Kawamoto and Hikaru Muno / Manga: Posuka Demizu
Chief Director:	Katsuhito Akiyama
Director:	Sotsu Terada
Series concept & scenario cooperation:	Hikaru Muno
Character concept:	Posuka Demizu
Series composition:	Kazuho Hyodo
Character design:	Yoshihiro Nagamori
Animation production:	OLM
Production:	BBX Project TV Tokyo



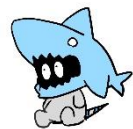
Homura Kawamoto (writer)

Please enjoy the BEYBLADE X manga and anime! I look forward to meeting you all in Bey Battle!



Hikaru Muno (writer)

Have the best fun playing with the best! I want to have real battles with everyone!



Posuka Demizu (manga)

This is a high-impact, high-volume anime! BEYBLADE is getting more and more exciting on its 25th anniversary, so let's enjoy it together!

Other New Information

■ New BEYBLADE X "BX-14 Random Booster Vol. 1" scheduled for release on Saturday, September 9

A random booster containing one of six types.
One of the six types is a rare BEYBLADE.

- **<Rare type> SHARKEDGE3-60LF:** By combining short parts, this BEYBLADE can attack opponents from a low position, making it easy to aim for a burst finish!
- **Other models:** Customized (parts have been changed from the default combination) BEYBLADES in special colors.



Note: Images are for visual representation purposes only.
One of six different types will be included!
Farthest left in the photo: <Rare> SHARKEDGE3-60LF

SRP:	JPY 1,400 (tax included)
Recommended Age:	6 years and up
Copyright:	©Homura Kawamoto, Hikaru Muno, Posuka Demizu, BBXProject, TV TOKYO © TOMY

Official BEYBLADE Toy Website: beyblade.takaratomy.co.jp

■ The first volume of the BEYBLADE X book is scheduled for release on Thursday, September 28

The first volume of the manga BEYBLADE X serialized in Shogakukan's Monthly CoroCoro Comic, on which the anime is based, will be released on Thursday, September 28, 2023.



Book cover

■ **About “BEYBLADE”**

“BEYBLADE” battling tops, debuted in 1999, are a modernized version of traditional Japanese battling tops known as “*bei-goma*.” Featuring highly detailed design, the Beyblade units may be customized by replacing the parts. The “customizable battling tops” may be spun easily by anyone using special “launchers.” Thus far, throughout the three series including the first generation “BEYBLADE” (since 1999), the second generation “METAL FIGHT BEYBLADE” (since 2008), and the third generation “BEYBLADE BURST” (since 2015), over 520 million units have shipped cumulatively in more than 80 countries and territories around the world (as of April 2023). Each series has created a craze in many countries across the world including Japan. The fourth generation BEYBLADE X started in July 2023.

Official Website: beyblade.takaratomy.co.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)