

For Immediate Release



October 31, 2019

The Topical Test Train “ALFA-X” Makes a Debut in “PLARAIL” on its 60th Anniversary !

PLARAIL “Ippai Tsunago* Shinkansen Test Train ALFA-X”

to be launched Thursday, December 26, 2019

The distinctive long nose and aerodynamic drag panels replicated!

*Ippai Tsunago: “Let’s connect a lot,” in reference to the fact that many train cars can be connected.

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of “**Ippai Tsunago Shinkansen Test Train ALFA-X**” (SRP: JPY4,200/tax not included) as a new product of “PLARAIL” train toy celebrating its 60th anniversary of the sales launch in 2019. It will be available from Thursday, December 26, 2019 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, specialty stores for PLARAIL products “PLARAIL Shops” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

“ALFA-X” (E956 Shinkansen test train) is a test train developed by East Japan Railway Company (JR East) to realize a next-generation Shinkansen train with an aim to provide new values in addition to offer safe and high-speed means of travel. The test run is mainly performed in sections between Sendai and Shin-Aomori of the Tohoku Shinkansen Line.



A test train working for the future of railways yet to be seen is a train **attractive to children** at all times.

To readily deliver the “dream-train” filled with such future to children, TOMY Company and JR East, with the research and development team also taking part, have been proceeding with the planning and reviewing of PLARAIL “ALFA-X” before the completion of the actual train.

The PLARAIL “**Ippai Tsunago Shinkansen Test Train ALFA-X**” completed on this occasion is a luxury spec six-car train representing distinctive features of actual “ALFA-X” in a PLARAIL size. Features include its **super long noses** of differently shaped lead and tail cars designed with an aim of improving environmental performance, as well as exterior features such as the “**Aerodynamic Drag Panel Units,**” which are fitted to the train for testing emergency quick stops, and differently shaped windows on each car.

PLARAIL “Ippai Tsunago Shinkansen Test Train ALFA-X”



PLARAIL “Ippai Tsunago Shinkansen Test Train ALFA-X”



The aerodynamic drag panel unit opens using a lever on the third car.



Lead car



Tail car

The lead and tail cars with different nose length are each replicated.

<Product Details>

Product Name: **PLARAIL “Ippai Tsunago Shinkansen Test Train ALFA-X”**

SRP: JPY 4,200 (tax not included)

Dimensions: W 420 mm × H 60 mm × D 50 mm

Launch Date: Thursday, December 26, 2019

Recommended Age: 3 years and up

Package Contents: Main unit × 1 (tracks not included)

Batteries Required: 1 × AA alkaline (not included)

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

Website: www.takaratomy.co.jp/products/plarail/

Copyright: Product commercialization licensed by JR East

©TOMY “PLARAIL” is a registered trademark of TOMY Company, Ltd.

【What is PLARAIL?】

“PLARAIL” (Sales Agent: TOMY Company) is a long-running series of railroad toys celebrating its 60th anniversary of the sales launch in 2019. It is a brand loved across three generations. The prototype of “PLARAIL” is the “PLASTIC TRAIN AND RAIL SET” which was launched in 1959 as a toy made from plastic, a new material at that time when metal and wood-made toys were the mainstream.

The iconic blue rails were designed in a size allowing it to be played on the “chabudai” (a low, Japanese-style dining table), which families gathered around to have a pleasant time back then. This specification remains unchanged even 60 years after its sales launch and you can still enjoy playing by connecting the rails made at that time with the newest ones.

We will continue to develop PLARAIL as a brand that will teach children about their society, enhance their growth including creativity, and nurture communication of children and their parents under the familiar and attracting theme of “railway.” Up to present, a total of approximately 1,480 types and more than 169 million products have been sold in Japan (as of January 31, 2019).

TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019

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)