

For Immediate Release



December 20, 2021

**“Tomica” die-cast miniature cars: Over 700 million sold!**

Lottery-type **“Fukumono Tomica”** to celebrate the New Year

**To be launched on Wednesday, December 29, 2021**

Six kinds of **lucky animal** motifs, including the **tiger** of the Oriental zodiac, **hawk**, and **dragon**, are now available to wish you happiness in 2022!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“Fukumono Tomica,”** a lineup of lottery-type products to celebrate the New Year, as new products in the “Tomica” die-cast miniature car series (total six types, note: you cannot choose the item you want, SRP: JPY 770 each/tax included) on Wednesday, December 29, 2021 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products “TOMICA shop,” online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.



As “Fukumono Tomica” will be sold as part of the “New Year Tomica” series, which was launched in 2013 focusing on the themes of Japan and the New Year, this is the eighth lineup of products in the series.

The “Fukumono Tomica” models feature six kinds of lucky animal to wish you happiness in 2022: the tiger of the Oriental zodiac, hawk, dragon, guardian dog, beckoning cat, and turtle. This is the first time for the hawk and turtle to appear in the Tomica series. With a base matte coating and detailed gold-colored accents, etc., these products feature a different appearance than usual Tomica models.

Over the 51 years from 1970 to the present, Tomica has **sold more than 1,100 different types of cars, a total of more than 700 million cars** (as of December 15, 2021). At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with more familiar Japanese miniature cars. It is now loved by parents and children across three generations.

From March 2022, we plan to launch the **“Tomica Thank You Campaign: Celebrating 700 Million Cars Sold!”**

< “Tomica Thank You Campaign: Celebrating 700 Million Cars Sold!” Overview >



• **Event period:** To be implemented from March 2022

• **Campaign Overview:**

To commemorate cumulative sales volume of Tomica exceeding 700 million cars, we will hold a special campaign to give away original Tomica products not for sale.

\*Details will be announced on the Tomica official website at a later date.

Tomica Official Website [www.takaratomy.co.jp/products/tomica](http://www.takaratomy.co.jp/products/tomica)

## ■“Fukumono Tomica” Product Lineup■

### **[Tiger]**

MITSUBISHI LANCER  
EVOLUTION IV



The tiger is an auspicious symbol to wish for good luck with money and safe travels. The image is based on a tiger running powerfully around rocky terrain.

### **[Hawk]**

Honda NSX-R



The hawk flies high in the sky and is an auspicious symbol of good luck. The image is based on a hawk circling and flying powerfully in the sky.

### **[Guardian dog]**

DAIHATSU Rocky



Guardian dogs are auspicious symbols that are believed to ward off evil. The image is based on the strong and sturdy appearance of guardian dogs.

### **[Dragon]**

Toyota GR Supra



The body design is based on the image of a “one-stroke dragon” that has been around since the Edo period. The “one-stroke dragon” is a picture of a dragon’s body drawn in one stroke, which is an auspicious symbol expressing that one’s “development, fortune, and good luck” will not be cut short.

### **[Beckoning cat]**

NISSAN FAIRLADY Z



The beckoning cat is an auspicious symbol decorated with wishes for “prosperity” and “a thousand visitors.” It is decorated with flowers and gold coins to create an image of elegance and cuteness.

### **[Turtle]**

JSDF LIGHT  
ARMOURED VEHICLE



The turtle is an auspicious symbol for longevity. The image is based on a turtle’s hard body, with the transparent blue tires representing the ocean.

### ■Product Outline

Product Name: Fukumono Tomica

Product Specifications: Total 6 types \* All 6 types have mystery packaging, so you cannot choose a specific item

SRP: JPY 770 (tax included)

Launch Date in Japan: Wednesday, December 29, 2021

Recommended Age: 3 years and up

Package Contents: Tomica main unit × 1

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products “TOMICA shop,” online stores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomy.com](http://takaratomy.com)), etc.

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Product Website: [www.takaratomy.co.jp/products/tomica/sp/fukumono/index.htm](http://www.takaratomy.co.jp/products/tomica/sp/fukumono/index.htm)



### ■About “New Year Tomica” Series

Tomica products for the New Year, focused on the themes of Japan and the New Year, were launched in 2013 with “Fuku Fuku Tomica,” followed by “Kouhaku Fuku Fuku Tomica” in 2014, “Kabukimono Tomica” in 2015, “Tomica Mukashibanashi” in 2016, “Tomica Hyakunin Isshu” in 2017, “Tomica Sho” in 2018 and “Manpuku Tomica” in 2020. “Fukumono Tomica” is the eighth lineup of products in this series.

**■About “Tomica”**

“Tomica” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series, and it celebrated its 50th Anniversary in 2020. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with more familiar Japanese miniature cars. It is now loved by parents and children across three generations. Up to now, we have sold more than 1,100 different types of cars, a total of more than 700 million cars (as of December 15, 2021).



In recent years, in addition to our long-standing products, we have expanded our lineup such as with our “Dream TOMICA” Series that collaborates with popular characters and contents and our “TOMICA Premium” Series of highly detailed collection models. In addition, in 2016, we launched full-scale licensing of the “Tomica” brand for adults. We have been expanding licensing to apparel, stationeries, daily necessities, etc. with the aim of making Tomica a brand that will be of interest to a wide range of people regardless of age or gender. Official Website [www.takaratomy.co.jp/products/tomica](http://www.takaratomy.co.jp/products/tomica)

**\* \* Over 700 Million Cars Sold (Reference Material) \* \***


**■Number of Tomica Cars Sold**

August 1970	Launch of first-generation “Tomica”
1976	Over 100 million cars sold
1979	Over 200 million cars sold
1984	Over 300 million cars sold
2000	Over 440 million cars sold
2007	Over 500 million cars sold
2010	Over 538 million cars sold
June 2015	Over 600 million cars sold
January 2020	Over 670 million cars sold (1,050 different types)
2021	Over 690 million cars sold (1,080 different types)
December 2021	Over 700 million cars sold (1,100 different types)



Lineup of the first generation of six different “Tomica” mini toy cars

**■Top 10 best-selling cars in the past 10 years (2012–2021)**

1st	2nd	3rd	4th	5th
No.79 Toyota HIMEDIC 	No.110 Toyota CROWN PATROL CAR 	No.108 HINO AERIAL LADDER FIRE TRUCK (MORITA SUPER GYRO LADDER) 	No.45 Toyota DYNA REFUSE TRUCK 	No. 41 MORITA FIRE ENGINE TYPE CD-I 

\*Product numbers reflect current product serial numbers.

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