



For Immediate Release

February 21, 2023

Collaboration Between the Movie *Shin Kamen Rider* and TOMICA!

From the “**tomica Premium unlimited**” series
for adults themed on movies, animation and TV dramas

“SHIN KAMEN RIDER Cyclone (Kamen Rider ver.)”

“SHIN KAMEN RIDER Cyclone (Kamen Rider No. 2 ver.)”

To be launched in the middle of April 2023

TOMY Company, Ltd.



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Photo: From left to right, “SHIN KAMEN RIDER Cyclone (Kamen Rider ver.)” and “SHIN KAMEN RIDER Cyclone (Kamen Rider No. 2 ver.)”

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, Headquarters: Katsushika-ku, Tokyo) announces the release of “**tomica PREMIUM unlimited** SHIN KAMEN RIDER Cyclone (Kamen Rider ver.)” and “**tomica PREMIUM unlimited** SHIN KAMEN RIDER Cyclone (Kamen Rider No. 2 ver.)” (SRP: JPY 1,430 each/tax included) from “**tomica Premium unlimited**,” a series of die-cast miniature “TOMICA” cars for adults themed on movies, animation and TV dramas, **through a collaboration with the movie *Shin Kamen Rider****, which will be sold from the middle of April 2023 at 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” (takaratomymall.jp), etc. Pre-orders will be accepted at Takara Tomy Mall from Tuesday, February 28, 2023.

The “tomica Premium unlimited” series, themed on movies, anime, and TV dramas, was launched in November 2021 as a series with “∞ (infinite) potential” to excite adults. We offer a lineup of products not only for the enjoyment of adults who used to play with TOMICA, but also for fans of the movies, animation, and TV dramas and these products have been gaining popularity. The “SHIN KAMEN RIDER Cyclone (Kamen Rider ver.)” and “SHIN KAMEN RIDER Cyclone (Kamen Rider No. 2 ver.)” reproduce the form and design of the Cyclone that appears in the movie in every detail, aiming to satisfy not only movie fans but also adults.

This collaboration was made possible by the combination of TOEI COMPANY’s desire to “convey the appeal of the new Cyclone that appears in the movie to children and adults” and TOMY Company’s desire to “express the world of the high-profile movie *Shin Kamen Rider* in a quality that only the **unlimited** series can achieve.”



<Product Package>

Upper photo: “SHIN KAMEN RIDER Cyclone (Kamen Rider ver.)”
Lower photo: “SHIN KAMEN RIDER Cyclone (Kamen Rider No. 2 ver.)”

(*) *Shin Kamen Rider* movie ... Earliest theatrical release in Japan at 18:00 on Friday, March 17, 2023 (excluding some theaters); Nationwide release on Saturday, March 18, 2023

About the New Products

<Product Features>

The Kamen Rider Cyclone and Kamen Rider No. 2 Cyclone that appear in the movie *Shin Kamen Rider* are reproduced without losing any of their allure in the movie!

The distinctive front cowl (a plastic exterior part attached around the headlight), the shape of the muffler, the form of the body, and other features of the Cyclone featured in the movie have been incorporated to the fullest extent possible. The coloring of the Cyclone's body, its distinctive markings (symbols), and the muffler color are all reproduced in the same color as they appear in the movie, for the Kamen Rider and Kamen Rider No. 2, respectively.

In addition, the Cyclone can be displayed on its stand using the included stand parts, allowing its details to be fully enjoyed. These details will be satisfying not only movie fans but also adults.

<Product Outline>

Launch Date in Japan: Middle of April 2023

SRP: JPY 1,430 each (tax included)

Dimensions: W 23.5 mm × H 37 mm × D 66.5 mm (body) / W 20 mm × H 9.5 mm × D 20 mm (stand parts)

Recommended Age: 6 years and up

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Official Website: www.takaratomy.co.jp/products/tomica/tomicabrand/unlimited

Sales Channels: 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), etc.

● "tomica PREMIUM unlimited SHIN KAMEN RIDER Cyclone (Kamen Rider ver.)"



The muffler is the same color as the one used on the Kamen Rider Cyclone that appears in the movie!

● "tomica PREMIUM unlimited SHIN KAMEN RIDER Cyclone (Kamen Rider No. 2 ver.)"



The muffler is the same color as the one used on the Kamen Rider No. 2 Cyclone that appears in the movie!

About the *Shin Kamen Rider* Movie

A new Kamen Rider story, created with meticulous care and great effort by the talented director and screenwriter Hideaki Anno, and the finest cast and crew in modern Japan.

Earliest theatrical release in Japan at 18:00 on Friday, March 17, 2023 (excluding some theaters)

Nationwide release on Saturday, March 18, 2023

Official website: www.shin-kamen-rider.jp

Cast: Sosuke Ikematsu, Minami Hamabe, Tasuku Emoto
Nanase Nishino / Shinya Tsukamoto, Toru Tezuka,
Suzuki Matsuo / Mirai Moriyama

Based on the characters created by SHOTARO ISHINO MORI

Written & Directed by Hideaki Anno



■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, more than 1,110 different types of vehicles have been sold, a total of more than 710 million units (As of April 2022).

TOMICA Official Website www.takaratomy.co.jp/products/tomica



■About “tomica Premium”

“TOMICA” launched the “TOMICA for adults” series “tomica Premium” in 2015, using special dies and molds to reproduce reality to the greatest extent possible in details such as the form, painting and printing, and wheel design of cars. More than 10 million units of “tomica Premium” have been sold (as of July 2022), with adults accounting for approximately 60% of such sales, establishing this as a series for adults. The “tomica Premium unlimited” series, themed on movies, animation and TV dramas, was added as a new line from November 2021.

“tomica Premium” Official Website www.takaratomy.co.jp/products/tomica/lineup/premium/index.htm



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)