



April 13, 2023

Highly detailed reproduction modeling and painting realize
the “fun to display” and “fun to run.”

PLARAIL Series for Adults “PLARAIL REAL CLASS” Is Now Available!

Round 1: Two famous trains that excite the hearts of adults

“Limited Express Series 185 (Odoriko, Green Stripes)”

and “Odakyu Romancecar 3100 NSE”

To be launched on Thursday, June 22, 2023

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will roll out a PLARAIL series for adults, “PLARAIL REAL CLASS,” as a new series of “PLARAIL” railroad toys that is both “fun to display” and “fun to run,” in June 2023. As round 1, the first two models, “Limited Express Series 185 (Odoriko, Green Stripe)” and “Odakyu Romancecar 3100 Series NSE” (SRP: JPY 7,700 each/tax included), will go on sale on Thursday, June 22, 2023, at toy stores, toy sections of department stores/mass retailers in Japan, the specialty stores for PLARAIL products “PLARAIL Shops,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. Each product will also be on display at the venue of “PLARAIL Expo” (plarail-tokyo.com), which will be held again this year for the first time in three years.

“PLARAIL REAL CLASS” modeling, painting, roofing, seats, electric-rod pantograph apparatus, and other details of the cars were all rendered with the aim of satisfying even discriminating adults. The included ‘real’ straight rails (gray) can be connected to existing PLARAIL tracks, so you can enjoy both “displaying” and “running.” While “PLARAIL” is aimed at children with “designs that are easy to play with and a lineup of the latest trains,” “PLARAIL REAL CLASS” is aimed at adults featuring “realistic designs that can be displayed and enjoyed, and a lineup of famous trains admired in childhood.”

The TOMY Group offers “PLARAIL” train toys for children and high-quality “TOMIX” model trains, etc. for adults (Sales agent: TOMYTEC CO., LTD.), which are loved by many train enthusiasts, from children to adults. At the same time, survey results* revealed that “there is a large price difference between PLARAIL and model trains,” that “some people feel they are more difficult to play with than PLARAIL,” and that “some people are longing to build a scenic diorama and run the cars, rather than just displaying them.” We hope that, as train toys that are accessible and

expandable, this will be a series enjoyed by many people, not only railroad enthusiasts, but also those who are interested in train toys, model train beginners, and parents and children, through the train toys “for adults” proposed by “PLARAIL” that they became familiar with when they were children.

*A total of 966 men aged 18-69 who enjoy trains and intend to purchase PLARAIL products for adults were surveyed online.
(Survey period: April 1, 2022 - April 4, 2022. Survey contractor: Macromill, Inc.)

“PLARAIL REAL CLASS” Product Features

① Highly detailed modeling and painting

The modeling and painting were reproduced with attention to detail, and the roofing, electric-rod pantograph apparatus, seats, and other details were rendered with the technology and collective know-how that PLARAIL has cultivated until now. The included ‘real’ straight rails (gray) also incorporate a railroad tie representation design. Both the train cars and the tracks are specially designed. The included ‘real’ straight rails (gray) can be connected to existing PLARAIL tracks, so you can enjoy running the trains on your favorite layout.



Front and head markings



Symbolic observation car



Interior and passenger seats



Electric-rod pantograph apparatus

② Lineup of famous trains that excite the hearts of adults

Commercialization of famous nostalgic trains that are popular among railroad enthusiasts of all generations. Round 1 features the “185 Series Odoriko,” which ceased regular operation in 2021, and the “3100 Series NSE,” the first ‘Romancecar’ in Odakyu Electric Railway’s history to be equipped with observation deck seats. You can enjoy the famous trains of your dreams, which are exciting even after becoming an adult, with PLARAIL. More famous trains are scheduled to debut in the future.



Limited Express Series 185
(Odoriko, Green Stripe)



Odakyu Romancecar 3100 Series NSE

<Product Outline>

SRP: JPY 7,700 each (tax included)

Launch Date in Japan: Thursday, June 22, 2023

Recommended Age: 6 years and up

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” (takaratomy.com), etc.

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

Product Video: youtu.be/TaxYnOhHaOo

■PLARAIL REAL CLASS Limited Express Series 185 (Odoriko, Green Stripe)

“185 Series Limited Express Train (Odoriko, Green Stripe),” which sadly ended regular operation on March 12, 2021, debuts in “PLARAIL REAL CLASS.”

Dimensions: Approx. W 220 × H 290 × D 45 (mm)

Batteries Required: 1 × AA battery *Batteries are sold separately.

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Approved by East Japan Railway Company



Product Package

About “Limited Express Series 185 (Odoriko, Green Stripe)”

The 185 series is a direct current limited express train that had been in operation since March 1981. The car body is cream-colored with three green stripes of different widths. It was operated mainly on the “Odoriko” Limited Express Train from Tokyo to Izu and the “Shonan Liner” etc. It ran for three eras in Showa, Heisei, and Reiwa, but ceased regular operation on March 12, 2021. It has been operated as a non-regular train since May of the same year.

■PLARAIL REAL CLASS Odakyu Romancecar 3100 Series NSE

The first Romancecar with front panoramic observation deck seats debuts in “PLARAIL REAL CLASS.”

Dimensions: Approx. W 220 × H 290 × D 45 (mm)

Batteries Required: 1 × AA battery *Batteries are sold separately.

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Product Package

About “Odakyu Romancecar 3100 Series NSE”

The 3100 series NSE is an express train that had been in operation since 1963. The nickname NSE is an abbreviation of (New Super Express). It was the first Romancecar with the driver’s seat on the second floor and panoramic front observation deck seats. In 1999, the curtain came down on 36 years of service, but the concept of the observation seats was inherited by later Romancecars.

■What is PLARAIL REAL CLASS?

“PLARAIL REAL CLASS” is a PLARAIL series for adults that provides both “fun to display” and “fun to run.” Combining the technology and know-how cultivated in the development of PLARAIL to date, we have created a more “realistic” PLARAIL for you to enjoy with meticulously detailed modeling and painting, never before seen roofs, electric-rod pantograph apparatus and seats, and more.



■What is PLARAIL?

“PLARAIL” (Sales agent: TOMY Company) is a long-running series of railroad toys that is marking its 64th anniversary of the sales launch in 1959. 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 over more than 60 years 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 1962 types and more than 186.4 million products have been sold in Japan (as of March 31, 2023).

**First exhibition events in three years
“PLARAIL Expo in TOKYO,” “TOMICA Expo in OSAKA” and “TOMICA Expo in NIIGATA”
will be held during the Golden Week**

“PLARAIL Expo” and “TOMICA Expo” will be held for the first time in three years as events where visitors can enjoy the brands’ world views.

“**PLARAIL Expo in TOKYO**” will be held at Sunshine City in Ikebukuro for 11 days from Thursday, April 27 to Sunday, May 7, “**TOMICA Expo in OSAKA**” at ATC Hall in Nanko, Osaka for 10 days from Friday, April 28 to Sunday, May 7, 2023, “**TOMICA Expo in NIIGATA**” will be held for five days from Wednesday (national holiday), May 3 to Sunday, May 7 at Niigata City Industrial Promotion Center. The events will be enhanced with new attractions for families to enjoy more than ever before.

★PLARAIL Expo Highlights★

“PLARAIL Expo in TOKYO” will feature new attractions such as “White PLARAIL,” which allows visitors to design their own PLARAIL in their original colors. A giant scenic diorama will be on display, with an incredible size of 43 tatami mats. New PLARAIL products commemorating the event will also be on sale.

★TOMICA Expo Highlights★

“TOMICA Expo in OSAKA” will feature new exhibits such as a display of valuable Tomica materials, a new experience corner “Discovery Garage” where visitors can create their own special Tomica, and “TOMICA Design Racing,” a digital experience attraction. The popular giant scenic diorama will be displayed as large as 26 tatami mats. The new product “TOMICA Beam,” which allows visitors to move the diorama and other items in the exhibition hall, and new Tomica event models will also be available for purchase.

“TOMICA Expo in NIIGATA” will also feature a giant scenic diorama, dynamic exhibits, and fun attractions.

■What are “PLARAIL Expo” and “TOMICA Expo”?

As a “forum to meet Tomica and PLARAIL” for the fans nationwide, the events have been held in major cities across the country, starting with the “TOMICA Expo” in 2000, and have been visited by a cumulative total of more than 13 million people. “TOMICA Expo” and “PLARAIL Expo” are events that can be enjoyed by both children and adults alike, allowing them to experience the worlds of Tomica and PLARAIL not only through the products, but also through dynamic exhibitions and attractions with different themes each time, and event product sales.

* For details, please see the website. www.takaratomy.co.jp/brandevent

<PLARAIL Expo in TOKYO>



Dates: Thursday, April 27 to Sunday, May 7, 2023

Venue: Sunshine City, Ikebukuro

Official Website: plarail-tokyo.com

<TOMICA Expo in OSAKA>



Dates: Friday, April 28 to Sunday, May 7, 2023

Venue: ATC Hall, Nanko, Osaka

Official Website: www.mbs.jp/tomica

<TOMICA Expo in NIIGATA>



Dates: Wednesday (national holiday), May 3 to Sunday, May 7, 2023

Venue: Niigata City Industrial Promotion Center

Official Website: www.teny.co.jp/event/tomica23

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)