



For Immediate Release

September 5, 2023

**The first time in eight years! The long-awaited  
new TRANSFORMERS animation has finally come to Japan!**

**TV animation “Transformers: EarthSpark” Broadcast starts from Sunday, October 1**

Japanese dubbed version: Sound director - Yoshikazu Iwanami; Top-class voice actors - Tessyo Genda, Shigeru Chiba, Ryohei Kimura, etc.

**The first products of the toy series will launch on Saturday, October 28**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima; headquarters: Katsushika-ku, Tokyo) will start airing **“Transformers: EarthSpark,”** a TV animation of the shape-changing robot characters **“TRANSFORMERS,”** at 9:15 a.m. on Sunday, October 1, 2023 on the network of six broadcasting stations affiliated with TV TOKYO.

In conjunction with the broadcast of this new animation in Japan, we are developing a new **“Transformers: EarthSpark” toy series.** As the first products in the series, TOMY Company will launch a total of 11 products such as **“Transformers: EarthSpark Spin Changer” series** (two types; SRP: JPY 6,380 each/tax included) on Saturday, October 28, 2023 at toy stores, toy sections of mass retailers throughout Japan, online stores, and TOMY Company’s official online store **“Takara Tomy Mall”** ([takaratomymall.jp](http://takaratomymall.jp)), etc.



New animation Transformers: EarthSpark



**“Transformers: EarthSpark” toy series  
ESC-01 Spin Changer OPTIMUS PRIME & ROBBY**

The popular new animation **“Transformers: EarthSpark,”** which started broadcasting throughout the United States in the fall of 2022, is finally coming to Japan. This is the first time in eight years that a new **“TRANSFORMERS”** animation series will be broadcast on terrestrial TV in Japan. This series is a human story that depicts the bond between humans and TRANSFORMERS, featuring a new generation of Earth-born TRANSFORMERS called **“Terrans.”** The series can be enjoyed by the whole family. The series also features appearances by popular characters such as Optimus Prime, Bumblebee, and Megatron. The story is noteworthy for its connection with Japan’s first **“TRANSFORMERS”** animation series **“Fight! Super Robot Life Transformers”** (Japan Broadcasting, 1985 to 1986). For the Japanese dubbed version, **Yoshikazu Iwanami**, who has translated and directed numerous works including the TV animation series **“Beast Wars: Super Robot Life Transformers”**(\*), serves as the sound director. The first-rate voice actors in charge of dubbing include **Tessyo Genda**, **Shigeru Chiba**, and **Ryohei Kimura**, and other voice actors who are continuing from past seasons. Videos such as the opening sequence and trailer are newly-produced Japanese originals.

The first main product of the new **“Transformers: EarthSpark” toy series** is the **“Transformers: EarthSpark Spin Changer” series**, which features a gimmick to express the bond between humans and TRANSFORMERS as depicted in the new animation series. This automatic spin transformation gimmick is used for the first time ever. After manually performing the steps to transform from vehicle mode and then inserting the included human figure into an opening on the shoulder of the robot, the upper body of the robot spins dynamically to automatically complete the transformation into robot mode. There are two sets of **“TRANSFORMERS”** and human companions: Optimus Prime and Robby, and Bumblebee and Mo. We will release five types of toys in the **“Transformers: EarthSpark Supatto Change” series**, which can be instantly transformed from robot mode to vehicle mode simply by folding down the upper body of the TRANSFORMER. This gimmick makes it easy even for children to enjoy playing by transforming. We will also release four types of toys in the **“Transformers: EarthSpark DX” series**, which feature highly-mobile transformation and posing for a fun playing experience, and are a perfect addition to any collection.

(\*) The animation series **“Beast Wars: Super Robot Life Transformers”** was broadcast in Japan from 1997 to 1998. Currently, selected episodes of **“Beast Wars: Super Robot Life Transformers Again”** are being broadcast on the network of six broadcasting stations affiliated with TV TOKYO.

## Overview of TV Animation “Transformers: EarthSpark”

**The new “TRANSFORMERS” animation, which was broadcast in the United States in the fall of 2022, has come to Japan!**  
**The Japanese dubbed version will be broadcast on the network of six broadcasting stations affiliated with TV TOKYO from Sunday, October 1, 2023.**



### [Program Summary]

Name of the work:	Transformers: EarthSpark
Animation official website:	<a href="http://www.tv-tokyo.co.jp/anime/tf_earth_spark/">www.tv-tokyo.co.jp/anime/tf_earth_spark/</a>
Date and time:	Start airing from Sunday, October 1, 2023. Every Sunday from 9:15 to 9:30 a.m.
Broadcasting stations:	Six broadcast stations affiliated with TV TOKYO  *After the broadcast, reruns will be streamed on TVer and Takara Tomy’s official YouTube channel Takara Tomy Channel and Takara Tomy Official Hobby Channel. More details about the broadcast will be shared on the official website and X (formerly Twitter) account. [Takara Tomy Channel] <a href="https://www.youtube.com/user/takaratomychannel">www.youtube.com/user/takaratomychannel</a> [Takara Tomy Hobby Channel] <a href="https://www.youtube.com/@TAKARATOMYHOBBY">www.youtube.com/@TAKARATOMYHOBBY</a>
Production:	Hasbro’s Entertainment One, Nickelodeon
Staff for Japanese version:	Sound director - Yoshikazu Iwanami; Production - AC CREATE
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### [Story]

Fifteen years have passed since the end of the war between the righteous Autobots and the evil Decepticons. The siblings Robby Malto and Mo Malto move to the small town of Witwicky, Pennsylvania. There, while exploring a cave, they accidentally cause the creation of the new Earth-born TRANSFORMERS called “Terrans.” Meanwhile, Optimus senses that a new enemy is approaching the town of Witwicky. In response, he visits Dot, the mother of Robby and Mo. Optimus once fought together with Dot in a war, and he asks for her help in confronting the new danger. Who could be this new enemy who is threatening the TRANSFORMERS? To protect their family and the TRANSFORMERS, it’s time for everyone to face the enemy!

### \* Highlights \*

- The story can be enjoyed by both children and adults. It features the bonds between humans and TRANSFORMERS, and depicts a world which is a sequel to the “Fight! Super Robot Life Transformers” series.
- For the Japanese dubbed version, Yoshikazu Iwanami serves as the sound director. The first-rate voice actors in charge of dubbing include Tessyo Genda, Shigeru Chiba, and Ryohei Kimura, and other voice actors who are continuing from past seasons.
- The opening sequence, trailer, and retrospective videos are original Japanese productions with easy-to-understand and fun elements.
- The theme song for the new animation series is performed by PSYCHIC LOVER, who were in charge of the theme song for the past animation series “Super Robot Life Transformers: Legends of the Microns.”

From September 5, a trailer for “Transformers Earth Spark” will be released on the Takara Tomy Channel on YouTube!  
[youtu.be/9G1snjJih04](https://youtu.be/9G1snjJih04)

## [Japanese Version Cast]

Robby Malto: Ayahi Takagaki  
Mo Malto: Misaki Kuno  
Twitch: Chiwa Saito  
Thrash: Shunsuke Takeuchi  
Optimus Prime: Tessyo Genda  
Megatron: Shigeru Chiba  
Bumblebee: Ryohei Kimura  
Mandroid: Nobuo Tobita

### \* Comments \*



#### **Tessyo Genda / Optimus Prime**

It's been 40 years since my first encounter with Optimus Prime.  
I'm glad that Optimus is now so well known, not only by myself, but also by many people.  
I want to portray the role of a leader who overcomes his problems and makes difficult decisions, believes in himself, and pushes forward to save the Earth.



#### **Shigeru Chiba / Megatron**

It's been a long time since I've voiced Megatron in the TRANSFORMERS! It's been too long since Megatron hit the scene!!  
I'm sure we'll have nothing but tons of fun! (^ω^)  
In the new series, will Megatron be scary or mischievous?! You'd better not miss it!!



#### **Ryohei Kimura / Bumblebee**

Personally, I love the relationship between humans and TRANSFORMERS, so I'm thrilled to do voice acting for a series with this universe. Also, you won't believe what Megatron does in the new series! Be sure to watch to find out. Bumblebee is as adorable and reliable as ever. Together with everyone else, I can't wait to see how the story unfolds!

## [Theme Song]

TRANSFORMERS-Earthspark!!  
Singing/music: PSYCHIC LOVER  
Lyrics/composition: YOFFY  
Musical arrangement: Kenichiro Ohishi  
Music collaboration: NIPPON COLUMBIA CO., LTD., TV TOKYO Music, Inc.

## Overview of First Products in the New “Transformers: EarthSpark” Toy Series

**A total of 11 products, the first products of the toy series, will launch on Saturday, October 28!**

**This diverse lineup of products recreates the world of the new animation series, and can be enjoyed by everyone from children to adults.**

**We will release a series of new products as excitement toward the new animation grows.**

Launch Date in Japan: Saturday, October 28, 2023

Offered Product: Two types of “Transformers: EarthSpark Spin Changer” series  
Five toys in the “Transformers: EarthSpark Supatto Change” series  
Four types of “Transformers: EarthSpark DX” series

Recommended Age: 6 years and up

Official Website: [tf.takaratomy.co.jp/tf\\_earth\\_spark/](http://tf.takaratomy.co.jp/tf_earth_spark/)

Official YouTube: Takara Tomy Hobby Channel [www.youtube.com/@TAKARATOMYHOBBY](http://www.youtube.com/@TAKARATOMYHOBBY)

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

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### [Main Products]

#### “Transformers: EarthSpark Spin Changer” series

A robot toy using automatic spin transformation for the first time ever. It also features a gimmick that depicts the bond between humans and robots as shown in the new animation series. After going through the manual transformation step from vehicle mode, by setting the included human figure on the robot’s shoulder, the upper body will dynamically rotate and automatically transform into robot mode. The human figure can also be attached in vehicle mode. Two popular characters are being released!

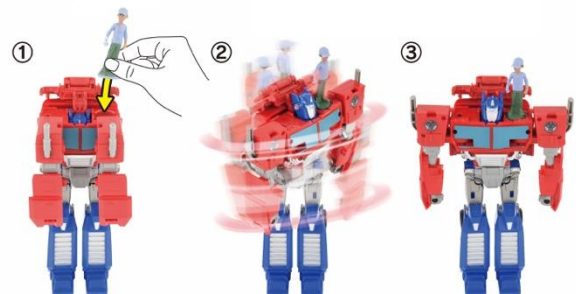
#### ■ Transformers: EarthSpark “ESC-01 Spin Changer OPTIMUS PRIME & ROBBY”

This set features Optimus Prime, the commander of the righteous Autobot, and Robby, the older brother in the Malto family and a main character of the new animation.

SRP: JPY 6,380 (tax included) / Dimensions: W 130 mm × H 195 mm × D 75 mm (robot form)



Insert the figure into the robot’s shoulder for automatic spin transformation!



#### ■ Transformers: EarthSpark “ESC-02 Spin Changer BUMBLEBEE & MO”

A set featuring the Autobot warrior Bumblebee, who has a distinctive yellow body, and Mo, the younger sister in the Malto family and a main character of the new animation.

SRP: JPY 6,380 (tax included) / Dimensions: W 150 mm × H 198 mm × D 70 mm (robot form)



Insert the figure into the robot’s shoulder for automatic spin transformation!



### **“Transformers: EarthSpark Supatto Change” series**

When in robot mode, simply fold down the upper body to activate the transformation gimmick and instantly transform into vehicle mode. This series is easy for anyone to play with over and over again.

#### **■Transformers: EarthSpark “ESC-01 Supatto Change OPTIMUS PRIME”**

The righteous Autobot commander Optimus Prime instantly transforms from a robot into a truck.

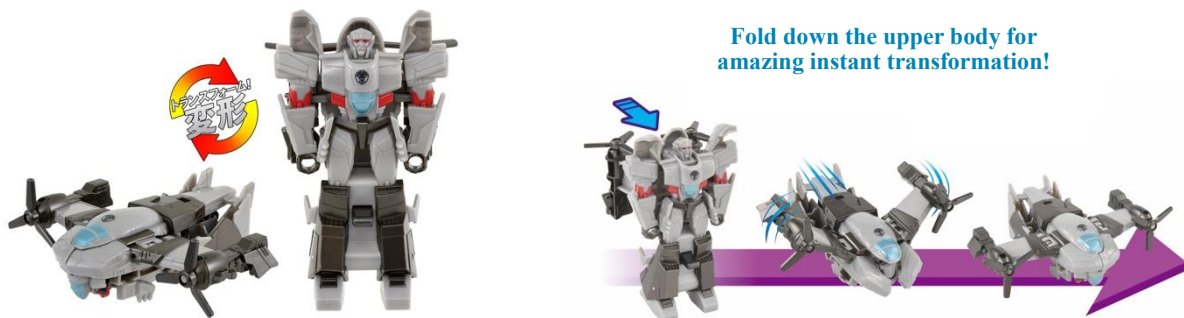
SRP: JPY 2,200 (tax included) / Dimensions: W 72 mm × H 105 mm × D 40 mm (robot form)



#### **■Transformers: EarthSpark “ESC-02 Supatto Change MEGATRON”**

Megatron instantly transforms from a robot into a fighter plane. Although Megatron is the leader of the evil Decepticons, he currently works together with Optimus Prime.

SRP: JPY 2,200 (tax included) / Dimensions: W 65 mm × H 108 mm × D 65 mm (robot form)



### **“Transformers: EarthSpark DX” series**

This TRANSFORMERS series features classic transforming robot toys. The series is a perfect addition to any collection. The fully transformable gimmick is fun to play with and the action figure has highly-movable performance. The toy is fun to play with by posing it with the included weapons.

#### **■Transformers: EarthSpark “ESD-04 DX TERRANS TWITCH”**

The Earth-born TRANSFORMERS called “Terrans” appear for the first time in the new animation series and transform into robots!

SRP: JPY 3,850 (tax included)

Dimensions: W 124 mm × H 134 mm × D 72 mm (robot form)



**◇The TRANSFORMERS product images provided with this release are for visual representation purposes only. Some may differ from actual products.**

#### **■“TRANSFORMERS”**

“TRANSFORMERS” is a Japan-originated toy concept created by TOMY Company, Ltd. that takes the unique concept of “Robots in disguise” = Robots are all around us, with the potential for freely transforming every possible object, and is developed with the story of freely transforming super robot lifeforms, battling across the universe. The toys were launched in the United States in 1984, with animation and comics becoming huge hits. Sales of the toys and animation started in Japan in 1985. From 2007, Steven Spielberg and Michael Bay produced live action movies in Hollywood, which became worldwide hits. The seventh installment, “Transformers: Rise of the Beasts,” is being released from Friday, August 4, 2023.

Today, more than 700 million TRANSFORMERS have been sold in over 130 countries and regions (as of July 2022), and they have become very popular characters worldwide. “TRANSFORMERS” Toys Official Website: [tf.takaratomy.co.jp](http://tf.takaratomy.co.jp)

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