

For Immediate Release

September 6, 2023

## Ranking of the Latest Toys for Christmas 2023 Released!

“2023 Christmas Toys Selected by Toy Stores”

**TOMY Company awarded 1st prize in 2 out of 8 categories!**

The fastest Beyblade ever!

Ready-to-play, all-in-one set of the 4th generation BEYBLADE X

**1st prize in the Character-related toys category**

**BEYBLADE X BX-07 START DASH SET**

Experience the impact of up to 50 Tomica cars all driving at once!

**1st prize in the Vehicle/Animal toys category**

**TOMICA Slider Parking 50**

TOMY Company, Ltd.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) won **1st prize in two out of eight categories** in the “2023 Christmas toys selected by toy stores” announced by the Tokyo Toy & Doll Cooperative Association on Wednesday, September 6, 2023. When toys winning 2nd prize and below are included, 20 items of the Group were ranked.

The first prizes were won by the **BEYBLADE X BX-07 START DASH SET** in the Character-related toys category and **TOMICA Slider Parking 50** in the Vehicle/Animal toys category.



### 1st prize in the Character-related toys category

TOMY Company  
**BEYBLADE X BX-07 START DASH SET**

JPY 5,720 (tax included) Now on sale

The ready-to-play, all-in-one 4th generation BEYBLADE X set featuring the ultra-high-speed X Dash.

[beyblade.takaratomy.co.jp](http://beyblade.takaratomy.co.jp)

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BBXProject, TV TOKYO  
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### 1st prize in the Vehicle/Animal toys category

TOMY Company  
**TOMICA Slider Parking 50**

JPY 8,800 (tax included) Now on sale

A 5-story parking lot with a long slide that lets you experience the impact of up to 50 Tomica cars all driving at once.

[www.takaratomy.co.jp/products/tomica/tomicaworld/town/sliderparking.html](http://www.takaratomy.co.jp/products/tomica/tomicaworld/town/sliderparking.html)

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TOMY Company **Pokémon Terastal Orb**

JPY 2,800 (tax included) On sale Thursday, September 14, 2023

[www.takaratomy.co.jp/products/pokemon/terastal\\_orb/](http://www.takaratomy.co.jp/products/pokemon/terastal_orb/)

**Dolls/Playing house category**

TOMY Company **Dakkoshite Nerun (Cozy Dozy) DX Set - Kitty**

JPY 8,800 (tax included) On sale Saturday, October 21, 2023

[www.takaratomy.co.jp/products/nerun/](http://www.takaratomy.co.jp/products/nerun/)

**Vehicle/Animal toys category**

TOMY Company **Plarail 5th Anniversary! Let's Play with Tomica! GO! STOP! SOUND CROSSING DX Set**

JPY 7,920 (tax included) Now on sale

[www.takaratomy.co.jp/products/plarail/tettei/set/2023fumikiridx/index.htm](http://www.takaratomy.co.jp/products/plarail/tettei/set/2023fumikiridx/index.htm)

TOMY Company **Ania Kingdom Battle Volcano**

JPY 5,830 (tax included) Now on sale

[www.takaratomy.co.jp/products/ania/aniakingdom/products/battle\\_volcano202305/](http://www.takaratomy.co.jp/products/ania/aniakingdom/products/battle_volcano202305/)

**Games & puzzles category**

TOMY Company **Sumikko Gurashi Sumikko Crane Game**

JPY 8,778 (tax included) Now on sale

[www.takaratomy.co.jp/products/sumikko/goods/other.html](http://www.takaratomy.co.jp/products/sumikko/goods/other.html)

**Variety category**

TOMY Company **Punirunes Puniplus (3 Varieties)**

JPY 7,150 each (tax included) Now on sale

[www.takaratomy.co.jp/products/punirunes/](http://www.takaratomy.co.jp/products/punirunes/)

TOMY Company **Fuwamochi Wow! panbina (Cookeez Makery) (2 Varieties)**

JPY 7,678 (tax included/tentative price) Scheduled for launch at the end of October 2023

[www.takaratomy.co.jp/products/panbina/](http://www.takaratomy.co.jp/products/panbina/)

T-ARTS Company **Ultimate Onigiri**

JPY 4,378 (tax included) Now on sale

[www.takaratomy-arts.co.jp/specials/ong/](http://www.takaratomy-arts.co.jp/specials/ong/)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ **What is “2023 Christmas toys selected by toy stores”?** ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The “2023 Christmas toys selected by toy stores” is a ranking of toys voted on by toy retailers and wholesalers nationwide based on which toys they think will sell the most, or that they want to sell the most in this year’s Christmas shopping season.

Participants voted on the eight categories of “Toys for infants and mental training toys,” “Educational toys,” “Character-related toys,” “Dolls/Playing house,” “Arts & crafts,” “Vehicle/Animal toys,” “Games & puzzles,” and “Variety.” New toys and top priority products for Christmas by 48 participating manufacturers were narrowed down to 175 toys entered, and the 1st to 3rd places in each of the eight categories, as well as five prize-winning products, were decided.



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