



For Immediate Release

December 14, 2023

We present to you our **tenth lineup** in the “**New Year Tomica**” series of lucky “animals that bring good fortune”

Lottery-type “Fukutomi Tomica” to celebrate the New Year
To be launched Wednesday, December 27, 2023

Six types of animal motifs are available, including the dragon of the Oriental zodiac, the phoenix and the gold tuna

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “**Fukutomi 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 27, 2023 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/), etc.



As “Fukutomi 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 commemorable tenth lineup of products in the series. The name “Fukutomi Tomica” was conceived from “*fukutomi*,” which means “good fortune and abundance,” and from “*tomikuji*,” which is a lottery that has been held since the Edo period.

The “Fukutomi Tomica” models feature of lucky animals to wish you happiness in 2024. A total of six types of animals will be available, including the dragon for the year 2024 of the Oriental zodiac as well as the varicolored carp, swallow, phoenix, panda and gold tuna. Note that these products feature a different appearance than usual Tomica models, with a base matte coating and detailed gold-colored accents, etc., and that the types of cars were selected to represent the characteristics of each animal.

The “New Year Tomica” series is ideal for the enjoyment of collecting the six types of cars with “lucky animal” motifs, or as presents for children, as New Year’s *omikuji* (Japanese traditional fortunes), as well as for New Year’s presents for family and relatives reunions. Tomica models have also become popular among foreign visitors to Japan in recent years, and the “New Year Tomica” series is particularly popular as a souvenir item for foreigners who have a strong interest in Japanese culture.

■“Fukutomi Tomica” Product Lineup■

[Dragon]

NISSAN SILVIA S15



Dragon: Year 2024 of the Oriental zodiac, and good fortune and prosperity

This model was designed in the image of a dragon flying with dynamic movements across the land, sea and sky. For the first time in the “New Year Tomica” series, the year “2024” is written for the license plate number.

[Varicolored carp]

Toyota HIACE



Varicolored carp: Economic fortune, luck of success, and business prosperity

The carp was chosen to match the dragon of the Oriental zodiac. According to legend, if a carp is able to swim upstream and leap over the waterfall (the Dragon Gate), it will be transformed into a dragon. Featuring a red body painted with black and yellow patterns and a white chassis and interior seats, the entire Tomica model represents a varicolored carp.

[Swallow]

DAIHATSU TAFT



Swallow: Brings good fortune, and peace and prosperity in the household

As the swallow is a migratory bird that flies across Japan and other countries in Asia, this model was designed in the image of a swallow actively flying in the sky. Also, since the swallow is said to be a bird that brings spring, the Japanese characters for “early spring” are written on the roof of the car.

[Phoenix]

NISSAN FAIRLADY Z



Phoenix: Brings economic fortune, peace, and happiness

This model was designed in the image of a phoenix, which is a lucky and beautiful animal.

[Panda]

SUBARU 360



Panda: Prosperity of descendants

This model was designed in the image of a panda, which is also a motif for prosperity of descendants. The “upside-down character for good fortune,” which is displayed in China as a decoration for the Chinese New Year, is written on the roof.

[Tuna]

UD TRUCKS Quon



Tuna: Brings happiness, and business prosperity

This model was designed in the image of a truck carrying a gold tuna together with “every happiness in the New Year” (a full stomach with good fortune).

■Product Outline

Product Name: Fukutomi 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 27, 2023

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), etc.

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Product Website: www.takaratomy.co.jp/products/tomica/sp/fukutomi/index.html



Product Package

■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, “Manpuku Tomica” in 2020, “Fukumono Tomica” in 2021, and “Fukutoku Tomica” in 2022. This year’s “Fukutomi Tomica” is the tenth 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. 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 1,140 different types of cars, a total of more than 725 million cars (as of April 2023).



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

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