

For Immediate Release



August 7, 2019

Collaboration between “TOMICA” and “Katsushika City”!

“TOMICA No. 48 HINO PROFIA KATSUSHIKA TRUCK”

To be launched Saturday, August 17, 2019!

Displaying “Shibamata” and “Katsushika Summer Fireworks Festival” as scenes of Katsushika City

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of “**TOMICA No. 48 HINO PROFIA KATSUSHIKA TRUCK**” (SRP: JPY450/tax not included) as a new “TOMICA” die-cast mini toy cars that will be available from August 17, 2019 (Saturday) 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.



Product image of “TOMICA No. 48 HINO PROFIA KATSUSHIKA TRUCK”

This product was jointly developed with Katsushika City^(*), and it was the first collaborative product with a municipal government for the 140 types of “TOMICA” long-standing products that have been continuously developed.

The container section of this item uses a blue body color with pictures of Katsushika City’s logo and the cabin is designed with the city’s coat of arms. Images of “Shibamata” and “Katsushika Summer Fireworks Festival” are displayed on the body sides as scenes of Katsushika City, and the lower sections feature the Japanese iris, which is

the Katsushika City floral emblem, resulting in a design that conveys the sense of Katsushika. Also, the sides of the container can be opened and closed.



Image of body sides “Shibamata” (left) and
“Katsushika Summer Fireworks Festival” (right)

Container opening and
closing action

* In July 2017, we signed an agreement to progress collaboration and cooperation with the toy-making town Katsushika City to work together on various measures to revitalize the local area. In July 2017, we held the special exhibition to display TOMY Company’s historical materials and toys “Katsushika Hobbytory^{*1}: TOMY and the toy-making town of Katsushika.” From March 2018, a “LICCA doll”-design wrapped bus commenced operation in Katsushika City, and in November 2018, we convened a “real game of life,” “Machi Asobi Game of Life in Katsushika,” displaying all stores in the shopping district on a grid with participants actually walking to progress along the grid. In July this year, as a collaborative campaign that also involves Keisei Electric Railway in celebrating the 60th anniversary of “PLARAIL,” a special space was created within the Keisei Tateishi Station called “Keisei Tateishi PLARAIL Station” for enjoying the world view of PLARAIL, while a stamp rally is being conducted in cooperation with 8 shopping districts in the vicinity of each of the Keisei Line train stations within Katsushika City.

Product Outline

Product Name:	“TOMICA No. 48 HINO PROFIA KATSUSHIKA TRUCK”
Package Contents:	TOMICA main unit × 1
SRP:	JPY 450 (tax not included)
Launch date in Japan:	Saturday, August 17, 2019
Recommended Age:	3 years and up
Dimensions:	W 25 × H 36 × D 72 mm
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” (takaratomymall.jp)
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*¹ Hobbytory is a word coined from “hobby” and “history.”

<About “TOMICA”: Official Website (www.takaratomy.co.jp/products/tomica/)>



When foreign-made miniature cars were at the height of popularity and customers asked for the Japanese cars, “TOMICA” (Sales Agent: TOMY Company) had a burning desire to see Japanese children playing with more familiar Japanese miniature cars. In 1970, we released Japan’s first die-cast Japanese miniature car series that fit in the palm of a child’s hand. Up to now, we have sold more than 1,020 different types of cars, a total of more than 655 million cars loved by over three generations (As at April 2019). In recent years, in addition to our long-standing products, we have expanded our lineup such as with our “Dream TOMICA” Series that collaborates with characters and content popular with both men and women and our “TOMICA Premium” Series of highly detailed collection models. In addition, in April 2016, we launched full-scale licensing of the “tomica” brand for adults. We aim to further enhance this brand through the licensing of apparel, accessories and miscellaneous goods, stationery and everyday items designed to capture the interest of traditional TOMICA users (3–5 year old boys) as well as a wide range of other people without regard for age or gender.

TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019

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)