

For Immediate Release



June 25, 2020

**The new “N700S” Shinkansen which commenced service on July 1 is now available!**  
**PLARAIL “Lots of cool stuff! N700S SHINKANSEN 3D LAYOUT SET”**

**To be launched Autumn 2020!**

**Commemorating the start of service of the “N700S” Shinkansen!**

**A fully stocked all-in-one set.**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of “**Lots of cool stuff! N700S Shinkansen 3D Layout Set**” (SRP: JPY5,500/tax not included) as a new product of “**PLARAIL**” railroad toys, based on the new “N700S” Shinkansen which debuted on July 1. It will be available from Autumn 2020 at toy stores, toy sections of department stores/mass retailers in Japan, online shops, specialty stores for PLARAIL products “PLARAIL Shops”, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.



“Lots of cool stuff! N700S Shinkansen 3D Layout Set” is a product being launched to commemorate the start of service of Central Japan Railway Company (JR Central)’s new Shinkansen “N700S”.

PLARAIL trains completely recreate the features of the real “N700S” Shinkansen, such as a nose design with left and right side edges, headlights and “Supreme” inscription on the side of the train, in a form that is easy for children to recognize. Railroad tracks and a variety of scenery parts are included in the set so that you can recreate a “cool driving scene”, using overhead wire poles and steel bridges etc. for a layout conveying a sense of speed and three-dimensionality. Just from this set, three popular layouts can be assembled, and now with more time to spend together with the family, it is ideal for parents and kids to fully enjoy. This item allows you to recreate and enjoy the world of “N700S” Shinkansen at home.

## ■About “N700S” Shinkansen



This is the latest Shinkansen model commencing service in July 2020 as the first fully-redesigned model after the N700 series. The “S” in the name stands for “Supreme”, which means “the best” in the N700 series. It has a nose design called “dual supreme wing” with edges on both sides, and features various new technologies that improve safety, stability, comfort, and environmental performance while conserving energy. (as of July 2020)

### Features of the product

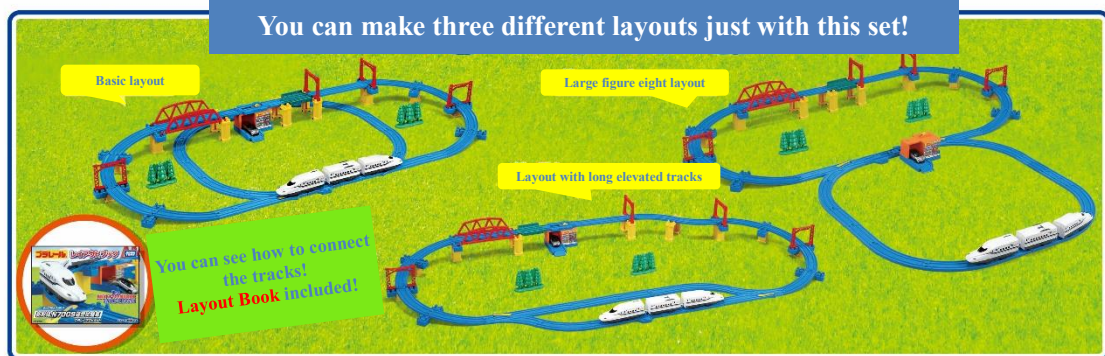
★ Have a ball playing with N700S Shinkansen! A fully stocked all-in-one set.



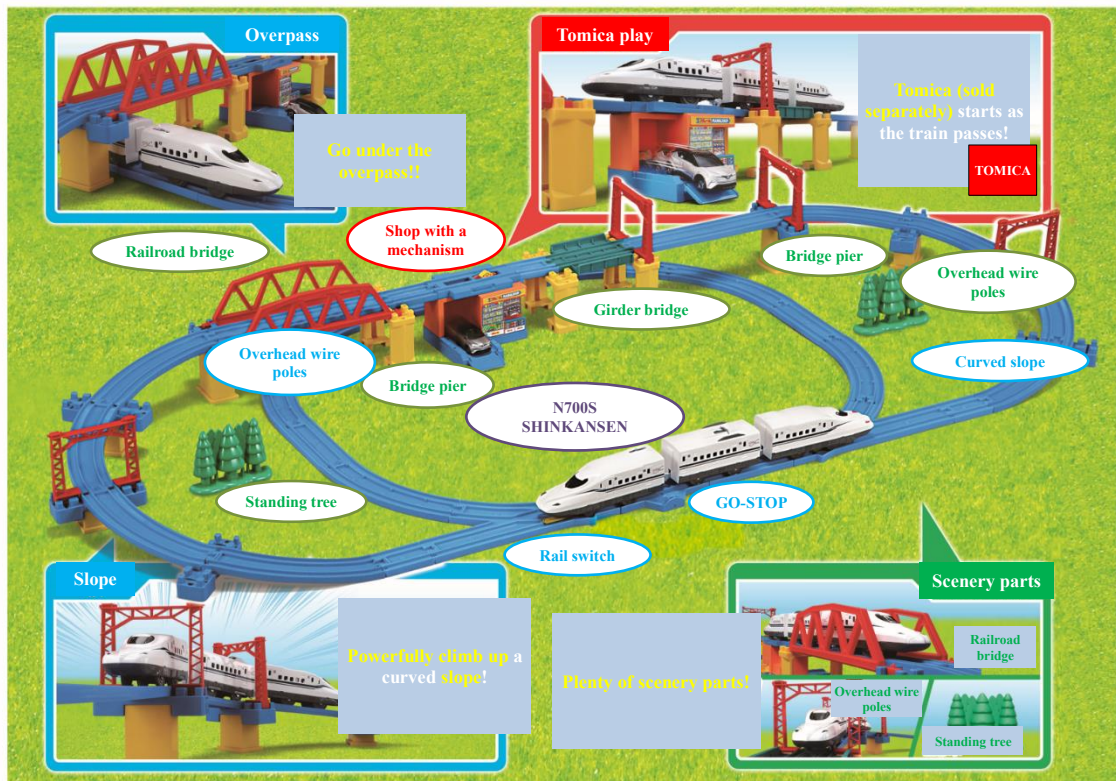
A complete set allowing you to take the train on a “cool” drive, comprising completely recreated “N700S” Shinkansen trains and scenery parts, including overhead wire poles and curved tracks to create a sense of speed, elevated tracks, a steel bridge and bridge piers that give a sense of three-dimensionality, and a reproduction of a station-front scene with a shop with a mechanism, etc.

With a variety of scenes in a single set, you can enjoy the full experience of playing with the Shinkansen with many interesting features to look at.

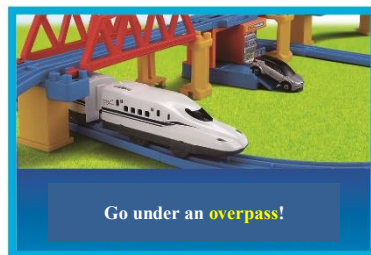
In addition, since plenty of tracks come with this set, you can enjoy arranging the layout freely by changing the destination and course by setting “Up train”, “Down train”, “Course change” in addition to the three basic layouts. A “Layout Book” that explains how to connect the tracks is also included, providing helpful contents that answer questions from those who try out PLARAIL for the first time.



- ★ Plenty of popular plays of PLARAIL. It can be operated together with Tomica (sold separately).



- Since parts such as slopes, overpasses and rail switches are included, you can create a layout filled with popular elements for playing with PLARAIL, as well as enhancing the excitement with colorful scenery parts such as standing trees, railroad bridges and overhead wire poles.
- New scenery part “Shop with a mechanism” with a popular interlocking gimmick with Tomica are included. When the PLARAIL train passes over or behind this part, Tomica starts automatically, so you can enjoy Tomica starting in two ways of the 3D layout and the 2D layout.

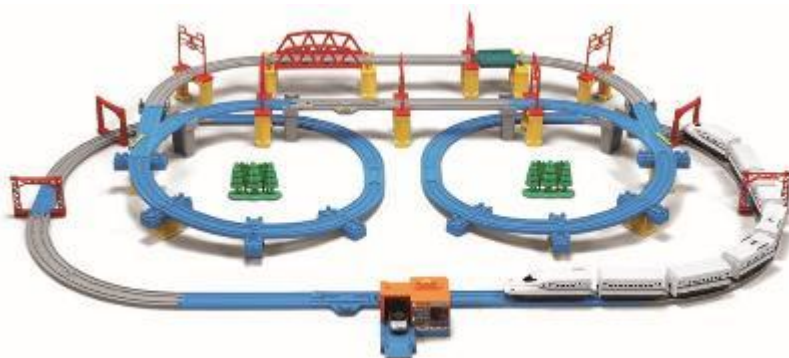


★ **Combining with other products will increase the fun! Two related products are also available.**

- Two related products are available: “Let a long formation run! N700S Shinkansen Confirmation Test Train Middle Car Set” (SRP: JPY 3,200/tax not included): When used in combination with this set, “N700S” Shinkansen can be made into a long formation of 8 cars; and “Let Shinkansen run on elevated tracks! Shinkansen Rail Set” to recreate elevated three-dimensional tracks (SRP: JPY 3,800/tax not included).
- By using “Let a long formation run! N700S Shinkansen Confirmation Test Train Middle Car Set”, you can enjoy running a long formation you have dreamed of like running a real train.



- With “Let Shinkansen run on elevated tracks! Shinkansen Rail Set”, a rail set with a gray overpass, you can create an even more realistic layout. By combining the rails from both sets, a wider variety of layouts are possible to recreate even more scenes for the “N700S.” Shinkansen.

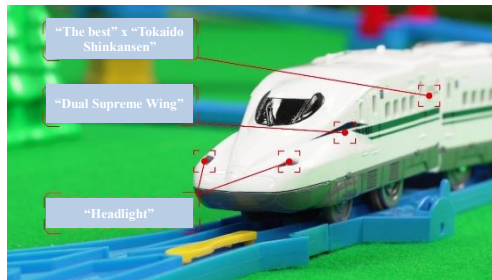


A combination example of “Let a long formation run! N700S Shinkansen Confirmation Test Train Middle Car Set” and “Let Shinkansen run on elevated tracks! Shinkansen Rail Set” sold separately.

## Product commercial featuring the real “N700S” Shinkansen.

In a product commercial video for “Lots of cool stuff! N700S Shinkansen 3D Layout Set”, scheduled to go live from early July 2020, there are scenes of the “N700S” actually running. These scenes are also used in commercials by Central Japan Railway Company (JR Central) for the “N700S”.

This product commercial video is available from July 1, 2020 on the PLARAIL official website “PLARAIL Channel” ([www.takaratomy.co.jp/products/plarail/funs/](http://www.takaratomy.co.jp/products/plarail/funs/)), or on the Takara Tomy official YouTube channel.



\*The images are currently in production and may differ from the ones to be aired.



The product commercial video is available here from 10:00 am July 1.

## <Product Outline>

Product name: “**Lots of cool stuff! N700S SHINKANSEN 3D LAYOUT SET**”

SRP: JPY 5,500 (tax not included)

Launch Date in Japan: Autumn 2020

Recommended Age: 3 years and up

Package Contents: Straight track (2), 1/2 straight track (5), girder bridge (1), 1/4 straight track (convex) (1), 1/4 straight track (concave) (1), 1/4 straight track (uneven) (2), curved track (6), 1/2 stop rail (1), turnout rail (L) (1), turnout rail (R) (1), slope curve track (A) (4), slope curve track (B) (4), slope curve tracks pier L (2), slope curve track pier M (2), slope curve track pier S (2), block pier (3), railroad bridge frame (2), single line overhead wire pole (4), standing tree (semi-solid) (2), Shop with a mechanism (1), Shop with a mechanism track (1), N700S Shinkansen 3-car train (1), sticker (1), Layout Book (1), parts order form (1)

\*Car design, product specifications and contents in the set of the “Lots of cool stuff! N700S Shinkansen 3D Layout Set” are the same as those in the “PLARAIL lots of cool stuff! N700S Shinkansen Confirmation Test Train 3D Layout Set” released in March 2020. The package has been renewed to commemorate the start of commercial operation.

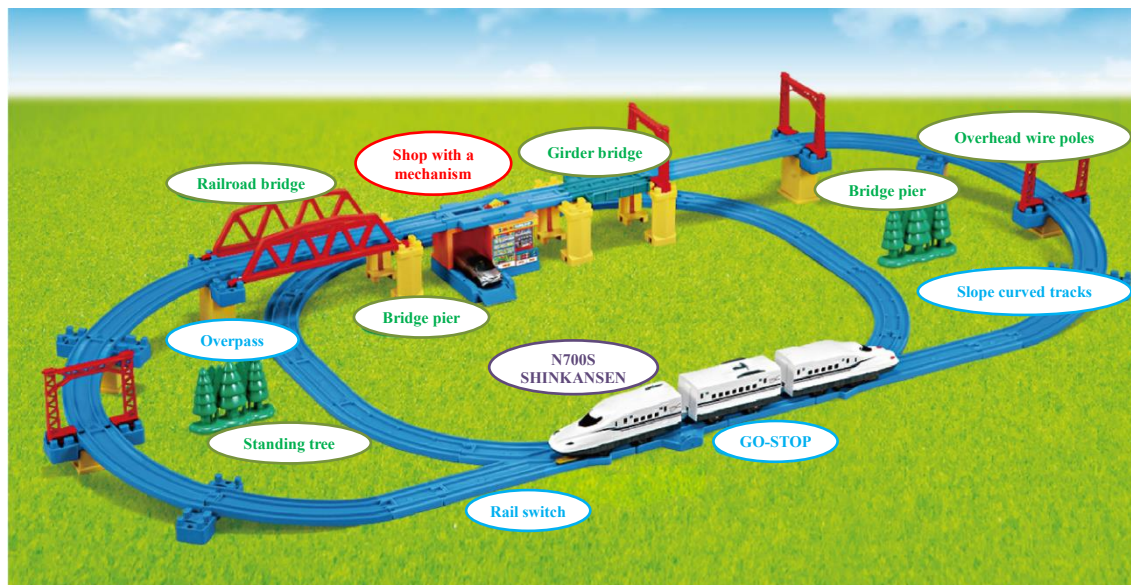
Batteries: 1 × AA alkaline battery \*Batteries are sold separately.

Sales Channels: Toy stores, toy sections of department stores/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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Official Website: [www.takaratomy.co.jp/products/plarail/](http://www.takaratomy.co.jp/products/plarail/)



**【What is PLARAIL?】**

“PLARAIL” (Sales Agent: TOMY Company) is a long-running series of railroad toys that marked its 60th anniversary of the sales launch in 2019. 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 even 60 years after its sales launch 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 1,480 types and more than 169 million products have been sold in Japan (as of January 31, 2019).

**For press inquiries, please contact:**

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**For product inquiries from consumers, please contact:**

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