



March 5, 2021

“Kenji,” the “fastest Engine in the world” who comes from Japan, comes to PLARAIL!

“Thomas & Friends™: Kenji and Thomas Tagging Set” To be launched Thursday, March 25, 2021!

Running speed that can break away from PLARAIL Thomas!

Recreates a scene from Marvelous Machinery in which Thomas chases Kenji!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release PLARAIL **“Thomas & Friends: Kenji and Thomas Tagging Set” (SRP: JPY 6,600/tax included)**, which includes the new character “Kenji” who appears in the latest “Thomas & Friends” film, as a new product in the Thomas series of “PLARAIL” train toy on Thursday, March 25, 2021 at toy stores, toy sections of department stores and mass retailers nationwide, online stores, specialty stores for PLARAIL products “PLARAIL Shops,” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



Some of the items included in PLARAIL “Thomas & Friends: Kenji and Thomas Tagging Set” (from left, Kenji and Thomas)

“Kenji” is a new character who appears in “Thomas & Friends: Marvellous Machinery,” the latest film to be released on Friday, March 26, 2021 in Japan. He is the second Japanese character after the steam engine “Hiro.” Incorporating the setting of the film that this character is the “fastest ever in the world” into the product, he runs at a speed that can break away from Thomas included in the set when he is at his top speed. By playing “tag” with “Kenji” and “Thomas,” children can enjoy the world view of “Thomas & Friends: Marvellous Machinery” at home.

To achieve “tag,” which is a feature of the product, “Kenji” is equipped with a newly developed chassis. The train may be run by charging energy through the pull-back system, which can be played without using batteries.

<Features of the Product>

■ Play tag with Kenji and Rocket Thomas!

“Kenji,” which is a pull-back toy, and “Thomas,” which is a power car, come in a set. The “rocket booster” that appears in the film is also included, so you can recreate the scene from the film, in which Thomas chases Kenji who is rushing through at a high speed, by attaching the booster to Thomas. Thomas’ sides feature designs reminiscent of sparks, inspired by how their race ended up in a dead heat.



Kenji

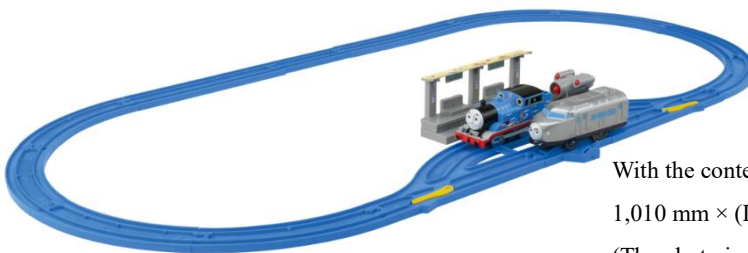


Thomas equipped with the “rocket booster”



An example of how to play

■ With a set that includes trains, a station, and railroad tracks, children can start playing right out of the box!



With the contents included in the set, a layout of approximately (W) 1,010 mm × (D) 490 mm × (H) 70 mm can be built.

(The photo is a sample layout)

View the product introduction video, here: youtu.be/wvji6DmIcwe

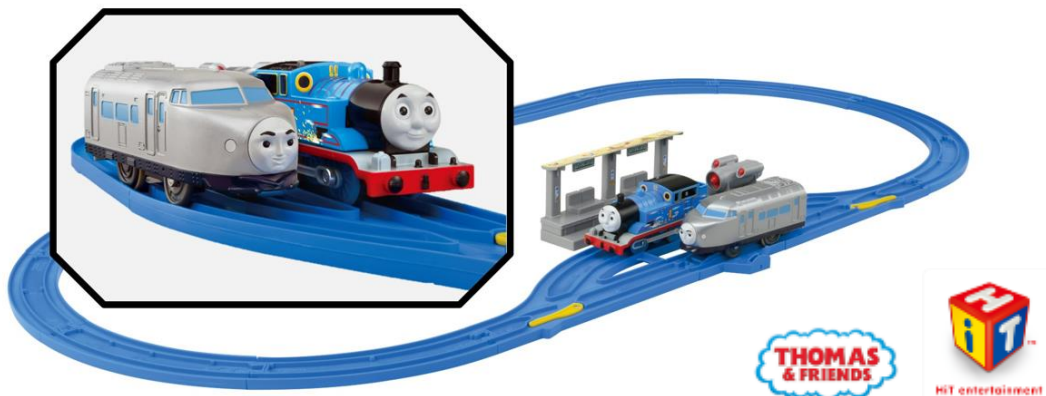
<Work introduction>



“Thomas & Friends: Marvellous Machinery”

When the Earl and his inventor friend Ruth host a Technology Fair at the castle, all sorts of amazing and wonderful inventions find their way to Sodor, including mega-magnets, rocket booster engines, a giant metal man, and Kenji – a brand-new electric engine reputed to be the fastest in the world! But as Thomas worries about the effect this technology will have on his own future, two sneaky thieves – accompanied by their engine, Sonny – look to secure their own fortunes by making off with one of the marvellous inventions. It will be up to the Earl, Ruth, Sir Topham Hatt, and the Steam Team to use all the technological wonders at their disposal to stop the thieves in their tracks! Can they save the day? Will Sonny be given the chance to mend his ways and be a Really Useful Engine? Can Kenji overcome his fears about what his own future holds?

<Product Outline>



Product Name: **PLARAIL “Thomas & Friends: Kenji and Thomas Tagging Set”**

SRP: JPY 6,600 (tax included)

Launch Date in Japan: Thursday, March 25, 2021

Recommended Age: 3 years and up

Package Contents: Thomas (power car) (1), Kenji (pull-back) (1), rocket booster (1), rear buffer (1), station (1), straight track (2), 1/2 straight track (2), 1/2 stop rail (1), curved track (8), single track-double track point rail (A) (1), single track-double track point rail (B) (1), sticker (1)

Batteries Required: Uses 1 AA battery for Thomas (batteries are sold separately)

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for PLARAIL products “PLARAIL Shops,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

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Official Website: www.takaratomy.co.jp/products/plarail/tettei/thomas_set/kenji

[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 1,570 types and more than 175 million products have been sold in Japan (as of June 30, 2020).

[About “Thomas & Friends”]

Thomas & Friends™ is the name of the television series which is extremely popular among preschool children, celebrating the 75th anniversary of publishing of the original book in 2020. After appearing in The Railway Series created by The Rev W Awdry, Thomas became a popular character. Afterwards, the series was made into a TV series in 1984 by Britt Allcroft, a British TV producer. Currently, the series is aired in over 180 regions around the world in 55 languages. In Japan, its history dates back more than 45 years since the publishing of the children’s books, and 30 years since the first airing of the TV series. The TV series is currently aired weekly on Sundays on NHK Educational TV. Furthermore, related products are developed across many touch points including diverse events, theme parks, and films, in addition to products such as toys, children’s books, and apparel products.

Official Website: “Thomas & Friends Channel” www.thomasandfriends.jp

[Inquiries on “Thomas & Friends”]

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