

For Immediate Release



March 7, 2022

“A project to spread the appeal of railroad,” “PLARAIL Railway” series
The next new train is a “commuter limited express!” You can enjoy golden layouts with this alone!

“Make you excited! PLARAIL BEST SELECTION SET”
To be launched on Thursday, April 21, 2022

PLARAIL Railway comes to Osaka for the first time!

Collaboration video showing PLARAIL running alongside the Osaka Loop Line also released

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release a new original train “CROSS LINER” and a **“Make you excited! PLARAIL BEST SELECTION SET” (SRP: JPY 5,500/tax included)** new PLARAIL railroad toy, which includes parts to enable PLARAIL users to create unwaveringly popular “golden layouts”^{*1} in multiple patterns, on April 21, 2022, 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.



(Left) “Make you excited! PLARAIL BEST SELECTION SET”

(Right) CG image of the new original train “CROSS LINER”

In addition to a collaboration video created by PLARAIL Railway and JR-West (West Japan Railway Company) and called “A leisurely circuit around Osaka” being made available on the TOMY Company official YouTube channel “Takara Tomy Channel,” the video will be shown for a limited time within Osaka Station City (JR Osaka station). This footage is one of the initiatives of “A project to spread the appeal of railroad,” which is a PLARAIL Railway concept, and was created with the aim of enabling users to enjoy a trip on the Osaka Loop Line in the comfort of their own homes.

We are also planning other collaborations for the PLARAIL Railway series, such as with JOYSOUND “Miruhaco” and Oyatsu Company’s “Baby Star Crispy Ramen Snack” snacks.

*1 What is the “golden layout” of PLARAIL?

A layout that incorporates elements of “3D” and “slopes.” Because they make the train move up and down and use differences in elevation to give a sense of 3D to the railway landscape, sets that include such parts have been among the more popular products among users over more than 60 years of PLARAIL history.

<What is PLARAIL Railway?>

“PLARAIL Railway” is a fictional railroad company “founded” in 2019 to commemorate the 60th anniversary of PLARAIL. We launched “PLARAIL Railway” in full scale as a project in 2021, and will continue to develop toys with which children can enjoy “new plays with PLARAIL” and collaborate with actual railroad companies nationwide across the boundaries, with the theme of “Joy for railroad, delight for children.”

About the product “Make you excited! PLARAIL BEST SELECTION SET”

“Make you excited! PLARAIL BEST SELECTION SET” is the latest product in the PLARAIL Railway series, which is a project to spread the appeal of railroad that was given a full-scale launch in the spring of 2021.

The product consists of a set containing a new original train “CROSS LINER,” as well as parts to enable the creation of “golden layouts,” which are unwaveringly popular among PLARAIL users, in multiple patterns. The set, which incorporates the three elements for enjoying playing with PLARAIL, namely “a train,” “rails,” and “scenery parts,” contains a total of 24 types of parts, and at least six types of layouts can be made with this product alone. This product is a special limited production set that will only be available until December 2022.



The “Electric Train 3D Overpass Set” product, launched in 1982, introduced slope and overpass elements that were popular among PLARAIL users and enabled them to enjoy “golden layouts.” “Make you excited! PLARAIL BEST SELECTION SET” also incorporates these elements.

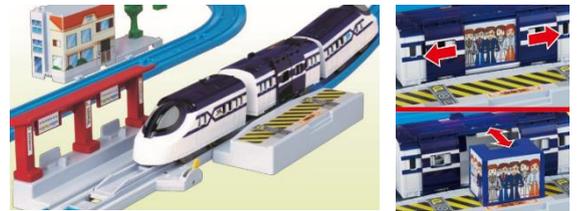
Train “CROSS LINER” (3-car train)

The blue lines on the side of the train bring to mind a railway that runs all around the country, with the train crossing freely over the railway network in all directions, which is why it was given the name “CROSS LINER.” The frame for the drivers window incorporates a motif based on the “P” and “R” letters from PLARAIL Railway.

The train, which is a commuter limited express that connects the city to the suburbs, has a gimmick in the intermediate cars where children can load and unload passengers using the station parts included in the set. In addition to being entertained by the sight of it actually running, users can enjoy pretend play with this train. This product was designed around the concept of letting users experience through play the element of “carrying people” that is the essential objective of a railway.



“CROSS LINER”



(Left) Included station parts

(Right) Loading and unloading gimmick in intermediate cars

Featuring Yuichi Nakamura, a popular voice actor! The product promotional video and commercial video

Ahead of the product release, we are releasing the promotional video and commercial video for the product now on TOMY Company’s official YouTube channel “Takara Tomy Channel.” The video was narrated by popular voice actor Yuichi Nakamura, who has lent his voice to many works including as Satoru Gojo in “The movie - Jujutsu Kaisen 0.” Viewers can enjoy the nimble running of the “CROSS LINER” while listening to narration by Yuichi Nakamura.

▼ Link to watch the video (YouTube)

PLARAIL Railway/CROSS LINER PV: youtu.be/pH5eB3Nlgyc



Yuichi Nakamura

Born on February 20 • A native of Kagawa Prefecture

<Major works>

- Played Satoru Gojo in Jujutsu Kaisen and “The movie - Jujutsu Kaisen 0.”
- Played Professor Cerise in “Pokémon”
- Played Hawks in “My Hero Academia”
- YouTube channels “Yuichi Nakamura” and “Mafia Kajita and Yuichi Nakamura’s ‘Washagana TV’”

“SPEEDJET” will be released as a 3-car train regular product!



*Tracks are sold separately

Due to the popularity*2 of the Original PLARAIL Railway “SPEEDJET” train that was included in the “Packed with popular plays! PLARAIL BEST SELECTION SET” product that went on sale in 2021, it will be launched as a regular 3-car train on Thursday, April 21, 2022.

*2 In a year from April 2021 to March 2022, approximately 90,000 units are expected to have shipped.

Product Name: “S-51 PLARAIL Railway SPEEDJET” JPY 2,640 (tax included)

Collaboration Information

■ CROSS LINER + Osaka Loop Line collaboration video “A leisurely circuit around Osaka”



The “A leisurely circuit around Osaka” collaboration video, which shows a layout reproducing the Osaka Loop Line railway operated by JR-West that runs through Osaka City, on which are running the PLARAIL Railway “CROSS LINER” original train and the “323-series Osaka Loop Line” and “103-series Osaka Loop Line” trains, is now available.

This video takes JR Osaka Station as its starting point and shows a complete circuit of the Osaka Loop Line, passing through Kyobashi and Osakajo-koen Stations. Along the way it gives an introduction to the areas beside the train line, by mixing in actual footage and information from neighborhoods around the stations.



In reproducing Osaka Loop Line, a “Rail Professor” who conducts research on how to connect railroad tracks (rails) and fun layout courses every day at PLARAIL Railway as well as volunteer PLARAIL fans who are well versed in how to connect and play with rails have joined the production of the diorama. The must-see parts are those where the “323-series Osaka Loop Line” and “103-series Osaka Loop Line” trains pass the baton to each other, and together with the “CROSS LINER” provide tourist information who each station of the Osaka Loop Line and on surrounding neighborhoods. This layout reaches approximately 16.5 m x 11 m, with a straight line length of approximately 55 m.

• Locations and websites where the video is being shown

(1) Osaka Station City (within JR Osaka Station)

*Scheduled to be shown until the end of March

Short version: At “O-vision” 2F atrium square, “Carillon Vision” at Carillon Plaza, and elsewhere

Long version: On the seat monitors in the 5F Osaka Loop Line 60th Anniversary café (Bar Del Sole)

(2) TOMY Company official YouTube channel “Takara Tomy Channel”

www.youtube.com/watch?v=uBxJIQ6Z9o

(3) “PLARAIL Railway” web page in PLARAIL Official Website

www.takaratomy.co.jp/products/plarail/tettei/set/plarail_railway

■ PLARAIL Railway content appears on JOYSOUND “Miruhaco”!



The “Miruhaco” service developed by JOYSOUND, which is a familiar name in karaoke, will stream PLARAIL Railway related content, PLARAIL discussions and other video during the period from Wednesday, March 23, 2022 to Thursday, June 30, 2022. The “Miruhaco” service has been attracting attention as a new way of using karaoke, in which a variety of video content is streamed to karaoke rooms, such as films and animations. It can also handle viewing of live events, and more than 7,000 karaoke rooms in 47 prefectures nationwide offer this service. Children can also attend, for enjoyable family events.

- Stream content: More than 30 minutes of PLARAIL video, including footage of the new PLARAIL Railway “CROSS LINER” train, songs and discussions
- Usage fee: Use of PLARAIL-related content is free (it can be used simply by paying the room fee)
- Streaming period: From Wednesday, March 23 to Thursday, June 30, 2022

<What is “Miruhaco”?>

This is a new service from JOYSOUND that creates new entertainment value in karaoke rooms by streaming video footage in a variety of genres to please the eyes rather than just providing songs. Launched in June 2019, this service addresses the “new normal” whereby small numbers of people come together to enjoy live footage at high volume and high quality in the karaoke box in the familiar surroundings of users.

■ **Baby Star Crispy Ramen Snack collaboration with PLARAIL Railway for a limited time only!**



From mid-March 2022, the product packaging for Oyatsu Company's Baby Star Crispy Ramen Snack will for a limited time carry a design featuring the PLARAIL Railway "CROSS LINER" and the PLARAIL Shinkansen.

A campaign for purchasers will also be held, whereby they will be entered into a draw to win a "Make you excited! PLARAIL BEST SELECTION SET"

Product Website: www.oyatsu.co.jp/campaign/plarail_2022

<Product Outline>



Product Name: "Make you excited! PLARAIL BEST SELECTION SET"

SRP: JPY 5,500 (tax included)

Launch Date in Japan: Thursday, April 21, 2022

Recommended Age: 3 years and up

Package Contents: Car main units (CROSS LINER/3-car train) × 1, straight rail (including red × 1) × 3, 1/2 straight rail (including gray×1) × 2, 1/4 straight rail (uneven × 2, convex × 1, concave × 1) × 4, stop rail (gray) × 1, new slope rail × 2, curved × 14, turnout rail (L/R each) × 2, block pier × 4, block pier (yellow-green) × 2, small railroad bridge frame × 2, set of crossings (crossing base × 1, alarm device × 2, crossing gate × 2) × 1, Kimi no Machi Station (platform × 1, roof × 1) × 1, Kimi no Machi Station (passenger platform) × 1, standing tree (green) × 3, standing tree (yellow-green) × 3, passenger block × 1, building block × 1, plate × 1, sticker × 1, instruction manual × 1

Dimensions: Approx. W 1,480 × D 700 × H 130 mm *When deploying the layout

Batteries Required: 1 × AA battery *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" (takaratomy.com), etc.

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Sales Target: 100,000 units

Official Website: www.takaratomy.co.jp/products/plarail/tettei/set/bestselection03/index.htm

[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 1,800 types and more than 177 million products have been sold in Japan (as of March 31, 2021).

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)