



For Immediate Release

December 20, 2022

As a New Year fortune and a New Year greeting,
This year we present you our lineup of lucky “animals that bring good fortune”
Lottery-type “Fukutoku Tomica”
To be launched Thursday, December 29, 2022

Six types of lucky motifs, including the peacock, available for the first time,
as well as the rabbit of the Oriental zodiac, and the beetle

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “Fukutoku 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 Thursday, December 29, 2022 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 “Fukutoku 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 ninth lineup of products in the series.

The “Fukutoku Tomica” models feature lucky animals to wish you happiness in 2023. The lineup features a total of six types of animals: the peacock, available for the first time in the Tomica series; the rabbit, which is the Oriental zodiac sign of 2023; the lion, which runs powerfully across the land and brings good luck; the eagle, which flies across the sky and increases your luck; the ladybird, which walks on leaves towards the heavens (the sun) and is a symbol of good luck; and the beetle, which is strong like an armor and symbolizes good luck.

Worth noting are also the slightly different appearance from the usual “Tomica” series, such as subtle gold decorations applied over an overall matte finish, as well as parts such as the roof and wheels, which are specially designed to reflect the features of each animal.

“Tomica” was born out of a burning desire to see Japanese children playing with more familiar Japanese miniature cars, at the time when foreign-made miniature cars were at the height of popularity. It is now loved by parents and children across three generations. “Fukutoku Tomica” are ideal 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. We strongly hope the series will be enjoyed by parents and children spanning over three generations.

■“Fukutoku Tomica” Product Lineup■

[Rabbit]

SUZUKI Lapin



The rabbit is the Oriental zodiac sign of 2023 and is considered an auspicious symbol of increased economic fortune and marriage. Lapin, which is the French word for “rabbit,” is available with a look based on the image of the New Year. One of its key features is its roof, where the Japanese character for “Rabbit” is painted in golden letters.

[Peacock]

NISSAN
FAIRLADY Z



A design based on the motif of a peacock for the first time in the TOMICA series.

The peacock is considered an auspicious symbol that can ward off evil with its patterns on its wings. It was designed in the image of the beautiful and graceful opened wings of a peacock. The clear-green roof (clear part) is detachable.

[Lion]

TOYOTA GR 86



Toyota GR 86, which is designed in the image of a lion which runs across the land, and SUBARU BRZ, which is designed in the image of an eagle flying in the sky, are included as a pair in the lineup!

The model features a stylish design based on the image of a lion running powerfully across the land, an auspicious symbol for good luck.

[Eagle]

SUBARU BRZ



Its body is designed in the image of an eagle flying across the sky and increasing your luck, an auspicious symbol of happiness and increased luck. The white roof represents the eagle’s head.

[Ladybird]

SUBARU 360



SUBARU 360 is nicknamed “Ladybird.” The model is designed in the image of a ladybird walking on leaves towards the heavens (the sun), an auspicious symbol of increased economic fortune and happiness. The green wheels represent leaves.

[Beetle]

UD TRUCKS Quon



The beetle is said to be an insect that attracts good luck, as its process of growth in which its appearance changes significantly from the stage of larva to adult symbolizes accumulated efforts bearing fruit. The truck is thus designed to carry a beetle that brings good luck.

■Product Outline

Product Name: Fukutoku 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: Thursday, December 29, 2022

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.jp), etc.

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



■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, and “Fukumono Tomica” in 2021. “Fukutoku Tomica” is the ninth lineup of products in this series.

■About “Tomica”

“Tomica” was released in 1970 by TOMY Company, Ltd. as Japan’s first palm-sized domestic die-cast miniature car series, and it celebrated its 50th anniversary in 2020. 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 1,110 different types of cars, a total of more than 710 million cars (As at April 2022).



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 popular characters and contents and our “TOMICA Premium” Series of highly detailed collection models. In addition, in 2016, we launched full-scale licensing of the “Tomica” brand for adults. We have been expanding licensing to apparel, stationeries, daily necessities, etc. with the aim of making Tomica a brand that will be of interest to a wide range of people regardless of age or gender.

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

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)