



TOMY International  
2015 Spring Road  
Suite 700  
Oak Brook, IL 60523  
[www.tomy.com](http://www.tomy.com)

Media Contact:  
Salmon Borre Group  
Scott Goldberg, 847.347.3333  
[scott@salmonborre.com](mailto:scott@salmonborre.com)

## HIGHLY-ANTICIPATED NORTH AMERICAN RELEASE OF TOMICA COLLECTIBLE DIE-CAST VEHICLE LINE HITS WALMART STORES TODAY

### *Limited-Edition Models Exclusively Available Now at Walmart Stores in US and Canada*

**OAK BROOK, IL (August 13, 2019)** — TOMY International, a leading global designer, producer and marketer of innovative, high quality toys, announces the retail availability of Tomica collectible die-cast vehicles in Walmart stores across North America. The highly-anticipated North American release of this leading global die-cast brand brings superior quality, die-cast metal construction, authentic “real car” features, attention-to-detail and a wide variety of models to collectors in the US and Canada. Tomica’s iconic collectible die-cast vehicles are available in the die-cast collectible aisle at Walmart stores across North America starting today.

“We are thrilled to partner with Walmart to bring Tomica into North America as we herald the upcoming 50<sup>th</sup> anniversary of this global phenomenon and heritage brand of TOMY,” states Peter Henseler, President of TOMY International. “Tomica has earned its place as the number-one die-cast vehicle brand in Japan by offering collectors unmatched die-cast quality, detailed designs, working features and a wide range of vehicle makes and models. Echoing these same attributes, the Tomica vehicles will be released as limited editions in North America in staggered waves to enhance collectability.”

Having sold more than a half a billion units around the world, Tomica is known for luxury premium design, stylized details and more moveable parts than other die-cast collectibles. Exclusive packaging design along with the company’s commitment to introducing new vehicles throughout the year, make this Tomica roll out a truly one-of-a-kind opportunity for avid die-cast collectors.

Tomica is available now in North America with two waves of six vehicles each, featuring a complete line of unique car styles from around the world at a suggested retail price of \$4.99 each. To carry the celebration into Tomica’s 50<sup>th</sup> Anniversary year, TOMY plans to release new models and assortments from the Tomica broad range of vehicles into 2020 and well beyond.

For more information on Tomica in North America please follow Tomica on [Facebook](https://www.facebook.com/tomy) or visit [www.tomy.com](http://www.tomy.com).

### **About TOMY International**

TOMY International ([www.tomy.com](http://www.tomy.com)) is a leading global designer, producer and marketer of a broad range of innovative, high-quality toys sold to preschoolers, youths and adults under the TOMY® and Ertl® brands as well as products for parents, infants and toddlers marketed under the The First Years®, JJ Cole® Collections and Boon® brands. TOMY International also markets its products under popular licensed properties such as John Deere, Ricky Zoom, WWE, Sonic the Hedgehog, Nintendo, Sanrio, Thomas the Tank Engine, Lamaze, Disney Baby properties including Mickey and Minnie Mouse, Princesses, Cars, Fairies and Toy Story, and other well-known licenses. TOMY International's mission is to make the world smile. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North and South America, Europe and Australia. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd. (Tokyo Stock Exchange Code No. 7867). © TOMY.

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