

For Immediate Release



October 17, 2019

**The year 2020 will be the 50th anniversary for Tomica!**

**“Tomica 50th anniversary collection”**

**To be launched in December 2019**

**Scheduled for presales exhibition in the Tomica Booth  
at the Tokyo Motor Show**

**Key visual for the 50th anniversary unveiled**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of the **“Tomica 50th anniversary collection”** (six different types/SRP: JPY700 each/tax not included) as new “Tomica” die-cast mini toy cars that will be available from December 2019 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty stores for products “TOMICA shops,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



TOMY Company planned this collection to commemorate the 50th anniversary of the sales of Tomica in 2020. In this Tomica collection, TOMY Company reproduced the first generation of six different Tomica mini toy cars released in 1970, using the same specifications and dies as those for current Tomica models. (The above photo shows from left to right, 01 Bluebird SSS Coupe, 02 Corona Mark II Hardtop, 03 Crown Super Deluxe, 04 Crown Patrol Car, 05 Toyota 2000GT and 06 Fairlady Z432).

In the Tomica Booth (at the Tokyo Big Sight Aomi Exhibition A Hall) at the Tokyo Motor Show 2019, TOMY Company will exhibit the “Tomica 50th anniversary collection” before its release in Japan. In addition, TOMY Company will unveil the logo and the key visual for Tomica’s 50th anniversary there. “Cool, at all times” as a key message, TOMY Company expresses the stylishness of Tomica that never loses luster in the key visual for the anniversary which includes all models sold in the history of the Tomica line.



### [Points worthy of note in the Tomica Booth at the 46th Tokyo Motor Show 2019]

TOMY Company will set up the Tomica Booth (Tokyo Big Sight Aomi Exhibition A Hall) again at this year’s Tokyo Motor Show to sell Tomica models, including 12 **commemorative models for the Tokyo Motor Show 2019, the Nissan GT-R 50th Anniversary model, the Nissan Fairlady Z 50th Anniversary model and the Tomica Netz Hyogo 86BS Toyota 86 model** (\*1). As a new addition to the Tomica World (\*2) series, TOMY Company will exhibit before release **Tomica Speedway Go! Go! Accel Circuit**, which enable users to enjoy Tomica races without using battery by hitting buttons repeatedly. Visitors can try playing this toy in the Tomica Booth.

In addition, TOMY Company will exhibit **Tomica for the Toyota LQ and the JAXA-Toyota manned, pressurized lunar rover** (launch dates and SRPs for these Tomica models are undecided) at the Tokyo Motor Show 2019 for reference purpose. (TOMY Company plans to exhibit the Tomica model for the Toyota LQ in the Tomica Booth and at the FUTURE EXPO MEGA WEB area and display the Tomica model for the JAXA-Toyota manned, pressurized lunar rover in the Tomica Booth only.)

Besides Tomica, TOMY Company will introduce a wide variety of content at this year’s Tokyo Motor Show, arranging sections for Licca dolls, PAW Patrol, GSTREAM and Transformers in the Tomica Booth.



Tokyo Motor Show 2019 Commemorative Tomica Models

- Tokyo Motor Show 2019 Commemorative Tomica Model No. 1: Daihatsu Wake
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 2: Subaru BRZ
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 3: Hino Profia
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 4: Honda NSX
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 5: Isuzu Giga Dump Truck
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 6: Mazda CX-5
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 7: Mitsubishi Triton
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 8: Mitsubishi Fuso Aero Star
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 9: Nissan Serena e-POWER
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 10: UD Trucks Quon
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 11: Suzuki Jimny
- Tokyo Motor Show 2019 Commemorative Tomica Model No. 12: Toyota GR Supra

Price: <individually packaged item> JPY 770 (tax included)  
<A set of 12 Tomica models> JPY 9,240 (tax included)



Nissan GT-R 50th Anniversary  
Price: JPY 770 (tax included)  
\* Presales at the Tokyo Motor

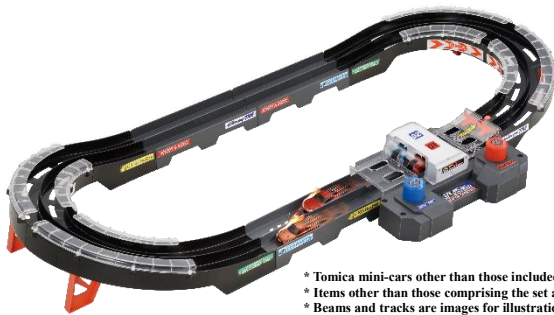


Nissan Fairlady Z 50th Anniversary  
Price: JPY 770 (tax included)  
\* Presales at the Tokyo Motor Show



tomica Netz Hyogo 86BS Toyota 86  
Price: JPY 880 (tax included)  
\* Presales at the Tokyo Motor Show

\* Prices including tax are stated for the above four products to correspond with their selling



Tomica Speedway Go! Go! Accel Circuit

Launch date in Japan: scheduled in December 2019  
\* Presales exhibition at the Tokyo Motor Show 2019

\* Tomica mini-cars other than those included in the package are sold separately.  
\* Items other than those comprising the set are sold separately.  
\* Beams and tracks are images for illustration purposes only.



Toyota LQ  
(An image of the actual vehicle)



JAXA-Toyota manned, pressurized lunar rover  
(A conceptual image of the actual vehicle)

\*1) This is tomica Netz Hyogo 86BS Toyota 86, which is competing in TOYOTA GAZOO Racing 86/BRZ Race 2019.

\*2) The Tomica World is a series of products developed in line with various themes, including Tomica Town, Tomica Adventure, Tomica Speedway and Tomica Future City, based on the imaginary worldview of Tomica.

<Click the following links for the details of the 46th Tokyo Motor Show 2019>

■ Special Tomica webpage for the 46th Tokyo Motor Show 2019

[www.takaratomy.co.jp/products/tomica/enter/other/1910/index.htm](http://www.takaratomy.co.jp/products/tomica/enter/other/1910/index.htm)

■ Official website for the 46th Tokyo Motor Show 2019:

<https://www.tokyo-motorshow.com/en/>

<Click the following link to visit the official website for Tomica's 50th anniversary.>

[www.takaratomy.co.jp/products/tomica/sp/50th](http://www.takaratomy.co.jp/products/tomica/sp/50th)

<About “Tomica”: Official Website ([www.takaratomy.co.jp/products/tomica/](http://www.takaratomy.co.jp/products/tomica/))>



When foreign-made miniature cars were at the height of popularity and customers asked for the Japanese cars, “Tomica” (Sales Agent: TOMY Company) had a burning desire to see Japanese children playing with more familiar Japanese miniature cars. In 1970, we released Japan’s first die-cast Japanese miniature car series that fit in the palm of a child’s hand. Up to now, we have sold more than 1,020 different types of cars, a total of more than 655 million cars loved by over three generations (As at April 2019). 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 characters and content popular with both men and women and our “TOMICA Premium” Series of highly detailed collection models. In addition, in April 2016, we launched full-scale licensing of the “tomica” brand for adults. We aim to further enhance this brand through the licensing of apparel, accessories and miscellaneous goods, stationery and everyday items designed to capture the interest of traditional Tomica users (3–5 year old boys) as well as a wide range of other people without regard for age or gender. We plan to take various measures in 2020 when we celebrate the 50th anniversary of Tomica’s sales launch.

**TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019**

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