



For Immediate Release

December 11, 2019

A gathering of popular Sanrio characters spanning generations!

Cute Tomica cars in 10 character motifs

“Dream TOMICA Sanrio Characters Collection”

To be launched Saturday, January 18, 2020

Some characters will feature on Tomica cars for the first time,
including Pochacco, Kerokerokeroppi and Hangyodon!

TOMY Company, Ltd.

Sanrio Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of **“Dream TOMICA Sanrio Characters Collection”** (SRP: JPY 700 each/tax not included) as a new line of “TOMICA” die-cast mini toy cars, in collaboration with Sanrio Co., Ltd. (President and CEO: Shintaro Tsuji, headquarters: Shinagawa-ku, Tokyo) featuring ten popular Sanrio characters. The cars will be available from Saturday, January 18, 2020 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, the specialty store for TOMICA products “TOMICA shop,” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), selected Sanrio stores, Sanrio ONLINE SHOP (<https://shop.sanrio.co.jp/>), etc.



Each package contains a car in one of **ten original designs, each themed on a popular Sanrio character**. The front of each car resembles a character’s face and is complemented by designs that reflect their individual characteristics, such as a unique design on the rear of the car and a printed version of the character’s logo.

Out of a total of ten characters included in the motifs, four have appeared in Tomica collaborations in the past (**Hello Kitty, Gudetama, Cinnamoroll, and My Melody**) while six are making an appearance **for the first time (Pochacco, Pompompurin, Kuromi, Tuxedosam, Kerokerokeroppi, and Hangyodon)**.

As Tomica celebrates its 50th anniversary in 2020, TOMY Company designed these products with the hope of bringing Tomica to a more diverse group of customers, breaking age and gender boundaries, including people who have yet to experience the brand. They will be released as part of the “Dream TOMICA” series*.

To be approachable to people of all ages, the lineup includes a variety of Sanrio characters, from those launched in the 1970s to those launched in the 2010s, each having been long loved by customers of their generation.

*About the “Dream TOMICA” series

The series was launched in 2012, with “Tomica collaborations that you dreamed of!” as its concept, and incorporates popular content that appeals to a wide range of target demographics. 135 different models have been released to date (as of December 10, 2019) and there is usually a lineup of about 30 models available at any given time.

<Product Outline>

Product Name: “**Dream TOMICA Sanrio Characters Collection**”

SRP: JPY 700 each (tax not included)

Release Date: Saturday, January 18, 2020

Recommended Age: 3 years and up

Package Contents: TOMICA main unit × 1

Product Details: Total 10 types (“Hello Kitty,” “Gudetama,” “Cinnamoroll,” “My Melody,” “Pochacco,” “Pompompurin,” “Kuromi,” “Tuxedosam,” “Kerokerokeroppi,” and “Hangyodon”)

*All 10 types have mystery packaging, so you cannot choose a specific character.

Dimensions: Approx. W 33 x H 32 x D 54 mm (main unit)

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, the specialty store for TOMICA products “TOMICA shop,” TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), selected Sanrio stores, and Sanrio ONLINE SHOP (<https://shop.sanrio.co.jp/>)

*A complete set of all 10 types will be available for JPY 7,000 (tax not included) at Sanrio ONLINE SHOP.

*List of Sanrio stores stocking “Dream TOMICA Sanrio Characters Collection”

(release date: Wednesday, December 18, 2019): <https://www.sanrio.co.jp/news/mx-dreamtomica-20191218/>

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Website: www.takaratomy.co.jp/products/tomica/new/2001.htm



Example of rear design (Pompompurin)



Example of rear design (Pochacco)

<About “TOMICA”: Official Website 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.

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

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)