

For Immediate Release



February 26, 2020 [Revised version 1: Event information changed]

March 19, 2020 [Revised version 2: Event information changed]

March 27, 2020 [Revised version 3: Event information changed]

May 15, 2020 [Revised version 4: Event information changed]

July 3, 2020 [Revised version 5: Event information changed]

January 15, 2020

A total of more than 670 million cars sold!
Miniature cars, one of which is sold every two second! (*1)
Announcement on the 50th anniversary for
“Tomica” to be celebrated in 2020

- **Commemorative project: collaborative project with carmakers**
- **Events: Fan Appreciation Festival for Tomica 50th Anniversary**
- **Animation: A Tomica animation adaptation has been decided!**

TOMY Company, Ltd.

“Tomica” die-cast miniature cars that have been sold by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) since 1970 mark the 50th anniversary this year 2020.

The 50th anniversary’s key message is “Cool, at all times.” TOMY Company will deliver the stylishness of “Tomica” that never loses luster, together with our thanks, to everyone who has played with “Tomica.” This year, which will be the 50th anniversary, TOMY Company plans to hold user-participation events, release commemorative products, develop a media mix in line with an animation adaptation, collaborate with a variety of other industries and so on, to boost “Tomica” even further.



Cool, at all times

トミカはクルマが大好きだ。
トミカはこれからも、
時代を走るクルマたちを
手のひらサイズに載せて、
その魅力を伝えていきたい。
わたしたちトミカの使命です。

Key visual for 50th anniversary for “Tomica”

“Tomica 50th anniversary celebration”

[1] Commemorative project

“Tomica 50th anniversary collaboration project with carmakers”

[2] Events

(1) “Fan Appreciation Festival for Tomica 50th Anniversary” (2) Exhibition and goods sales event “Tomica 50th Thanks Fest”

[3] 50th anniversary related products

(1) “Tomica 50th anniversary collection” (2) “Tomica 50th anniversary history selection”
(3) “TOMICA Premium RS Toyota 2000GT” (4) “Tomica Limited Vintage Neo” Series

[4] Animation

Animation adaptation of “Tomica” for the 50th anniversary

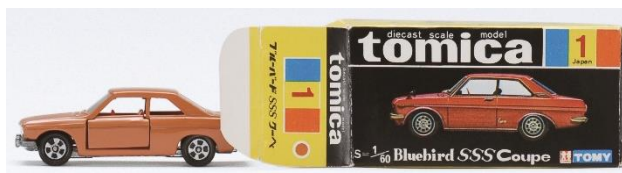
[5] Collaboration

Collaboration with various companies and brands

*1 The miniature cars sold have reached 670 million units over approximately 50 years since the release in 1970, and this works out to one car sold about every two seconds.

[About Tomica]

“Tomica,” which was born with a desire to see Japanese children playing with Japanese miniature cars, was launched on August 18, 1970. These miniature cars, which are modeled on cars actually running in cities, have been going with the times, keeping with the rise of new car models and changes in trends of automobiles. To date, 1,050 or more types were released, and the total number of the miniature cars sold exceeded 670 million units (as of January 2020).



↑ First generation “Tomica” and its package (price at that time: JPY 180)

← Lineup of the first generation of six different “Tomica” mini toy cars

■ Characteristics of “Tomica”

(1) Quality

To give real-car-like massive and metallic feelings, the miniature cars are die-cast, and electrostatically painted just like real cars.

(2) Safety

Consideration and creativity for safety are given even in small bodies, including no side mirrors attached, and rounded tips of pointed parts.

(3) Runnability

We have realized runnability which makes the toy cars run well by just slightly pushing them with your hand to roll wheels.

(4) Size

The width (78 mm) has not changed since the birth, the scale varies by car because a model is scaled down to the size in which it fits in a box (child’s palm size). Rather than using a real car as a scale model without change, we design toy cars by uniquely deforming the model car so that they appear infinitely authentic.

(5) Action

With actions suited for types of cars, such as suspension and door opening and closing, allowed, we aim to bring fun miniature cars not only to see but also to touch.

(6) Abundant lineup

There are always a total of 140 types of long-standing products (including 20 long types), and replacement is made in the lineup while two types are released on the third Saturday every month. The “Tomica World” Series of visual scene sets, which can be enjoyed with “Tomica,” offers products such as express highways and buildings. In recent years, in addition to our long-standing products, we have expanded our lineup such as “Dream TOMICA” Series that collaborates with popular characters and content, “TOMICA Premium” Series of highly detailed collection models and developed diverse series for a wide variety of targets.

(7) Accessible design toys

These products have been certified as “accessible design toys” that enable vision-impaired people to also have fun playing with them (*2).



They are able to learn about a car’s shape, which is usually difficult to touch, by feeling it with their hands.

*2 “Accessible design toys” are toys manufactured and sold for general customers that enable vision- or hearing-impaired children to have fun playing with them.

Only toys that have passed monitoring inspections performed by the Accessible-Design Toy Committee of The Japan Toy Association are certified as accessible design toys. These products are “Accessible Design Toys” with Guide Dog Mark that enable vision-impaired people to also have fun playing with them.

In addition, we propose opportunities for more people to have access to “Tomica” through expansion of licensing of a brand for adults “TOMICA” (from April 2016), holding of “Tomica Expo,” the largest class event for “Tomica” (held in seven to nine locations across Japan every year since 2000), and moreover, “Tomica Shops,” specialty stores for “Tomica” products (from 2005; currently four shops across Japan: Tokyo, Yokohama, TOKYO SKYTREE TOWN Solamachi, and Osaka), etc.



TOMICA

SRP: JPY 450 (tax not included)

* Long type is JPY 900 (tax not included).

Recommended age: 3 years and up



Dream TOMICA

SRP: starting from JPY 600 (tax not included)

Recommended age: 3 years and up



TOMICA Premium

SRP: starting from JPY 800 (tax not included)

Recommended age: 6 years and up

Masanari Tomiyama

(The second President of TOMY Company, Ltd.)

-- Excerpt from "Story About the Birth of Tomica" (1998) --

[Story About the Birth of Tomica]

I will tell you a story about the birth of Tomica. Since around 1960, department stores and toy shops in Japan had sold overseas die-cast miniature cars, and they sold very well. However, as most of them were foreign cars, I wanted desperately to create domestically made cars. This was my dream.

With the postwar reconstruction, Japanese technology for toys gradually improved and enabled making of various interesting toys, but I never knew how to make die-cast toys. At that time, it was common knowledge that a main body (product) could not be finished up beautifully without removing burrs in die-casting. Then, the body was filed to be a product. You never make products cheap through this process. So I had difficulty trying my hand.

In the meantime, I was given a chance to see a manufacturing process for overseas die-cast miniature cars in around 1965. It was very helpful and I could learn the know-how. This caused us to realize a domestically-made Tomica toy car at the retail selling price of JPY 180. Then we finally got to release six types of cars. It was 1970. As for naming, we decided to name "Tomica" after "cars" of "TOMY."

Quality is the most important thing for "Tomica." Of course, we ensure that wheels or doors cannot be taken off with a slight pull, and avoid any paint being scratched. In addition, beauty of the car body line matters. And another important thing is in selection of car models. Our basic policy of development is to make gem-like "Tomica" miniature cars that catch the eye of the customer when they are in a store, give them a feeling of abundance due to the variety of different types of cars that can be seen, and make it so that they cannot help picking them up and thinking that the cars are cool after looking at one in the palm of their hand from every angle.

We must continue our efforts to keep our quality through the 2000s. Moreover, I think we have to push forward with the making of Tomica of the world's highest quality.



About "Tomica 50th anniversary celebration"

[1] Commemorative project

■ "Tomica 50th anniversary collaboration project with automakers"

The "Tomica 50th anniversary collaboration project with automakers" is a dream project, in collaboration with three automakers, namely Honda R&D Co., Ltd., TOYOTA MOTOR CORPORATION and Nissan Motor Co., Ltd., in which designers from these companies, who are in charge of designing real cars, develop special 50th anniversary designs only for "Tomica."

Based on the makes of existing sports cars of each company, which are popular among "Tomica" miniature cars and are admired by children, each company decided in an in-house competition on a design that fits each make. For each design, real cars painted as the special Tomica will also appear in various events.

◇First Product

Honda Civic TYPE R Tomica 50th Anniversary Edition designed by Honda

Launch Date: April 2020

* The “Tomica” car with the original design and the painted real car are to be unveiled at the “Tomica Expo in OSAKA” in April 2020.

→ “Tomica Expo in OSAKA” has been canceled.

For details, please refer to the “Tomica” official website.

Regarding the exposition of the painted real car, we will provide details on the “Tomica” official website, etc., as soon as they are decided.



Illustration of the design

◇Second Product

Toyota GR Supra Tomica 50th Anniversary Edition designed by Toyota

Launch Date: June 2020

* The “Tomica” car with the original design and the painted real car are to be unveiled

at the “INTERNATIONAL TOKYO TOY SHOW 2020” in June 2020.

→ “INTERNATIONAL TOKYO TOY SHOW 2020” has been canceled.

For details, please refer to the official website of “INTERNATIONAL TOKYO TOY SHOW 2020.”

Regarding the exposition of the painted real car, we will provide details on the “Tomica” official website, etc., as soon as they are decided.



Illustration of the design

◇Third Product

NISSAN GT-R Tomica 50th Anniversary Edition designed by NISSAN

Launch Date: August 2020

* The “Tomica” car with the original design and the painted real car are to be unveiled at the “Tomica Expo in YOKOYAMA” in August 2020.

→ “Tomica Expo in YOKOHAMA” has been canceled.

For details, please refer to the “Tomica” official website.

Regarding the exposition of the painted real car, we will provide details on the “Tomica” official website, etc., as soon as they are decided.



Illustration of the design

<All Three>

Tentative Price: JPY 800 (tax not included)

Recommended Age: 3 years and up

Sales Channels (for all three): 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” (takaratomymall.jp), etc.

[2] Events

■(1) “Fan Appreciation Festival for Tomica 50th Anniversary”

In October 2020, “Fan Appreciation Festival for Tomica 50th Anniversary” will be held. A photo competition “TOMICA FAN AWARDS” will be conducted in advance, by online submission, and winners will be invited to stage events at the “Fan Appreciation Festival for Tomica 50th Anniversary.” The “TOMICA FAN AWARDS” ceremony and a special stage show will be held as stage events. The “TOMICA FAN MUSEUM” will be open at the same time, where everyone can participate. At this event, you can look back on the 50-year history of “Tomica” through works submitted for “TOMICA FAN AWARDS,” display of real cars for the 50th anniversary, special photo spots, etc.

◇Photo competition “TOMICA FAN AWARDS” application period:

Scheduled to start in April 2020

* Details including time and date of the event will be announced

later on the “Tomica” website.

→ “TOMICA FAN AWARDS” has been canceled and the contents of the “Fan Appreciation Festival for Tomica 50th Anniversary” are being reviewed. We will provide details on the “Tomica” official website, etc., as soon as they are decided.



■(2) “Tomica 50th Thanks Fest”

“Tomica 50th Thanks Fest,” an exhibition and product sales event for Tomica’s 50th anniversary, will be held at the following commercial facilities. The event features an exhibition on the history of “Tomica,” big-scale diorama, photo spots for Tomica’s 50th anniversary, etc., as well as a family-friendly stage show.

* The content may vary by venue.* Admission free.

* Depending on future circumstances, the event might be postponed or canceled. For details, please refer to the “Tomica” official website.

[Canceled] Saturday, February 29, 2020 : AEON LakeTown kaze

[Canceled] Saturday, March 7 to Sunday, March 8, 2020 : AEONMALL ITAMI

[Postponed]

Friday (national holiday), March 20 to

Sunday, April 5, 2020

: MITSUI OUTLET PARK KISARAZU

[Canceled] Saturday, March 21, 2020

: Sunshine City Exhibition Hall C

(At the SHOGAKUKAN Children Festival)

* Advance application required.

[Postponed] Late March to mid-April 2020

: TOKYO SKYTREE TOWN Solamachi

[Canceled] Saturday, April 25 to Monday, May 25, 2020 : Fine-view floor “sky garden,” 69th floor,

Yokohama Landmark Tower

[3] 50th anniversary-related products

■(1) Tomica 50th anniversary collection

This is a collection of products to commemorate the 50th anniversary of the sales of “Tomica,” in which the first generation of six different Tomica mini toy cars released in 1970 are reproduced using the same specifications and dies as those for current “Tomica” models.



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

Product Name: “Tomica 50th anniversary collection”

Package Contents: TOMICA main unit × 1

SRP: JPY 700 each (tax not included)

Launch Date: December 26, 2019 (Now on sale)

Recommended Age: 3 years and up

Dimensions: W 78 mm × H 78 mm × D 27 mm (package)

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” (takaratomymall.jp), etc.

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■(2) Tomica 50th Anniversary History Selection (Planning and Collaboration: TOHAN CORPORATION / Sales Agent: TOMY Company, Ltd.)

“Tomica 50th Anniversary History Selection,” a series to commemorate the 50th anniversary of the birth of “Tomica,” will be released at bookstores as MVP brand for sole distribution by TOHAN (*).

In this collection, the half-century history of “Tomica” has been traced, and “a still impressive car” was selected for every decade. The product is sold in a box of which the front page can be opened like a book, containing a description of that time and car model, which you can enjoy with “Tomica” toy car. As original models that are available only at bookstores, a total of six models a year, from “1970-1979 Vol. 1” to be launched in February 2020 to “2020 Vol. 6” to be launched in December 2020, will be released every even month. As the first model, “Tomica 50th Anniversary History Selection 1970-1979 Vol. 1 Toyota 2000GT” will be released in February.

◇Future plan

- 1970-1979 Vol. 1 To be launched in February
- 1980-1989 Vol. 2 To be released in April
(car model is to be announced in March)
- 1990-1999 Vol. 3 To be released in June
(car model is to be announced in May)
- 2000-2009 Vol. 4 To be released in August
(car model is to be announced in July)
- 2010-2019 Vol. 5 To be released in October
(car model is to be announced in September)
- 2020 Vol. 6 To be released in December
(car model is to be announced in November)



Illustration of the product (Vol. 1 Toyota 2000GT)



Illustration of the package

* TOHAN MVP brand:

MVP stands for More, Value, Produce, meaning to produce more value. It is the collective term of sales model in which TOHAN discusses products that meet the needs of readers with publishing firms and manufactures from the production planning stage in terms of appropriate places, period, volume and price, and also backs up sales promotion. Since 2015, the brand has developed the Tomica series for bookstores.

Product Name: “Tomica 50th Anniversary History Selection 1970-1979 Vol. 1 Toyota 2000GT”

Package Contents: Tomica main unit x 1, package with the description of Tomica’s history

SRP: JPY 1,000 each (tax not included)

Launch date in Japan: February 2020

Recommended Age: 3 years and up

Dimensions: W 78 mm × H 164 mm × D 41 mm (package)

Sales Channels: Details are available on the following webpage:

www.takaratomy.co.jp/products/tomica/info/2002/tohan.htm

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■(3) “TOMICA Premium RS Toyota 2000GT”

As the third products for the “TOMICA Premium RS” series, which is the 1/43 scale series of “Tomica,” “TOMICA Premium RS Toyota 2000GT (white)” and “TOMICA Premium RS Toyota 2000GT (red)” will be launched.

This product is characterized by being enjoyable not only to see but also to touch. It is equipped with suspension and the left-hand and right-hand doors that can be opened and closed. In commemoration of “Tomica” 50th anniversary, “Toyota 2000GT” was selected from the lineup that appeared at the time of the first launch of “Tomica.” The product is available in two colors, “white” and “red,” so that more people can enjoy it.



Product Name: “TOMICA Premium RS Toyota 2000GT (white)”

“TOMICA Premium RS Toyota 2000GT (red)”

Package Contents: TOMICA Premium RS main unit x 1

SRP: JPY 3,500 each (tax not included)

Launch date in Japan: Saturday, January 18, 2020

Recommended Age: 14 years and up

Dimensions: W 38 mm × H 27 mm × D 97 mm

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” (takaratomymall.jp), etc.

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■(4) “TOMICA LIMITED VINTAGE NEO” series (Sales Agent: TOMY TEC CO., LTD.)

From “TOMICA LIMITED VINTAGE” 1/64 scale miniature car brand, commemorative products, “TOMICA LIMITED VINTAGE NEO LV-N 205 a Nissan Cedric 2000GL (two types: brown and black),” “TOMICA LIMITED VINTAGE NEO LV-N 204 a Mitsubishi Colt Galant GTO MR (orange),” and “TOMICA LIMITED VINTAGE NEO LV-N 204 b Mitsubishi Colt Galant GTO MR (blue)” will be released.

These two models released in 1972, in early times after the birth of Tomica, are Tomica miniature toy cars for adults, which were restructured to have higher quality using TOMY TEC’s precision technology. The “TOMICA LIMITED VINTAGE” series features a metal body and chassis, meticulous coloring in every detail, suspension mechanism, plastic parts for fine details, tires made of soft material (with some exceptions), and so on.

[Nissan Cedric 2000GL]

The product name for “Tomica” at the time of the release in 1972 was “Tomica No. 33 Nissan Cedric.” To reproduce a touch of luxury of the real car, interior and exterior were also colored finely. In addition to brown metallic, which evokes an image of the product at that time, black that was a popular color for the real car is lined up.

[Mitsubishi Galant GTO MR]

The product name for “Tomica” at the time of the release in 1972 was “Tomica No. 30 Colt Galant GTO.” The orange MR that was illustrated on a box for the product at that time is reproduced. Orange is reproduced from the 1970 model vehicle and blue from the 1972 model vehicle, so their car name and coloring in details are different.



Illustration of Cedric 2000GL



Illustration of Galant GTO MR

Product Name: “TOMICA LIMITED VINTAGE NEO LV-N 205 a Nissan Cedric 2000GL (brown)”
“TOMICA LIMITED VINTAGE NEO LV-N 205 b Nissan Cedric 2000GL (black)”
“TOMICA LIMITED VINTAGE NEO LV-N 204 a Mitsubishi Colt Galant GTO MR (orange)”
“TOMICA LIMITED VINTAGE NEO LV-N 204 b Mitsubishi Colt Galant GTO MR (blue)”

Package Contents: TOMICA main unit × 1

SRP: Cedric 2000GL (two types) JPY 2,700 each (tax not included)

Galant GTO MR (two types) JPY 2,500 each (tax not included)

Launch date in Japan: Cedric to be launched in June 2020/Galant to be launched in August 2020

Recommended Age: 15 years and up

Size: 1/64 scale

Dimensions: Cedric W 74 mm x H 24 mm x D 26 mm

Galant GTO W 67 mm x H 23 mm x D 25 mm

Official Website: minicar.tomytec.co.jp/

Sales Channels: Hobby sections of mass retailers, model railroad stores, hobby-related online shopping sites, etc. in Japan

Copyright: Application filed for a commercialization license to the copyright source

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[4] Animation

■“Tomica” animation adaptation for the 50th anniversary

A “Tomica”-themed animated TV program will start in April 2020. An animation adaption of “Tomica” for a TV program is made for the first time in two and a half years since “TOMICA HYPER RESCUE DRIVE HEAD” was aired in 2017. Besides the airing of the animation, a media mix will be developed on various fronts including related toy products, kids amusement game, and serial publications in magazines.

[5] Collaboration

A variety of collaborations will be made through the year to commemorate the 50th anniversary. From here on, we plan to announce collaborations with diverse companies and brands.

■“Hato Bus”

Content of Offering: A special design wrapping to commemorate the “Tomica” 50th anniversary “Real Tomica” bus will run. There will be only one bus with “Tomica” design and it goes to notable sites in Tokyo. Passengers on the bus will be given an original “Tomica” miniature car (not for sale) as a gift.

Offering Period: Friday, March 20, 2020 to Wednesday, May 6, 2020

Contact for confirmation of details on the tour and booking: www.hatobus.co.jp/



Illustration of “Real Tomica” Design



Illustration of the Original “Tomica”

■ **“Lotte” (Choco Pie)**

Content of Offering: Using the box of “Choco Pie,” you can make a paper “Tomica” miniature toy car by cutting out the picture on the back of the box and building the model. In addition, a campaign will be launched from spring of 2020, including a lottery in which winners get an original “Tomica.”

Offering Period: Spring to summer of 2020

■ **“Tokyo Bay Maihama Hotel First Resort”**

Content of Offering: An accommodation plan for “TOMICA Room,” decoration room to commemorate “Tomica” 50th anniversary, will be offered.

- Rooms themed with “Tomica” will be prepared (only two rooms per day available).
- Walls, bedspreads, cushions, etc. in the guest rooms have designs of popular car models that are lined up in “Tomica.”
- Various “Tomica” miniature cars are displayed in the guest rooms.
- At the time of check-in, “Kantan Okatazuke! Nigiyaka Sound Town (Easy Cleanup! Lively Sound Town)” toy and 10 Tomica miniature cars are lent out for free of charge.



Offering Period: Tuesday, January 7, 2020 to Wednesday, June 30, 2021

* Not available on Monday, January 20, 2020.

Official Website: www.maihama-hotel-firstresort.jp/stay/tomica.html

■ **“UNITED ARROWS green label relaxing”**

Offered Products: two types of sweatshirts for kids

Offering Period: from December 2019

Sales Channels: sold at 84 UNITED ARROWS green label relaxing stores in Japan

* Some stores do not deal in products for kids.

■ **“NARUMIYA INTERNATIONAL Co., Ltd.”**

Offered Products: Four types of T-shirts for kids

Offering Period: Scheduled to be launched in February 2020

Sales Channels: sold at department stores and specialty stores in Japan



klädskåp

■ **“TAKEO KIKUCHI”**

Offered Products: Apparel for adult, fashion goods

Offering Period: Scheduled to be launched in late May 2020

Sales Channels: 113 TAKEO KIKUCHI shops in Japan, official ONLINE STORE, five TAKEO KIKUCHI shops in Taiwan, and seven TAKEO KIKUCHI shops in Thailand

**TAKEO
KIKUCHI**

■ **“BEAMS”**

Offered products: Apparel, sundry goods, custom-made Tomica miniature cars

Offering Period: Scheduled from October to November 2020

Sales Channels: All BeamsT shops (13 shops), online store, etc.



■ **“Oyatsu Company” (Potato Maru)**

Offered Product: “Potato Maru” in the collaboration package with “Tomica” will be sold.

Implementation Period: From March 2020

Sales Channels: GMSs, supermarkets and drugstores in Japan



<Click the following link to visit the official website for Tomica.>

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

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

www.takaratomy.co.jp/products/tomica/sp/50th

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)