

“SHINKALION” & “Hello Kitty Shinkansen”

Transformation into the cute and cool robot wearing Hello Kitty Mask!

PLARAIL Deluxe Shinkalion Series

SHINKALION HELLO KITTY

On sale from March 2020

Total length of
“five apple-loaded
trucks”!?

TOMY Company, Ltd.
Sanrio Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of PLARAIL “SHINKALION HELLO KITTY” (expected price: JPY 8,000/tax not included), **which transforms into a robot**. This is a collaboration between West Japan Railway Company’s “Hello Kitty Shinkansen” marked with the design of “HELLO KITTY,” a popular character of Sanrio Company, Ltd. (President and CEO: Shintaro Tsuji, headquarters: Shinagawa-ku, Tokyo), and “SHINKALION” (original story: TOMY Company, Ltd., JR East Marketing & Communications, Inc. and Shogakukan-Shueisha Productions Co., Ltd.). The product will be available from March 2020 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, specialty stores for PLARAIL products “PLARAIL Shops,” TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), selected Sanrio stores, etc.

“SHINKALION HELLO KITTY” is a character born through collaboration between “Hello Kitty Shinkansen” bullet train, which is currently in service, and “SHINKALION.” “Hello Kitty Shinkansen” is designed in the motif of pink ribbon that embodies the thought of “joining hands” and “connecting” with different regions. This train is also equipped with “HELLO! PLAZA,” where Hello Kitty communicates appeals of areas along the railway line, and cutely decorated “KAWAII! ROOM”(*). The train went into service on the Sanyo Shinkansen line on June 30, 2018.

“SHINKALION HELLO KITTY,” into which this “Hello Kitty Shinkansen” transforms, is a big robot with the ability to make people around her happy. While Hello Kitty’s profile says she is “as tall as five apples, and as heavy as three,” specs of “SHINKALION HELLO KITTY” in the story are **“total length of five apple-loaded trucks and weight of three apple-loaded trucks.”** In addition to the making of toys based on the character in March 2020, an original collaboration animation will be released on the web on Friday, February 28, 2020.



(*) PLARAIL “SHINKALION HELLO KITTY” does not include any expression of the interior of “Hello Kitty Shinkansen.”

PLARAIL “SHINKALION HELLO KITTY” transforms from the four-car bullet train designed to meet the standards of “PLARAIL” railroad toys (“Hello Kitty Shinkansen”) to the robot form (“SHINKALION HELLO KITTY”).

Moreover, “SHINKALION HELLO KITTY” can also make a mode change into the cool but cute “Hello Kitty Mode,” which wears “Hello Kitty Mask,” and make lovely Cross Combination with separately sold SHINKALION toys.



Original collaboration animation photo of a scene

<Product Outline>

★ Change into three modes!

(1) Shinkansen Mode

“Hello Kitty Shinkansen” is reproduced in a four-car train model to meet the standards of “PLARAIL.” You can make it run on the “PLARAIL” tracks by rolling it with your hand.

(2) SHINKALION Mode

“Hello Kitty Shinkansen” changes into the robot form “SHINKALION Mode” by transforming its four cars. You can make it hold an attached part “Shingo Spear.”

(3) Hello Kitty Mode

It changes into “Hello Kitty Mode” by putting “Hello Kitty Mask” with a motif of Hello Kitty’s face over its head and making it hold “Ribbon Stick.” “Ribbon Stick” is a ribbon-shaped stick decorated with fine glitter and a very Hello Kitty item with the setting in the story that “with a wave of the stick, it can make all people who are there happy.”



From the left: Shinkansen Mode, SHINKALION Mode, and Hello Kitty Mode

★Cutely make Cross Combination with a separately sold SHINKALION toy!

Making “Cross Combination” with the first car of a separately sold Deluxe Shinkalion Series toy(*) powers it up to be a large SHINKALION that consists of a total of five cars. At the time of Cross Combination, a cute after-combination appearance can be made by putting “Headgear (SHINKALION HELLO KITTY spec),” a cute head part with a motif based on Hello Kitty’s ears and ribbon.



Example of combination with SHINKALION E6 Komachi



Upper: Headgear (SHINKALION HELLO KITTY spec)
Lower: example of putting the Headgear (SHINKALION E6 Komachi)

(*) Among E5 / E6 / E7 / E3 / N700A / H5 / 800 / Black / E3 Iron Wing / Black Kurenai / 923DY / ALFA-X of Deluxe Shinkalion Series, the first car of one model is used. (Some models are no longer produced.)

Product Name: **PLARAIL Deluxe Shinkalion Series “SHINKALION HELLO KITTY”**

Expected Price: JPY 8,000 (tax not included)

Launch Date in Japan: March 2020

Dimensions: Approx. W 255 mm x H 205 mm x D 140 mm (at the time of the robot)

Recommended Age: 3 years and up

Package Contents: SHINKALION HELLO KITTY (4-car composition x 1, Shingo Spear x 1, ribbon x 1, Hello Kitty Mask x 1, Headgear (SHINKALION HELLO KITTY spec) x 1, cross attachment x 1, instructions x 1, label x 1

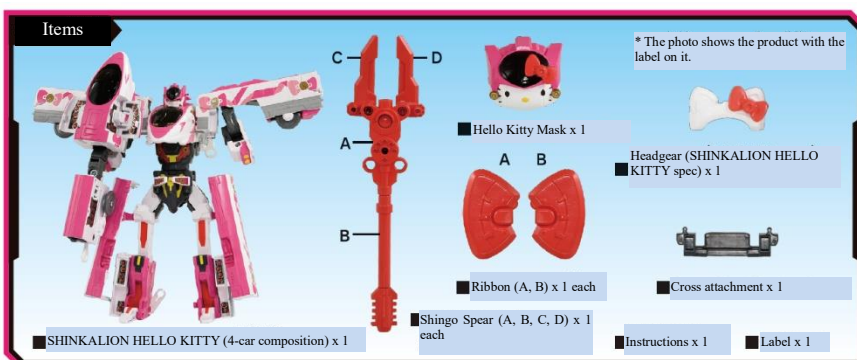
Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, specialty stores for PLARAIL products “PLARAIL Shops,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), selected Sanrio stores, etc.

[Sanrio stores handling the product] First and second floors of Sanrioworld GINZA / Sanrio Gift Gate Ikebukuro Store / Hello Kitty Japan DiverCity Tokyo Plaza / Hello Kitty Japan TOKYO SKYTREE TOWN SOLAMACHI / Sanrio Gift Gate Asakusa Store / Sanrio Gift Gate Adhoc SHINJUKU / Sanrio Gallery Shinsaibashi Store / Sanrio Gallery Hakata Store / Sanrio Vivitix Tenjin Chikagai Store / Entrance Shop on the third floor of Sanrio Puroland / Harmonyland

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Website: www.takaratomy.co.jp/products/plarail/shinkalion/item.htm



Collaboration illustration drawn on the back of the package

<About the Original Collaboration Animation>

An original collaboration animation that depicts the adventure of “SHINKALION HELLO KITTY” will be released on Friday, February 28, 2020 on YouTube channels of SHINKALION TV and TAKARATOMY.

The animation presents an entirely new video that portrays “SHINKALION HELLO KITTY,” which unleashes various techniques to make people around her happy, let alone powerful transformation scenes.



Design in the animation (from the left: Shinkansen Mode, SHINKALION Mode, and Hello Kitty Mode)

[What is “SHINKALION”?] www.shinkalion.com

“SHINKALION” is a character content based on the original story by three companies, namely JR East Marketing & Communications, Inc., Shogakukan-Shueisha Productions Co., Ltd. and TOMY Company, Ltd., in which real-life bullet trains transform into robots.

A short animation was released on the web in March 2015 and product commercialization under “PLARAIL” railroad toy brand of TOMY Company was started in September 2015. From January 2018 to June 2019, this animation was aired as a TV cartoon on the TBS national television network.

The movie version “SHINKALION the Movie” was released nationwide in December 2019.

[What is “HELLO KITTY”?]

SANRIO designed and created Hello Kitty in 1974 and the first Hello Kitty products went on sale the following year in 1975.

The character marked her 45th anniversary last year. Approximately 50,000 types of Hello Kitty products are sold in 130 countries and regions around the world each year.

Profile

Born on November 1. Her family consists of her mama, papa and twin sister Mimmy. She weighs about the same as three apples and is about five apples tall. Hello Kitty’s blood type is A and her favorite food is her mama’s homemade apple pie.



Official Website www.sanrio.co.jp/character/hellokitty

Official YouTube Channel https://www.youtube.com/channel/UCyof-1Ko_jy2sOtivYtpc4Q

[What is PLARAIL?] www.takaratomy.co.jp/products/plarail/

“PLARAIL” (Sales Agent: TOMY Company) is a long-running series of railroad toys that marked its 60th anniversary of the sales launch in 2019. It is a brand loved across three generations.

The prototype of “PLARAIL” is the “PLASTIC TRAIN AND RAIL SET” which was launched in 1959 as a toy made from plastic, a new material at that time when metal and wood-made toys were the mainstream.

The iconic blue rails were designed in a size allowing it to be played on the “chabudai” (a low, Japanese-style dining table), which families gathered around to have a pleasant time back then. This specification remains unchanged even 60 years after its sales launch and you can still enjoy playing by connecting the rails made at that time with the newest ones.

We will continue to develop PLARAIL as a brand that will teach children about their society, enhance their growth including creativity, and nurture communication of children and their parents under the familiar and attracting theme of “railway.” Up to present, a total of approximately 1,480 types and more than 169 million products have been sold in Japan (as of January 31, 2019).

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For press inquiries, please contact:

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About “Hello Kitty” Public Relations, Public and Investor Relations Department, Sanrio
Company, Ltd. Tel: 03-3779-8110

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)