

For Immediate Release



June 30, 2020

July 17, 2020 [Revision: added popularity vote character]

In commemoration of the fifth anniversary of “SHINKALION”!

The toy is reproduced with powered up features!

“PLARAIL Deluxe Shinkalion Series E5HAYABUSA PLUS”

New release on Thursday, August 6

**Second popularity vote and free distribution of animation
have also been decided!**

TOMY Company, Ltd.

“SHINKALION,” based on the original story created by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo), JR East Marketing & Communications, Inc. and Shogakukan-Shueisha Production Co., Ltd., has marked its fifth anniversary this year.

To commemorate the fifth anniversary, a toy of “SHINKALION E5HAYABUSA,” which is piloted by the main character Hayato Hayasugi, will be launched as “PLARAIL Deluxe Shinkalion Series E5HAYABUSA PLUS” railroad toy (SRP: JPY 5,000/tax not included) from Thursday, August 6, 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” (takaratomymall.jp), etc.

This is a reproduced version that was powered up by partially changing specifications of the product released in 2017. This launch was decided in response to many requests from its fans for reviving the product.



Furthermore, the “second popularity vote & present campaign!,” as a fan-participatory event, will be held from Friday, July 17 to Monday, August 10 on “SHINKALION” official website

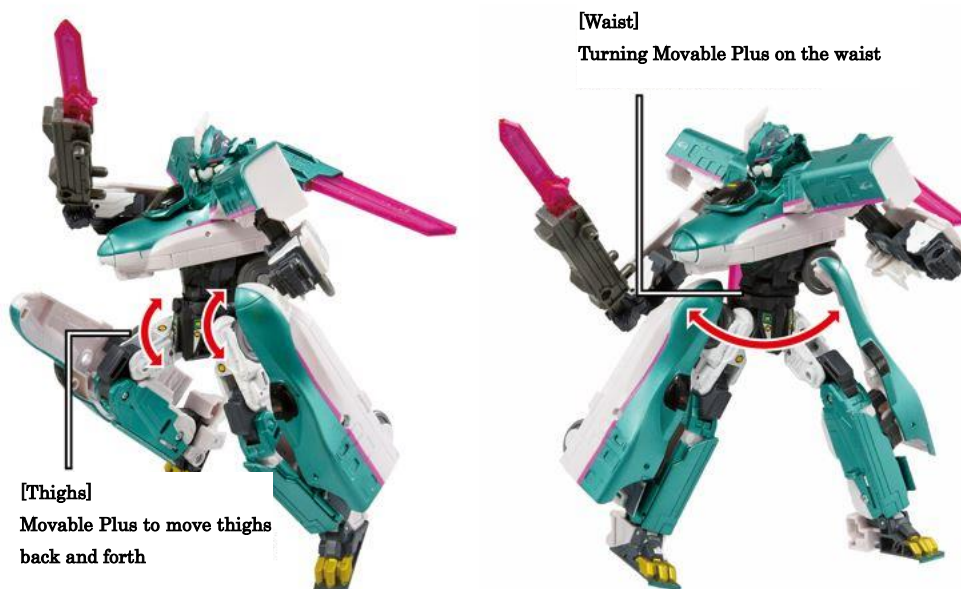
(www.shinkalion.com). In addition, episodes related to “SHINKALION E5HAYABUSA” will be distributed for free of charge for a limited time only, from Tuesday, June 30 to Monday, August 31 on Tomy Company’s official YouTube channel “Takara Tomy Channel”

(<http://www.youtube.com/user/takaratomychannel>) and SHINKALION official YouTube channel “SHINKALION TV” (<http://www.youtube.com/channel/UChwr22LUgCgBjyAzsNbPTZg>).

Features of the product

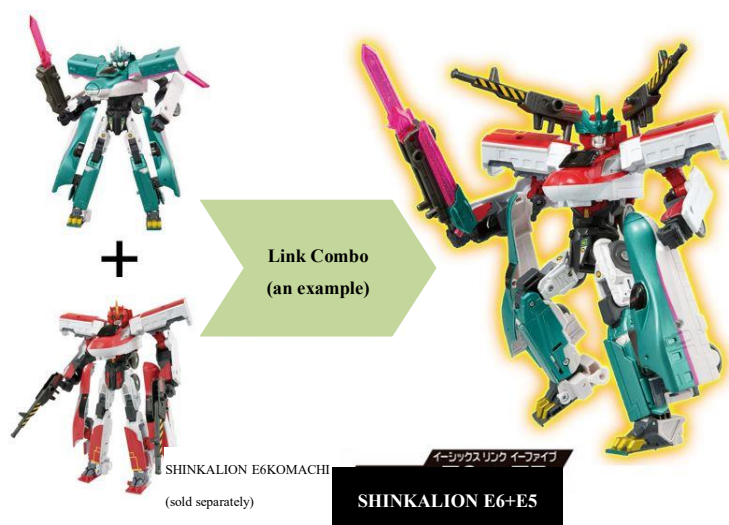
New modeling parts have been adopted. Posing in the animation can be reproduced with the new model!

“PLARAIL Deluxe Shinkalion Series E5HAYABUSA PLUS” is a **powered-up, reproduced model using new modeling parts for the waist** based on “DXS01 SHINKALION E5HAYABUSA,” which was released in December 2017 as the first product for “Deluxe Shinkalion Series” that transforms from Shinkansen bullet train to a robot. While the gimmick of transformation from Shinkansen to a robot is unchanged, **“turn of the hips” and “movement of the hip joints” have been made possible with the new parts.** This has enabled **the reproduction of symbolic posing appearing in the animation for the first time.** The head and tail cars transform into a robot, and middle cars expand to store weapons.



It features “Link Combo,” a gimmick of combination that can be made by rearranging upper and lower parts with a separately sold three-car SHINKALION.

Link Combo in the animation can be recreated using “Headgear” for Link Combo.



Initiatives relating to the fifth anniversary

1. In commemoration of the fifth anniversary of “SHINKALION”! Second popularity vote & present campaign will be held!

Following the first popularity poll, which was hugely well-received, the second poll will be held as follows under the two themes. We offer special gifts for voters.



“Character section”

Of all characters appearing in the TV animation,
55 characters enter the contest!

“Episode section”

All 76 episodes of the TV animation are eligible.

<Urgent decision: four characters from SHINKALION to appear in the movie!>

Added on July 17, 2020.

<URL of the voting page> www.shinkalion.com

<Voting period> Friday, July 17 to Monday, August 10

<Result announcement> Scheduled on Monday, August 31

<Special gifts for voters>



(1) To all voters

Wallpaper (for PC/smartphone) & Twitter icon with the
logo of the fifth anniversary

(2) To 100 winners selected in a drawing from among those who
voted and followed the SHINKALION official Twitter account
and tweeted about the poll with the hashtag

#シンカリオン5周年

“Ultra Evolution Institute’s original 5th anniversary tin badge” (75 mm)

★Moreover, the following gifts will be given to winners selected in a drawing from among those in (2) above!



(From left)

“PLARAIL Deluxe Shinkalion Series ESHAYABUSA PLUS”: Two winners

“SHINKALION the Movie” script: one winner

“SHINKALION the Movie” first press limited edition Blu-ray: two winners

★After the announcement of results, the following special gifts will also be offered according to the poll results!

“Character section”

Wallpapers with illustrations of characters ranking from 1st to 3rd drawn by the character designer Yuka Aono for this event (for PC/smartphone) will be distributed.

“Episode section”

Episodes ranked from 1st to 3rd will be distributed on the following official YouTube channel for a limited time only.

Distribution period: Scheduled from Monday, August 31 to Wednesday, September 30, 2020.

<Distribution site>

Takara Tomy Official YouTube Channel “Takara Tomy Channel”

www.youtube.com/user/takaratomychannel

SHINKALION Official YouTube Channel “SHINKALION TV”

www.youtube.com/channel/UChwr22LUgCgBjyAzsNbPTZg

2. Episodes related to E5HAYABUSA will be distributed on Tomy Company's official YouTube channel "Takara Tomy Channel." etc. for free of charge for a limited time only!

Episodes related to "SHINKALION E5HAYABUSA" piloted by Hayato Hayasugi, the main character of "SHINKALION," will be distributed on the following official YouTube channels for free of charge for a limited time only.



<Distribution period> Scheduled from Tuesday, June 30 to Monday, August 31, 2020

<Distributed episodes>

■Special distribution in commemoration of the fifth anniversary of "SHINKALION" – E5 × 500 version – (Episodes 25, 26 and 27)

- Takara Tomy Official YouTube Channel "Takara Tomy Channel"
youtu.be/UhEMzk_BEVs
- SHINKALION Official YouTube Channel "SHINKALION TV"
youtu.be/LME2GO6BeG8

■Special distribution in commemoration of the fifth anniversary of "SHINKALION" – E5 × Dr. YELLOW version – (Episodes 46 and 47)

- Takara Tomy Official YouTube Channel "Takara Tomy Channel"
youtu.be/md77nUDgehc
- SHINKALION Official YouTube Channel "SHINKALION TV"
youtu.be/A99dmwOwBBE

History up to the fifth anniversary of SHINKALION, dashing through at the “ultra evolution speed”!

March 2015: A new content “SHINKALION” released.

September 2015: PLARAIL “SHINKALION” launched.

October 2015: Cartoon serialized on “Televi-Kun” of Shogakukan.

October 2017: Making an animated version of SHINKALION for a TV program announced at the RAILWAY FESTIVAL.

December 2017: PLARAIL “Deluxe Shinkalion Series” launched.

January 2018: Airing of “SHINKALION” TV cartoon started on a network of 28 broadcast stations nationwide affiliated with TBS.

August 2018: Guest-starred in “The Movie Drive Head Tomica Hyper Rescue.”

June 2019: Airing of the TV animation program ended.

December 2019: “SHINKALION the Movie” released.

Past lineup of “PLARAIL SHINKALION”

In “PLARAIL SHINKALION,” 24 items including reproduced versions have been released since its launch in December 2017.



Part of Deluxe Shinkalion Series products released in the past

Licensing

For SHINKALION, licensed merchandise other than toys have also been developed in various genres, which are sold by 100 or more licensees. (as of June 2020)



"SHINKALION" X OJCO collaboration T-shirts
"SHINKALION ESHAYABUSA" "SHINKALION E6KOMACHI" (on sale in April 2018) (on sale in December 13, 2019)
Maker: channel H co., Ltd.



SHINKALION Christmas Pri Cake
(on sale in December 13, 2019)
Maker: EITSU



Hayato Hayasugi rucksack (on sale on July 20, 2018)
Maker: DAIWATOY



Stuffed toy mascots (with Shinca Plate) (on sale in June 2019)
Maker: TBS GLOWDIA, Inc.



Cycling jersey shirt (ESHAYABUSA MkiVer.) (on sale in March 2020)
Maker: Aurora



"SHINKALION the Movie" smartphone ring (on sale in December 2019)
Maker: TOHO STELLA CO., LTD.



Notebook (on sale in December 2018)
Mini puzzle collection (on sale in May 2019)
Erasers (on sale in April 2018)
Maker: SHOWA NOTE CO.,LTD..



Cycling jersey shirt (ESHAYABUSA MkiVer.) (on sale in March 2020)
Maker: Aurora



Watches in cans (on sale from December 2019)
Maker: TBS GLOWDIA, Inc.



Nendoroid Miku Hatsune (on sale in August 2019)
Maker: Good Smile Company, Inc.



SHINKALION character badge collection (on sale in October 2018)
Maker: movie Co., Ltd.

Part of licensed products released to date

Blu-ray & DVD are now on sale!

“SHINKALION the Movie” became a massive hit, as it attracted a stream of repeaters after the release in December 2019. The Blu-ray & DVD of the movie are now on sale.

“SHINKALION the Movie” <Blu-ray, first limited edition>



© PJ-S,J/S,TBS

■Special gifts for the first limited edition

- Super, super, super acceleration!! Shinkansen ALFA-X & Hokuto

<2-level variable speed-type pull-back Shinkansen>

- A set of four train tickets printed on thick paper to celebrate the hit “SHINKALION”

(* You cannot enter a real station or train with these tickets.)

- Specially drawn outer case
- Specially made booklet (32 pages)



Launch Date:

Friday, June 26, 2020

Price: JPY 6,800 (tax not included)

For inquiries on Blu-ray & DVD, please contact:

Animation Production Department, NBCUniversal Entertainment Japan LLC

Oota at Animation Promotion Group (Katsuya.Oota@nbcuni.com)

<Product Outline>

Product Name: "PLARAIL Deluxe Shinkalion Series E5HAYABUSA PLUS"

SRP: JPY 5,000 (tax not included)

Scheduled Launch Date: Thursday, August 6, 2020

Recommended Age: 3 years and up

Package Contents: SHINKALION E5HAYABUSA Movable Plus (3-car composition) (1), Kaisatsu Sword (1), Wing (A) (1), Wing (B) (1), Headgear (SHINKALION E5HAYABUSA spec) (1), instructions (1), label (1)

Batteries Required: No batteries are required.

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall"

(takaratomy.com), etc.

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Official Website: www.takaratomy.co.jp/products/plarail/shinkalion



<Story of the TV Animation “SHINKALION”>



The Shinkansen Ultra Evolution Institute developed “SHINKALION” to protect the peace and safety of Japan from giant monstrous beings created by “Jet-Black Shinkansen.” Children who have high matching rate with SHINKALION become operators, join forces with members of the institute, and stand up to powerful enemies!

Can the children defend the peace and safety of Japan...?

Change! SHINKALION!

■Program’s Official Website:

www.shinkalion.com

【What is 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).

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)