

For Immediate Release



October 13, 2020

Wins **1st** prize in the Vehicle Toys (cars & trains) category of “2020 Christmas toys selected by toy stores”!

The symbol of Tomica, which has supported 50-year history of Tomica

Latest version of “Tomica Building,” the longest seller
in Tomica’s history with cumulative unit sales over 1 million!

“DOUBLE ACTION TOMICA BUILDING

(50th Anniversary Version)” to be launched Saturday, October 17, 2020

Featuring **the first-ever gimmick of adjustable structure** in “Tomica Building”
which has been loved for generations

**—Makes kids smile at any time with digital distribution of
“Tomica Expo/PLARAIL Expo”—**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **the “DOUBLE ACTION TOMICA BUILDING (50th Anniversary Version),”** a parking building with a gimmick of adjustable structure as a new product in the “Tomica” die-cast miniature cars series launched in 1970 and celebrating its 50th anniversary this year (**SRP: JPY6,800/tax not included**) at toy stores, toy sections of department stores/mass retailers nationwide, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

“DOUBLE ACTION TOMICA BUILDING” is the latest product of “Tomica Building,” the longest seller in the Tomica series (see p. 2 for details). This Tomica Building, which has now 5 stories, is installed with the first-ever gimmick of adjustable structure, offering the two layouts of “Compact mode” and “Dynamic mode.” The “50th Anniversary Version” package is **a special limited edition** and comes with a connecting road, a 50th anniversary coloring page, and an access ticket to a special video so that you can enjoy the world of Tomica even more.

In addition, it has been attracting attention even before its release, as it won the 1st prize in the Vehicle Toys (cars & trains) category of “2020 Christmas toys selected by toy stores” (*) sponsored by the Tokyo Toy & Doll Cooperative Association.

This year, which marks the 50th anniversary of Tomica, we are rolling out various projects such as the launch of commemorative products, media mix associated with the airing of animation, and collaborations with various brands. Going forward, we will release the app “Tomica Expo/PLARAIL Expo at Home” (from October 14) with which you can enjoy handicraft videos and stage dances popular at the event “Tomica Expo/PLARAIL Expo,” as well as collaborations with various brands such as BEAMS and NEW ERA, to thank all of those who have played with Tomica.



* Tomica (miniature cars) are sold separately

“DOUBLE ACTION TOMICA BUILDING (50th Anniversary Version)”

(SRP: JPY 6,800 (tax not included))

“Compact mode” in which Tomica cars come down in circles (left), and “Dynamic mode” in which the running route can be changed and you can see both running and parked Tomica cars (right)



History and transition of ‘Tomica Building’



“Tomica Building” appeared in the Tomica World series to expand the fun of collecting Tomica to include the fun of playing with it, and since its launch in 1971 until present, it has continued to be loved as the longest seller in the history of the Tomica World. Since its debut, “Tomica Building” has always come filled with the familiar play gimmicks such as running Tomica cars, lining up Tomica cars side by side, enjoying the scene designed in the building, and changing the building structure. Since its major upgrade on the occasion of Tomica’s 40th anniversary, the basic play elements of “Tomica Building” have remained the same, but it has continued to evolve with the times. Now it has new features to allow Tomica cars to keep running automatically and to expand the course by connecting to other Tomica World series products.



1971
“Tomica Building”

It debuted as a product to expand the imaginary world of Tomica play, inspired by a multi-story car park, allowing you to run Tomica cars down the slope, line them up in the garage, and even pretend to refuel them, etc. The elevator is operated manually to carry cars to the rooftop one by one



1972
“Tomica Building DELUXE”

It debuted one year after the release of “Tomica Building.” Truly a “deluxe” building with an increased number of floors from the normal “Tomica Building” from 3 floors to 5 floors, and it can now carry a Tomica car to the rooftop in one shot using the elevator.



2010
“SUPER AUTO Tomica Building”

Major upgrade on the occasion of Tomica’s 40th anniversary. Adopts an electrically operated spiral elevator which can take up to 5 Tomica cars at one time. It can be operated electrically or manually, and it allows you to continue running Tomica cars automatically, as well as connect to certain Tomica World products



2020
“Double Action Tomica Building”

“Tomica Building” upgraded further on Tomica’s 50th anniversary. It has the elevator operated both electrically or manually, which has been popular on the previous product, and the main building structure can now be adjusted offering two different play layouts. While remaining compact, it is five-storied, the same as “Tomica Building Deluxe”

Features of “DOUBLE ACTION TOMICA BUILDING”

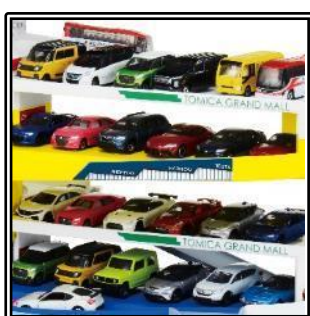


**Easily adjustable structure offering
2 play modes**

The most distinctive feature of “DOUBLE ACTION TOMICA BUILDING” is that the building structure can be adjusted in two modes. The top 2 floors of the parking area slide open, changing from “Compact mode” to “Dynamic mode.” Depending on the mode, the elevator door exit changes, and you can enjoy changing the layout and course. Also, the elevator can be operated either electrically or manually. Transparent parts are used so you can enjoy watching Tomica cars go up from various different angles. In addition, you can park up to 30 Tomica cars in the parking space and have fun arranging them freely. It can also be used for tidying up/storage. Other features include a shooter for shooting out Tomica cars and a gas station with a movable pump nozzle, allowing you to create your own town with its own unique story by mixing in various scenes.



**Elevator that can be
switched between
electric and manual
modes**



**Up to 30 Tomica cars
can be parked**



**Shooter which can
shoot out 2 cars
simultaneously**



**Pretend play to fill up
at the gas station**

[Product Outline]

Product Name: “DOUBLE ACTION TOMICA BUILDING (50th Anniversary Version)”

SRP: JPY 6,800 (tax not included)

Launch Date in Japan: Saturday, October 17, 2020

Recommended Age: 3 years and up

Dimensions: W 502 × H 360 × D 300 mm (Compact mode)

W 705 × H 360 × D 395 mm (Dynamic mode)

Package Contents: Main unit (2nd floor parking lot) 1st floor parking lot, 3rd floor parking lot, 4th floor parking lot, 4th floor cover, 5th floor parking lot, elevator, curve rail (large), curve rail (small), entrance slope, movable slope, support (grip), stop bar, pump nozzle, roof plate, labels, instruction manual, 50th Anniversary Version bonuses (a connecting road, a 50th anniversary coloring page, access ticket to a special video)

Power Source Used: 2 × C alkaline (not included) *You can also play with it manually without batteries

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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Product website: www.takaratomy.co.jp/products/tomica/tomicaworld/town/building

Product video: www.youtube.com/watch?v=is8guZAAHb4&feature=emb_logo

*The 50th Anniversary Version is a limited edition produced through September 2021.

Production of this product may end without prior notice.



<Reference products>

Product Name: Control with 2 speeds! “Tomica Action Highway”

SRP: JPY 6,800 (tax not included)

Launch date in Japan: Now on sale

Power Source Used: 2 × C alkaline batteries (not included)



A large highway where Tomica cars run swiftly that comes with an electric slope for play by switching speeds. Tomica cars stopped at the exit course gate can be released all at once to clear up traffic congestion!

Product Name: Go through tunnels! “TOMICA ADVENTURE DRIVE”

SRP: JPY 7,500 (tax not included)

Launch date in Japan: Now on sale

Power Source Used: 2 × C alkaline (not included)

The course has many tunnels and curves! Lots of Tomica cars run swiftly on the drive course after automatically climbing the electric powered slope!



* Tomica (miniature cars) are sold separately

Image of “Tomica Action Highway” + “TOMICA ADVENTURE DRIVE” + “Double-Action Tomica Building” connected using a “connecting road”

Enjoy popular event contents with the app “Tomica Expo/PLARAIL Expo at Home,” which is now available.

“Family Apps,” a set of social experience-based educational apps for kids and families that allow you to have fun while experiencing “work” at actual companies, will include “Tomica Expo/PLARAIL Expo at Home” from Wednesday, October 14. In addition to contents that allow you to enjoy the feeling of an event at home, such as handicraft videos of attractions that you can make at home and practice videos of dance performed on the stage of Tomica Expo and PLARAIL Expo, we will distribute contents for download and “Let’s try!” videos using our products to enhance the time spent at home with Tomica and PLARAIL.

In addition, if you experience any one of the contents of “Tomica Expo/PLARAIL Expo at Home,” you can purchase commemorative products of the event on TOMY Company’s official online store “Takara Tomy Mall.” (takaratomymall.jp)



*The images are of the contents under development. Specifications are subject to change without prior notice.

[Outline of the app]

Title: Family Apps

Service providers: TOMY IBIS Co., Ltd. and WAO CORPORATION

Distribution platform: Google Play/App Store

Genres: Education, Pretend Play and Family on the Google Play

Children and Education on the App Store

Price: Free

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Official Website: familyapps.jp



Scan to download the app

To commemorate Tomica’s 50th anniversary, we are rolling out collaborations with various brands

■“BEAMS”

Content of Offering:

Under the theme of camouflage = “car”ouflage, original camouflage patterns have been specially designed by applying various car motifs. In addition to hoodies and caps with “car”ouflage patterns, T-shirts and sweatshirts with the Tomica font, and a Tomica Suzuki Jimny model in crazy colors etc. are being rolled out.

Offering Period: Now on sale (from October 9, 2020)

Sales Channels: BEAMS T HARAJUKU, BEAMS official online store

Official Website: www.beams.co.jp



■“NEW ERA”

Content of Offering:

NEW ERA, a brand specializes in headware and apparel, is celebrating its 100th anniversary since founding this year, and collaborations with Tomica are making a debut. In addition to 6 types of kids models including caps designed with the familiar red Tomica logo, 4 types of caps for adults featuring the logo of the “tomica” brand for adults are available.

Offering Period: Now on sale (from October 8, 2020)

Sales Channels: All NEW ERA® STOREs, NEW ERA official website

Official Website: www.neweracap.jp
www.neweracap.jp/collections/tomica

(List of Tomica collections)



About “Tomica”



“Tomica,” sold by TOMY Company, Ltd. was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series, and it celebrates its 50th Anniversary in 2020. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with more familiar Japanese miniature cars. It is now loved by parents and children across three generations. Up to now, we have sold more than 1,050 different types of cars, a total of more than 670 million cars (As at January 2020).

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 popular characters and contents and our “TOMICA Premium” Series of highly detailed collection models. In addition, in 2016, we launched full-scale licensing of the “Tomica” brand for adults. We have been expanding licensing to apparel, stationeries, daily necessities, etc. with the aim of making Tomica a brand that will be of interest to a wide range of people regardless of age or gender.

The official website for Tomica’s 50th anniversary: www.takaratomy.co.jp/products/tomica/sp/50th

(*) “2020 Christmas toys selected by toy stores”

166 new products have been selected, including new products and top priority products for the Christmas shopping season self-recommended by 33 leading toy makers in Japan. They are divided into eight categories including: “Toys for infants and mental training toys,” “Educational toys,” “Toys for boys,” “Vehicle toys (cars & trains),” “Toys for girls,” “Hobbies for girls (arts & crafts),” “Games/puzzles,” and “Variety.” Retailers and wholesalers nationwide that sell toys cast votes for “toys that they think will sell” and “toys that they want to sell well” in this year’s Christmas shopping season.

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

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