

For Immediate Release



December 10, 2020

Welcoming 2021 in the age of the new normal
by enjoying your time at home with the lottery-type Tomica
As a New Year fortune and a New Year greeting,
“Manpuku Tomica”
to be launched Saturday, December 26, 2020

Available in six congratulatory motifs, such as Amabie,
Ox of the Oriental zodiac and Osechi

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “Manpuku Tomica,” a lineup of lottery-type products featuring congratulatory motifs to bring good fortune, as new products in the “Tomica” die-cast miniature cars series (total six types, note: you cannot choose the item you want, SRP: JPY 700/tax not included) on Saturday, December 26, 2020 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products “TOMICA shop,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



As “Manpuku Tomica” will be sold as part of the “New Year Tomica” series, which was launched in 2013 focusing on the themes of Japan and the New Year, this is the seventh lineup of products in the series.

The “Manpuku Tomica” lineup has been designed to fill Tomica with congratulatory motifs in the hope that customers will welcome the New Year with a bright and happy feeling. The six Tomica models, which feature the ox of the Oriental zodiac for 2021, the Amabie spirit that is said to ward off epidemics and Osechi for the New Year, include wishes for the good fortune of “Sound health,” “Peace and prosperity in the household,” “Bumper crops,” “Economic fortune,” “Wealth and happiness” and “Cranes live a thousand years (longevity).” With a base matte coating and detailed gold-colored accents, etc., these products feature a different appearance than usual Tomica models.

In order for our customers to have a more fulfilling New Year amid the new normal, these products are offered for use as a New Year fortune to enjoy while spending time at home and New Year’s greetings to be given as gifts to people you cannot meet in person, etc.

◆◆◆◆ Product lineup ◆◆◆◆

Sound health

[Amabie]
SUZUKI JIMNY



This SUV that can be driven in harsh environments has the design of an Amabie, which is said to ward off epidemics.

Bumper crops

[Osechi]
DAIHATSU MIDGET



With Osechi food loaded in the cargo area, this model features the image of carrying food to enrich people's lives, filled with happiness.

Wealth and happiness

[Pig]
SUZUKI CARRY



Decorated with the Chinese character for fortune upside down, which is said to bring good fortune, and carrying pigs, which are popular good luck charms, this single vehicle is overflowing with good fortune.

Peace and prosperity in the household

[Ox]
Honda N BOX



This model was designed with the image of the *akabeko* (red cow) for the ox of the Oriental zodiac for 2021. The product is based on the spacious and relaxing minivan.

Economic fortune

[Goldfish]
SUBARU 360



This model features the image of a cute, round goldfish. For the tires, clear parts were used that appear like cool water.

Cranes live a thousand years (longevity)

[Crane]
NISSAN FAIRLADY Z



With a refined vehicle silhouette and coloring featuring a red roof, this product expresses the beautiful appearance of a crane.

■Product Outline

Product Name: Manpuku Tomica

Product Specifications: Total 6 types

* All 6 types have mystery packaging, so you cannot choose a specific item

SRP: JPY 700 (tax not included)

Launch Date in Japan: Saturday, December 26, 2020

Recommended Age: 3 years and up

Package Contents: Tomica main unit × 1
(SUZUKI CARRY includes 3 yellow pigs)

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/sp/manpuku



■ About “New Year Tomica” Series

Tomica products for the New Year, focused on the themes of Japan and the New Year, were launched in 2013 with “Fuku Fuku Tomica,” followed by “Kouhaku Fuku Fuku Tomica” in 2014, “Kabukimono Tomica” in 2015, “Tomica Mukashibanashi” in 2016, “Tomica Hyakunin Isshu” in 2017 and “Tomica Sho” in 2018. “Manpuku Tomica” is the seventh lineup of products in this series.

■ 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

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