



January 28, 2021

Experience even at home especially now! Railroad travel across the country with PLARAIL!

Launching collaborations with actual railroad companies nationwide and more

A project to convey the appeal of railroad,

## “PLARAIL Railway” launches in full scale!

Theme song for PLARAIL and its music video

by the popular rock band “Quruli” now released!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch a project to convey the appeal of railroad in the spring of 2021 through “PLARAIL Railway,” a fictional railroad company by “PLARAIL” railroad toys.



Theme song for PLARAIL by “Quruli”  
“Plapla plarail”  
SPEEDJET / Quruli MV Collaboration ver.  
QR code for listening to the music  
(YouTube link)

Key visual for “PLARAIL Railway” Product commercialization licensed by JR East, JR West, and JR Kyushu

“PLARAIL Railway” is a fictional railroad company “founded” in 2019 to commemorate the 60th anniversary of PLARAIL. In 2021, **we are launching “PLARAIL Railway” in full scale as a “project,”** with a desire to satisfy children’s yearning for railroad from both aspects of real and virtual, by creating connections with railroads that are difficult to go see in the real world and new introductions to railroads they have never seen before through videos and official websites, etc. With the theme of “Joy for railroad, delight for children,” we will **develop toys with which children can enjoy “new plays with PLARAIL,” collaborate with actual railroad companies nationwide across the boundaries,** and conduct a variety of activities to convey the appeal of railroad with each company.

In addition, **today we are releasing a music video of “Plapla plarail,” a theme song for PLARAIL by the rock band “Quruli,” on TOMY Company’s official YouTube channel “Takara Tomy Channel” (www.youtube.com/c/takaratomychannel).** This song was created with passion by the vocalist Shigeru Kishida, who deeply loves not only railroad but also PLARAIL and strongly empathized with the theme of PLARAIL Railway. In the video, you can see “SPEEDJET,” the train

that symbolizes “PLARAIL Railway,” and working trains in the real world running with “SPEEDJET.”

## About “PLARAIL Railway”

We will develop various settings and an official website so the children who are PLARAIL fans can feel “this might be a company that actually exists somewhere in Japan.”

In addition, “PLARAIL Railway” will implement visual tie-ins with various railroad companies nationwide and exhibitions at Kyoto Railway Museum, as if it is a real railroad company. Furthermore, we will liven up railroad with various railroad companies nationwide.

[Official Website]

[www.takaratomy.co.jp/products/plarail/tettei/set/plarail\\_railway](http://www.takaratomy.co.jp/products/plarail/tettei/set/plarail_railway)

[Corporate Mission]

### “Joy for railroad, delight for children”

This railroad company was founded to create a dream train, which children will yearn and feel delighted about, that works alongside a variety of trains across the world. Through a company called “PLARAIL Railway,” we will conduct activities to further broaden the spread of the appeal of railroad.

[Corporate Profile]

Company name	PLARAIL Railway Co.,Ltd
Location of head office	Somewhere in Japan
Date of establishment	2019
Number of employees	1,959
Major business	Railway



[Corporate Logo]

In this design, the first letter “R” of RAILWAY is hidden inside the first letter “P” of “PLARAIL.” We have selected the same blue as the rails of PLARAIL for its coloring.

[PLARAIL Railway’s new train “SPEEDJET”]

This is a high-speed railroad train developed with the aim of being the “fastest” in PLARAIL Railway. This train, whose video was released in December 2020 as a “mysterious red train,” is **scheduled to be launched as the PLARAIL Railway series in the spring of 2021.**



<Design Concept>

Using “red” that evokes “PLARAIL Railway’s hero” and “passion for the future” as its basic tone, black and gold that evoke Japanese lacquer work, which is traditional culture of Japan, are used to integrate the design, infusing the “Japanese pride” that has built the future of railroad. The logo on the train is designed to express a fluid and streamlined sense of speed. The laser headlights that can shine far ahead have the signature “P” designs for PLARAIL Railway trains.

[Released today! “SPEEDJET” introduction video]

The working “SPEEDJET” is now captured on video, including a scene in which it appears together with the actual “Series E5 Hayabusa.” Take a look at how the real world connects with the PLARAIL world.

▼Link to watch the video (YouTube)

“PLARAIL Railway – SPEEDJET’s departure!”

[youtu.be/CGbg3PgkSyE](https://youtu.be/CGbg3PgkSyE)



## Collaboration with actual railroad companies

### (1) Visual tie-ins with railroad companies in various locations across Japan

Presenting views of “SPEEDJET” working in various locations across Japan with visuals of the train that look as if SPEEDJET is running nationwide across regions, these images were produced with the aim of making people feel as if PLARAIL Railway and “SPEEDJET” exist in the real world.

Each visual is available on PLARAIL Railway’s official website.

([www.takaratomy.co.jp/products/plarail/tettei/set/plarail\\_railway](http://www.takaratomy.co.jp/products/plarail/tettei/set/plarail_railway))

In line with the expansion of PLARAIL Railway’s network, new visuals are scheduled to be released in the future.



Figurative visuals that look as if SPEEDJET is running in various locations

### (2) JR West (Kyoto Railway Museum) × PLARAIL Railway



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In line with the full-scale launch of “PLARAIL Railway,” “PLARAIL Festival in Kyoto Railway Museum” will be held from Saturday (national holiday), March 20 through Tuesday, May 11, at which exhibitions and videos to show the world of PLARAIL Railway as well as exhibitions including dioramas representing “West Japan for Travelling on PLARAIL Railway” will be presented.



Image of "SPEEDJET" exhibition at Kyoto Railway Museum

In addition, next to the Series 500 Shinkansen on the first floor of the museum, a large model of "SPEEDJET," PLARAIL Railway's original train, will be exhibited for a limited time from March 20 through March 31, so you can enjoy taking commemorative photographs.

\*Depending on the status of the spread of the novel coronavirus disease (COVID-19), the event may be changed or cancelled. Please refer to PLARAIL Railway's website and Kyoto Railway Museum's website for the latest information.

### [PLARAIL Festival in Kyoto Railway Museum]

(1) Period Scheduled from Saturday (national holiday), March 20 to Tuesday, May 11, 2021

(2) Place Special Exhibition Room, Main Building 2F, Kyoto Railway Museum

\*Details will be announced in late February on PLARAIL Railway's website and Kyoto Railway Museum's website.

[Kyoto Railway Museum Official Website] [www.kyotorailwaymuseum.jp](http://www.kyotorailwaymuseum.jp)

## Collaboration with "Quruli"



Today, we are releasing the theme song for PLARAIL, "Plapla plarail," by the rock band "Quruli" on TOMY Company's official YouTube channel "Takara Tomy Channel."

This is an original song newly created for PLARAIL based on a new single by "Quruli," "Kotokoto Kotoden (feat. Ayaka Tatamino)" which was released in December 2020. Names of various trains well known in PLARAIL are included in the lyrics.

The music video for "Kotokoto Kotoden" reproduces the two types of trains, the Kotohira Line 1080 series and the Shido Line 600 series, with PLARAIL especially made for this video, as well as Kotoden stations and cityscape of Takamatsu in PLARAIL. The video is full of love of "Quruli" for railroads and PLARAIL, and this collaboration was made possible through that connection.

**Title: "Plapla plarail"** Lyrics and composition: Shigeru Kishida

▼Link to watch the music video (YouTube)

SPEEDJET / Quruli MV Collaboration ver.: [youtu.be/6rRFg3aBAWo](https://youtu.be/6rRFg3aBAWo)

Many PLARAIL trains ver.: [youtu.be/3oryqJ7Fg0c](https://youtu.be/3oryqJ7Fg0c)

### <Profile of "Quruli">



Formed at "Rock Commune," a music club at Ritsumeikan University (Kita-ku, Kyoto City), around September 1996. This rock band is still on its journey while being influenced by a variety of music from all times and places.

Official Website: [www.quruli.net](http://www.quruli.net)

## “PLARAIL Railway” related book

A book packed with the appeal of “PLARAIL Railway” will be released.



SPEEDJET bag that will come with the book (\*Image)

### **Title: “Gakken Mook: PLARAIL Get-together Book”**

Publishing firm: Gakken Plus Co.,Ltd.

Launch date in Japan: Scheduled in April 2021

Expected Price: JPY 1,390 (tax included)

Thoroughly dissects PLARAIL Railway including “SPEEDJET.” In addition to a train picture book and an item introduction, it comes with free gifts including a bag, stickers and posters with a “SPEEDJET” motif.

[PLARAIL Railway Official Website]

[www.takaratomy.co.jp/products/plarail/tettei/set/plarail\\_railway](http://www.takaratomy.co.jp/products/plarail/tettei/set/plarail_railway)

[PLARAIL Official Website]

[www.takaratomy.co.jp/products/plarail](http://www.takaratomy.co.jp/products/plarail)



Image of reproducing the key visual for “PLARAIL Railway” using PLARAIL (left)

### **[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 1,570 types and more than 175 million products have been sold in Japan (as of June 30, 2020).

#### **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)