

For Immediate Release



February 10, 2021

Tomica inspired by characters from TV animation
“Demon Slayer: Kimetsu no Yaiba” makes a debut
**“Demon Slayer: Kimetsu no Yaiba
TOMICA vol. 1” 5 types**
To be launched in the middle of April 2021!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) begins accepting pre-orders for five types of “Tomica” in original designs inspired by characters that appear in TV animation “Demon Slayer: Kimetsu no Yaiba” today, as new products in the “Tomica” die-cast miniature cars series, including **“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 01 Tanjiro Kamado,” “Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 02 Nezuko Kamado,” “Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 03 Zenitsu Agatsuma,” “Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 04 Inosuke Hashibira” and “Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 05 Kanao Tsuyuri”** (SRP: JPY 880 each/tax included), which will be released in the middle of April 2021 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, the specialty store for TOMICA products “TOMICA shop,” TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



These products feature “Tomica” original designs inspired by “Tanjiro Kamado,” “Nezuko Kamado,” “Zenitsu Agatsuma,” “Inosuke Hashibira” and “Kanao Tsuyuri,” who are characters that appear in TV animation “Demon Slayer: Kimetsu no Yaiba.”

We aimed to create products with which the world view of the animation can be enjoyed through “Tomica,” such as by selecting vehicles that bring out the features of each character, including an electric vehicle and an SUV, and incorporating the patterns of haori (short traditional overcoat) and the designs of Nichirin Swords. The three cars inspired by “Tanjiro Kamado,” “Zenitsu Agatsuma” and “Kanao Tsuyuri,” who wear the Demon Slayer Corps uniform jackets in the animation work, are embossed with the character for ‘slayer’ at the back.

Toys related to “Demon Slayer: Kimetsu no Yaiba” by TOMY Company can be seen on the following website.
www.takaratomy.co.jp/products/kimetsu/

Features of the product

“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 01

Tanjiro Kamado”

Car main unit: Toyota 86 action: suspension/the left-hand and right-hand doors that can be opened and closed

With green body color as the base, checkered patterns and the jet-black Nichirin Sword depicted on the sides express Tanjiro Kamado. Headlights are decorated in red that evokes Tanjiro’s eyes. The character for ‘slayer’ is embossed on the back, similarly to the Demon Slayer Corps uniform.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 02 Nezuko Kamado”

Car main unit: Subaru BRZ action: suspension/the left-hand and right-hand doors that can be opened and closed

Painting on the grille that reproduces an appearance of her holding a bamboo tube in her mouth and colors that evoke her kimono and belt, etc. express Nezuko Kamado. The car is accentuated by racing stripes in the same color as her sash.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 03 Zenitsu Agatsuma”

Car main unit: Nissan LEAF action: suspension/the back door that can be opened and closed

An electric vehicle has been selected, inspired by Zenitsu Agatsuma who uses Thunder Breathing. Fish-scale patterns as well as gradations from yellow to orange express Zenitsu’s haori, and patterns that evoke running lightning bolts are depicted on the sides. The character for ‘slayer’ is embossed on the back.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 04 Inosuke Hashibira”

Car main unit: SUBARU Forester action: suspension

The car main unit is an energetic SUV reminiscent of his daredevil strength. The entire car expresses Inosuke, including the boar head at the front and the two Nichirin Swords depicted from the roof to the hood.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 1 05 Kanao Tsuyuri”

Car main unit: SUBARU Sambar action: suspension/panels that can be opened and closed

Inspired by Kanao Tsuyuri, a florist sales truck is used as a base. Flower patterns drawn on the guard and sheath of Kanao’s Nichirin Sword are depicted on the side panels. The character for ‘slayer’ is embossed on the back.



■Product Outline (Common Information)

Launch Date in Japan: in the middle of April 2021

SRP: JPY 880 each (tax included)

Recommended Age: 3 years and up

Package Contents: Tomica main unit × 1

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, the specialty store for TOMICA products “TOMICA shop,” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com) and others

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Product Website: www.takaratomy.co.jp/products/tomica/sp/kimetsu

■About TV Animation “Demon Slayer: Kimetsu no Yaiba”

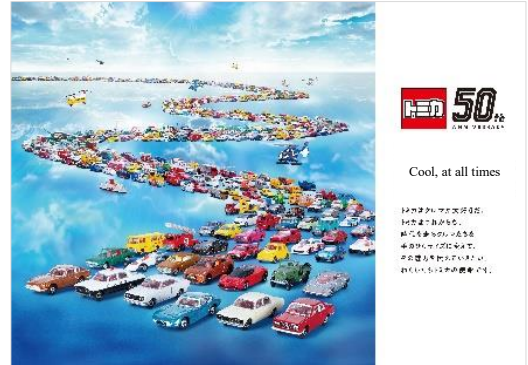
The TV animation was created based on the comic series written and illustrated by Koyoharu Gotōge that is published in SHUEISHA’s Jump Comics, whose cumulative circulation of the original individual books, volumes 1 - 23, has topped over 120 million copies. The animation began airing in April 2019, starting with an episode in which Tanjiro Kamado, a boy whose family was slaughtered by demons, joins the Demon Slayer Corps to turn his younger sister, Nezuko, who became a demon back to a human. The sorrowful story of humans and demons, bloodcurdling clash of arms and comical scenes drawn at times gained popularity, becoming a smash hit not only in Japan but also around the world.

“Mugen Train,” a story that continues from TV animation “Tanjiro Kamado, Unwavering Resolve Arc.” is playing in theaters now as an animated film since October 16, 2020.

Official Website: demonlayer-anime.com

■About “Tomica”

“Tomica” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series, and it celebrated 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

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)