

March 8, 2021
Kyoto Railway Museum
TOMY Company, Ltd.

“PLARAIL Railway” × Kyoto Railway Museum Announcement of holding “PLARAIL Festival in Kyoto Railway Museum”

In line with the full-scale launch of “PLARAIL Railway,”*¹ a fictional railroad company established by TOMY Company, Ltd., Kyoto Railway Museum will hold “PLARAIL Festival in Kyoto Railway Museum” from Saturday (national holiday), March 20, 2021. 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.

* Plans may change depending on the status of the spread of the novel coronavirus disease (COVID-19).



Event period Saturday (national holiday), March 20 to Tuesday, May 11, 2021

Event location Special Exhibition Room, Main Building 2F

(*1) What is PLARAIL Railway?

PLARAIL Railway is a fictional railroad company “founded” in 2019 by TOMY Company, Ltd. to commemorate the 60th anniversary of PLARAIL. In 2021, “PLARAIL Railway” will be launched in full scale as a project. Toys with which children can enjoy “new plays with PLARAIL” will be developed and collaboration with actual railroad companies nationwide across the boundaries will occur, with the theme of “Joy for railroad, delight for children.”

Limited time!

A “SPEEDJET” balloon makes an appearance!

Exhibiting a large balloon model of “SPEEDJET”

A large balloon model of “SPEEDJET,” an original train of PLARAIL Railway, makes an appearance for limited time only! Visitors can enjoy taking commemorative photographs.

[Period] Saturday (national holiday), March 20 to Wednesday, March 31, 2021

[Place] Main Building 1F Next to the Series 500 Shinkansen train

* Please note that the event period and location are different only for the exhibition of the large balloon model of “SPEEDJET.”



▲ The image is for visual representation purposes only

What kind of train is “SPEEDJET”?

PLARAIL Railway “SPEEDJET”

Product display, Video airing, Commemorative photographs

“PLARAIL Railway,” launched in full scale in 2021, makes an appearance! New products as well as “PLARAIL Railway” will also be introduced. Visitors can also enjoy taking commemorative photographs in this area♪



▲ “SPEEDJET”

Full of product packages!

So many boxes of PLARAIL

Enlarged PLARAIL packages make an appearance!
Can you find your favorite PLARAIL?



▲ The image is for visual representation purposes only

A giant T shirt makes an appearance!

A T shirt has gone big!?

It's a giant PLARAIL T shirt!
Take a commemorative photograph with it!



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Travelling in West Japan on PLARAIL!

PLARAIL diorama

A fun diorama of PLARAIL running in West Japan♪
How many buildings that you know can you find?



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A giant tunnel made of PLARAIL appears!?

Humongous! PLARAIL tunnel

Humongous! PLARAIL tunnel makes an appearance!
Go through the tunnel and take in the view of PLARAIL!



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Introducing new products!

PLARAIL new products display section

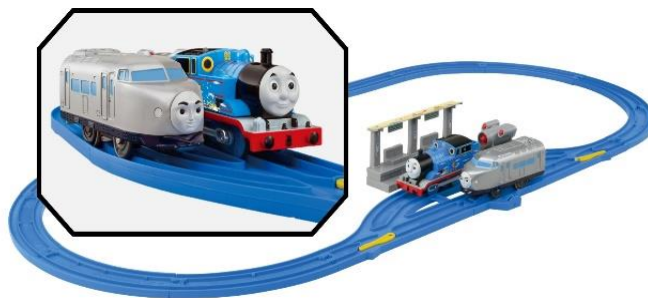
We will also introduce the latest PLARAIL products♪



▲ To be launched in April 2021

“Packed with popular plays! PLARAIL BEST SELECTION SET”

© TOMY



▲ To be launched in March 2021

“Thomas & Friends: Kenji and Thomas Tagging Set”

©2021 Gullane(Thomas) Limited.

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Upper left “SHINKALION Z E5 HAYABUSA”

Lower left “ZAILINER E235 YAMANOTE”

Through “Z combination” of the two products, they will be powered up into “SHINKALION Z E5 YAMANOTE” (right).

▲ To be launched in April 2021

PLARAIL “SHINKALION Z” series

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京都鉄道博物館
kyoto railway museum

Kankijicho, Shimogyo-ku, Kyoto
0570-080-462
<http://www.kyotorailwaymuseum.jp>

Closed on every Wednesday
(open on March 31, April 7, and May 5)

[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:

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For product inquiries from consumers, please contact:

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

