

For Immediate Release



April 20, 2021

Beyond the 50th anniversary — TOMICA Advance Project” to be launched

For the first time in Tomica’s history! Equipped with an NFC chip,
it makes data linked to the dedicated app.

“TOMICA Speedway Play-by-Play Sound! Digital Accel Circuit” “Super Speed TOMICA”

To be launched on Saturday, June 19, 2021

TOMY Company, Ltd.

“Tomica” die-cast miniature cars sold by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) celebrated its 50th anniversary in 2020, last year, and we will launch “**TOMICA Advance Project**,” a project that further evolves “Tomica” for the coming 50 years. In this project, we will suggest value of play in the new era, focusing on “technology × entertainment.”

As the first product in the project, “**TOMICA Speedway Play-by-Play Sound! Digital Accel Circuit**” (SRP: JPY 12,100/tax included) of which the digital lap counter enlivens heated race battles, and **four types of “Super Speed TOMICA”** (SRP: JPY 1,320 each/tax included) which makes running data linked to the dedicated app, equipped with an NFC chip for the first time in Tomica’s history, will be launched on Saturday, June 19, 2021 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty stores for products, “TOMICA shops,” online stores, Tomy Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

“TOMICA Speedway Play-by-Play Sound! Digital Accel Circuit” and “Super Speed TOMICA” are linked to the dedicated app, which makes you enjoy sound and video effects linked to races and records running information of “Super Speed TOMICA” as data. Furthermore, CG image of machines wrapped in the same design as “Super Speed TOMICA” appears in the app.

We are expanding the possibility of play with “Tomica” further through integration of digital and analogue, and aim to make Tomica a brand that always brings you fresh “excitement, delight and inspiration.”



* “Tomica” are sold separately
The images of the app screen are for
visual representation purposes only.



▲ TOMICA Speedway Play-by-Play Sound! Digital Accel Circuit ◀ Super Speed TOMICA

Equipped with an NFC chip, “Super Speed TOMICA” can record running data of the circuit. In addition, when you launch the app and set a smartphone on the digital lap counter, powerful CG image linked to the situation of a race will liven up the race battle.

[Features of the product]

Digital lap counter ▶



Lap time measurement



The app's CG image is linked to the situation of the race.



by yourself. Moreover, linked to the dedicated app, the product makes you enjoy CG image linked to the situation of the race by setting a smartphone on the lap counter.

Lap count and play-by-play sound pump up a heated race!

With “Digital Accel Circuit,” “Tomica” cars will be accelerated by hitting the accel button repeatedly and run across the circuit at high speed. The digital lap counter judges go-around, lap time and fate of the race battle of “Tomica” cars running at a tremendous speed, and real-time play-by-play sound further enlivens the heated race. Featuring multiple modes such as “race battle” and “lap time challenge,” the product enables you to not only fight a two-person battle but also play



“Tomica” cars were tuned up based on actual cars!

“Super Speed TOMICA” is “Tomica” cars that were tuned up based on actual sports cars so that they can run the circuit faster. With special wheels attached to the body whose weight was reduced, front and rear guide rollers support smooth cornering. The cars also feature a different design than usual Tomica models, with painting, team setting, etc. just like real racing cars. Furthermore, equipped with an NFC chip for the first time in Tomica’s history, this product allows you to link running data to the dedicated app and listen to announcements and BGM exclusive for the machines during a race.



Image of the app

Race battle (upper) and Driving Turbo (lower)

Enjoy race battles more with the dedicated app!

The dedicated app features roughly two modes: “Digital lap counter mode,” which makes you enjoy races, and “Super speed TOMICA mode,” which allows data connection with an NFC chip.

The “Digital lap counter mode” has three modes: one-on-one “Race battle” which is linked to play in the digital accel circuit, “Tournament” in which up to eight people can play, and “Grand prix” in which you play against CPU, enlivening various race battles in a small to large group.

In the “Super speed TOMICA mode,” in addition to setting an avatar used in race battles in “Driver setting,” and checking the status of results of races in “My Garage,” you can experience a mini game reproduced from “Driving Turbo,” a dashboard-type car race game released in 1983.

[Product Outline]

■Main unit of the circuit

Product Name: TOMICA Speedway Play-by-Play Sound! Digital Accel Circuit

SRP: JPY 12,100 (tax included)

Layout Size: W 1080 × H 123 × D 523 (mm)

Package Contents:

Main unit of shooter, starter, digital lap counter, goal gate, smartphone holder, lane cover, straight lane × 2, curb lane A(up), curb lane A (down), bridge beam for curb lane A × 2, curb lane B (up), curb lane B (down), bridge beam for curb lane B × 2, label × 2, instruction manual × 2 * “Tomica” are sold separately

Power Source Used: 3 × AA alkaline (not included)

■Super Speed TOMICA *Listed from left to right in the image. No batteries required

Product Name: Super Speed TOMICA SST-01 TEAM TSR TOYOTA GR SUPRA[PROJECT-α]

Product Name: Super Speed TOMICA SST-02 TEAM SHINOBI NISSAN GT-R[Sho EDITION]

Product Name: Super Speed TOMICA SST-03 TEAM WING Honda CIVIC TYPE R[concept Eagle]

Product Name: Super Speed TOMICA SST-04 TEAM MONSTER SUBARU WRX STI[T-REX CUSTOM]

SRP: JPY 1,320 each (tax included)



[Common Information]

Launch Date in Japan: Saturday, June 19, 2021

Recommended Age: 3 years and up

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” (takaratomy.com), etc.

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Product Website: www.takaratomy.co.jp/products/tomica/tomicaworld/speedway

Product Video: www.youtube.com/watch?v=Oxt-VanUDRI

Details of the dedicated app will be announced on [the product website](#) as they arrive.

Turn “Go! Go! Accel Circuit,” which is now on sale, into the digital edition!

Takara Tomy Mall original “digital lap counter” will be released.

Tomy Company’s official online store “Takara Tomy Mall” original “Digital Lap Counter” will be released as a single item. Those who have “TOMICA Speedway Go! Go! Accel Circuit” (SRP: JPY 8,580/tax included) launched in 2019 can enjoy play similar to “TOMICA Speedway Play-by-Play Sound! Digital Accel Circuit” linked to the dedicated app, by using their circuit toy in combination with “Digital Lap Counter.”



**“TOMICA Speedway Play-by-Play Sound!
Digital Accel Circuit”
(JPY 4,950/tax included)**

Reference

■ Tomica 50th anniversary new product information

A special item designed by Lamborghini only for “Tomica” makes a debut!

Designers who are usually in charge of design of actual cars developed a special 50th anniversary design only for “Tomica” based on the makes of existing sports cars, which are popular among “Tomica” miniature cars and are admired by children. Following the collaboration with Honda R&D Co., Ltd., TOYOTA MOTOR CORPORATION and Nissan Motor Co., Ltd., “Lamborghini Huracán Performante Tomica 50th Anniversary Edition designed by Automobili Lamborghini” (SRP: JPY 880/tax included) will be released in June 2021.

Lamborghini Huracán Performante Tomica 50th Anniversary Edition designed by Automobili Lamborghini



The “Lamborghini” and “Lamborghini Bull and Shield” trademarks, copyrights, designs and models are used under license from Automobili Lamborghini S.p.A, Italy.

Designer Message: Mitja Borkert & Nelson Simões

This special Lamborghini Huracán Performante scale model dedicated to TOMICA 50th is inspired by the exciting world of Lamborghini colors and motorsport. You instantly know it’s a Lamborghini: it follows our design DNA entirely.

The fading-effect livery is inspired by our Ad Personam customization department using the hexagon symbol.

The colors and livery highlight the features of the Huracán Performante and its amazing performance, for example the front and rear ALA® components, which is Lamborghini’s patented active aerodynamics system.

The sporty, colored blades in the bumper and matching wheels make them stand out even more. It’s a Tomica that’s just calling out to be raced and played with!

[Product Outline]

SRP: JPY 880 (tax included)

Launch Date in Japan: Saturday, June 19, 2021

Recommended Age: 3 years and up

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.

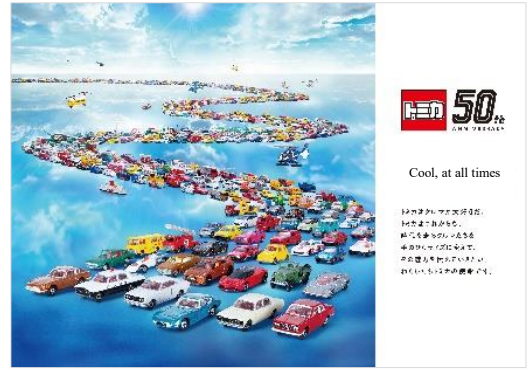
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■About “Tomica”

“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 1,080 different types of cars, a total of more than 690 million cars (As at April 2021).

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)