

For Immediate Release



August 31, 2021

**“TOMICA DIY” makes a debut with the theme of DIY,
now in the limelight for enriching time spent at home!**

A playset for children to assemble, reconfigure, and disassemble with
an electric screwdriver they have longed to use

Tomica “Reconfiguring Action! Car Carrier & Cargo Jet Set”

To be launched on Saturday, October 16, 2021

Enjoy playing together with Tomica (miniature cars) after assembling!

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) launches a new line of DIY-themed playsets called “TOMICA DIY,” with which children can play using electric screwdrivers, as part of the “Tomica” die-cast miniature cars series. As the first product in the new line, “Reconfiguring Action! Car Carrier & Cargo Jet Set” (SRP: JPY 6,600/tax included) will be released on Saturday, October 16, 2021 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty stores for TOMICA products “TOMICA shops,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

With “Reconfiguring Action! Car Carrier & Cargo Jet Set,” children can use an electric screwdriver to assemble, reconfigure, and disassemble vehicles. The product also features actions that enable playing together with Tomica (miniature cars), a popular element of Tomica, so that children can enjoy both playstyles of assembling and playing with Tomica (miniature cars). Children can build a car carrier or a cargo jet by reconfiguring the included parts in this 2-in-1 product, providing a wider range of play.

With DIY becoming more popular(*) as one of the ways to enjoy time spent at home, children are now familiar with electric screwdrivers and other tools. We have incorporated these items they have longed to use into a toy. Through this product, we hope children will develop curiosity to try things out by imitating adults, ability to follow through gained from the experience of assembling a build by themselves, and enthusiasm to take on a challenge of trying new things again.

In the future, we plan to release more “TOMICA DIY” products that inspire children to try things out with electric screwdrivers.

* Commercial sales value of home improvement stores in 2020 increased for the first time in four years, with an increase of 6.8% compared with the previous year (2019). Sales by goods show that DIY tools and materials increased by 9.4% compared with the previous year.

Source: “The 2020 Yearbook of the Current Survey of Commerce” (Ministry of Economy, Trade and Industry) www.meti.go.jp/statistics/tyo/syoudou/result/2020_1.html

Features of the Product

■ Using an electric screwdriver, the key item for playing, you can enjoy a variety of plays!

The electric screwdriver will be used not only for assembling, reconfiguring, and disassembling vehicles, but also for actions that enable playing together with Tomica (miniature cars). The power tool is a heavily featured key item in this product, used for both assembly and play.

[Assembling]

With as few as a total of 24 parts, you can easily assemble a car carrier or a cargo jet using screws of your favorite color chosen from red, green, and yellow.

* The car carrier and the cargo jet use the same chassis, screws, and tires for their base, so the two vehicles cannot be assembled at the same time.

[Reconfiguring]

You can enjoy a reconfiguring play, such as by disassembling the car carrier you have built and assembling a cargo jet, through reconfiguration of the parts.

[Disassembling]

The direction of rotation on the electric screwdriver can be changed to loosen screws and disassemble vehicles. Just like with the actual screwdriver, you can enjoy a realistic play by tightening and loosening screws.

[Actions for playing together with Tomica (miniature cars)]

When you turn the Action Bolt at the top of the car carrier and the cargo jet with the electric screwdriver, all the Tomica cars will depart at once. You can play with actions that work together with Tomica (miniature cars), a popular element of Tomica. You can enjoy playing with Tomica (miniature cars) to your heart's content, in addition to assembling vehicles.

Left) Car carrier



Right) Cargo jet



■ A variety of features for developing curiosity, ability to follow through, and enthusiasm to take on a challenge!

<Curiosity>

The product gives rise to children's proactive desire to "try things out," such as their wish to assemble their favorite vehicle by themselves and to combine it with Tomica for playing.

<Ability to follow through>

The electric screwdriver, screws and vehicle parts are designed so that even preschoolers can play safely. By assembling the vehicles with their own hands, children can enjoy a rewarding sense of accomplishment, or the feeling of "I've made it!"

<Enthusiasm to take on a challenge>

Children can use the electric screwdriver to move the vehicles they have assembled. The successful experience, in which children cannot help but shout out "Isn't this great," will bring about their enthusiasm to try things out by themselves again.



* Tomica (miniature cars) are not included in this product.

[Product Outline]

Product Name: “Reconfiguring Action! Car Carrier & Cargo Jet Set”

SRP: JPY 6,600 (tax included)

Launch Date in Japan: Saturday, October 16, 2021

Recommended Age: 3 years and up

Package Contents: Electric screwdriver main unit × 1, screwdriver bit × 1, grip × 1, screw (red, green, yellow) × 4 each, label × 1, chassis × 1, tire × 4, car carrier (cab, rear bed, front bed) × 1 each, cargo jet (front body, rear body) × 1 each, tail wing (upright, left, right) × 1 each, wing (left, right) × 1 each, wing fixture part × 2
* Tomica (miniature cars) not included.

Dimensions: Car carrier W 235 × H 115 × D 120 mm (size of the main unit)

Cargo jet W 270 × H 145 × D 240 mm (size of the main unit)

Electric screwdriver W 130 × H 130 × D 55 mm (size of the main unit)

Batteries Required: Electric screwdriver/2×AA alkaline (not included)

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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Website: www.takaratomy.co.jp/products/tomica/tomica-world/tomicadiy/index.html

■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 : www.takaratomy.co.jp/products/tomica/

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