



For Immediate Release

October 1, 2021

October 4, 2021 [Revised: Partial change to the product description of
“tomica PREMIUM unlimited 01 The Fast and the Furious RX-7”]

Themed on Popular Movies, Animation and TV Dramas!

A new series with ∞ (infinite) potential that “excites adults”

“tomica PREMIUM unlimited” debut!

The first products of the Series! Movie **”The Fast and the Furious,”**
Animation **“DETECTIVE CONAN,”** and TV Drama **”KNIGHT RIDER”**

To be launched on Saturday, November 20, 2021

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch **“tomica PREMIUM unlimited,”** a new line of die-cast miniature car “TOMICA” series for adults themed on movies, animation and TV dramas in November 2021.

The first three products: **“tomica PREMIUM unlimited 01 The Fast and the Furious RX-7,”** **“tomica PREMIUM unlimited 02 DETECTIVE CONAN Ford Mustang (Shuichi Akai),”** and **“tomica PREMIUM unlimited 03 KNIGHT RIDER KNIGHT 2000 K.I.T.T.”** (SRP: JPY 1,320 each/tax included) will be sold at 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” from Saturday, November 20, 2021 (takaratomymall.jp).

“TOMICA” launched the “TOMICA for adults” series **“tomica PREMIUM”** in 2015 to reproduce real cars to the greatest extent possible in details such as the form, design and painting of cars, which has been well-received particularly by adults who enjoyed playing with TOMICA in their childhood ^(*).

“tomica PREMIUM unlimited” series will be added as a new line for “tomica PREMIUM.” Maintaining the quality of reproduction to portray reality in the details, and using a theme of “movies ^(**), animation and TV dramas” that is of great interest to adults, we will offer a lineup of products not only for the enjoyment of adults who used to play with TOMICA, but also for fans of the movies, animation and TV dramas.

Hobby products for adults have recently attracted considerable attention ^(***). We will work on future collaborations with various productions and hope that you will look forward to the ∞ (infinite) potential of the “tomica PREMIUM unlimited” series that excites adults.

(*) More than 9.1 million units of “tomica PREMIUM” have been sold (as of August 2021). Number of units shipped in 2020 has trended well at 2.5-fold of FY2015 levels.

(**) “Watching Movies” ranked No. 1 in a consumer awareness poll on the question “What is your favorite sport or hobby?” (FY2020 survey of 2,597 men and women aged in their 20s to 60s).

(Source: URL: seikatsusoken.jp/teiten/ranking/557.html (Hakuhodo Institute of Life and Living))

(***) The market for hobby products (plastic models, hobby R/C toys, railway models, figures, etc.) grew 104.9% year on year in 2020. (a)

In addition, “hobby products for enriching adult lives” are also seen as a trend in popular toys released in 2021. (b)

(Source: (a) “FY2020 Japanese Toy Market Size Data” URL :www.toys.or.jp/toukei_siryou_data.html

(b) Press release “2021 Latest Trends in New Toys” June 15, 2021 (Japan Toy Association))

Features of the Products

■ Debut of a new series themed on movies, animation and TV dramas! Very popular content and car models have been selected!

ワイルド
スピード

DETECTIVE CONAN
名探偵
コナン

KNIGHT RIDER



“tomica PREMIUM unlimited” series, a new line added to “tomica PREMIUM,” reproduces details, such as the wheels, number plates, interior and painting on cars that vividly remind you of their various exciting action scenes in movies, animation and TV dramas.

The first three products to be released are “tomica PREMIUM unlimited 01 The Fast and the Furious RX-7,” from a movie, “tomica PREMIUM unlimited 02 DETECTIVE CONAN Ford Mustang (Shuichi Akai),” from an animation, and “tomica PREMIUM unlimited 03 KNIGHT RIDER KNIGHT 2000 K.I.T.T.,” from a TV drama. We have selected from popular content and car models based on past TOMICA’s sales results and surveys.

■ Enjoy collection and display of the cars in blister packs!

We have adopted blister packaging (a transparent plastic case that enables the encased product to be viewed) to make it easy for collection and display. The product also comes with a collection box (W 78 × H 41 × D 39 mm), the same size as the TOMICA box, so that the cars can be displayed together with the collection box after opening the package. The products are designed so that adults can enjoy displaying the cars on the shelves or hanging them on the walls.



* The images are for visual representation purposes only.

[Product Outline]

Launch Date in Japan: Saturday, November 20, 2021

SRP: JPY 1,320 each (tax included)

Recommended Age: 6 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.

Website: www.takaratomy.co.jp/products/tomica/tomicabrand/unlimited

● **“tomica PREMIUM unlimited 01 The Fast and the Furious RX-7”**

The very stylish Mazda RX-7 VeilSide model that appears in the movie “The Fast and Furious: Tokyo Drift.” Driven by Han, who drifts the streets of Tokyo. Faithfully reproduces the customized body and wheels that are the most characteristic features in TOMICA size, while also presenting detailed aspects such as the emblem and interior.

Dimensions: W 33.8 × H 21.3 × D 73.4 mm

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● **“tomica PREMIUM unlimited 02 DETECTIVE CONAN Ford Mustang (Shuichi Akai)”**

Appears as the beloved car of Shuichi Akai, an important character in the “DETECTIVE CONAN” animation series. Depicted in intense car chases of the animation series, where it demonstrates its excellent performance. Reproduces the vehicle design used in the animation series such as the shape of the spoiler and wheels, while also presenting detailed aspects such as the number plate. It also features such actions as opening/closing of the doors and the moves of the suspension.

Dimensions: W 30.5 × H 22.7 × D 75.6 mm

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● **“tomica PREMIUM unlimited 03 KNIGHT RIDER KNIGHT 2000 K.I.T.T.”**

Appeared in “KNIGHT RIDER,” a TV drama series aired in the 1980s. The “Knight Industries Two Thousand” is equipped with the artificial intelligence K.I.T.T., which gained popularity for its combination with the main character. The “Knight Industries Two Thousand” has been reproduced with details including the sunroof, wheels, interior and the number plate. Clear parts have been used for the front scanner section. It also features such actions as opening/closing of the doors and the moves of the suspension.

Dimensions: W 30 × H 20.5 × D 74.5 mm

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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 of April 2021).

Official Website www.takaratomy.co.jp/products/tomica/

■ **About “tomica PREMIUM”**

“TOMICA” launched the “TOMICA for adults” series “tomica PREMIUM” in 2015, using special dies and molds to reproduce reality to the greatest extent possible in details such as the form, painting and printing, and wheel design of cars. More than 9.1 million units of “tomica PREMIUM” have been sold (as of August 2021), with adults accounting for approximately 60% of such sales, establishing this as a series for adults. The “tomica PREMIUM unlimited” series, themed on movies, animation and TV dramas, will be added as a new line from November 2021.

Official Website www.takaratomy.co.jp/products/tomica/lineup/premium/index.htm

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