

For Immediate Release



May 17, 2022

**Completely New Story Depicting the Secret Origins of Buzz Lightyear**  
**Products Associated with Disney & Pixar’s Latest Film, “Lightyear”**  
**To Be Launched in June 2022!**

～ Releasing a Series of “Talking Action Figures” Whose Shapes and Colors Are So Realistic It Is As If They Came Straight Out of a Movie ～

～TOMY Group Successively Rolling out More Than 30 New Products～

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the successive launches of products related to the latest Disney & Pixar film “Lightyear,” beginning in June 2022 at toy stores, toy sections of department stores/mass retailers throughout Japan, limited movie theaters, online stores and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc., followed by the film release in Japan on Friday, July 1, 2022.

The TOMY Group has been rolling out toys associated with the “Toy Story” movies since the film’s initial release(\*), and has been continuing to develop a wide range of products enjoyed by children and adults across various categories, including action figure-themed die-cast miniature cars, games, plush toys, and capsule toys. In particular, the ever-popular realistic figures that portray scenes from the films and enable people to experience the world depicted in those movies have been improved. In addition, we will also release a toy of the “Sox” character who makes his first appearance in the film series this time around and supports Buzz in his mission.



From left, “**Buzz Lightyear Talking Action Figure**,” “**Sox Voice Action Figure**,” “**Zurg Talking Action Figure**”

The “**Buzz Lightyear Talking Action Figure**,” now subject to release, is approximately 30 centimeters tall and renders Buzz in human form as he appears in the movie, unlike the Buzz portrayed as a toy thus far. The “**Zurg Talking Action Figure**” is approximately 39 centimeters tall and is the first of the talking figures to be merchandised. Both products adhere to modeling, coloring and stances that are realistic to the point that they seem to have come right out of the films. They also speak Japanese and English, enlisting recordings of memorable lines from the film. Having first gone on sale in 2009, the talking figure series has been popular, and achieved a cumulative total of 1.2 million shipments as of April 2022.

The “**Sox Voice Action Figure**” new Sox character action figure talks and nods when spoken to. It also provides enjoyment of memorable lines from the film as well as lines spoken in a special voice only once every ten times.

\* Upon the initial release of the “Toy Story” movie in 1996, T-ARTS Company, Ltd. (then, Yujin Company, Ltd.) released Toy Story-themed toys as part of its “Disney Character Slide Movie” series.

## Product Outline



Launch date in Japan: Saturday, June 25, 2022; \*Launch dates are individually stated for products with other dates of release.

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, limited movie theaters, online stores and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomy.com](http://takaratomy.com)), etc.

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Official Website: (TOMY Company) [www.takaratomy.co.jp/products/disney/buzzlightyear](http://www.takaratomy.co.jp/products/disney/buzzlightyear)

(T-ARTS Company) [www.takaratomy-arts.co.jp/specials/buzzlightyear](http://www.takaratomy-arts.co.jp/specials/buzzlightyear)

### ■ Talking action figure series



Product Name: “**Buzz Lightyear Talking Action Figure**”

SRP: JPY 7,700 (tax included)

Dimensions: Approx. W 150 × H 300 × D 90 (mm)

Recommended Age: 4 years and up

Product Details: This is a realistic figure of the Buzz Lightyear appearing in the movie. The figure speaks when the talk button on his chest is pressed. It contains recordings in Japanese and English of 66 lines, with three types of sound effects, and is capable of switching between both languages. The muzzle of the laser glows and makes laser sounds when the laser button on his arm is pressed. It has poseable arms and legs, which allows for cool stances.



Product Name: “**Zurg Talking Action Figure**”

SRP: JPY 9,900 (tax included)

Dimensions: Approx. W 210 × H 395 × D 120 (mm)

Recommended Age: 4 years and up

Product Details: This is a realistic figure of the Zurg character that appears in the movie.

The figure speaks when the talk button on his chest is pressed. It contains recordings in Japanese and English of 22 lines, with three types of sound effects, and is

capable of switching between both languages. Its right arm can be replaced with an arm cannon attachment.



Product Name: “**Sox Voice Action Figure**”

SRP: JPY 3,960 (tax included)

Dimensions: Approx. W 71 × H 112 × D 67 (mm)

Recommended Age: 3 years and up

Product Details: Buzz Lightyear’s companion Sox turns its head when spoken to and responds with many cute reactions. It contains 23 different Japanese voice recordings and delivers special lines once every ten times speaking.

### ■ Basic figures & basic vehicles



Product Name: “**Basic Figure Assortment**”

SRP: JPY 2,420 each (tax included)

Dimensions: Approx. W 70 × H 130 × D 40 (mm)

Recommended Age: 4 years and up

Product Details: This features an assortment of figures in convenient sizes for play, equipped with posable arms and legs that allow for various stances. The figures also come with detachable parts.



Product Name: “**Basic Figure Zurg**”

SRP: JPY 4,950 (tax included)

Dimensions: Approx. W 135 × H 255 × D 80 (mm)

Recommended Age: 4 years and up

Product Details: This Zurg figure comes in a convenient size for play, featuring posable arms and legs that allow for various stances. It also comes with replaceable arm components and missiles, enabling play that involves launching projectiles.

## ■ TOMICA



Product Name: **“Dream Tomica Ride on Buzz Lightyear Buzz Lightyear & XL-15”**

SRP: JPY 1,100 (tax included)

Dimensions: Approx. W 72 × H 34 × D 73 (mm)

Recommended Age: 3 years and up

Product Details: “Buzz Lightyear & XL-15” is now available from the “Dream Tomica Ride On” series of sets that include character figures and TOMICA.



DREAM STAR 3 Buzz Lightyear

Product Name: **“DISNEY MOTORS Buzz Lightyear,” 6 types**

SRP: Starting from JPY 880 each (tax included)

Dimensions: Approx. W 35 × H 27 × D 74 (mm)

(“DREAM STAR 3 Buzz Lightyear”)

Recommended Age: 3 years and up

Product Details: From “DISNEY MOTORS” featuring original vehicles with character designs, we are offering three vehicles, “Buzz Lightyear,” “Sox,” and “Zurg,” plus one “advertising truck,” for a total of four vehicles. In addition, we have also released the “PALS TRANPO” car carrier for play that involves carrying TOMICA, and the “Star Command Carry” large car carrier that enables container storage and display of TOMICA.

## ■ Games & toys



Product Name: **“BUTTOBUSTER Buzz Lightyear vs. Zurg Battle K.O. Set”**

SRP: JPY 8,800 (tax included)

Dimensions: Approx. W 130 × H 90 × D 80 (mm)

Recommended Age: 6 years and up

Product Details: Featuring the “BUTTOBUSTER” line of very popular and exciting RC battle robots and the movie version of “Buzz Lightyear.” Delivering two punches using the simple and intuitive controller sends the opponent flying. Experience the thrill of clear-cut victory or defeat and a sense of exhilaration. Immediately launch into full-fledged battles with this two-unit set containing Buzz Lightyear and Zurg.



Product Name: **“Buzz Lightyear Crane Game for unlimited attempts using an authentic claw machine at home!”**

SRP: JPY 8,800 (tax included)

Dimensions: Approx. W 290 × H 240 × D 330 (mm)

Recommended Age: 4 years and up

Product Details: Play with this claw machine game after filling it with real candy. It plays original melodies of the “Lightyear” movie and audio can be switched between Japanese and English. In unlimited play mode, you can operate the game with the

sound off and no need to insert coins. It comes with coins and bonus capsules.

## ■ Plush toys



Product Name: “**Talk to Sox**”

SRP: JPY 5,940 (tax included)

Launch date in Japan: June 25

Dimensions: Approx. W 160 × H 255 × D 190 (mm)

Recommended Age: 3 years and up

Sales Agent: T-ARTS Company, Ltd.

Product Details: This talking plush toy provides fun in two modes. In talking mode, Sox speaks in response to voices and other sounds. In scramble mode, Sox hastily alerts you to emergencies.

We also plan to release various products centered on plush toys and capsule toys.

## Disney & Pixar’s Latest Film, “Lightyear”



### The untold story of his origins is finally revealed...

#### **【STORY】**

The untold story of the origins of Toy Story’s Buzz Lightyear is finally revealed.

The latest Disney & Pixar film depicting the secret of the birth of Buzz Lightyear, who loves his sidekick more than anyone else. Behind the birth of "Buzz," the toy that everyone loves, lies the heartbreaking story of a space ranger.

This summer, the adventures of Buzz Lightyear and his friends will thrill audiences throughout Japan.

**Release date:** Friday, July 1, 2022 (theatrical release)

**Official website:** [www.disney.co.jp/movie/buzzlightyear.html](http://www.disney.co.jp/movie/buzzlightyear.html)

Disney.jp/BuzzLightyear

#### **For press inquiries, please contact:**

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Public Relations, Business Planning Department, T-ARTS Company, Ltd. Tel: 03-5680-4837 Fax: 03-5680-4918

#### **For product inquiries from consumers, please contact:**

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)  
T-ARTS Customer Service (Japanese only) Tel: 0570-041173 (Navi-Dial)