

For Immediate Release



June 3, 2022

“Driving Imagination”

PLARAIL brand movie & visuals released today

The launch of stations that can be reconfigured in four different ways, embodying the brand message

“PLARAIL Sound Change! My Station 4 Way”

To be launched on Saturday, July 16, 2022

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) has set **the brand message “Driving Imagination”** for PLARAIL railroad toys and today released PLARAIL brand movie and visuals that express the “longed for reproduction and creative originality” that is the essence of playing PLARAIL and its appeal on the [PLARAIL official website](#) and TOMY Company’s official YouTube channel “[Takara Tomy Channel](#).”

In addition, as a new product that embodies this brand message, we announce the release of **“PLARAIL Sound Change! My Station 4 Way” (JPY 5,500 / tax included), a station that can be reconfigured in four different ways** to enjoy a “longed for reproduction and creative originality,” on Saturday, July 16, 2022 at toy stores, toy sections of department stores and mass retailers nationwide, online stores, specialty stores for PLARAIL products “PLARAIL Shops,” and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](#)), etc.



(left) PLARAIL brand visuals released today

(right) PLARAIL “Sound Change! My Station 4 Way” (*PLARAIL trains, rails, block piers, PLAKIDS and TOMICA are sold separately)

While the railroad toy “PLARAIL” has great appeal for children in being able to run their hero trains on the blue rails, the essence of that play is to be able to imagine making the trains that run in straight lines move in different direction and to create a layout with creative originality. The PLARAIL brand movie released today conveys a message of appeal and happiness that trains come to life through the hands of children running strongly on the layout created from the free imagination and ideas of the children themselves. We have used the phrase “Driving Imagination” to express that PLARAIL is a brand that arouses children’s imagination, creating a feeling of longed for reproduction.

The new product “PLARAIL Sound Change! My Station 4 Way” can reproduce four types of stations by the way it is assembled. We planned a product that responds flexibly to the different images and visions that each child has of a “Station” that allows them to enjoy the “longed for reproduction and creative originality” to their heart’s content. In future, we will not only develop toys that have “appeal as a product,” but products that provide the value of “play.”

About the PLARAIL brand movie & visuals

その想像を駆動させる



まっすぐに進む乗り物たちを、
あんな動きをさせたいな。
こんな動きをさせたいな。
いろんな想像を巡らせ、工夫をしながら、
レールをつなぐ。

キミが描いたその夢を、
その希望を、そのドキドキを、
そのワクワクをつめこんで、
乗り物たちはまるで、生命を吹き込まれたように、
力強く、かっこよく、動きだす。走り続ける。
キミといっしょに。
どこまでも、ずっと。



The brand message released today and part of the brand movie

The PLARAIL brand movie expresses the joy of the moment when children make the trains run on the layouts they have created using their own creative originality. Children's free imagination and ideas will expand as much as the number of trials and errors. The specifications of the "blue rails" that have been built for more than 60 years, have driven children's imagination and created thrill and excitement. You can view images that capture the energetic expressions of children on the [PLARAIL official website](https://www.plarail.com/) and TOMY Company's official YouTube channel "[Takara Tomy Channel](https://www.youtube.com/channel/UC...)."

In addition, we will release new visuals and messages from today on the PLARAIL official website. In conjunction with this release, we have today renewed the brand introduction pages that post information such as the history of PLARAIL.

Brand introduction pages on the PLARAIL official website

www.takaratomy.co.jp/products/plarail/about/index.htm

About the new product "PLARAIL Sound Change ! My Station 4 Way"

▶ **Transformation Station able to transform into 4 configurations to reproduce the station you longed for so much !**

Just like "stations" differ in their structure and appearance by area, in the same way the image that children have of "real stations" also differs according to the scenery they see every day.

This product aims to reproduce the longing and image of every individual child by allowing the child to change the configuration of the station into four patterns. Since the complexities of creating the layout also differ such as the ability to configure with an overpass, it can be enjoyed by a wide group of people from beginners to users accustomed to PLARAIL.

Images of the respective ways of assembly and examples of layouts that incorporate these are shown on the [product page](#).



"2-story station" with double-story platforms



"Wide station" with multiple platforms



"Cross Station" with 1st and 2nd floor platforms that intersect



"Long Station" that accommodates 3-car trains

▶Sound changing according to the way of assembly! Reproduce your very own vision through both appearance and sound !

Since the sound of trains stopping and departing changes depending on the configuration of the station, the sounds also assist in the reproduction of each scene. In addition, you can also change the sound that is part of the scene in front of the station by replacing the attached “building blocks,” and create your own ideal station.



The shops and buildings in front of the station also vary according to the area. This product includes “standing soba noodle restaurant” “hamburger shop” “ticket vendor” “bento shop” as “building blocks” (2 × 2 = 4 types). In addition, the “building blocks” included in the “Make you excited! PLARAIL BEST SELECTION SET”, released in April, also connect to this product and a special sound is played when combined.

<Product Outline>



* PLARAIL trains, rails, block piers, PLAKIDS and TOMICA are sold separately

Product Name: “PLARAIL Sound Change! My Station 4 Way”

SRP: JPY 5,500 (tax included)

Launch Date in Japan: Saturday, July 16, 2022

Recommended Age: 3 years and up

Package Contents: 1st floor platform (1), 2nd floor platform (1), roof (2), bridge pier (2), bridge pier chamber (4), stairway (2), bench (1), station name board (1), signal (1), bus stop (1), bus stop base (1), vertical block (brown) (1), vertical block (light blue) (1), joint parts (2), map (1), sticker (1)

Dimensions: Approx. W 350 × D 390 × H 135 (mm) *When deploying the “2-story station”

Batteries Required: 3 × AAA alkaline *Batteries are sold separately.

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for PLARAIL products “PLARAIL Shops,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

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Sales Target: 50,000 units

Official website: www.takaratomy.co.jp/products/plarail/tettei/set/2022mystation/index.htm

[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 1919. 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 1,900 types and more than 182 million products have been sold in Japan (as of March 31, 2022).

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)