

News Release

For Immediate Release



June 16, 2022

BANDAI SPIRITS CO., LTD.
TOMY Company, Ltd.

**The ideal collaborative project involving partnership
between BANDAI SPIRITS and TOMY Company**

“Dream Together” – Connecting Desires, Creating Dreams – to be released!
“CHOGOKIN® × ZOIDS” and “TOMICA × Mobile Suit Gundam”
to be released in 2023



Beginning in June 2022, we will embark on the collaborative project **“Dream Together – Connecting Desires, Creating Dreams –,”** which marks the first ever such endeavor between the two companies BANDAI SPIRITS CO., LTD. (President & CEO: Nao Udagawa, head office: Minato-ku, Tokyo) and TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, head office: Katsushika-ku, Tokyo).

The two companies will enlist their healthy rivalry in mobilizing their strengths across the divide. Going forward, our plans entail releasing collaborative products representing our mutual merchandise brands and popular content, arranging events, and producing original promotion videos.

We have accordingly decided to produce certain collaborative products. One such product is **“CHOGOKIN × ZOIDS”** which renders in three dimensions the **“ZOIDS”** real moving kit series of toys (released by TOMY Company in 1983) themed on dinosaurs and animals in the universe of the **“CHOGOKIN”** series of die-cast toys (released by BANDAI SPIRITS in 1974). Another such product is **“TOMICA × Mobile Suit Gundam”** replicating the **“Mobile Suit Gundam”** series of animation (released in 1979) aired for over four decades, in the universe of the **“TOMICA”** series of miniature die-cast cars (released by TOMY Company in 1970). Such cross-fertilization of merchandise brands and mutual content embraced by many throughout more than three decades will give rise to new and unprecedented appeal.

The two companies have deepened their communications through efforts extending over many years in hopes of working together to arrange intriguing collaboration that will instill dreams and a sense of amazement in their customers and those in the industry. We have made this collaborative initiative a reality upon having developed greater aspirations in this regard, having been prompted by major changes emerging throughout the world over the last several years. This project combines the proprietary brands and content of the two companies, thereby precipitating a sort of chemical reaction in the realm of entertainment and accordingly delivering exciting dreams from the toy industry.

The project features the primary slogan, **“Dream Together,”** which was conceived by TOMY Company by combining the notions of “we share dreams together” and “we are together.” BANDAI SPIRITS came up with the secondary slogan, **“– Connecting Desires, Creating Dreams –”** in hopes of conveying its desire to bring dreams to toy lovers and the entire industry through the project.

About the “Dream Together” project

■ Project title

“Dream Together”

– Connecting Desires, Creating Dreams –



■ Messaging

“Dream Together” – Connecting Desires, Creating Dreams –

This conveys that thrilling feeling one has when seeking to recall sentiment in terms of the notions: times are changing; we lead hectic daily lives; the feeling we have when something is nearly forgotten; you are not alone; you have companionship; there are aspirations that connect us, and; dreams created together.

■ Comments

■ TOMY Company, Ltd.

The “Dream Together” primary slogan conveys our sentiment of seeking to work together in providing our many customers with exciting events aligned to their dreams, combining of the notions of “we share dreams together” and “we are together.”

■ BANDAI SPIRITS CO., LTD.

The “– Connecting Desires, Creating Dreams –” secondary slogan encompasses the notion that we seek to deliver dreams in conjunction with many people, combined with the sentiment that BANDAI SPIRITS shares with TOMY Company. We also look forward to providing fans with products that they have never seen before.

■ Project overview

Our plans entail coming up with collaborative products enlisting popular mutual content, showcasing products through events and other such initiatives, and producing original promotion videos.

<Collaborative products>

We will produce “CHOGOKIN × ZOIDS” and “TOMICA × Mobile Suit Gundam” to serve as collaborative releases encompassing merchandise brands and mutual content that have been embraced by many throughout more than three decades.

<Promotion videos (PV)>

- Release date: “Collaborative Project Video” available via streaming on Thursday, June 16, 2022
- Access: BANDAI SPIRITS “TAMASHII NATIONS” official website: tamashii.jp
TOMY Company official website: www.takaratomy.co.jp



Collaborative Project Video

<On display to the general public>

- Date: Late July 2022 (tentative)
- Venue: TAMASHII NATIONS STORE TOKYO (Akihabara) / Tomica Shop, Tokyo store
- Overview: The actual collaborative products will be exhibited both at an event to be held at “TAMASHII NATIONS STORE TOKYO” and also at the “Tomica Shop Tokyo store.”

* Information regarding exhibition of the products will be released via each company’s website as soon as details have been finalized.

- “TAMASHII NATIONS STORE TOKYO” official website: tamashii.jp/store
- TOMY Company’s official website: www.takaratomy.co.jp

“CHOGOKIN × ZOIDS” renders “Liger Zero” of “ZOIDS” in the three-dimensional universe of “CHOGOKIN”
(To be released in 2023)



Dimensions: Approx. W 220 mm × H 140 mm × D 100 mm
(* W 400 mm incl. tail)

Recommended Age: 15 years and up

Copyright: ©TOMY

Sales Agent: BANDAI SPIRITS CO., LTD.

“CHOGOKIN × ZOIDS” official website:
tamashii.jp/special/chogokin/zoids

About the product

We have launched this “Liger Zero” item, which typifies the second series of ZOIDS deployed during Japan’s Heisei era (1989-2019), enlisting an approach distinctive to CHOGOKIN. We have launched this “Liger Zero” item, which typifies the second series of ZOIDS deployed some years ago enlisting an approach distinctive to CHOGOKIN. This has entailed studying animal skeletons and pursuing a concept of biomechanical lifeform originating from the ZOIDS universe. We have accordingly replicated the notion of movable creatures that integrate figurine technologies enlisted in end-products developed by BANDAI SPIRITS, including leg mechanisms for which Japanese patent applications have been filed.

“TOMICA × Mobile Suit Gundam” renders “Mobile Suit Gundam” in the “Tomica” universe
(To be released in 2023)



Dimensions: W 57.5 mm × H 33.5 mm × D 72 mm
(White Base spaceship)
W 20 mm × H 9 mm × D 37 mm (pedestal with wheels)

Recommended Age: 6 years and up

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Sales Agent: TOMY Company, Ltd.

* In addition, multiple TOMICA products are slated for release.

About the product

This product closely aligns with design images of the “Mobile Suit Gundam” animated cartoon, thereby capturing the essence of Gundam without compromising when it comes to the perception of size and safety features, while maintaining the Tomica attention to detail. This replica of the White Base spaceship in Tomica size is equipped with more parts than a standard Tomica item to ensure that nothing is sacrificed when it comes to its unique details.

◆ About “CHOGOKIN®” (BANDAI SPIRITS CO., LTD.)

CHOGOKIN is a BANDAI SPIRITS merchandise brand consisting of replicas of robots and heroes made using die-cast metals and other composite materials. The first item in the CHOGOKIN series was the “Mazinger Z” merchandised in 1974 and so named based on a scene where it was made from the super alloy CHOGOKIN Z in the animated cartoon.

CHOGOKIN celebrated its 45-year anniversary in 2019, and more than 500 types of CHOGOKIN products have been released thus far. There are currently many items that have emerged from the CHOGOKIN brand, including “Soul of CHOGOKIN,” “DX CHOGOKIN,” and “METAL BUILD.” The numerous products incorporating the ever-evolving development technologies of character toys draw support from a wide range of different generations.

Official website: tamashii.jp/item_brand/chogokin



◆ About “ZOIDS” (TOMY Company, Ltd.)

The “ZOIDS” series encompasses substantial content that TOMY Company, Ltd. has been developing as original intellectual property since 1983. ZOIDS are a biomechanical lifeform themed on dinosaurs and animals, named by combining the two words “zoic” (pertaining to animals or living beings) and “android” (a robot with a human appearance). ZOIDS are Real Moving Kit toys (assembly-type motorized toys) that are equipped with electric motors or wind-up mechanisms and move similarly to a real lifeform once assembled.

For the first time in 12 years, efforts to develop “ZOIDS WILD,” the latest ZOIDS series, were initiated in 2018.

Official website: www.takaratomy.co.jp/products/zoidswild/



◆ About “TOMICA” (TOMY Company, Ltd.)

“Tomica” was released in 1970 by TOMY Company, Ltd. 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 1,110 different types of cars, a total of more than 710 million cars (As at April 2022).

Official website: www.takaratomy.co.jp/products/tomica



◆ About “Mobile Suit Gundam” (SOTSU CO., LTD., Bandai Namco Filmworks Inc.)

Since the emergence of Mobile Suit Gundam films in 1979, plastic models, home video games, network content, arcade games, and other such products centered on the films have gained support across a wide range of age demographics. We have been extending Mobile Suit Gundam to other venues worldwide, to include Hollywood movies and other appearances outside of Japan.

Gundam information portal website: www.gundam.info/



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BANDAI SPIRITS CO., LTD. official website: www.bandaispirits.co.jp

TOMY Company official website: www.takaratomy.co.jp

* The content of this release is current as of Thursday, June 16, 2022, but is subject to change without notice.

* Images presented in this release may differ from actual items depicted.

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For product inquiries from consumers, please contact:

BANDAI SPIRITS Customer Support: support.bandaispirits.co.jp/s/contact-mail

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