

February 27, 2023

**After 17 years, the legendary insect-shaped Kabutoborg battle toy has evolved and revived!**

You can enjoy powerful “standing battles!” There are now five species available, including the Yamatokabuto and the Miyamakuwagata!

## Battle Insect “Kabutoborg” Series

To be launched in late April 2023

The previously broadcasted anime *Artificial Insect Kabuto Borg Victory by Victory* will be shown on the official TOMY Company YouTube channel.

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will revive the “Kabutoborg” series for the first time in 17 years and develop a new series starting in April 2023.

The initial launch will include four individual Kabutoborg models: **KB-01 Yamatokabuto**, **KB-02 Miyamakuwagata**, **KB-03 Atlas Ookabuto**, and **KB-04 Giraffe Stag Beetle** (tentative price: JPY 1,650 each, including tax), and the **KB-05 2way Battle Stage Set** (tentative price: JPY 4,950, including tax), which includes a battlefield and two types of beetles. These will be released in early April 2023, at toy stores, toy sections of department stores and mass retailers in Japan, online stores, TOMY Company’s official online store Takara Tomy Mall ([takaratomymall.jp](http://takaratomymall.jp)), etc. Takara Tomy Mall will begin accepting pre-orders on Tuesday, February 28, 2023.

In addition, starting today, Monday, February 27, the previously broadcasted anime *Artificial Insect Kabuto Borg Victory by Victory* will be released one episode per week on TOMY Company’s official YouTube channel “Takara Tomy Channel” ([www.youtube.com/user/takaratomychannel](http://www.youtube.com/user/takaratomychannel)). In addition, **collaboration key visuals with the Artificial Insect Kabuto Borg Victory by Victory characters, showing the main characters from the anime 16 years later**, is now available on the official website ([www.takaratomy.co.jp/products/kabutoborg/](http://www.takaratomy.co.jp/products/kabutoborg/)).



See a video on  
how to play here



Kabutoborgs do not use batteries but instead use a charge wheel mounted on the main unit that the user rotates in order to generate power, allowing them to battle against each other as if competing in an “insect sumo” match. Released in 2004 as an insect-themed action toy to enjoy battles with wheel-charging action, Kabutoborg became a hit product with total sales of more than 950,000 units. The related anime *Artificial Insect Kabuto Borg Victory by Victory*, which was broadcast from October 2006 to October 2007, became popular and still has the support of a strong fan base. These toys were designed in the hope that people will play with them again after the original series and across generations.

The latest series has evolved in three ways. (1) **The charge wheel for charging power has been strengthened: It is now possible to have more powerful “standing battles”,** and easier to determine the winner. (2) **No need for detailed assembly:** The number of runners used to support the parts has been reduced as an environmental consideration, and you can **play with it right after purchase** by simply attaching the tires, chest horns, and head to the main unit and placing the stickers. (3) **Added encyclopedia elements:** While previous models were divided into types as battle toys, these models **introduce more of the elements of an insect encyclopedia**, divided into types based on the actual distribution and ecology of insects to meet the need for **action toys with realistic insect motifs**.

These new products will provide a new experience for children who love insects because of the recent insect boom and nostalgia for adults who love the battle toys they used to play with long ago. We will continue to develop these products so that they can be played by a wide range of people of all ages.

# Product Details

## ★ How to Play

### (1) Victory Charge

Fully charge a Kabutoborg with power by holding the main unit and moving it slowly forward five times while keeping the charge wheel at the back of the unit grounded on a flat surface such as the floor.



### (2) Travel

When the tires are spinning, let the Kabutoborg run on the floor or another flat surface.



### (3) Battle

When the two Kabutoborgs are placed facing each other, they collide, push each other, and stand and climb on each other.

The one that knocks down its opponent on the stage, drops it outside the stage, or pushes it off the stage is the winner.



## ★ Product Lineup



### **Kabutoborg KB-01 Yamatokabuto**

Classic Japanese rhinoceros beetle motif  
A balanced type for both attack and defense



### **Kabutoborg KB-02 Miyamakuwagata**

Miyama stag beetle motif  
A defensive type that uses its large jaws to catch opponents and carry them out



### **Kabutoborg KB-03 Atlas Ookabuto**

Atlas beetle motif  
An attacking type that uses its head horn to lift up opponents and its two chest horns to push them down



### **Kabutoborg KB-04 Giraffe Stag Beetle**

Giraffe stag beetle motif  
An attacking type that uses its long, blade-like jaws to get under opponents and carry them out



### **Kabutoborg KB-05 2way Battle Stage Set**

When you buy this, you can enjoy battles right away! It comes with an official battle stage that can be rearranged. Includes two special wild-colored Kabutoborgs: Yamatokabuto and Miyamakuwagata

## ★ Past Products

The “Artificial Insect Kabutoborg” series has sold a total of 950,000 units since it was launched in March 2004. The “Artificial Insect Kabuto Borg GU (Grow Up) Series,” released in 2005, can be rearranged into various types by attaching new armor.

The first series,  
released in March 2004



The GU series,  
released in 2005



## ★ About the Anime

### Introduction of previously broadcasted anime:

The *Artificial Insect Kabuto Borg Victory by Victory* anime is scheduled for release on the official TOMY Company YouTube channel on Monday, February 27, 2023. Each week, one episode will be released featuring a selected character.

• TOMY Company Official YouTube Channel “Takara Tomy Channel” URL: [www.youtube.com/channel](http://www.youtube.com/channel)

### Release of collaboration key visuals with the anime:

The collaboration key visuals with the anime, which depict the main characters 16 years later, have been newly drawn by Yasuyuki Noda, who worked on the anime’s character design back then. The key visuals will be posted on the official product website.

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## Product Outline

Product names: 4 individual Kabutoborg models [Kabutoborg KB-01 Yamatokabuto](#)

[Kabutoborg KB-02 Miyamakuwagata](#)

[Kabutoborg KB-03 Atlas Ookabuto](#)

[Kabutoborg KB-04 Giraffe Stag Beetle](#)

Stage Set (1 type): [Kabutoborg KB-05 2way Battle Stage Set](#)

Tentative prices: JPY 1,650 (including tax) per individual Kabutoborg model,  
JPY 4,950 (tax included) for stage set

Launch Date in Japan: Late April 2023

Recommended Age: 6 years and up

Package Contents: Individual Kabutoborg model – main unit × 1, tires (S) × 2, tires (L) × 4, chest horns × 1, rear parts × 1, exclusive stickers × 1  
Stage set – main unit × 2, tires (S) × 6, tires (L) × 6, chest horns × 1, head × 1, rear parts × 2, circular base × 1, support pillar × 1, entry base × 2, bridge base × 1, exclusive stickers × 2

Dimensions, weight: Individual Kabutoborg model – Main unit W 122 × H 39 × D 64 mm; Approx. 80 g (per unit); Battle Stage – W 375 × H 45 × D 210 mm

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

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Official website: [www.takaratomy.co.jp/products/kabutoborg/](http://www.takaratomy.co.jp/products/kabutoborg/)

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