

For Immediate Release

**TRANSFORMERS**

June 1, 2023

**The joy of space is even closer! Space x “TRANSFORMERS”****JAXA and Toyota’s “Lunar Cruiser” joint research project transforms into a robot!****TRANSFORMERS “Lunar Cruiser Prime” Launches in March 2024**

TOMY Company, Ltd.

**TRANSFORMERS “Lunar Cruiser Prime”**

(JAXA Official Licensed Product)

Left: “Lunar Cruiser” mode; Right: Robot mode

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch **TRANSFORMERS “Lunar Cruiser Prime”** (SRP: JPY 11,000/tax included) as a new product in the “TRANSFORMERS” line of shape-changing robot characters in March 2024. “Lunar Cruiser Prime” is a shape-changing robot toy that transforms from “Lunar Cruiser,”<sup>(\*)1</sup> a crewed pressurized lunar surface rover jointly researched by the Japan Aerospace Exploration Agency (hereinafter “JAXA”) and Toyota, to a “TRANSFORMERS.” Crowdfunding for the product will begin on Thursday, June 8 at 10:00 on “CAMPFIRE,” and it will then be launched at toy stores, toy sections of department stores and mass retailers throughout Japan, hobby stores, online stores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc. Available for pre-order from Wednesday, August 9, 2023 on the “Takara Tomy Mall.”

[URL for advance pre-orders on CAMPFIRE] [camp-fire.jp/projects/view/673441](https://camp-fire.jp/projects/view/673441)

The possibilities of space have gained attention and become closer than ever in recent years, as research into human life on the moon has gained momentum. In addition, TOMY Company has developed the transforming miniature lunar surface robot nicknamed “SORA-Q”<sup>(\*)2</sup> in collaboration with JAXA and other organizations. From August 2023, “SORA-Q” will come installed with the Smart Lander for Investigating Moon (SLIM), JAXA’s small lunar lander probe, with plans to launch it towards the moon. The development of “SORA-Q” utilized the knowledge of miniaturization and weight savings from our toy-making toy, as well as technologies related to transforming mechanisms represented by “TRANSFORMERS.” TOMY Company sincerely hopes that “SORA-Q” will help children become more interested in the natural sciences and discover the excitement of space.

TOMY Company will release a 1/1 scale model of “SORA-Q,” the “SORA-Q Flagship Model”<sup>(\*)3</sup>, on Saturday, September 2, 2023. Furthermore, TOMY Company hopes to provide an opportunity for people to feel closer to space by combining “TRANSFORMERS,” a long-selling and well-loved brand, with the theme of “space.”

(\*1) “Lunar Cruiser” (©JAXA/TOYOTA) [global.toyota.jp/mobility/technology/lunarcruiser/](https://global.toyota.jp/mobility/technology/lunarcruiser/)



Nickname for a crewed pressurized lunar surface rover for use on the moon that uses fuel cell electric vehicle technology, jointly researched by JAXA and Toyota in fiscal 2021. The crewed pressurized rover is still under development; therefore, the actual design that goes to the moon may differ.

(\*2) “SORA-Q” [www.takaratomy.co.jp/products/sora-q/](http://www.takaratomy.co.jp/products/sora-q/)



Nickname for the transforming miniature lunar surface robot that TOMY Company jointly developed with JAXA, Sony Group Corporation, and Doshisha University. From August 2023, “SORA-Q” will come installed with the Smart Lander for Investigating Moon (SLIM), JAXA’s small lunar lander probe, with plans to launch it towards the moon.

(\*3) “SORA-Q Flagship Model” [www.takaratomy.co.jp/products/space-toy/flagshipmodel/](http://www.takaratomy.co.jp/products/space-toy/flagshipmodel/)



1/1 scale model of the “SORA-Q,” a transforming lunar surface robot. To enable simulation of the experience of the lunar surface experience by “SORA-Q” at home, we have recreated this with the same size (about 80mm in diameter), the same deformation, and the same movement (crawling, and like a butterfly) as the robot that will go to the moon. Using a dedicated (free) app, you can enjoy the same movements (transform, and steer it forward, backward, left and right) that the “SORA-Q” will have on the lunar surface.

SRP: JPY 27,500 (tax included)

Launch Date: Saturday, September 2, 2023

Recommended Age: 8 years and up

## About TRANSFORMERS “Lunar Cruiser Prime”



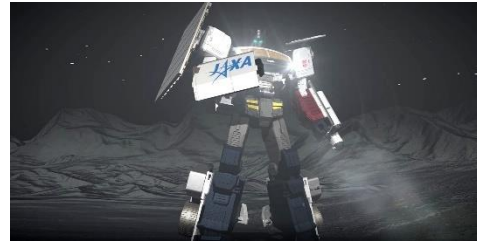
### <Product Features>

#### ★Scale model reproduction of the “Lunar Cruiser!”

- It has been reproduced as a scale model of the “Lunar Cruiser,” a crewed pressurized lunar surface rover jointly researched by JAXA and Toyota.
- In “Lunar Cruiser” mode, the solar panel can be detached and the angle of the antenna on the roof can be adjusted.
- Even after transforming into robot mode, the solar panel and antenna can be attached to the shoulders and back, and parts like the arms, head, and legs are movable for a variety of posing options.
- The iconic Optimus Prime Matrix of leadership, which is familiar to TRANSFORMERS fans, can be seen through the windshield.
- The side panels of the vehicle with the JAXA logo become arm armor after it transforms into robot mode.

**★A TRANSFORMERS “Lunar Cruiser Prime” YouTube video will be released today, Thursday, June 1!**

It was inspired by the TRANSFORMERS “Lunar Cruiser Prime” that performs exploration activities on the moon, and in addition to the “SORA-Q Flagship Model,” popular TOMY Company characters will also make a sneaky appearance. Video URL: [youtu.be/QovOVb8CUow](https://youtu.be/QovOVb8CUow)



TRANSFORMERS “Lunar Cruiser Prime” performing exploration activities on the moon

**★CAMPFIRE-exclusive special bonuses!**

CAMPFIRE-exclusive special bonuses will be offered according to the amount of money spent when pre-ordering from the CAMPFIRE crowdfunding site, including a set product with a display stand, a video message of thanks from Lunar Cruiser Prime, and your name on a special page.

\*See the official CAMPFIRE website for details ([camp-fire.jp/projects/view/673441](https://camp-fire.jp/projects/view/673441)).

\* Sales through the crowdfunding site are available only in Japan.



CAMPFIRE-exclusive bonuses!  
Set product with a display stand

**<Product Outline>**

Product Name: **TRANSFORMERS “Lunar Cruiser Prime”**

SRP: JPY 11,000 (tax included)

Launch Date in Japan: Late March 2024

\*Those who ordered on CAMPFIRE will receive their products in late February 2024.

Recommended Age: 8 years and up

Package Contents: Lunar Cruiser Prime vehicle (1), solar panel part (1), antenna part (1), instruction manual (1)

Dimensions: Approximately W 130 x H 180 x D 80 mm (in robot mode)

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

**\*This product will be sold as a general model in addition to sales through CAMPFIRE.**

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Official website: [tf.takaratomy.co.jp/](https://tf.takaratomy.co.jp/)

**■“TRANSFORMERS”**

“TRANSFORMERS” is a Japan-originated toy concept created by TOMY Company, Ltd. that takes the unique concept of “Robots in disguise” = Robots are all around us, with the potential for freely transforming every possible object, and is developed with the story of freely transforming super robot lifeforms, battling across the universe. The toys were launched in the United States in 1984, with animation and comics becoming huge hits. Sales of the toys and animation started in Japan in 1985. From 2007, Steven Spielberg and Michael Bay produced live action movies in Hollywood, which became worldwide hits. The seventh installment, “Transformers: Rise of the Beasts,” is scheduled for release on Friday, August 4, 2023. Today, more than 700 million TRANSFORMERS have been sold in over 130 countries and regions (as of July 2022), and they have become very popular characters worldwide.

“TRANSFORMERS” Toys Official Website: [tf.takaratomy.co.jp](https://tf.takaratomy.co.jp)

**\*The product images published in this release are for visual representation purposes only. Some of them may differ from actual products.**

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