

A Collaboration Between Mini 4WD and TOMICA!

From the “**tomica Premium u n l i m i t e d**” series
for adults themed on movies, animation, comics and TV drama

“tomica PREMIUM u n l i m i t e d Mini 4WD Avante Jr.”
our first collaboration with Mini 4WD

To be launched in mid-January 2024

TOMY Company, Ltd.



tomica PREMIUM u n l i m i t e d Mini 4WD Avante Jr. (2 types)

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “**tomica PREMIUM u n l i m i t e d Mini 4WD Avante Jr.**” (2 types, SRP: JPY 1,430 each/tax included), **created in collaboration with Mini 4WD, developed by Tamiya, Inc.** as part of tomica Premium u n l i m i t e d, a die-cast miniature car series for adults themed on movies, animation, comics and TV dramas, in mid-January 2024 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products “TOMICA shop,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. Pre-orders will commence on Takara Tomy Mall starting Thursday, November 30, 2023.

The second installment in this series, the TOMICA version of two machines belonging to the protagonists of the **comic book and animated series “Bakusō Kyōdai Let’s & Go!!,”** is decided as well (slated for release next spring).

The “Mini 4WD Avante Jr.,” the best-selling Mini 4WD of all time and a legendary machine symbolizing the height of the Mini 4WD’s popularity, also appears in the comic “*Moero! Avante Kyoudai*,” which had been published in Bessatsu CoroCoro Comic by Shogakukan since 1989. To satisfy the fans who devoted themselves to playing Mini 4WD, we strived to achieve quality finish for this series. The new Avante Jr. will be released in two colors, the bright blue Avante Jr. and the special color Avante Jr. Black Special, with fully painted die-cast bodies that recreate the design of the machines as faithfully as possible and featuring rotating roller action as well as package designs that pay homage to the Mini 4WD package design during its initial release, and more.

The “tomica Premium u n l i m i t e d” series, themed on movies, animation, comics and TV dramas, was created in November 2021 as a series containing unlimited potential that would “excite adults.” Our lineup, which features products that will delight not only adults who once played with TOMICA but also fans of the media itself, has received rave reviews.

This collaboration was achieved by combining the products of Tamiya and Tomica, which share the common features of being “hobby cars” and “long-loved best-selling brands,” from the desire for “fans of each brand and adults who once played with the original toys to share an interest in one another’s brands.”

About the First Installment

<Product Features>

**The legendary machine Avante Jr. debuts as a TOMICA!
Rotating roller action recreated as well!**

Avante Jr., a legendary machine symbolizing the height of the Mini 4WD's popularity in the late 1980s, as well as the special color Avante Jr. Black Special, have been turned into TOMICA cars. The machine design has been recreated as faithfully as possible, using full paint on the die-cast body for logos rather than stickers, and it even comes equipped with rotating roller action, a vital feature of the Mini 4WD. A cover box featuring a design that pays homage to the original Mini 4WD package is also used for the product package. A cover box is a rare form of packaging not found in TOMICA's current lineup.

<Product Outline>

Launch Date in Japan: In the middle of January 2024

SRP: JPY 1,430 each (tax included)

Dimensions: W 43 × H 24 × D 64 mm

Recommended Age: 6 years and up

Copyright: © TOMY © TAMIYA

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

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products "TOMICA shop," online stores, and TOMY Company's official online store "Takara Tomy Mall" (takaratomymall.jp), etc.



Actual "Mini 4WD Avante Jr". and its original product package

- **"tomica PREMIUM unlimited Mini 4WD Avante Jr."** (photo on the left)
- **"tomica PREMIUM unlimited Mini 4WD Avante Jr. Black Special"** (photo on the right)



The product package and machine design have been reproduced as faithfully as possible!

** "Bakusō Kyōdai Let's & Go!!" TOMICA, slated for release next spring **

For the second installment, two machines belonging to the protagonists of the hit comic and anime "Bakusō Kyōdai Let's & Go!!" (comic published in Monthly CoroCoro Comic by Shogakukan as a series starting in 1994, anime broadcast starting in 1996 by TV Tokyo) will be transformed into TOMICA cars. These are slated for release next spring.

*Details will be released on the official website
(www.takaratomy.co.jp/products/tomica/sp/tamiya/)



■ About “Mini 4WD”

The Mini 4WD developed and sold by Tamiya, Inc. was a hit for its powerful four-wheel drive, the ability to modify it using parts sold separately, and the joy of racing against friends using the special circuit, becoming a social phenomenon in the late 80s and 90s. It has sold a total of over 190 million products in the more than 40 years since the release of its first series in 1982. Currently, it has not only enjoyed renewed popularity among adults in their 30s and 40s who played with Mini 4WD in the 80s and 90s and their families, but has become increasingly popular overseas, especially in Asia.



*Mini 4WD is a registered trademark of Tamiya, Inc.

Mini 4WD Official Website: www.tamiya.com/japan/mini4wd/index.html

■ About “Tomica”

“Tomica” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series. 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 1,140 different types of cars, a total of more than 725 million cars (as of April 2023).



TOMICA Official Website: www.takaratomy.co.jp/products/tomica

■ About “tomica Premium”

“TOMICA” launched the “TOMICA for adults” series “tomica Premium” in 2015, using special dies and molds to reproduce reality to the greatest extent possible in details such as the form, painting and printing, and wheel design of cars. More than 10 million units of “tomica Premium” have been sold (as of July 2022), with adults accounting for approximately 60% of such sales, establishing this as a series for adults. The “tomica Premium u n l i m i t e d” series, themed on movies, comics, animation and TV dramas, has been added as a new line since November 2021.



“tomica Premium” Official Website: www.takaratomy.co.jp/products/tomica/tomicabrand/premium/

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For product inquiries from consumers, please contact:

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