

For Immediate Release



February 13, 2024

PLARAIL 65th Anniversary “Driving Imagination” Projects

Official ambassador appointments given to Ryogo Matsumaru, PLARAIL rail pattern geometry expert, Professor Jun Mitani, and one-tatami-mat PLARAIL proponent, Petazou!

[Ambassador Project] Design-challenge project “The PLARAIL Challenge”

[New Product] Series E8 Shinkansen Tsubasa & Tomica Arch Crossing Set

[Event] JR-EAST PLARAIL STAMP RALLY 2024 / “Yamanote PLARAIL Train” to run on Yamanote Line

TOMY Company, Ltd.

“PLARAIL” train toys, sold by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima; headquarters: Katsushika-ku, Tokyo), are celebrating their 65th launch anniversary in 2024. We will be conducting projects throughout the year that convey the “appeal of railroad” and the “fun to imagine” that include events, new products and various collaborations as the **PLARAIL 65th Anniversary “Driving Imagination”^(*) Projects**.

We have appointed three official ambassadors for the 65th anniversary projects: **Ryogo Matsumaru**, creator of mystery-solving challenges, **Professor Jun Mitani** of University of Tsukuba who has studied PLARAIL rail pattern geometry, and **Petazou**, a proponent of PLARAIL layouts confined to one tatami mat. The aim of the project is to use social media to “connect everyone’s imaginative powers” just like connecting the blue rails, piece by piece, getting everyone from children to adults to join in the fun.

The logo adopted for the 65th anniversary employs PLARAIL’s blue rails to depict the number 65. The rails can actually be arranged to make the exact same design.



[Official Ambassador Project]

“**The PLARAIL Challenge**,” a design-challenge project using PLARAIL will be held. The ambassadors will respond to the design challenge via their own social media accounts (Youtube or X (formerly Twitter)) and freely post their creations. Additionally, the ambassadors will invite the public to post their own creations for the same design challenge on social media, and both children and adults alike can join in the fun.

[New Product]

The “**Series E8 Shinkansen Tsubasa & Tomica Arch Crossing Set**,” an all-in-one set that includes the PLARAIL train “Series E8 Shinkansen Tsubasa” (SRP: JPY 6,380/tax included) will be launched on Saturday, March 16, 2024 to coincide with the new Series E8 Shinkansen Tsubasa entering service. This new product commemorates the debut of the Series E8 train as “Series E8 Shinkansen Tsubasa,” which is the first new train for the Yamagata Shinkansen Line in 25 years. The set also includes a new rail piece: the “S Line rail.”

[Events]

The **JR-EAST PLARAIL STAMP RALLY 2024** will be held from Friday, April 5, 2024. Participants can take part in stamp rallies, including a 10-station course (from a total of 20 JR East stations and 2 Tokyo Monorail stations in the Greater Tokyo area), and a shinkansen course (3 stations: Fukushima Station, Karuizawa Station, and Echigo Yuzawa Station). In addition, to commemorate this stamp rally, a **“Yamanote PLARAIL Train,”** an 11-car train custom wrapped to feature a design with the logos of PLARAIL 65th Anniversary and this stamp rally on each of the cars, will operate for a 15-day limited period beginning on Wednesday May 1, 2024. Various collaborations aside from this will also be rolled out, one after the other.

TOMY Company celebrated the 100th anniversary of its founding on Friday, February 2, 2024. PLARAIL, too, as a brand that is eternally loved, is aiming for product development that provides not only its “appeal as a product” but also its “value of play.”

(*1) About the brand message “Driving Imagination”

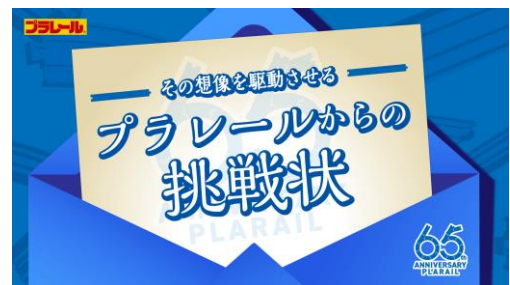
In 2022, PLARAIL set its brand message as “Driving Imagination” and released PLARAIL brand movie and visuals that communicate the “longed for reproduction and creative originality” that is the essence of playing PLARAIL and express the appeal of that. Railroad trains, brought to life by the hands of children, convey a message of appeal and happiness as they vigorously traverse layouts conceived from the children’s own free imagination and ideas. As expressed in the phrase “Driving Imagination,” PLARAIL is a brand that arouses children’s imagination as they act out their aspirations, offering them stirring inspiration.

About the Official Ambassador Project “The PLARAIL Challenge”

“**The PLARAIL Challenge**” is a design-challenge project that uses PLARAIL. Aside from the three official ambassadors, Ryogo Matsumaru, Professor Jun Mitani and Petazou, the entrants of the “One-Tatami-Mat PLARAIL Contest”^(*2) held in the summer of 2023 will also participate as ambassadors. They will respond to the design challenge via their own social media accounts (Youtube or X (formerly Twitter)) and freely post their creations with each ambassador adding their own original touch to their creations. Additionally, the ambassadors will invite the public to post their own creations for the same design challenge on social media, and both children and adults alike can join in the fun.

* Details will soon be announced on the official PLARAIL website (www.takaratomy.co.jp/products/plarail/).

While “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. We have planned this project with the hope that by having the participants posting their creatively devised layouts in response to various challenges, it will be possible to connect “everyone’s imaginative powers” just like the blue rails, creating an opportunity to expand the network of PLARAIL enthusiasts.



(*2) The “One-Tatami-Mat PLARAIL Contest” was a PLARAIL contest held for the first time in the summer of 2023. A call for participants was made through websites and social media to create layouts using rail parts, scenery parts, trains and so forth that are confined to a one tatami mat (approx 90 cm × 180 cm), and a grand prize and participation prizes were announced. The event was held with the hope that participants would feel the joy of creating layouts and freely expanding their imagination while experimenting within a limited space.

■ **Ryogo Matsumaru: Media celebrity and creator of mystery-solving challenges**
Combining PLARAIL with gimmicks to generate inspiration

As a child, I remember working with my brothers to create layouts. It was fun to come up with ideas as we tried this and that to get that last curved rail part to fit into place. One of the charms of PLARAIL is that the standard sizes of rail parts remain unchanged since its first release. That means that if I have children one day, I can go get the PLARAIL parts that I used way back then and play with them together with my children. I look forward to having a family in the future. The standard sizes will remain unchanged and I expect it will be great fun when new gimmick parts are released.



■ **Professor Jun Mitani: Professor of Information and Systems at University of Tsukuba and researcher of PLARAIL rail pattern geometry**
Combining PLARAIL with newly expanded expression through geometric patterns

Playing with my young child has provided me with fond memories. Initially, I was laying out the rails for my child, but before I knew it, I became more engrossed in it myself, and I found myself creating geometric patterns that the trains couldn't run on. It was not the form of play I originally had in mind, but discovering the various patterns that could be drawn with the combination of straight and curved rail parts was a lot of fun. I believe that the existence of PLARAIL, which has been loved by many for a long time, has greatly contributed to communication across generations. I hope it continues to exist as a toy that parents and children can enjoy together without changing its form. I think one unintentional outcome of children playing around with connecting the rail parts, which provide the foundational elements of geometric patterns, is that they learn about shapes. It would be great if the mathematical aspect of PLARAIL receives a lot of attention in the future.



■ **Petazou: Proponent of one-tatami-mat PLARAIL, PLARAIL Railroad "Rail Professor"**
Combining PLARAIL with new play through the fun of the confined space of the tatami

I have been focusing on the puzzle-like aspect of PLARAIL for many years, and I am very happy to have the opportunity to let many people know about its fun.



About the “New Product and New Rail Part”

The “**Series E8 Shinkansen Tsubasa & Tomica Arch Crossing Set**,” an all-in-one set that includes the PLARAIL train “Series E8 Shinkansen Tsubasa,” rail parts, and scenery parts (SRP: JPY 6,380/tax included) will be launched on Saturday, March 16, 2024.

<Product Features>

- The toy train is a commercialization of the Shinkansen Series E8 train, which is scheduled to enter service on Saturday, March 16, 2024 as “Series E8 Shinkansen Tsubasa” to become the first new train for the Yamagata Shinkansen Line in 25 years. By including the arch railroad crossing, this new set allows play that incorporates running the Series E8 Shinkansen Tsubasa along sections of Shinkansen rails and conventional rails with TOMICA car play.

Also, the Series E8 Shinkansen Tsubasa is equipped with a coupling feature that allows it to be coupled with the separately sold Series E5 Shinkansen, which is how those trains operate in real life. As the sales launch coincides with the service entry of the actual train, consumers can enjoy being able to quickly own the latest train at home.

- The set also includes the newly developed “S Line rail” in a limited-edition color. The S Line rail is the same length of the straight rail. It allows trains to shift between tracks when using a double track layout and allows for the enjoyment of running scenes with gentle curves that were not possible before. In the initial limited edition of this set, three S Line rail pieces will be included. The rail parts will also be on sale as separate items. This is the first time in ten years that single rail parts have been sold separately.



* Image shows the layout of the regular version.

<Product Outline>

Series E8 Shinkansen Tsubasa & Tomica Arch Crossing Set (SRP: JPY 6,380/tax included)

Launch Date in Japan: Saturday, March 16, 2024

Recommended Age: 3 years and up

Dimensions: Approx. W 1,170 × D 610 × H 100 (mm)

Package Contents: Series E8 Shinkansen Tsubasa 3-car train (coupling feature) × 1, straight rail × 1, straight rail (gray) × 2, 1/2 straight rail × 1, 1/2 straight rail (gray) × 2, curved rail × 8, S Line rail (limited-edition color) × 1, single track-double track point rail (A) × 1, 1/2 stop rail × 1, train stop × 1, Shin Tokai Station × 2, arch railroad crossing (crossing base × 1, arch with alarm device × 1, crossing gate × 2) × 1, tunnel × 1, standing tree (yellow-green) × 1, standing tree (pink) × 1, sticker × 1, parts order sheet × 1

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

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Product Website: www.takaratomy.co.jp/products/plarail/tettei/set/e8keiset/

Notification of Events and Collaborations

■ JR-EAST PLARAIL STAMP RALLY 2024

— PLARAIL 65th Anniversary —

JR-EAST PLARAIL STAMP RALLY 2024, which is a collaborative event between JR East and PLARAIL, will be held from Friday, April 5 to Sunday, June 2, 2024. In the event, people can take part in stamp rallies, including a 10-station course (from a total of 20 JR East stations and 2 Tokyo Monorail stations in the Greater Tokyo area), and a shinkansen course (3 stations: Fukushima Station, Karuizawa Station, and Echigo Yuzawa Station). By collecting stamps and making a single-settlement purchase of at least JPY 600 (tax included) at a designated-goal NewDays store, participants shall receive a stamp rally exclusive prize and special PLARAIL toy (limited quantity).

www.jreast.co.jp/tokyo/plarail_stamp-rally/2023/



■ Operation of custom-wrapped “Yamanote PLARAIL Train”!

To commemorate the PLARAIL 65th Anniversary and this stamp rally, one custom wrapped Yamanote Line will operate for a limited period. Each car of the Yamanote PLARAIL Train (11-car train) will be custom wrapped to feature a design with the logos of PLARAIL 65th Anniversary and this stamp rally. The train will also be given a special head mark based on this stamp rally to generate a special atmosphere. The interior design of each car will also create an environment that evokes the world of PLARAIL. We invite you to take this opportunity to have fun riding in this special Yamanote Line train.



[Period] Wednesday, May 1 to Wednesday May 15, 2024

[Focal Feature] One Yamanote Line train (11-car train)

[How to track the train’s location] It will be possible to check the

location of the train by selecting “Train Location,” then “Yamanote Line,” on the JR East App.

* Please note that depending on whether the trains are running on time, there may be some discrepancies.

* Details on the JR East App are provided on the app’s website (www.jreast-app.jp/).



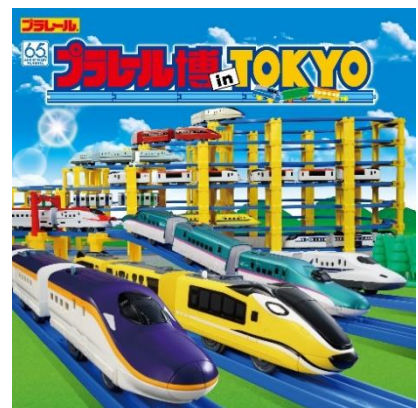
■ PLARAIL Expo in TOKYO

The PLARAIL Expo is an event at which you can enjoy the world of PLARAIL. It will be held at Sunshine City in Ikebukuro. At the Expo area, in addition to the “PLARAIL Mass Run,” a new event where 65 PLARAIL trains are running simultaneously, we plan to exhibit more than 650 trains as part of the giant diorama that has been a favorite at past expos and which will feature the PLARAIL 65th Anniversary logo. We plan to provide an enhanced expo that offers even more enjoyment. Additionally, we are also planning to sell event commemorative products.

www.plarail-tokyo.com/

[Venue] Sunshine City Exhibition Halls A & B

[Period] Friday, April 26, 2024 to Monday (observed holiday) May 6 (11 days)



■ JR Kyushu NFTs

JR Kyushu is selling the first ever PLARAIL NFTs. These are NFTs of content that capture the essence of the PLARAIL world, such as material developed during the commercialization and marketing process of PLARAIL

products. This content will be available for purchase in limited quantities. (nft.jrkyushu.co.jp/)

■ Combined Event Celebrating PLARAIL 65th Anniversary and Tokyo Monorail 60th Anniversary

In a tie-up between PLARAIL and Tokyo Monorail, a portion of the cars of the Tokyo Monorail will be given a themed interior. The period of this limited edition interior will be from Friday, April 5 to Monday, September 30, 2024.

[Service Vehicle] One Tokyo Monorail 10000 series train (6-car train)

* The promotion will not include an external wrapping of the train.

* Please note that depending on whether the trains are running on time, there may be some discrepancies.

To mark the PLARAIL 65th Anniversary, various special websites are being launched on PLARAIL's official website.

[PLARAIL Official Website] www.takaratomy.co.jp/products/plarail/

[PLARAIL 65th Anniversary Special Website] www.takaratomy.co.jp/products/plarail/65th/

About PLARAIL

The prototype of "PLARAIL" was 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 toys were the mainstream. We launched products that give shape to children's aspirations always incorporating novel ideas and new trends, through, for example, quickly commercializing the latest train models. 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. (* Connecting eight curved rails together creates a circle of 47 cm in diameter.) This specification remains unchanged even today, 65 years after its sales launch. You can still enjoy playing by connecting the rails made at that time with the newest ones. There are now people of all ages spanning three generations who can enjoy the fun of PLARAIL.



"PLASTIC TRAIN AND RAIL SET" (1959)



The PLARAIL rail tracks designed to be a size that allows play on a dining table

We will continue to develop PLARAIL as a brand that will promote children's growth through providing opportunities for them to learn about their society under the familiar and inspiring theme of "railway," while nurturing their creativity and fostering communication between children and their parents.

Product models launched in Japan to date: **Total 1,962 models** * As of December 2023.

Number of units sold in Japan to date: **More than 186,980 thousand units** * As of December 2023.

"PLARAIL Day" (From 1994): **October 14 of each year**

* Marks the month on which PLARAIL launched its first electric train. Also, October 14 is "Railway Day" in Japan.

**Major changes
in the history
of PLARAIL**

The First Electric Train

“Electric Plastic Steam Train Set” (1961)



**The First Toy Train
Modeled on a Real Train**

“Plastic Electric Dream Super Express Hikari Rail Set” (1964)



First Train with Lights

“Hikari with Lights” (1979)



Examples of products currently in development

**Shinkansen trains transform into
robots and combine with vehicles!**

“SHINKALION CW” series



**Flexibly operate the train just like a real
train driver!**

PLARAIL One-Hand Grip Controller

“You Drive! Grip-Type Master Controller” Series



PLARAIL designed for adults

“PLARAIL REAL CLASS” series

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For product inquiries from consumers, please contact:

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