



For Immediate Release

February 29, 2024

High-Quality Paint Reproductions of Racing Cars from Around the World!

“tomica Premium Racing,” a new series from “tomica Premium” for adults, is born!

The first two models in round one are **“RAYBRIG NSX-GT”** and **“#99 NSX-GT”**
To be launched on Saturday, April 20, 2024

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch a new racing car series, **“tomica Premium Racing,”** as a part of the “tomica Premium” series of TOMICA die-cast miniature cars for adults, which reproduces actual cars with high quality paintwork to display and play with, in April 2024.

The first two models in round one, the **“RAYBRIG NSX-GT”** and the **“#99 NSX-GT,”** (SRP: JPY 1,980 each/tax included) will be commercialized and go on sale on Saturday, April 20, 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.



“tomica Premium Racing RAYBRIG NSX-GT”

“tomica Premium Racing #99 NSX-GT”

The **“tomica Premium Racing”** lineup includes racing cars from various active racing categories around the world, and is developed as a higher grade series that pursues greater realism than ever before through a number of processes, including high-quality paintwork and UV printing that reproduce detailed logos on the body, roof, rear wing, and even the tires. The car can not only be displayed but also played with, as it comes with actions unique to TOMICA, such as opening and closing the doors on the left and right sides.

The “TOMICA for adults” series **“tomica Premium,”** launched in 2015 to reproduce real cars to the greatest extent possible in details such as the form, design and painting of cars, has been well-received particularly by adults who enjoyed playing with TOMICA in their childhood, and its popularity has been growing year by year ^{(*)1}. The “Racing Car” series ^{(*)2}, a long-time favorite of “tomica Premium,” will be developed into a series with a higher degree of reproduction, creating a line of products that will satisfy not only motorsports fans but also adult car enthusiasts.

“RAYBRIG NSX-GT”
(Actual car, 2018 model)“#99 NSX-GT”
(Actual car, 2018 model)

(*)1 Total cumulative sales of “tomica Premium” have reached more than 15 million units to date (as of February 2024), and the number of shipments in 2022 was strong, up approximately four times versus that of 2015.

(*)2 “Racing Car” has been available since its launch in 2015, and is in the top 10 in terms of cumulative shipments in 2022.

“tomica Premium Racing” Series Round One Product Outline

Launch Date in Japan: Saturday, April 20, 2024
SRP: JPY 1,980 each (tax included)
Recommended Age: 6 years and up
Copyright: ©TOMY
Official website: www.takaratomy.co.jp/products/tomica/tomicabrand/racing/
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.

■tomica Premium Racing RAYBRIG NSX-GT



The RAYBRIG NSX-GT, which competed in the GT500 class of the Super GT in 2018 and won the annual season championship in 2018, has been reproduced in TOMICA. Blue-based body with metallic blue paint and sponsor logos. Includes left and right door open/close action.

Dimensions: W32 x H20 x D79 mm

■tomica Premium Racing #99 NSX-GT



The design of the carbon body #99 NSX-GT is reproduced in TOMICA (2018 model). This is the first TOMICA product to have the entire body carbon printed, giving it the aura of a racing car. Includes left and right door open/close action.

Dimensions: W32 x H20 x D79 mm

■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. To date, more than 1,140 different car models have been released, with cumulative sales exceeding 725 million units (as of April 2023). TOMICA Official Website: www.takaratomy.co.jp/products/tomica

■ About “tomica Premium”

The “TOMICA for adults” series “tomica Premium,” was launched in 2015 using special dies and molds to reproduce real cars to the greatest extent possible in details such as the form, painting and printing, and wheel design of cars, and this year marks the 10th anniversary of the series. Total cumulative sales of “tomica Premium” have reached more than 15 million units to date (as of February 2024), with adult users accounting for approximately 60% of such sales, establishing this as a series for adults. The “tomica Premium unlimited” series, themed on movies, animation, comics and TV dramas, was added as a new line from 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)