



For Immediate Release

December 17, 2024

We present to you our **11th lineup** in the “**New Year TOMICA**” series of lucky “motifs that bring good fortune”

Lottery-type “**Hyakufuku TOMICA**” to celebrate the New Year To be launched Saturday, December 28, 2024

A total of six types of lucky motifs are available, including the snake of the Oriental zodiac and the Daruma doll, to bring “bountiful (hyaku) good fortune (fuku)”

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will release “**Hyakufuku TOMICA**,” a lineup of lottery-type products to celebrate the New Year, as new products in the “TOMICA” die-cast miniature car series (total six types, note: you cannot choose the item you want, SRP: JPY 770 each/tax included) on Saturday, December 28, 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.

These products are also planned to be launched in eight regions in Asia (Japan, China, Taiwan, Hong Kong, Singapore, Thailand, the Philippines and Vietnam) (the products will be launched successively in the seven regions in Asia other than Japan).



“**Hyakufuku TOMICA**” is the 11th lineup of products in the “New Year TOMICA” series of TOMICA products for the New Year that was launched in 2013, focused on the themes of Japan and the New Year. The name “Hyakufuku TOMICA” was chosen as it expresses our hope that, just as 2024 marked the celebration of TOMY Company’s 100th anniversary, the year 2025 will also bring “bountiful (hyaku) good fortune (fuku).”

For this year, the lineup of six types of lucky motifs features the snake for the year 2025 of the Oriental zodiac as well as the peregrine falcon, butterfly, swan, panda and Daruma doll. In addition to the Oriental zodiac and a bird of happiness, the lineup also features motifs that include the Daruma doll, which has been a popular symbol of good luck since the Edo period, and the panda, which is said to symbolize happiness and is loved by many people. Moreover, the panda figures are on the truck bed of “TOMICA No. 3 ANIMAL TRANSPORTER,” which is a very popular product in the TOMICA series and will be available in the “Hyakufuku TOMICA” lineup as a special specification “golden panda truck.”

In recent years, TOMICA products have become highly popular among foreign tourists in Japan, and the “New Year TOMICA” series has become a desirable souvenir item for visitors from abroad who are highly interested in Japanese culture. Each of the six types of motifs of “Hyakufuku TOMICA” is intended to convey a meaning, and the products can be enjoyed by people in their own way, such as to test their luck as a New Year fortune or to collect. We hope that these products, which enable people to feel the excitement of not knowing which product is inside until they open the package, will be chosen by many people in Japan and overseas.

■ ■ “Hyakufuku TOMICA” Product Lineup

[Snake] MITSUOKA Orochi

Snake: Year 2025 of the Oriental zodiac, and symbol of longevity and good fortune

The snake is an animal that symbolizes longevity and strong vitality since it sheds its skin several times a year, and the white snake in particular is said to bring good fortune. The body features a snake pattern in the image of a white snake, and the character for “snake” on the hood is designed to resemble a snake.

Dimensions: W 34 × H 18 × D 72 mm

Actions: Suspension, and engine cover can be opened and closed



[Peregrine falcon] Toyota MR2

Peregrine falcon: Symbol of the sun and light

The peregrine falcon is said to symbolize the sun and light. The body features gray and white coloring in the image of a peregrine falcon, and was designed to convey a sense of speed of flying in the sky.

Dimensions: W 30 × H 22 × D 71 mm

Action: Suspension



[Butterfly] NISSAN SILVIA

Butterfly: Harbinger of happiness

The butterfly is said to be a harbinger of happiness. The black and gold body has a colorful red and gold butterfly design in the image of a beautiful butterfly figure bringing happiness.

Dimensions: W 27 × H 18 × D 72 mm

Actions: Suspension, and left and right doors can be opened and closed



[Swan] NISSAN FAIRLADY Z

Swan: Symbol of beauty, love and happiness

The swan is said to symbolize beauty, love and happiness. The white body in the image of a swan and clear tires in the image of a lake represent a beautiful swan on a lake. The side of the car features a design of a *shimenawa* (sacred rice-straw rope) to evoke the theme of the New Year.

Dimensions: W 32 × H 24 × D 74 mm

Actions: Suspension, and soft top can be removed and installed



[Daruma doll] SUBARU 360

Daruma doll: Symbol of business prosperity and never giving up

The Daruma doll carries the meanings of business prosperity, never giving up, etc., and is a very popular symbol of good luck. The design features a color scheme in the image of a Daruma doll, and the character for “good fortune” (fuku) is written on the roof.

Dimensions: W 28 × H 25 × D 65 mm

Actions: Suspension, and hood can be opened and closed



[Panda] HINO PROFIA

Panda: Symbol of happiness and peace

The panda is said to symbolize happiness and peace. The golden panda figures riding on the truck, with a red and gold color scheme inspired by the theme of the New Year, represent a truck bringing happiness.

Dimensions: W 24 × H 34 × D 77 mm

Action: Animals can be removed



■ Product Outline

Product Name: **Hyakufuku TOMICA**

Product Specifications: Total 6 types (Note: All 6 types have mystery packaging, so you cannot choose a specific item)

SRP: JPY 770 (tax included)

Launch Date in Japan: Saturday, December 28, 2024

Recommended Age: 3 years and up

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Sales Channels: 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” (takaratomy.com), etc.

Product Website: www.takaratomy.co.jp/products/tomica/sp/100fuku/



Product Package

■ About “New Year TOMICA” Series

TOMICA products for the New Year, focused on the themes of Japan and the New Year, were launched in 2013 with “Fuku TOMICA,” followed by “Kouhaku Fuku TOMICA” in 2014, “Kabukimono TOMICA” in 2015, “TOMICA Mukashibanashi” in 2016, “TOMICA Hyakunin Isshu” in 2017, “TOMICA Sho” in 2018, “Manpuku TOMICA” in 2020, “Fukumono TOMICA” in 2021, “Fukutoku TOMICA” in 2022, and “Fukutomi TOMICA” in 2023. This year’s “Hyakufuku TOMICA” is the 11th lineup of products in this series.

■ 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 across three generations. Up to now, we have sold more than 1,170 different types of cars, a total of more than 745 million cars (as of April 2024).

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



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