

For Immediate Release



March 21, 2025

TOMY Company to Hold BEYBLADE X WORLD CHAMPIONSHIP 2025 on October 11 and 12, 2025

- World's Top Bladers Gather in Japan, Birthplace of BEYBLADE -
- Championship to Be Streamed Live Worldwide to Bring Heat of Event to Fans Everywhere -

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will host the first-ever world tournament for the modern version of "bei-goma" spinning tops, the "BEYBLADE X" series, titled "BEYBLADE X WORLD CHAMPIONSHIP 2025." This event will take place on October 11 (Sat.) and 12 (Sun.), 2025, at RED TOKYO TOWER. Promotional video of the championship is now available: youtu.be/rPqhZNDq0AY



The BEYBLADE X WORLD CHAMPIONSHIP 2025 is a competition where the top Blader title will be contested by the winners of competitions held around the world, including the United States, France, Singapore, and more. It also aims to foster international exchange among Bladers.

The championship will be held in Tokyo Tower, a symbolic location in Japan. It will be live streamed globally on BEYBLADE X's official YouTube channel, "BEYTUBE" (www.youtube.com/@BEYBLADEOfficialYouTube) and on official BEYBLADE YouTube channels in each region, allowing the excitement of the competition to be experienced in real-time around the world. Archived streaming will be available.

Masahiko Yamazaki, Head of Global Beyblade Business at TOMY Company said:

"More than 28 million^(*) units from the BEYBLADE X series have been shipped worldwide as of February 2025. Additionally, the official virtual space "BEYBLADE CITY" on Roblox, a world-renowned metaverse platform, has exceeded 15 million visitors as of March 18, 2025. Born in 1999, the BEYBLADE brand originated in Japan, and has been enjoyed globally across generations for over 25 years, continuing to grow in popularity among both children and adults.

In BEYBLADE X WORLD CHAMPIONSHIP 2025, we are looking forward to seeing winners of the regional tournaments gather in Japan, BEYBLADE's birthplace, to compete in heated battles. We also hope that this event will provide an opportunity for participants to strengthen their friendships and bonds around the world through BEYBLADE."

(*1) Total number of the shipping items to 79 countries and regions worldwide, including those in Asia, North America, and Europe

Starting with BEYBLADE Day^(*) on Friday, March 21, the company plans a variety of initiatives for fans around the world to enjoy and spread the appeal of GEAR SPORTS.

(*2) BEYBLADE Day: The date was established based on the rules where players set their BEYBLADEs (tops) in a special launcher and shoot with the count of "3, 2, 1, Go Shoot!" TOMY chose March 21 as BEYBLADE Day to represent the countdown "3, 2, 1." (Registered as an association-recognized anniversary of the Japan Anniversary Association on March 21, 2023.)

New line "CX (Custom Line)" and reissued product "BX-00 STARTER XENO XCALIBUR 3-60GF" to be released in Japan and Asia

"CX-01 STARTER DRANBRAVE S6-60V," a new product in the new "CX" line that allows users to customize the performance of their BEYBLADEs, and "BX-00 STARTER XENO XCALIBUR 3-60GF," a product that was a popular model from the 3rd generation "BEYBLADE BURST" series and reissued with the "BEYBLADE X" mechanism, will be released in 10 Asian countries and regions (Japan, South Korea, Taiwan region, Hong Kong SAR, Mainland China, Singapore, Malaysia, Philippines, Thailand and Indonesia) on Saturday, March 29, 2025.

*Products will be gradually rolled out to the 9 countries and regions outside Japan.

In addition, BEYBLADE collaborations with "Iron Man," "Spider-Man," "Star Wars," and "Transformers," which are currently available only in certain areas, will be released sequentially in Japan from April 2025. Moreover, the membership service "BEYBLADE X Premium X Membership" (550 yen/month (tax included)) launches on Friday, March 21, 2025 in Japan.

About BEYBLADE X WORLD CHAMPIONSHIP 2025

- Date: 2 days -- Saturday, October 11 and Sunday, October 12, 2025
Preliminary Round on October 11
Final Round on October 12
- Venue: RED TOKYO TOWER
*Please note that the tournament will be streamed only,
and it is not open to spectators.
- Participating countries and regions: To be selected from the U.S., France, Singapore, and other regions
*Participating countries and regions TBA.
- Eligibility: Those who win either of two categories of designated regular class competitions (ages 6 to 12)
and open class competitions (ages 6 to adult)



About New Products

New Line "CX (Custom Line)"

The new items feature BEYs that can be disassembled into three parts, and be customized according to the users' performance preferences.

< 2 starters BEYBLADE >

*BEYBLADE with winder launcher included

- **CX-01 STARTER DRANBRAVE S6-60V (Attack type)**
- **CX-02 STARTER WIZARDARC R4-55LO (Stamina type)**

- Release Date: Saturday, March 29, 2025
- Suggested retail price: 2,200 yen each (tax included)
- Copyright notice: ©Homura Kawamoto, Hikaru Muno, Posuka Demizu, BBXProject, TV TOKYO
© TOMY



< Reissue: BX-00 STARTER XENO XCALIBUR 3-60GF >

XENO XCALIBUR, a popular 3rd generation BEYBLADE BURST top, has been reissued using the "BEYBLADE X" mechanism.

- Release date: Saturday, March 29, 2025
- Reservations start: Saturday, March 22
- Suggested retail price: ¥3,000 yen (tax included)
- Copyright notice: ©Homura Kawamoto, Hikaru Muno, Posuka Demizu, BBXProject, TV TOKYO
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Common information for "CX" and "reissued" products

- Target age range: Age 6 years and up
- Where to buy: Toy specialty stores, toy section at department stores/retail stores, online toy shops, TOMY's official online store Takara Tomy Mall (<https://takaratomy.com/shop/>), etc.
- Official website: beyblade.takaratomy.co.jp

About "BEYBLADE"

"BEYBLADE" battling tops, debuted in 1999, are a modernized version of traditional Japanese battling tops known as "bei-goma." Over 520 million units have been shipped cumulatively in more than 80 countries and regions around the world (as of April 2023). Each series has created a craze in many countries across the world including Japan. The fourth generation, BEYBLADE X started in July 2023 in Japan.

BEYBLADE X Official website:

beyblade.takaratomy.co.jp/ (Japan)

www.takaratomyasia.com/beybladex/index (Asia)

Company's official website: www.takaratomy.co.jp/english/

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Email: tpr@takaratomy.co.jp

For product inquiries from consumers, please contact:

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