



For Immediate Release

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TOMY Company Launches New Series of "TOMICA TUNES," Cutely Tuned Up "TOMICA" Miniature Cars

- Teary Sad-faced Popular Characters Aboard, Products to Be Available in Blind Box Packaging -
- First Products of Series, **"TOMICA TUNES SANRIO CHARACTERS Vol. 1,"**
Set for Launch in Japan and Asia in Late May 2025 -

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will launch "TOMICA TUNES," a new series of cutely tuned up "TOMICA" die-cast miniature cars featuring characters riding on them, in late May 2025. The retail price of the first products in the series, "TOMICA TUNES SANRIO CHARACTERS Vol. 1," is 1,320 yen each (suggested retail price, tax included). The series has seven types. Since they will come in blind box packaging, the inside is a fun surprise for customers. The products will be available from late May, 2025 at toy specialty stores and toy sections at department stores/retail stores across Japan, as well as specialized TOMICA store "TOMICA SHOP," select KIDDY LAND variety shops, online toy shops and TOMY's official online store Takara Tomy Mall (takaratomymall.jp/shop/), among others. Preorders are scheduled to be accepted on the Takara Tomy Mall, starting on March 31, Monday, 2025.

The products are scheduled to be launched in 11 Asian regions: Japan, Mainland China, South Korea, Hong Kong SAR, Taiwan region, Singapore, Malaysia, Thailand, the Philippines, Indonesia and Vietnam. (Their initial sales are planned to start in Mainland China, with their availability gradually expanding to other regions.)



Total of seven models (six popular characters and one secret) on offer

With the catchphrase "'Kyun-Kyun' Tuning up TOMICA," the "TOMICA TUNES" is a cutely remodeled series of "TOMICA" authentic die-cast miniature cars with characters riding on them, featured by their pure eye-catching sad expressions. The series will be a new line in the "Dream TOMICA" series launched with "TOMICA collaborations that you dreamed of!" as its concept, featuring partnership with popular characters and other types of content.

- (1) Character IP attracting both adults and children
 - (2) Cute, teary "sad-faced" characters that customers can't help but pick up
 - (3) Blind box packaging with a random selection of character models, keeping its contents a mystery until opened.
- Incorporating such popular gimmicks in both Japan and other Asian countries, the company will continue providing the charm of "TOMICA" toward "kidults," or adults with playful minds, in Japan and abroad.

"TOMICA TUNES SANRIO CHARACTERS Vol. 1" will offer a total of seven models: six Sanrio characters "Hello Kitty," "Pompompurin," "Pochacco," "Cinnamoroll," "My Melody" and "Kuromi" and a secret model, one of the six characters in special colors. The company will continue launching products in collaboration with popular character IP in Japan and Asia in the second round and beyond of the series.

Tadashi Sasuga, General Manager of Global TOMICA Office, Brands Business at TOMY Company's Business Headquarters, says: "'Dream TOMICA' has captured the hearts of character fans through collaboration with various characters and attracted adults who buy toy products for themselves and those who had never considered purchasing TOMICA before. We are excited to welcome even more TOMICA fans through the new TOMICA TUNES series.

About "TOMICA TUNES SANRIO CHARACTERS Vol.1"



Hello Kitty

Pompompurin

Pochacco

Cinnamoroll

My Melody

Kuromi

< Product Overview >

Product name: "TOMICA TUNES SANRIO CHARACTERS Vol.1"

Release date: Late May 2025

Suggested retail price: 1,320 yen each (tax included)

Product SPEC: Seven models in total

(*All seven types have blind box packaging, so a specific item cannot be chosen)

Target age: 3 years and up (8 and up only in Mainland China)

Product size: W34mm x H52mm x D54.5 mm (sample size: Hello Kitty)

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Official website: www.takaratomy.co.jp/products/tomica/tomica_tunes/

Where to buy: Toy specialty stores and toy sections at department stores/retail stores across Japan, as well as specialized TOMICA store "TOMICA SHOP," select KIDDY LAND variety shops, online toy shops and TOMY's official online store Takara Tomy Mall (takaratomymall.jp/shop/), etc.



Product packaging presents the world of "TOMICA TUNES"

■About TOMICA and Dream TOMICA

"TOMICA" was released in 1970 as Japan's first palm-sized domestic die-cast miniature car series, celebrating its 55th anniversary this year. 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 miniature cars of more familiar Japanese makes. It is now loved by parents and children across three generations. The company has sold over 10,000 different models in Japan and abroad, with the total number of units sold exceeding 1 billion cars (as of December 2024).

The "Dream TOMICA" series was launched in 2012, with "TOMICA collaborations that you dreamed of!" as its concept and has since incorporated popular content that appeals to a wide range of target customers.

Official websites

TOMICA:

www.takaratomy.co.jp/products/tomica/ (Japan)

www.tomy.cn/tomica (China)

www.takaratomyasia.com/tomica (Global)

Dream TOMICA:

www.takaratomy.co.jp/products/tomica/lineup/dream/index.htm (Japan)

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)