

For Immediate Release



October 30, 2025

—Celebrate TOMICA's 55th Anniversary with Sushi—
A sophisticated series crafted with the craftsmanship of TOMICA artisans
“Sushi TOMICA Vol. 1” to be launched in late December 2025

Six types of sushi-themed creations—

Tuna, Fatty tuna, Egg, Squid, Anago, and Shrimp—Come in Mystery Box Packaging.

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will release the first product of the “TOMICA” die-cast miniature car series “Sushi TOMICA” entitled “Sushi TOMICA Vol. 1” (All six types* the type cannot be selected, SRP JPY 1,100/tax included) from late December 2025. The product will be available at toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA/PLARAIL products “TOMICA PLARAIL SHOP,” online stores, and TOMY Company’s official online store “TOMY MALL” (takaratomymall.jp/), etc. Pre-orders of the product will be available from Friday, October 31, 2025 at TOMY MALL.



“Sushi TOMICA Vol. 1”

* It certainly looks like a piece of sushi, but it's a miniature car, so don't eat it!

“Sushi TOMICA” features ‘Sushi’ as its motif, since sushi is a Japanese food associated with celebration, and therefore encapsulates the meaning of celebrating TOMICA’s 55th anniversary this year. The design realistically replicates sushi toppings, while incorporating uniquely TOMICA elements in the rice portion, such as a driver’s seat, rice-shaped seats, soy sauce-colored tires and even a license plate. “Sushi TOMICA Vol. 1” comes in six sushi topping themed creations: Tuna, Fatty tuna, Egg, Squid, Anago (conger eel), and Shrimp. Each sushi car comes with a plate-shaped platform for their display.

The Sushi TOMICA was designed with the “craftsmanship” and “sophisticated” ideas of the “TOMICA artisans,” who dedicate their passionate enthusiasm to TOMICA, aiming to create a TOMICA that is loved worldwide like sushi. These creations are the result of a commitment to creating an enticingly appetizing visual appeal, with careful attention has been made to details such as painting and texture that match the characteristics of the toppings. The fact that it matches actual sushi size is crucial to achieving the intended illusion.

Elements of popular “sushi toppings” from Japan and overseas combined with the “Mystery Box Packaging,” format — where buyers don’t know what’s inside until they open it— is used to convey the charm of “TOMICA” not only in Japan but also to foreign visitors interested in Japanese culture.

This series will be newly lined up within the “Dream TOMICA” series, which collaborates with popular characters and content under the concept of “TOMICA collaborations that you dreamed of!” In the future, it is planned that “fun and exciting” products with TOMICA’s unique approach continue to be developed, not only with sushi motifs but also by combining other food motifs.

About “Sushi TOMICA”

Sushi TOMICA is a new series celebrating TOMICA’s 55th anniversary. These creations appeal to both children and adults. There are various ways to enjoy them, from running them as a miniature car, displaying them, to sharing unique ways of playing with them on social media.

■ Craftsmanship

◎ Hey, is that real?! The craftsmanship necessary to create this illusion stands out in the painting, texture, and realistic size

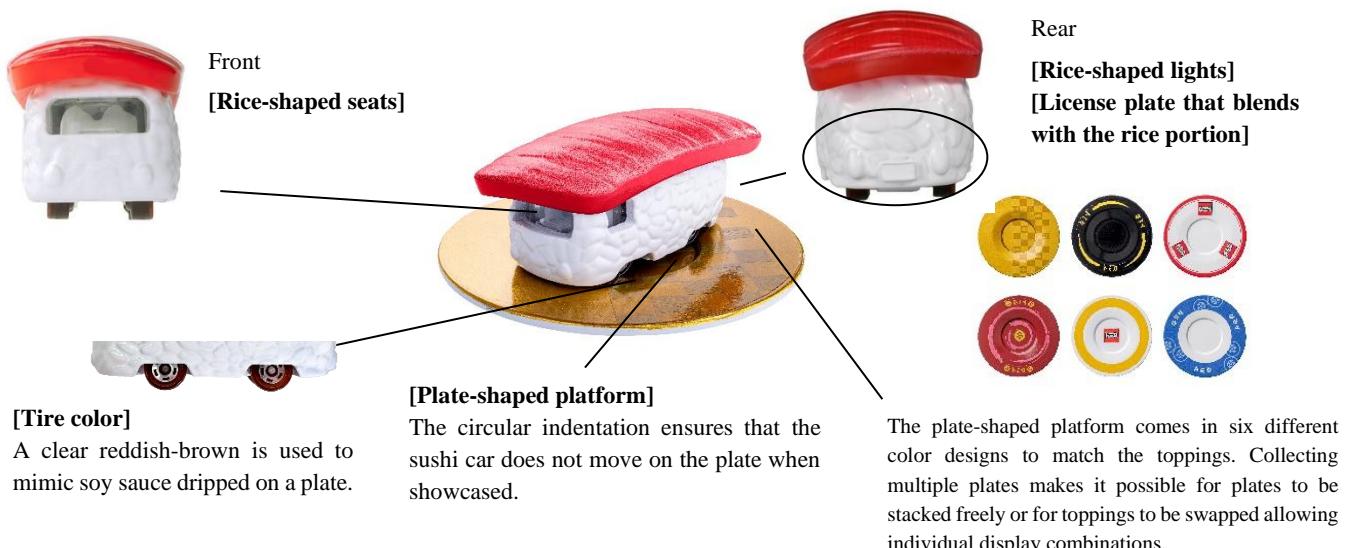
These creations are the result of a commitment to creating an enticingly appetizing visual appeal, and careful attention has been made to details such as painting and texture that match the characteristics of the toppings. The fact that it matches actual sushi size is crucial to achieving the intended illusion.

- Tuna Semi-transparent material is used to create the right color and transparency to replicate the red tuna meat. It is made even more realistic by applying fine and random bumps to express the cut.
- Fatty tuna The color gradation and shading express the luxurious fat content and texture.
- Egg Random gradation expresses natural scorch marks and cooking degree. The random wrapping and bubbles create a unique bumpiness, which is one of the key effects enhancing realism.
- Squid The lattice-like cuts express the start and end of the knife work, using semi-transparent material to create the effect of wasabi showing through.
- Anago Bumps are added to express softness and natural curves, with a glossy finish applied to the sauce area.
- Shrimp The unique curl at the tip of boiled shrimp, the droop of the tail, and random lines are used to pursue realism.



■ Sophistication

Combining “sushi,” a Japanese food suitable for celebratory occasions, with miniature cars, this series is filled with sophisticated ideas that not only offer visual enjoyment but also spark a playful spirit.



■ Menu — Today's Selection —

“Sushi TOMICA Vol. 1” comes in six sushi topping themed creations: Tuna, Fatty tuna, Egg, Squid, Anago, and Shrimp. Which sushi topping will be received remains a surprise until it is opened.



Tuna

Fatty tuna

Egg

Squid

Anago

Shrimp

* As shown on the package (shown above) a plate-shaped platform comes with each Sushi TOMICA. * The plate-shaped platform is intended to be used for the Sushi TOMICA creations. Please do not use it as a regular plate.

<Product Outline>

Product Name: **“Sushi TOMICA Vol. 1**
Launch Date in Japan: Late December 2025
SRP: JPY 1,100 (tax included)
Product Specifications: Total 6 types
(*All 6 types have Mystery Box Packaging, so a specific item cannot be selected)

Recommended Age: 3 years and up
Dimensions: W 25 mm x H 27 mm x D 63 mm
(example: Tuna car *not including the size of the plate)

Copyright: © TOMY
Official Website: www.takaratomy.co.jp/products/tomica/sp/sushi/

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA/PLARAIL products
“TOMICA PLARAIL SHOP,” online stores, and TOMY Company’s official online store “TOMY MALL” (takaratomymall.jp/), etc.



Product Package

** A Sushi TOMICA special video is being released today **

A special video, available for viewing from today, Thursday, October 30, 2025, shows Sushi TOMICA being carried along on a sushi conveyor belt and the Sushi TOMICA cars running around the TOMICA town.

▼ Product Video

www.youtube.com/shorts/0eMtOH4pmZE?feature=share

■ About TOMICA and Dream TOMICA

“TOMICA” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series and is 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 more familiar Japanese miniature cars. Today, the brand is loved across generations. More than 10,000 different models have been released, with total sales exceeding one billion cars as of December 2024.. In 2012, the “Dream TOMICA” series was launched. With “Tomica collaborations that you dreamed of!” as its concept, it incorporates popular content that appeals to a wide range of target demographics.

[Official Website]

“TOMICA” official website: www.takaratomy.co.jp/products/tomica

“Dream TOMICA” official website: www.takaratomy.co.jp/products/tomica/lineup/dream



For press inquiries, please contact:

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For product inquiries from consumers, please contact:

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