



For Immediate Release

April 2, 2024

**First toy that accommodates color vision diversity to obtain
Color Universal Design (CUD) certification!**

**Steering wheel toy that enables driving experiences with your favorite “TOMICA”
“Let’s Drive TOMICA! Handle Driver”
To be launched on Saturday, April 20, 2024**

Features to ensure play accessibility including readily distinguishable color scheme, tactile design elements, and voice navigation

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release the “Let’s Drive TOMICA! Handle Driver” (SRP: JPY 6,820/tax included) steering wheel toy that enables driving experiences with your favorite “TOMICA” in serving as a new product that provides more extensive play involving “TOMICA” die-cast miniature car series. It will be released 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.

With “Let’s Drive TOMICA! Handle Driver,” a user positions his or her favorite “TOMICA” (miniature car) into the main unit to engage in play that involves pretending to do car-related jobs and experiencing the fun of driving while operating the steering wheel following on-screen and audio instructions. In job mode, you can position one of the included game sheet overlays on the screen and take on three different mission-oriented challenges: police car, fire truck, and race car. In endless drive mode, you can enjoy driving with radio-like audio playing in the background. It is equipped with approximately 100 different sounds that liven up the driving atmosphere. You can also position a smartphone in front of the screen to watch your favorite driving simulation video^(*1) while enjoying the driving experience. “Let’s Drive TOMICA! Handle Driver” constitutes the first toy to have been **granted Color Universal Design (CUD) certification**^(*2) for assuring that the product accommodates color vision diversity. It was evaluated highly for features such as its “readily distinguishable color scheme” and its “playability without the need to perceive colors.”

TOMY Company promotes development of “accessible-design toys”^(*3) designed to be enjoyable for children with and without visual/auditory disabilities, regardless of their abilities. This product is also “Guide Dog Mark” certified as a toy that children with visual disabilities can also enjoy. These efforts have involved ensuring that the toy incorporates features that accommodate color vision diversity to make it fun for even more children. CUD principles for accommodating color vision diversity have been adopted in various fields amid a situation where it has been estimated that more than 3.2 million people in Japan nationwide have difficulty identifying colors, thereby affecting some one in 20 men and one in 500 women in Japan^(*4).

(*1) There is no video application specifically available for this toy. As such, users of the toy may access their favorite video footage.

(*2) CUD certification is a third-party certification scheme for assuring that products accommodate color vision diversity, carried out by Color Universal Design Organization (CUDO), a non-profit organization.

(*3) “Accessible-design toys” are toys made and sold for the general market that children with and without visual/auditory disabilities can enjoy playing with. The “Guide Dog Mark” and “Rabbit Mark” of the Japan Toy Association are two such certifications.

[Universal design toys: Accessible-design toys] www.takaratomy.co.jp/products/kyouyu

(*4) Source: Non-profit organization Color Universal Design Organization (CUDO), CUD Worldwide: cudo.jp/?page_id=88

Distinctive features of “Let’s Drive TOMICA! Handle Driver”

○ Drive your favorite TOMICA!

Position your own “TOMICA” in the vehicle mounting component of the main unit to experience driving that involves operating the toy’s steering wheel and gear shifter. It is compatible with TOMICA cars of various widths, with some exceptions.

* TOMICA (miniature cars) are sold separately. One dummy car is included with the product.



○ Various types of voice and sound effect audio liven up the driving experience!

Equipped with approximately 100 sound effects and over 1,000 voice patterns that help you with navigation and also liven up the driving atmosphere.

○ Job mode: Take on work vehicle mission-oriented challenges!

Select from one of the three game sheet overlays included with the toy to play mission-oriented games involving three working vehicles (police car, fire truck, and race car).

1: Chase the thief!



Become a police officer on patrol using your steering wheel to engage in pursuit of thieves.

2: Firefighting!



Become a firefighter struggling to put out fires by aiming the hose at the fire using the gear shifter and steering wheel.

3: Race car champion!



Become a race car driver and experience car racing that involves overtaking cars of your opponents using the gear shifter and steering wheel.

○ Endless drive mode: Enjoy the feeling of driving with radio-like audio playing in the background!

Enjoy the pure driving experience without use of a game sheet overlay. Plenty of radio-like audio plays to liven up the driving atmosphere.

Also, position a smartphone in front of the screen to watch your favorite driving simulation video while enjoying the driving experience.

* A total of three videos consisting of mountain, sea, and city editions have been uploaded to TOMY Company’s official YouTube channel “Takara Tomy Channel” (www.youtube.com/takaratomychannel), so that you can also delight in watching those videos on your smartphone.



Position a smartphone in front of the screen to experience driving while watching driving simulation video

○ First toy product with CUD certification for accommodating color vision diversity

“Let’s Drive TOMICA! Handle Driver” is the first toy with CUD certification assuring that it accommodates color vision diversity upon having been highly evaluated for features such as its “readily distinguishable color scheme” and its “playability without the need to perceive colors,” per verification performed by Color Universal Design Organization, a non-profit organization.



<Key points associated with Color Universal Design>

“Let’s Drive TOMICA! Handle Driver” accommodates color vision diversity through use of highly visible and readily identifiable color combinations.

Game sheet overlay front (left) and back (right)



Its game sheet overlay design incorporates readily identifiable outlines and contrasts to facilitate perception of colors that are otherwise not easily distinguishable, such as when dark red and black are perceived as the same color.

○ Accessible-design toy that people with visual disabilities are able to enjoy

“Let’s Drive TOMICA! Handle Driver” has received “Guide Dog Mark” certification as an “accessible-design toy” promoted by the Japan Toy Association as a toy enjoyable together with people with visual disabilities.



<Key points associated with accessible-design toy certification>

- Audio cues are used to navigate users through operation instructions and gameplay content.
- Control buttons feature a variety of shapes and are positioned in readily accessible locations.
- Three different game sheet overlays are designed to enable tactile recognition of overlay type and overlay front and back surfaces.



<Product Outline>

Product Name: “Let’s Drive TOMICA! Handle Driver”

Launch Date in Japan: Saturday, April 20, 2024

SRP: JPY 6,820 (tax included)

Recommended Age: 3 years old and above

Package Contents: Handle Driver main unit × 1, Game sheet overlay × 3, Dummy car × 1
* TOMICA (miniature cars) are not included.

Batteries Required: 3 × AAA alkaline (not included)

Dimensions: Approx. W 267 × H 150 × D 190 mm

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.

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



■ 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. Up to now, we have sold more than 1,140 different types of cars, a total of more than 725 million cars (as of April 2023).

In recent years, in addition to our long-standing products, we have expanded our lineup such as with our “Dream TOMICA” Series that collaborates with popular characters and contents and our “tomica Premium” Series of highly detailed collection models. In addition, in 2016, we launched full-scale licensing of the “TOMICA” brand for adults. We have been expanding licensing to apparel, stationeries, daily necessities, etc. with the aim of making TOMICA a brand that will be of interest to a wide range of people regardless of age or gender.

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



For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

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