

For Immediate Release



McDonald's Company (Japan), Ltd.  
TOYOTA GAZOO Racing  
TOMY Company, Ltd.

McDonald's × TOYOTA GAZOO Racing × TOMICA

## Three companies that accompany and support children's dreams launch the "TOMICA" Happy Meal<sup>®</sup> special collaboration project!

- Drift video commemorating the Happy Meal collaboration to be released on Thursday, April 4
- McDonald's Harumi-Dori Toyosu restaurant to be transformed into the triple-company collaboration "Flagship Restaurant" with the following special features from Thursday, April 4
  - Toys turn into the real thing!? Real-life golden Toyota GR Corolla and Toyota GR86 cars put on display
  - Win prizes from the three companies! Raffles held exclusively for Happy Meal purchasers
  - Coloring sheets based on the theme of "Draw the car of your dreams!"
  - From the archives: exhibition of TOMICA Happy Meals of years past
- Real-life Toyota GR86 like the car from the Happy Meal collaboration to go on display at the "TOMICA Expo in OSAKA: Full of Fun! TOMICA World" to be held from Friday, April 26

In commemoration of the new TOMICA Happy Meal that will be released on Friday, April 12, 2024, the three companies of McDonald's Company (Japan), Ltd. (Representative Director, President and CEO: Tamotsu Hiiri, headquarters: Shinjuku-ku, Tokyo; hereinafter McDonald's), TOYOTA GAZOO Racing (hereinafter TGR), and TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo; hereinafter TOMY Company) will collaborate to launch the special TOMICA Happy Meal Project from Thursday, April 4, 2024. This year marks 10 years since the release of the first TOMICA Happy Meal. The anniversary will be celebrated in style through this project.



Reflecting the shared wish of the three companies to "support children's dreams," this special project brings together the McDonald's principles of "delivering that signature McDonald's FUN" and "bolstering the happiness of families by supporting the growth and development of children" with TGR's desires "to share the 'dreams' and 'inspiration' of cars to customers" and "that cars will continue to make children's hearts flutter for another 100 years," as well as TOMY Company's wish to "nurture children's creativity, learn about the workings of society, and deepen the bonds between parents and children" through TOMICA.

In first round of this project, the special video "DRIFT Twins" will be released on Thursday, April 4, prior to the launch of the TOMICA Happy Meal on Friday, April 12. The video depicts a child playing with his Happy Meal original Toyota GR Corolla toys through a world created by his imagination. The video features Kalle Rovanperä and Ken Gushi, two stars of the TOYOTA GAZOO Racing World Rally Team, getting into cars specially made for this collaboration and delivering a precisely coordinated drift performance. Not only has Rovanperä distinguished himself as the youngest FIA World Rally Champion in history, he has even gone on to win back-to-back titles. At age 16, Gushi became the then-youngest competitor in the D1 Grand Prix and Formula Drift Championships, and has continued to lead the world of drifting both in Japan and overseas to the present day.

Furthermore, in second round of the project, starting on the same day of Thursday, April 4 the McDonald's Harumi-Dori Toyosu restaurant (location: Koto-ku, Tokyo) will be transformed into the Flagship Restaurant of the collaboration between the three companies of McDonald's, TGR and TOMY Company, featuring a variety of limited-time actions.

### <Actions at the McDonald's Harumi-Dori Toyosu restaurant>

- Special display of real-life Toyota GR Corolla and Toyota GR86 cars, the toy versions of which will be launched in the first round of TOMICA Happy Meal from Friday, April 12.
- Prize raffle in which Happy Meal purchasers can enter to win prizes from the three companies, exclusively during the four days from Thursday, April 4 to Sunday, April 7.
- Free coloring sheets featuring an original design based on the theme "Draw the car of your dreams!"

- Exhibition of the entire archive of TOMICA Happy Meals, featuring all 85 toys released up to 2023.
- Tray liners and original stickers with designs exclusive to this project made available. Restaurant interior also to be decorated with signage, flags and stickers.

As the third round of this project, a real-life, original Toyota GR86 like the one from the Happy Meal will be on display at “TOMICA Expo in OSAKA: Full of Fun! TOMICA World” held in the Osaka Nanko ATC Hall from Friday, April 26.

The three companies of McDonald’s, TGR and TOMY Company seek to support children’s dreams through this project and the sale of these products.

## Special Collaboration Project of Happy Meal “TOMICA”

### ■ First Round of the Project

**The Toyota GR Corolla TOMICA from the Happy Meal turns into the real thing!?**

**Drift video “DRIFT Twins” featuring TGR professional drivers to be released on Thursday, April 4**

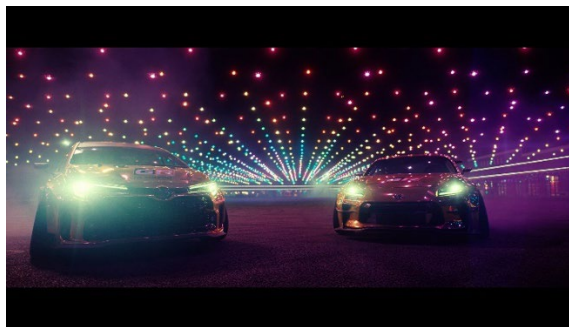
The video answers the question, “What if the Happy Meal original Toyota GR Corolla toy existed as a real car?”, depicting a child playing with the TOMICA toys from his Happy Meal in a world created by his own imagination.

Drivers Kalle Rovannerä and Ken Gushi from the TGR team actually get into the tuning cars made for this collaboration and put on a performance of exceptional drifting techniques following the child’s actions. In this way, the video expresses the happiness of children through the anticipation they get when playing with a TOMICA Happy Meal toy and the free play that opens up in their minds.

Release date: 10:00 a.m. on Thursday, April 4, 2024

Hosted on: TOYOTA GAZOO Racing official YouTube channel (<https://youtu.be/Jd559eRokUo>)

TOYOTA GAZOO Racing official X account (@TOYOTA\_GR)



### ■ Second Round of the Project: McDonald’s Harumi-Dori Toyosu Restaurant to Be Transformed Into the Flagship Restaurant of the Triple-Company Collaboration

From Thursday, April 4 to Thursday, April 18, the McDonald’s Harumi-Dori Toyosu restaurant (4-1-18, Toyosu, Koto-ku, Tokyo) will be transformed into the Flagship Restaurant of the collaboration between the three companies of McDonald’s, TGR and TOMY Company, featuring a variety of actions.

From Thursday, April 4 to Sunday, April 14, shiny, golden and real-life Toyota GR Corolla and Toyota GR86 cars like the original Happy Meal toys will be displayed at the restaurant. (\* On Sunday, April 7, only the Toyota GR86 will be on display)

In addition, from Thursday, April 4 to Thursday, April 18, coloring sheets will be available with original designs based on the theme of “Draw the car of your dreams!”, while the restaurant’s interior will be decorated with flags and stickers, and customers will be able to take home specially-made, limited edition Happy Meal “TOMICA” tray liners and TGR original collaboration stickers.

Furthermore, the archives will be opened up to hold an exhibition showcasing the history of the 10 years of TOMICA Happy Meals that were first released in 2014. Visitors will be able to see all 85 TOMICA Happy Meal toys released between 2014 and 2023. Fans cannot miss this special exhibition, exclusively at the McDonald’s Harumi-Dori Toyosu restaurant.

#### (1) Display of real-life Toyota GR Corolla and Toyota GR86 cars

Dates: Thursday, April 4, 2024 to Sunday, April 14, 2024

Display times: 10:00 a.m. – 6:00 p.m. \*From 2:00 p.m. on Thursday, April 4

Note: On Sunday, April 7, only the Toyota GR86 will be on display. There will be no exhibition of the Toyota GR Corolla.

#### (2) Prize Raffle, Exclusively for Happy Meal Purchasers

Dates: Thursday, April 4, 2024 to Sunday, April 7, 2024

\* Quantities are limited, so the raffle will end when supplies run out.

Times: 10:00 a.m. – 6:00 p.m. \* From 2:00 p.m. on Thursday, April 4

How to participate: Customers who purchase a Happy Meal at the restaurant counter will receive one raffle ticket per Happy Meal for the chance to win a prize from the three companies of McDonald’s, TGR and TOMY Company.

\* Customers who order via the Mobile Order & Pay option in the app, self-service kiosk or a delivery service will not receive a raffle ticket.

Prizes: TOMICA toys, stuffed toys, clear folders, magnets, hand towels, stickers and more

### (3) “Draw the car of your dreams!” Coloring Sheets

Dates: Thursday, April 4, 2024 to Thursday, April 18, 2024  
Times: 10:00 a.m. – 6:00 p.m. \* From 2:00 p.m. on Thursday, April 4  
Details: Children can receive original design “DRIFT Twins” coloring sheets and color them however they want. They can have fun and enjoy themselves while expressing what the car of their dreams would look like.

How to participate: All children who come to the restaurant can participate.

### (4) TGR Original Collaboration Stickers

Dates: Thursday, April 4, 2024 to Thursday, April 18, 2024  
Details: Stickers distributed to all guests who come to the restaurant.  
\* One sheet per guest. Quantities are limited, so the distribution will end when supplies run out.

### (5) Exhibition of TOMICA Happy Meals From the Archives

Dates: Thursday, April 4, 2024 to Sunday, April 14, 2024  
Display times: 6:00 a.m. – 11:00 p.m. \* From 12:00 p.m. on Thursday, April 4

### ■ Third round of the project: Happy Meal original Toyota GR86 to be displayed at the “TOMICA Expo in OSAKA: Full of Fun! TOMICA World” held in the Osaka Nanko ATC Hall

From Friday, April 26 to Monday, May 6 (a public holiday), a real-life version of the Happy Meal original Toyota GR86 will be on display at the “TOMICA Expo in OSAKA: Full of Fun! TOMICA World” held in the Osaka Nanko ATC Hall.

## About TOMICA Happy Meals

Once again this year, the perennially popular TOMICA toys will appear in Happy Meals. The TOMICA Happy Meal lineup features a total of nine toys. Eight of these will be the TOMICA toys shown below, including working vehicles such as the “Hino Aerial Ladder Fire Truck” (equipped with a Morita Super Gyro Ladder) and the “Toyota Crown Patrol Car,” in addition to the McDonald’s original design golden “Toyota GR Corolla.” The ninth will be a mystery toy. There are many ways to play, starting from simply moving the car along with your hands to operating the unique mechanisms of each car as you think about its features and the work it performs.

### [Overview of the TOMICA Happy Meal Campaign]

Sales period: Approximately 5 weeks starting on Friday, April 12, 2024 (planned)

Toy types: Total of 9 types including the 8 shown below and 1 mystery toy

\* Quantities for each toy are limited, so the distribution will end as supplies for each run out.

\* Which specific toy will be included in each Happy Meal will be a surprise.

\* Please refrain from purchasing for a profit motive such as buying in order to resell.

<https://www.mcdonalds.co.jp/family/happysset/>

#### [First round] Friday, April 12 to Thursday, April 25

HINO AERIAL LADDER  
FIRE TRUCK  
(MORITA SUPER GYRO  
LADDER)



NISSAN NV400EV  
AMBULANCE



DINOSAUR CARRIER



MCDONALD’S SPECIAL  
GOLDEN  
Toyota GR COROLLA



#### [Second round] Friday, April 26 to Thursday, May 9

Toyota CROWN  
PATROL CAR



MCDONALD’S PARTY BUS



MYSTERY TOY



UD TRUCKS QUON  
MIXER CAR



Toyota DYNA  
REFUSE TRUCK



#### [Third round] From Friday, May 10

One of the toys from among the 8 toys and mystery toy that appeared in first and second rounds

\* Depending on the stock available, we might give a toy or other item that was already sold in the past.

### ■ About TOMICA

“TOMICA,” sold by TOMY Company, Ltd. was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series. By now, they have been beloved by three generations of aficionados. 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).

Official Website: [www.takaratomy.co.jp/products/tomica/](http://www.takaratomy.co.jp/products/tomica/)

**For press inquiries, please contact:**

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**For customer inquiries about TOMICA, please contact:**

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

**For customer inquiries about Happy Meals, please visit:**

The official website of McDonald's: <https://www.mcdonalds.co.jp/>