



For Immediate Release

April 10, 2024

TRANSFORMERS 40th Anniversary “God Ginrai” project launched!
TRANSFORMERS “MPG-09 SUPER GINRAI”
To be launched on Saturday, December 28, 2024
Pre-orders start today, Wednesday, April 10

Events will be held throughout this commemorative 40th anniversary year, including the first TRANSFORMERS Exhibition in 10 years, and a new collaboration with BINGO SPORTS.

TOMY Company, Ltd.

The shape-changing robot characters “TRANSFORMERS” series, created by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) originating from Japanese toys celebrates its 40th anniversary in 2024.

Thanks to an unparalleled 40-year partnership with American company Hasbro, Inc., we have released unique characters and countless products that are beloved by fans around the world, and since the 1984 release of Convoy (released in Japan in 1985), a vehicle that transforms into a robot, the TRANSFORMERS brand has evolved into a global brand.

The **God Ginrai project** will be launched today, Wednesday, April 10, as part of the 40th anniversary commemorative event. In addition, various other events will be held, such as the 40th Anniversary TRANSFORMERS Exhibition and corporate collaborations to make the commemorative year even more exciting.



MPG-09 SUPER GINRAI



Key visual for the 40th Anniversary TRANSFORMERS

▶ **40th Anniversary Commemorative “God Ginrai” Project**

The **God Ginrai project**, which celebrates the 40th anniversary of the next-generation line “TRANSFORMERS MPG”^{(*)1} of the TRANSFORMERS MASTERPIECE (MP) series, the pinnacle toy series of the TRANSFORMERS series, is now underway. As the first installment of the project, the **TRANSFORMERS “MPG-09 SUPER GINRAI,”** which includes Commander Ginrai (who transforms into a trailer truck) from the TV animation “Transformers: Super-God Masterforce” (aired from 1988 to 1989) and a container, will be released on Saturday, December 28, 2024. Pre-orders will begin on Wednesday, April 10, 2024 through TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/).

▶ **40th Anniversary TRANSFORMERS Exhibition**

The “40th Anniversary TRANSFORMERS Exhibition,” the first exhibition in 10 years, will start in Osaka on Friday, May 10, 2024, and will subsequently be held at various locations (Sponsors: Any Co., Ltd. and Crazy Bump inc.). Visitors can enjoy an impressive display of toys from past series gathered in one place. Pre-sale tickets will go on sale today at the special website (hakabanogarou.jp/transformers40th).

▶ Corporate Collaboration

BINGO SPORTS, which has long specialized in handling the world's most famous cars, plans to introduce a TRANSFORMERS-designed racing car to compete in the Japan Cup (Fanatec GT World Challenge Asia Powered by AWS) and to release collaborative products featuring the racing car's design.

(*1) "TRANSFORMERS MPG"...From June 2022, the next generation line of the TRANSFORMERS MASTERPIECE (MP) series, the pinnacle of the TRANSFORMERS brand, is being developed based on the concept of "bringing popular TRANSFORMERS characters back to life with the latest and greatest technology."

About the TRANSFORMERS "MPG-09 SUPER GINRAI"

<Product Features>

● The 40th anniversary "God Ginrai" project is now underway! Commander Ginrai makes an appearance!

As the first installment of the God Ginrai project, the "MPG-09 SUPER GINRAI," which includes Commander Ginrai (who transforms into a truck) from the TV animation "Transformers: Super-God Masterforce" and a container, will be released. Ginrai, who made his first appearance in the MP series, is a character that consistently ranks high in popularity^(*2) and will be commercialized on the occasion of the series' 40th anniversary.

● Recreation of the animation specifications, decorations, and toy mechanisms of the time!

The Godmaster (figure) attached to the truck trailer unlocks and transforms from vehicle mode to robot mode, and then combines with the container to power up into a "Super Ginrai" (combined robot form) to recreate the animation specifications, decorations, and toy mechanisms from 1988. Ginrai in his robotic form is fully posable, including tilting forward at the waist, tilting to the left or right, and rotating. The container can also be transformed into a mobile base.

● The animation will be released on the "Takara Tomy Hobby Channel" starting in mid-April 2024!

The TV animation "Transformers: Super-God Masterforce" featuring Ginrai will begin airing on TOMY Company's official YouTube channel "Takara Tomy Hobby Channel" (www.youtube.com/@TAKARATOMYHOBBY) in mid-April 2024.

* The streaming schedule will be updated on the official website (tf.takaratomy.co.jp/tf40th) as needed.

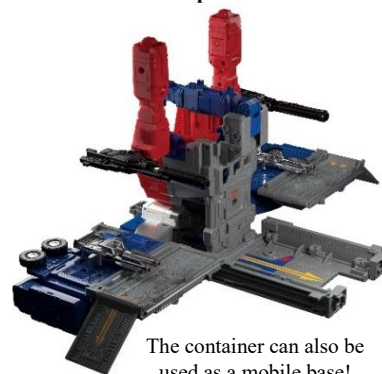
(*2) Ginrai was ranked No. 1 in a survey of product purchasers as a character they would like to see made into an MP.
(Takara Tomy Mall product purchaser survey, implemented to 190 people in 2021)



Ginrai transformed from a trailer truck



Ginrai combines with the container to become Super Ginrai!



The container can also be used as a mobile base!

<Product Outline>

Product Name:	TRANSFORMERS "MPG-09 SUPER GINRAI"
SRP:	JPY 46,200 (tax included)
Launch Date in Japan:	Saturday, December 28, 2024
Pre-order Opening:	Wednesday, April 10, 2024
Recommended Age:	15 years and up
Package Contents:	Ginrai (animation specification version) main unit (1), container (1), Godmaster (animation specification version) (1), animation version head (B) (1), toy version head (1), toy version fist (right) (1), toy version fist (left) (1), pilot figure (1), super-conductive rifle for Ginrai (small) (2), super-conductive rifle for Super Ginrai (large) (2), vertical beam cannons (2), gunfire effect parts (2), electric shock effect parts (2), animation shoulder parts (2), adapter (1), sticker (1), character card (1), instruction manual (1)
Dimensions:	Dimensions: Approx. W 150 × H 280 × D 140 mm (robot mode)
Sales Channels:	Electronics mass retailers, hobby shops, model shops in Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall" (takaratomy.com), etc.
Copyright:	© Toei © TOMY
Official Website:	tf.takaratomy.co.jp/tf40th



TV animation "Transformers: Super-God Masterforce" will also be broadcast!

[Simultaneous release] The MP-60 GINRAI, the 100th in the MP series (including limited editions), is now available!

The MP series will be discontinued after this product, and the series will be unified into the MPG series from now on!

- The **MP-60 GINRAI**, the 100th piece in the MP series (including limited editions), will also be released simultaneously. While the MPG-09 SUPER GINRAI is based on the 1988 animation's specifications and decorations, the MP-60 GINRAI is based on the toy colors and decorations that were available at the time of its release. The MPG-09 SUPER GINRAI and MP-60 GINRAI feature changes in details such as the color and position of the eyes, chest window, some parts of the waist and legs, and shoulder markings.
- To commemorate the 100th figure, a booklet that introduces the 100 figures released to date will be included.
- * The "Masterpiece" series will end with the release of the 100th figure, and the pinnacle brand of TRANSFORMERS will be unified under the **TRANSFORMERS MPG** brand.

Product Name: **TRANSFORMERS "MP-60 GINRAI"**

SRP: JPY 24,200 (tax included)

Dimensions: Approx. W 100 × H 185 × D 50 mm (robot mode)

* The launch date, pre-order opening, recommended age, and copyright information are the same as for "MPG-09 SUPER GINRAI."



About "40th Anniversary TRANSFORMERS Exhibition"

The 40th Anniversary TRANSFORMERS Exhibition, the first exhibition in 10 years, will start in Osaka on Friday, May 10, 2024, and will subsequently be held at various locations. In addition to exhibiting toys from the past 40-year history of the series, the event's commemorative product, **TRANSFORMERS "SS-EX BUMBLEBEE YELLOW CLEAR VER.,"** and other commemorative event goods will also be on sale. Pre-sale tickets will go on sale today at the dedicated website.



<Overview of the Osaka Venue>

Exhibition Period: Friday, May 10 to Monday, June 3, 2024

Venue: Umeda Loft 4th Floor Event Space (16-7 Chayamachi, Kita-ku, Osaka City)

Sponsors: Any Co., Ltd., Crazy Bump inc.

Collaboration: TOMY Company, Ltd., Umeda Loft

* Information on pre-sale tickets, the Osaka venue, and future events will be posted on the dedicated website (hakabanogarou.jp/transformers40th) in a timely manner. Please also check the official X (formerly Twitter) account (@TF_40TH_EXPO) for the latest information.

<Commemorative Products for the TRANSFORMERS Exhibition>

Product Name: **TRANSFORMERS "SS-EX BUMBLEBEE YELLOW CLEAR VER."**

Launch Date in Japan: Friday, May 10, 2024

SRP: JPY 1,800 (tax included)

Recommended Age: 8 years and up

Dimensions: Approx. W 95 × H 108 × D 36 mm (robot mode)

Copyright: © TOMY.

© 2024 Paramount Pictures Corporation

All Rights Reserved. TM & ® denote Japan Trademarks



* Depending on inventory after the event, the product may be available at the Takara Tomy Mall.

* We have secured products for each venue, including additional venues to be announced in the future, but the number of products available is limited. limited to three per person.

<Commemorative Movie for the TRANSFORMERS Exhibition>

A commemorative movie of the TRANSFORMERS Exhibition will be released today on the official 40th-anniversary website and on TOMY Company's official YouTube channel "Takara Tomy Hobby Channel." In addition, a branded movie filled with 40 years of history will be released in July, featuring toys and footage from previous generations. Some of the footage is also used in the movie commemorating the opening of the TRANSFORMERS Exhibition.

40th Anniversary Official Website: tf.takaratomy.co.jp/tf40th

Streaming Platform: TOMY Company's official YouTube channel "Takara Tomy Hobby Channel"
www.youtube.com/@TAKARATOMYHOBBY

About the Collaboration with "BINGO SPORTS"

■The "BINGO SPORTS" collaborative "TRANSFORMERS" will take part in the race!

This collaboration with "BINGO SPORTS," which views world-class cars as art and is engaged in the business of passing on cultural and artistic resources to the next generation, will debut a racing car featuring an Optimus Prime design, in which Optimus Prime scans a **Corvette C7 GT3-R** ^(*). The collaboration racing car will participate in the Japan Cup (Fanatec GT World Challenge Asia Powered by AWS). In addition, the pit interior, pit crew uniforms, truck, etc. will also feature TRANSFORMERS designs. The release of the TRANSFORMERS "BINGO SPORTS OPTIMUS PRIME" featuring a racing car design that actually runs on the track, as well as a collaborative promotional video, are also planned.

(*) In the TV animation and movies, the Transformers are set up to scan and transform into vehicles on Earth.



Transporter image

<About the Collaborative Products>

Product Name: TRANSFORMERS "BINGO SPORTS OPTIMUS PRIME"

Launch Date in Japan: Scheduled for Winter 2024

Pre-order Opening: Early Summer 2024

SRP: To be decided

Recommended Age: 8 years and up

Dimensions: Approx. W 64 × H 124 × D 60 mm (robot mode)

Copyright: © TOMY.

© 2024 Paramount Pictures Corporation

All Rights Reserved. TM & ® denote Japan Trademarks

* Details of the collaboration will be uploaded to the special collaboration website (tf.takaratomy.co.jp/tf40th/bingo-sports/) in a timely manner.



◇ **The TRANSFORMERS product images provided with this release are for visual representation purposes only. Some may differ from actual products.**

■"TRANSFORMERS"

"TRANSFORMERS" is a Japan-originated toy concept created by TOMY Company, Ltd. that takes the unique concept of "Robots in disguise" = Robots are all around us, with the potential for freely transforming every possible object, and is developed with the story of freely transforming super robot lifeforms, battling across the universe. The toys were launched in the United States in 1984, with animation and comics becoming huge hits. Sales of the toys and animation started in Japan in 1985. From 2007, Steven Spielberg and Michael Bay produced live action movies in Hollywood, which became worldwide hits. The seventh installment, "Transformers: Rise of the Beasts," was released in August 2023. Today, more than 700 million TRANSFORMERS have been sold in over 130 countries and regions (as of July 2022), and they have become very popular characters worldwide.

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)