

Commemorative event for the 10th anniversary of the “TOMICA for adults” series “tomica Premium”

Relaunch of 10 popular models that fans were sad to see go out of production

“10th Anniversary Special Reproduction Models” to go on sale successively from late September 2024

Available in three sets: “tomica Premium,” “tomica Premium unlimited,” and “tomica Premium Racing”

“tomica Premium 10th Anniversary Collection” to be launched in 2025

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will launch the “10th Anniversary Special Reproduction Models” from September 2024. These models are part of the “TOMICA for adults” series “tomica Premium,” which was launched in 2015 and celebrate its 10th anniversary next year in 2025. It will also launch the “tomica Premium 10th Anniversary Collection” in 2025.



“10th Anniversary Special Reproduction Models”

From left: “NISSAN SKYLINE HT 2000 TURBO RS,” “NISSAN LEOPARD,” “SUBARU IMPREZA 22B-STi VERSION,” “MITSUBISHI GTO TWIN TURBO,” and “Honda INTEGRA TYPE R”

The “10th Anniversary Special Reproduction Models” are ten popular cars that fans were sad to see go out of production. They will be specially relaunched through the specialty store for TOMICA products “TOMICA shop” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com).

The first round will contain three models: “NISSAN LEOPARD,” “SUBARU IMPREZA 22B-STi VERSION,” and “MITSUBISHI GTO TWIN TURBO.” Pre-orders will commence on Wednesday, July 31, 2024, and they will go on general sale in late September.

The second round will contain two models: “Honda INTEGRA TYPE R” (release date: October 2024) and “NISSAN SKYLINE HT 2000 TURBO RS” (release date: November 2024). Models for the following rounds are scheduled to go on sale successively from December 2024.

(Details regarding following rounds will be posted on the official website:

www.takaratomy.co.jp/products/tomica/tomicabrand/10anniversary/)

The “tomica Premium 10th Anniversary Collection” will contain popular models selected from three series: “tomica Premium,” the “tomica Premium unlimited” series themed on movies, animation, comics and TV dramas, and the “tomica Premium Racing,” series of reproductions of actual cars with high quality paintwork to display and play with. Models will feature special colors unique to this collection.

Additionally, in fall 2024, the “tomica Premium” series will be celebrated with the launch of its 100th model, the “Toyota COROLLA LEVIN,” and a LINE post campaign will be held in which entrants can win tomica Premium models through a prize draw.

“tomica Premium” is highly regarded for its “varied lineup that people want to collect,” “colors and designs that strive to look as real as possible,” and “high quality while being easy to play with.” As a result, a total of more than 17 million units^(*) have been sold (as of July 2024) and with adults accounting for approximately 60% of such sales, it has become established

as a series for adults. Going forward it will continue developing as an exciting TOMICA series that adults can really play with by adding a sense of playfulness to realistic representations of cars that adults aspire to own.

(*) Cumulative total of sales of models from all “tomica Premium” series, including “tomica Premium,” “tomica Premium unlimited,” and “tomica Premium Racing.”

About the “10th Anniversary Special Reproduction Models”

<Product Features>

- The relaunch of ten models that fans were sad to see go out of production made using the same dies and molds and to the same specifications, including design and color, as when they originally went on sale. The boxes will have a special design featuring the 10th anniversary logo.
- The models will have “tomica PREMIUM 10th Anniv” printed on the underside of the chassis.
- Three models will be launched in September 2024 and two in October and November 2024. The models to follow are planned to go on sale successively from December 2024. This is a special release only available through the specialty store for TOMICA products “TOMICA shop” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/).

<Product Outline>

■ To be launched in late September 2024: Three models



Product Name: **tomica Premium “NISSAN LEOPARD”**

Dimensions: W 26 × H 21 × D 74 mm

Actions: Suspension, opening/closing of the left-hand and right-hand doors

First released in tomica Premium series in January 2018



Product Name: **tomica Premium “SUBARU IMPREZA 22B-STi VERSION”**

Dimensions: W 29 × H 22 × D 70 mm

Actions: Suspension

First released in tomica Premium series in April 2016



Product Name: **tomica Premium “MITSUBISHI GTO TWIN TURBO”**

Dimensions: W 29 × H 19 × D 70 mm

Actions: Suspension

First released in tomica Premium series in July 2016

■ To be launched in October 2024: One model



Product Name: **tomica Premium “Honda INTEGRA TYPE R”**

Dimensions: W 26 × H 20 × D 68 mm

Actions: Suspension, opening/closing of the left-hand and right-hand doors

First released in tomica Premium series in January 2021

■ To be launched in November 2024: One model



Product Name: **tomica Premium “NISSAN SKYLINE HT 2000 TURBO RS”**

Dimensions: W 26 × H 21 × D 71 mm

Actions: Suspension, opening/closing of the left-hand and right-hand doors

First released in tomica Premium series in October 2016

Common Information

SRP: JPY 1,100 each (tax included)

Recommended Age: 6 years and up

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Sales Channels: Specialty store for TOMICA products “TOMICA shop” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/)

Product Website: www.takaratomy.co.jp/products/tomica/tomicabrand/10anniversary/

About the “tomica Premium 10th Anniversary Collection”



<Product Features>

The collection contains popular models selected from three series, “tomica Premium,” “tomica Premium unlimited,” and “tomica Premium Racing,” featuring special colors unique to this collection.

<Product Outline>

Product Name: **tomica Premium 10th Anniversary Collection**

Launch Date in Japan: Scheduled for the middle of March 2025

SRP: JPY 4,620 (tax included)

Recommended Age: 6 years and up

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

Product Website: www.takaratomy.co.jp/products/tomica/tomicabrand/10anniversary/

*Details will be announced on the official website at a later date.

About “tomica Premium”

“TOMICA” launched the “TOMICA for adults” series “tomica Premium” in 2015, using special dies and molds to reproduce reality to the greatest extent possible in details such as the form, painting and printing, and wheel design of cars, and in 2025, it will celebrate its 10th anniversary. More than 17 million units of “tomica Premium” have been sold (as of July 2024), with adults accounting for approximately 60% of such sales, establishing this as a series for adults. “tomica Premium” lines

include the “tomica Premium unlimited” series themed on movies, animation, comics and TV dramas which was launched in November 2021, and the “tomica Premium Racing” series of reproductions of actual cars with high quality paintwork to display and play with, which was added in April 2024.

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

■■■ “tomica Premium” 10th Anniversary in 2025 ■■■

• April 2015: Birth of “tomica Premium”

“TOMICA” created the “TOMICA for adults” series “tomica Premium,” using special dies and molds to reproduce reality to the greatest extent possible in details such as the form, painting and printing, and wheel design of cars.

The first round that went on sale included six models: “01 NISMO R34 GT-R Z-tune,” “02 MORITA WILDFIRE TRUCK,” “03 JSDF TYPE 90 TANK,” “04 MAZDA RX-7 FD3S RE AMEMIYA SPECIFICATION,” “05 LOTUS EUROPA SPECIAL,” and “06 JAXA HAYABUSA 2.”



The first six models

• July 2018: Brand logo changed to the current logo

“tomica Premium RS” series (1:43 scale miniature cars) launched as a new line for “tomica Premium”

The “tomica Premium RS” series of die-cast miniature cars, made at the 1:43 scale which is the international standard scale for miniature cars, was launched based on the concept of “a TOMICA that adults can really play with.”



“tomica Premium RS Lamborghini Countach LP 500 S”

• April 2020: “tomica Premium” 5th anniversary

“Takara Tomy Mall original tomica Premium NISSAN SKYLINE GT-R SET” launched as a 5th anniversary commemorative product.



“Takara Tomy Mall original tomica Premium NISSAN SKYLINE GT-R SET”

• November 2021: Birth of “tomica Premium unlimited” series as a new line for “tomica Premium”

Creation of the “tomica Premium unlimited” series, themed on movies, animation and TV dramas.



“tomica Premium unlimited 02 DETECTIVE CONAN Ford Mustang (Shuichi Akai)”
(C) Goshō Aoyama/Shogakukan • YTV • TMS 1996

• January 2023: Launch of “tomica Transporter” series as a new line for “tomica Premium”

A series featuring sets containing “tomica Premium” models in original colors and original design carriers.



“tomica Premium tomica Transporter Lamborghini Countach 25th ANNIVERSARY”

• April 2024: Birth of “tomica Premium Racing” series as a new line for “tomica Premium”

Creation of the “tomica Premium Racing,” series of reproductions of actual cars with high quality paintwork to display and play with. The first round to be commercialized included two models: “RAYBRIG NSX-GT” and “#99 NSX-GT.”



Commercialization of the “RAYBRIG NSX-GT” from “tomica Premium Racing”

• 2024: Line-up of single item models reaches 100 (scheduled for October 2024)

The commemorative 100th model will be the “Toyota COROLLA LEVIN.”

• **April 2025: “tomica Premium” 10th anniversary**

To celebrate the 10th anniversary, the “10th Anniversary Special Reproduction Models” will go on sale from September 2024 and the “tomica Premium 10th Anniversary Collection” will be released in 2025.



■■■ **Popularity Ranking** ■■■

Two sets of sales rankings have been compiled, covering all 97 models that have been released to date (as of July 30, 2024).






(1) Cumulative sales ranking: Total cumulative sales of models that have been released to date
(The number of years each model has been on sale differs.)

(2) Annual sales ranking: Total sales within one year from each model’s release date

<(1) Cumulative Sales Ranking Top 5>

1st	2nd	3rd	4th	5th
<p>11 NISSAN SKYLINE GT-R V-SPEC II Nür (February 2016 release)</p> 	<p>03 JSDF TYPE 90 TANK (April 2015 release)</p> 	<p>09 NISSAN FAIRLADY Z (January 2019 release)</p> 	<p>22 JASDF T-4 BLUE IMPULSE (July 2017 release)</p> 	<p>26 NISSAN SKYLINE GT-R (BNR32) (April 2018 release)</p> 

<(2) Annual Sales Ranking Top 5>

1st	2nd	3rd	4th	5th
<p>6 TESTAROSSA (August 2018 release)</p> 	<p>09 NISSAN FAIRLADY Z (January 2019 release)</p> 	<p>31 F40 (October 2019 release)</p> 	<p>17 512 BB (December 2018 release)</p> 	<p>15 Lamborghini Diablo SV (April 2019 release)</p> 

*Production of some models featured in the history and rankings has been discontinued.

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