

For Immediate Release


 TRANSFORMERS
ONE

July 31, 2024

Public release scheduled for Friday, September 20!
New dimension realistic CGI movie “TRANSFORMERS/ONE”

Japan-original product recreating the main character
**“TRANSFORMERS/ONE
 BRAVE COMMANDER OPTIMUS PRIME”**
to be launched Thursday, September 12, 2024

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will release “TRANSFORMERS/ONE BRAVE COMMANDER OPTIMUS PRIME” (SRP: JPY 9,680/tax included), a Japan-original product recreating Optimus Prime, the main character in the **new realistic CGI movie “TRANSFORMERS/ONE”** (nationwide roadshow from Friday, September 20, 2024), featuring the shape-changing robot characters, “TRANSFORMERS,” on Thursday, September 12, 2024, in coordination with the release of the movie. The product will be sold at retailers including toy stores, toy sections of mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



“TRANSFORMERS/ONE BRAVE COMMANDER OPTIMUS PRIME”

The “TRANSFORMERS” movie series has recorded a global hit with seven productions to date. The latest production is a new dimension realistic CGI movie, “TRANSFORMERS/ONE,” with a story set on the home planet of the TRANSFORMERS, Cybertron. Featuring a young Optimus Prime and Megatron, the movie depicts the start of the war for Cybertron, the first and most intense war in the series history, and the origin of the TRANSFORMERS’ shape-changing. The film has drawn the attention and piqued the expectations of a wide range of children and families, not to mention fans of TRANSFORMERS and movies. Voice actors **Yuichi Nakamura** (Optimus Prime) and **Subaru Kimura** (Megatron) have been selected for the Japanese dubbed version, which is already becoming a sensation before its release.

The newly launched “TRANSFORMERS/ONE BRAVE COMMANDER OPTIMUS PRIME” is a Japan-original product recreating the brave, young commander, Optimus Prime, who also appears in the movie. The finely detailed product recreates the movie character in enhanced detail, with a face modeled on the young version (with mask off) and a fully posable body (movable arms, head, and legs, etc.) that can take both the robot form and the vehicle form. It is designed to satisfy both children and adults alike.

This year, 2024, marks the 40th anniversary of the “TRANSFORMERS” series, and various measures have been taken to make it an exciting commemorative year, with the 40th anniversary event “God Ginrai” project and exhibition “40th Anniversary TRANSFORMERS Expo 2024,” as well as the development of the “TRANSFORMERS/ONE” toy series. (For information about the TRANSFORMERS 40th anniversary, please see: www.takaratomy.co.jp/product_release/pdf/p240410.pdf)

About the “TRANSFORMERS/ONE” toy series

[Japan-Original Product]

Final version of the main character product!

Brave, young commander Optimus Prime faithfully recreates the configuration in the new movie

“TRANSFORMERS/ONE BRAVE COMMANDER OPTIMUS PRIME”

Launch Date in Japan: Thursday, September 12, 2024

SRP: JPY 9,680 (tax included)

Dimensions: W 120 mm x H 200 mm x D 70 mm (robot form)



Both vehicle under-arm energy cannons deploy automatically with a single switch!



Choose to have the mask on or off!
With the mask off, the face of the young Optimus Prime is revealed



The “Matrix” emblem of leadership can be held in the robot’s hand or stored in its chest

- Optimus Prime, the main character and leader of the Autobots appears as “BRAVE COMMANDER OPTIMUS PRIME,” faithfully recreating the configuration in the movie. The toy is an original development product newly molded in Japan.
- It changes from robot mode to a truck-type Cybertron vehicle, and in vehicle mode it can be pushed along by hand.
- Fully posable in robot mode (moveable arms, head, and legs, etc.) enabling recreation of poses in the movie.
- The head can either have the mask on or off. With the mask off, the robot is presented in the image of the young Optimus Prime shown in the story.
- Energy cannons on both shoulders are deployed automatically with a single switch, providing a gimmick for playing with in both robot mode and vehicle mode.
- Optimus Prime’s trademark weapon, the energy axe, is provided in clear form, along with the Matrix, a key item from the movie that can be held in the robot’s hands, or stored in its chest.



Final version of the main character product!

★★ Popular First “TRANSFORMERS/ONE” Products Currently on Sale! ★★

The first products in the “TRANSFORMERS/ONE” series are designed to be played with by parents and children together: the “TRANSFORMERS/ONE COG POWER CHANGE,” which transforms into a vehicle with one touch (two types, SRP: JPY 2,200 each (tax included)), and the “TRANSFORMERS/ONE DELUXE CLASS” of figures that can really transform and pose (two types, SRP: JPY 3,850 each (tax included)). These popular products are now on sale.

[Cog Power Change]

The perfect series for a child’s first TRANSFORMERS experience, changes into a vehicle with one touch!

“TRANSFORMERS/ONE OCP-01 COG POWER CHANGE BUMBLEBEE” (Photograph: left)

“TRANSFORMERS/ONE OCP-02 COG POWER CHANGE WHEELJACK” (Photograph: right)

Launch Date in Japan: Saturday, July 13, 2024 / SRP: JPY 2,200 each (tax included)

Dimensions: W 70 mm x H 100 mm x D 35 mm (Bumblebee and Wheeljack robot mode)



- When in robot mode, the cog* can be fitted to the chest and operated to instantly transform to vehicle mode. With this feature, it is possible to recreate the scene in the movie where the TRANSFORMERS use a cog to transform. Two types are on sale: Bumblebee and Wheeljack.
 - The robots can also transform easily from vehicle mode to robot mode with a single movement, creating a product that offers the fun of transforming again and again.
- * Cog: An item that enables the TRANSFORMERS to change shape.

[Deluxe Class]

A series of classic TRANSFORMERS figures that can really transform and pose!

“TRANSFORMERS/ONE OD-01 DELUXE CLASS OPTIMUS PRIME” (Photograph: left)

“TRANSFORMERS/ONE OD-02 DELUXE CLASS ALPHA TRION” (Photograph: right)

Launch Date in Japan: Saturday, July 13, 2024 / SRP: JPY 3,850 each (tax included)

Dimensions: W 70 mm x H 130 mm x D 40 mm (Optimus Prime robot mode)

Dimensions: W 80 mm x H 135 mm x D 50 mm (Alpha Trion robot mode)



- Optimus Prime and Alpha Trion appear in Deluxe Class. In addition to transforming back and forth between a robot and a vehicle, users can also enjoy making action poses through various movements.
- A series of classic TRANSFORMERS figures that can recreate dramatic scenes in the movie.

<Points in common>

Recommended Age: 6 years and up

Official Website: tf.takaratomy.co.jp/tf-one/

Official YouTube: TOMY Company Official YouTube Channel “Takara Tomy Channel”
(www.youtube.com/takaratomychannel)

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

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*** TOPICS ***

■ Official Toy Song Video Released in Coordination with Products

The **official toy original song “ONE”** is about the excitement of the “TRANSFORMERS/ONE” toy series. The popular song is now being streamed on TOMY Company’s official YouTube channel “Takara Tomy Channel” (<https://www.youtube.com/takaratomychannel>).

Since the movie “TRANSFORMERS/ONE” is a story of the beginning, the song has been created to evoke the sound of an American rock band in the 1980s, when the TRANSFORMERS series was created. In the fun video, TRANSFORMERS form a band and sing along with the catchy, cheerful pop tune.



■ “TRANSFORMERS/ONE” Toy Series to Be Displayed at the Exhibition of the “40th Anniversary TRANSFORMERS Expo 2024”!

TOMY Company plans to exhibit the “TRANSFORMERS/ONE” toy series and a giant 2 m tall Optimus Prime at the Exhibition of the “40th Anniversary TRANSFORMERS Expo 2024,” which is scheduled to be held in the Warehouse Terrada G1 Building (Shinagawa-ku, Tokyo) from Friday, September 13, 2024 to Sunday, September 29, 2024.



* For details, please refer to the dedicated website for the “40th Anniversary TRANSFORMERS Expo 2024” (<https://hakabanogarou.jp/transformers40th>).

◇ The images of TRANSFORMERS products published in this release are for visual representation purposes only. Some of them 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. The series marks its 40th anniversary this year in 2024.

“TRANSFORMERS” Toys Official Website: tf.takaratomy.co.jp

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For product inquiries from consumers, please contact:

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