



For Immediate Release

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TOMY Company's "TOMICA" to Collaborate for First Time with "DRAGON BALL,"

Celebrating Megahit Comic's 40th Anniversary

"Son Goku's Kintoun" and "Bulma's Capsule No. 9 Motorcycle"

to Be Launched in Japan and Asia in Spring 2025

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will launch the "Dream TOMICA TOMICA x DRAGON BALL" series in 2025 in the first collaboration between "TOMICA" diecast miniature cars and the globally popular manga "DRAGON BALL," published by Shueisha Inc.

The first products of the collaboration, "Son Goku's Kintoun" and "Bulma's Capsule No. 9 Motorcycle" (suggested retail price: 1,320 yen each, tax included), will be released in the spring of 2025 at toy specialty stores, toy section at department stores/retail stores, specialized TOMICA store "TOMICA SHOP," online toy shops, and TOMY's official online store Takara Tomy Mall (takaratomymall.jp). The start date for reservations will be announced later on the official TOMICA website (www.takaratomy.co.jp/products/tomica/ (Japan)).

These products are planned to be launched in 13 Asian regions: Japan, Mainland China, Korea, Hong Kong SAR, Taiwan region, Macau, Singapore, Malaysia, Thailand, Philippines, Indonesia, Vietnam and Cambodia, with plans to expand their availability to other areas (Products will be gradually rolled out to the 12 Asian regions outside Japan).



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The Dream TOMICA TOMICA x DRAGON BALL series is a collaboration with DRAGON BALL (over 260 million copies sold worldwide), which celebrates its 40th anniversary in 2024. TOMY Co. will merchandise attractive vehicles created by manga creator Akira Toriyama as TOMICA products. TOMY plans to release "Red Ribbon Army Aircraft," "Kamesennin's Wagon," "Frieza's Small Pod," and "Gyumao's Vehicle" in 2025. Designed for both children and adults, whether it be for play or display, TOMY Co. hopes everyone will enjoy recreating scenes from the manga in the world of TOMICA.

The Dream TOMICA TOMICA x DRAGON BALL is a new addition to the "Dream TOMICA" series, which collaborates with popular characters and content under the concept of "TOMICA's Dream Collaboration!"

Tadashi Sasuga, General Manager of Global TOMICA Office, Brands Business at TOMY Company's Business Headquarters, says, "Our collaboration with the manga DRAGON BALL is truly a dream that we are very proud of having accomplished. We are thrilled to be collaborating with DRAGON BALL, which is beloved worldwide, and spreading TOMICA's charm across gender, age, and borders."

About TOMICA and Dream TOMICA

"TOMICA" was released in 1970 as Japan's first palm-sized domestic diecast 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 miniature cars of more familiar Japanese makes. It is now loved by parents and children across three generations. Up to now, the company has sold more than 1,170 different models, a total of more than 745 million cars (As of April 2024).

The "Dream TOMICA" series was launched in 2012, with "TOMICA collaborations that you dreamed of!" as its concept, and incorporates popular content that appeals to a wide range of target demographics.

Official websites

TOMICA:

www.takaratomy.co.jp/products/tomica/ (Japan)

www.tomy.cn/tomica (China)

www.takaratomyasia.com/tomica (Global)

Dream TOMICA: www.takaratomy.co.jp/products/tomica/lineup/dream/index.htm (Japan)

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