



To all members of the press

January 21, 2025

Total sales exceed 1 billion units (\*):

In gratitude for 55 years, we will implement various initiatives.

**2025 marks the 55th anniversary of "TOMICA."**

### 【Commemorative Projects】

Launching the **"TOMICA 55th Anniversary Auto Manufacturer Collaboration Project"** with five automotive manufacturers.

### 【Events】

Hosting the 55th Anniversary Fan Appreciation Festival, **"TOMICA OWNERS MEETING."**

### 【New Series】

- Introducing a new series, **"TOMICA PLARAIL BLOCK."**
- Launching adult-oriented playsets, **"tomica+."**

### 【TV Program】

**"TOMIPLA WORLD NORINORI TIMES!!"** Hosted by Yoshio Kojima and Wakana Sato.

(\* ) "TOMICA" (Standard Series), "Dream TOMICA", "tomica Premium", "tomica LIMITED VINTAGE" (distributed by TOMY TEC CO.,LTD.), and the total of all domestic and international series. TOMY Company, Ltd.  
Products other than die-cast miniature cars, such as **\*\*TOMICA World\*\***, are not included.

The die-cast miniature car series "TOMICA", developed by TOMY Company, Ltd. (Akio Toyama, President and CEO; Headquarters: Katsushika-ku, Tokyo), celebrates its 55th anniversary in 2025. Over the years, it has grown into a long-running brand loved by three generations.

With the theme of the brand message "True to the Heart", TOMICA will express its gratitude to all its fans with 55th-anniversary initiatives that will bring heartfelt excitement to both children and adults. These initiatives will kick off in February 2025.



### **<Comment from Shunsuke Takeuchi, Executive Officer and Head of Brands Business at TOMY Company's Business Headquarters>**

In 2020, due to the challenges posed by the pandemic, we were unable to directly express our gratitude to our fans. This year, as we celebrate our 55th anniversary, we are deeply grateful to have created an opportunity to once again express our sincere appreciation.

In celebration of the 55th anniversary of TOMICA, we aim to share the charm of this product not only with children playing it for the first time and "kidults" (adults with a playful spirit) while also expanding our reach beyond Japan to audiences across various regions of Asia, beyond just Japan. We look forward to what we have for you!

**▶ Popular Collaboration Project 2nd Edition TOMICA 55th Anniversary Auto Manufacturer Collaboration Project** : The second installment of the highly popular collaboration project during TOMICA 's 50th anniversary, is now available.

This time, five leading automobile manufacturers—Toyota Motor Corporation, Nissan Motor Co., Ltd., Honda R&D Co., Ltd., Mitsubishi Motors Corporation, Suzuki Motor Corporation—have collaborated to create exclusive 55th-anniversary designs specifically for TOMICA.

These special-edition products will be released sequentially starting in spring 2025. Additionally, life-size vehicles featuring the 55th-anniversary designs will be unveiled at events, including TOMICA Expo, the largest TOMICA event.

▶ **New Series to Celebrate the 55th Anniversary Year to be launched in Japan and Asia :**

To commemorate its 55th anniversary, TOMICA will unveil a series of cutting-edge new products, including:

•**TOMICA PLARAIL Block Series:** These play blocks have been designed to play with " TOMICA " and " PLARAIL.

•**tomica+ (tomica Plus) Series:** These playsets are designed for adult enthusiasts, offering a refined experience that enhances the TOMICA brand.

•**The Grand Mall TOMICA Building:** The latest version of the " TOMICA Building," is the longest-running bestseller in the " TOMICA World" series.

These products, along with the items from the " TOMICA 55th Anniversary Auto Manufacturer Collaboration Project", are scheduled to be released in 13 regions across Asia: Japan, China, South Korea, Hong Kong, Taiwan, Macau, Singapore, Malaysia, Thailand, the Philippines, Indonesia, Vietnam, and Cambodia.

In Japan, we also have exciting plans for the 55th anniversary. Beginning in April 2025, a transportation vehicles -themed children's variety show titled " TOMIPLA WORLD NORINORI TIMES!! ", will air across six stations in the TV Tokyo network. Additionally, the "TOMICA OWNERS MEETING", a fan appreciation festival, is scheduled to take place in December 2025. Moreover, the official shop for "TOMICA" and "PLARAIL, popular not only in Japan but also among international visitors, "TOMICA PLARAIL SHOP TOKYO " (TOMICA SHOP : [www.takaratomy.co.jp/products/tomicashop/shop/](http://www.takaratomy.co.jp/products/tomicashop/shop/)) (PLARAIL SHOP : [www.takaratomy.co.jp/products/plarailshop/shop/](http://www.takaratomy.co.jp/products/plarailshop/shop/)) is set to reopen with a revamped design on Wednesday, February 19, 2025.

## About the "TOMICA 55th Anniversary Auto Manufacturer Collaboration

### < Product Lineup >



**[TOMICA 55th Anniversary Edition**

**Toyota GR Supra GT4 EVO]**

Design: Tecno Art Research Co., Ltd.  
(Domestic design hub of Toyota Motor Corporation)



**[TOMICA 55th Anniversary Edition**

**NISSAN FAIRLADY Z NISMO]**

Design: Nissan Motor Co., Ltd.



**[TOMICA 55th Anniversary Edition**

**Honda CIVIC TYPE R]**

Design: Honda R&D Co., Ltd.



**[TOMICA 55th Anniversary Edition**

**mitsubishi DELICA MINI]**

Design: Mitsubishi Motors Corporation



**[TOMICA 55th Anniversary Edition**

**Suzuki Jimny]**

Design: Suzuki Motor Corporation

## < Product Overview >

Release Date	: Sequentially from Spring 2025
Suggested Retail Price	: ¥990 each (tax included)
Recommended Age	: 3 years and up
Copyright Notice	: © T O M Y
Product Website	: <a href="http://www.takaratomy.co.jp/products/tomica/info/2501/collabo.htm">www.takaratomy.co.jp/products/tomica/info/2501/collabo.htm</a>

\* The design is intended for illustrative purposes only. Please note that the images shown are not TOMICA products but actual vehicle designs.

\* For details regarding the product release schedule and the exhibition of real vehicles, please refer to the official TOMICA website ([www.takaratomy.co.jp/products/tomica](http://www.takaratomy.co.jp/products/tomica))

## About the Products Enhancing the 55th Anniversary Year

### \*\* For Kids \*\*

#### **"TOMICA PLARAIL BLOCK" Series**

For the first time, TOMICA and PLARAIL introduce their new block series, designed as an introductory set. Designed for children aged 3 and up, the series features a streamlined design with a limited number of pieces, enabling children to easily construct cars and trains.

The blocks can be reconfigured in a variety of ways, allowing for the creation of unique and original vehicles. The blocks can also be used to play together with "TOMICA" and "PLARAIL".

Release Date	: Saturday, March 15, 2025
Suggested Retail Price	: Single Series from ¥990 (tax included) / Entry Set ¥4,950 (tax included)
Recommended Age	: 3 years and up



### \*\* For Kidults \*\* (Adults with a playful spirit, known as "Kidults")

#### **Adult-Oriented Playset Series: "tomica+ (tomica Plus)"**

from the "TOMICA" series for adults that has been available since 2015, a playful playsets series that makes miniature cars shine will be born.

The initial release will include two types of garages, "TOMICA GARAGE," which will enable customers to design custom layouts for their TOMICA vehicles with used the included interior design sheet. The subsequent release will feature two types of turn stages, "tomica Premium unlimited DRIFT TURN STAGE," offering an exhilarating drift-driving experience with 7 colors LEDs and sounds and mist.

##### ■ "TOMICA GARAGE" (2 Types)

Release Date: Saturday, February 15, 2025	n
Suggested Retail Price: ¥6,600 each (tax included)	/ Recommended Age: 6 years and up

##### ■ "tomica Premium unlimited DRIFT TURN STAGE" (2 Types)

Release Date: Saturday, March 15, 2025	
Suggested Retail Price: ¥6,600 each (tax included)	/ Recommended Age: 6 years and up



Left Photo : PREMIUMBLACK Edition  
Right Photo: Lamborghini Edition



Left photo: "Initial D"  
© T O M Y  
© Shuichi Shigeno / KODANSHA  
Right photo: "The Fast and the Furious"  
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**\*\* New Item \*\***

### **[Grand Mall TOMICA Building]**

The latest addition to the long-running " TOMICA Building" series, part of the " TOMICA World" lineup. This iconic product allows kids to enjoy parking a large number of TOMICA cars in a giant shopping mall setting.

Release Date: Scheduled for Summer 2025

Suggested Retail Price: ¥9,350 (tax included)

Recommended Age: 3 years and up



\*Tomica (mini cars) are sold separately.  
\*This is a conceptual image currently under development.

< **Common Information** > Copyright Notice : © TOMY

### **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.

As of December 2024, the TOMICA series released by the TOMY Group has featured a total of over 10,000 different models in Japan and abroad. The total number of units sold has exceeded 1 billion (\*), meaning that, since its launch in 1970, approximately one unit has been sold every 1.8 seconds over the past 55 years.

(\*) "TOMICA" (Standard Series), "Dream TOMICA", "tomica Premium", "tomica LIMITED VINTAGE" (distributed by TOMY TEC CO.,LTD.), and the total of all domestic and international series. <Reference : Up to now, the company has sold more than 1,190 different models in the "Tomica" (Standard Series), with a total of over 759 million cars as of December 2024.>

TOMICA Official websites

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

[www.tomy.cn/tomica](http://www.tomy.cn/tomica) (China)

[www.takaratomyasia.com/tomica](http://www.takaratomyasia.com/tomica) (Global)

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