



April 4, 2025

McDonald's Company (Japan), Ltd.  
TOYOTA GAZOO Racing  
TOMY Company, Ltd.

## McDonald's × TOYOTA GAZOO Racing × TOMICA return this year “TOMICA” Happy Meal® special collaboration project!

### Adventure project for the whole family to enjoy!

- Special video available starting Friday, April 18!
- “Happy Meal Exciting Tour” event for families during Golden Week! 90 guests will be invited to Fuji Speedway
- Starting Friday, April 25, the real-life “Toyota GR Supra Safety Car” will tour McDonald's locations nationwide
- URL: <https://toyotagazooracing.com/jp/gr/mcdonalds/2025/>

In commemoration of the new “TOMICA” Happy Meal that will be released on Friday, April 11, 2025, McDonald's Company (Japan), Ltd. (Representative Director, President and CEO: Thomas Ko, headquarters: Shinjuku-ku, Tokyo; hereinafter McDonald's), TOYOTA GAZOO Racing (hereinafter TGR), and TOMY Company, Ltd. (Representative Director, President & CEO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo; hereinafter TOMY Company) will collaborate once again to launch the special TOMICA Happy Meal Project, which was well-received last year.

The “TOMICA” Happy Meal special project is based on McDonald's philosophy of “delivering that signature McDonald's FUN” and “bolstering the happiness of families by supporting the growth and development of children,” combined with TGR's desire to “share the ‘dreams’ and ‘inspiration’ of cars to customers” and “that cars will continue to make children's hearts flutter for another 100 years,” as well as TOMY Company's aim to “foster children's creativity, provide opportunity to learn how society works and strengthen family bonds through TOMICA.” Under the shared wish to “support children's dreams,” the three companies are collaborating to create special content for families to enjoy learning the society together.



This year's “TOMICA” Happy Meal toys will feature a lineup of working vehicles and popular vehicles, along with rolling out various collaboration initiatives.

First, starting on Friday, April 18, a special movie titled “GO! GR SUPRA SAFETY CAR!” will be released on the TOYOTA GAZOO Racing official YouTube channel, featuring the Toyota GR Supra Safety Car in action on a circuit.

Additionally, for 3 days during the Golden Week period, Saturday, April 26, Sunday, April 27, and Saturday, May 3 (holiday), a hands-on event called “Happy Meal Exciting Tour\*,” offering a special “thrilling and exciting” experience for families (children plus accompanying adults) will be held. Applications will be accepted beginning on Friday, April 4, and a total of 90 children will be selected by lottery to participate over the three days.

\*The “Happy Meal Exciting Tour” is a collaboration project between McDonald's and TGR, with cooperation from TOMY.

Additionally, from Friday, April 25 to Sunday, May 11, selected McDonald's locations will feature a real-life display of the “Toyota GR Supra Safety Car” McDonald's original design, as well as a display of nostalgic “TOMICA” Happy Meal toys from years past.

\*The “Toyota GR Supra Safety Car” will appear in the second installment of the “TOMICA” Happy Meal series, which will be released on Friday, April 25.

**<Main details of the Hands-on Experience Event “Happy Meal Exciting Tour”>** \*Content of the experience may vary depending on the date of the event.

#### (1) Saturday, April 26 and Sunday, April 27

- At Fuji Speedway (Shizuoka Prefecture), a tour of the backstage area that is normally off-limits, and a ride in the “Toyota GR Supra Safety Car” on the flat course of the TOYOTA Safety Education Center “mobilitas” within Fuji Speedway
- Watching the “FORMULA DRIFT JAPAN” event held at Fuji Speedway
- At McDonald's 139 Fujiyoshida Store (Yamanashi Prefecture), experience “McAdventure” a work experience unique to McDonald's
- Starting Friday, April 11, real-life displays and test rides of real working vehicles, including those featured in the “TOMICA” Happy Meal series

## **(2) Saturday, May 3 (holiday)**

- Circuit Safari, where you can ride in an original wrapped bus and tour the Fuji Speedway, and Kids Walk, where you can experience the behind-the-scenes inner workings of motor sports
- Experience a traffic safety lecture by Ronald McDonald at the “Hello Ronald!” event
- Watch the “SUPER GT” race held at Fuji Speedway
- Starting Friday, April 11, real-life displays and test rides of real working vehicles, including those featured in the “TOMICA” Happy Meal series

The three companies of McDonald’s, TGR, and TOMY aim to support children’s dreams through these initiatives and sale of these products.

## **“TOMICA” Happy Meal 2025 Special Collaboration Project**

### **■ Collaboration Project (1): Special Movie “GO! GR SUPRA SAFETY CAR!” Released**

A special movie titled “GO! GR SUPRA SAFETY CAR!” featuring the McDonald’s original design “Toyota GR Supra Safety Car” in action on a circuit will be released on Friday, April 18 on the TOYOTA GAZOO Racing official YouTube channel. During the race, a giant toy box will suddenly appear at the venue, and a large number of toys will fall onto the circuit. Will the safety car be able to overcome this unprecedented crisis and ensure the race proceeds smoothly? This video depicts the role and performance of the safety car during a race in a toy-themed world.

**Availability period:** From Friday, April 18, 2025, 10:00 a.m.

**Publication locations:** TOYOTA GAZOO Racing official YouTube channel:  
<https://www.youtube.com/@TOYOTAGAZOORacingJPchannel>  
TOYOTA GAZOO Racing official X account (@TOYOTA\_GR)

### **■ Collaboration Project (2): “Happy Meal Exciting Tour,” an event for families to enjoy during Golden Week**

\*The “Happy Meal Exciting Tour” is a collaboration project between McDonald’s and TGR, with cooperation from TOMY.

\*Programs may vary depending on the date of the event.

#### **[Event overview and how to apply]**

**Dates and times:** Saturday, April 26, Sunday, April 27, Saturday, May 3, 2025 (holiday), from 8:30 a.m. to 6:30 p.m. (planned)

**Venue:** Fuji Speedway, McDonald’s 139 Fujiyoshida Store (Saturday, April 26 and Sunday, April 27 only)

**Eligibility:** One child aged 4–12 years old and one accompanying adult. \*Please apply with a parent or guardian.

**Capacity:** 30 groups per day (1 child plus 1 accompanying adult) Total: 60 participants per day

**Participation fee:** Free (advance registration required; lottery system)

**Application period:** Friday, April 4, 2025 12:00 p.m. – Monday, April 14, 2025 11:59 p.m.

**Winners announced:** Wednesday, April 16, 2025

\*We will contact the winners directly, which will serve as the official announcement.

**Campaign website:** <https://toyotagazooracing.com/jp/gr/mcdonalds/2025>

#### **[Double Chance]**

**Those who are not selected in the lottery will have another chance to receive an original Arch Card®**

From among those who are not selected in the “Happy Meal Exciting Tour” event lottery, a double chance lottery will be held to select 50 winners who will receive a set of two original design Arch Cards worth 500 yen each.

**Winners announcement and prize shipment date:** Shipment of the prizes will serve as the winner announcement

### **■ Collaboration Project (3): Real-life McDonald’s original design “Toyota GR Supra Safety Car” goes on nationwide tour**

As part of the initiative to further enhance enjoyment of “TOMICA” Happy Meal, from Friday, April 25, 2025, to Sunday,

May 11, 2025, the following activities at selected McDonald's stores (listed below) will be implemented in turn: a display of the McDonald's original design "Toyota GR Supra Safety Car," taking photos with the actual real-life car while wearing an original racing suit, and a display of nostalgic "TOMICA" Happy Meal toys. Additionally, customers who purchase a "TOMICA" Happy Meal at these stores will receive an original sticker. Please take this opportunity to visit your nearest store.

\*Please check the campaign website below for information on the content details for each store.

<https://toyotagazooracing.com/jp/gr/mcdonalds/2025/>

## About "TOMICA" Happy Meal

The perennially popular "TOMICA" die-cast miniature cars (manufactured by TOMY Company, Ltd.) are back this year appearing in Happy Meal. "TOMICA" **Happy Meal** feature all TOMICA cars with unique mechanisms (gimmicks) that reflect the characteristics of each vehicle, making them fun toys to play with by rolling them by hand. The lineup includes working vehicles such as the "NISSAN GT-R POLICE CAR," as well as the McDonald's original design "TOYOTA GR Supra SAFETY CAR" and the first-ever appearance in the "TOMICA" Happy Meal series lineup, the "BK117 D-2 HELICOPTER," with a total eight different types plus one secret toy, making a total of nine types. First round features a fun mechanism where placing it on a smartphone's light makes the patrol car's headlights light up, while second round includes an accessory part with background illustrations.

### [Sales Overview of "TOMICA" Happy Meal]

- Sales period: From Friday, April 11, 2025 for approximately 5 weeks (planned)
- Types: All 9 types of "TOMICA" toys
  - \*Each toy is available in limited quantities and will be sold out once supplies run out.
  - \*Which toy you will receive is a surprise.
  - \*Please refrain from purchasing for resale or other commercial purposes.

#### First round: Friday, April 11 to Thursday, April 24

NISSAN GT-R POLICE CAR



Toyota HIMEDIC



ISUZU ELF SIGN CAR



Mosasaurus TRANSPORTER



#### Second round: Friday, April 25 to Thursday, May 8

MORITA MULTI-PURPOSE FIRE FIGHTING VEHICLE WITH 13m AERIAL PLATFORM MVF



Hitachi Construction Machinery Wheel Loader ZW220



TOYOTA GR Supra SAFETY CAR



Secret toy



BK117 D-2 HELICOPTER



#### Third round: From Friday, May 9

One toy from the nine toys that appeared in first and second rounds

\*Depending on stock availability, you may receive toys that were sold in the past.

\*Which toy you will receive is a surprise.

■ **About TOMICA** <https://www.takaratomy.co.jp/products/tomica/>

“TOMICA,” sold by TOMY Company, Ltd. was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series, and it celebrates its 55th anniversary in 2025. It has now been loved over three generations. Up to now, over 10,000 models have been released worldwide, with cumulative unit sales exceeding 1 billion units\* (as of December 2024).

\*Includes “TOMICA” (Standard Series), “Dream TOMICA,” “tomica PREMIUM,” “TOMICA Limited Vintage” (distributed by Tomytec Co., Ltd.), and other domestic and international series grand total. Excludes products other than die-cast miniature cars such as “TOMICA World.”

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**For press inquiries, please contact:**

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 mail: [tpr@takaratomy.co.jp](mailto:tpr@takaratomy.co.jp)

**For product inquiries from consumers regarding TOMICA, please contact:**

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