

BEYBLADE X National Tournament (Ages 13+)
Set for July 5 at Anime Expo 2025 in Los Angeles!
Winner Advance to the World Championships in October

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, has announced that it will hold the U.S. Open Class (ages 13 and up) tournament for the “BEYBLADE X” series, the modern version of “bei-goma” spinning tops, under the title “**BEYBLADE X National Tournament.**” The event will take place on July 5 (Sat) at the BEYBLADE X booth during **Anime Expo® 2025 (AX2025)**, North America’s largest anime and manga convention held in Los Angeles. (*1)

The winner of this tournament will advance to represent the United States at the BEYBLADE X WORLD CHAMPIONSHIP 2025, scheduled for October in Japan, the birthplace of BEYBLADE. This event promises high-stakes battles, highlighting the thrill of GEAR SPORTS for both players and spectators alike.

Additionally, from July 3 to July 6, the BEYBLADE X booth (Booth No.: ENTERTAINMENT HALL – E-25) will feature a free-play area and showcases of upcoming products.



BEYBLADE X National Tournament (US Open Class)

Date: Saturday, July 5, 2025

Time: 10:00 AM – 5:00 PM (Pacific Daylight Time)

Location: Los Angeles Convention Center

Booth Number: ENTERTAINMENT HALL - E-25

Eligibility: Ages 13 and up

Registration: First-come, first-served at the booth on the day of the event. Registration closes once capacity (128 participants) is reached.

Official Website: beyblade.com/worldchampionship2025/

Masahiko Yamazaki, Head of Global Beyblade Business at TOMY Company said:

“We are thrilled to hold the tournament in Los Angeles, the entertainment capital of the world, to determine the top blader, who will advance to the BEYBLADE X WORLD CHAMPIONSHIP 2025. On the day of the tournament, the TOMY Company Beyblade development team will also come from Japan to offer their support. Just like in Japan, we’re eagerly looking forward to intense Bey battles in the U.S.”

Born in 1999, the BEYBLADE brand originated in Japan and has been enjoyed globally across generations for over 25 years. The fourth generation, BEYBLADE X, launched in July 2023, has surpassed 30 million units shipped worldwide (including 79 regions in Asia, North America, and Europe) as of April 2025, with intense battles taking place around the globe.

In the United States, BEYBLADE is sold at major retailers such as Walmart and Target, the largest e-commerce company Amazon, and the leading game retailer GameStop. In the Battling Toys category, Beyblade became the No.1 property in over 11 countries and regions, including the U.S., in CY2024. (*2) Season 2 of the BEYBLADE X anime series is set to air in North America starting summer 2025, further fueling the excitement.

In addition to the U.S. National Tournament, there will be a free play area open to everyone. Participants can bring their own Beyblades, while beginners can borrow Beyblades and get help learning how to play. In addition, the booth will feature a large screen showing scenes from the TV anime and photo spots designed for anime fans to enjoy.

(*1) The Regular Class (ages 6 to 12) of the U.S. National Tournament is scheduled to be held from June to August 2025 across the United States.

(*2) Source: Beyblades was the No.1 property within Battling Toys class in the toy markets of USA, Canada, Mexico, U.K., France, Germany, Italy, Spain, Belgium, Holland and Australia in CY2024 in terms of dollar volume according to Circana, LLC.

About BEYBLADE

“BEYBLADE” battling tops, debuted in 1999, are a modernized version of traditional Japanese battling tops known as “bei-goma.” Over 520 million units have been shipped cumulatively in more than 80 countries and regions around the world (as of April 2023). Each series has created a craze in many countries across the world including Japan. The fourth generation, BEYBLADE X started in July 2023 in Japan.

BEYBLADE X Official websites:

beyblade.takaratomy.co.jp/ (Japan)

www.takaratomyasia.com/beybladex/index (Asia)

Company’s official website:

www.takaratomy.co.jp/english/

To stay in the loop on these tournaments and other updates around the World Championship, fans can go to Beyblade.com for more information. Fans can also stay informed by following [@officialbeyblade](https://www.instagram.com/officialbeyblade) on Instagram, [@beyblade_official](https://www.tiktok.com/@beyblade_official) on TikTok, [@x_beyblade](https://twitter.com/x_beyblade) on X, and on [BEYBLADE Official YouTube Channels](https://www.youtube.com/channel/UC...).

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

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