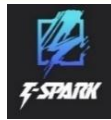


BEYBLADE X  
バイブレードエックス

Gacha™

For Immediate Release

June 17, 2025

## TOMY Group to Showcase BEYBLADE X, T-SPARK, and Gacha® at Anime Expo® 2025, North America's Largest Anime Convention!

TOMY Group (Head Office: TOMY Company, Ltd. / Location: Katsushika Ward, Tokyo) will exhibit at **Anime Expo® 2025** (AX2025), North America's largest anime and manga convention, held in Los Angeles from July 3 to 6. The company will operate three exhibits, each dedicated to a different brand: the **BEYBLADE X** series, the modern version of "bei-goma" spinning tops; **T-SPARK**, a hobby label for high-end customers; and the **Gacha®** capsule toy brand, distributed by T-ARTS Company, Ltd.

At the BEYBLADE X booth, the U.S. Open Class of the **BEYBLADE X National Tournament** will be held on July 5. The winner will qualify for the BEYBLADE X WORLD CHAMPIONSHIP 2025, scheduled for October in Japan, the birthplace of BEYBLADE.

This will mark the second consecutive year that BEYBLADE X is featured at the event, while T-SPARK and Gacha will make their debut appearances. Through these exhibits, TOMY Group will continue to share the excitement of play with fans around the world.



### Booth Details

#### 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.

Official BEYBLADE X website: <https://beyblade.takaratomy.co.jp/> (Japan)



#### Highlights of BEYBLADE X booth:

- The U.S. Open Class (ages 13 and up) of the BEYBLADE X National Tournament will be held to determine the top blader who will advance to the BEYBLADE X WORLD CHAMPIONSHIP 2025.
- Visitors can enjoy a free-play area and showcases of upcoming products.

For more details about the U.S. Open Class of the BEYBLADE X National Tournament, see:

[www.takaratomy.co.jp/english/product\\_release/pdf/p250605\\_en.pdf](http://www.takaratomy.co.jp/english/product_release/pdf/p250605_en.pdf)

## About T-SPARK

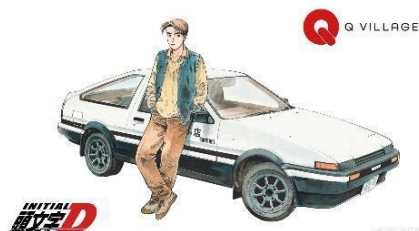
“T-SPARK” is the unified brand for hobby products for adults developed by TOMY Company, symbolizing innovation and sophisticated adventure. Leveraging TOMY Company’s expertise in “transformation,” “combination” and “articulation” — the features that have attracted hobby lovers — T-SPARK offers a diverse and engaging hobby experience. Some of the T-SPARK products are available through the official North American Online store “TOMY PLUS” ([us.tomy.com/brand/tomy-plus/](https://us.tomy.com/brand/tomy-plus/)) operated by TOMY International, Inc.

Official T-SPARK website: [www.takaratomy.co.jp/products/tsparkofficial/](http://www.takaratomy.co.jp/products/tsparkofficial/) (Japan)

## Highlights of T-SPARK section:

- **Over 30 new items across 8 series on display:** **DIACLONE** original sci-fi character toys / **ZOIDS** real moving kits (build-it-yourself motorized toys) / **REALIZE MODEL** action plastic model kits / **TOYRISE REALTOY** products / **SYNERGENEX** collaborative items (Macross 7 × Transformers Basara Prime) / **Q VILLAGE** cute-meets-cool deformed format series / **COLLEKAZARO** collectible figures / **SPARK Fig** character figures in both scale and non-scale sizes.
- A mini diorama of **Q VILLAGE** and a photo spot recreating the world of the characters will be on display.
- The third **Q VILLAGE** collaboration, featuring the manga *Initial D*, will be revealed for the first time.
- **COLLEKAZARO:** A series of 3.75 inches (10 cm) collectible figures. The products in collaboration with the TV anime series *My Hero Academia* and its official spin-off *My Hero Academia: Vigilantes* will be on display.
- **SPARK Fig:** The first figure in the series, Princess Ripple from the TV anime *Princession Orchestra*, will be on display.

3rd Q Village collaboration products featuring the manga Initial D



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The first line of COLLEKAZARO in collaboration “My Hero Academia” will be displayed for the first time in North America



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© H. Furuhashi, BETTEN. C. K. Horikoshi/SHUEISHA, Vigilante Project  
© TOMY

SPARK Fig first release Princession Orchestra figure



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©Project PRINCESS-SESSION  
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Product Details: Q VILLAGE, COLLEKAZARO, SPARK Fig

[www.takaratomy.co.jp/english/product\\_release/pdf/p250528\\_en.pdf](http://www.takaratomy.co.jp/english/product_release/pdf/p250528_en.pdf)

COLLEKAZARO “My Hero Academia” (T-SPARK Official YouTube):

[www.youtube.com/watch?v=4xrQvyHJjik](https://www.youtube.com/watch?v=4xrQvyHJjik) (Japan)

## About Gacha®

Gacha® Capsule toys, which originated in the U.S. and arrived in Japan in 1965, will celebrate their 60th anniversary in Japan in 2025. Under the Gacha brand, T-ARTS Company, Ltd. has expanded these capsule toys across the country, with Gacha machines found in train stations, airports, major shopping malls, and more. Beloved across generations, Gacha has become a familiar part of daily life and is now attracting attention not only within Japan but also internationally as a unique aspect of Japanese culture.

Official Gacha website: [www.takaratomy-arts.co.jp/items/gacha/](http://www.takaratomy-arts.co.jp/items/gacha/) (Japan)

## Highlights of Gacha section:

- Free Gacha experience.
- Popular Gacha items from Japan will be available for purchase.
- Display of PERIHAPI!, a blind box figure series born from the Gacha brand, with first-ever appearance of products from *Haikyuu!!* and *Piapro* Characters.
- Photo spot where visitors can step inside a giant Gacha machine.



## Event Overview

Date: July 3 – July 6, 2025 (Pacific Daylight Time)

Venue: Los Angeles Convention Center

Booth Numbers: ENTERTAINMENT HALL – E-25 (BEYBLADE X), E-10 (T-SPARK, Gacha, PERIHAPI!)

AX2025 Official Website: [www.anime-expo.org/ax/](http://www.anime-expo.org/ax/)

**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)