

For Immediate Release



June 19, 2025

TOMY to Hold **"TOMICA Expo 2025 in TAIWAN"** to Experience World of TOMICA

from June 28 (Sat) to September 14 (Sun), 2025 in Taiwan
for Second Overseas TOMICA Expo in Five Years

- TOMICA Expo Commemorative Model "Taiwan Taxi" to be Sold -

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will hold the **"TOMICA Expo 2025 in TAIWAN,"** to commemorate the 55th anniversary of TOMICA die-cast miniature cars. This three-month event organized by L.E. International Corp. will invite visitors to immerse themselves in the world of TOMICA from June 28 (Saturday) to September 14 (Sunday), 2025, in Taipei Huashan 1914 Creative Park M4B (1F + 2F).



Taiwan exclusive item - Taiwan taxi 55688 version



TOMICA Design Racing NEO



TOMICA Assembly Factory

*Image of event in Japan

TOMICA Expo 2025 in TAIWAN will be the second time in five years that the Expo will be held in Taiwan. The previous TOMICA Expo in Taiwan, held from December 2020, was the Expo's first foray overseas. The event will be held on a larger scale than before, featuring an exhibition zone where visitors can learn about the history of TOMICA from the birth of the first generation to the latest models, **"TOMICA Design Racing NEO"** ^{(*)1} that makes its debut overseas for the first time and several attractions popular in Japan such as the **"TOMICA Assembly Factory"** ^{(*)2}, as well as a photo spot and shopping zone, offering a full range of attractions for both children and adults.

In addition, the TOMICA Expo commemorative **"Taiwan exclusive item - Taiwan taxi 55688 version"** (price: NTD250) will be available at the event. The "Taiwan Taxi," nicknamed "Xiao Huang" for its distinctive yellow body, will be recreated as a TOMICA. (Limited quantity, available while supplies last)

(*)1 "TOMICA Design Racing NEO"

Making its overseas debut, this interactive attraction offers a fun activity where participants can decorate a "White TOMICA" with colorful pens to make it uniquely their own. Once the customization is complete, scanning the TOMICA instantly generates its 3D model on screen. There, the personalized TOMICA can compete in dynamic races set in an original "TOMICA World" course. Visitors can enjoy creating their unique, one-of-a-kind TOMICA and experience thrilling digital races. They can take their personalized TOMICA home as a special keepsake.

(*)2 TOMICA Assembly Factory

It is one of the most popular attractions at TOMICA Expo in Japan. Customers can create a custom TOMICA by choosing from a range of color options for the body, seats, and other parts, then the "Kashime-man" (staff) assembles it on the spot to complete the personalized TOMICA. It is also a great way to commemorate the visit to TOMICA Expo.

Shunsuke Takeuchi, Executive Officer and Head of Brands Business at TOMY Company's Business Headquarters said, "The 'TOMICA Expo in TAIWAN' held in 2020 was very well received. With more than 120,000 visitors, we realized that many people in Taiwan love TOMICA. This year, we are going to expand the attractions so that visitors can experience the world of TOMICA more than ever before. I'm truly excited to meeting all the TOMICA fans in Taiwan again after five years."

Event Overview

Event: **TOMICA Expo 2025 in TAIWAN**
Period: June 28 (Sat) to September 14 (Sun), 2025
Opening hours: 10:00 - 18:00 (admission tickets sold until 17:30) (Taiwan local time)
Ticket price: Advance tickets
Admission ticket including original TOMICA: NTD300
Admission ticket & attraction ticket: NTD280 (value of NTD150 attraction ticket)
Same-day tickets
Adult: NTD299
Adult admission ticket including original TOMICA: NTD399
Students/children aged 3 and older: NTD260
Students/ children aged 3 and older admission ticket including original TOMICA: NTD350
*Tickets including TOMICA come with an admission commemorative TOMICA (not for sale).
Venue: Taipei Huashan 1914 Creative Park M4B (1F + 2F)
Official Facebook: www.facebook.com/tomica55.exhibition
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About TOMICA Expo

TOMICA Expo, one of the largest TOMICA events and a "forum to meet TOMICA" for the fans nationwide, has been held annually since 2000 in major cities throughout Japan (7 to 9 locations). With a cumulative total of more than 10 million visitors (as of April 2025), TOMICA Expo is an event enjoyed by both children and adults alike, where visitors can feel the world of TOMICA not only through the products, but also through exciting exhibitions and attractions with varying themes each time, as well as the sale of limited event products.

About TOMICA

"TOMICA" was released in 1970 as Japan's first palm-sized domestic die-cast miniature car series, celebrating its 55th anniversary this year. 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. The company has sold over 10,000 different models in Japan and abroad, with the total number of units sold exceeding 1 billion cars (as of December 2024).

Official websites

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

www.tomy.cn/tomica (China)

www.takaratomyasia.com/tomica (Global)

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