

chapter

Special Feature

Our mission is to fulfill the dreams of all our stakeholders

Long-selling products such as TOMICA, PLARAIL and LICCA have continued to develop throughout the years and have now become brands that support the TOMY Group. These brands were created through the TOMY Group's unique initiatives, which are focused on fulfilling the dreams of all people. This section will focus on TOMICA, which welcomed its 50th anniversary in 2020, and will introduce some of the famous TOMICA products that supported the brand, the enduring commitment that has strengthened it over the years and the story behind its development.



TOMICA's 50th Anniversary: The Famous Cars That Have Supported TOMICA



The TOMICA brand, which was created in 1970 based on the desire for Japanese children to play with miniature cars based on Japanese-made vehicles, has adapted to changing trends over the years. Each TOMICA product has basically been a miniature of actual cars driving on the road. Here, we will look at the famous cars that inspired TOMICA miniatures as they stayed abreast of economic developments of Japan.

1970

TOMICA is created
(coincided with the launch of
six different car types)

1971

TOMICA Building
product line is
launched

1976

Cumulative number of
TOMICA miniatures
sold exceeds
100 million

1977

The supercar boom hits
Japan and supercar
miniatures are added to the Foreign
Vehicle Series in quick succession

1978

Agreement formed with
pro race car driver
Masahiro Hasemi
(at present, this agreement has expired)

PICK UP 1

1970s

When launched, TOMICA included six types of cars, which were primarily popular Japanese-made vehicle models. The brand continued to add popular car types and "working cars," including trucks, fire engines and construction vehicles, to its lineup.



PICK UP 4

2000s

The TOMICA lineup grew to reflect new trends, such as the compact car and minivan booms and the spread of large scooters. Starting in the year 2000, new TOMICA car models were launched on the third Saturday of each month.



NISSAN MARCH



Toyota VITS



SUZUKI SKY WAVE

2001

TOMICA makes its first appearance
at the 35th Tokyo Motor Show
TOMICA Limited Series
is launched

2005

TOMICA Shop, the brand's
first direct retail outlet,
is opened

2006

Hyper Rescue 1 and 2,
the first two models of
the TOMICA Hyper
Rescue Series, are launched

2008

TOMICA HERO RESCUE FORCE,
the brand's first SFX
live-action drama, is broadcast

2007

Cumulative number of
TOMICA miniatures
sold exceeds
500 million

PICK UP 2 1980s

As car performance increased over the years, miniatures of sports cars from various companies were added to the TOMICA lineup and gained popularity with consumers. In 1988, TOMICA's lineup expanded to include 120 different car types.



MAZDA SAVANNA RX-7



NISSAN SKYLINE SILHOUETTE FORMULA

1984

Cumulative number of TOMICA miniatures sold exceeds 300 million

1987

TOMICA Town product line is launched

1988

TOMICA's lineup expands to include 120 different models

1989

TOMICA Future Emergency Base product line is released
(a series of new products based on designs of vehicles set in an original, futuristic world)

1995

TOMICA licensing business is launched

1999

Radio-controlled R/C TOMICA series is released

2000

30th Anniversary Pure Gold TOMICA Series is released
First TOMICA Expo is held
The Company declares the third Saturday of each month to be "TOMICA Day" and begins releasing new models each month on this day

PICK UP 3 1990s

The TOMICA lineup rapidly expanded to include large luxury sedans and recreational vehicles that gained popularity during this decade, as well as minivans and hybrid cars that became commonplace during this period.



Honda ODYSSEY



MITSUBISHI PAJERO

PICK UP 5 2010s

While continuing to maintain prior traditions, the TOMICA brand strives to create a more diverse and varied lineup that reflects a wide range of vehicles, including appealing new cars, popular light automobile models and foreign-made cars.



Toyota CROWN ATHLETE



Honda N BOX



HINO PROFIA KATSUSHIKA TRUCK

2012

Dream TOMICA Series is launched

2015

TOMICA Premium Series is launched

2017

TOMICA DRIVE HEAD, the brand's first animated television series, is broadcast

2020

The TOMICA brand celebrates its 50th anniversary
TOMICA EARTH GRANNER, an animated television series based on the brand, is broadcast

2020

Cumulative number of TOMICA miniatures sold exceeds 670 million

Support for Long-Selling TOMICA Products Driven by Our Long-Maintained Commitment

To date, more than 1,050 car types have been launched under the TOMICA brand, which has been adored for three generations, cumulatively selling more than 670 million units.* TOMICA has continued to be popular with children throughout the years because of our commitment to quality, which we have maintained since we began developing the brand.

*As of January 2020

Size

Large foreign-made models were mainstream when TOMICA was created in 1970. However, when launching the TOMICA brand, we focused on creating products that children could play with and sized TOMICA products to fit in the palm of a child's hand. The width of packaging used for TOMICA products has been 78 mm since the brand's creation, so the individual scales of different TOMICA car types vary; instead of re-creating actual car models to scale, we produce original miniatures that are exquisitely designed and reshaped with the aim of achieving an optimal balance between safety and authenticity.



Action/Feature

TOMICA products are manufactured with specifications that make them fun to look at and touch, including types of action that vary according to car type, and moving suspensions and doors that open and close. By manipulating these various moving parts, children can produce even more realistic visual scenes when playing with or displaying TOMICA products. Customers can enjoy products in the TOMICA lineup in a variety of ways, including playing with them in their hands or collecting them and using them to decorate their rooms.

Quality

We ensure that TOMICA products offer a beautiful visual presentation by manufacturing them through zinc alloy die casting that gives them both weight and a metallic appearance, as well as applying electrostatic coatings that are used on actual cars. Die casting involves pouring melted alloy into pre-shaped molds. This method can be used to create products that possess superior durability and have complicated shapes. We are also committed to creating durable tires for our miniatures and regularly aim for flawless quality, enabling production of miniature cars that are resistant to time-based deterioration and boast visual presentations that can be maintained for many years.



The specifications we apply during individual processes are what create the gem we call TOMICA.

1 Data Collection

We view the actual cars upon which the miniatures are based to confirm design characteristics and minute details that are difficult to notice by looking at photographs.

2 Design

We use computers to design TOMICA miniatures that resemble actual cars by inputting the information we have collected concerning these cars.

3 Prototype

Once the design process is finished, we use 3D data created through this process to create product prototypes. We then check the designs of these prototypes with supervision from corresponding automobile manufacturers and make necessary revisions until all parties are satisfied. Once revisions are complete, we begin the mold building process.

Abundant Lineup

The TOMICA brand maintains a standard lineup of 140 car types. It regularly offers new TOMICA miniatures that customers can enjoy by replacing two models in this standard lineup with two new models on the third Saturday of each month. In addition to this standard lineup, we have recently developed a variety of new series with the goal of expanding TOMICA's target base, including Dream TOMICA, a collaborative series that features images of popular characters, and TOMICA Premium, a series of highly detailed models.



Safety

Despite their small size, we have ensured the safety of TOMICA miniatures through a variety of inventive ideas. These include not attaching side mirrors because protuberances pose a potential threat of injury to children and fitting miniatures with chassis that do not break down, thereby increasing core body strength and reducing the risk of injury caused by broken miniatures. We continue to target safety on a regular basis by ensuring that TOMICA products satisfy both the safety standards established by the Japan Toy Association and our own original safety standards.



Driving Performance

TOMICA miniatures have high levels of driving performance, which enables them to move significantly with just a slight push. This is because these miniatures are fitted with thin axles that we created when we began developing the brand with the goal of achieving superior driving performance. This performance allows TOMICA miniatures to be rolled across surfaces by hand, which is the primary method of play associated with these miniatures.



4 Casting

We produce the bodies of TOMICA miniatures by pouring melted zinc alloy into metallic molds. After the bodies have been molded, we remove any excess material and then individually polish them mechanically until they are clean and smooth.

5 Coating

After the bodies are polished, we conduct thorough inspections to confirm that all blemishes and imperfections have been removed. Then, we apply coloring using the electrostatic coating methods that are used for actual vehicles. Once this coating has been applied, we complete the bodies by affixing emblems, patterns and other small markings through fine and delicate pad printing techniques.

6 Assembly

Once the bodies are complete, we attach seats, tires and other parts. Finally, we ensure that these parts will not separate from the core bodies of the miniatures by strongly affixing them through a process called "punching."

7 Quality Inspection

Quality inspections are the final gateway through which TOMICA products must pass before they are shipped. These inspections involve checks concerning a wide range of criteria, including whether the miniatures roll in a straight line and whether all blemishes have been removed from their bodies. Only products that have satisfied all criteria are shipped.

The Story Behind the Development of TOMICA, a Long-Adored Brand

TOMICA miniatures are not just toys; they are toys that have continuously developed along with the passage of time. TOMICA was created based on the desire for Japanese children to enjoy playing with miniatures of Japanese cars at a time when most miniature cars were based on foreign-made automobiles. The unique fundamental building blocks behind the TOMICA brand (TOMICA's DNA) remain firmly rooted in TOMICA.

Thoughts Behind the TOMICA Brand

TOMICA models are based on actual cars and vehicles that exist throughout the world. However, we do not simply create scaled-down miniatures; instead, we apply designs and inventive ideas that ensure these miniatures feel authentic when compared to the actual vehicles upon which they are based.

We work to prevent the sense of wrongness and world-view discrepancies that might occur if the miniatures' sizes were to differ from those of real-world vehicles. We adjust our designs down to the finest details to ensure that our miniatures do not differ visually from their real-world counterparts. Even when model vehicles are not easily converted into TOMICA miniatures, we make sure that we generate superior and realistic products by aiming to achieve an optimal balance between design and quality, sometimes making fine adjustments in increments as small as 0.1 mm. We will always remain committed to producing miniatures that replicate the ambiances of the actual vehicles upon which they are based.

The TOMICA brand is popular because it allows children to dream and because its products are highly collectible. We spare no efforts in ensuring that TOMICA products are satisfying to both children and adults alike; to this end, we strive to improve the authenticity of their appearances by conducting molding, casting and coating processes at our production sites.

Maximum Consideration for Safety

While we fully pursue realism, we also focus on creating toys that are safe for children as our top priority. For example, TOMICA miniatures do not have side mirrors. We decided not to attach these mirrors to prevent injury when children happen to step on our miniatures by mistake.

Children have much more delicate skin than adults. Fundamentally, toys for children should not have sharp points of any kind. However, we also make additional adjustments that assume all possible circumstances.

Through these adjustments, we ensure that the materials used in, and the surfaces of, TOMICA products do not inflict damage when rubbed against skin; confirm that items in the TOMICA lineup are shaped so that they do not cause harm when gripped tightly; and verify that the moving parts of TOMICA products are not so rigid that they cause damage to fingernails.

During the trial production stage, we ensure that products are safe by conducting checks that involve thorough handling. Realizing that children will be using our products, we work out the best possible safety measures in preparation for all possible circumstances.



Commitment to Quality That Is Vital to Proper Mass Production

TOMICA miniatures are mass-produced goods loved by children throughout the world. Sometimes, one million or more TOMICA miniatures are created using a single mold. Managing production becomes more difficult as more miniatures are manufactured. Accordingly, one of the major challenges we must face is ensuring that we can manufacture many products over a long period of time without any decreases in quality.

Implementing inventive ideas at all stages of the production process is important when ensuring that products are uniform, no matter who manufactures them and no matter where they are manufactured. Accordingly, we apply ideas of this nature to all our own production processes, including vehicle shape design, assembly, coating and painting. We also repeatedly refine these ideas to create quality products while maintaining an optimal balance between quality and design authenticity.

On our production lines, we always conduct driving tests to maintain quality. These tests confirm that TOMICA miniatures can travel in a straight line for a predetermined distance and can be moved without much effort, having been endowed with the “smooth-driving” characteristics that are synonymous with the TOMICA brand. Only products that have cleared these tests are shipped.

Our commitment to quality is also a commitment to authenticity. TOMICA miniatures reflect the characteristics of their real-world vehicle counterparts; passenger cars are equipped with doors, fire engines are fitted with ladders and excavators have booms. Of course, it is difficult to incorporate all the characteristics of a real vehicle, but we remain committed to producing products that feel authentic when held by children. We spare no efforts aimed at making TOMICA a beloved brand.

Aiming to Put Wide Smiles on the Faces of Children

Nearly everyone has seen the figure of a small child joyfully gesturing toward a car that has caught his or her attention. TOMICA delights and fulfills the dreams of children by allowing them to hold the vehicles they see outside within their own hands. TOMICA miniatures are also popular as Accessible-Design* toys with children who are visually impaired because they provide these children with the opportunity to discover the shapes of the original cars after which the miniatures were modeled by playing with them in their hands. Nothing is more important to us than the smile that appears on the faces of children when they pick up TOMICA miniatures. Children who play with TOMICA products will one day become adults who will pass on these smiles to their own children. The TOMICA brand will never stop driving toward its goal of putting smiles on the faces of children today and tomorrow. Seeing the many children that play with and become fans of TOMICA products is what brings us joy.

* Accessible-Design toys are general-market toys that can also be enjoyed by children with vision or hearing impairments.

