



TOMY INTERNATIONAL LAUNCHES NEW TOMICA INSTAGRAM COMBINING HISTORY AND TRIVIA FOR BRAND FAN ENTERTAINMENT

CHICAGO, IL, October 14, 2020 - TOMY International launches a new Instagram page to keep U.S. fans informed and entertained, as adults return to increased downtime at-home. During its 50th year, TOMICA diecast vehicles have re-emerged in the U.S. marketplace, with a collection of detailed, sleek and uniquely funky Japanese styling. The Instagram feed will engage with car aficionados on both the history and new 2020 collection that celebrates the detail and high-quality design of the motor miniatures.

“The TOMICA brand of diecast vehicles has always focused on Japanese car brands,” said Vincent D’Alleva, Chief Brand & Commercial Officer of TOMY International. “Today, of course, the popularity of TOMICA is still very strong in Japan, but in North America we’re seeing a growing number of collectors investing in the brand for the first time,” he added. “We are aiming to have a much closer relationship with North American collectors and fans of TOMICA than we’ve ever had before.”

The @tomicaofficial_usa Instagram feed will feature a very TOMICA brand-forward design that borrows heavily from its deep Japanese roots. Video content, complete with the historical and anecdotal, will test fans trivia knowledge, while the posts will feature fine details of each vehicle like rolling wheels, working suspension, opening doors and hoods, and the impressive weightiness germane to most of the TOMICA vehicles. Content will aim to engage followers with the fun and serious in the world of diecast car collecting and serve as an online TOMICA collector magazine.

Additionally, TOMY plans to surprise and delight early Instagram followers with TOMICA vehicles and swag. A few toy collector-influencers in the space will also be giving away a special collector set that features cars that celebrate its 50th year history. TOMY will be expanding distribution from Walmart to other brick-and-mortar retailers in 2021. This week, a special bundle of TOMICA’s best-selling vehicles will be available for the Amazon Prime Day event. “The fans appreciation of the effort TOMY puts into the design features and production inspires us every day,” said D’Alleva. “We look forward to hearing what collectors have to say, knowing they’ll help us drive this brand to new heights in the U.S.” He added, “Car collecting is serious business, but it’s also a pursuit that brings a lot of happy diversion and camaraderie; something we’ve come to appreciate during the last several months of seclusion.”

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About TOMY:

TOMY International (www.tomy.com) is on a mission to make the world smile. As a leading global producer of innovative, high-quality toys and care items, TOMY International offers consumers throughout North and South America, Europe and Australia a broad portfolio of products from infant through adult collector marketed under such popular brands as TOMY®, Ertl®, Tomica®, Lamaze®, The

First Years®, JJ Cole® Collections and Boon®. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd. (Tokyo Stock Exchange Code No. 7867). © TOMY.

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