



For Immediate Release

April 17, 2026

**Asia's Fifth Store:
TOMY Company to Open the First TOMICA BRAND STORE
in Hong Kong on May 1, 2026!**

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will open a **TOMICA BRAND STORE**, the official store for its TOMICA diecast miniature car series, at Harbour City's Ocean Terminal in Tsim Sha Tsui, Kowloon, Hong Kong SAR. The store will be located within Toys"R"Us (Shop OT G21-G24 & G39-G42) in partnership with Toys"R"Us Asia. This will be the fifth **TOMICA BRAND STORE** in Asia and the first in Hong Kong^(*1).



TOMICA BRAND STORE at Harbour City Ocean Terminal

The **TOMICA BRAND STORE** is an official shop where visitors can immerse themselves in the world of TOMICA, with an exterior designed to resemble a large TOMICA box. The Hong Kong store features a **Diorama Display** recreating the cityscape of Hong Kong with TOMICA models. In winter 2026, the **TOMICA FACTORY**^(*2) will be installed, allowing visitors to build their own TOMICA diecast miniature cars by choosing parts in their preferred colors.

TOMICA FACTORY
*Image from store in Japan

TOMICA, which celebrated its 55th anniversary in 2025, has focused on providing not only attractive products but also hands-on experiences. In December 2025, the brand held its first fan appreciation event, and it plans to launch an official fan community in summer 2026. The **TOMICA BRAND STORE**

is also positioned as a hub for TOMICA brand engagement, with store interiors designed to create an exciting atmosphere where customers can enjoy discovering and choosing their favorite items.

Shunsuke Takeuchi, Executive Officer and Head of Brands Business at TOMY Company's Business Headquarters, commented: "TOMICA has been available in Hong Kong for many years and is loved by fans of all ages, from children to adults. We are delighted to announce the opening of the first TOMICA BRAND STORE in Hong Kong. As a place that embodies TOMICA's brand message, "Only the Real Thing Moves," the store will offer a variety of experiences beyond miniature cars that can be enjoyed by everyone. The TOMICA BRAND STORE, which has expanded to four locations in Asia to date, has performed well, and in 2026 we plan to open additional brand stores overseas to delight TOMICA fans worldwide. We hope you will look forward to what comes next."

(*1) The TOMICA BRAND STORE at Harbour City Ocean Terminal will be the fifth store in Asia, following Shanghai (September 2024); Beijing (September 2025); Kuala Lumpur (December 2025); and Guangzhou (January 2026). As of April 2026, there are a total of eight official TOMICA stores: three in Japan—Tokyo Station Ichibangai, Umeda Daimaru Department Store in Osaka, and TOKYO SKYTREE TOWN Solamachi—and five in Asia.

(*2) The **TOMICA FACTORY** is a highly popular attraction featured at TOMICA Expo events in Japan as well as at the TOMICA/Plarail Shop Tokyo. After selecting parts such as the body and seats in their preferred colors, customers can watch a staff member assemble the model on-site.

About the TOMICA BRAND STORE at Harbour City Ocean Terminal

The store's exterior is designed to resemble a large TOMICA box, with the Wheel Table, a monument of stacked wheels, at its center.

■■■ A Variety of Content and Experiences ■■■

- The **TOMICA WALL**, a display of over 2,000 TOMICA diecast miniature cars
- The **TOMICA KIDULTS AREA** for adults with a playful spirit
- The **Recommended Corner** for new product releases
- The **TOMICA HISTORY AREA**, an exhibit on the brand's heritage
- The **Lifestyle Goods Corner**, offering items such as stationery, bags, and kids' wallet, and more.
- ***Hong Kong Only!*** The **Diorama Display**, a recreation of Hong Kong's cityscape using TOMICA diecast miniature cars
- ***New!*** The **TOMICA FACTORY**, opening in winter 2026, will let visitors build their own TOMICA cars by choosing parts in their preferred colors

Recommended Products at TOMICA BRAND STORE in Hong Kong:

An original TOMICA BRAND STORE product will be available for purchase only at this store in Hong Kong ^(*3). The opening lineup will also include an event-original model from the Japan Mobility Show 2025 and a TOMICA Shop original product.

(*3) This product is also available at other TOMICA BRAND STORE locations (Shanghai, Beijing, Guangzhou, and Kuala Lumpur) and at adult-focused TOMICA KIDULT SELECT STORE (four locations: two in Shanghai, one in Beijing, and one in Hangzhou).



In Hong Kong, this product is only available at the TOMICA BRAND STORE

TOMICA BRAND STORE ORIGINAL
tomica PREMIUM
NISSAN GT-R NISMO Special edition
(Price: HKD69.9)



TOMICA EVENT MODEL
tomica PREMIUM
NISMO R34 GT-R Z-tune Proto.
(Price: HKD69.9)

*Event original products from the Japan Mobility Show 2025 will also be available in Hong Kong.



TOMICA SHOP ORIGINAL
LAMBORGHINI URUS
(Price: HKD59.9)

*Original TOMICA Shop products from Japan will also be available in Hong Kong.

Overview:

Store Name: **“TOMICA BRAND STORE” (at Toys"R"Us Harbour City Ocean Terminal)**
Opening Date: **May 1, 2026**
Business Hours: **Mon-Fri 11:00-21:00; Sat-Sun 11:00-21:30 (Hong Kong Time)**
Address: **Inside Toys “R” Us, Shop OT G21-24 & G39-42, Ocean Terminal, Harbour City, Tsim Sha Tsui, Kowloon, Hong Kong**
TEL: **(852) 3488-3301**
Official Website: www.takaratomyasia.com/
Official Instagram: www.instagram.com/tomicaofficial_hk (Hong Kong)
www.instagram.com/tomicaofficial_asia/ (Asia)
Copyright: **© TOMY**

About TOMICA

“TOMICA” was released in 1970 as Japan’s first palm-sized domestic diecast miniature car series. 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. Today, the brand is loved across generations. More than 10,000 different models have been released, with total sales exceeding one billion cars as of December 2024.



Related links:

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

takaratomyasia.com/en/toys/tomica (Asia)

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd.
Tel: +81-3-5654-1280 Email: tpr@takaratomy.co.jp