

For Immediate Release

BEYBLADE X
バイブレードエックス

May 17, 2023

The fastest Beyblade in history:**The new X(extreme) Dash gimmick enables special moves just like in the anime!****The 4th generation BEYBLADE X****To be launched on Saturday, July 15, 2023****BEYBLADE WILL BECOME SPORTS.****The 「Masters Tournament」 will be held in this winter to determine the pinnacle of Beyblade**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch **BEYBLADE X**, the latest series of modernized *bei-goma* (traditional Japanese tops) “BEYBLADE,” in July 2023.

The BEYBLADE X toys are the fastest Beyblade series of all time, featuring the new X(extreme) Dash gimmick, in which the “gears” on the axis of the Beyblade (spinning top) and the rail of the “stadium” engage to produce super acceleration. BEYBLADE requires heart, technique, and physical strength, so it has evolved into a sport that is not only enjoyed by the players themselves, but also captivates spectators. We are defining **GEAR SPORTS** as a competition that requires players to improve their skills, such as practicing shooting and acquiring knowledge of customizations and reconfigurations using gear with meticulous setup possibilities.

As the first of this series, a total of 12 products including the set of Beyblade (spinning top) and launcher “**BX-01 Starter DRAN SWORD 3-60F**” (SRP: JPY 1,980/tax included) and the dedicated device “**BX-09 BEYBATTLE PASS**” (SRP: JPY 3,300/tax included) which digitally links to the smartphone app, will be launched on Saturday, July 15, 2023 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



BEYBLADE was created in 1999 and will celebrate its 25th anniversary next year in 2024. It has shipped more than 520 million units in more than 80 countries and regions worldwide, and is loved by people around the world as a toy that transcends culture, language, and national borders and can be played together in the same arena regardless of gender and age. The series dates back to the first generation “Beyblade” (since 1999), the second generation “Metal Fight Beyblade” (since 2008), and the third generation “Beyblade Burst” (since 2015), and BEYBLADE X is the fourth generation of the series. With a focus on the toy that has achieved the fastest attack of all time, we are planning various projects, including holding the “Masters Tournament,” which will be open to not only adults but also elementary school students, offering digital linkage with smartphones and other devices, and releasing manga, and TV anime broadcasts.



Product introduction video

And in conjunction with the toy series, a manga series (from June 2023) will begin, depicting a world where Beyblade has become a professional sport. In addition, an animated TV series (from this fall) is scheduled for release. Additionally, we are planning digital implementation, which will involve distributing a toy compatible app and creating a virtual experience on the metaverse platform Roblox.

TOMY Company is working to create excitement, surprise, wonder, and smiles for all people around the world who have an “asobi” (playfulness) spirit based on toys and asobi.

In order to further enhance our own intellectual property “BEYBLADE” (which has strong global brand power), we plan to launch this series by the end of fiscal 2023, starting with Taiwan, Hong Kong, South Korea, and other Asian countries, and then expand to other countries around the world. T-Licensing Inc, located in New York, USA is slated to start its operation by the end of this fiscal year, dedicating to licensing and brand promotion in Americas and European regions. It will provide BEYBLADE and other “asobi” products to the world. T-Licensing Inc, located in New York, USA is slated to start its operation by the end of this fiscal year, dedicating to licensing and brand promotion in Americas and European regions. It will provide BEYBLADE and other “asobi” products to the world.

BEYBLADE X is expected to surpass the sales of the third generation “Beyblade Burst” series launched in 2015 (approx. 170 million units shipped worldwide and sales of more than JPY 250 billion/market basis). (1st generation launched in 1999: approx. 160 million units shipped worldwide and sales of more than JPY 165 billion/market basis; 2nd generation launched in 2008: approx. 190 million units shipped worldwide and sales of more than JPY 200 billion/market basis)

About the toy series



New stadium with rail

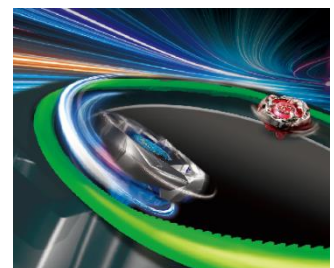
■ New gimmick X(extreme) Dash achieves the fastest attack of all time!

The Beyblade (spinning top), launcher, and stadium of BEYBLADE X have been completely redesigned. A rail is attached to the inside of the stadium, and when the rail engages with the “gear” on the axis of the Beyblade (spinning top), super acceleration is produced. The new gimmick X(extreme) Dash, which produces the fastest attack of all time, increases the role of strategy and makes battles more intense and flashier. Players can try out the special moves and special attacks like in the anime and manga that all Bladers have dreamed of.



■ All popular aspects of the 1st, 2nd, and 3rd generations are included!

The new X(extreme) Dash gimmick further enhances the game while retaining its popular aspects so that it can be enjoyed by children and adults of all ages. Popular aspects are the first generation BEYBLADE’s fun with customizations and battle, the second generation Metal Fight Beyblade’s fierce clash of metals, and the third generation Beyblade Burst’s burst gimmick to break the opponent.



■ GEAR SPORTS captivates not only players but also spectators!

BEYBLADE requires heart, technique, and physical strength, so it has evolved into a sport that is not only enjoyed by the players themselves, but also captivates spectators. We are defining GEAR SPORTS as a competition that requires players to improve their skills, such as practicing shooting and acquiring knowledge of customizations and reconfigurations using gear with meticulous setup possibilities.

Product Outline

The first in the series will be a total of 12 products including the set of Beyblade (spinning top) and launcher “BX-01 Starter DRAN SWORD 3-60F,” the all-in-one “BX-07 START DASH SET,” and the dedicated device “BX-09 BEYBATTLE PASS” which digitally links to the smartphone app.

Launch Date in Japan: Saturday, July 15, 2023

Recommended Age: 6 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc.

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Official Website: beyblade.takaratomy.co.jp

Main Products

■ Four types of Starters

The Beyblade and launcher are part of a set.

- “BX-01 Starter DRAN SWORD 3-60F”: Attack-type Beyblade (Blue)
- “BX-02 Starter HELLS SCYTHE 4-60T”: Balanced-type Beyblade (Red)
- “BX-03 Starter WIZARD ARROW 4-80B”: Stamina-type Beyblade (Yellow)
- “BX-04 Starter KNIGHT SHIELD 3-80N”: Defensive-type Beyblade (Green)

SRP: JPY 1,980 each (tax included)



Top photo: Left: DRAN SWORD 3-60F, Right: HELLS SCYTHE 4-60T
Bottom photo: Left: WIZARD ARROW 4-80B, Right: KNIGHT SHIELD 3-80N

■ “BX-07 START DASH SET”

This set includes an attack-type Beyblade, Stadium, Launcher, and Launcher Grip to enjoy X(extreme) Dash immediately.

(Package Contents: Beyblade × 1, String Launcher × 1, Launcher Grip × 1, Extreme Stadium × 1)

SRP: JPY 5,720 (tax included)



■ “BX-09 BEYBATTLE PASS”

A dedicated device that can be attached to a Launcher to measure and record the Launch Power and number of times a Beyblade is shot. In addition, when linked to the dedicated smartphone app, players can earn Bey Points based on their Launch Power and the number of times they launch, and can compete in games to win rare Beyblades with the points they earn.

SRP: JPY 3,300 (tax included)



About the tournament

The tournaments, which have attracted many participants not only in Japan but around the world (e.g., 2018 World Championship in Paris, France), will be further enhanced in addition to the existing official tournaments held by authorized stores and medium to large scale tournaments held in shopping malls, in order to expand the fan base of Beyblade, from "BEYBLADE X", a brand new "Masters Tournament" will be held in this winter. There will be three new classes: “Regular Class” for elementary school students only, “Senior Class” for junior high school students and above, “Masters Class” for anyone above elementary school age, and the top of each class will be decided. Among them, the “Masters Tournament” will be a high-grade tournament to determine the Top Blader the pinnacle of Beyblade, and will also be awarded with luxurious extra prizes. This stage is not only a place that all Beyblade fans to aspire to reach, but through special venue presentations, it is also a place that will provide the best experience that conveys excitement to not only the participating players but also the spectators. The tournament will be open to all Beyblade fans, from the competitively minded to those who want to have fun with others. All Beyblade Fans will be able to experience the fun and excitement of battles through the tournament. *Further details will be announced on the official website.



About digital projects

■ Digital linkage to accelerate analog play!

Dedicated smartphone app “BEYBLADE X” (free of charge)

The dedicated smartphone application “BEYBLADE X” (free of charge) is linked to the dedicated device “BEYBATTLE PASS” and allows players to measure a Beyblade’s Launch Power and number of shots, as well as accumulate points through various Beyblade activities such as Digital BeyBattle and events. Players can use the points they earn to compete in games to win rare Beyblades.

In addition, we are planning to implement an updated feature that will allow players to add their custom Beyblades on the app online and battle with players across the country.

Scheduled distribution in Japan : Saturday, July 15, 2023



■ BEYBLADE is launching new virtual content on the world’s popular metaverse platform Roblox!

“Roblox” is an immersive 3D platform with over 66 million daily active users worldwide.

As a new participant on the platform, Beyblade is also holding a Creator Co-Creation Project in summer 2023, which is a project to create together a metaverse experience on Roblox in collaboration with creators.

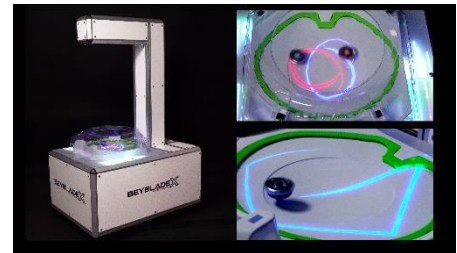
*More details to be announced later.



■ A digital stadium utilizing the latest technology!

Litpla Inc., which operates the next-generation Little Planet theme park, is currently conducting research and development on a digital stadium cabinet that will showcase Beyblade battles in real time through XR (Extended Reality = technology that fuses the real world with the virtual world).

*Details to be announced at a later date.



About manga and anime

In conjunction with the toy series, a manga depicting the world in which Beyblade has become a professional sport will be launched in the monthly manga magazine, *CoroCoro Comic* (published by SHOGAKUKAN Inc.). The story will be written by Homura Kawamoto and Hikaru Muno, and the manga will be illustrated by Posuka Demizu.

In addition, an animated version of the manga will be produced domestically and internationally (production: TOMY Company and ADK Emotions Inc.).

Manga

The series will begin in the July issue (on sale Thursday, June 15, 2023) of the monthly *CoroCoro Comic* (published by SHOGAKUKAN Inc.).

TV animation

Broadcasting is scheduled to begin in the fall of 2023 on the network of six broadcast stations affiliated with TV TOKYO



Manga key visual



Image visual of the TV animation

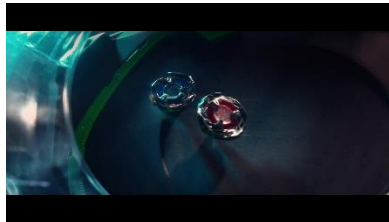
About the brand film

■ Film Overview

We produced a brand film for the launch of BEYBLADE X. The film depicts a world where Beyblade has transcended the realm of toys and become a sport. Presenting the all-new Beyblade, the content focuses on portraying an edgy and unique world of GEAR SPORTS.

Kosai Sekine, a filmmaker and director who has worked on many commercials, music videos, and short films, and has won awards such as the Grand Prix at the Cannes Lions International Festival of Creativity, was selected to direct the film. The imagery is futuristic and stylish, but also depicts the universal emotions that sports inspire.

URL: beyblade.takaratomy.co.jp/beyblade-x/news/news230517_7.html



■ About “BEYBLADE”

“Beyblade” battling tops, debuted in 1999, are a modernized version of traditional Japanese battling tops known as “*bei-goma*.” Featuring highly detailed design, the Beyblade units may be customized by replacing the parts. The “customizable battling tops” may be spun easily by anyone using special “launchers.” Thus far, throughout the three series including the first generation “Beyblade” (since 1999), the second generation “Metal Fight Beyblade” (since 2008), and the third generation “Beyblade Burst” (since 2015), over 520 million units have shipped cumulatively in more than 80 countries and territories 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 will launch in July 2023.

Official Website: beyblade.takaratomy.co.jp

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TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)