



Bandai Co.,Ltd.
June 14, 2012

Mazinger Z 40th Anniversary Commemorative Product
DX Soul of Chogokin Mazinger Z to be released December 2012
Simultaneous international release and world tour including France, USA, and Hong Kong
Initial release to include new original comic by Go Nagai

In December, 2012, Bandai Co., Ltd. (President & CEO: Kazunori Ueno, Headquarters: Taito-ku, Tokyo) will release a highly-detailed, approximately 30-cm tall *DX Soul of Chogokin Mazinger Z* figurine (JPY 36,750 including tax) in Japan, in commemoration of the 40th anniversary of the popular *Mazinger Z* television cartoon that took Japan by storm during its broadcast from 1972 through 1974.

The *Mazinger Z* series was a key pioneer of the giant robot cartoon genre, and the series has captivated many fans over the years. It plays an important role in Bandai's history and has inspired many hit products, including Bandai's *Chogokin** brand (see page 3.)

The concept behind the new *DX Soul of Chogokin Mazinger Z* is to deliver the ultimate *Mazinger Z* figurine to adults who were children when the show first aired. The new figure expresses the feel of the *Mazinger Z* world on a whole new level, featuring Bandai's unrivaled figure-design expertise to achieve elegant form, highly detailed internal structure, and exciting sound and light effects. The figurine comes with a giant-sized hanger-base for display.

The key target market is males in their 30s and 40s, and the product will be available throughout Japan at model shops, toy stores, model and toy departments of electronics and mass retail outlets, and online stores. The product will also be simultaneously released in international markets in Asia, North America, Latin America and Europe, and a world tour is being planned to display the product at events worldwide prior to its launch (see page 3.) Bandai projects 10,000 unit sales worldwide by the end of March, 2013.



DX Soul of Chogokin Mazinger Z figurine (JPY 36,750 including tax)

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■ The Ultimate Expression of the *Mazinger Z* Worldview

① Highly Detailed Internal Structure



The figure's external armor can be removed to reveal its sophisticated internal structure. Remove all of the external plates for full exposure, or only a portion of them for a half-exposed, half-hidden view.

←The external armor removed for full-exposure

Detailed internal mechanics→



The elbow joints have excellent range of motion, as do the legs, knees, and even shoulders and fingertips. With its many moveable joints, the generously proportioned approximately 30-cm body can be configured in a broad range of poses.



② Includes a Giant Sized Hangar-base for Display

The included hangar-base can be used to display the figurine and its armor. The moveable LED lights on the platform illuminate the figurine from below for dramatic effect.

③ Built-in Sound and Light Effects

The figurine can play three instrumental melodies, including the theme song from the cartoon; say eight famous lines recorded by Hiroya Ishimaru, the actor who voiced protagonist Koji Kabuto; and produce various sound effects. In addition, LEDs mounted in the figurine's eyes and chest fins produce lighting effects. An infrared remote controls sound and light effects.



■ Initial Release to Include New Original Comic by Go Nagai

The initial product release will include an exclusive new comic by Go Nagai, author of the original *Mazinger Z*. Mr. Nagai has written the following comments about the release:

Mr. Go Nagai's comments:

Forty years have passed since the birth of Mazinger Z. Back when the mega-popular *Jumbo Machinder* and *Chogokin* series were first released, I mentioned to the producers how cool I thought it would be if the figurines could say "Pilder on!", or if their eyes lit up at "Mazing-go!" At the time, I was told that such features would make the toys too expensive for children to buy. So I was thrilled to hear that my fantasies are to be realized in the new *DX Soul of Chogokin Mazinger Z*. I'm sure other adult fans who came to love the character as children share my dreams. *Mazinger Z* is invincible. I'm sure that the new figure will earn Mazinger Z new fans among the young-at-heart.

■ Simultaneous International Release: World Tour to begin in France

Mazinger Z is a hot seller in international markets as well. The new product will be simultaneously released in Asia, North America, Latin America and Europe. Leading up to its release, Bandai will exhibit the product internationally at Bandai's displays at the Japan Expo in France (July 5-8, 2012), Comic-Con International in the USA (July 12-15, 2012), and at a dedicated event in Hong Kong in August, 2012.

【Bandai's Mazinger Z History*】

- 1973 Release of *Jumbo Machinder Mazinger Z* (JPY 2,650 not including tax), a 60 cm figure that expressed the impressive scale of *Mazinger Z*. The *Jumbo Machinder* sold 400,000 units in the first fiscal year of its release. Released by Mattel in the US in 1977 as *Shogun*, where it sold more than a million units in one year.
- 1974 Release of *Chogokin Mazinger Z* (JPY 1,300 not including tax). Highly popular for the weight and quality of its die-cast design, its intricacy of detail on a small scale, and its clever Rocket Punch feature, the figure sold 500,000 units in the first fiscal year of its release, laying the foundation for Bandai's *Chogokin* brand.
- 1997 Popularity of figurines for adult consumers sparks release of *Soul of Chogokin Mazinger Z* (JPY 5,800 not including tax). 100,000 units sold, despite a high price point for the toy market. Product re-released several times with size and design modifications.
- 2012 *DX Soul of Chogokin Mazinger Z* (JPY 36,750 including tax) slated for release in Japan and abroad in commemoration of the 40th anniversary of *Mazinger Z*.



◀ *Jumbo Machinder Mazinger Z*, 1973



◀ *Chogokin Mazinger Z*, 1974



◀ *Soul of Chogokin Mazinger Z*, 1997

* *Jumbo Machinder Mazinger Z* and *Chogokin Mazinger Z* were released by Popy, which later merged with Bandai.

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Product Overview

- Product Name: *DX Soul of Chogokin Mazinger Z*
- Released Date: December, 2012
- Price: 36,750 JPY including tax
- Size: *Mazinger Z* figurine: full height approx. 300mm;
Hanger-base: approx. 380mm H×280mm W×280mm D
- Materials: Zndc (Die Cast), ABS, PVC, etc.
- Set contains: *Mazinger Z* figurine, hanger-base, full set of armor and parts, infrared remote controller, two types of cranes (standard and railed types)
- Batteries: AAA×2 (for figurine), AAA×2 (for infrared remote controller), AAA×3 (for hanger-base)
*Batteries are not included.

Tamashii Web: <http://tamashii.jp/>

Bandai website: <http://www.bandai.co.jp>