



# PRESS RELEASE

株式会社バンダイ

October 31, 2013

## Chogokin® 40<sup>th</sup> Anniversary Commemorative Product

The ultimate robot for both *Chogokin* and *Hello Kitty* fans worldwide

## **Chogokin Hello Kitty to be released June 2014**

TAMASHII NATION 2013 3-day unveiling kick-off event for the *Chogokin* 40<sup>th</sup> anniversary to be held on November 1-3, 2013

Bandai Co., Ltd. (President & CEO: Kazunori Ueno, Headquarters: Taito-ku, Tokyo) will release a collaborative *Chogokin Hello Kitty* product (suggested retail price: ¥4,400 before tax), in commemoration of the next-year's shared 40<sup>th</sup> anniversaries of *Chogokin*, the flagship product brand from Bandai and the *Hello Kitty* character. In June 2014, *Chogokin Hello Kitty* will be launched worldwide. Bandai has designated the year 2014 as the anniversary year of *Chogokin*, and in addition to releasing a succession of *Chogokin*-related merchandise every month from March 2014, the Company plans to launch a variety of large promotions that are suitable for a 40<sup>th</sup> anniversary.

The concept behind *Chogokin Hello Kitty* is that *Hello Kitty* rides in the *Chogokin* robot and embarks on a great adventure, swimming in the sea, walking over the land, and flying through the sky. The *Chogokin Hello Kitty* product is a set comprising a *Chogokin* robot (full height approx. 105 mm) modeled on *Hello Kitty*, and a *Hello Kitty* mini-figurine (full height approx. 23 mm) that can be mounted in the robot. In addition to being moveable and transformable into "Water mode," "Land mode," and "Air mode," the robot can fire rockets from its arms and change the expression in its eyes.

The key target market of *Chogokin Hello Kitty* is primarily *Chogokin* and *Hello Kitty* fans of both genders, aged 15 and older. The product will be available for sale mainly at hobby stores, toy stores, the hobby and toy departments of electronics stores and mass retail outlets, and online stores.

As a 3-day kick-off event for the *Chogokin* 40<sup>th</sup> anniversary, TAMASHII NATION 2013 will be held at Akihabara UDX on from Friday, November 1 until Sunday, November 3, 2013, where Bandai plans to unveil a prototype of the product.



*Chogokin Hello Kitty*

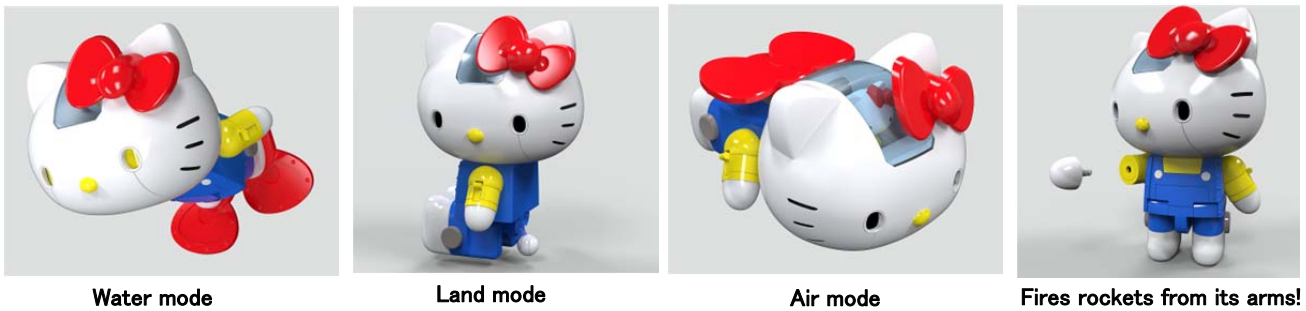
(suggested retail price: ¥4,400 before tax, to be launched in June, 2014)

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**Moveable and transformable between three media of water, land and air!**

**The robot can fire rockets from its arms!**

The robot is moveable and transformable between “Water mode,” “Land mode,” and “Air mode.” The robot moves in “Water mode” by attaching ribbons to the legs where they become fins, while in “Air mode” a ribbon is attached to the robot’s back to form wings. In “Land mode” the feet articulate to allow the robot to move on wheels mounted on its legs. Furthermore, it can fire rockets from its arms. The ultimate robot is therefore more than just an ornament—it can be moved about and played with as well.



**Note the rich variety of expressions!**

The expression in the robot figurine’s eyes changes every time the button on the robot is pressed: you can enjoy the three expressions of “Normal mode,” “Pouting mode” and “Twinkling mode.”



“Pouting mode” expression

**【Chogokin Hello Kitty Product Overview】**

Product Name	<i>Chogokin Hello Kitty</i>		
Suggested Retail Price	¥4,400 (before tax)	Release Date	June 2014
Targeted Customer Age	15 and older	Materials	Die cast metal, ABS resin, etc.
Size	Height of the robot: approx. 105 mm, Height of the mini-figurine: approx. 23 mm		
Set Contains	<i>Chogokin</i> robot, mounting platform, mini-figurine, parts for water, land and air modes *No batteries required		
Available for Sale	Mainly at hobby shops, toy stores, the hobby and toy departments of electronics stores and mass retail outlets, and online stores.		

**Reference: About the Chogokin series**

*Chogokin* (a registered trademark of Bandai) was a series of toys launched in 1974 by Popy Co., Ltd. (later incorporated into Bandai by an absorption-type merger). The toys embodied the spirit of various robots and heroes in the form of die cast (zinc alloy) products. The first series of the toys was based on the anime program *Mazinger Z*, and was released as *Chogokin Mazinger Z* because of its “made from *Chogokin* (“super alloy”)” concept. To date, about 500 different varieties of the *Chogokin* series have been released commercially.

Note: Information contained in this appended material is current as of October 31, 2013.

Especially created website for *Chogokin* 40<sup>th</sup> Anniversary: <http://tamashii.jp/special/chogokin/>  
 The global index of the Tamashii website: <http://www.tamashii.jp/special/global/index.html>  
 Bandai Co., Ltd. website: <http://www.bandai.co.jp/e/>