



夢・クリエイション



PRESS RELEASE

株式会社バンダイ

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Metal figurines on your hand!?

New *Chogokin* series “Absolute Chogokin”

Vol.1 “Dynamic Characters” to be released in December 2015

Vol.2 “Fujiko F Fujio Characters” in January 2016

Bandai Co., Ltd. (President & CEO: Masaru Kawaguchi, Headquarters: Taito-ku, Tokyo) will release palm-sized die-cast figurines, *Absolute Chogokin* (“Chogokin-no-katamari” in Japanese, retail price: ¥1,296 including 8% tax, ¥1,200 before tax). The products will be released in December 2015 in Japan. The key target market is primarily male *Chogokin* and TV animation fans in their 20s and 50s. The products will be available for sale mainly at hobby stores, toy stores, and the hobby and toy departments of electronics stores.

Absolute Chogokin are palm-sized die-cast figurines that precisely express the distinctive features of robots or anime characters. The products are 100% formed of die-cast so that customers can feel not only the weight and the coolness of the metal, but also see the shine of the finish. *Absolute Chogokin* are assemble of line selections so that they are suitable for making collections. *Absolute Chogokin* Vol.1 “Dynamic Characters” released in December consist of 6 anime characters, *Mazinger Z*, *Bossborot*, *Garada K7*, *Grendizer*, *Getter dragon*, and *Kotetsu JEEG*. *Kotetsu JEEG* is commercialized for the first time in *Chogokin* brand. Vol.2 “Fujiko F Fujio characters” will be released in January 2016.



Logo and product image
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Absolute Chogokin “Dynamic Characters”

(From left, *Mazinger Z*, *Bossborot*, *Garada K7*, *Grendizer*, *Getter dragon*, and *Kotetsu JEEG*)

¥1,296 each including 8% tax/ ¥1,200 each before tax, to be released in December 2015

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【Absolute Chogokin “Dynamic Characters” Product Overview】

Product Name	<i>Absolute Chogokin</i> “Dynamic Characters”	Release Date	December 2015
Suggested Retail Price	¥1,296 each (including 8% tax), ¥1,200 each (before tax)	Targeted Age	15 and older
Size	Full height approx. 50mm-70mm	Materials	Die-cast metal
Line Selections	<i>Mazinger Z, Bossborot, Garada K7, Grendizer, Getter dragon, and Kotetsu JEEG</i> 6 varieties + 1 secret variety		
Available for Sale	Mainly at hobby stores, toy stores, and the hobby and toy departments of electronics stores		

■Absolute Chogokin Vol.2 is “Fujiko F Fujio Characters”!

Absolute Chogokin Vol.2 “Fujiko F Fujio Characters” will be released in January 2016.



Doraemon

Nobita

Gian

Perman No.1

Korosuke

Gonsuke

©Fujiko-Pro

【Absolute Chogokin “Fujiko F Fujio Characters” Product Overview】

Product Name	<i>Absolute Chogokin</i> “Fujiko F Fujio Characters”	Release Date	January 2016
Suggested Retail Price	¥1,296 each (including 8% tax), ¥1,200 each (before tax)	Targeted Age	15 and older
Size	Full height approx. 50mm-70mm	Materials	Die-cast metal
Line Selections	Doraemon, Nobita, Gian, Perman No.1, Korosuke, and Gonsuke 6 varieties + 1 secret variety		
Available for Sale	Mainly at hobby stores, toy stores, and the hobby and toy departments of electronics stores		

■Advance E-tickets of “TAMASHII NATION 2015” with *Absolute Chogokin*!

Bandai Collectors’ event “TAMASHII NATION 2015” will be held on October 30th, 2015 to November 1st, 2015, Advanced E-tickets that come with a limited *Absolute Chogokin* product will be released on September 25th, 2015 in a limited quantity. This *Absolute Chogokin* is VF-1J Valkyrie from *The Super Dimension Fortress Macross*, and is only available with this opportunity.



VF-1J Valkyrie

©1982 ビックウエスト

◇Ticket: Advance E-ticket with *Absolute Chogokin* VF-1J Valkyrie

◇Price: ¥1,200 (including 8% tax) ◇Release date: September 25th, 2015

More details about tickets and “TAMASHII NATION 2015” (Japanese only): http://tamashii.jp/special/tamashii_nation/

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.

**Chogokin* is the registered trademark of Bandai Co., Ltd.



Reference: For Collectors

With our merchandise for adult collectors, we intend to expand the market for product lineups exclusively for adults. Under the unified product brand TAMASHII NATIONS, our product lineup is centered on figures and robots. We offer new value through new business approaches aligned to targets, and we are also channeling efforts into developing business overseas.



- ◇ *Absolute Chogokin* special website (Japanese only): <http://tamashii.jp/special/katamari/>
- ◇ 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/>

*All images are temporary.

* Information contained in this appended material is current as of September 24, 2015.