

In advance of the 40th anniversary of Gunpla in 2020,
Bandai unveils a new era of evolution!

THE GUNPLA EVOLUTION PROJECT

First installment: HGUC 1:144 MSZ-006 Zeta Gundam

Evolution Point: “Action”!

Release date: April 22 (Sat), 2017

Looking ahead to the 40th anniversary of Gunpla in 2020, Bandai Co., Ltd. (President & CEO: Masaru Kawaguchi, Head Office: Taito-ku, Tokyo) is launching the Road to Gunpla 40th Anniversary “Gunpla Evolution Project.” The Gunpla Evolution Project aims to create the next generation of Gunpla (“Gundam plastic model”) products, of which over 459 million units have sold since July 1980 (as of March 31, 2016).

Since its inception in 1980, Gunpla has continued to evolve through a process of trial and experimentation. At each of these turning points, Gunpla has distilled its technology into new products that allow users to experience both its present achievements and future potential. In the run-up to Gunpla’s 40th anniversary in 2020, the Gunpla Evolution Project invites users to experience this process of evolution from a range of perspectives—such as action, build, and color—by setting “Evolution Points” for each project item across all Gunpla brands, including HG (High Grade), MG (Master Grade), RG (Real Grade), and PG (Perfect Grade).

Starting April 22 (Sat), 2017, the first installment in the Gunpla Evolution Project, this Zeta Gundam model kit, part of the standard 1:144 HG model kit series, will go on sale in Japan and around the world (JPY 1,944 including 8% consumption tax, JPY 1,800 not including tax).

A 1:144 scale replica of the transformable MS (mobile suit) Zeta Gundam from the *Mobile Suit Zeta Gundam* television anime series, this release ushers in a new era of Gunpla products created using the latest in design and metal molding technology. The product’s “Evolution Point” is engineered for action, a specialty of the HG series: it offers optimal proportions in both modes and enables poses true to the TV show while retaining the ability to transform into the jet-like Wave Rider. As such, it achieves a range of action never before possible with previously sold 1:144 scale Zeta Gundam model kits.



HGUC 1:144 MSZ-006 Zeta Gundam

(LEFT: Front view, CENTER: Example action pose, RIGHT: Wave Rider mode)

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Bandai Hobby website (English): <http://bandai-hobby.net/en/index.html>

Bandai website (English): <http://www.bandai.co.jp/e/>