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PRESS RELEASE

株式会社バンダイ

December 15, 2017

Enjoy the thrill of hand-to-hand combat
with customizable battle hobby machines!

BREAK GO! GA!

On Sale Sat. Feb 17th, 2018

Bandai Co., Ltd. (President & CEO: Masaru Kawaguchi, Head Office: Taito-ku, Tokyo) announces the release—scheduled in Japan for Saturday February 17th, 2018—of its new BREAK GO! GA! battle hobby machine series, which lets users enjoy the thrill of full-contact combat sports using techniques such as the “Back-drop” and “Side-throw.” This initial product release consists of three models, each available in two colors, with a MSRP of JPY 1,944 including 8% consumption tax (JPY 1,800 without tax).

The new series represents a brand-new hobby concept where users’ machines go head-to-head in a battle of weapons and fighting techniques. Each machine measures 140-170 mm in length and consists of five parts: a Weapon for frontal attacks, Wheels to propel the machine backwards and forward, Spikes for side attacks and defense, Armor to control balance, and a Motor Unit for power. All parts are fully interchangeable so you can create your own customized machine, no tools required. Plus, as you get to know the offensive and defensive strengths of all the parts, you can enjoy the challenge of trying to build your own ultimate fighting machine!

The rules of the battle are simple. To win a round, a player must flip their opponent’s machine over for the count of three, or throw it out of the ring. To win the match, a player must win two out of three rounds. Because it’s possible for a machine to get back up before the count of three after being flipped over, you can never predict who will prevail in this non-stop action-packed battle!

The initial product lineup consists of three models—Cyclone Hawk, Slash Panzer and Tornado Fang—each available in two different color schemes. More models featuring different fighting techniques, plus additional wheels, weapons and other customizable parts, will be released in stages throughout the year.

The target demographic for the BREAK GO! GA! battle hobby machine series is preteen boys. In Japan, the product will be available anywhere toys are sold, including novelty shops, toy stores, the toy departments of electronics stores, department stores and big box retailers, and e-commerce websites. In addition, the series is scheduled to be released in Asian countries from spring 2018.



BREAK GO! GA! Battle Hobby Machine Series

(left to right) Slash Panzer, Cyclone Hawk, Tornado Fang
JPY 1,944 including 8% consumption tax/JPY 1,800 without tax

Release date: February 17th, 2017 (Sat)

BREAK GO! GA! official website (Japanese): <http://www.b-boys.jp/series/goga>

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

Note: Images for illustrative purposes only.

Note: Information in this press release is current as of December 15, 2017.