

即时发布新闻稿

Panasonic EVOLTA 电池与 Playrail 玩具火车联办获大马记录大会 (MBR) 承认的 “Seriously Long Lasting” 超强持久电量大挑战

大马记录大会挑战标题：挑战使用 AA 碱性电池后行驶最长距离的玩具火车

吉隆坡，2014 年 5 月 29 日讯 - 马来西亚 Panasonic 今天标志着另一个成就——挑战使用 AA 碱性电池后行驶最长距离的玩具火车。该仪式在谷中城南阁举行。

这项成就证明了 Panasonic EVOLTA AA 碱性电池能够承受 Takara Tomy 铁道玩具火车 N700 新干线行驶 6.3 公里的挑战。这一挑战是 1.25 公里长的轨道，由 11,760 件铁道玩具火车配件组成。

为了完成至少 5 公里的距离，铁道玩具火车必须绕着轨道行驶四圈。5 公里的距离相等于前往谷中城商场和吉隆坡塔之间的距离。

Panasonic 的主要目的是要强调 Panasonic EVOLTA 碱性电池超强持久的高性能，不管是高耗电或低耗电的设备都适用。

EVOLTA 电池具备新改良的创新技术：

1. 防漏保护 - 改善材料和生产过程（更紧实的密封结构和金属外壳的使用）提供了一个安全和更持久的电源。
2. 三重坚韧涂层 - 独特的三层结构，将氧化减至最低以提高电池的接触，从而保证在任何时候都能放心地使用。
3. 加强电源配方 - Panasonic 独创的加强电源配方进一步改善高反应性物质以给予更强有力的电源。

“Panasonic EVOLTA 能够随时随地，强而有力地启动任何设备。我们也将确保在任何有关新改良的 EVOLTA 的使用安全问题上不会妥协，作为我们至高无上的首要任务。” 马来西亚 Panasonic 副执行董事长，Cheng Chee Chung 先生说到。

EVOLTA 电池适用于多种设备。特别是像今天的活动主题，EVOLTA 适用于玩具等一般耗电设备。

这个奖项多亏玩具制造商 Takara Tomy 和 Panasonic 之间的合作方可实现。Metrojaya 和谷中城作为场地伙伴，支持这一挑战。

配合此活动，马来西亚 Panasonic 将在谷中城在南阁举办活动直至 2014 年 6 月 8 日，同时也为群众准备了许多精彩的活动如：手作电池活动和儿童玩具火车工作坊。

About Panasonic Malaysia Sdn Bhd

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About Takara Tomy Ltd

Tomy Co., LTD was founded as Tomiyama Toy Seisakusho on February 2, 1924, by Eiichiro Tomiyama, and then incorporated on January 17, 1953 as Sanyo Kogyo Co., Ltd. On March 9, 1963, the company changed its name to Tomy Kogyo Co., Ltd. At the time, about half of the toys it produced were exported, and the company was better known in the United States market as “Tomiyama.” Consequently, the name “Tomiyama” was shortened to “Tomy.”

Takara Co., Ltd was founded in 1955 by Yasuta Satoh as Satoh Vinyl Industries, Ltd., in Takara-cho, Katsushika-ku of Tokyo. The name Takara (meaning treasure,) represents the company’s wish to offer dreams to children as they play together with toys and nourish their minds. The name also symbolizes the motto of “Creating treasure in people’s minds”. On March 1, 2006, Takara and Tomy officially merge, becoming **TOMY Co., Ltd.**

About PLARAIL Brand Concept by Takara Tomy

The first PLARAIL trains was launched in 1959 and was renamed “PLARAIL Series” in 1965 with the release of a model based on the actual Hikari bullet train. By producing trains that children easily recognize, such as the popular bullet trains, the popularity of PLARAIL increased even more. PLARAIL line up consists of signature blue rails, trains, and scenery parts. The basic train model consists of three cars, running on one battery. PLARAIL has kept the basic design specification of rails and parts’ size virtually unchanged since the first release. Plarail has something for children of all ages and stages of development, helps them to create their own world with their imagination and at the same time develop their full potential.

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