



# 2025 Fan Media Lookbook

## TRANSFORMERS: AGE OF THE PRIMES DELUXE CLASS THE THIRTEEN ALCHEMIST PRIME

(Ages 8 & Up | Approx. Retail Price: \$24.99 |

Pre-order: March 4 at 1PM ET at Hasbro Pulse and Participating Retailers; Available: Summer 2025)

### DOWNLOAD IMAGES HERE

Unite your favorite characters from across the world of TRANSFORMERS robots into your collection with the TRANSFORMERS: AGE OF THE PRIMES DELUXE CLASS THE THIRTEEN ALCHEMIST PRIME action figure! This 5.5-inch figure converts between robot and Cybertronian armored car modes in 17 steps. Includes a 2-piece Lenses Artifact accessory. The Thirteen Alchemist Prime figure is inspired by the character from the TRANSFORMERS universe and features articulated head, arms, and legs for awesome action poses. TRANSFORMERS: Age of the Primes opens up the world of the Primes, the very first bots in TRANSFORMERS mythology, a pantheon of Thirteen beings, each with a unique ability and personality. Every battle, every bot, and every power in the TRANSFORMERS universe can be traced back to one of The Thirteen. Collect and combine different characters to create your ideal Age of the Primes lineup (each sold separately, subject to availability).

## TRANSFORMERS: AGE OF THE PRIMES DELUXE CLASS DECEPTICON CRASHER

(Ages 8 & Up | Approx. Retail Price: \$24.99 |

Pre-order: March 4 at 1PM ET at Hasbro Pulse and Participating Retailers; Available: Summer 2025)

### DOWNLOAD IMAGES HERE

Unite your favorite characters from across the world of TRANSFORMERS robots into your collection with the TRANSFORMERS AGE OF THE PRIMES DELUXE CLASS DECEPTICON CRASHER action figure! This 5.5-inch figure converts between robot and sports car modes in 18 steps. Includes 2 blaster accessories that attach in both modes. The Decepticon Crasher figure is inspired by the character from the TRANSFORMERS universe and features articulated head, arms, and legs for awesome action poses. TRANSFORMERS: Age of the Primes opens up the world of the Primes, the very first bots in TRANSFORMERS mythology, a pantheon of Thirteen beings, each with a unique ability and personality. Every battle, every bot, and every power in the TRANSFORMERS universe can be traced back to one of The Thirteen. Collect and combine different characters to create your ideal Age of the Primes lineup (each sold separately, subject to availability).

## TRANSFORMERS: AGE OF THE PRIMES DELUXE CLASS COMBATICON VORTEX

(Ages 8 & Up | Approx. Retail Price: \$24.99 | Pre-order: March 4 at 1PM ET at Hasbro Pulse and Participating Retailers; Available: Summer 2025)

### DOWNLOAD IMAGES HERE

Unite your favorite characters from across the world of TRANSFORMERS robots into your collection with the TRANSFORMERS AGE OF THE PRIMES DELUXE CLASS COMBATICON VORTEX action figure! This figure converts between robot and helicopter modes in 19 steps. Combine the figure with other TRANSFORMERS Combaticon figures to create a Bruticus action figure (each sold separately, subject to availability). The Combaticon Vortex figure is inspired by the character from the TRANSFORMERS universe and features articulated head, arms, and legs for awesome action poses. TRANSFORMERS: Age of the Primes opens up the world of the Primes, the very first bots in TRANSFORMERS mythology, a pantheon of Thirteen beings, each with a unique ability and personality. Every battle, every bot, and every power in the TRANSFORMERS universe can be traced back to one of The Thirteen. Collect and combine different characters to create your ideal Age of the Primes lineup (each sold separately, subject to availability).

## TRANSFORMERS VOID RIVALS AUTOBOT JETFIRE, ZERTONIAN SOLILA, AND AGORRIAN DARAK

(Ages 8 & Up | Approx. Retail Price: TBD | Additional Details Coming Soon)

### DOWNLOAD IMAGES HERE

Comic book TRANSFORMERS bots are stepping off the page and onto collectors' shelves with the TRANSFORMERS Void Rivals action figure pack, inspired by the *Void Rivals* comic series that started the hottest line of comics in comic shops, the Energon universe! The 11-inch Autobot Jetfire action figure converts between robot and jet modes in 32 steps and comes with 3.75-inch Zertonian Solila and Agorrian Darak non-converting action figures. All 3 figures have articulated heads, arms, and legs for action poses. The pack includes a convention exclusive Void Rivals #1 comic featuring variant cover art by Marcelo Matere.

*Void Rivals* #1 began the Energon Universe in June 2023 from co-creators Robert Kirkman and Lorenzo De Felici. The first issue is currently on a landmark 11th printing nearly two years later to meet the demand as the series continues to shock fans each month. Popular TRANSFORMERS characters like Hot Rod, Springer, the Quintessons, and SKuxxoid have all joined the series, as well as the the world of G.I. JOE with the arrival of Cobra-La. Void Rivals is available in comic shops and everywhere books are sold, with new issues debuting each month.

TRANSFORMERS toys open the portal to a whole new universe of — *More Than Meets the Eye* — bringing together every TRANSFORMERS generation like you've never seen before. Collect and combine different characters to create your ideal TRANSFORMERS figures lineup (each sold separately, subject to availability).

## TRANSFORMERS: AGE OF THE PRIMES LEADER CLASS THE THIRTEEN ONYX PRIME

(Ages 8 & Up | Approx. Retail Price: \$54.99 | Additional Details Coming Soon)

Unite your favorite characters from across the world of TRANSFORMERS robots into your collection with the TRANSFORMERS: AGE OF THE PRIMES LEADER CLASS THE THIRTEEN ONYX PRIME action figure! This 7.5-inch The Thirteen Onyx Prime action figure converts between robot, centaur, and beast modes in 12 and 19 steps. Includes a spear and Triptych Mask Artifact accessory that the figure can hold in robot and centaur modes. The figure's tail can be removed and opened into a bow accessory. The Thirteen Onyx Prime figure is inspired by the character from the TRANSFORMERS universe and features articulated head, arms, and legs for awesome action poses. TRANSFORMERS: Age of the Primes opens up the world of the Primes, the very first bots in Transformers mythology. Every battle, every bot, and every power in the TRANSFORMERS universe can be traced back to one of The Thirteen. Collect and combine different characters to create your ideal Age of the Primes lineup (each sold separately, subject to availability).

## BEYBLADE X AND STAR WARS COLLAB OBI-WAN KENOBI 4-60P VS. GENERAL GRIEVOUS 3-80HN

(Ages 8 & Up | Approx. Retail Price: \$24.99 | Available: Summer 2025)

### DOWNLOAD IMAGES HERE

Experience BEYBLADE X, the next generation of BEYBLADE stadiums, launchers, and Tops! The BEYBLADE X and Star Wars Collab Obi-Wan Kenobi 4-60P vs. General Grievous 3-80HN Multipack Set includes 2 right-spinning Tops and 2 launchers (Beystadium required, sold separately). Launch right into battle or reconfigure the interchangeable blade, ratchet, and bit of Tops in this *STAR WARS* Collab Multipack with those of other BEYBLADE X Tops to create your unsurpassable Bey (Launchers and Tops sold separately). BEYBLADE X features the X-Celerator Gear System to level-up your game. When the gear of a BEYBLADE X Top engages the rail of the Beystadium arena, it can super-accelerate into an Xtreme Dash rocketing it around the stadium. Bladers launch their Tops into fierce clashes against their opponent's to score points – first to score 4 points wins. Hasbro BEYBLADE toys with authentic TakaraTomy die-cast metal Tops make great kids gifts for boys and girls ages 8 and up.

## BEYBLADE X AND MARVEL COLLAB CAPTAIN AMERICA 4-70GB VS. RED HULK 1-80R

(Ages 8 & Up | Approx. Retail Price: \$24.99 | Available: Summer 2025)

### DOWNLOAD IMAGES HERE

Experience BEYBLADE X, the next generation of BEYBLADE stadiums, launchers, and Tops! The BEYBLADE X and MARVEL Collab Captain America 4-70GB vs. Red Hulk 1-80R Multipack Set includes 2 right-spinning Tops and 2 launchers (Beystadium required, sold separately). Launch right into battle or reconfigure the interchangeable blade, ratchet, and bit of Tops in this MARVEL Collab Multipack with those of other BEYBLADE X Tops to create your unsurpassable Bey (Launchers and Tops sold separately). BEYBLADE X features the X-Celerator Gear System to level-up your game. When the gear of a BEYBLADE X Top engages the rail of the Beystadium arena, it can super-accelerate into an Xtreme Dash rocketing it around the stadium. Bladers launch their Tops into fierce clashes against their opponent's to score points – first to score 4 points wins. Hasbro BEYBLADE toys with authentic TakaraTomy die-cast metal Tops make great kids gifts for boys and girls ages 8 and up.

## BEYBLADE X JURASSIC WORLD X BEYBLADE COLLAB T. REX VS. MOSASAURUS

(Ages 8 & Up | Approx. Retail Price: \$24.99 | Available: 7/1/2025)

### DOWNLOAD IMAGES HERE

Experience BEYBLADE X, the next generation of BEYBLADE stadiums, launchers, and Tops! The BEYBLADE X *Jurassic World* x BEYBLADE Collab T. rex vs. Mosasaurus Multipack Set includes 2 right-spinning Tops and 2 launchers (Beystadium required, sold separately). Launch right into battle or reconfigure the interchangeable blade, ratchet, and bit of Tops in this Jurassic World Collab Multipack with those of other BEYBLADE X Tops to create your unsurpassable Bey (Launchers and Tops sold separately). BEYBLADE X features the X-Celerator Gear System to level-up your game. When the gear of a BEYBLADE X Top engages the rail of the Beystadium arena, it can super-accelerate into an Xtreme Dash rocketing it around the stadium. Bladers launch their Tops into fierce clashes against their opponents to score points – first to score 4 points wins. Hasbro BEYBLADE toys with authentic TakaraTomy die-cast metal Tops make great kids gifts for boys and girls ages 8 and up.

## BEYBLADE X JURASSIC WORLD X BEYBLADE COLLAB SPINOSAURUS VS. QUETZALCOATLUS

(Ages 8 & Up | Approx. Retail Price: \$24.99 | Available: 7/1/2025)

### DOWNLOAD IMAGES HERE

Experience BEYBLADE X, the next generation of BEYBLADE stadiums, launchers, and Tops! The BEYBLADE X Jurassic World x BEYBLADE Collab Spinosaurus vs. Quetzalcoatlus Multipack Set includes 2 right-spinning Tops and 2 launchers (Beystadium required, sold separately). Launch right into battle or reconfigure the interchangeable blade, ratchet, and bit of Tops in this *Jurassic World* Collab Multipack with those of other BEYBLADE X Tops to create your unsurpassable Bey (Launchers and Tops sold separately). BEYBLADE X features the X-Celerator Gear System to level-up your game. When the gear of a BEYBLADE X Top engages the rail of the Beystadium arena, it can super-accelerate into an Xtreme Dash rocketing it around the stadium. Bladers launch their Tops into fierce clashes against their opponents to score points – first to score 4 points wins. Hasbro BEYBLADE toys with authentic TakaraTomy die-cast metal Tops make great kids gifts for boys and girls ages 8 and up.

## G.I. JOE CLASSIFIED SERIES LEGACY COLLECTION - SEARCH & RESCUE FIREFIGHTER

(Ages 4 & Up | Approx. Retail Price: \$34.99 | Available: Pre-order March 4 @ 1PM ET on HasbroPulse.com)

### DOWNLOAD IMAGES HERE

G.I. JOE debuted in 1964 with the Original Action Figure which left an indelible impression on generations and launched a toy franchise that continues to thrive finding new fans. The G.I. JOE Classified Series Legacy Collection continues that tradition by celebrating and recognizing everyday heroes such as first responders who brave danger to save lives, protect our communities, and strive to make the world a better place. The G.I. JOE Classified Series evolves the retro toy fans know and love into a highly articulated 6-inch-(150 mm) scale with premium deco and detailing.

New to the G.I. JOE Classified Series Legacy Collection line, Search & Rescue Firefighter action figure set comes ready for adventure, featuring premium deco and detailing and multiple points of articulation for high poseability. This Firefighter figure is bursting with 14 character-inspired accessory pieces including alternate head, helmet, mask, air tank, hose, goggles, hydraulic rescue tool, 2 hand axes, fire axe, pry bar, hammer, sledgehammer, and softgoods emergency blanket. The open-box display showcases the figure along with accessory loadout, original character artwork, and dynamic digital renders while also celebrating more than 60 years of G.I. JOE with a unique Legacy Collection design.

Search & Rescue Firefighters place the welfare and security of others before their own breaching areas that are hazardous to life and health. Look for other G.I. JOE figures and toys to build your Legacy Collection (Each sold separately. Subject to availability).

## G.I. JOE CLASSIFIED SERIES #163, DREADNOKS COLD SLITHER: BAND OF VIPERS TOUR COMMEMORATIVE ACTION FIGURE SET

(Ages 14 & Up | Available at San Diego Comic-Con | Limited quantities will be available to order on [HasbroPulse.com](https://www.hasbro.com/pulse) after the convention. While supplies last.)

### DOWNLOAD IMAGES HERE

Celebrate Cold Slither's triumphant return with this amazing offer! Whether a long-time fan or a newcomer, you'll want to experience an electrifying Band of Vipers World Tour concert.

This commemorative action figure set includes 6-inch-scale figures of all four founding members. This commemorative action figure set includes 6-inch-scale figures of all four founding members – the Dreadnoks: Zartan, Ripper, Buzzer, and Torch – each equipped with their signature instrument and a total of 29 accessories. The musical accessories, include a guitar, bass, keytar, 5 instrument straps, and a full 6-inch-scale drum kit complete with a floor tom, hi-hat with pedal, hi tom, mid tom, bass drum with a kick pedal, stool, 2 drumsticks, snare drum, cymbals and stands. Buzzer rocks removable glasses and a neckerchief. With detailed designs and exceptional articulation, these figures are perfect for dynamic displays.

The collectible box features a recreation of the renowned Springfield Theater's exterior, transporting you to an unforgettable concert experience complete with Easter eggs and notable characters. Unfold the box to find Cold Slither, ready to rock the stage.

Don't tell us what's right, don't tell us what's wrong! Don't miss out on this special Commemorative offer: 4 incredible Dreadnok Cold Slither Action Figures with instrument accessories packaged in their Springfield Theater playset. Order now to recreate your favorite Cold Slither Band of Vipers Tour moments again and again.

This exclusive set is for band members only, but don't miss the other G.I. JOE Classified and Cobra action figures (sold separately) to display alongside Cold Slither as music-loving concertgoers. Embrace the Year of the Snake with this Heavy Metal machine that will have you shouting, "Long Live Cobra!"

## DUNGEONS & DRAGONS SET: HEROES OF THE BORDERLAND

(Wizards of the Coast | Ages 12 & Up | Approx. Retail Price: TBA | Available: Most Major Retailers Starting September 2025 (Exact Date TBA))

For new D&D players and board game enthusiasts, Heroes of the Borderlands is the best way to introduce your friends and family and experience D&D together, with easy onboarding, short adventures, low commitment, and extensive replayability so you can continue to play D&D for many game nights to come.

### **STAR WARS RETRO COLLECTION STAR WARS: A NEW HOPE FIGURE MULTIPACK**

(Ages 4 & Up | Approx. Retail Price: \$59.99 |  
Pre-order: March 5 at 1PM ET on Target.com;  
Available: Spring 2025)

#### **DOWNLOAD IMAGES HERE**

Ideal for new fans and long-time collectors alike, the *STAR WARS* Retro Collection features detailing and design calling back to the original 1970s and 1980s figures. Inspired by *STAR WARS: A NEW HOPE*, this Retro Collection 3.75-inch-scale multipack is ideal for play or display, bringing back the nostalgic feel of Kenner toys (additional products each sold separately, subject to availability). Includes the classic duo of Dr. Evazan and Walrus Man, plus Han Solo (Imperial Stormtrooper Outfit), Luke Skywalker (Yavin), Rebel Fleet Trooper, and Sandtrooper figures. Includes 10 accessories for poseability on your shelf, including Han Solo's removable helmet and blaster accessories for each character.

### **MARVEL LEGENDS SERIES X-FORCE ARCHANGEL**

(Ages 4 & Up | Approx. Retail Price: \$39.99 |  
Pre-order: March 6 at 1PM ET at Fan Channel Retailers and  
Hasbro Pulse; Available: Summer 2025)

#### **DOWNLOAD IMAGES HERE**

Bring the excitement and wonder of the MARVEL Universe to your collection with the Hasbro MARVEL Legends Archangel X-Force figure! This collectible 6-inch-scale MARVEL figure is detailed to look like the character from MARVEL's X-Force comics. Archangel action figure is fully articulated with premium design and poseable head, arms, and legs. This Horseman of Apocalypse action figure set comes with 11 accessories, including 2 alternate hands, alternate head, flechette feather blades that attach to poseable wings. Hasbro MARVEL action figures' 6-inch-scale make them great for posing and displaying in fans' collections. Pose Archangel taking flight and reimagine X-Force, X-Men, and X-Factor comics-inspired scenes on your shelf with MARVEL Legends action figures and MARVEL collectibles.



## Questions?

For questions and more information about  
Hasbro's 2025 Fan Media Lookbook, contact  
**[HasbroBrandpr@hasbro.com](mailto:HasbroBrandpr@hasbro.com)**



1027 Newport Avenue  
Pawtucket, RI 02861

**[hasbro.com](http://hasbro.com)**