

JAPANESE ENTERTAINMENT HAS NO LIMIT!

UNIVERSAL COOL JAPAN 2025 – Third Wave of Announcements

POPULAR ANIME SPY×FAMILY RETURNS AFTER 2 YEARS

RACE THROUGH AN ULTRA-REALISTIC SPY WORLD WITH THE FORGER FAMILY!

Introducing the first-ever VR coaster in the series' history: "SPY×FAMILY XR Ride"

Also debuting: a thrilling Story Ride with Eden Academy classmates, and a first-ever Park-wide Rally featuring the Forger family!

Limited-Time Event: July 1, 2025 (Tuesday) – January 4, 2026 (Sunday)

Universal Studios Japan is celebrating the 10th anniversary of its special event, Universal Cool Japan, by hosting the 2025 installment as a year-long event. In this third wave of announcements, we are excited to share the return of the wildly popular anime SPY×FAMILY, marking its first collaboration with the park in two years since its debut in 2023.

In this year's collaboration, Guests ride through an ultra-realistic spy world alongside the Forger family in the first-ever VR coaster in the series' history: SPY×FAMILY XR Ride. Also debuting is a Story Coaster, where Guests are immersed in a super thrilling adventure together the students of Eden Academy, and a first-time rally event, where Guests can tour the Park together with the Forger family while solving quizzes.

These supercharged SPY×FAMILY attractions, packed with awe-inspiring excitement, will be available for a limited time only, from Tuesday, July 1, 2025 to Sunday, January 4, 2026.



The popular "SPY×FAMILY" series currently running in Shueisha's "Shonen Jump+" has sold over 38 million copies and the total number of PV on manga apps tops 600 million. The much anticipated third season of the animated series is planned to begin in October of 2025 and the series is one of Japan's most popular entertainment brands today.

Stay tuned for the latest details about “SPY×FAMILY” collaboration attractions, food items, merchandise, and more.

The tenth year of Universal Cool Japan offers special experiences that put you in the middle of the worlds of various Japanese entertainment throughout the year and invites you to immerse yourself in Super Thrilling and Super Real experiences. Currently, the first-ever participatory real-life mystery show, “Peril at the Masquerade,” based on Keigo Higashino's “Masquerade,” series, and “Detective Conan World,” in which you can join Conan and his friends in solving a thrilling mystery, are currently being held (both open through to Sunday June 30th, 2025). Starting Tuesday July 1st, the Super Real experiences of “SPY×FAMILY XR RIDE” and the first ever collaboration with “The Apothecary Diaries” will be featured in the “Universal Cool Japan 2025” event.

【ATTRACTION INFORMATION】

◆ SPY × FAMILY XR RIDE

Dive into the thrilling world of spies with the Forger family!

【Details】

Prepare for a high-adrenaline mission, where a 360-degree spy world surrounds you and merges seamlessly in a fast-paced, dynamic ride experience! This all-new, action-packed attraction delivers non-stop excitement from start to finish. Feel the thrill as Loid and Yor take down enemy spies with jaw-dropping combat right before your eyes. Experience Anya’s and Bond’s unique abilities (like detecting danger before it strikes) through immersive sensations. Face off against enemy spies with the Forger family in a thrilling mission for top-secret documents. It’s a one-of-a-kind adventure you’ll never forget!

- Event Period: Tuesday July 1st, 2025, to Sunday January 4th, 2026
- Location: Space Fantasy The Ride
- Attraction Type: XR Ride (VR Coaster)

◆ SPY × FAMILY STORY RIDE

Join “Anya” and her friends from Eden Academy and have a blast on a cart experience!

【Details】

Embark on a comical adventure featuring Anya and other students from Eden Academy, experiencing super thrills as you soar above the park. An original audio story unfolds as you join Anya, Becky, Damian, and others on a field trip aboard a mine cart. In an ultra-immersive setting, the cart takes you through a dynamic course full of unexpected surprises, sharp turns, and even a dive into a cave! Join Anya and her friends in a lively, heart-pounding ride experience like no other.

- Event Period: Tuesday July 1st, 2025, to Sunday January 4th, 2026
- Location: Hollywood Dream - The Ride
- Attraction Type: Story Ride

*Not available on Hollywood Dream - The Ride - Backdrop

◆Take on the challenge – even mom and dad! SPY × FAMILY USJ Park Rally

Listen to the “heartwarming” voices of the Forger family as they enjoy their holidays and take part in a quiz rally!

- Event Period: Tuesday July 1st, 2025, to Sunday January 4th, 2026
- Location: New York area, Amity Village, Hollywood area
- Attraction Type: Quiz Rally Around the Park

*Details regarding each attraction will be announced at a later date.

■ ENJOY THE “SPY×FAMILY” EVENTS TO THE FULLEST WITH THESE SPECIAL TICKETS!

Beginning Friday, April 25th, 2025, a “SPY×FAMILY SPECIAL 1-DAY PASS” will be available only for visits in July and August. Original wallpaper image (for smartphones) and a badge (three random types) will be included as a bonus. For an additional ¥1,000, you can also receive a guaranteed entry ticket to a restaurant where you can enjoy the special collaboration menu. In addition, the “Universal Express Pass - SPY×FAMILY XR Ride Special Pass” (includes ride photo), which allows visitors to smoothly experience the “SPY×FAMILY XR Ride,” will also be available. Enjoy the “SPY×FAMILY” collaboration this summer to the fullest with these special tickets that include many bonuses.

【Ticket Type & Price】

① SPY x FAMILY Special 1-Day Pass

◇including restaurant reservation ticket, phone wallpaper, and button badge

▶ 1 Day Pass Price: ¥9,600 ~ ¥12,900 (tax incl.)

◇including phone wallpaper and button badge

▶ 1 Day Pass Price: ¥8,600 ~ ¥11,900 (tax incl.)

*Entry dates limited to July and August.

*Price of 1 Day Pass varies according to entry date.

*Original design wallpaper and badge free of charge.

② Universal Express Pass: SPY×FAMILY XR Ride SPECIAL PASS

▶ ¥3,900 ~ ¥5,700 (tax incl.)

【On Sale】

Friday April 25th, 2025

*Please check official website for further details.

Official Website: <https://www.usj.co.jp/web/en/us/events/universal-cool-japan-2025/spy-family>



Original Design Wallpaper for Smartphones



Original Design Badge (Three Random Types)

<About SPY×FAMILY>

Set in a world where a fierce war of information is underway, Agent "Twilight," a talented spy, is given the mission of preventing war with a neighboring country by making contact with his target at a prestigious school's social gathering. To do so, Twilight begins life undercover as an ordinary citizen named Loid Forger and creates a fake family. But his daughter, Anya, turns out to be a telepath who can read minds, while his wife, Yor, turns out to be a skilled assassin. In this popular spy comedy, each member of the family has a secret, but they work together to fight for world peace.

The original SPY x FAMILY manga by Tatsuya Endo published in Shonen Jump + has received numerous awards since its run began in March 2019, and its 14 volumes have surpassed 38 million copies total in circulation (as of December 2024).

Season 1 of the anime adaptation began airing in April 2022, with Season 2 following in October 2023.

Furthermore, the series' first movie adaptation, SPY x FAMILY CODE: White, with the original story, supervision, and character design by Tatsuya Endo, was released on December 22, 2023, to public acclaim, with a total of about 62.6 billion yen in box-office proceeds and over 4.64 million tickets sold. With Season 3 planned to air from October 2025, the series is now enjoying more attention than ever before. 2024.

Universal Studios Japan and Japan's Entertainment Brands

Universal Studios Japan continues to promote the value of Japan's globally acclaimed entertainment brands, such as manga, anime, video games, music, and fashion, by transforming them into "real experiences" that can only be experienced at the Park and continues to promote the value of these brands to people in Japan and abroad.

Under the slogan "NO LIMIT!", the Park continues to bring the worlds of the original stories to life on an amazing scale through its state-of-the-art, boundary-pushing creativity and technology. The original experiences that have been created over the past 20 years have attracted many guests, and some of the experiences from Universal Studios Japan have made their way to Universal Studios Hollywood in the U.S. The Grand Opening of the attractions are scheduled for Friday April 25th, 2025.

"Universal Cool Japan", which celebrates its 10th anniversary in 2025, is recognized for its quality as a comprehensive theme park experience that includes shows, rides, attractions, original merchandise coveted by fans, live entertainment restaurants, snacks and refreshments that immerse the visitors' five senses in the world of the works and has grown into a major event that attracts many guests from overseas. Universal Studios Japan's mission for "Universal Cool Japan" is to serve as a platform to bring new value to experiences based on the great works of Japanese talent and to expand their appeal both domestically and internationally.

■About Universal Studios Japan

Universal Studios Japan belongs to the Comcast NBC Universal Group. Universal Studios Japan has succeeded in establishing its position as a major entertainment and leisure landmark attracting many guests in Japan as well as from overseas. Universal Studios Japan offers world-class entertainment such as authentic attractions and shows, based not only on Hollywood blockbusters but also popular entertainment brands such as Japanese anime, and a variety of seasonal events entertaining its guests with the world's highest quality entertainment. Through "Super Amazing" and "Super Exciting" experiences made possible only at Universal Studios Japan, all park visitors are given the opportunity to break out of their shells and be "Super Energized" in the "Super Energetic District" that is Universal Studios Japan.

Universal Studios Japan has continued to evolve since its opening in 2001 and has recently accelerated its growth with the launch of world-class entertainment experiences such as The Wizarding World of Harry Potter, The Flying Dinosaur which soars through the entire Jurassic Park area, Minion Park and the "Hacha Mecha Ride" where guests are able to enjoy the chaotic antics of the Minions, and Super Nintendo World, a new area where guests can unleash their passion to play in an immersive environment based on world renowned Nintendo characters and their worlds.

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Calligraphy: Sisyu

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General Inquiries about Universal Studios Japan

Information Center Tel: 0570-20-0606 / Official website www.usj.co.jp

Universal Studios Japan Official Facebook <https://www.facebook.com/UniversalStudiosJapan>

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