



Beyblade Burst QuadDrive Debuts on Disney XD and DisneyNOW

15 Nov, 2021

Sixth Season of *BEYBLADE BURST* Rolls Out December 4, 2021

New *BEYBLADE BURST QUADDRIVE* Toy Line from Hasbro Revealed!

ADK Emotions NY Inc., a New York-based subsidiary of ADK Emotions, has announced the much-anticipated debut of *BEYBLADE BURST QUADDRIVE*, season six of the *BEYBLADE BURST* series.

The new season features 26 22-minute episodes that will begin rolling out December 4, 2021, on Disney XD and DisneyNOW. All previous seasons have aired on Disney XD, making it the North America linear broadcast home of one of the most beloved Anime-based franchises in the world.

BEYBLADE BURST QUADDRIVE takes place just months after the final stages of the Ultimate Tag Series at the end of *BEYBLADE BURST SURGE*, season five of the series. Rumors begin to circulate about the mysterious and foreboding Phantom's Gate, a graveyard for Beys. Hearing screams from a nearby mansion night after night, Blader Bashara Suio sneaks inside to test his courage. What he finds there sets in motion a wild adventure that no Blader will ever be able to forget. The screams Bashara hears are, in fact, the wails of Bladers whose Beys have been destroyed by the graveyard's owner, Bel Daizora, also known as The Dark Prince. In the face of this unknown Blader, Valt Aoi and other Blading legends rise to the challenge to battle this Dark Prince, and the wielder of the incredible Quad Bey Destruction Belfyre. Is there a new Blading hero who has the power, courage, and wit to topple him?

With the return of beloved characters and the introduction of a slew of fresh faces, most notably the iconic Bel Daizora, the new season will feature the expansion of the *BEYBLADE* universe into exciting novel territory. The action-packed storylines, with heroic battles and surprising twists, will be reflected in the expansion of the toy line from Hasbro.

The new product line is highlighted by Hasbro's *BEYBLADE BURST QUADDRIVE* Cosmic Vector Battle Set that includes everything needed to battle, Beyblade Burst Cosmic Vector Beystadium, 2 right/left-spin launchers, 2 Path Diverters, and 2 right-spin QuadDrive tops: Destruction Belfyre B7 and Magma Ifritor I7. The entirely customizable, innovative item features the first-ever 4-in-1 tops. That means 4 ways to strategize, 4 ways to customize, 4 modes to battle, and, most importantly, 4 modes to win! The new battle set will give Bladers the ultimate advantage, empowering them to drive towards victory and allowing them, for the first time ever, to harness the power of QuadDrive! Take on the Quad Levels in the Beystadium and ricochet off the Path Diverters for intense takedowns! Scan the code on QuadDrive tops to unleash your top in a virtual battle in the Beyblade Burst app!



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As the *BEYBLADE* series enters its third decade in the West, it is one of the most popular and influential Anime-based franchises in the world. In the last year alone, the franchise's YouTube subscriber base has grown 30%, evidence of the ever-growing popularity of the generational brand.

To leverage this growing online heat, ADK Emotions NY is working with a bevy of best-in-class Bey-influencers who will personally engage with the Blader community on global platforms including YouTube, Instagram and TikTok to promote the new series. Popular influencers have been recruited to help spread the joy, build the community, and promote the competitions that will ultimately expand the reach of Beyblade to every corner of the globe in 2022.

Season six also marks the debut of the catchy new theme song "We're Your Rebels" featuring fan-favorite independent artist NateWantsToBattle. The bouncy new cut is poised to burn up all digital music platforms upon release in December.

You can check out a sneak peek of the all-new *BEYBLADE BURST QUADDRIVE* series [here](#).

The BEYBLADE universe continues to evolve and expand through innovative animated episodic content, social media imprints, digital and physical gaming components, consumer products, live events and a robust licensing and merchandising program. Stay tuned for more updates!

