



Media Information

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Volkswagen launches electrifying collaboration with Marvel Studios' *Ant-Man and The Wasp: Quantumania*

- Volkswagen's ID.4¹ will feature in Marvel Studios' "Ant-Man and The Wasp: Quantumania," releasing in theaters worldwide in mid-February
- Global 360-degree campaign will feature custom content made in collaboration with Marvel Studios, Bullitt and directed by long-time Marvel Studios collaborator Anthony Leonardi III
- Red carpet appearance for the ID.4 at the movie's red carpet world premiere event in Los Angeles

Wolfsburg – Marking the release of Marvel Studios' "Ant-Man and The Wasp: Quantumania", in U.S. theaters starting February 17, Volkswagen is launching a global 360-degree campaign that puts the ID.4 in the limelight with custom content inspired by the movie. The cooperation is based on the product placement of the all-electric vehicle as the Super Hero's family car in the upcoming film.



"Marvel Studios films rank among the most successful movies of all time and Ant-Man is one of the most likeable characters in the Marvel Cinematic Universe. Integrating the ID.4 in the movie and the accompanying campaign enables us to reach millions of people all over the world," says Gilbert Heise, Head of Global Brand Management

and Consumer Insights at Volkswagen. "What's more, the Ant-Man character is a perfect fit for our brand: he is likeable, authentic and has a great sense of humor," he adds.

Global custom content for social media, TV and movie theaters shows Ant-Man and Cassie Lang in an amusing and elaborately staged sequence with the ID.4.

In the run-up to the film's release, Volkswagen and Marvel Studios' "Ant-Man and The Wasp: Quantumania" are presenting a jointly-created custom spot to kick off the global campaign. The ad, developed and produced by Volkswagen, the Walt Disney Studios partnerships team, and Bullitt, was directed by long-time Marvel Studios collaborator Anthony Leonardi III. Framestore's award-winning VFX team brought the spot's shrinking and growing effects to life. The spot will run on social media, TV and in movie theaters: <https://youtu.be/5XmuqzfpPU4>

"This fun, innovative and integrated campaign brings a relatable storyline to life in an extraordinary way. We are so excited to share it with fans around the world, in

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celebration of the release of the next installment of the MCU", said Lylle Breier, SVP Global Marketing Partnerships at Walt Disney Studios.

In addition, a behind-the-scenes featurette will give viewers an inside look at the making of the movie with the placement of the Volkswagen e-SUV ID.4 during production of the film. The vehicle will also be presented on the red carpet at the world premiere in Los Angeles.

"Nowadays, emotional storytelling through this kind of cooperation is enormously important for brands," explains Salim Yüksel, who is responsible for Future Trends, Strategic Partnerships and Global Branded Entertainment at Volkswagen and jointly leads the project alongside Volkswagen of America. "We are very proud to have brought together our global brands with such a creative project."

About Marvel Studios' "Ant-Man and The Wasp: Quantumania":

Super Hero partners Scott Lang (Paul Rudd) and Hope Van Dyne (Evangeline Lilly) return to continue their adventures as Ant-Man and the Wasp. Together, with Hope's parents Janet Van Dyne (Michelle Pfeiffer) and Hank Pym (Michael Douglas), and Scott's daughter Cassie Lang (Kathryn Newton), the family finds themselves exploring the Quantum Realm, interacting with strange new creatures and embarking on an adventure that will push them beyond the limits of what they thought possible. Directed by Peyton Reed and produced by Kevin Feige and Stephen Broussard, "Ant-Man and The Wasp: Quantumania" also stars Jonathan Majors as Kang, David Dastmalchian as Veb, Katy O'Brian as Jentorra, William Jackson Harper as Quaz and Bill Murray as Lord Krylar. The sci-fi adventure opens in US theaters on Feb. 17, 2023.

¹ ID.4 – ID.4 Pro Performance 150 kW (204 PS) - power consumption in kWh/100 km: combined: 18.7 – 16.4; CO₂ emissions in g/km: 0. Only consumption and emission values according to WLTP and not according to NEDC are available for the vehicle

The Volkswagen Passenger Cars brand is present in more than 140 markets worldwide and produces vehicles at 29 locations in twelve countries. In 2022, Volkswagen delivered around 4.6 million vehicles. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan or Passat as well as the successful all-electric models ID.3, ID.4, ID.5 and ID.6. Last year, the company handed over more than 330,000 all-electric vehicles to customers worldwide. Around 170,000 people currently work at Volkswagen worldwide. With its ACCELERATE strategy, Volkswagen is consistently advancing its further development into the most desirable brand for sustainable mobility.
