

Volkswagen announces partnership with Illumination's **DESPICABLE ME 4**: Joint campaign in celebration of the new movie



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Volkswagen is partnering with Illumination's new blockbuster film, *Despicable Me 4*, in a global campaign

- In Germany, the campaign features Volkswagen's new GOAL special-edition models as well as the men's national football team and Illumination's iconic Minions.

The mischievous Minions from Illumination's *Despicable Me 4* will now play a key part in Volkswagen's global campaign. The carmaker is launching a series of marketing actions simultaneously in various markets as part of a global cooperation with the film.

In Germany, for example, the characters from the new film will appear with the players from the German Football Association (DFB) in a campaign to promote the new GOAL special-edition models at the start of the European tournament. The collaboration launches just in time for the theatrical release of Illumination's *Despicable Me 4* on July 3, 2024 in the US and in Germany on 11 July 2024.

The Minions are likeable and approachable, exactly the image the Volkswagen brand wishes to portray," Susanne Franz, Chief Marketing Officer Volkswagen, said. "Their special kind of humor fits well with our twinkle-in-the-eye approach to marketing. The creative force of Universal Pictures, Illumination and Volkswagen has the potential for us to make a splash at the European championship with a humorous, innovative and catchy campaign.

Just how the Minions, with their distinctive welding goggles, help emotionalize the Volkswagen brand varies from market to market. In Germany, Illumination's *Despicable Me 4* teams up with the men's national football squad to promote the marketing measures for the new GOAL special-edition models. An exclusive equipment package is currently available for the ID.3, ID.4, ID.5, Polo, Taigo, T-Cross, T-Roc, T-

Roc Cabriolet, Golf, Golf Variant, Touran and Tiguan. Customers can benefit from savings of up to €3,700 compared with the manufacturer's recommended retail price for a model with equivalent equipment.

There are also further activities with the new film: The campaign is already underway in North America to promote the Atlas. In Latin America and Mexico, the focus is on the Teramont. Volkswagen Commercial Vehicles will also be joining the global cooperation.

Packed with non-stop action and filled with Illumination's signature subversive humor, *Despicable Me 4* is directed by a co-creator of the *Minions*, Oscar® nominee Chris Renaud (*Despicable Me*, *The Secret Life of Pets*), and is produced by

About Illumination's *Despicable Me 4*.

In the first *Despicable Me* movie in seven years, Gru, the world's favorite supervillain-turned-Anti-Villain League-agent, returns for an exciting, bold new era of *Minions* mayhem in Illumination's *Despicable Me 4*.

Following the 2022 summer blockbuster phenomenon of Illumination's *Minions: The Rise of Gru*, which earned almost \$1 billion worldwide, the biggest global animated franchise in history now begins a new chapter as Gru (Oscar® nominee Steve Carrell) and Lucy (Oscar® nominee Kristen Wiig) and their girls—Margo (Miranda Cosgrove), Edith (Dana Gaier) and Agnes (Madison Polan)—welcome a new member to the Gru family, Gru Jr., who is intent on tormenting his dad.

Gru faces a new nemesis in Maxime Le Mal (Emmy winner Will Ferrell) and his femme fatale girlfriend Valentina (Emmy nominee Sofia Vergara), and the family is forced to go on the run.

The film features fresh new characters voiced by Joey King (*Bullet Train*), Emmy winner Stephen Colbert (*The Late Show with Stephen Colbert*) and Chloe Fineman (*Saturday Night Live*). Pierre Coffin returns as the iconic voice of the *Minions* and Oscar® nominee Steve Coogan returns as Silas Ramsbottom.

Illumination's visionary founder and CEO Chris Meledandri and by Brett Hoffman (executive producer, *The Super Mario Bros. Movie* and *Minions: The Rise of Gru*). The film is co-directed by Patrick Delage (animation director *Sing 2* and *The Secret Life of Pets 2*), and the screenplay is by the Emmy winning creator of *White Lotus*, Mike White, and the veteran writer of every *Despicable Me* film, Ken Daurio.

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Illumination, founded by Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films, including Despicable Me—the most successful animated franchise in cinematic history—as well as the record breaking The Super Mario Bros. Movie, Dr. Seuss' The Lorax, Dr. Seuss' The Grinch and The Secret Life of Pets and Sing films. Illumination's library includes three of the top 10 animated films of all time. Illumination's iconic, beloved franchises—infused with memorable and distinct characters, global appeal and cultural relevance—have grossed more than \$9 billion worldwide. Illumination has an exclusive financing and distribution partnership with Universal Pictures.

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