

Volkswagen Teams Up with Warner Bros. and Legendary Entertainment for Global Release of "Godzilla x Kong: The New Empire" Movie Featuring the VW ID.4



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Volkswagen collaborates with Warner Bros. and Legendary Entertainment

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Godzilla x Kong: The New Empire

film with the VW ID.4 set to premiere globally beginning March 27

- Volkswagen International, Volkswagen Japan, Warner Bros. and Legendary Entertainment co-produced short-form content for social media
- Legendary's Monsterverse aligns with Volkswagen's brand identity with fast-paced monster action and heartwarming moments

Volkswagen is thrilled to announce its collaboration with Warner Bros. and Legendary Entertainment for the worldwide release of

Godzilla x Kong: The New Empire.

Set to premiere globally beginning March 27, this highly anticipated blockbuster showcases Volkswagen's innovative ID.4 model in a groundbreaking cinematic experience. In conjunction with the film's release, Volkswagen Headquarter and Volkswagen Japan, where Kong has become a worldwide pop culture icon, have co-developed engaging short-form content for social media, further solidifying the brand's partnership with the film while reinforcing its commitment to global electrification.

The initial teaser trailer for

Godzilla x Kong: The New Empire,

unveiled in December 2023, has garnered over 100 million views. With the highly anticipated release just around the corner, audiences worldwide have only a few days to wait until the film hits cinemas internationally beginning March 27 and in North America March 29, followed by its premiere in Germany on April 4. Alongside the anticipated return of Rebecca Hall, Bryan Tyree Henry and Kaylee Hottle, a new cast member has emerged: the Volkswagen ID.4, joining its human and monstrous counterparts on-screen.

Imelda Labbé, Member of the Volkswagen Brand Board of Management responsible for Sales, Marketing and After Sales, said:

At first glance one might wonder what the link is between an edge-of-your-seat, adrenaline-filled Monsterverse movie of such epic proportions, and the innovative, intuitive safe haven that is the ID.4. But it's all about feelings, and emotive storytelling. As well as all the fast-paced monster action, the film has plenty of playful and heartwarming moments that really speak to us at Volkswagen. We collaborated closely with our Volkswagen Japan team on production to take the all-electric ID.4 closer to a broad group of customers in Japan and fire their enthusiasm for sustainable mobility.

"In our exhilarating partnership with Volkswagen for 'Godzilla x Kong: The New Empire,' we're thrilled to showcase the ID.4's electrifying presence on screen. This collaboration merges cutting-edge automotive innovation with the epic scale and expansion of our Monsterverse world, bringing new dimensions to our beloved characters and stories while working alongside an iconic brand," said James Ngo, Executive Vice President, Franchise Management at Legendary Entertainment.

Twinkle in the Eye: Three pieces of content for Social Media

To add an extra twist to the mix, the international Volkswagen marketing team and Volkswagen Japan partnered with Warner Bros. and Legendary Entertainment to cook up some social media magic. Enter three cleverly crafted clips infused with subtle, light-hearted humor: "The Awakening," "Need A Charge," and "Coffee Run." Set within the monstrous universe of

Godzilla x Kong: The New Empire,

these snippets offer a delightful peek into the connection between the Volkswagen ID.4 and these iconic Titans. Not only do they showcase the compact SUV's performance and technical prowess, but they also weave in some heartwarming storytelling.

Japanese actress and social media sensation Chikako Fukuyama, best known

for her role on the popular Japanese reality show “Terrace House: Aloha State,” is taking the helm of this custom content series.

Relevance of global marketing cooperations

Marketing collaborations are crucial for increasing awareness of brands and their products, multiplying short, medium and especially long-term reach through earned media and to address a broad target group in an innovative and efficient way.

By placing the Volkswagen ID.4 in the film, an emotional storytelling connection is created that appeals to the changing consumer behaviors.

Repositioning of communication activities

Meanwhile, Volkswagen has been busy forging partnerships in the film industry as part of its new brand positioning. Recent collaborations include

Miraculous: Ladybug & Cat Noir – The Movie

from ZAG and Mediawan Kids & Family; Marvel Studios'

Ant-Man and The Wasp: Quantumania;

and the Disney+ Star Wars limited series "Obi-Wan Kenobi," "Andor," and "Mandalorian."

About

Godzilla x Kong: The New Empire

The epic battle continues! Legendary Pictures' cinematic Monsterverse follows up the explosive showdown of “Godzilla vs. Kong” with an all-new adventure that pits the almighty Kong and the fearsome Godzilla against a colossal undiscovered threat hidden within our world, challenging their very existence—and our own.

Godzilla x Kong: The New Empire

delves further into the histories of these Titans and their origins, as well as the mysteries of Skull Island and beyond.

Once again at the helm is director Adam Wingard. The film stars Rebecca Hall, Brian Tyree Henry, Dan Stevens, Kaylee Hottle, Alex Ferns and Fala Chen.

The screenplay is by Terry Rossio and Simon Barrett and Jeremy Slater, from a story by Rossio & Wingard & Barrett, based on the character “Godzilla” owned and created by TOHO Co., Ltd. The film is produced by Mary Parent, Alex Garcia, Eric Mcleod, Thomas Tull and Brian Rogers. The executive producers are Wingard, Jen Conroy, Jay Ashenfelter, Yoshimitsu Banno, and Kenji Okuhira. Once again, Wingard is collaborating with director of photography Ben Seresin, production designer Tom Hammock, editor Josh Schaeffer, costume designer Emily Seresin. The composers are Tom Holkenborg and Antonio Di Iorio.

Warner Bros. Pictures and Legendary Pictures Present a Legendary Pictures Production, A Film By Adam Wingard,

Godzilla x Kong: The New Empire.

It is slated for release nationwide only in theaters and IMAX on March 29, 2024 and beginning 27 March 2024 internationally, distributed by Warner Bros. Pictures except in Japan, where the film will be distributed by Toho Co., Ltd and in mainland China, where it will be distributed by Legendary East.

The ID.4 is the first all-electric compact SUV from the Volkswagen brand. It is produced and offered for sale in China, the USA, and Europe and, positioned as a global car by the brand, offered for sale in major markets worldwide. . The modular electric drive matrix (MEB) forms the technical backbone of Volkswagen's global electric offensive. In the case of the ID.4, the design of the MEB platform allows for a very spacious interior. At the same time, the car impresses with its strong driving performance and maximum ranges of up to 512 kilometers or 531 kilometers (the two versions in the WLTP cycle). Its quick-charging capability with up to 135 kW helps it cope with long distances.

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