



Media Information

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Volkswagen unveils two 'Obi-Wan Kenobi' inspired ID. Buzz¹ vehicles at Star Wars Celebration

- A pair of unique 'Obi-Wan Kenobi' inspired ID. Buzz vehicles are unveiled at the legendary Star Wars Celebration event in Anaheim, California
- ID. Buzz 'Light Side Edition' and 'Dark Side Edition' were showcased on the carpet of the surprise 'Obi-Wan Kenobi' premiere on Thursday
- The one-of-a-kind showcars were a collaboration between Volkswagen and Lucasfilm designers

Wolfsburg, Germany – Two very special 'Obi-Wan Kenobi' inspired Volkswagen ID. Buzz are part of this year's Star Wars Celebration in Anaheim, California (May 26-29), part of the brand's ongoing collaboration with the new series, coming to Disney+ on May 27. The showcars, ID. Buzz 'Light Side Edition' and the ID. Buzz 'Dark Side Edition', embody the Light and Dark side with eye-catching looks designed to delight and thrill *Star Wars* fans.



The two unique ID. Buzz show cars for the new *Star Wars* series "Obi-Wan Kenobi".

created skins that convey the two sides, drawing specific inspiration from Ob-Wan Kenobi and Darth Vader, two iconic characters from the upcoming series. Designers from Lucasfilm and Volkswagen worked in close collaboration for the special project.

"The opportunity to explore how 'Obi-Wan Kenobi' and the Volkswagen brand could come together on a vehicle was pure fun. The themes of good and evil, light and dark aren't necessarily concepts we apply to cars. The ID. Buzz collaboration offered an unique opportunity to have the cars become graphic reflections of two iconic characters," says Doug Chaing, Lucasfilm VP and Executive Creative Director.

"In close collaboration with Lucasfilm, we combine the timeless and functional design of the ID. Buzz with the fascinatingly detailed world of Obi-Wan Kenobi," explains Volkswagen Head of Design Jozef Kabaň. This philosophy also compelled the ID. Buzz lettering on the rear of the vehicles, which was designed in the classic *Star Wars* "Aurebesh" font – instead of in the font of standard Volkswagen models. Other lettering inspired by the series, is located on the fenders.

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ID. Buzz 'Light Side Edition'

Based on the passenger version of the car, the color of the lower section of the 'Light Side Edition' is beige, taking inspiration from the hue of the Obi-Wan Kenobi's tunic. The shiny chrome on the upper section references the design of spaceships and droids from the *Star Wars* universe. A blue line on the side, which continues to the front of the ID. Buzz into the headlights and light strip, symbolizes Obi-Wan's blue lightsaber. The glass surfaces of the electric ID. Buzz are designed in transparent blue, matching perfectly with the underbody lighting. Logos of the Jedi Order can be found on the side windows as well as on the centercaps of the rims. The customized 21 inch wheels carry through the unique design of the entire vehicle.

ID. Buzz 'Dark Side Edition'

The Buzz Cargo² serves as the platform for this edition. Through ominous shades of black and red, the ID. Buzz 'Dark Side Edition' embodies the Dark Side. The film is shiny black on the lower area of the body, while the upper section of the Buzz is draped in matte black. Side lines, headlights, light strips and window surfaces are in a red hue, inspired by Darth Vader's lightsaber. The contrast of red and black is continued by the red underbody lightning. The center of the uniquely designed 21-inch rims and the body of the ID. Buzz bear the logo of the Sith Empire.

The collaboration between Volkswagen and 'Obi-Wan Kenobi'

The unveiling of these one-of-a-kind showcars is the next step in the brand's celebration of the new series, following the launch last week. "It's about bringing together two icons," says Jozef Kabaň. " 'Obi-Wan Kenobi' sees the return of iconic characters from *Star Wars* and is sure to connect generations worldwide – as will the VW Bus, whose mythology will enter the new era of electromobility with the ID. Buzz."

In addition, with the new partnership, Volkswagen is focusing on even more emotions when positioning the brand, giving its global electrification strategy an additional boost. The wide-ranging "Obi-Wan Kenobi" campaign starts with its own spot, which was created in cooperation with Lucasfilm and Industrial Light & Magic. This is where the ID. Buzz starred alongside the well-known *Star Wars* characters.

The new limited *Star Wars* series "Obi-Wan Kenobi" will be available on Disney+ from today, May 27. The new ID. Buzz and ID. Buzz Cargo can already be ordered in European markets.

¹ID. Buzz Pro: Power consumption in kWh/100 km: combined 18.9 (NEDC); combined 21.7–20.6 (WLTP); CO₂ emissions combined in g/km: 0; efficiency class: A+++.

²ID. Buzz Cargo: Power consumption in kWh/100 km: combined 22.2–20.4 (WLTP); CO₂ emissions in g/km: combined 0; efficiency class: A+++

About Disney+

Disney+ is the dedicated streaming home for movies and shows from Disney, Pixar, Marvel, *Star Wars*, and National Geographic, as well as the new general entertainment content brand in select international markets, Star. As part of Disney's Media & Entertainment Distribution segment, Disney+ is available on most internet-connected devices and offers commercial-free programming with a variety of original feature-length films, documentaries, live-action and animated series, and short-form content. Alongside unprecedented access to Disney's incredible library of film and



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television entertainment, the service is also the exclusive streaming home for the latest releases from The Walt Disney Studios.

Disney+ subscription required. 18+ to subscribe

About Obi-Wan Kenobi

"Obi-Wan Kenobi," the new Disney+ limited series from Lucasfilm, will debut exclusively on Disney+ May 27. The series stars Ewan McGregor, reprising his role as the iconic Jedi Master. The story begins 10 years after the dramatic events of "*Star Wars: Revenge of the Sith*" where Obi-Wan Kenobi faced his greatest defeat—the downfall and corruption of his best friend and Jedi apprentice, Anakin Skywalker, who turned to the dark side as evil Sith Lord Darth Vader. The series also marks the return of Hayden Christensen in the role of Darth Vader. Joining the cast are Moses Ingram, Joel Edgerton, Bonnie Piesse, Kumail Nanjiani, Indira Varma, Rupert Friend, O'Shea Jackson Jr., Sung Kang, Simone Kessell and Benny Safdie. "Obi-Wan Kenobi" is directed by Deborah Chow and executive-produced by Kathleen Kennedy, Michelle Rejwan, Chow, Ewan McGregor and Joby Harold.

About Lucasfilm Ltd.

Lucasfilm Ltd., a wholly-owned subsidiary of The Walt Disney Company, is a global leader in film, television and digital entertainment. In addition to its feature film and series production, the company's offerings include cutting-edge visual effects and audio post-production, digital animation, immersive storytelling, and the management of the global merchandising activities for its entertainment properties including the legendary *STAR WARS* and *INDIANA JONES* franchises. Lucasfilm Ltd. is headquartered in northern California.

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The Volkswagen Passenger Cars brand is present in more than 150 markets worldwide and produces vehicles at more than 30 locations in 13 countries. In 2021, Volkswagen delivered around 4.9 million vehicles. These include bestsellers such as the Polo, T-Roc, Golf, Tiguan or Passat as well as the successful all-electric models ID.3 and ID.4. Last year, the company handed over more than 260,000 battery electric vehicles (BEV) to customers worldwide, more than ever before. Around 184,000 people currently work at Volkswagen worldwide. In addition, there are more than 10,000 trading companies and service partners with 86,000 employees. With its ACCELERATE strategy, Volkswagen is consistently advancing its further development into a software-oriented mobility provider.
