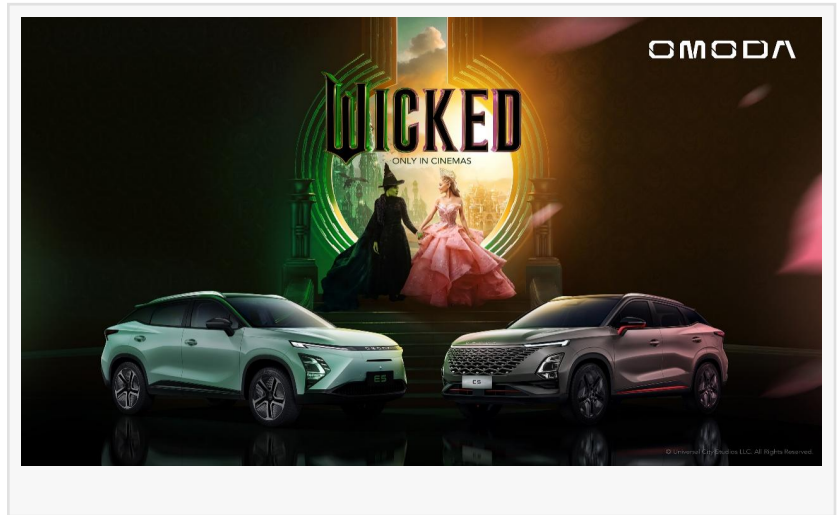


OMODA&JAECOO Partner with Universal Pictures' Wicked to Explore a Magical Journey

WUHU, CHINA, November 18, 2024 /EINPresswire.com/ -- On November 12, OMODA&JAECOO announced a collaboration with Universal Pictures' spectacular new cinematic event Wicked. Together, they are embarking on a fantastical journey into the magical world of Oz that not only showcases the brand's dedication to innovative personalization and trendsetting but also offers film and car enthusiasts a dual visual and emotional surprise.



Wicked, the untold story of the witches of Oz, is based on one of the most beloved and enduring musicals in Broadway history. The film now arrives in cinemas as a visually stunning cinematic event this November. Wicked boasts an all-star cast, featuring Emmy, Grammy, and Tony Award winner and Oscar nominee Cynthia Erivo and Grammy Award-winning global superstar Ariana Grande in the lead roles. In addition, the film stars Oscar-winner Michelle Yeoh, film icon Jeff Goldblum, Olivier Award winner and Emmy nominee Jonathan Bailey, and four-time Emmy Award winner Peter Dinklage. Wicked arrives in cinemas from 22 November 2024.

In Wicked, Cynthia Erivo portrays Elphaba, a young woman misunderstood because of her green skin who has yet to discover her true power. Ariana Grande plays Glinda, a popular young woman gilded by privilege who has yet to discover her true heart. As they forge an unlikely friendship, their extraordinary adventures in Oz will ultimately see them fulfill their destinies as Glinda the Good and the Wicked Witch of the West.

In this collaboration, OMODA&JAECOO have specially created two car wraps themed to the film: the E5 Green Witch edition and the C5 Pink Witch edition. These wraps feature the characters of Elphaba and Glinda on each of the respective vehicles, awakening limitless imagination, and longing for the magical realm in everyone's heart.

As the film arrives in cinemas, there will be opportunities to view the specially customized

Wicked-themed cars by OMODA—the E5 Green Witch Edition and C5 Pink Witch Edition. These custom-modified vehicles will allow car enthusiasts and film fans alike to experience their unique charm and extraordinary appeal firsthand.

This collaboration will offer film fans and car enthusiasts an unforgettable experience and memories, building a closer bridge between the brand and its consumers.

As a personalized brand committed to embracing global pioneering users, OMODA&JAECOO have always engaged with the new generation through cross-industry collaborations, creating the "O-universe" ecosystem that allows the brand and users to collide in different dimensions.

About Universal Pictures' Wicked

One of the most beloved and enduring musicals on the stage, Wicked makes its journey to the big screen as a spectacular cinematic event this holiday season.

Directed by acclaimed filmmaker Jon M. Chu (Crazy Rich Asians, In the Heights), Wicked is the first chapter of a two-part immersive, cultural celebration. Wicked Part Two is scheduled to arrive in cinemas on November 21, 2025.

Wicked, the untold story of the witches of Oz, stars Emmy, Grammy, and Tony-winning and Oscar®-nominated powerhouse Cynthia Erivo (Harriet, Broadway's The Color Purple) as Elphaba, a young woman misunderstood because of her green skin who has yet to discover her true power and Grammy-winning, multi-platinum recording artist and global superstar Ariana Grande as Glinda, a popular young woman gilded by privilege who has yet to discover her true heart.

The two meet as students at Shiz University in the fantastical Land of Oz and forge an unlikely but profound friendship. Following an encounter with The Wonderful Wizard of Oz, their friendship reaches a crossroads and their lives take very different paths. Their extraordinary adventures in Oz will ultimately see them fulfill their destinies as Glinda the Good and the Wicked Witch of the West.

The film also stars Oscar® winner Michelle Yeoh as Shiz University's regal headmistress Madame Morrible; Olivier Award winner and Emmy nominee Jonathan Bailey (Bridgerton, Fellow Travelers) as Fiyero, a roguish and carefree prince; Tony nominee Ethan Slater (Broadway's Spongebob Squarepants, Fosse/Verdon) as Boq, an altruistic Munchkin student; Marissa Bode in her feature-film debut as Nessarose, Elphaba's favored sister; and pop culture icon Jeff Goldblum as the legendary Wizard of Oz.

The cast includes Pfannee and ShenShen, two conniving compatriots of Glinda, played by Emmy nominee Bowen Yang (Saturday Night Live) and Bronwyn James (Harlots); a new character created for the film, Miss Coddle, played by Tony nominee Keala Settle (The Greatest Showman); and four-time Emmy winner Peter Dinklage (Game of Thrones) as the voice of Dr. Dillamond.

Wicked is produced by Marc Platt p.g.a. (La La Land, The Little Mermaid), whose films, television

shows, and stage productions have earned a combined 46 Oscar® nominations, 58 Emmy nominations, and 36 Tony nominations, and multiple Tony winner David Stone (Kimberly Akimbo, Next to Normal), with whom Platt produced the blockbuster Wicked stage musical. The executive producers are Stephen Schwartz, David Nicksay, Jared LeBoff, Winnie Holzman, and Dana Fox.

Wicked is based on the generation-defining musical stage play with music and lyrics by legendary Grammy and Oscar® winning composer and lyricist Stephen Schwartz and a book by Winnie Holzman, from the bestselling novel by Gregory Maguire. The screenplay is by Winnie Holzman and Dana Fox. The film score is by John Powell & Stephen Schwartz, with music and lyrics by Stephen Schwartz.

Marc Platt, Universal Pictures, the Araca Group, Jon B. Platt, and David Stone produced the Broadway stage musical.

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