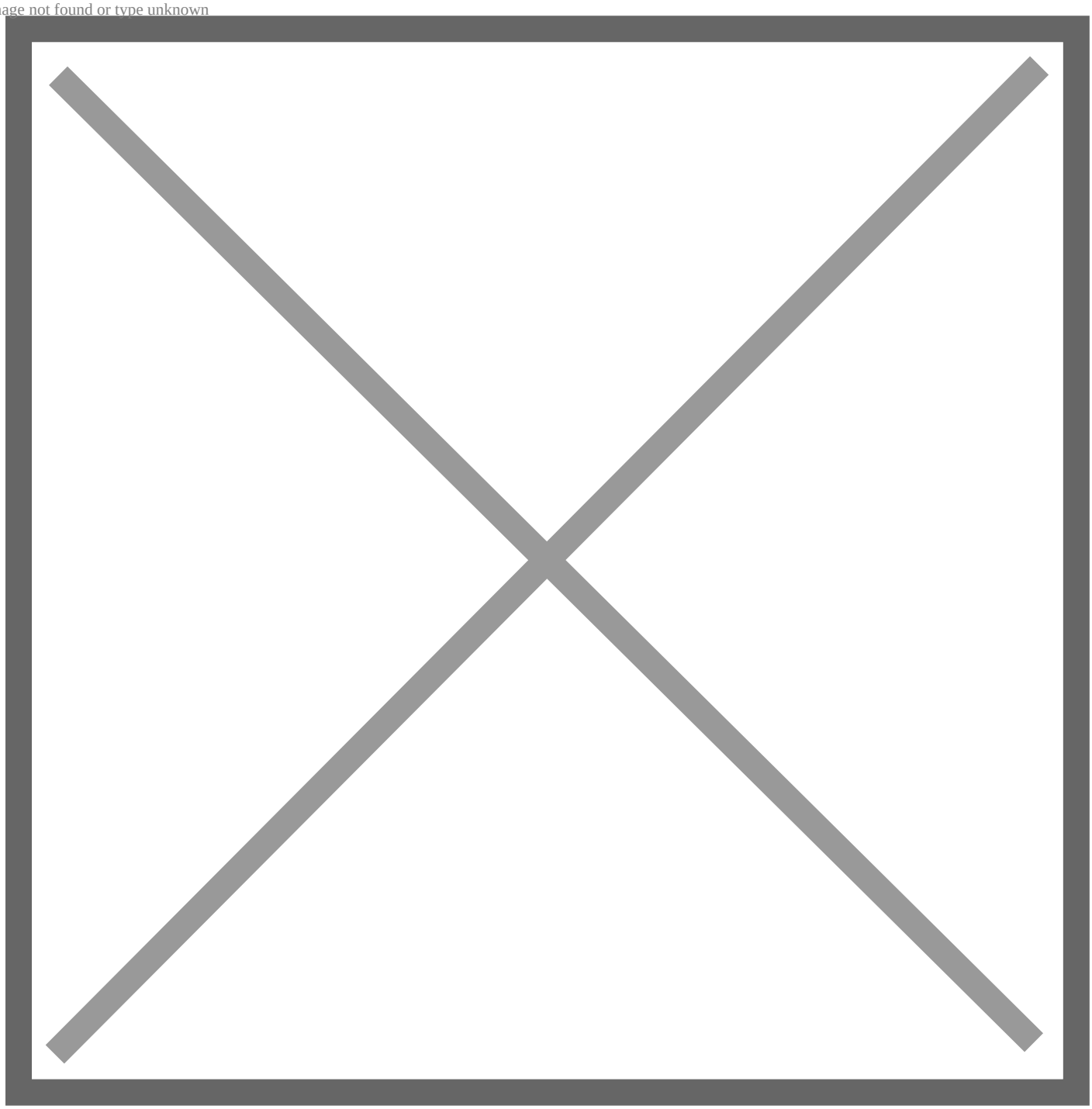
LEXUS AND UNIVERSAL PICTURES' *WICKED: FOR GOOD* REUNITE FOR MOVIE FANS TO "EXPERIENCE OZMAZING"

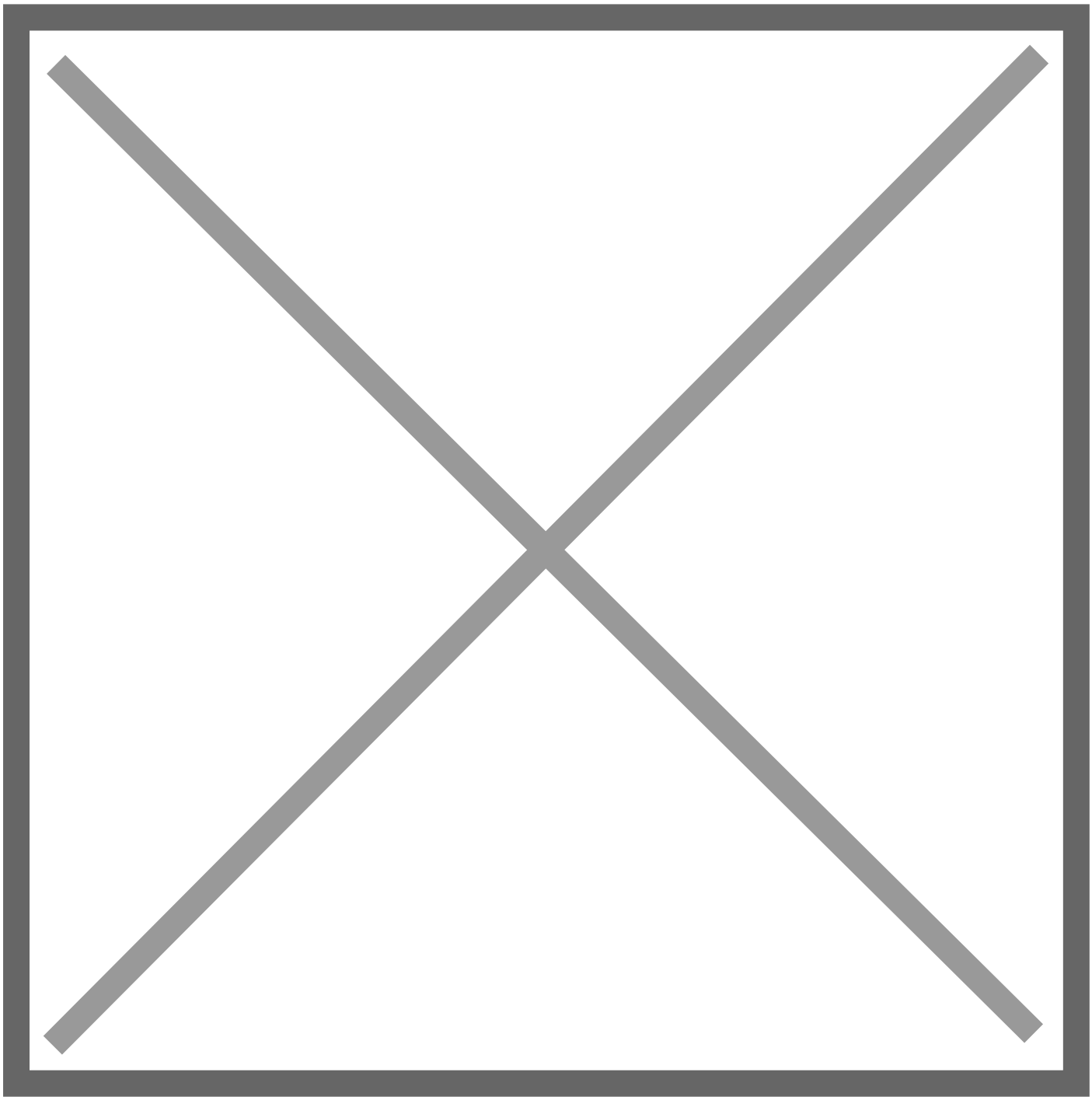
October 13, 2025

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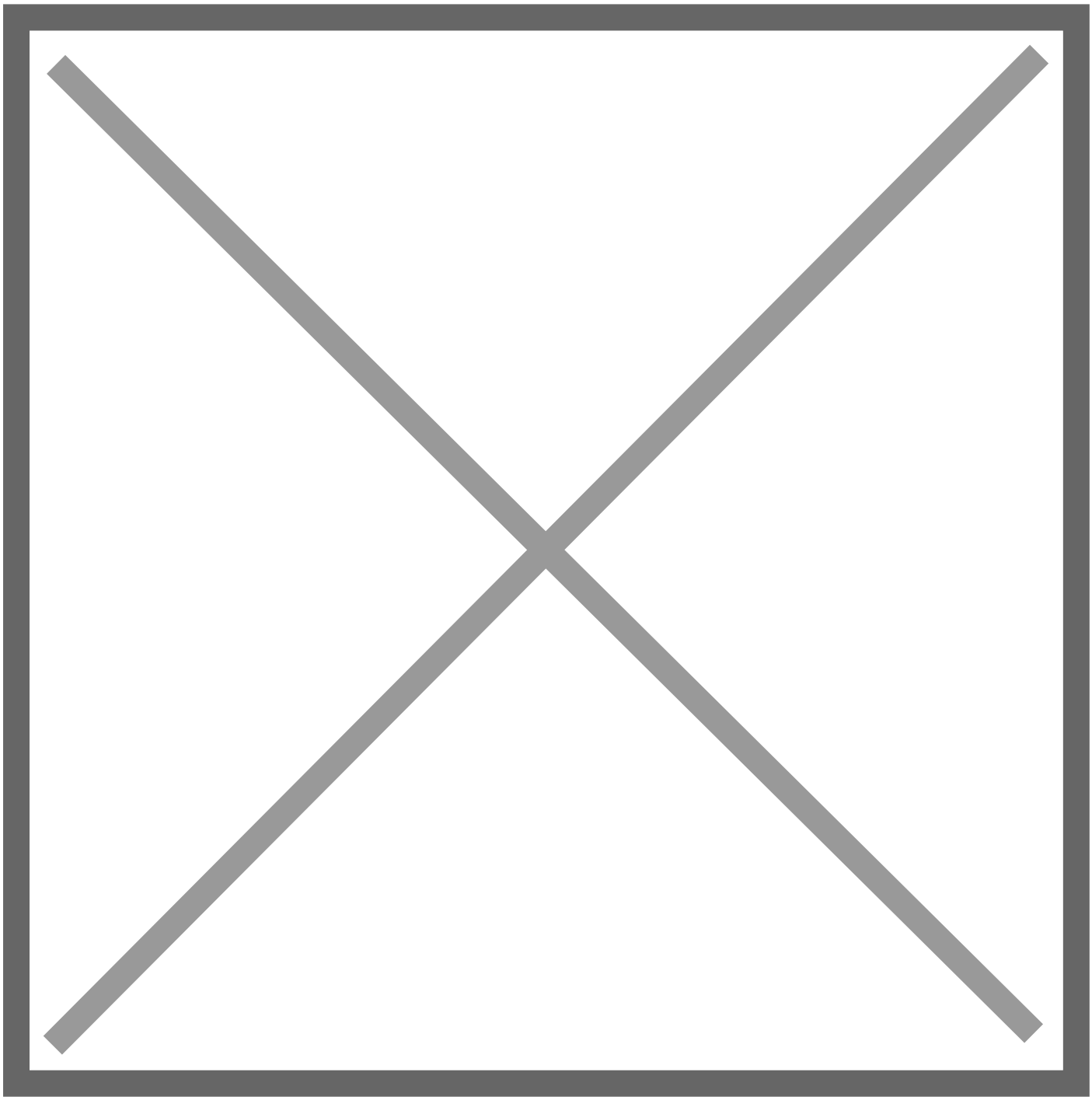


PLANO, Texas (Oct. 13, 2025) – Last year, Universal Pictures' *Wicked* captivated global audiences and shattered box office records, becoming the most successful Broadway film adaptation in history. Lexus is along for the ride again this holiday season, inviting fans to "Experience OZmazing" in the epic and electrifying conclusion. Today, Lexus partners with Universal's *Wicked: For Good* (in theaters November 21), debuting a 360-degree marketing campaign with a co-branded, 30-second custom spot featuring the 2025 Lexus LX.

The custom TV spot, "Magic in the Air," features *Wicked* and *Wicked: For Good's* acclaimed filmmaker Jon M. Chu, his wife Kristin Chu, and their daughter Stevie Sky Chu – who was born last November on the same day as *Wicked's* Los Angeles premiere. As the family rides in the Lexus LX, they experience the whimsical magic found within the Emerald City. The action is set to the new movie's emotional anthem, "For Good," as it plays within the vehicle's Lexus Interface multimedia system. The spot closes with the *Wicked*-inspired Lexus tagline, "Experience OZmazing."

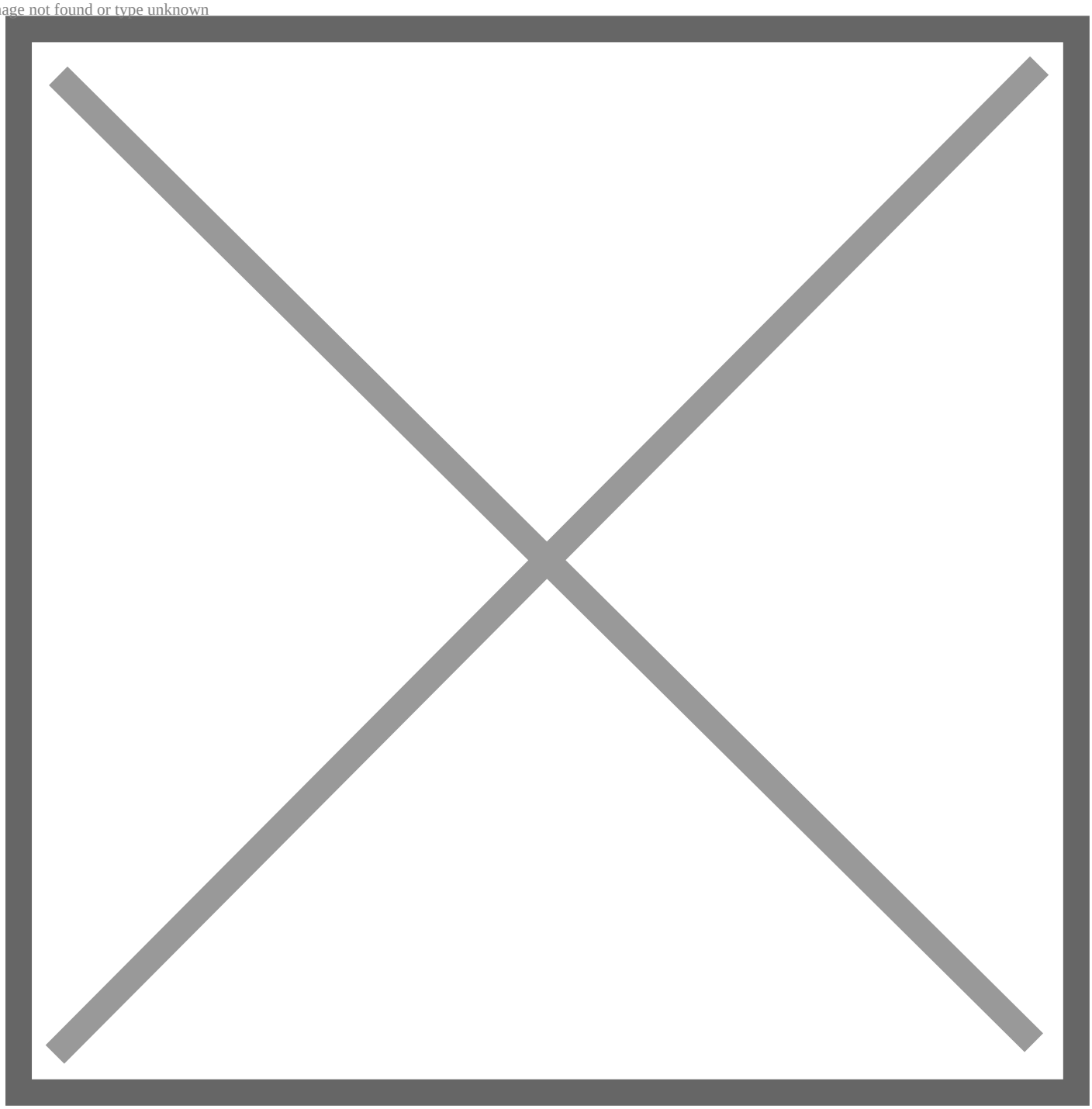


“As a proud partner of Universal’s *Wicked: For Good*, Lexus invites fans to experience the film’s electrifying finale,” said Lisa McQueen, senior manager, Lexus marketing. “For those looking to tackle any adventure ahead, the Lexus LX is the perfect vehicle for life’s most magical moments.”



The custom spot headlines a 360-degree marketing campaign – set to appear in a wide range of media – including co-branded social content and sponsorship of the *Wicked: For Good* premiere in New York City. The 30-second spot will air on Peacock, YouTube, and Amazon throughout the promotional window, running Oct. 13 through Dec. 4, 2025.

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Universal Pictures' *Wicked: For Good*, arrives in theaters on Friday, November 21, 2025.

For more information on the Lexus LX, visit www.lexus.com/lx and the Lexus Newsroom.