

**Project:** Global Social Media Plan // November

**Topic:** Nightrider

**Subline:** Featuring the Passat GTE

**Format:** Image

**Date:** Flexible



<b>Description</b>	Stylised photos with bright lights and street vibes are always on trend. Volkswagen showcases the Passat GTE exploring the night. Please link to your local product website.	
<b>Facebook</b>		
Posting text (240)	Sleek through the night. #night #nightrider #vwpassat #volkswagen	
<b>Twitter</b>		
Posting text (140)	Sleek through the night. #night #nightrider #vwpassat #volkswagen	
<b>Instagram</b>		
Posting text	Sleek through the night. #night #nightrider #vwpassat #volkswagen #vw	
<b>Image</b>		
	 <p data-bbox="529 1964 856 2001">Fuel consumption in l/100 km: 1.8–1.7; electricity consumption, combined, in kWh/100 km: 13.7–13.2; CO<sub>2</sub> emissions, combined, in g/km: 40–38; efficiency rating: A+</p>	