

Project: Global Social Media Plan // November


Topic: Nightrider

Subline: Featuring the Passat GTE

Format: Image

Date: Flexible



Description	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.	
Facebook		
Posting text (240)	Sleek through the night. #night #nightrider #vwpassat #volkswagen	
Twitter		
Posting text (140)	Sleek through the night. #night #nightrider #vwpassat #volkswagen	
Instagram		
Posting text	Sleek through the night. #night #nightrider #vwpassat #volkswagen #vw	
Image		
	 <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; CO₂ emissions, combined, in g/km: 40–38; efficiency rating: A+</p>	