

**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>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>	