

**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



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+