

Project: Global Social Media Plan // May

Topic: Cornering Light

Format: Film

Date: date related



Description	The optional dynamic cornering light is a swivelling bi-xenon system that follows the movements of the steering wheel. Volkswagen offers it in conjunction with the static turning light. It illuminates bends in the road more effectively.
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Facebook

Posting text (240)	Reveals what's around the corner. The optional Cornering Light. #volkswagen #vwpassat #technology
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Twitter

Posting text (140)	Reveals what's around the corner. The optional Cornering Light. #volkswagen #vwpassat #technology
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Instagram

Posting text	Reveals what's around the corner. The optional Cornering Light. #volkswagen #vwpassat #technology
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Image



Project: Content Pieces Postings


Topic: Teenlove

Format: Film

Date: date related



Description	Late at night a girl takes her boyfriend home. Her parents are out and they are just before kissing right on the doorstep. But what's that? The light beam of her parents' Passat hits them and they hide behind a hedge on the corner. They try to kiss again but the mother in the car steers to the right: The cornering light moves to the two lovers who now are in the spotlight - and move apart innocently.
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YouTube	
Titel	Revealing: the optional cornering light from Volkswagen.
Description	What's around the corner? Now you can find out easily. The optional cornering light from Volkswagen not only provides a better visibility but also reveals something unexpected from time to time.
Thumbnail	
Tags	volkswagen, vw, cornering, light, reveal, corner, kissing, love, teen, house, parents, secret, girl, boy, dad, mom, mother, father, garden, hedge
Text in video	Reveals what's around the corner. The optional cornering light from Volkswagen.
Rights of use	Media Usage: Internet Only (website & social) Territory: Worldwide Term: 2-years active utilization, starting 01.04.2017, after 2 years of using (01.04.2019) perpetual disposition on VW SoMe Channels allowed - don't have to be deleted
Link material	