

Project: Global Social Media Plan // March

Topic: Tyre Change

Format: image

Date: Flexible Content



Description

It is in people's interest to change tyres at the start of a new season.

Facebook

Posting text (240)

New season, new look: don't forget to change your tyres. #tyrechange #volkswagen

Twitter

Posting text (140)

New season, new look: don't forget to change your #volkswagen tyres. #tyrechange

Instagram

Posting text

New season, new look: don't forget to change your tyres.
#tyrechange #volkswagen #volkswagen #car
#newlook #tyres #season

Image



Fuel consumption in l/100 km:
urban: 5.7-5.1 / extra-urban: 4.4-3.8 / combined: 4.8-4.2;
CO₂ emissions, combined, in g/km: 127-109; efficiency rating: B, A