

Project: Global Social Media Plan // October



Topic: Concept Car 3

Subline: Highlight the concept car

Format: Image

Date: Flexible

Description	The Volkswagen I.D. heralds a new era of autonomous driving. It perfectly showcases how rich the features of electric mobility will be.
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Facebook	
Posting text (240)	Lighting up the way into a new era. #light #design #industrial #vwid #volkswagen

Twitter	
Posting text (140)	Lighting up the way into a new era. #light #design #industrial #vwid #volkswagen

Instagram	
Posting text	Lighting up the way into a new era. #light #design #industrial #vwid #volkswagen #vw

Image	
	A white Volkswagen I.D. concept car is shown from a front-three-quarter angle, parked on a platform in a dimly lit, multi-story industrial building. The car's headlights are illuminated, casting light onto the floor. The background shows concrete structures and stairs.