

**Project:** Global Social Media Plan // November



**Topic:** Hill-Start Assist

**Subline:** Highlight the Hill-Start Assist feature using nature

**Format:** Video

**Date:** Flexible

<b>Description</b>	Volkswagen is always ready for adventures. With Hill-Start assist, everyone can drive more confidently, even in tricky penguin territory!  Please link to your local product website.
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<b>Facebook</b>	
Posting text (240)	Helps to go uphill. #penguin #hill #volkswagen

<b>Twitter</b>	
Posting text (140)	Helps to go uphill. #penguin #hill #volkswagen

<b>Instagram</b>	
Posting text	Helps to go uphill. #penguin #hill #volkswagen #vw

<b>Image</b>	