

**Project:** Global Social Media Plan // [October](#)

**Topic:** Traffic Jam Assist

**Subline:** Showcasing Traffic Jam Assist

**Format:** Image

**Date:** Flexible Content



Description	Traffic Jam Assist uses functions such as ACC adaptive cruise control and lane departure warning to allow easy slow driving in traffic jams. The car will follow the vehicle ahead and automatically operate the accelerator and brakes within the limits of the system keeping the vehicle in lane.
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Facebook	
Posting text (240)	More relaxation on your commute. // Calmly through the traffic jam. // Relaxed in spite of the traffic jam. // Driving through the traffic jam without any stress. #trafficjam #technology #volkswagen

Twitter	
Posting text (140)	More relaxation on your commute. // Calmly through the traffic jam. // Relaxed in spite of the traffic jam. // Driving through the traffic jam without any stress. #trafficjam #technology #distance #tech #volkswagen

Instagram	
Posting text	More relaxation on your commute. // Calmly through the traffic jam. // Relaxed in spite of the traffic jam. // Driving through the traffic jam without any stress. #trafficjam #technology #distance #tech #volkswagen #vw

Image	