


Project: Global Social Media Plan // March

Topic: Interior Riddle 5

Format: image

Date: Flexible Content



Description	The Interior Riddle series focuses on details from Volkswagen cockpits. It combines a “call to action” aspect with outstanding detail shots that inspire every car enthusiast. It’s a new Golf GTI.
Facebook	
Posting text (240)	Jump into the racing seat! Guess which car this is! #interior #riddle
Twitter	
Posting text (140)	Jump into the racing seat! Guess which #car this is! #interior #riddle
Instagram	
Posting text	Jump into the racing seat! Guess which car this is! #interior #riddle #volkswagen #car #racing #driving #style
Image	
 <p>Fuel consumption in l/100 km: urban: 8.2-7.8 / extra-urban: 5.5-5.3 / combined: 6.4-6.3; CO₂ emissions, combined, in g/km: 148-145; efficiency rating: D Picture shows optional equipment available at extra costs.</p>	