

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

**Topic:** Rear View

**Subline:** Presenting the rear view camera

**Format:** Image

**Date:** Flexible Content




Description	The Rear View camera helps the driver when reversing. The camera image in the display of the radio or radio/navigation system shows the area behind the vehicle.
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Facebook	
Posting text (240)	The rear view camera helps to spot obstacles behind the car - even moving ones - quickly and easily. #technology #vwarteon #volkswagen

Twitter	
Posting text (140)	The rear view camera helps to spot obstacles behind the car - even moving ones - quickly and easily. #technology #vwarteon #volkswagen

Instagram	
Posting text	The rear view camera helps to spot obstacles behind the car - even moving ones - quickly and easily. #technology #vwarteon #volkswagen #vw

Image	
	

Functionality only within the system limits.