

Volkswagen brings test drive to print ads.



Why?

One of Volkswagen's focus areas is to be a leader in innovation and new technology. But advanced driving assistance systems and safety solutions can be difficult to explain in an ad. Therefore, we let readers try out the innovations themselves, by launching an app that allows you to test drive a car with a print ad as a test road.

Download the app: [Volkswagen Norge](#) in appstore.



Brand Strength

Volkswagen's goal is to be a leader in innovations. We developed a lead generation campaign targeted towards innovators and early adopters in the market by giving them an opportunity to try out the new innovations by using new innovations.



Das Auto.

Watch and see. **Audio-visual presentation**
<http://referanser.apr.no/Volkswagen/app/>