

VOLKSWAGEN IN ACTION IN AUGUST

In one of the highest-profile vehicular product placements yet, Volkswagen happily supplied six Beetle Cabriolets – three red, three white – and four black Phaeton limousines as the transport convoy for the celebrity ensembles hosting the pre-parade entertainment segment in last month's National Day Parade. This Singapore 'National Service' by the German automaker is said to have cost more than \$200,000, but with a record five NDP rehearsals and virtually the whole nation watching the actual event live, Volkswagen probably considers it money well spent.

Next to the Padang at the Esplanade, where VW is a founding partner, there is a fun new outdoor campaign showcasing a series of eight creative visuals featuring close-ups on various Volkswagen cars wearing special licence plates with a coded message focused around the arts, like SH85PR and 4NFILMS. Driving the campaign further is an online game called Volkswagen Challenge that runs till year-end. Players who sign up for it at www.vwasia.com will be asked to unravel the cryptic codes on the campaign car plates, with thirty lucky winners receiving a pair of tickets, worth up to \$100 each, to an Esplanade performance of their choice. Those who seek a greater challenge can try their hand at creating their own clever codes centred around the arts theme, and the best entries will be included in the next series.

"It is Volkswagen's aim to fuel arts appreciation in Singapore in different creative ways. Through this new campaign, we hope to stir up enthusiasm for the arts in a fun, enjoyable and stimulating manner, just like how our automobiles inspire passion for driving," said Dr Olaf Duebel, Director of Volkswagen Southeast Asia and Pacific.

Volkswagen's most recent PR effort was an air-cooled convoy of over 100 classic Beetles, their owners volunteering to ferry 300 disadvantaged children from the MLK (Mainly I Love Kids) charity to the gala premiere of Walt Disney Pictures' *Herbie Fully Loaded* in Orchard Cineleisure, whose nine halls and nearly 1900 seats were block-booked by Volkswagen for the special screening. The beautiful old Bugs, proudly wearing No.53 stickers and stripes inspired by the movie star car Herbie, were accompanied by four uber-cool VW Kombi vans, Perfect 10 radio deejay Jamie Yeo who was picture-perfect as always and Ronald McDonald downing around in a current Beetle Cabrio.



DIGITAL CO-DRIVER MAKES DEBUT

TIBO has chosen Singapore as the Southeast Asian launch pad for its plug-and-play GPS car navigation system. Popular in many parts of Europe, the TIBO system is a stand-alone set-up that incorporates navigation software, maps and a GPS receiver in one portable, easy-to-install dashboard device.

The Singapore-spec TIBO CP-X371

comes loaded with detailed maps of Singapore and Johor Bahru, with places of interest highlighted, like hotels,

shopping centres and petrol kiosks – a Kuala Lumpur map update is in the works. Tap the user-friendly 3.5-inch touchscreen and the system will plan the shortest route automatically, guiding the driver to his destination via colour maps, voice prompts and directional LED lights.

Check out the website www.elec.com.com.sg for more information on this clever new navigation system for Singapore.



SIMPLIFIED FUEL PRICES AT SHELL

Shell has taken the industry lead in displaying nett prices prominently at its service stations instead of the usual percentage discounts. On top of this, Shell is putting its retail pump prices (gross) and discounted prices (nett prices based on prevailing promotional discount) online at its website www.shell.com.sg. Motorists can also call the customer service hotline at 1800-2615322 to find out its latest nett fuel prices.

