

Volkswagen Sneaker

USER/INSPIRATION

Volkswagen Owners are fervent about their cars.

There are thousands of blogs, forums, Facebook pages, etc. dedicated to the love of all things VW. According to truecare.com Volkswagen has one of the highest rates of young buyers ages 18-37.

The user is a young, fashionable, up to date young adult. They are up on the latest technology but appreciate the classic vintage look

VINTAGE FEEL



CASUAL



FRESH



WAKE
UP AND
LIVE

