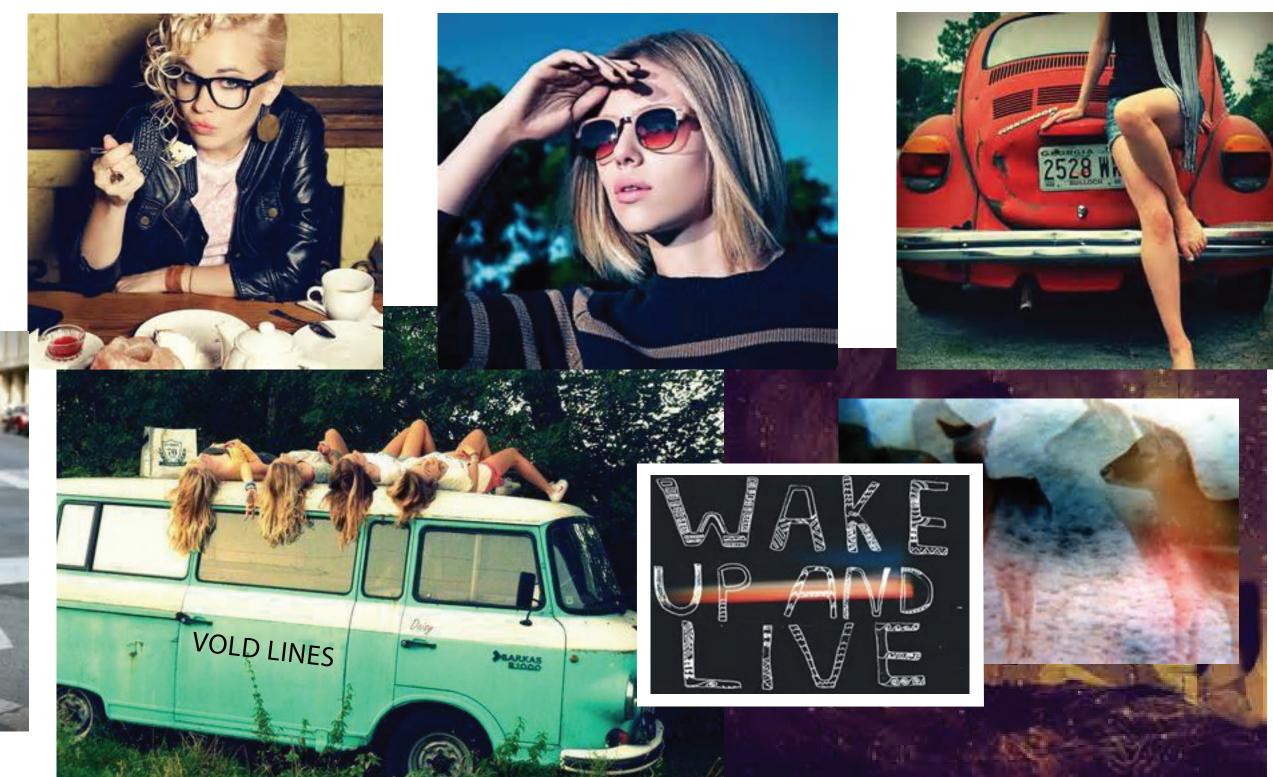
## Volkswagen Sneaker

## **USER/INPIRATION**

Volkswagen Owners are fervent about their cars. Their 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 rate 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





FRESH



## CASUAL