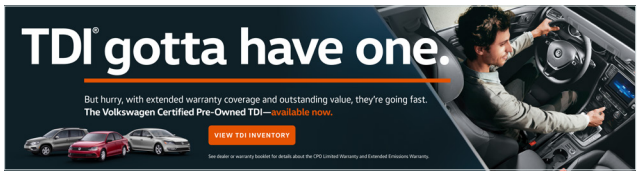
Certified Pre-Owned TDI Marketing Materials

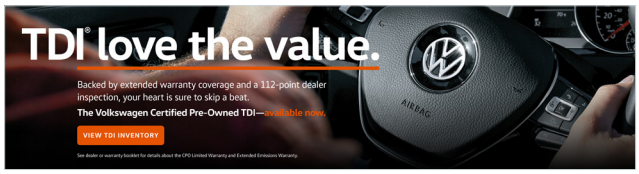
Volkswagen of America has developed TDI-specific CPO marketing materials to assist in your online and in-dealership advertising efforts. The direction is simple: combining the TDI logo with catchy "I" statements to help customers visualize themselves in CPO TDI vehicles available for resale.

Digital

All CPO TDI digital assets are available for download on VW Adlab.

- Hero Rotators (2 designs)
  - If dealers want the hero rotator added to their Certified Dealer Website, they should contact their Volkswagen Digital Consultant at 844-492-5545 or info@vwdealerdigital.com.





Print

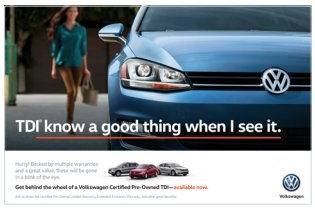
Every dealer will receive a sample kit of the new CPO TDI merchandising materials in late August 2017.

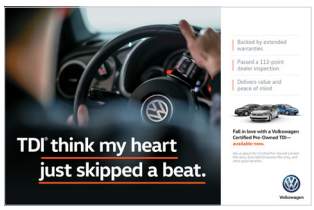
- Wall Cling (2 designs)
- Hangtag
- License Plate Inserts (4 designs)

These materials will be available for order in late August on the VW Brand Store.

We will continue to add to this list as new materials become available.

Please reach out to your Volkswagen Field Representative with any questions or concerns.





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