



**This campaign came out in April.**

And people began to notice.

They noticed the purple sky.


Wide open spaces.

They spotted the little red, rarin' to go Golf.

They realized Volkswagen wanted drivers.

And they wanted freedom.

**By August, Golf sales were up 41%.**

Drivers wanted. 

**Bottom line, magazines make a difference.**



Magazine Publishers of America

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The Volkswagen ad ran as part of an overall media mix.