

Volkswagen makes you go the extra mile, by foot

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Volkswagen Portugal is organizing a marathon at one of its factories. Part of the course will go through the production line and participants need to pick up their registration kit at one of Volkswagen's car dealerships.

Why it matters

By reaching out to Lisbon's growing number of runners, Volkswagen is allowing potential customers to have a behind the scenes look at the business. It also attempts to reinforce Volkswagen green credentials, but is this enough to captivate an audience that will literally be swiftly passing by?

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