

# THE JAM-PACKED TAYRON TEST DRIVE

"MOVE OVER OK GO - VW TAYRON TEST DRIVE COMES WITH A LIVE IN-CAR ROCK SHOW"

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## Opportunity

Cars are equipped with incredible sound systems – the ones that'll have you feeling like you're at a concert.

But with the **Tayron**, there's so much space that we could actually put on a concert inside the car.

## Idea

Volkswagen invite fans of **Furnace and the Fundamentals**, an Aussie rock band of six, to a **Tayron** test drive.

What test-driving fans don't know is that **Furnace and the Fundamentals** are sitting at the back of the **Tayron**, where there's space to set up everything they need to perform.

What's thought to be a normal test drive becomes a full-on 15 min concert, with the band interacting and taking song requests from the surprised test-driving fans.

