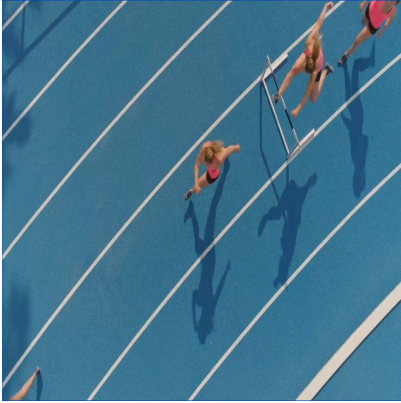
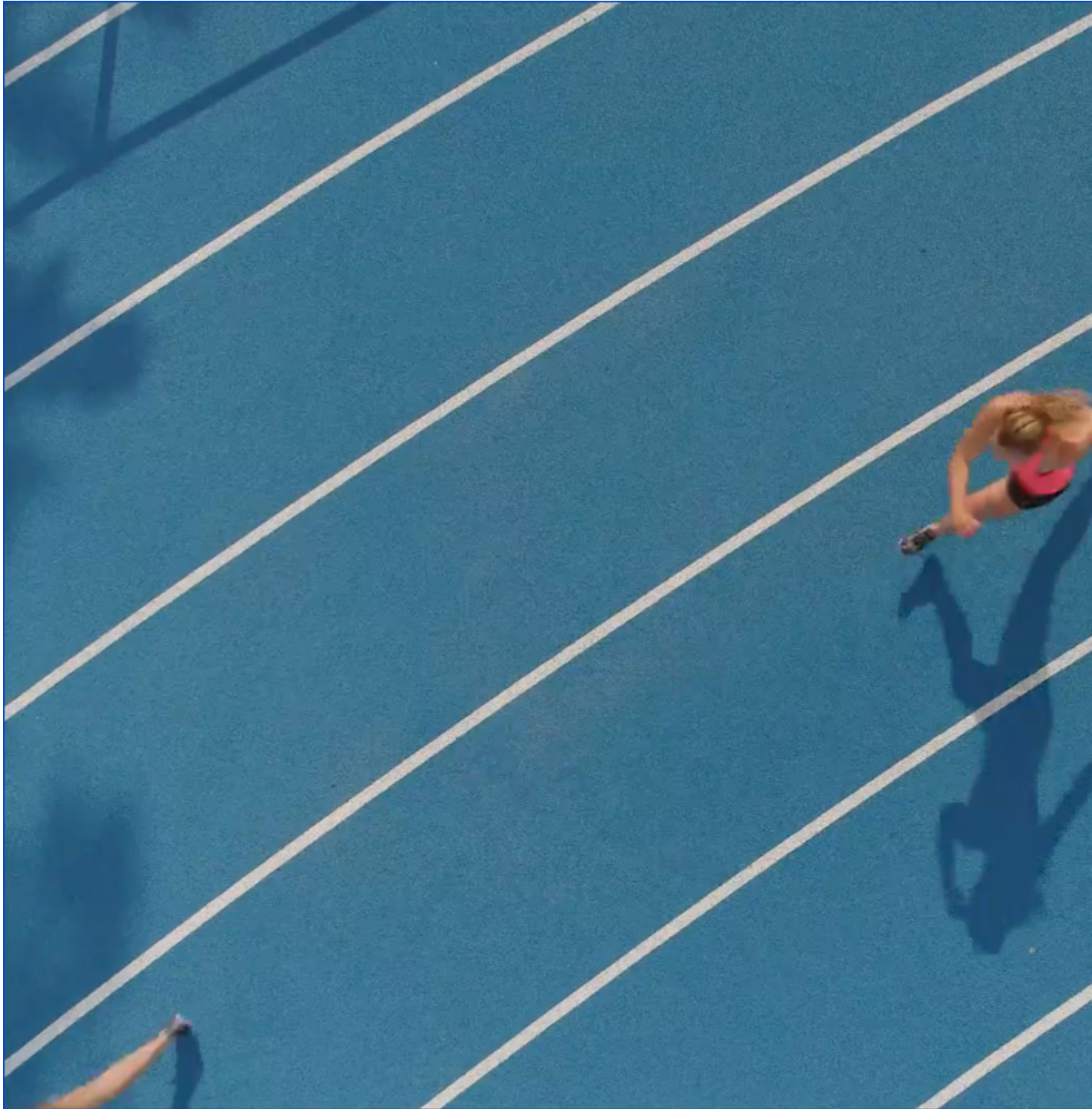




Volkswagen celebrate freedom through movement with George Michael and their Active Sondermodelle

Description



Volkswagen's Sondermodelle is focused on fitting with the activity of life. As we've all been feeling constrained for the past year, the importance of feeling active has become even more important. We licensed **George Michael's "Freedom"** for the spot – the perfect candidate for that life affirming feeling.

Life doesn't stop moving, so it's vital that your car is flexible enough to keep up with you and give you the freedom to live how you want to. This concept is what drew the client to this stone cold George Michael classic. The song captures an infectious sense of joy that transforms the spot into something

truly uplifting.

Watch the Volkswagen Active Sondermodelle film here:

<https://vimeo.com/538723457>