

Email 1:Welcome Email

**Subject Line: Say Hello! To the new Beetle!**

Hello there!

I'm Adam, the product specialist for the brand new Beetle, here at Volkswagen

I'm glad to see your excitement towards the new Volkswagen Beetle. I sense eagerness in you to learn more about it so I shall waste no time and get right to it.

The Volkswagen Beetle challenges the mainstream idea of the typical city car.

2 doors, an engine at the back and rear wheel driven.

It's practically a sports car!

Better yet, it still manages to fit 4 full grown adults, talk about practicality huh?

I'm sure you'd want to know more about how practical it is

Then [click here](#) to subscribe to our email list where we'll share more about this incredible machine!

Oh! And that early test drive you were here for, just email to us at [Email Address] and tell them Adam sent you!

Hope to see you soon!

Sincerely,  
Adam

Email 2: HSO (Brand's discovery)

**Subject line: I had to get myself one!**

It was winter, I had just gotten out of work.

All I could look forward to is quality time with my family. After all, the holidays were coming up.

That joyous mood however was soon taken away as my car refused to start.

I first thought the cold from the winter had made it harder for the engine to crank up.

Beneath the bonnet revealed a cracked coolant reservoir from the extreme cold.

What I expected to be a relaxing evening turned out to be frustrating and costly.

As a tow service was called, I caught a sight of something remarkable.

The Volkswagen Beetle that was parked opposite of me started just fine, and drove off with not a single issue at sight.

It occurred to me that even on the hottest days, I've never seen one with an issue.

A month went by, the sight of that Beetle still lingering in my head.

I couldn't wait any longer, it was clear to me that the beetle is the car for me.

So I went on to buy one for myself.

Now there's a new one lurking around.

With an air - cooled engine more powerful and robust than ever.

[Discover more about this excellent daily driver by clicking here!](#)

Email 3

**Subject Line: 4 Things your car needs to have to go on long road trips**

1) Space to fit enough people on the journey.

The Beetle might be little but don't let that fool you! Despite the small size, this little coupe can fit **4 FULL GROWN ADULTS!**

2) Trunk space!

This one's obvious, everyone who owns a car needs it. What more if we're talking about journeys?

The Beetle comes with plenty of trunk space up front. If that is not enough, the rear seats fold down to reveal even more storage space.

It could fit at least 3 carry-on luggages.

3) A low maintenance durable engine

You already know this one, you've heard the story exemplifying how tough the beetle is even on the harshest of weathers.

That's not all. To ensure the engine is going to last through the journey, all you need is an oil change, it's that simple!

4) Fuel efficiency

You want to make sure you make as little stops as possible in order to reach your destination faster.

Even while still using a carburetor, it manages to keep up with newer technology.

'How?' you ask?

The Beetle is super light, it makes you feel like you're gliding through air as you drive.

**BONUS!** : The new Beetle now comes with a 2 Liter engine more powerful than ever before!

Is there really a better option?

Then what are you waiting for?

[Click here](#) to get a taste of a sweet new ride through



