WHERE LIFE TAKES YOU

TAKE A TENGO

How it works, step by step.

One journey in five steps, from the first tap on a phone to a qualified lead at the dealer.



In one minute

Book it on your phone. It comes to you. You drive.

Take a Tengo is a free, hosted test drive that meets people where their day is already happening. They book in about ninety seconds. A Tengo and a trained host arrive at the time and place they chose, and they drive their own route. Afterwards they get a short film of the drive to share, and Volkswagen gets a consented lead routed to the local dealer.

Free

No cost to the consumer. Every session is a hosted ride-and-drive.

90 min

Door to door. Most people use a lunch hour.

Their route

They drop a pin on wherever they are actually going.

One host

Rides in the passenger seat. At a dealer drive, it is the dealer's own salesperson.

1

See it

120 branded Tengos, Take a Tengo Stops and creators make it visible.

2

Book it

Five quick screens: route, meeting point, time, passengers, consent.

3

Meet it

A host arrives with the car, checks the licence and hands over the key.

4

Drive it

Ninety minutes on their own route, with their own people.

5

Share it

A personal film arrives minutes later. Sharing it brings the next booking.

Step 1 · See it

People see it before they book it.

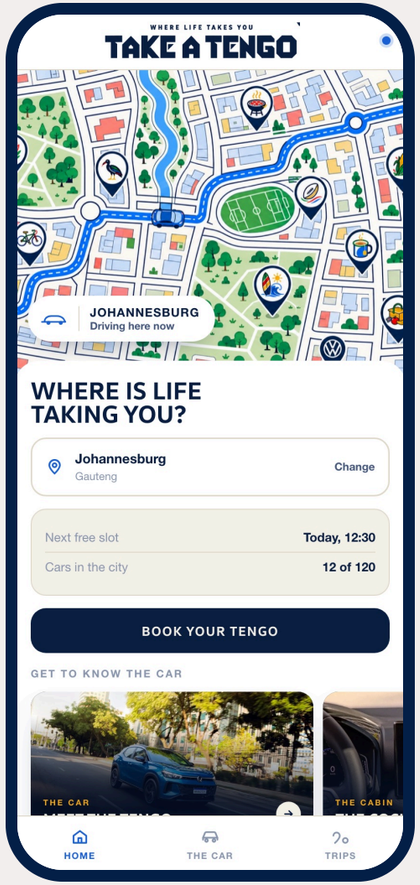
The launch arrives in each city in one coordinated burst. Every way into the app starts with something people come across in real life.

A **120 branded Tengos**
Every car carries campaign branding and a QR code to the app. The fleet is a moving billboard.

B **Take a Tengo Stops**
Light, modular stops in high-footfall places: a display Tengo, a trained host, a QR booking point and a marked pickup spot.

C **Creators and local voices**
Regional creators and digital content open each city's booking window.

D **Signs in the street**
Reserved bays that say "See you soon", unusual map pins, and road signs pointing to "Your next move".



THE APP, CITY BY CITY

Live: Book your Tengo.
Next on the route: Remind me when it lands.

Step 2 · Book it

Five screens. Ninety seconds.

1 Where are you going?
Drop a pin on the map within 5 km*, or start from an idea: school run, the big shop, braai at a mate's. That becomes the test route.

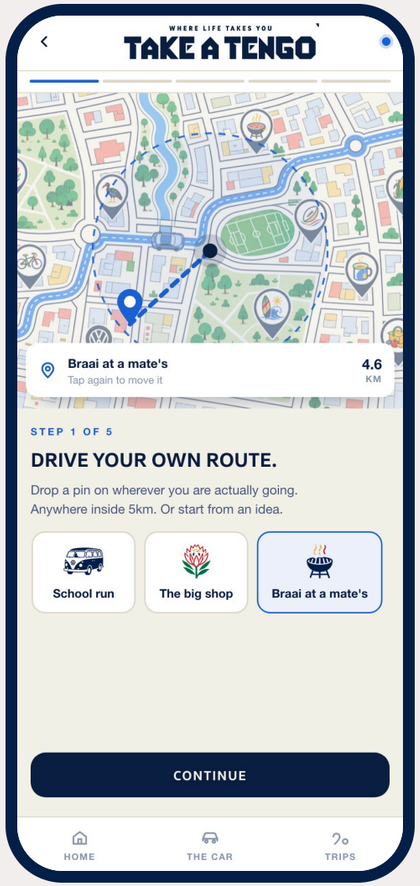
2 Where should we meet you?
A Take a Tengo Stop, the local Volkswagen dealer, home or the office. Delivery to the door is free.

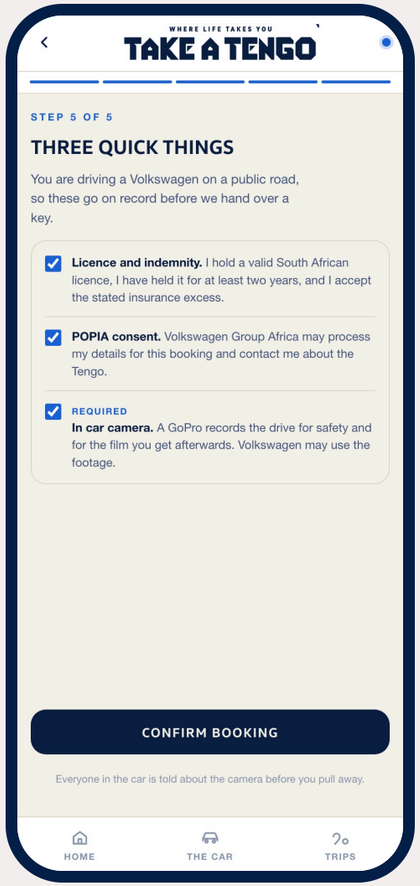
3 When suits you?
Ninety-minute slots with live availability. A full slot points to the next open one.

4 Who is coming?
Just me, plus one, family of four, or a full car. A solo lap proves the engine. A full car proves the fit.

5 Three quick checks
A valid South African licence held for two years or more, POPIA consent for Volkswagen to follow up, and agreement to the in-car camera. The button stays off until all three are ticked.

*The 5 km radius is indicative, purely for the purposes of this proposal.





Step 3 · Meet it

The Tengo comes to them. A host comes with it.

FOUR PLACES TO MEET

A Take a Tengo Stop
A trained product host hands over the car.

The dealer DEALER DRIVE
The dealer's own sales executive rides along.

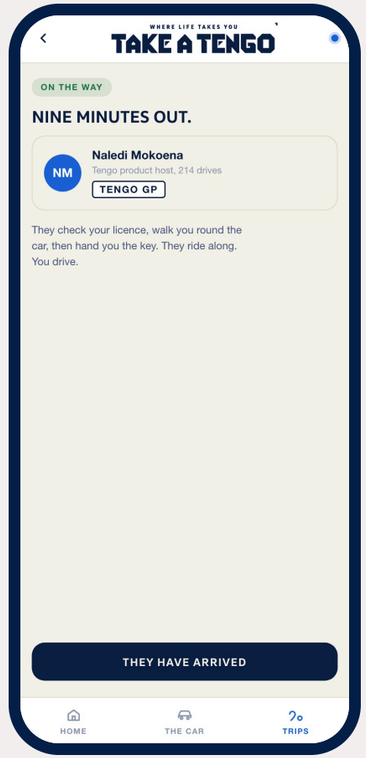
Home
The host brings the car to the door.

The office
The host meets them at reception.

Dealers who opt in are briefed ahead of their region and get branded Tengos to host drives themselves.

THE HANDOVER AT THE KERB

1. **They know who is coming.** The app shows the host's name and the campaign plate to look for, like TENGO GP.
2. **The licence is scanned, not glanced at.** The barcode confirms the ID, the vehicle codes and the expiry. Drivers are 21 or older.
3. **Everyone gets the same breath check.** If it does not read zero, the host drives and the drive still happens.
4. **Passengers hear about the camera,** then a walk round the car, mirrors set, and the key.



On the record. Every host inducted, every route pre-approved, every drive logged with time, driver and vehicle.

Step 4 · Drive it

Test more than the drive. Test the fit.

They take the wheel on their own route, with their own people and their own errands. The host rides in the passenger seat, answers questions and keeps the drive safe.

1. **Ninety minutes, door to door**
   Long enough for a real errand, short enough for a lunch hour.

2. **Bring the load**
   Shopping in the boot, friends in the back, their phone connected to the car.

3. **Tengo Trips plays**
   Playlists for the route, with short audio moments that introduce the car's features between tracks.

4. **A GoPro records**
   For safety, and for the film they get afterwards. The app goes quiet: put the phone down and go and do your thing.



Step 5 · Share it

Every drive makes the launch bigger.

1 Their film, minutes later

After the drive they scan a QR code. About four minutes after drop-off the GoPro footage arrives as a short vertical film, framed with their provincial badge and captioned with their route.

2 Shared with a link to book

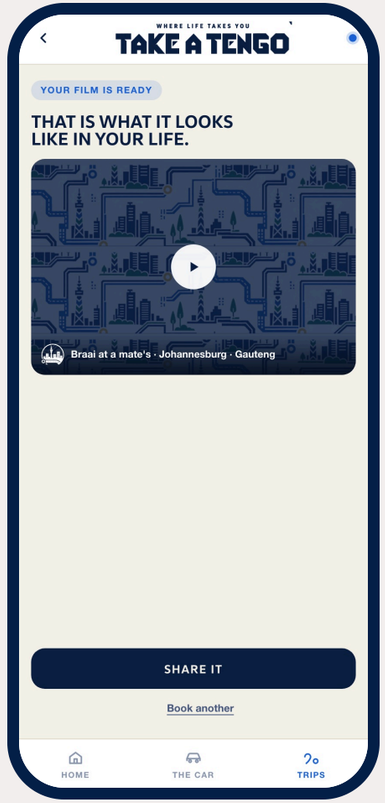
Anyone who watches can open the same booking journey. That is the next booking.

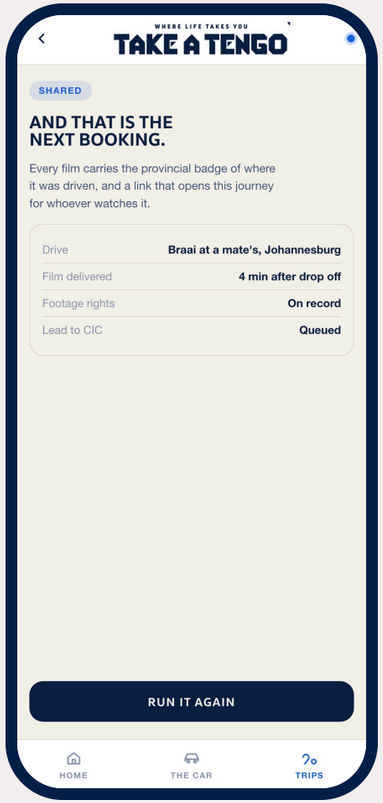
3 Consent in separate boxes

The drive, the film and marketing are consented separately, passengers included. Faces and number plates without consent are blurred.

4 A lead the dealer can use

Everyone who opted in goes to the CIC and to the dealer in their territory, licence-verified, with the booking details attached.





What Volkswagen sees, drive by drive Booked › Arrived › Drove › Film shared › Reach › Lead › Dealer follow-up

Behind the scenes

120 cars. Three pods. Ten markets.

1 · 1–2 WEEKS

Pre-launch

Bookings, CRM and creator seeding.

2 · APPROX. 4 WEEKS

National roll-out

Three pods live across ten markets.

3 · END OF WEEK 5

Culmination

Johannesburg, with all 120 Tengos together.

4 · 1–2 WEEKS

Post-campaign

Content, CIC and dealer follow-up.

POD 1 · NORTH

Johannesburg + Pretoria Gauteng
Polokwane Limpopo
Rustenburg North West

POD 2 · EAST CENTRAL

Mbombela Mpumalanga
Durban KwaZulu-Natal
Bloemfontein Free State

POD 3 · SOUTHWEST

Cape Town Western Cape
Gqeberha Eastern Cape
Kimberley Northern Cape

Monday to Wednesday

Move the fleet, clean and check the cars, set up locally, brief hosts and dealers.

Thursday to Sunday

Live. Bookings open across the highest-consideration days, with three pods live at once.

One central command

Fleet status, booking capacity, hosts, safety, consent, dealer and CIC handover, incidents, and daily reporting.

Capacity and national rollout

Built for 10,000 completed drives.

120 VEHICLES. THREE 40-VEHICLE PODS.

40
VEHICLES
per market

10
MARKETS
nationally

4
LIVE DAYS
Thursday to Sunday

7
BOOKABLE SLOTS
per vehicle, per day

WORKING CAMPAIGN TARGET
10,000
COMPLETED DRIVES
1,200-slot operating buffer

40 vehicles per market × 10 markets × 4 live days × 7 slots = **11,200 available drives**

The daily mix must average seven slots. Keep the standard ninety-minute drive, handover and turnaround within controlled booking windows.

Operational preparation begins from PO. The 1–2 week pre-launch phase is the public booking window.

1 **PRE-LAUNCH**

1–2 weeks

Bookings, CRM + creator seeding

2 **NATIONAL ROLLOUT**

Approx. 4 weeks

3 pods across 10 markets

3 **CULMINATION**

End of week 5

Johannesburg + 120 Tengos

4 **POST-CAMPAIGN**

1–2 weeks

Content, CIC + lead follow-up

From the first booking to the final sale.

CORE CAMPAIGN DATA REMAINS CENTRALLY CONTROLLED BY VOLKSWAGEN AND THE CIC

1. **Booking**
2. **Attendance**
3. **Completed drive**
4. **Qualified lead**
5. **Dealer appointment**
6. **Quote or finance application**
7. **Order**
8. **VIN registration**

Reporting also covers vehicle utilisation, content, reach and engagement.

DEALERS CAN AMPLIFY THE CAMPAIGN

Invite prospects through trackable links. Add a local hub. Host selected high-intent drives. Receive qualified leads. Convert them into appointments, quotes and sales.

Without dealer activation, Volkswagen still routes leads through its normal dealer process.

SOURCE CREDIT

The originating channel or dealer.

CONVERSION CREDIT

The dealer completing the transaction.

Good to know

The questions everyone asks.

Who pays if a car is damaged?

Not the consumer. The fleet sits on one Volkswagen Group Africa campaign policy with a test-drive extension, and the excess is carried centrally.

How do you know they can drive?

The licence is scanned at the kerb. The campaign bar is 21 and over, with the licence held for two years.

What about a long lunch?

Every driver gets the same breath check, at zero. If it fails, the host drives and the consumer still gets the ride and the film.

Who pays traffic fines?

The driver. The app holds what a fine nomination needs, and nominations run weekly.

What if a car breaks down?

Every Tengo carries VW Roadside Assistance. The host has an escalation line and gets the consumer home first.

Who agreed to be filmed?

The driver at booking and again at the kerb, passengers before the camera rolls. Anyone who declines is blurred.

Does it take drives from dealers?

The opposite. Dealers host drives themselves, and every consented lead lands in their territory.

Is it e-hailing?

No. Nobody pays and nobody is driven for reward. The consumer drives, and the car is delivered, not hired.

A platform with award-entry potential.

TAKE A TENGO CAN BE DEVELOPED AS BOTH A LIVE EXPERIENCE AND A CONNECTED DIGITAL PLATFORM

LOERIES

the BOOKMARKS

With Volkswagen's backing, Take a Tengo can be developed for entry into the Loeries and Bookmark Awards, recognising both the national live experience and its connected digital platform.

This positions the campaign for recognition across experience design, integrated thinking and digital engagement.

Take a Tengo

Reading about it is the slow way. Book one.

The booking journey is live. Pick a city, drop a pin, choose a dealer and see who turns up to hand you the key.

take-a-tengo.one-eyedjack.co.za/demo

Scan to take a Tengo

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Concept prototype. Vehicle imagery indicative.