Volkswagen Beetle Owners’ Club Sri Lanka: events for 2014

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With an astounding success to last year’s calendar of events, the Volkswagen Beetle Owners’ Club Sri Lanka (VWBOCSL) takes pleasure in announcing the forthcoming events of 2014.

This year’s main focus is to add further intrigue to this crowning legend and make everyone journey through the exhilarating and often eccentric world of the Bug. Hence the objectives for 2014 are to amplify and increase the reach of the local reveal of the club and car, raise awareness, excitement and demand for the club and car and to engage with members in real-time about the club and car.

The calendar of events in brief are as follows. Pride of Ownership Drive, to be held on March 30, World Volkswagen Day to be celebrated on June 22, Legends VW Rally to be held on September 28, the Annual General Meeting of VWBOCSL to be held on October 25 while the VW Nite will be held on November 29.