

# V-DUBBER

NEWSLETTER OF THE CENTRAL FLORIDA VW CLUB

## MEETING @ MELLOW MUSHROOM

---

### “An American Love Story”



The 60-second "An American Love Story" was the brand's first national Super Bowl spot in 10 years. Lance Acord, creator of VW perpetual favorite "The Force," returns as director, in conjunction with creative agency Johannes Leonardo, following an epic Superbowl commercial, have released a two-minute extended film following the brand's 75-year journey from import of the first Beetles in 1949 through the introduction of the ID. Buzz electric microbus in 2024.

CFVWC, P O Box 560235, Orlando, FL 32856-0235 web site [www.centralfloridavwclub.org](http://www.centralfloridavwclub.org)

President: Rollie Walker (407) 721-2455; Secretary Debbie Van Treuren (386) 345 4208

CFVWC and VWCA are non-profit organizations and are not affiliated with or sponsored by VWoA or dealer

Local membership includes National Club and newsletters: \$30/ family per year

Meetings normally held at the Mellow Mushroom, Sanford, second SATURDAY of month, 2PM.

VDUBBER Editor Richard Van Treuren, PO Box 700, Edgewater FL 32132-0700 [rgvant@juno.com](mailto:rgvant@juno.com)



Created by Volkswagen in partnership with its longstanding creative and advertising agency, Johannes Leonardo, “An American Love Story” is a vivid, nostalgic tour of the brand’s 75-year history in America, beginning with the arrival of the first Type 1 vehicles—fondly nicknamed “The Beetle”—imported by Dutch businessman Ben Pon in 1949. Pairing historical and recreated footage, the film is filled with captivating visuals that encapsulate Volkswagen’s role in some of America’s most recognizable cultural moments, underscoring the brand’s unifying impact. These include scenes from *Herbie Rides Again*, *Herbie Goes to Monte Carlo*, *The Simpsons*, and *Star Wars* character likenesses. The film concludes with a spotlight on Volkswagen’s ID. Buzz, a vehicle that will – later in 2024 – further usher in the brand’s commitment to electromobility – and the next 75 years of history.

The film’s Emmy Award-winning director, Lance Acord, is also credited with Volkswagen’s 2011 commercial “The Force,” which is a perennial entry on lists of favorite Big Game ads of all time. Of course Little Vader appears in the new ad. “An American Love Story” is set to Neil Diamond’s impassioned 1971 hit “I Am... I Said.” Just like the Beetle and its timid journey in a bigger and better America, the song resonates with those who seek to find a sense of belonging and to understand the world around them.

Marking a first in Big Game advertising history, the extended cut of the film is delivering this “love letter” to current owners through the myVW App. The film also includes the brand’s Chattanooga factory, home to 5500 employees who assemble the all-electric ID.4 SUV, as well as the Atlas and Atlas Cross Sport SUVs.

“‘An American Love Story’ is a heartfelt tribute to Volkswagen’s enduring relationship with America,” explained Rachael Zaluzec, Senior Vice President of Customer Experience and Brand Marketing, Volkswagen of America, Inc. “Over the last 75 years, our journey has woven into the fabric of this country, mirroring its spirit and evolution. With this short film, we are not just celebrating our history, but also embracing a future of innovation and sustainability. You’ll also find a few nods to past VW creative work – to give that signature wink we’ve become known for. It’s our way of saying ‘thank you’ to America for being a part of our story, and an invitation to stick with us as we embark on exciting new chapters.”



# Secretary's Report

There was no in-person meeting of the CFVWC in February. Though a sudden warm snap would have made for good conditions, it was decided to postpone until March. Hopefully we'll see you at Sanford's Mellow Mushroom on March 9<sup>th</sup>!

---

"When we started our working journey with Volkswagen five years ago, our goal was and still is to reignite love for the brand in America, while maintaining the spirit of the brand's wit and charm," said Jonathan Santana, ECD of creative agency Johannes Leonardo. "Everyone has a VW story, and this one is about American as they come. An epic tale about how an underdog with big dreams is not only embraced but becomes part of the very fabric of American culture. We can't wait to watch as we pass the baton to a new generation to fall in love with the Volkswagen brand and make us as much an icon over the next 75 years as we were the first."

Over the past few weeks, Volkswagen released seven video vignettes – including "Car Meetup" – which aired during the Feb. 3 episode of Saturday Night Live, each paying tribute to the American people and key cultural moments across the brand's storied 75-year American history. All teasers, and the extended cut, are available online at the 75th Anniversary page of [vw.com](http://vw.com).



*Please patronize our partners...*



**Gunther Volkswagen**

Auto Mall

Daytona Beach, Florida 32117

Tel: (386) 274-1200 Fax 386 274-4405



**PERFORMANCE**

36 W. CRYSTAL LAKE STREET, ORLANDO, FLORIDA 32806  
(407) 425-0211



**Foreign Car Parts, Inc.**

5932 Tiner Ave.  
Orlando, FL 32809  
(407) 851-6430

**BOSCH NIPPENDENSO BECK ARNLEY**

**BUGPACK BOGE ITM**

To advertise here, contact Deborah Van Treuren at  
386.345.4208 or Deborah\_v@cfl.rr.com



**Central Florida VW Club**  
PO Box 560235  
Orlando, FL 32856-0235



First Class Mail



Newsletter of the  
**Central Florida  
Volkswagen Club**



**The next CFVWC Meeting is  
MARCH 9 at 2 PM at the Mellow  
Mushroom, 1831 Rinehart Rd,  
Sanford, FL 32771**

**Congratulations! Central Florida VW Club!**

2013 Recipient of the  
Volkswagen Club of America  
Woodbury Dunn  
Safety Award



**ANC AUTOHAUS, LLC**  
2814 N. Volusia Ave. Orange City, FL 32763  
**(386) 774-GOLD (2653)**  
Auto Air Specialist **Jeff Garner**  
**FOREIGN & DOMESTIC AUTO REPAIR**