

Volkswagen car insurance - It's about more than Herbie, you know

Specialist VW car insurance is a must for all you Volkswagen addicts out there and here at Hoot we make sure you get everything you need plus some nice little extras that we will throw in for free. We love our Volkswagens, but there is some bickering in the office about which is the definitive VW model.

Hoot VW car insurance and the Beetle-Golf

A lot has been said about the iconic VW Beetle; its cult movie status as Herbie the Love Bug, its reinvention as a modern classic, its timeless quality. The VW Beetle is legendary.

It appears everybody possesses a beloved memory associated with going to a music festival in a battered old Beetle; three of your best Uni mates, beers on the back seat and a tepee in the boot.

Well, I don't. I don't even think I've ever been in a Beetle. So here, on these hallowed pages, I am going to tell you of the fame of the Volkswagen Golf.

Volkswagen Golf in Herbie Fully Loaded

There was a brief moment in the Hoot office when we were sure we had seen a VW Golf in the Fully Loaded film, but then decided we might have been mistaken. We racked our brains, but couldn't think of any films where the Golf had been the star.

However, we have it on good authority that a 1988 VW Golf II Type 19E did feature heavily in the 2006 Inspector Lynley made-for-TV-movie "Natural Causes", but that's about as far as we got with starring roles for the humble Golf.

It did make an appearance in "The Bourne Ultimatum" for 43 seconds; in a car chase, presumably driven by a baddie, and due to the brevity of the role we're guessing it totalled fairly speedily. (We hope their Volkswagen car insurance was up to scratch.)

In "The Fast and the Furious – Tokyo Drift" our precious Volkswagen model appeared on screen for a staggering 1 minute 11.35 seconds. Billed as a 'background car', we're supposing that's the motoring equivalent of being an extra in a battle scene in Gladiator.

More success with Volkswagen adverts

Of-course, the VW Golf has had its fair share of fantastic, super-slick car adverts.

How about the sumptuously simple 2007 'driving at night' campaign with the tag line: "When was the last time you just went for a drive?"

A stunning audio-visual masterpiece where a good looking guy drives his Volkswagen Golf through deserted night time streets, accompanied only by Cliff Martinez's haunting "Solaris" soundtrack, and the rich, reverberating tones of Richard Burton reciting an extract from Dylan Thomas's "Under Milk Wood". Famed for its buttery language, Burton's rendition of the classic lulls the listener with a vivid description of a town asleep. Yet, the image of the sleek VW is enough to make you jump straight into your hatchback without even thinking that maybe you should change out of your Superman P.J's.

This slick piece of marketing offered the idea of driving for driving's sake; of pure enjoyment for the driver alone. Deserted streets just made for motoring and a car that would drive with you. Wonderful!

See the ad at <http://www.night-driving.com/> and witness the sublime conjugation of Burton, Thomas and Martinez. Ooh, and let's not forget the Volkswagen Golf.

Hoot loves singin' in the rain

Previously, in 2005, VW caused controversy with its ad campaign for the relaunch of the Golf GTI mk 5.

The premise of the campaign was - "the original updated." Working under the assumption that the VW Golf was already an iconic, classic car, the marketing notion was to take another 'icon' and update it. So, they purloined probably the most memorable movie dance scene and re-mastered it.

Musical mega-star of the 40's and 50's, Gene Kelly became a 'naughties' body-popper extraordinaire and the "Singin' in the rain" anthem was updated into a club dance tune by Mint Royale. Kelly's steps were reworked and the whole shebang ended with the Kelly/body popper hero happening upon the new Golf and being WOWED!

Detractors felt that the ad denigrated the sanctity of Gene Kelly's masterpiece, yet, others (myself included), who loved the original, felt that the updated version really did 'bring a smile to my face'. It worked and we loved it.

And yes, we can also say that about the Golf.

VW Golf today and Hoot Volkswagen car insurance

The 'hot hatch' of choice, today's top of the range Golf GTI is the Pirelli model. This themed vehicle has a 6 speed manual or twin-clutch DSG gearbox and is powered by an enhanced version of the 2.0 litre T-FSI engine boosted to approximately 227bhp.

To give the ultimate sporty feel the Pirelli features a front splitter, side skirts, smoked rear lenses, tinted windows, and, of-course, 18-inch 5-spoke aluminium wheels with Pirelli P-zero tyres. It's a very slick package and one, that we think, should rival Herbie and the Beetle every time.

Whichever VW you choose, whether it's the cutesy-tootsy Beetle or the ultra-sporty Golf GTI we know you want an insurance package to suit. At Hoot, we do our homework, we know about Volkswagen and we can offer specialist car insurance for you and your VW.

We get quotes from over thirty insurers. We compare them, making sure they have all the elements you want, we throw in some free extras; breakdown cover and legal expenses insurance, then we offer you the cheapest quote.

Call our helpline on 0800 954 97 55 and our knowledgeable advisors will be happy to search through the quotes for you. Or you can fill in an online form with all your Volkswagen car insurance needs and we will take it from there. It's no-hassle, cheap, fast, and secure; that's the Hoot ethos. So, call us and see if we can save you money on your car insurance now.