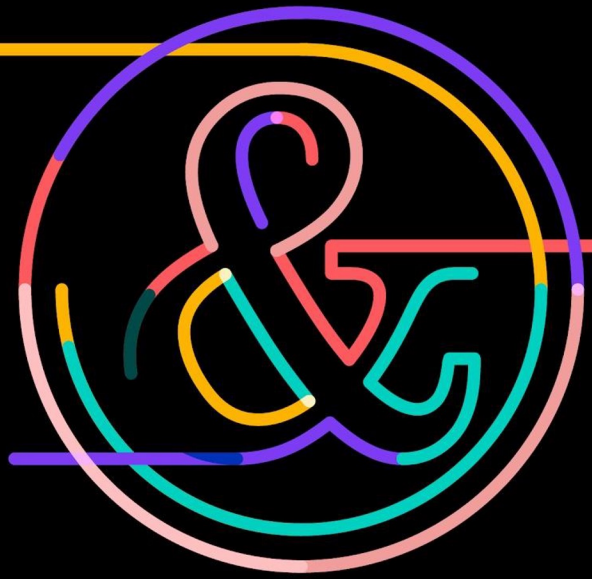


Content Pool Q1 - Jan to March

Overview Q1



This editorial plan contains the following:

A **content plan** with a total of 26 posts, filled with assets from the content pool. Specific copies are added to each post.

The implementation
EDITORIAL PLANNING CONTENT PLAN

Month	Q1			Q2		
	January	February	March	April	May	June
Themes/ series hubs	Innovation & Mobility Form the base: KINTO One, Flex, Share			Mobility & Environment Form the base: KINTO Services		
Topics	Personal benefits Lifestyle Comfort Needs KINTO One, Flex & Share			Comfort Lifestyle Smart Infrastructure Connectivity KINTO One, Flex & Share		
Formats	What if Hidden Facts Fun Fact Memes	Expectations vs Reality POV News / Updates This or That	Memories Definition Struggle	What if Political situation Numbers & facts Haiku Questions about (dis-)advantages	Adventure	Hidden facts News/ updates Legal framework Way in the future

Content Plan

26 Assets

20 Postings, **7** Stories

Please note!

The inserted images are screenshots!

KW 1



Experience transparency like never before with KINTO. From personalized support to inclusive insurance and taxes, our contracts and cars are tailored just for you.
#KINTO #CarLeasing

STORY

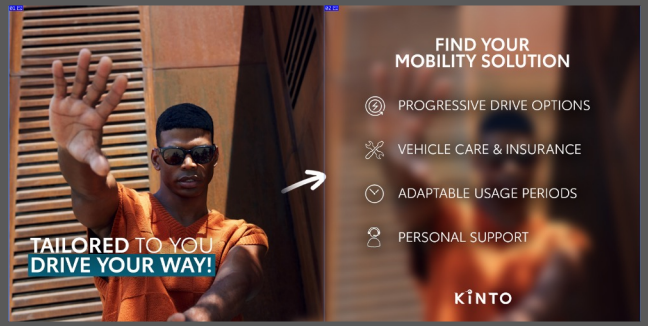


Link to the product

KW 2

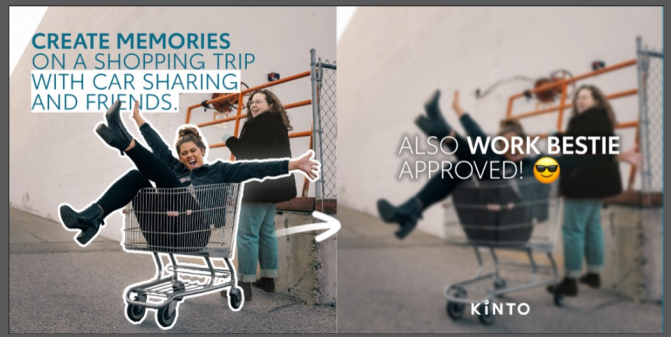


As flexible as your lifestyle! 🌟 Explore the freedom of KINTO with transparent costs, flexible contracts and durations, and personalized support. What are your must-haves for an ideal car leasing experience? Share your thoughts! 🚗🚚
#KINTOFlexibility #DriveYourWay



Experience hassle-free car solutions with KINTO. We take care of your car, from inspections to tax handling. Enhance your business and personal experience with KINTO! 🚗✨ #KintoDrive #Innovation #CustomerCare

KW 3



Create Memories with KINTO! 📸✨ Embark on unforgettable adventures like a shopping spree with car sharing and friends! 🛍️🚗 Share the laughter, the fun, and the unforgettable moments that define your journey. It's not just a ride, it's a memory in the making. Tag your partner-in-crime! #KINTOMemories #FriendshipOnTheRoad

STORY



Link to the product

KW 4



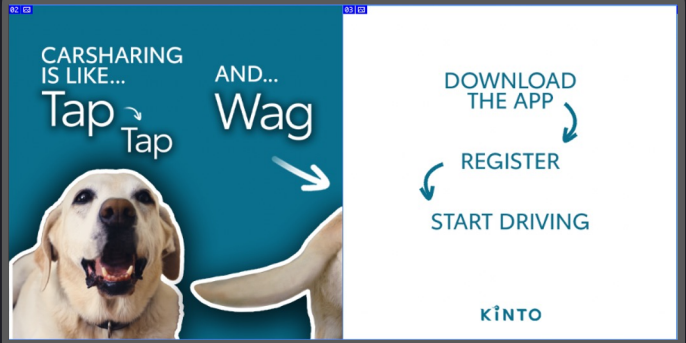
Experience the thrill with KINTO! Break new ground and discover the perfect vehicle for your next adventure and enjoy the freedom to enjoy the road in style. #KINTO





Unlock the essence of KINTO! Immerse yourself in the world of flexible, intelligent and simple mobility solutions. Get from A to B seamlessly with Toyota and Lexus. Whether long-term leasing, flexible leasing or convenient sharing options for companies and private individuals - we have everything you need. Experience mobility redefined with KINTO! #KINTO #SmartMobility

KW 5



Carsharing is like... Tap tap and Wag! 🐾✨ Just as simple as bringing a smile to a dog's face. Download our KINTO share app, register, and hit the road. Experience the joy of easy and carefree carsharing. Ready to wag your way through the city? 🚗🐶#Carshare #KINTO

Facebook > Link

STORY



Link to the product

KW 6



Experience a better way to move! 🚗✨ Ready to embrace mobility with us? 🌟 #KINTO #ToyotaPrius



Experience the ultimate freedom with our Car Subscription! 🚗✨ Enjoy worry-free journeys with maintenance and insurance covered. Explore different drive types tailored to your preferences, all with flexible running times. Our dedicated customer support is here to enhance your driving experience. Where will your next adventure take you? 🌟 #KINTO #Adventure

KW 7



Say goodbye to car maintenance hassles with KINTOS car leasing! 👋 Overwhelmed by all the inspections, insurance, taxes, and oil changes - let someone else handle the paperwork!
With our car leasing service, we take care of the details while you enjoy the ride. 🦦 #CarLeasing #HassleFreeDriving

STORY



Link to the product

KW 8



Don't own a car? 🚗 Ready for unforgettable experiences? 🌟 Start your car-sharing adventure today! 🚀 #Kinto #CarSharing



Explore the latest and most stylish cars from Toyota, Lexus, and beyond with us! 😎✨ Always on trend, always trying something new. Hybrid, electric, hydrogen, or combustion engine – find your dream ride with us. 🚗💨 #TrendyRides #CarEnthusiast

KW 9



A better way to move. With KINTO, it's possible to test out alternative drives such as electric, hybrid or hydrogen and discover a sustainable future on the road. #Kinto #NewWays



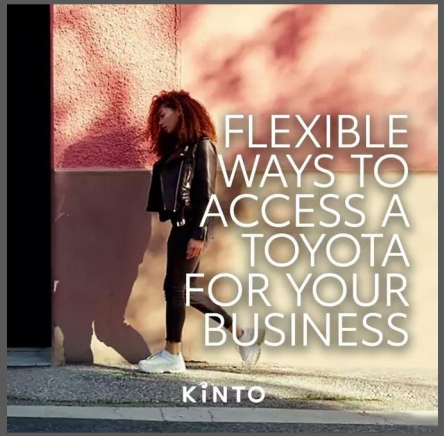
No more searching for parking spots, no expensive taxis, and most importantly, no stress - with our Car Sharing Service, you can start your well-deserved vacation feeling relaxed! 🌴🚗✈️ #KintoCarSharing #VacationFeels #StressFreeTravel

KW 10



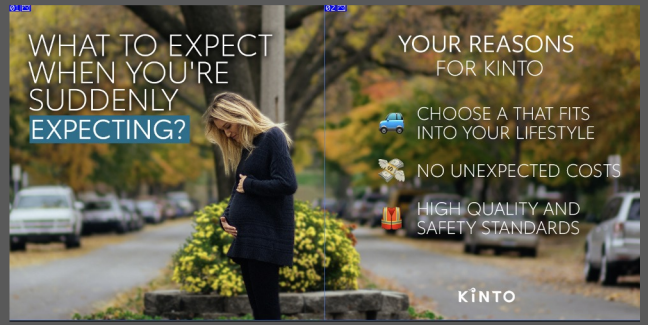
Tired of being tied to a car you don't love? To rent a car provides the ideal solution for those who cherish freedom. Our flexible subscription allows you to select a car that fits your needs. Say goodbye to the hassle of inspections, tire changes, and taxes – we've got it all covered!

#CarLeasing #FlexibleSubscriptions #FreedomOnWheels #NoMoreHassle #SwitchItUp



Escape the chaos and experience effortless leasing for your business car with us. Choose from an exclusive selection of vehicles, define the leasing duration, and set the mileage limit according to your needs. #KINTO #LeasingSimplified

KW 11



Looking for a car that's as flexible as your life plans? Look no further! Our car leasing options are just what you need. Say goodbye to unexpected costs and hello to stress-free driving. 🧘
#KINTO #NoSurprises #CarLeasing

STORY



Link to the product

KW 12



Get ready to experience the ultimate joyride with electric cars - a better way to move towards a sustainable future 🚗⚡
#ElectricCars #Sustainability #KINTO

STORY



Link to the product

KW 13

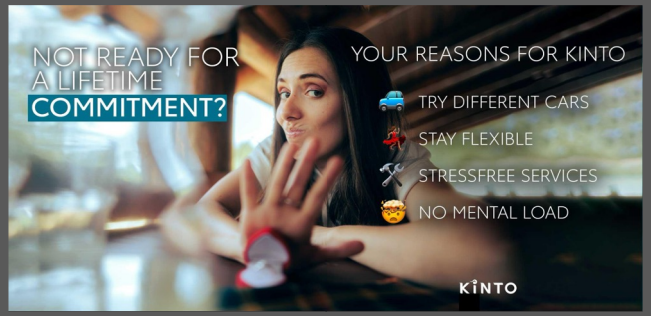


Can't decide which car is the one for you? Take the KINTO experience and go on a detailed test drive! Whether it's a combustion engine, electric, hybrid, or hydrogen, KINTO has just the right match waiting for you. Let's find your perfect ride together! 🚗
#KINTO



One solution for everyone. Full-service business leasing with transparent costs, customized contracts, and personal support. 🤝🚘 KINTO also offers optimal leasing solutions for your business, perfectly tailored to the needs of our clients. Enjoy the benefits of flexible options and a reliable partner for your business mobility requirements. Explore the advantages that KINTO brings to your company! 🚗✨ #KintoBusiness

KW 13



Not ready for a lifetime commitment? Enjoy your freedom with KINTO and stay flexible with our stressfree services. No more mental load with your car is guaranteed. #KintoMobility #KINTO



The perfect time to find a car that suits you best is now! Experience our wide range of models and find your perfect match. #KINTO #Cars