

Article Highlights

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Bar Refaeli: Shows off yoga on the go for new campaign

• FASHION By Sunday World

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Her latest venture is with yoga instructor Chad Dennis, who she's teamed up with for Buick's 24 Hours of Happiness Test Drive. It's a series of videos which see Bar demonstrating how to get fit both in and outside of a vehicle.

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SECTIONS - PHOTOS VIDEOS GIVEAWAYS AT UNIVERSAL STUDIOS HOI

HEALTH & BEAUTY July 23, 2015

Buick Recommends Yoga with Bar Refaeli & Chad Dennis, We Recommend Watching!



Buick is encouraging audiences to take a breather before a drive... in their new video series, "24-Hours of Happiness Test Drive" starring supermodel Bar Refaeli.



"I'm Bar Refaeli, and we're out in the desert shooting a film for Buick with Chad Dennis, who is showing me some yoga sequences."

Yoga instructor Dennis has previously taught members of Maroon 5 and Harry Styles while they were on tour.

Dennis says in the film, "I'm a yoga teacher of about 20 years. We've designed today a mini yoga program for people before they drive and after they take a journey. The postures that we've designed are to release any tension or tightness that have occurred from whatever amount of journey... whether it's a 5-minute drive or 5-hour drive."

In a special, behind-the-scenes video, Bar explains that while she is just a beginner in yoga, she is still reaping the benefits.

"I just started it. I feel like I've been traveling so much, and I work really hard, and with jet lag and everything, yoga helps me unwind, and it helps my soul and my mind. To me, being happy — if I had to break it down — it would be to feel comfortable."

Don't miss this special video, and take a look at the behind-the-scenes video to see interviews with Bar and Chad.

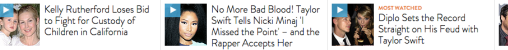
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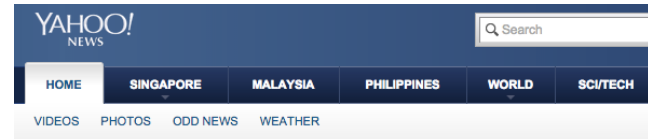
Thought Your Yoga Workout Was Tough? Bar Refaeli Is Raising the Bar (Sorry) ... in a Car

While the rest of us hit the studio for our weekly yoga sesh, supermodel Bar Refaeli is taking her love for the sport on the road!



The supermodel has partnered with celebrity yoga instructor Chad Dennis for Buick's 24 Hours of Happiness Test Drive content series to show off how easy it is to get fit — in *and* out of a car.

"I'm not a yogi yet, I'm just starting to do yoga and I'm not an expert at all, but [Buick] paired me up with Chad, who's such a cool guy, and behind the scenes he's teaching me all of these very basic poses," she tells PEOPLE. "We're doing some [moves] in the car, and then there's also poses you can do outside of the car — before driving and after — to stretch out and prepare yourself for a little drive and make your body ready."

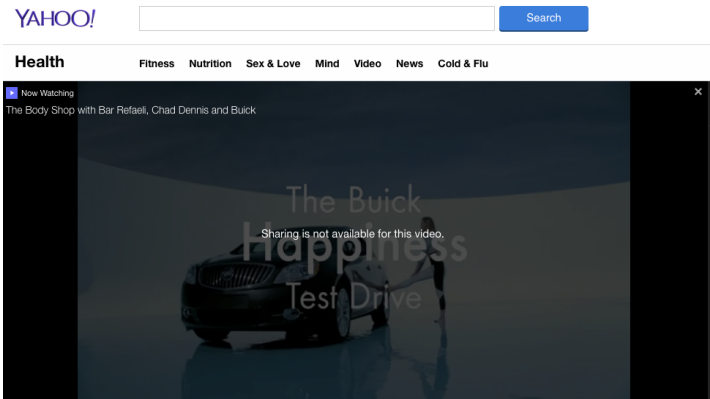


Bar Refaeli: Shows off yoga on the go for new campaign

COVER media Cover Media — Wed, Jul 22, 2015

Her latest venture is with yoga instructor Chad Dennis, who she's teamed up with for Buick's 24 Hours of Happiness Test Drive. It's a series of videos which see Bar demonstrating how to get fit both in and outside of a vehicle.

Article Highlights



Headed on a Road Trip? How to Make Your Body Feel Better



Amanda Chan
Deputy Editor
Yahoo Health
July 21, 2015

 Follow

For more stretches that can help after long periods spent in a car, watch the video above starring model Bar Refaeli, from Buick’s “24-Hours of Happiness Test Drive” content series.

Article Highlights

Daily Mail

Wouldn't mind taking her for a spin! Bar Refaeli strikes sultry yoga poses with Buick in new campaign for GM's luxury vehicle brand

By PAUL CHAVEZ FOR DAILYMAL.COM

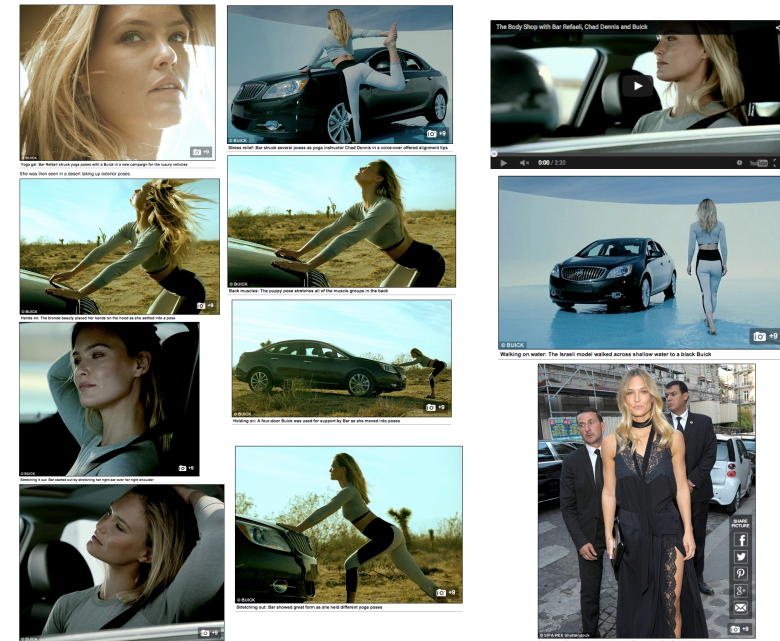
PUBLISHED: 23:00 EST, 23 July 2015 | UPDATED: 23:20 EST, 23 July 2015

Bar Refaeli struck yoga poses with a Buick in a new campaign for the luxury vehicles.

The 30-year-old Israeli model held yoga poses as celebrity yoga instructor Chad Dennis offered alignment tips in a new video.

Bar wore a cropped long-sleeved grey top and grey leggings as she showed relaxing ways to integrate yoga and driving.

Scroll down for video



Buick 24-Hour Test Drive Includes Nirvana

by Karl Greenberg, Yesterday, 6:46 PM

Comm

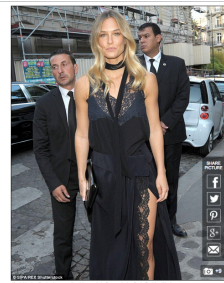


If Michael Douglas' character in ["Falling Down"](#) shopped for a Buick this week, the story might have wound up a Disney movie "for the whole family."

The General Motors division is launching a retail-centered campaign called "24 Hours of

Happiness Test Drive," which pairs the "butts in seats" dealer program with a digital campaign around road-rage mitigation, including yoga, something we can assume the National Highway Traffic Safety Administration does not recommend people practice while driving.

Buick describes it as a day-long test drive experience complemented by "sounds, smells and even yoga techniques to help encourage well-being and happiness on the road."



2015
Jul 22
4:45 PMFITNESS NEWS
By Bari Lieberman

Article Highlights

DAILY NEWS

Bar Refaeli demonstrates yoga poses in the most unconventional place

BY ZAYDA RIVERA / NEW YORK DAILY NEWS / Thursday, July 23, 2015, 4:12 PM

A A A



Bar Refaeli stars in a new yoga video for drivers from Buick's "24-Hours of Happiness Test Drive" content series.

It's Bar Refaeli, a Buick and yoga. What more could possibly be needed for a good Namaste?

The Israeli model stars in a new yoga video for drivers from Buick's "24-Hours of Happiness Test Drive" content series, a crossroad between auto and fitness.



You'll Never Believe What Bar Refaeli Uses for Yoga

Take this routine for a test drive.



We use ropes, walls and even [cats as yoga props](#), so why not a car? That's the thought behind the latest video from the Buick 24 Hours of Happiness Test Drive [series](#) featuring supermodel Bar Refaeli.

The picturesque desert yoga sequence is led by Chad Dennis, who just so happens to also be Adam Levine's yoga instructor. The gentle flow is designed to help release the tension and tightness caused by common traveling conundrums (cramped seats, prolonged sitting, poor posture, need we go on?).

Watch the fun clip above to go behind the scenes and learn more about why yoga beginner Refaeli loves her practice—and then [snag all of the moves here](#). Love her leggings? We're told they are the [geometric crop bottoms](#) from Live The Process.

This is certainly one smart way of taking your practice on the road.



Article Highlights



The Best Yoga Sequences to Score a Supermodel Body



JULY 24TH, 2015, 8:30AM
POSTED IN [HEALTH + FITNESS](#) BY [JASMINE GARNSWORTHY](#)



Photo: Getty

So, what exactly are they *doing* in their yoga class that you're not, you ask? We spoke to celebrity instructor **Chad Dennis**—who works with the likes of Victoria's Secret model (and **Leonardo DiCaprio** ex) **Bar Refaeli**—to find out some practical tips.

Chad Dennis and Bar Refaeli collaborated with Buick on a 24 Hours of Happiness Test Drive series, including a video offering more yoga and stretching tips, which [you can watch here](#).

Article Highlights

autoevolution

Supermodel Bar Refaeli Does Yoga in Buick's New Ad - Video

Much has been tried throughout the years in the automotive industry for marketing purposes, but to use yoga techniques that allegedly make the drivers enjoy the driving experience better is something else. For their customers to understand what Buick is talking about, they brought together some of America's leading experts on happiness and well-being.

Article Highlights



GOSSIPCENTER
Entertainment News Leaders

Bar Refaeli Works Her Magic for Buick

Posted Friday July 24, 2015 11:00 AM GMT



Given her beauty she could sell ice to Eskimos, and **Bar Refaeli** was busy with a new ad campaign for Buick this week.

The 30-year-old Israeli supermodel worked with celebrity yoga instructor Chad Dennis and held a few poses to show how Buick vehicles actually integrate yoga and driving.

Chad, who is the personal yoga instructor for Adam Levine, directed Bar to a figure-four position and asked, "How do we reset, recalibrate and reclaim what is rightfully ours?" Ms. Refaeli's campaign is part of Buick's new 24 Hours of Happiness Test Drive launch.

Article Highlights



THU, 23 JULY 2015 AT 7:00 PM



51



21

Bar Refaeli Teaches Us How to Do Yoga in the Car (Video)



Supermodel [Bar Refaeli](#) is teaching us all about how to incorporate yoga moves into our daily commute in this brand new video!

"I'm a [beginner](#) with yoga. I just started it. I feel like I've been traveling so much and I work really hard. And with jet lag and everything, yoga helps me unwind and it helps my soul and my mind," the 30-year-old model said about her yoga practice in the video about Buick's 24-Hours of Happiness Test Drive content series.

Also seen in the video is yoga expert [Chad Dennis](#). [Watch](#) below!



Article Highlights

Forbes

AUTOS 7/23/2015 @ 3:24PM | 713 views

Inside Buick's New 'Touchy-Feely' Test Drive

Buick just announced it plans to woo buyers with what it's calling the "24 Hours of Happiness Test Drive" that applies a gimmicky "new age" veneer to what otherwise seems like a terrific promotional idea. It's arguably the most eccentric marketing ploy we've seen since Ford asked drivers to give their cars a "[Feng Shui tune up](#)" a couple of years ago.



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These brands took the biggest bites out of Sharknado 3 buzz

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Can Yoga and a 24-Hour Test Drive Convince Young People to Buy Buicks? Where wellness meets the road By Robert Klara

July 23, 2015, 1:54 PM EDT Advertising & Branding

If a dealership let you take a new car home for a whole day and night, would it increase the chances that you'd buy it?

Buick hopes so.

As the name suggests, Buick's "24 Hours of Happiness Test Drive," a magic bag of marketing unveiled Wednesday, promises shoppers the chance to borrow a Buick overnight. The **package** also includes a curious batch of wellness activities—including a Buick-themed yoga workout, a mix-at-home Buick fragrance and something called a "Buick meditation map"—all of which are designed to "help encourage well-being and happiness on the road," according to a company statement.

Article Highlights



Bar Refaeli - Buick '24 Hours of Happiness Test Drive' Campaign 2015

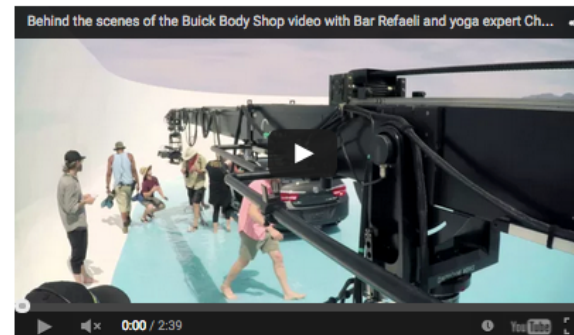
Posted on July 24, 2015 Written by Don Alessandro — [Leave a Comment](#)



The Body Shop with Bar Refaeli, Chad Dennis and Buick



Behind the scenes of the Buick Body Shop video with Bar Refaeli and yoga expert Chad Dennis



Article Highlights



Buick Looking to Dole out 24 Hours of Happiness

Brand searches for elixir to revive lagging sales.

by [Michael Strong](#) on Jul.22, 2015



Bar Refaeli, left, Israeli supermodel, yogi and Chad Dennis, yoga instructor to the stars, are part of Buick's 24 Hours of Happiness promotion.



BUICK 24 HOURS OF HAPPINESS TEST DRIVE

On July 22, 2015 participating Buick dealers today introduced the 24 Hours of Happiness Test Drive.

To create the 24 Hours of Happiness Test Drive, Buick brought together some of America's leading experts on happiness and well being. They used the beauty, calm and refined comfort of Buick vehicles to inspire their specialized content.

The experts include:

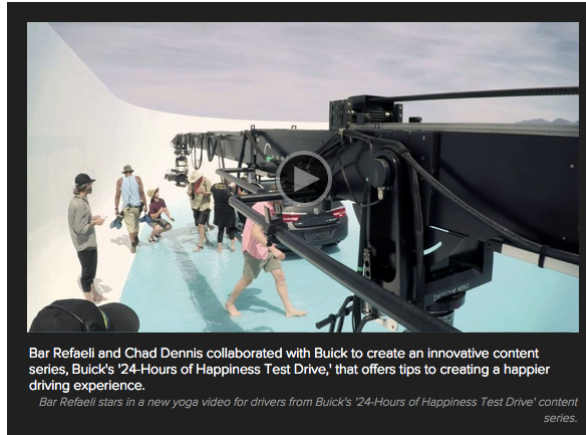
- Shawn Achor, author, happiness researcher and CEO of GoodThink Inc.
- Chad Dennis, yoga instructor to the stars
- Bar Refaeli, Israeli supermodel and yogi
- Amanda Chantal Bacon, wellness guru and Moon Juice founder
- Jeff Kober, actor and meditation coach
- Irene Neuwirth, jewelry designer and Council of Fashion Designers of America award winner, and
- Dr. Dot, masseuse to the stars

Road warrior: How Adam Levine inspired new on-the-go yoga workouts

Article Highlights

July 22, 2015

7:47 PM MST



Bar Refaelli stars in a new yoga video for drivers from Buick's '24-Hours of Happiness Test Drive' content series.

CHAD DENNIS + SUPERMODEL BAR REFAELI + BUICK

In Buick's "24 Hours of Happiness Test Drive" video, Dennis recommends stress diffusing exercises, such as Seated Mountain Pose and Gentle Neck Stretch, to be executed in the seated position, and exterior vehicle poses that can be performed before or after road trips, including Puppy Dog Pose, Modified Warrior One and Dancers Pose.

Catch the smooth and easy-to-use car yoga demonstration video [here](#).

Article Highlights

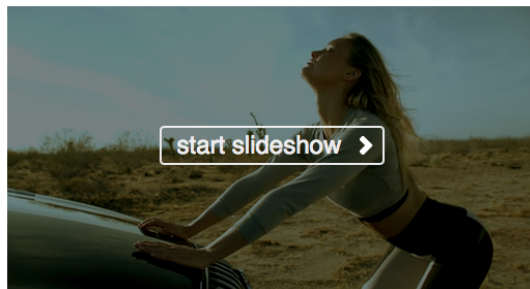


'Car Yoga' Is a Thing & You Should Be Doing It Every Time You Drive (PHOTOS)



Adriana Velez

Thursday at 6:45 PM



Yoga teacher and fitness instructor [Chad Dennis](#) created a set of car yoga exercises for a video starring Bar Refaeli as part of Buick's "24-Hours of Happiness Test Drive" content series. And no, you don't perform these exercises while you're driving! Trust us, these are easy and safe to do (as long as your engine is turned *off*), and they will help you relax behind the wheel.



Article Highlights

Forbes



Joann Muller
Forbes Staff

AUTOS | 7/24/2015 @ 5:27PM | 845 views

Buick Has The Right Idea With Blissful 24-Hour Test Drive (Yoga Poses Optional)

Nobody should have to make a decision on a \$40,000 car purchase based on a 15-minute driving loop around the dealership, especially with a pushy salesman riding shotgun.

That's why I like Buick's new offer to let shoppers take a car home for 24 hours to truly get a feel for it: Is it comfortable to drive? Do the kids like it? Does it fit in your garage? What do the neighbors think?

In Buick's case, especially, people still need to be convinced that its products aren't geared to old men. An 18-month advertising campaign that famously exclaims, "That's not a Buick!" has gone a long way toward erasing old perceptions. But Duncan Aldred, U.S. vice president for Buick, says more people still need to get behind the wheel.

The 24-hour test drive — something parent General Motors has tried in the past — was “a fairly obvious answer to the problem Buick had,” said Aldred. But he wanted it to be more than a sales gimmick. He wanted to make sure the test drive experience was in line with Buick's brand DNA — quiet, peaceful, refined.

Hence, the 24 Hours of Happiness Test Drive: a driving experience that capitalizes on the national wellness trend by including sounds, smells and even yoga techniques to help encourage well-being and happiness on the road.

It sounds a little goofy: Buick consulted with supposed “happiness experts” to come up with exclusive videos, podcasts and even a recipe for an in-car fragrance, all of which are designed to connect Buick with a “heightened sense of well-being” which it hopes will translate into increased car sales.

Need to relieve stress? Try this in your car:



Article Highlights



‘Car Yoga’: Buick Hops On Happiness Bandwagon (Supermodel Not Included)

by YD

in Business of Yoga, YD News, Yoga Pop

tags: advertising, Yoga in advertising



Buick's Puppy Dog Prep.

Introducing Car Yoga, from the files of “Somebody Had To Do It.” With the help of Adam Levine’s yoga teacher, Chad Dennis, and supermodel [yoga fan](#) Bar Refaeli, we are treated to moves like Seated Mountain Pose, neck stretches, and a modified Warrior One – all fairly helpful poses for drivers and all done while NOT driving the car (they should really emphasize this more.) That’s all fine. No brain surgery here. [Good to get up and move your body](#) when you’ve been cooped up in a car frozen in your sit and stare position for a long period of time. (Pro tip: Try breathing a bit, too. That helps. Also, always carry at least one spare yoga outfit with you at all times. You never know when the perfect wind machine will strike. See video.)

The car yoga is part of a larger campaign promoting Buick’s 24-hour “[Happiness Test Drive](#)” where you get to take the car home for a night for yoga, drinks, maybe dinner and a movie, whatever makes you crazy kids happy. They’ve even spoken to an expert on positive psychology aka happiness to provide tips on destressing while driving. Of course, you don’t need a Buick for any of this, but their hope is that you’ll make a connection between their brand and a “heightened sense of well-being.”



The Body Shop with Bar Refaeli, Chad Dennis and Buick

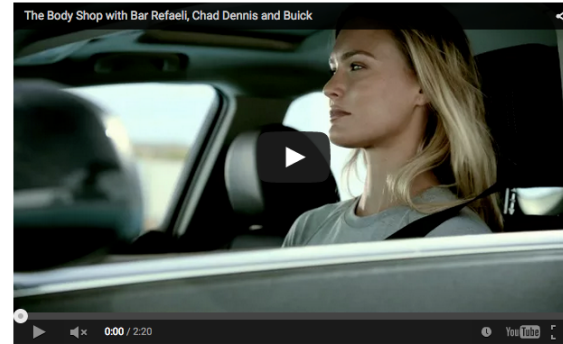
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HotCelebZone

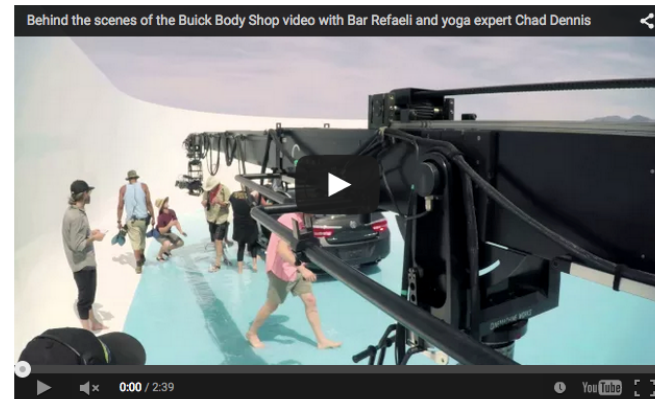


BAR REFAELI — BUICK '24 HOURS OF HAPPINESS TEST DRIVE' CAMPAIGN 2015

Bar Refaeli — Buick '24 Hours of Happiness Test Drive' Campaign 2015



Behind the scenes of the Buick Body Shop video with Bar Refaeli and yoga expert Chad Dennis



Article Highlights



Endorsements and Campaigns



Buick Unveils Star-Studded Campaign

24 Jul 2015

Bar Refaeli and Jeff Kober are just some of the stars in Buick's new campaign. The 24 Hours of Happiness Test Drive initiative encourages well-being and happiness on the road, through sounds, smells and yoga. Bar and Jeff, along with Shawn Achor, Chad Dennis, Amanda Chantal Bacon and Irene Neuwirth, 'used the beauty, calm and refined comfort of Buick vehicles to inspire their specialised content', which includes [online videos](#), podcasts, digital images and more.

Article Highlights

examiner.com

LIFE / HEALTH & FITNESS / FITNESS & EXERCISE
See also: [yoga](#), [bar refaeli](#)

Model diet and workout: How 30-year-old Bar Refaeli keeps her bikini body shape



Bar Refaeli gives yoga workout a try in car campaign

Bar Refaeli stars in a new yoga video for drivers from Buick's '24-Hours of Happiness Test Drive' content series

BUICK PICKS UP BAR FOR FACE OF "CAR YOGA"

Match the sexy superstar's fit frame with her spontaneous workout cravings and it makes sense why Buick chose her as their leading lady in the **recently launched** "24 Hours of Happiness Test Drive" campaign. Despite never doing yoga prior to the video shoot and campaign, Bar's ability to try new things keeps her workout and fitness routine new and fresh. The saucy "yoga in the car" campaign, with **coordinating demonstration videos featuring Bar**, portrays the model stretching through a flow of acrobatic yoga poses while seated in the driver's seat of a Buick and modeling Modified Warrior I and Puppy Pose alongside the ride.

Article Highlights



Yoga mit Bar Refaeli



Article Highlights



Is Being Healthy & Fit The Biggest Marketing Gimmick Of Our Times?



Take A Step Back To Understand How You Got Here

[Exercising has always been an important part of staying fit.](#) Actors, musicians, athletes and even ex-presidents have relied on some form of physical activity—jogging, cycling or swimming—since before exercising was considered fashionable. Why then, has the fitness industry seen a sudden growth? To be honest, it has a lot to do with advertising. How else can you explain why [sportswear and compression gear make up a large part of a person's wardrobe?](#)

Article Highlights



3 Yoga Exercises to Make Your Road Trip Less Achy

Try these rest-stop postures courtesy of Adam Levine's yoga instructor



Anyone who spends long hours in the car (or driving a truck or bus) knows it can be punishing on the body, not to mention the soul. Is yoga a solution?

If you ask Chad Dennis, the answer is "yes." Dennis is the yoga instructor who tours with the rock band **Maroon 5**, keeping lead singer Adam Levine and company healthy and calm. "**Sitting** takes a tremendous toll on the body," says Dennis, "We aren't designed to sit. It's counterproductive to the blueprint of our spine."