

Volkswagen



Rabbit

Dasher



Scirocco

Pickup Truck



Vanagon
Vanagon Camper

VW designers and engineers are today's VW workers are proud craftsmen. Anything less wouldn't be Volkswagen.



Space Efficiency

In considering one of our many models as your next car, look beyond the obvious exterior finish to its roominess. You will be impressed. Because every Volkswagen is a product of extremely space-efficient design.

All our 1980 VWs provide plenty of room for driver and passengers. And, in every instance, their luggage space is absolutely astounding in both size and accessibility. The Dasher station wagon, the all-new Pickup Truck and Vanagon models take on your bulkiest loads with ease. Other manufacturers are trying to copy Volkswagen's original, space-efficient concept. Obviously, their products are just that. Copies.

Volkswagen's designers and engineers scored the breakthrough that produced some of the most space-efficient vehicles in the industry.

Volkswagen does it again.



Fuel Efficiency

Volkswagen has always remained at the forefront of economical powerplant development. The most recent triumph? The lightweight, high-speed VW diesel, an option on Rabbit C and L, all Dashers and VW Pickup Trucks. Equally remarkable is the fuel efficiency of our gasoline engines. Ask your dealer for the EPA Mileage Guide so you can compare mileage estimates with other cars.

Considerable research went into all models to reduce aerodynamic drag. Computer-assisted design added strength without adding weight. Result: outstanding combinations of fuel efficiency, performance, and strength.

Volkswagen does it again.



Passive Safety

Volkswagen is one of the leaders in the field of passive safety. And we never stop researching, testing, developing, and implementing new occupant restraints, impact-dissipating structures to protect driver and passenger. Our engineers also devote much effort to occupant protection in "secondary collisions" through padding and interior design.

Special rear door locks—on Rabbit and Dasher are a reassuring feature. A simple flick of a hidden lever changes the lock so the door cannot be opened from the inside. Certainly appreciated by everyone traveling with children.

Our engineers also went ahead and created a workable passive-restraint system and put it into production—the VW passive-belt system, standard equipment on Rabbit L.

Volkswagen passive safety shows everywhere you look. And you sense it as soon as you slip behind the wheel. These features may not sell cars in the showroom—but they certainly do out on the road.

Volkswagen does it again.



innovators.



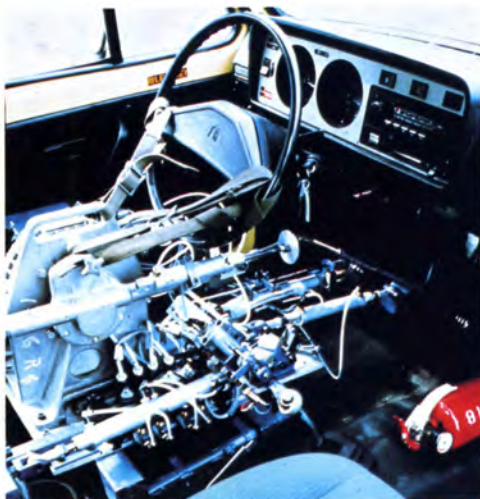
Active Safety

The many active safety features in 1980 Volkswagens help make you a better, more responsive driver. Like visibility, all around. Few cars can surpass a Volkswagen. Like anatomically designed front bucket seats, standard on every VW. Even such a basic concept as front-wheel drive and its impressive directional control can help make you a better driver in Rabbit, Dasher, Scirocco and VW Pickup Truck.

As you take any of our new 1980s for a road test, you'll ask yourself, "When have I felt so confident, so sure of a car?" "When has driving been such a pleasant experience—instead of a chore?"

Volkswagen's active safety is not a single design feature, but rather a combination of innovative solutions to design challenges. And it's reflected in the way VW makes you feel and respond when you drive it.

Volkswagen does it again.



Human Engineering

Human engineering is a discipline most car-makers talk about, but few pursue with the resources and dedication of Volkswagen.

Take "ergonomics," for example—the design practice of making a car fit you better. Volkswagen ergonomics make it possible for both tall and short people to drive the same Rabbit, Dasher, Vanagon or VW Pickup Truck and be comfortable doing it!

Human engineering finds its way into the most minuscule detail. The smooth way switches work, the way instruments and warning lights are placed, and the ease of clutch, brake, and gearshift operation. When you test drive a new Volkswagen, there's a reason everything feels so right, so natural. It's the result of human engineering.

Of all the areas discussed here, "human engineering" is what makes every new VW Rabbit, Dasher, Scirocco, Vanagon and Pickup Truck an outstanding next-car choice for you. Their many original concepts make most other cars imitations.

Volkswagen does it again.



Total Performance

Here, the bottom line is total satisfaction with your new 1980 Volkswagen Rabbit, Scirocco, Dasher, Vanagon or Pickup Truck. It can mean many things—the amazing fuel efficiency of a VW fuel-injected gasoline (or diesel) engine, the exhilarating kind of driving control that our advanced suspensions deliver, the solid, proven durability of our engines and drive trains.

Total performance also concerns itself with quality. The very real and solid kind of quality you will be able to see in the luxurious finish and materials of our cars, pickups and Vanagons. And the hidden kind of quality that's under the metal where you may not be able to see it, but where it can deliver a solid measure of toughness and longevity, nonetheless.

In the final analysis, quality cannot be improvised. It must be carefully designed in from the very beginning.

So, when you seek total performance, reassuring safety features and outstanding product quality—you'll want a Volkswagen.

Volkswagen does it again.





Background: Basic Rabbit hatchback, Lago Blue.
Foreground: Rabbit "C" 2-door hatchback, Sunbrite Yellow.



Rabbit "L", 4-door hatchback;
Tarpon Blue Metallic.

VW Rabbit

The Original.

Re-invent the automobile? We already did. With Rabbit. Consider fuel economy. Nobody has yet surpassed the five-speed Rabbit Diesel: **41** estimated MPG (estimated city fuel economy) and an estimated highway fuel economy of 55 miles per gallon.* Even our four-speed gasoline powered Rabbit gets **25** estimated MPG (estimated city fuel economy) and an estimated highway fuel economy of 38 miles per gallon.* Rabbit also leads over 40 other cars in total roominess. Our original passive restraint system has been a VW exclusive on the Rabbit L for nearly five years. Front-wheel drive, transverse-mounted engine—new to many other makers—have been part of Rabbit's design since 1974. And when it comes to Rabbit's visibility, riding comfort, and the sheer fun of driving, Volkswagen indeed re-invented the car. Five years ago.

Add to it Volkswagen's traditional quality of workmanship, finish and re-sale value at the time of replacement and you begin to appreciate the many benefits VW ownership provides. Volkswagen today produces the kinds of cars engineered to meet your driving needs for years to come. For 1980, we offer six Rabbit models: the

basic Rabbit two-door hatchback, Rabbit C two- and four-door hatchbacks, Rabbit L two- and four-door hatchback, and the brand new four-seater Rabbit convertible.

For 1980, more than ever before, it's prudent to invest in an "Original": the Volkswagen Rabbit!

Volkswagen does it again.

*1979 EPA estimates. Remember: compare these estimates to the estimated mpg of other cars. Your actual mileage may vary depending on speed, weather, and trip length. Your actual city and highway mileage may be less. 1980 EPA estimates not available at printing time, 1 August 1979.



Rabbit "C" ribbed cloth interior, Tan.

The Original

How to distinguish it from the copies.

Rabbit is one of the most-copied automotive designs. And yet, it continues to be an Original. (Other car makers may catch on—but we don't think they'll catch up.) Consider our passive restraint system—one of many original features of the Rabbit L (shown, left). Simple to use. Effective.

Chances are, Rabbit is not only shorter and more efficient than your present car, it's also easier to drive, to park, and handles snow, mud and county roads with assurance. It has front-wheel drive and 4-wheel independent suspension.

And, on four-door models, the special rear door-lock feature you can set so that rear doors open from the outside only—giving you peace of mind when traveling with children.

When it comes to saving weight, our engineers designed a cross-flow aluminum radiator, and to save power—a thermostatically-controlled fan that runs only when needed. (No wasted energy, and quick warm-ups in cold weather.)

How can you tell an "Original"? Easy. Drive a Rabbit.

Diesel and 1.6-liter fuel-injected engine, optional on Rabbit C and L hatchbacks. The 1.6L fuel-injected engine is standard on Rabbit convertible. Models sold in California use 1.6L fuel-injected engine as standard equipment.



Rabbit 4-seater convertible in Brazil Brown Metallic. Interior: Gazelle. Top: Sand.



VW Dasher,
four-door hatchback, Canyon Metallic.
Large trunk expands to
29.3 cubic feet, with rear seat folded.



Background: Dasher wagon,
Diamond Silver Metallic.
Front: Onyx Metallic.
Sliding sunroof, optional, all models.

VW Dasher

A luxury car that's all Volkswagen.

Luxury in motoring has its place. And we, at Volkswagen, are beginning to establish a reputation for gracious driving with our Dasher models. Our approach, however, is a little different than most. We believe there should be only one standard of luxury. Our best. We also believe luxury ought to wear well. In the quality of the materials used and in the style and design. That's why Dashers all look taut, clean, and free from superfluous styling clichés. And while times and lifestyles are changing, people still need room in their cars. Particularly in their luxury cars. Dasher's roominess will surprise you. Dasher has front-wheel drive in every model, and all engines are fuel-injected—both the standard (and more powerful) gasoline engine as well as our popular, optional Diesel.

We have engineered some very interesting and practical features into our luxury car. The rear seat folds to give you over 29 cubic feet of carry-just-about-anything room. Even with a full complement of five passengers, both Dasher hatchbacks give you 18 cubic feet of luggage space. All Dashers come equipped

with a fine AM/FM stereo radio. And, to improve visibility to the rear, a remote control outside rear view mirror and an electric rear window defroster. All standard. A fully-synchronized four-speed manual transmission is standard, too. Many drivers are rediscovering how much fun it can add to their driving. (We also offer a very smooth automatic transmission, optional, with the gasoline engine.)

Dasher is the product of sound engineering, skillful styling and outstanding craftsmanship. You will know it as soon as you test-drive one.



VW Dasher interior, Gazelle crushed velour.

Dasher Wagon

Volkswagen redefines the station wagon.

Our luxury station wagon is different from the others. It's big enough where it counts. The 1979 EPA Mileage Guide classifies Dasher as delivering more cargo space than any other wagon in its class made by any other manufacturer. And, when it comes to interior comfort and luxury, few wagons of any size offer you such an array of luxury appointments—rich upholstery, trip odometer, AM/FM stereo, electric quartz chronometer, light-emitting diodes (instead of ordinary bulbs) in the instrument panel, power-assisted front disc brakes, steel-belted radial tires, front-wheel drive, a fuel-injected engine, a driver's seat with individual height adjustment, and much more. Your VW dealer will be pleased to show and tell you the details.

A popular option has been the Diesel engine. For good reason. It is extremely affordable—especially when compared to other luxury Diesel wagons offered by Mercedes and Peugeot. A test-drive will prove that our Diesel is also one of the most driveable offered today. Ask your dealer for the EPA Mileage Guide, so you can get acquainted with the Dasher Diesel economy story.

Few wagons deliver the kind of front-wheel-drive ride and handling you enjoy in a Dasher wagon. And few are as space-efficient. So, before you consider the typical station wagon with all its hulk and bulk—and with many of the niceties optional—test-drive Dasher wagon. We think you'll agree Dasher is setting new standards for roomy wagons, with elegant appointments and fittings. These things, and more, are what make Dasher wagon a very solid, long-term investment.

Volkswagen does it again.



Handsomely appointed instrument panel is standard on all 1980 Dasher models.



Scirocco, Indiana Red Metallic.
The 1.6L, fuel-injected, overhead camshaft engine is standard.



VW Pickup Truck "LX", Lago Blue.
Cargo box is 72" long. Removable tailgate, standard.

Scirocco

What sportscars should have been in the first place.

Many of the basic problems with most sportscars don't exist in Scirocco. It proves sportscars don't have to be cramped, skimpy on luggage space, rough riding, and real prima donnas to service. Prove it to yourself, drive a Scirocco. Its 1.6-liter, fuel-injected, overhead cam engine takes you from zero to 50 mph in 7.5 seconds (manual transmission). Proven front-wheel drive provides better directional control. You get 2+2 seating comfort. Fold the back seat down, and get about as much haul space as you'd get in a small station wagon. Scirocco's great looks come from the famous styling studio of Giugiaro. And its coachwork reflects careful, unhurried attention of the craftsmen at Karmann Works.

Scirocco is a superbly comfortable car. The front bucket seats are anatomically designed—and can be adjusted to fit you precisely. Not only the seatback angle and fore-and-aft—but up and down as well. So, whether you're tall or short, Scirocco can fit you like few other cars can.

For 1980, you have the choice of two Scirocco models. Scirocco and Scirocco S. The S type has exclusive touches to set it apart from anything else on the road.

All trim is black, VW radiator badge is red. Five-speed, standard. So are large front spoiler, 175/70 SR RWL tires, light-alloy wheels, and special sports bucket seats, in front, highlighted by a special "Strobe" striped fabric. Plus a lot more.

At a time when lots of other cars begin to look a lot like one another. . . our Sportscar can give you an exclusive look to set you apart from the pack—plus comfort, performance, handling, room for people, and the things they want to carry along. Scirocco!

Volkswagen does it again.



Scirocco interior, Red Leatherette. Both front seats have individual height adjustments, standard.

VW Pickup Truck

An exciting new idea. It's built like a truck . . .

but it drives like something else! It drives like a front-wheel-drive automobile. Powered by a remarkable fuel-injected, overhead cam, transverse-mounted engine. (Or, as an option, the famous VW Diesel engine.) The real excitement comes from the way it makes you feel as you drive it, as you take it along on the job—or to where the fun is. And, it can carry just about everything you need to carry whenever you need to carry it. It's like no other pickup truck on the road. This one's a Volkswagen. And you know that "When VW does it . . . they do it right." The styling is fresh, clean, gutsy. No unnecessary frills. A forthright, no-nonsense look that says this is your kind of truck. The bed is a full six feet long, over 51 inches wide (maximum) inside the bed; can handle a payload of over 1100 pounds. The tailgate opens and closes with just one hand. And, when you need to, it comes off. Without using tools. And goes back on just as easily. The more powerful 1.6-liter fuel-injected gasoline engine is standard. The VW Diesel engine, optional. A 4-speed gearbox is standard, or you can order the optional 5-speed (with either gas or Diesel), or the VW automatic

(with gasoline engine only). Two basic models (both with twin bucket seats)—standard and "LX." While the "LX" represents the top of the line, you can also order the optional Sport Package on the standard model that's a real knockout.

It's time you expected more from a small pickup truck. And Volkswagen delivers what you've been looking for. Expect proven Volkswagen technology, traditional VW fit and finish, and front-wheel drive. Expect tight, strong unitized construction. Expect more truck for the money. Expect a vehicle that's built like a truck—**but drives like something else!**



VW Pickup Truck interior, Blue vinyl. Choice of ten exterior colors, four interior trims. Vinyl or cloth.



New Vanagon "L", Assuan Brown with Samos Beige, top.
One of four standard two-tone exteriors.



All-new Vanagon Camper, Ivory. Seating fabric is
Van Dyck background, multi-color, Boogie Woogie cloth.

Vanagon

What does it mean? What does it do?

"Vanagon" is a new name. It's the combination of "van" and "wagon." Vanagon—a totally-new kind of vehicle from Volkswagen. Nobody else has anything like it. Vanagon's aerodynamic lines are crisp, taut, and fresh. It's easy to get into—large, low-step front doors; wide, easy-opening, sliding side door. And in back, a big lift door makes the rear cargo compartment easy to load.

Vanagon is an almost perfectly balanced vehicle. Neither "nose heavy" nor "tail heavy." VW engineers placed the engine in the rear. Directly over the driven wheels, to give you solid, sure traction on road surfaces that can set ordinary rear drive/front engine vans spinning their wheels.

In a test drive, feel how confidently Vanagon handles hills, curves, ruts and bumps. It has a fully-independent coil-spring suspension. All new. Also check its quiet ride. Note how easily you can perform most owner-maintenance. Your VW dealer is waiting to point out everything that's new, better, more comfortable and practical. It's called "Vanagon."



Top: Topaz cloth interior, Vanagon "L". Bottom: Vanagon rear compartment can carry varied, bulky loads. (Carton is 45" wide, 34" high, 25" deep.)

Vanagon Camper

Two new ones to keep you "at home" on the go.

It's quite obvious what's happened to most other leisure vehicles. They're much too heavy to keep up with today's new travel styles. Vanagon Campers carry on a long tradition of careful craftsmanship and interior design. You get room for four people in the deluxe (P27) version. Five in the standard Camper (P22). Both models provide double beds—one upper, one lower. There's storage virtually everywhere. No nook is wasted. You enjoy two swivel, swing-away tables. Both driver and passenger seats swivel. The biggest difference between the P22 and P27 centers around cooling and cooking. The more deluxe P27 comes with a 3-way refrigerator and a two-burner cookstove. The big difference both models have over others is the maximum ceiling height where you need it most—over the food-preparation area and the access to the upper double bed. Ask for the EPA Mileage Guide and compare Vanagon fuel economy with similar vehicles. Make a close look at Vanagon Camper your next step. Then, head for the great outdoors.



Vanagon Deluxe (P27) Camper has 2-burner cookstove and 3-way refrigerator. All Vanagon Campers offer two double beds (upper and lower), plus handy swing-away dining tables.

**VOLKSWAGEN
DOES IT
AGAIN**



VOLKSWAGEN OF AMERICA, INC.