

VOLKSWAGEN'S THEORY OF EVOLUTION



The Origin of the Species.

1949.

Cars were beginning to grow to mammoth proportions. Soon they would develop huge fins and tails. And engines that were nothing short of gargantuan.

It was a hostile environment for a tiny car to begin life. But the Beetle had higher intelligence.

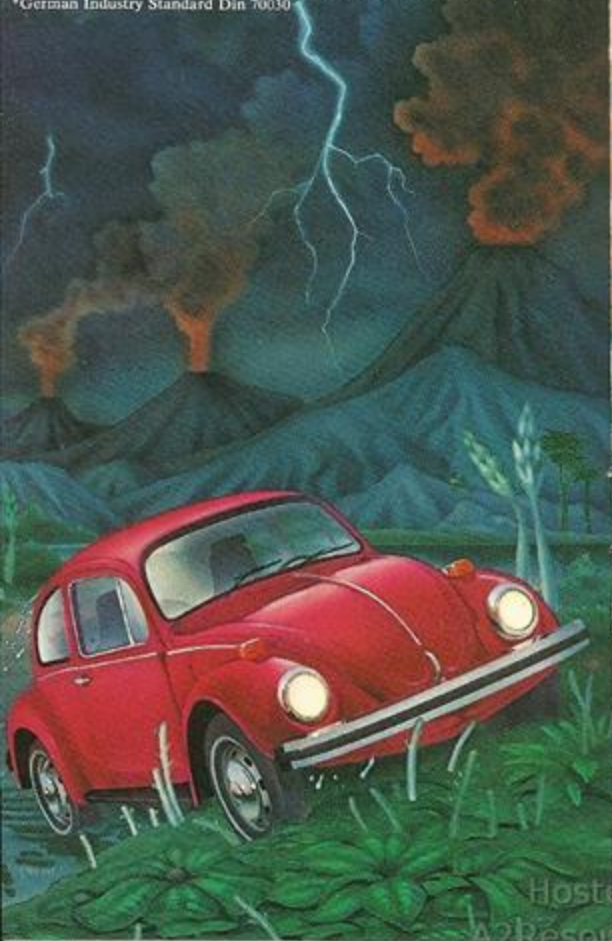
With more big cars on the road becoming a problem, the '49 Beetle offered a solution: less car.

It was unparalleled in parking. It could travel 27 miles on a gallon of gas.* It could be banked on in snow. And its engine couldn't boil over or freeze up since it was air-cooled.

Since 1949, many cars have gone down the road to extinction. But the Beetle still thrives.

Partly because it has continued to grow more intelligent with the years. And partly because people have.

*German Industry Standard Din 70030



A Higher Form of Beetle.

Time passed by.

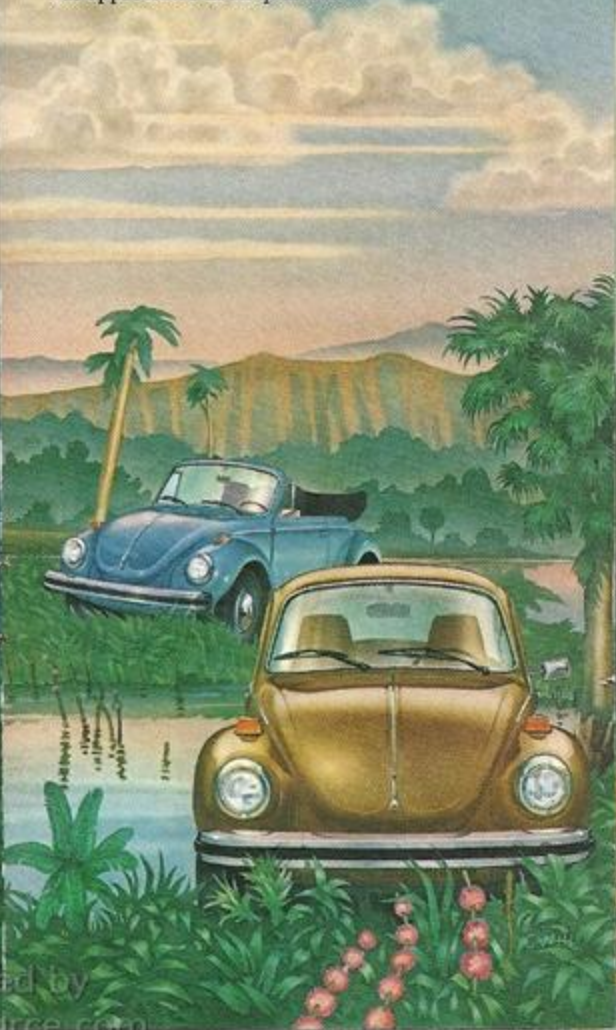
It passed by some cars like they were standing still. But the Beetle always stayed a little ahead of it.

In addition to the basic Beetle, a larger species developed. About an inch and a half longer. And an inch and a half wider.

It found a place in Man's heart by giving him a place for his knees. His head. And a big trunk for his trunks.

In one way it was a car with more vision than its ancestor, the basic Beetle. It had a bigger windshield.

It also had rack and pinion steering. So even though it was larger, it could still turn on a dime. A quality that was appreciated in all quarters.



The Volkswagen develops Family Ties.

As Volkswagen developed into a large family of cars, many men were developing even larger families.

And so the Volkswagen Bus and Campmobile evolved.

The Bus seats a family of 7 with all the luggage they care to lug. If there's more luggage than family to take, you can take out its 2 rear seats.

The Bus also sits comfortably with the family budget. It gets about 25 mpg on the highway.*

The Campmobile houses an ice-box. Grocery cupboards. An outlet for appliances. And a sink. A family can eat itself out of second-house and home.

Its backseat converts into a double bed. A bench seat becomes a child's bed. And since kids like to hang around, there's even a hammock.

*Federal Environmental Protection Agency 1975 Model Fuel Economy Test: 25 mpg—highway driving; 18 mpg—city driving



The Missing Link.

In 1974 an odd thing happened at Volkswagen: The Thing.

It wasn't as if evolution has stopped. It was as if it had been thrown in reverse. The Thing looked more like something from the past than the Bug.

But this car that seemed so misplaced could make itself at home anywhere. In sand. On highways. Even crossing countryside.

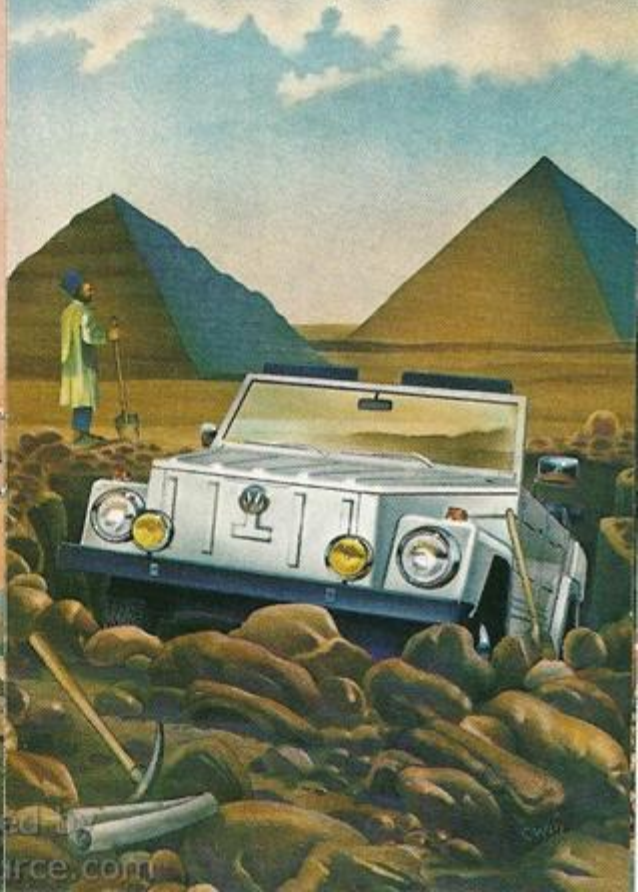
The Thing has a high ground clearance and a sealed steel platform bottom to protect its underthings. It goes about 33 miles on a gallon of gas.*

If you want to stay out in the wide open spaces, the Thing has wide open spaces in front and back for equipment.

And while many cars can't even survive the open road anymore, the Thing just keeps going and going. Because it's built by VW.

Another reason why today, it's the going thing.

*Federal Environmental Protection Agency 1975 Model Fuel Economy Test: 33 mpg—highway driving; 22 mpg—city driving



The Dawn of Beauty.

After 26 years of cars that look like bugs, Volkswagen has finally built a car that looks like a car: The Scirocco. It's not ugly. It's not even plain. It's beautiful.

The Scirocco can go from 0 to 60 in just 11 seconds. But since it gets 38 mpg on the highway,* it takes somewhat longer to go from F to E.

With its body-contoured bucket seats, color coordinated upholstery, plush carpeting and a spacious trunk, the Scirocco is obviously a luxury car. But some of its luxuries are there to see you take a safe trip, not just an ego trip.

Like negative steering roll radius, to assist you in case of a front-wheel blowout. And a dual diagonal braking system.

Of course the best luxury of all is just having a Volkswagen that isn't ugly.

*Federal Environmental Protection Agency 1975 Model Fuel Economy Test: 38 mpg—highway driving; 24 mpg—city driving



The Volkswagen becomes a Social Creature.

In 1974 the Dasher was presented to society. No car ever came from better stock.

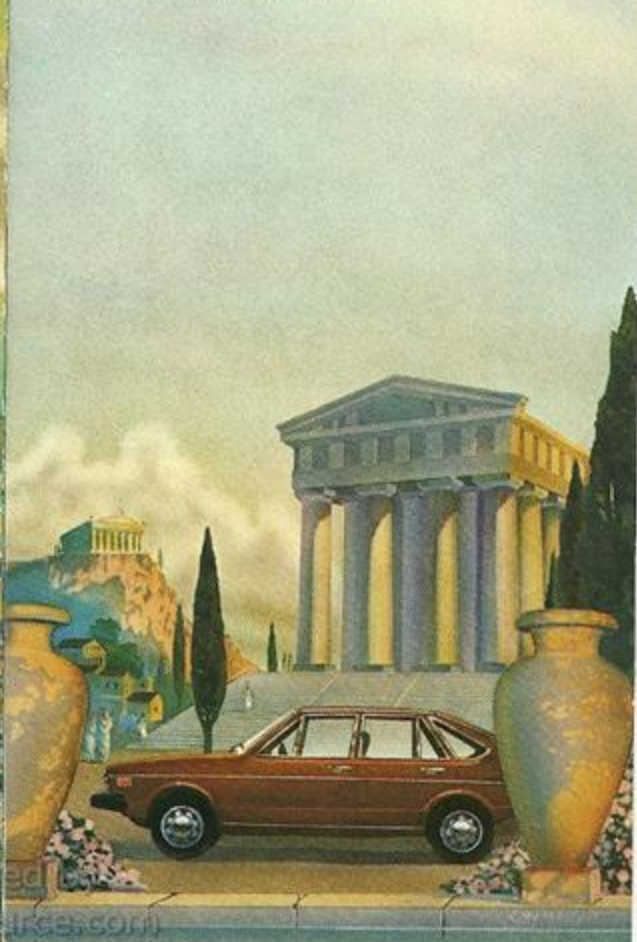
This year's Dasher can move from 0 to 60 in just 12 seconds. It will be keeping very fast company. It also gets a more-than-proper 35 mpg on the highway.*

Since we can't tolerate failure in our family, especially in our brakes, we gave the Dasher a dual-diagonal braking system for controlled braking stability.

The Dasher's body is sleek and streamlined. And its interior has just as much polish. A dashboard accented with a wood-grain inlay. Cushioned headrests. Color coordinated upholstery. Bucket seats. Plush wall-to-wall carpeting.

It's hard to believe Volkswagen has come so far. All the way from bug to social butterfly.

*Federal Environmental Protection Agency 1975 Model Fuel Economy Test: 35 mpg—highway driving; 23 mpg—city driving



The Beetle gives birth to a Rabbit.

You might say we were in labor on this car since 1949. Everything we learned since then went into the Rabbit.

The key to this car is its engine.

It gives the Rabbit enough punch to go from 0 to 60 in 11.5 seconds. This hare is, by no means, a tortoise. It also gives the Rabbit up to 38 mpg on the highway.*

And yet, with all it gives, the engine takes up less room because it's mounted transversely or sideways. So the entire car takes up only 13 feet.

Most of these feet are devoted to making your legs, arms and the rest of your body comfortable inside the car. And to giving you more luggage space.

We reduced car space. Without reducing people space.

With all its great earmarks, we think you'll be seeing the Rabbit multiply.

*Federal Environmental Protection Agency 1975 Model Fuel Economy Test: 38 mpg-highway driving; 24 mpg-city driving

