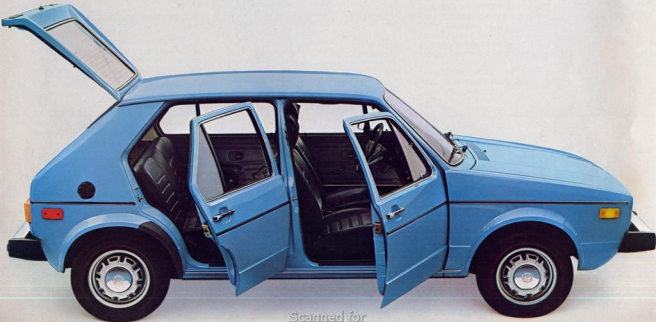


# The Incredible Rabbit.

It's one great surprise after another.



# Rabbits made news and set records in the most surprising places.

While you're weighing the many advantages of owning a Rabbit, it's interesting to consider that people in well over 100 countries around the world are doing precisely the same thing. And buying Rabbits in ever-increasing numbers.

Since its introduction in 1974, Rabbit has replaced the Beetle as the true international car. And even now, the U.S. Department of Transportation is looking at the Rabbit to study its innovative passive restraint system with an eye towards including it on cars of the future.

Here is just a sampling of the miscellaneous awards, honors, comments, achievements and records Rabbits are recording.



## "CAR OF THE YEAR" DOWN UNDER.

After being cited as "one of the 10 best cars in the world" by "ROAD & TRACK" during its first year in the U.S., it should come as no surprise to anyone that Rabbit was named "Car of the Year" by "WHEELS", Australia's leading and largest motoring publication.

Here's what their editors said: "A classless car...superior in virtually every way...a total package that could only be dreamed of in a small car until the Golf came along to show how it could be done."

## IN A COUNTRY FULL OF SMALL CARS, RABBIT OUTSOLD EVERY OTHER IMPORT.

In Japan, Rabbits were snapped up during 1976 by 1000 buyers eager for the kind of



engineering, room and amenities not found on domestic models.

And it's worth noting that in Japan, duties, taxes and what-have-you make the Rabbit considerably more expensive than many of their own cars.

## MULTIPLYING LIKE THEIR NAMESAKES.

The one-millionth Rabbit rolled off the Wolfsburg assembly line just 21 months after production began. By way of comparison, the Beetle is the most produced car in international automotive history, but it took ten years to reach the million-car milestone.

Here in the States, Rabbits set a record in their first year as the most successful imported car introduction in history.



## CALL ME A RABBIT.

When you whistle for a cab in Leighton, N.J., don't be surprised when a Rabbit taxi pulls over to pick you up.

The rooky Rabbits were selected by the local cab company because they provided a 50% decrease in gasoline consumption. But as a side benefit, the Rabbits have also yielded considerable savings in maintenance as compared with their larger counterparts.



Passengers like Rabbit taxis because the front wheel drive system eliminates the annoying drive train hump that blocks passage across the back of conventional cabs. And drivers appreciate the Rabbit's quick maneuverability that helps them average four to five more trips a day than with full-size taxis.

## WE SHOW YOU HOW TO COMBINE SAFETY, ECONOMY AND RABBIT-LIKE PERFORMANCE.

Our new 60 mpg Research Safety Vehicle, developed under contract with the U.S. Department of Transportation, demonstrates that light-weight subcompacts can meet stringent crash-worthiness safety criteria without sacrificing either performance or economy.

The car, which resembles a Rabbit, is powered by a 70 hp turbocharged version of the Rabbit Diesel engine.

Among its more impressive specifications are the ability to protect occupants in 40-mph frontal impacts, 0-60 mph acceleration in just 12.1 seconds, 55 mpg in the city/69 mpg on the highway,\* and low emissions, too.



## DEISEL SETS RECORDS.

In a class dominated by cars like the Mercedes and Peugeot Diesels, costing two and three times as much, Rabbit Diesel has set 21 world records.\*

During 17 days of fat-tail non-stop driving on a high speed test track in Miramas, France, Rabbit Diesel covered a total of 50,000 kilometers. Among the records set for Diesel-powered cars were: 1,667 miles in the first 24 hours; an average speed of 18.4 mph for the first 25,000 kilometers; and a record lap time of 86.1 mph.

How do European road testers like our new Diesel? Here are just a few of their quotes:

"For the first time ever, the driver can forget it's a Diesel. The Golf Diesel's performance enables him to leave all other Diesel-equipped cars well behind." (source, *revue*)

"The Golf scarcely differs from its spark-ignition twin in terms of temperament, average speed or noise level during a long journey, yet it can offer significant fuel savings."

(source, *revue*)

\*Source: *revue*, 1976/1977



If you think there's only one way  
to have your Rabbit,  
this will really surprise you.



Now you can have your Rabbit with an optional Diesel engine. At a fraction of the cost of any other Diesel-powered car.

And get a taste of the economy.

To begin with, the mileage is literally fantastic. EPA estimates\* 50 mpg highway, 40mpg city. And add to that the significantly lower cost of Diesel fuel.

Rabbit Diesel also saves on maintenance. You never need a major tune-up because there are no spark plugs, distributors, points, ignition coils or condensers. Not even a carburetor to adjust!

And though we can't guarantee exactly how long Diesel engines last, we can tell you that they



have a well-earned reputation for extraordinary durability. In Europe, where Diesel engines have been used in passenger cars for more than 40 years, no one is surprised to see one go a quarter million miles or even further.

What about performance?

Rabbit Diesel accelerates from 0 to 50 faster than any other production Diesel in the world. To be precise, it takes 11.5 seconds. In fact, you

might say our Diesel is just a hair behind our sprightly gasoline Rabbit.

As you can see, all this leaves you with a most enviable choice.

Selecting a Rabbit that doesn't use any gas at all. Or a Rabbit that uses very little gas. According to EPA estimates\*, just 40-mpg highway, 28-mpg city.

And that is super-saving Diesel economy, the

gasoline Rabbit is engineered for long-lasting, trouble-free performance, with a minimum of maintenance.

Either way, you'll be a gant-top ahead.

\*Based on 1979 EPA estimated mileage with manual transmission. Your actual mileage may vary, depending on where and how you drive, your car's condition and optional equipment. Ask your local dealer for a free copy of the EPA/FCA Gas Mileage Guide for New Car Buyers.

## Look inside, you'll be surprised at how many and how much a Rabbit can hold.

If you think saving gas means squeezing into a small car, you're in for a real surprise.

Rabbit has the engine tucked sideways to give you as much leg and head room as some mid-size cars. And when it's back, there's plenty of leg, hip and head room for a pair of size 10 feet.

An amazing 87% of your Rabbit is devoted to people and luggage space.

And speaking of luggage, when you flip the hatch, you'll find 18 cubic feet of luggage space behind the back seat. That's more than the trunk space in a Cadillac Seville.\* Flip Rabbit's rear seatback, and you can expand the luggage compartment to nearly twice its size. That's enough for 27 bags of groceries.

What about amenities? Rabbit has all the comforts you'd expect, plus a few surprises thrown in for good measure.

The front bucket seats are spacious and intelligently designed to give you proper support. And they're upholstered in attractive, durable cloth that stays cool to the touch, even on hot days. Or you can select optional luxurious leatherette.

Controls are all conveniently placed and easy to reach. A pair of levers on the steering column control lights, high beams, turn signals and wiper/washer. And on the dash, the rocker switches operate at the touch of a finger.

To let you see where you're going and where you've been, Rabbit has 26.8 square feet of glass—more than you'll find on a Cadillac Seville. And the slanted hood actually enables you to see an egg on the road just 10 feet ahead.

As you can see, Rabbit gives you plenty of space and all of the comforts. We call that economy without sacrifice.

MSRP \$10,999. Dealer price varies.



Insured for  
AGIInsurance.com

**But the best surprise of all  
is the sheer fun of driving a Rabbit.**



# Advanced engineering in a VW. That's no surprise at all.

You don't have to be an automotive engineer to appreciate the difference between a Rabbit and an ordinary car.

Just run a Rabbit through a few curves.

Feel the road-hugging front-wheel drive flexibly pulling you around tough corners. Feel the rack and pinion steering that you're in control. And a quick, eager shift linkage lets you move up and down through the gears at will.

In fact, the engine over the drive shafts gives you superb tracking stability. And in fact, Rabbit's innovative "independent absorber" rear axle combines the stable tracking of a rigid axle with the smoothness of four-wheel independent suspension.

But stopping is just as important as going. So Rabbit is equipped with large front wheel disc brakes. And this year, the optional brake booster has been enlarged for quicker, easier stopping. For safety, there are dual diagonal-brake circuits. So even if one fails, a second is still there. And in case of a front tire blowout, Rabbit is equipped with negative steering rollover to help maintain directional stability.

Underneath it all, Rabbit is a unified steel cage fortified with literally thousands of spot welds. This cage is protected by an engine compartment in front and a trunk in back, both of which are designed to absorb energy in the event of a collision. The roof is supported by six steel posts. And the doors are reinforced with steel anti-intrusion bars.

If you choose the Deluxe Rabbit, you'll get front seat belts that put themselves on as you sit yourself down.

They're part of what has been described as "the most effective and least expensive passive restraint system" in the industry.

Not best?

1. Floating upper front disc brakes with negative coil springs. Single piston caliper reduces the number of components and in turn reduces the possibility of brake failure. Reinforced front disc brake assembly provides heat transfer and brake fluid for greater brake resistance.

2. Transverse-mounted speed fully synchronized drive shaft with double-axle shaft shafts in front shafts. Transverse placement of transmission allows the rear to tolerate gear ring and pinion. The use of single gear drive reduces motor component and maintenance design.

3. Energy absorbing bumpers front and rear with reinforced chassis are designed to protect the vehicle in high-speed or roll-over collisions.

4. Clamped and protected cooling system with thermally-insulated coolant storage reservoir for Rabbit's compact 1.8 liter, fuel-injected, aluminum alloy 4-cylinder design with increased reliability. Low, thermally-protected coolant fan only runs when needed, minimizing horsepower loss and providing high compression when engine needs it for starting on cold days.

5. Dual diagonal hydraulic brake system with direction combination. The dual diagonal system provides the vehicle with a cooling system in case of failure. A membrane (brake) for front wheel and one for rear wheel. This, of course, has negative rollover from rearward directional stability while driving.

6. Transverse-mounted, 4-cylinder water-cooled engine. Transverse engine placement provides the vehicle with an energy absorbing side compartment in the front-end. Furthermore, the engine provides good forward visibility through the front window hood.

7. 100-hp, air-cooled, 1600-cm<sup>3</sup> shaping design provides more than 100 hp (75 kw).

8. Reinforced steel-overlaid car with large oil-tight valve train. Low noise and vibration, steel and composite, self-priming, provides 1.8 liter engine's quiet, easy performance. Large oil-tight valve train minimizes wear and augments oil-gard service intervals.

9. 100-hp injection. The injection system provides the Rabbit engine with 100-hp (75 kw) fuel throughout its operating range. Components are easy and low off-idle fuel injection. The engine runs more efficiently, providing economical performance and a clean exhaust with no need for a catalytic converter. Catalysts are optional.

10. Self-retracting door, also called automatic door-closer device. The integrated door-closer

device provides the Rabbit with a comfortable ride combined with sports handling characteristics.

11. Pop-through convertible with a 4-speed motor and an efficient heat exchanger. The poppered back air-heating system provides the vehicle with highly efficient, low-through ventilation, cooled by a bypass device. Its valves are located in the front end of the D-pillar, and in the rear end on the A-pillar. The placement of the air outlets provides very efficient air circulation throughout the entire cabin.

12. Rack and pinion steering with double-adjustable ball-joint suspension. Provides direct wheel steering, a self-aligning and maintenance free. Double-adjustable steering column provides rear wheel independent of steering column in the event of a front end collision.

13. Four-laminated, acoustically-treated dashboard with instrument and control panel directly in driver's line of vision.

14. Shock-absorbing steering shaft with tapered air-bearing column. Design of steering shaft allows control but is capable of great load under both heavy turning conditions.

15. Individually designed front bucket seats to maximize body support. The use of twin resistance foam relative to the rear cushion provides seating comfort in long-distance driving. Large holders of upholstery and foam independently maximize body support while driving.

16. Reinforcing mechanism on steel body frame. Another feature designed to maximize comfort.

17. Fuel tank mounted ahead of rear axle minimizes damage in rear-end collisions.

18. The driver's rear seat mechanism permits the rear passenger compartment to be used as a cargo area.

19. Independent plastic rear axle, a unique V8 design, provides Rabbit with strong, air-resistant, low-noise and handling characteristics. The unique design of the front plastic axle offers as a stabilizer bar, while air-reducing body, rear suspension, tracking stability in cornering or rough road surfaces is superior to vehicles with coil-spring-and-rod axle design.

20. Rear hatch with electrically heated rear window defogger. The large rear window opening provides easy access to Rabbit's rear trunk and the space for below the trunk floor loading capacity in the vehicle's rear window when by eliminating rear window loading.

21. Coil-over absorber shock absorber provides the rear axle with a long travel suspension stroke for a comfortable, sporty ride.



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One of the nicest surprises of all comes after the first 1,000 miles.



There's when your Rabbit is due back for its first service check-up. And it's when you discover that you've left something very important behind at the dealership.

A service team that understands what makes your Rabbit tick. And how to keep it ticking like the exhilarating, fun-to-drive car you bought in the first place.

You'll find well-trained and certified mechanics. And to keep them up to date on each new innovation we build into Rabbits, we provide them with graduate training at our regional schools.

In a way, you might say they never stop learning to be VW mechanics. Because even after all these years, we're still finding new ways to make our VLife better.

To help them do their jobs, there are special VW tools, a massive inventory of VW parts, and even a nationwide computer network that can locate an out-of-stock part instantaneously at one of our regional warehouses or even at a nearby dealership.

In addition to the best of care, your dealer can also provide you with a seemingly endless assortment of accessories that enhance your Rabbit's many virtues.

To make driving even more pleasurable, there are Air Conditioning and a selection of Radio's, ranging from basic AM to AM/FM Stereo with "Speakers." To take the loadwork out of cruising, a Speed Control that lets you select a constant speed. And for greater visibility in heavy weather, a pair of piercing Fog Lamps.

For added versatility, add our sturdy Trailer Hitch for toting boats, motorcycles or what have you, a permanent or removable Luggage Carrier, a Lockable Ski Carrier and Ski Straps that help keep our fun and safe.

If a little extra style suits your style, add a set of wrap-around Wheel Covers and icy Rabbit Straps.

But with options or without, when you drive out of the showroom, we think you'll agree:

The incredible 1978 Rabbit is one great surprise after another.





Underneath  
all these  
great colors...

you'll find one  
great surprise  
after another.

Volkswagen  
does it again.

**PAINT**



ALPINE WHITE



MAUVE BLUE



AGATE BROWN



BALI GREEN

**CLOTH**



TOBACCO



NAVY BLUE



PARCHMENT



TOBACCO

**LEATHERETTE**



TOBACCO



NAVY BLUE



PARCHMENT



TOBACCO

**PAINT**



INAMMA BROWN



DAKOTA BEIGE



DIAMOND SILVER MET



BAHAMA BLUE MET

**CLOTH**



TOBACCO



TOBACCO



BLACK



NAVY BLUE

**LEATHERETTE**



TOBACCO



TOBACCO



BLACK



NAVY BLUE

**1978 RABBIT AND RABBIT DIESEL SPECIFICATIONS.**

**ENGINE:**

Type	Water-cooled, front mounted, transverse, overhead cam
Cylinders	4 cylinders, in-line
Displacement	88.9 cubic inches (1457 cc) Diesel: 89.7 cubic inches (1471cc)
SAE Net HP	71 (70 California) @ 5800 rpm, Diesel: 48 @ 5000 rpm
Fuel/Air Supply	CI5 fuel injection Diesel: Diesel injection pump

**TRANSMISSION & DIFFERENTIAL:**

Type	Fully synchronized, transaxle, transverse mounted
No. Speeds	4 forward, 1 reverse
Final Drive	Front wheel drive, double-jointed axles
Clutch	Single disc, dry

**CHASSIS & SUSPENSION:**

Frame	Unitized body/chassis, bolt-on front fender
Front Suspension	Independent coil/shock absorber struts negative steering roll radius
Rear Suspension	Independent, stabilizer axle with coil/shock absorber struts
Service Brake	Dual diagonal circuit, disc front, drums rear
Parking Brake	Mechanical operated on rear wheels
Rim Size	4 1/2 x 13

Tire Size	145 x 13 Rabbit "C" and "L": 155 SR13 Steel belted
Steering	Rack and pinion

**ELECTRICAL SYSTEM:**

Rated Voltage	12 volt, 55 Amp alternator
Battery	17 Volt, 45 Amp/hour Diesel: 12 Volt, 63 Amp/hour

**DIMENSIONS:**

Wheelbase	94.4 inches
Length	155.3 inches
Width	63.4 inches
Height (Unloaded)	55.5 inches
Ground Clearance (loaded)	4.9 inches
Turning Circle	31.2 feet (curb to curb)

**PERFORMANCE:**

Top Speed	93 mph, Diesel: 87 mph
Fuel Mileage*	Fuel-injected Engine — Highway: 38 mpg City: 25 mpg Diesel Engine — Highway: 53 mpg City: 40 mpg

\*Based on 1978 EPA estimated mileage with manual transmission. Your actual mileage may vary, depending on where and how you drive, your car's condition and optional equipment. Ask your local dealer for a free copy of the EPA/FEA Gas Mileage Guide for New Car Buyers.

