

**GET A SATISFYING RETURN
ON YOUR INVESTMENT AT**



**WE CAN SHOW
YOU HOW TO DRIVE
UP YOUR NET WORTH**



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OUR FULL VOLKSWAGEN LINE OFFERS YOU MANY FINE CHOICES

This diagram gives you an idea of the extensive Volkswagen range available at our dealership. We will be happy to give you more details about them all. Each, in a different way, is a superb choice for you and your

family. Each offers you advanced engineering, solid quality and workmanship plus lasting value. Never before have we had so many ways to let you enjoy driving that is right for our time.

Rabbit

Six models. Fuel-injected power in all models. Includes 2-door and 4-door hatchbacks, new convertible with coachwork by Karmann.



Jetta

Like Porsche, Mercedes, BMW, fuel injection is standard. 2-door and 4-door sedans. Performance plus.



Dasher

Three models: 2-door and 4-door hatchbacks, 4-door wagon. Diesel optional, all models. Five-passenger seating.



Scirocco

The exciting fuel-injected sports car in the VW family. Engineered by Volkswagen. Styled by Giugiaro. Coachwork by Karmann.



VW Pickup

First front-wheel-drive pickup truck in America! Fuel-injection for gasoline and optional diesel power. Built like a truck—but drives like something else!



Vanagon/ Vanagon Camper

Van versatility with station wagon comfort. New Vanagon Camper, too. Fuel-injection, 4-wheel independent suspension. Much more!



COME IN. GET STRAIGHT TALK AND HARD FACTS ABOUT NET WORTH AT

Your net worth is the sum total of what you save and what you own.

Too many cars, today, have taken a nose dive in value. They're costing their owners far too much to drive. So, in addition to owning a car that's not worth very much, these people can't really save much money either. Especially at the gas pumps.

For over twenty-five years, Volkswagens have been in a unique position of being inexpensive to drive and retaining much of their original value at replacement time. So, while we didn't invent "net worth," we've been aware of how important it is for a long time.

No imitation can deliver value like a Volkswagen

Few other cars—small or large—have the reputation for lasting value of a Volkswagen. That says a lot for our vehicles. But there's a caution: other small cars have tried to imitate VW. Some have innovations like front-wheel drive. Some don't. And the ones with CIS fuel-injection in our price-range are non-existent. While the imitators have managed to copy some of Volkswagen's engineering ideas, few have been successful in matching our enviable heritage for lasting value.

Your savings go far beyond fuel mileage. Our "We Care" service excellence commitment helps keep you enjoying your VW.

We believe one of the best features you enjoy on a Volkswagen wasn't built into the car. It's our "We Care" service. We hope you won't need it very often, but we try to give you service that's as technically precise as possible, pleasingly prompt, and fairly priced.

Since you will probably want to take long trips in a Volkswagen, it's reassuring to know you'll get "We Care" service excellence throughout the United States. Even travelers motoring through Canada and Mexico will find VW service near at hand, courteous and dependable.

Throughout this brochure you'll find many additional reasons to consider the purchase of a new Volkswagen. All of them will impress you that owning a VW is one of the smartest buying decisions you can make.

How much energy is your present car consuming?

Miles driven each week: _____ Miles

To determine your "miles per gallon" simply divide the number of miles you drive by the number of gallons of gasoline you use.

Example: You drive 325 miles in a week, and use 24 gallons of gasoline.

	13.5 miles per gallon
24 gal.	325 miles

If the gasoline costs you \$1.30 a gallon, that's \$31.20 a week.

Assuming your new VW delivers 25* miles per gallon, you could drive 325 miles using only 13 gallons, costing \$16.90, with a potential saving of \$14.30 each week.

Multiply savings by 52 weeks to get annual savings

Figure out what a new Volkswagen can do for your net worth.

*VW gasoline Rabbit and Scirocco models, with 5-speed manual transmission, have an EPA estimated mpg of 25 and 40 estimated highway miles per gallon. Use estimated mpg for comparisons to other cars. Your actual mileage may vary depending on speed, weather, and trip length. Your

THERE'S MORE TO A VOLKSWAGEN RABBIT, SCIROCCO OR VANAGON THAN GOOD FUEL ECONOMY

Today, there's a rush to get out from under rising gasoline prices. But, for most people buying a smaller car may mean making sacrifices in room, comfort, performance and style.

To make sure you'll get enough room, enough versatility, and plenty of performance—let us show you three gasoline-powered VW's—Rabbit, Scirocco and Vanagon.

Let's discuss room. We have lots of it. For luggage, cargo, and people!

The VW Rabbit is one of the roomiest cars in its class. Not only room for people, but for the things they want to carry along. The same goes for Scirocco. (A well-kept family secret: Scirocco's trunk is as roomy as Rabbits!)

If you need more room than either Rabbit or Scirocco provide, let us show you the new Vanagon. Both 7- and 9-passenger models are available, with extra room for bulky items.

All three have some important benefits in common. They all provide a superb ride with fully-independent suspension. They all offer fuel-injected gasoline engine performance. They are all available with optional automatic transmission.

If you want performance plus economy, you'll like the way a fuel-injected Volkswagen delivers both.

Volkswagen engineers designed a fuel-injection system for our gasoline engines. Rabbit offers it. And, it's standard equipment on Scirocco as well.

The net result: reassuring acceleration you need and want when you drive.

Smooth-shifting three-speed automatic transmissions are optional on Rabbit, Scirocco and Vanagon models, too. (Please note, Rabbits with Diesel power are not offered with an optional automatic; and the Rabbit Convertible is only offered with a 5-speed manual transmission.)

And, if you want air-conditioning, Volkswagen has it for you as an option on Rabbit and Scirocco.

Passive safety: an advanced safety feature standard on all Rabbit "L" models.

For a long while, a great debate about automotive "passive safety" has continued. Apart from the hue and cry, VW engineers and designers went ahead and created a workable passive restraint system and put it into production. Over five years ago, this Volkswagen passive-belt system is standard equipment on our Rabbit "L" two-door and four-door hatchback models and optional on Rabbit "C" models.

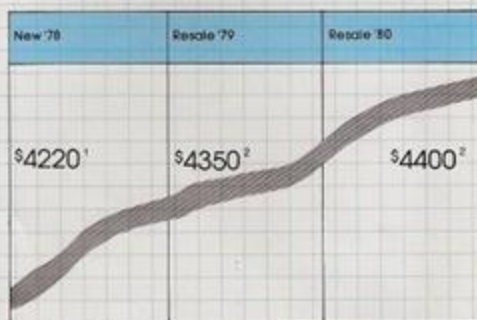
Over 150,000 Rabbits on American roads have the "passive belt" system.



Rabbit has an enviable, high resale record.

A very important benefit of owning a Volkswagen is its resale value. Take the 1978 Rabbit. It has actually increased in book value through the years. That's performance unmatched by the '78 Toyota Corona, Peugeot 504 and Cadillac El Dorado.

And, though the Vanagon is a new model this year, there are few reasons not to believe that it, like other Volkswagens through the years, might help owners drive up their net worth!



¹ Manufacturer's suggested '78 retail price Rabbit 2-door hatchback F.O.E. Local taxes and other dealer delivery charges extra.

² Resale prices as quoted in NADA Official Used Car Guide, January '79, '80. Eastern Editions are average retail prices, not trade-in and do not include local taxes.

You can drive up your net worth with fuel savings.

At 25 estimated mpg,* a fuel-injected, gasoline Rabbit (or a VW Scirocco) is a very economical car to operate.

While the EPA Gas Mileage Guide lists "Average Annual Fuel Costs," we felt it would mean more if we showed you savings the way you fill your tank—weekly. And we used a unit price of \$1.30 a gallon. Gasoline pump-prices may be different in your locality.

250 Miles A Week (About 13,000 mi./yr.)

Your Car's Mileage	Weekly Gas Costs	Rabbit/Scirocco Can Save*
12 MPG	21 gals. x \$1.30 = \$27.30	\$14.30 a week
13 MPG	19.5 gals. x \$1.30 = \$25.35	\$12.35 a week
14 MPG	18 gals. x \$1.30 = \$23.40	\$10.40 a week
15 MPG	16.5 gals. x \$1.30 = \$21.45	\$ 8.45 a week
16 MPG	15.5 gals. x \$1.30 = \$20.15	\$ 7.15 a week
17 MPG	15 gals. x \$1.30 = \$19.50	\$ 6.50 a week
18 MPG	14 gals. x \$1.30 = \$18.20	\$ 5.20 a week
19 MPG	13 gals. x \$1.30 = \$16.90	\$ 3.90 a week

400 Miles A Week (About 20,000 mi./yr.)

Your Car's Mileage	Weekly Gas Costs	Rabbit/Scirocco Can Save*
12 MPG	33.5 gals. x \$1.30 = \$43.55	\$22.75 a week
13 MPG	31 gals. x \$1.30 = \$40.30	\$19.50 a week
14 MPG	28.5 gals. x \$1.30 = \$37.05	\$16.25 a week
15 MPG	26.5 gals. x \$1.30 = \$34.45	\$13.65 a week
16 MPG	25 gals. x \$1.30 = \$32.50	\$11.70 a week
17 MPG	23.5 gals. x \$1.30 = \$30.55	\$ 9.75 a week
18 MPG	22 gals. x \$1.30 = \$28.60	\$ 7.80 a week
19 MPG	21 gals. x \$1.30 = \$27.30	\$ 6.50 a week

* Prices shown, at the time of printing, are approximate. Manufacturer's Suggested Retail Prices, exclusive of taxes, license, shipping charges, and optional equipment. See dealer for details.

* EPA estimated mpg for Rabbit Convertible is the same as other Rabbit models with fuel-injected gasoline engine and 5-speed transmission.

If you now own a large station wagon or a passenger van, see how a VW Vanagon can drive up your net worth with gas savings.

400 Miles A Week (About 20,000 mi./yr.) Large Wagon or Van vs. VW Vanagon

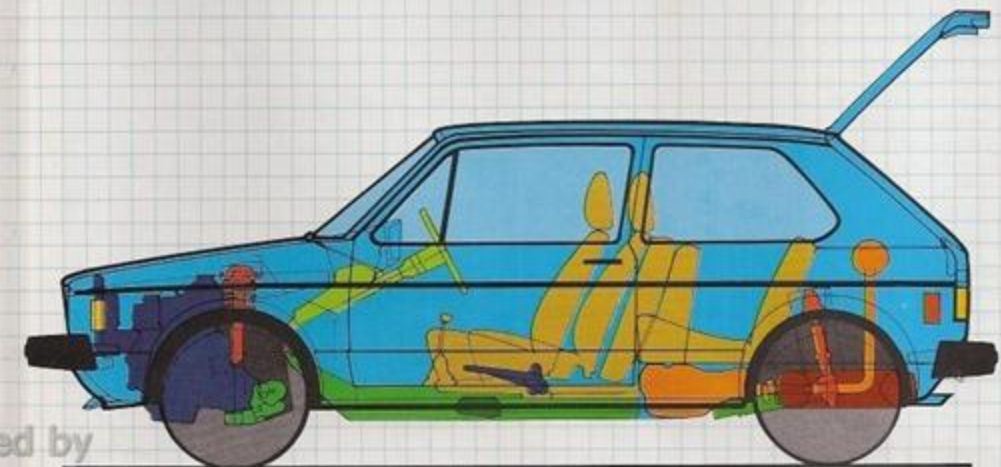
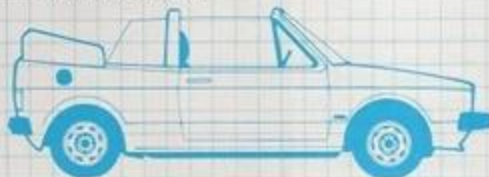
Your Van/ Wagon's Mileage	Weekly Gas Costs	Vanagon Can Save**
9 MPG	44.5 gals. x \$1.30 = \$57.85	\$27.30 a week
10 MPG	40 gals. x \$1.30 = \$52.00	\$21.45 a week
11 MPG	36.5 gals. x \$1.30 = \$47.45	\$16.90 a week
12 MPG	33.5 gals. x \$1.30 = \$43.55	\$13.00 a week
13 MPG	31 gals. x \$1.30 = \$40.30	\$ 9.75 a week
14 MPG	28.5 gals. x \$1.30 = \$37.05	\$ 6.50 a week

** Vanagon, with standard transmission, has an EPA estimated mpg of 21 and 25-est. (mixed highway) miles per gallon. California estimates lower. Use estimated mpg for comparison to other cars. Your actual mileage may vary depending on speed, weather, and trip length. Your actual highway mileage will probably be less.

Volkswagen has a new four-seat convertible.

Today, new four-seat convertibles are a mighty rare breed. And, except for our Rabbit convertible, mighty expensive. Lagonda at \$75,000; Rolls Royce Corniche at \$156,000; Mercedes 450 SEL at \$35,000! The rest, except for Rabbit, are basically two-seaters. Not four. And when it comes to purchase price, fuel economy,† and features, not one (not even Rolls Royce) can match the Rabbit Convertible.

Many buyers consider Rabbit Convertible's price a bargain. (Under \$10,000!) Since they are crafted by Old World coach builders, the production is necessarily limited. Yet, when it comes to increasing your net worth, the Rabbit Convertible merits your consideration.



A lot of careless claims are being tossed around by our competitors...

HERE'S WHERE WE STRAIGHTEN THINGS OUT

Just about every carmaker is regaling the buying public with claims of "better mileage", "greater value", "advanced technology" and so forth. A great many of them are more emotional than they are factual. Let's put these claims in their proper perspective.

Claim: "Our cars have greater range, for you!"

Greater driving range most often means a larger fuel tank. Big tanks simply cost big bucks to fill. They don't add mileage. Don't be fooled by "range" claims. Check the size of the fuel tank and multiply by the price of a gallon, and discover the true cost of extending your driving range.

Claim: "Look at all the convenience features we offer!"

Most Volkswagens come standard with features that are often missing, or extra cost, on many other 1980 cars. For example, crank-down windows in rear doors are standard on all VW 4-door sedans. (Today's GM intermediates, for example, do not offer them—except when extra-cost power windows are ordered.) Rear-window defroster is standard on Vanagon, Dasher, Scirocco, Jetta, and all Rabbit "C" and "L" models, even the Convertible. And vent windows (remember them?) are standard on Rabbit "L", Rabbit Convertible and VW Pickup "LX", plus all Vanagon and Dasher models.

Claim: "One of the most aerodynamic cars in the world."

The measure of aerodynamic "slipperiness" is called "Coefficient of drag" by aerodynamicists... and written "C_d". The lower the C_d—the more efficiently a car slices through the air, Rabbit and Scirocco have a C_d in the low 40's... (0.42).

Most other cars have a C_d in the upper 40's. Other small cars have a C_d between 0.45 and 0.43. So, when you're talking "aerodynamics", few cars match our Volkswagens.

Claim: "Ours is a world car."

A world car is one that meets a motorist's needs in many nations... and is literally built in many different places around the world. In this regard, Rabbit is one of the few genuine world cars. Rabbit variations are being built in the United States, Mexico and Brazil—as well as in Germany, Yugoslavia, and other countries.

Now that's a world car!

Claim: "New! With front-wheel drive!"

The way some manufacturers advertise front-wheel drive you would think they "invented it". Volkswagens have had front-wheel drive since 1974. Millions of VW vehicles, world-wide, have been built since then. In fact, the "transaxle" concept (engine/transmission directly over the driven wheels) has been a basic VW design since our inception, over 40 years ago. Nobody has built transaxle-powered vehicles longer, or in greater number than Volkswagen!

Claim: "Real sportscar styling."

That promises to be the work of a famous stylist? Someone who has styled great and exotic sportscars? The VW Scirocco is the work of Giugiaro, whose famous studio is also renowned for Maserati, Ferrari and Lamborghini cars. (Incidentally, Signor Giugiaro's personal car is a Volkswagen Scirocco.)

Thus, unless the sportscar you are considering was styled by a Giugiaro, Pininfarina, Michelotti, Frua or Bertone—how "real" can it be?

Claim: "The RV of the '80's?"

Just because a leisure-travel vehicle is built in the 80's doesn't make it right for the 80's. The only truly "new" camper-vehicle, so far, is our Vanagon Camper. Vanagon is space-efficient, weight-efficient, fuel-efficient** and aerodynamically-efficient like no other RV. It gives you the suspension similar to some fine European luxury cars (like Mercedes or BMW), a fuel-injected engine (like a Porsche), and the superb interior craftsmanship Volkswagen Campers are famous for. The Vanagon Camper is truly designed for the 80's.

Claim: "Compare our craftsmanship."

Only when a car is built in a small coachworks, where hand craftsmanship is still emphasized, can you make such a claim. (And then you don't have to—the results speak for themselves!) VW Scirocco and Rabbit Convertible are made in the famous Karmann Coachworks in Osnabrueck, West Germany. They cannot, by nature of their high standards, build many units. Only a few for special models of Volkswagen, BMW and Mercedes.

Claim: "Our station wagon is roomy, comfortable, economical."

Can it carry up to nine people, with comfortable chair-high seating? Does it have ceiling-level, adjustable fresh-air ventilation? And does it have a highly-efficient, fuel-injected engine? All standard?

Only one wagon meets those requirements for room, comfort, and economy. The Volkswagen Vanagon.

ONLY VOLKSWAGEN OFFERS YOU SO MANY EXCELLENT CHOICES

During these dramatically changing times, most car makers consider themselves fortunate if they have one particular model that seems to meet the needs of today's buyers. Volkswagen offers you an expanding choice of models that will satisfy your needs for driving comfort and enjoyment.

Their names are Rabbit, Jetta, Dasher, Scirocco, VW Pickup, Vanagon and Vanagon Camper. You will find most of them ready

to test drive at our dealership right now.

Each Volkswagen is original and engineered to provide what we think is the best combination of performance, handling, driver and passenger comfort, and space efficiency to be had, anywhere at any price. We'll let you judge for yourself. Come in soon for an eye-opening Volkswagen test drive.

**VOLKSWAGEN
DOES IT
AGAIN**



COME IN AND TEST DRIVE THE CARS AUTO EDITORS ARE WRITING ABOUT

Read About
Scirocco ...
November, 1979
Road and Track
Road Test.



Writer Brock Yates picks
the gasoline Rabbit as
one of three "Best Buy"
Small Cars ...
Family Circle magazine,
November 20, 1979 issue.



Mechanix Illustrated
(June, 1980) checks out
Vanagon Camper as
one of three "RVs" for the
'80s. Verdict: tight,
comfortable, efficient.
Right for our times.



ROAD & TRACK

Writers and editors of Road & Track say there's a great deal to like about Scirocco

"... The car is quick, handles nicely, stops short and true, has good steering response, the seats are comfortable, the ventilation is excellent ... and on and on."

"... Zero to 50 mph in 7.7 seconds."

"The five-speed (optional) is a perfect companion for the Scirocco engine, having the same smooth effortless quality about it that implies it has been well thought out and engineered."

"... very good ventilation system. Not only does it circulate a great deal of air with or without the air conditioning (optional) on, but when you need fan boosting, the fan is very quiet, an unusual feature in all too many imports these days."

"... the Scirocco also has that important balance that means the power, handling, ride, steering, comfort and brakes are all in proper proportion."

"... if you truly enjoy driving, the Scirocco comes close to being a bargain."

Family Circle

Brock Yates, well-known automotive writer and commentator, picks out the best small car buys. His criteria were tough: to be "best buy" a small car had to be extremely reliable, possess sufficient levels of comfort, power and carrying capacity, and be cheap to own and operate. The gasoline-powered VW Rabbit was one of only three small cars that measured up, in his way of thinking.

"To qualify for 'Best Buy' status, I believe that this new generation of small cars should contain certain essential components. (1) Front-wheel drive is a must. (2) A 'third door' or hatchback is required—combined with a fold-down rear seat. This provides a vast, easily accessible luggage compartment that in some cases can accommodate more bulk than the trunk of a full-sized car. (3) The vehicle should be solidly built, with quality materials that

are resistant to rattle and corrosion. (4) A reasonable list of options should be available, including either two- or four-door models. (5) Mileage figures of at least 25 miles to the gallon should be easily obtainable under realistic, normal driving conditions. (6) The car should be sufficiently modest in exterior dimensions [an overall length of less than 15 feet] so that it can be easily parked and maneuvered in tight quarters. (7) The seats, insulation, sound-deadening, rear-passenger leg room and ventilation should permit the car to be used on long trips without the travelers being left with the feeling that they made the journey on a Harley-Davidson. (8) Parts and service for the car should be readily available throughout the country. (9) The price should not exceed \$7,000, even when loaded with options. (10) Its value on the used-car market ought to remain at a level where it can be readily sold or traded-in by the owner without fiscal loss. (11) The car should have brisk acceleration for urban driving conditions, and cruise easily and quietly in the 55 mph range on the open highway. (12) The automobile should be expected to run 50,000 miles with only minor mechanical repairs and maintenance. In other words, it should have reliability of the first magnitude."

With such a tough set of standards, Yates disqualified the vast majority of small cars on the market as "Best Buys." We are pleased that he selected the gasoline-powered Rabbit as one of only three meeting his tough criteria for "Best Buys."

Mechanix ILLUSTRATED

THE HOW TO MAGAZINE

JUNE 1980

In a recent round-up analysis of "Three RVs for the '80s" Mechanix Illustrated (June 1980) lauded the Volkswagen Vanagon Camper as having remarkable advantages over other RVs on the market. (The other two RVs covered were a lightweight trailer and a Micro Mini Motorhome on a small pickup chassis.)

"... wind and watertight in the worst storms."

"... more comfortable to drive than (the tester's) new midsize station wagon."

"... no feel of being top heavy."

"Sound level in the passenger compartment is low, thanks in part to the thick mattress over the engine compartment."

"In the hardest pulls, fully-loaded, we never had to shift below third gear."

"... the amount of space available in cleverly located bins and cabinets is pleasantly surprising."

"Both beds were firm and comfortable."

"Curtains all around provide nighttime privacy."

"The ceiling is high over the front of the bed so there's no claustrophobia."

Investigate the many advantages of traveling in a Vanagon Camper. These days, nothing else comes close to matching its total combination of camper style traveling benefits!