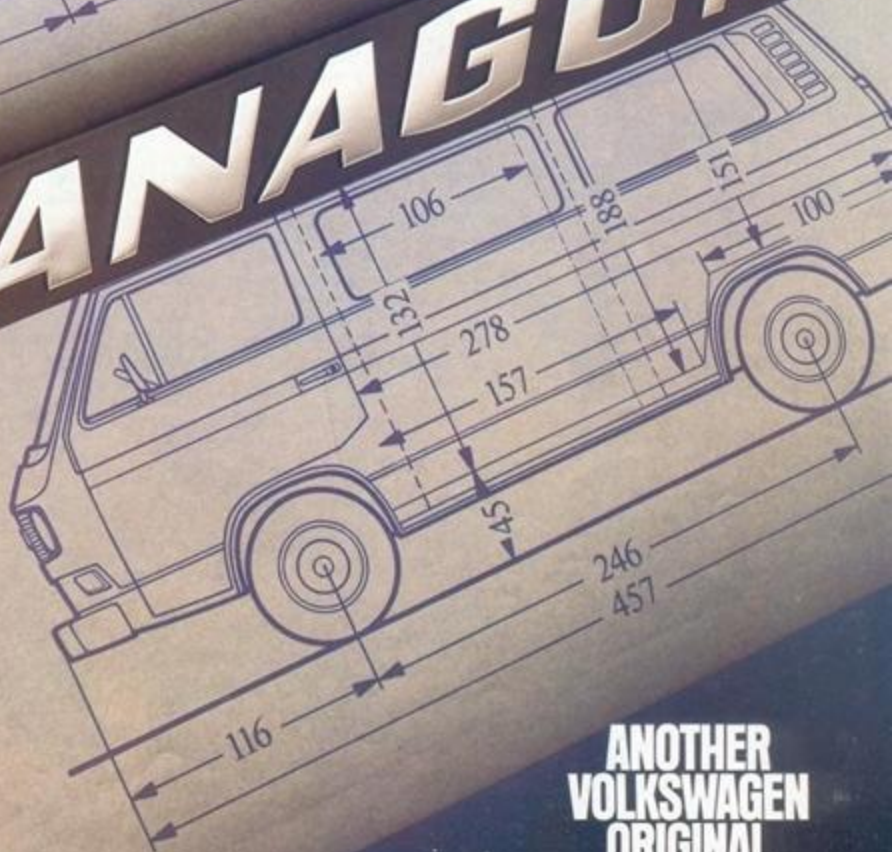


VANAGON



**ANOTHER
VOLKSWAGEN
ORIGINAL**



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



Space Efficiency

In considering Volkswagen Vanagon as your next family car, look at its most obvious benefit: the amount of interior room you will be able to enjoy. Our all-new Vanagon has been designed to be extremely space efficient—a concept that has guided Volkswagen engineers for over 40 years.

Naturally, the new Vanagon provides plenty of interior room for driver and as many as eight additional passengers. (Both seven- and nine-passenger Vanagon models are offered.) When you see Vanagon at a Volkswagen dealer, you will know it is one of the most advanced family transportation vehicles of the 1980's. You will discover that Vanagon can be far roomier and more functional than full-size station wagons ever were. There's a surprising amount of room behind the third bench seat, over the engine, to carry cargo along with a full load of people.

Vanagon—very much ahead of the times—and available today!

Volkswagen does it again.



Fuel Efficiency

Fuel efficiency is an important consideration today. And Volkswagen has always remained at the forefront of economical powerplant development.

Take Vanagon's proven, air-cooled, two-liter, flat-four-cylinder engine. Although it has an enviable heritage of over five million predecessors, today's Vanagon engine offers space-age engineering. Example: a digital idle stabilizer. It has been designed to maintain constant idle RPM under all engine operating conditions.

In addition, Vanagon's engine is fuel-injected and the ignition system is electronic—virtually maintenance free.

Yet, this remarkable engine is only one part of the Vanagon fuel economy story. Considerable research also went into reducing aerodynamic drag. Computer-assisted design added strength without adding weight. Result: an outstanding combination of fuel efficiency, performance and strength.

Volkswagen does it again.



Passive Safety

A great many people in the Volkswagen organization are deeply committed to advanced research in the very demanding field of automotive passive safety. We never stop testing, developing, and implementing. Be it probing for workable new solutions in the area of occupant restraints, using space-age "finite element" computers to help design impact-dissipating vehicle body structures (that help protect driver and passengers), or designing interiors that help reduce the chances of injury in secondary collisions.

Our engineers have devoted a great amount of time and effort in the area of passive safety for the all-new Volkswagen Vanagon. You will find it well worth your time to ask a dealership salesperson about the many features this new VW design offers you and your family. Remember, Volkswagen passive safety benefits are built in—so while they may not be very obvious to you on the showroom floor, you will sense them as soon as you slip behind the wheel.

Test drive a Vanagon. It's one of the most sensible cars offered today.

Volkswagen does it again.



Active Safety

Vanagon's active safety features help make you a better, more responsive driver. Like visibility, all around. And for driving comfort, particularly on extended trips, adjustable front bucket seats. Even Vanagon's new aerodynamic body and all-new fully independent suspension help make you a better, more "in control" driver.

As you take the new Vanagon for a test drive, you'll ask yourself, "When have I felt so confident, so sure of a car?"

Vanagon's active safety is a combination of innovative solutions to design challenges. And it's reflected in the way Vanagon makes you respond when you drive it.

Today, a growing number of discerning owners can enjoy Vanagon's active, precise driving control.

Volkswagen does it again.



Human Engineering

Human engineering is a very demanding design discipline most car makers talk about, but few pursue with the resources and dedication of Volkswagen. Take "ergonomics," for example—the highly sophisticated design practice of making a car fit you better. Volkswagen ergonomics make it possible for both extremely short or tall people to drive the same Vanagon and be comfortable doing it. Vanagon's seat adjustment range is impressive.

The end result of Vanagon's human engineering finds its way into the most minuscule detail. The smooth way switches, knobs and levers work, the way instruments and warning lights are placed, and the ease of clutch, brake and gearshift operation.

Human engineering is what makes Vanagon an outstanding family car choice for you. Its many original concepts will make other wagons of the future imitations.

Volkswagen does it again.



Total Performance

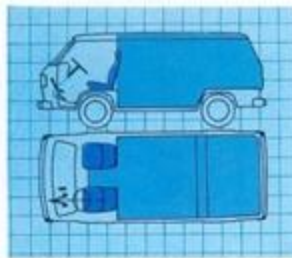
Here, the bottom line is total satisfaction with your new Vanagon. It can mean many things—the impressive efficiency of Vanagon's fuel-injected engine, the exhilarating kind of driving control that Vanagon's fully independent, coil-spring suspension delivers, the solid, proven durability of Vanagon's direct torsion drive, with engine weight over the driven wheels for superb traction on all types of road surfaces.

Total performance also concerns itself with outstanding product quality. The real kind of quality you can quickly see in the finish and materials. And hidden kind of quality that's under the metal where you can't always see it—but you're assured it can deliver traditional Volkswagen toughness and longevity.

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

So, when you seek total performance and exceptional quality—you'll choose the all-new Volkswagen Vanagon.

Volkswagen does it again.





Vanagon™, 7-Seat Van with sliding door. One of four standard models.

Vanagon.

What does it mean? What does it do?

"Vanagon" is a new name. You probably haven't seen nor heard it before. It's actually a combination of "van" and "station wagon", Vanagon. Not only a fresh new name — a totally new kind of vehicle from Volkswagen. Nobody else has anything like it. And we think it's right for our times. To begin with, its 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 huge lift door that puts the large rear cargo compartment right at hand, easy to load. Because it comes with fully independent suspension, it offers a ride, empty or full, like no other. In the 7-seater there's a wide aisle between the front bucket seats, you can move easily to the middle and rear of the inter-



Totally new look throughout.

ior. The middle bench seat slides out on a special mounting track, when you need extra interior space. (And when you want extra passenger capacity again, it's just as easy to re-install.) There's a grand-new kind of comfort inside. Foam seat cushions, outstanding visibility, operating vent windows, flow through ventilation with adjustable outlets in the ceiling. Above all, a breakthrough in "ergonomics", the practice of

making a car fit you better. The driver seat can be adjusted to fit the long-legged and the short-legged driver. And Vanagon is easier than ever to care for — battery's inside, under the passenger seat, easily checked. There's so much that's new about Vanagon — you ought to check it all out. Soon.



Vanagon interior, Topaz cloth. Ask your dealer about availability.

Vanagon.

What makes it new? How is it better?

To begin with, an almost perfectly balanced vehicle. One that's neither "nose heavy" nor "tail heavy". Volkswagen engineers placed the engine in the rear. Directly over the driving wheels to achieve a nearly 50/50 weight distribution. You also get sure, solid traction on surfaces that can set front engine/rear drive vans spinning their wheels. The engine is air cooled. Extremely reliable. It has an air-flow-control fuel injection system which is electronically controlled. You may know that Volkswagen has built over five million van-type vehicles, more than anyone else in the world. We pioneered the van-concept over 29 years ago. And from all that experience comes Vanagon. Quiet, sure footed, sleek. What special things should you look

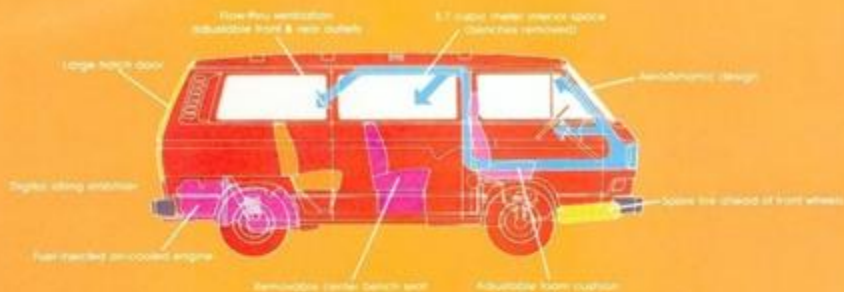


Large engine hatch provides easy access

for when you drive Vanagon? Feel how confidently it handles hills, curves, ruts, bumps, ramps — as well as the freeway. Savor the excellent visibility — forward, rear, and to the sides. Revel in the remarkable ride — each wheel is independently suspended for road hugging comfort. Settle into the seat that adjusts to fit you precisely. Check the quiet ride. Discover how easily you can perform certain maintenance functions. Things like checking the battery, engine oil. Forget about antifreeze. Vanagon's coolant is as free as the air. Your VW dealer can point out what's new in the Volkswagen Vanagon. An eye opening demonstration drive can tell you what's better. Volkswagen does it again.



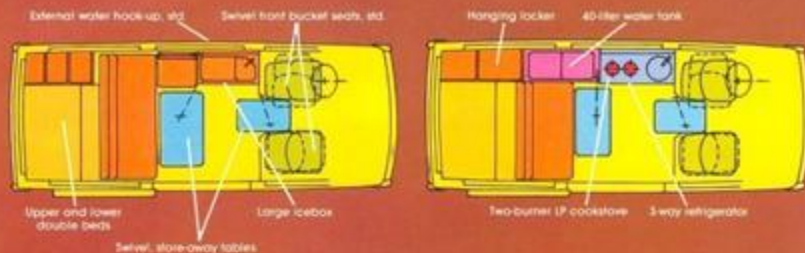
Center seat in Van Dyck cloth. Seat is easily removed (and re-installed) when you need extra cargo room.



Vanagon L. Seven front air bags. Large hatchback. See all models.

NEW VANAGON CAMPER MODEL P22

NEW VANAGON CAMPER MODEL P27



All-new Vanagon Camper. Ivory Seating fabric: a Van Dyck background "Boogie Woogie" cloth.

Vanagon Camper.

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

What's happened to most other leisure vehicles is quite obvious. They've become much too heavy to keep up with today's travel style. Vanagon Campers carry on a long tradition of careful craftsmanship and flawless interior design. There's room for four people in the deluxe version (P27), even more — five people — in the standard model (P22). Vanagon Campers provide double beds — one upper, one lower. There's storage virtually everywhere. No nook is wasted. Part of your enjoyment comes from the combination of the swivel front bucket seats and swivel store away tables. The driver's seat swivels 90° to the right, and the passenger seat can be swung 180° to face the rear. Swivel tables have no "legs" to



New aerodynamic styling provides greater directional control.

get in your way. The biggest difference between our two new Vanagon Campers centers around cooling and cooking. The more-deluxe version (P27) comes with a 3-way refrigerator and a two-burner propane cookstove. The big difference in Vanagon Campers over others is, of course, the tremendous amount of headroom provided by the pop-up roof. You enjoy 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. A closer look at Vanagon Camper should be your next stop, before heading for the great outdoors.



Deluxe (P27) interior has 2 burner cookstove and 3-way refrigerator. Seating: Gazelle background "Boogie Woogie" cloth.



Rabbit Convertible.

A brand new, very rare Original.

Today, only a very few convertibles remain. They're fun — but unfortunately most of them are far too small to be practical. So, Volkswagen has engineered a brand new convertible for you. Good looking. Fun to drive. And very generous with space. Room for four people. Room for luggage, even with the top down. Room for all kinds of things with the rear seat folded down. One look and you know you can't wait to own one. And for a great many more reasons than you might expect. First off, it moves! The 1.6-liter fuel-injected, overhead-cam engine matched to a 5-speed gearbox helps you eat up fun-filled miles with the overdrive fifth gear (0.76-to-1 ratio). The coachwork by Karmann, as expected, is first class. After all, they've been building VW convertibles for over 30 years. The



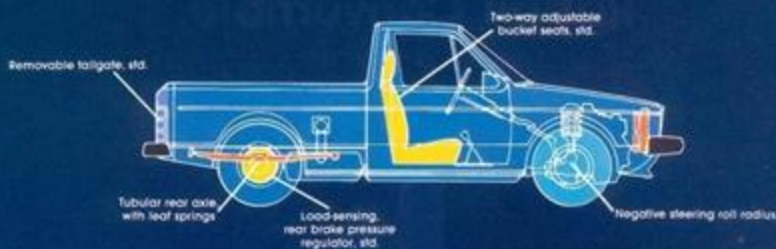
Integrated roll bar

top fits snug. Keeps out the weather and the wind noise. Easily folded down or back up by just one person. But more fun if done by two. We make our brand-new convertible only one way: handsomely equipped with all the niceties you would expect — at no extra charge. For example: AM/FM stereo cassette sound system with right and left, in-door, speakers. Front vent windows. Remote-control outside mirrors.

right and left. There's even an electric rear-window defroster. (Can you name another convertible in the world that has it?) You have your own, personal reasons for wanting one. Since these are all crafted by highly-skilled and unhurried Old World coach builders, our production is necessarily limited. A very rare Original, indeed!



Rabbit 4-seater convertible. Diamond Silver Metallic exterior. Black leatherette interior. Black top.



VW Pickup Truck.

Can it measure up to your brand of action?

Our Pickup Truck is new. But that doesn't mean untested, unproven, unknown. Look on the tailgate. It says "Volkswagen" and that's saying a lot. It says VW engineering, design, and quality manufacturing stand behind it. All the way. Get inside, behind the wheel. Sporty! Comfortable! Practical! Check under the hood. Standard power comes from a fuel-injected engine, transverse-mounted to give you more room in the cab, improved visibility down front. And there's an optional Diesel. Tough. Reliable. Proven. Drive them both to see which one suits you best, gasoline or diesel. Comfort, handling, and ride . . . durability and serviceability . . . these attributes set the pace for others to follow. Come to Volkswagen for that rare



Tailgate is removable without using tools.
Chrome bumper group, optional.

blend of design, traditional dependability, and innovative technology. Drive our new Pickup Truck. It drives like something else! Volkswagen offers you two basic models . . . the standard Pickup and Pickup "LX". The "LX" represents the top of the line, in terms of luxury appointments, a choice of either cloth or vinyl interiors, plus added luxuries like vent windows, chrome bumpers, trip odometer and more. The standard

Pickup delivers the same kind of power, suspension, versatility, and VW durability. Both models, standard or "LX", have comfortable cabs and a tough cargo bed, plus a proven drive train. Drive the truck that looks right and feels right . . . the new one, the better one . . . by Volkswagen.



VW Pickup truck interior. Blue leatherette.



VW Pickup Truck "LX", Logo Blue. Blue leatherette interior.

Hosted by



Vanagon

As this partial standard features listing shows you, the new Vanagon is an exceptionally complete vehicle. The foot-noted numerals will help delineate minor equipment variations between Vanagon, Vanagon "L", as well as Camper Models P22 and P27. Ask your Volkswagen dealer for more detailed information and a Vanagon test drive.

Drive Train/Suspension Features

New, larger 2.0 liter air-cooled engine with AFC fuel injection and hydraulic valve lifters
4-speed synchronized transmission (automatic transmission optional on all models)
4-wheel, independent coil-spring suspension (new double wishbone, front, new semi-trailing arms, rear)
Radial-ply tires, 185 SR M (set of 5)

Exterior Features

Chrome bumpers, front/rear, with impact strips¹
Dual circuit, power-assisted brakes
Disc brakes, front drums, rear
Inertia-controlled brake pressure regulator, rear
Left/right outside mirrors, black
2-Speed windshield wiper
Intermittent wiper cycle²
Electric windshield washer system

Interior Features

Electric rear window defogger
Flow thru ventilation with adjustable outlets, front/rear, at ceiling level¹
Operating vent windows in front doors
New foam-rubber padding for all seats, standard instrument cluster with speedometer, resettable trip odometer,² fuel gauge, quartz chronometer,² control and warning lights, dimmer switch for instruments
Inside courtesy light with door contact switch on all doors
Backrest of rear seat bench folds to expand cargo space
Carpeting throughout³

¹ Vanagon only

² Vanagon "L" package and Camper P27 only

³ Vanagon "L" Package and Campers only



Vanagon Camper

Please refer to the Vanagon equipment listing for the basic vehicle features as they may also apply to the Vanagon Camper. As you will note from the Vanagon Camper equipment listed here, the basic differences between Model P22 and the more-completely-equipped model P27 are primarily the inclusion of a refrigerator and propane stove. Thus, unless noted, the following equipment is installed on both Vanagon Camper models:

Pop-up roof with double bed, upper level
3-Passenger seat bench, fold-down, converting to a bed (lower level) (P22)
2-Passenger seat bench, fold-down, converting to a bed (lower level) (P27)
Camping seat, left side, faces sliding door with 55-liter (14.5 U.S. gallons) water tank below (P22)
Storage space with 50-liter (13.2 U.S. gallons) water tank below (P27)
Rear cushion over engine compartment
Clothes closet, rear left
Roof cabinet
Seat belts, 3-point inertia belt system, front, lap-belts for rear passengers (2 rear, P27, 3 rear, P22)
Table, swivel-type, rear compartment
Table, slow-tilt swivel-type, front (between bucket seats)
Kitchen cabinet, sink, electric water pump, cabinet cover
Icebox, 30-liter (10 cu. ft.) capacity (P22)
Refrigerator, 45-liter (15 cu. ft.) with thermostat control
3-way cooling operates on 12V, 110V AC or LP gas (P27)
Two-burner propane stove, 5.5 kg (12 lbs.) refillable propane tank (P27)
External water hook-up
110V AC duplex power outlet w/master switch, circuit breaker and exterior electrical connection
Roof luggage rack with tie-down hooks
Dry chemical fire extinguisher (P27)
Driver and front passenger seat, swivel type (Driver, 90° to right, passenger, 90° to rear)



Convertible

Even this partial list of standard equipment included in the Rabbit Convertible certainly makes it one of the most-original convertibles ever offered. Can you name any other 4-seat convertible that offers you **all** of these standard items?

Drive Train/Suspension Features

1.6L, fuel-injected gasoline engine, transverse-mounted
5-Speed manual transmission, transverse-mounted
5, 3x3 wheels (five)
75/70 SR 13, steel belted white sidewall radial tires
Power-assisted brakes, dual diagonal circuits, front discs, rear drums (self-adjusting)

Exterior Features

Electric, 2-speed windshield wiper, electric washer, with intermittent washer-wiper feature
Tinted glass, all around
Outside, remote control mirror, right and left
Bright hubcaps with trim rings
Lockable fuel filler cap
Dual tone horn

Interior Features

Fresh-air heater fan, 3-speed, electric
Inside hood release
Reclining front bucket seats with adjustable headrests
Fold-down rear seat back rest to expand luggage space
Carpeting, passenger compartment
AM/FM, stereo radio w/cassette player
Electric rear window defogger
Two round instrument clusters, with resettable trip odometer, coolant temperature gauge, and tachometer
Console with voltmeter, oil temperature gauge, and electric quartz chronometer
Lockable glove compartment
Luggage compartment light



Pickup Truck

The standard features shown here are a partial listing of equipment for the "LX" model VW Pickup Truck.

Drive Train/Suspension Features

1.6L, fuel-injected, overhead cam engine (A diesel engine is optional)
4-speed manual floor shift (An automatic transmission is optional, w/gasoline engine)
Independent coil spring shock absorber strut front suspension
Leaf spring and hydraulic shock absorber rear suspension
5.3 x 13" wheels (5)
P65/75 R13 steel belted radial tires (5)
Power-assisted, dual diagonal circuits, self-adjusting disc/drum brakes

Exterior Features

Electric 2-speed windshield wiper/electric washer
Chrome front & rear bumper with front bumper guards
Removable tailgate w/flush-center release
Bright hubcaps with trim rings
Bright window moldings
Dual-tone horn

Interior Features

3-Speed electric fresh air heater fan
3-Point inertia reel seat belts
Inside hood release
Color-coordinated carpeting
Courtesy light switch, both doors
Dual pod instrument cluster w/speedometer, trip odometer, fuel gauge, water temperature, and electric quartz chronometer
Lockable glove compartment
Swivel sun visors, left and right
Carpet trim, lower door panels
Day/night inside mirror

Ask your dealer to give you the details regarding equipment available for the standard pickup truck, as well as the "Sports Package" option.



Rabbit These days, "runs like a Rabbit—eats like a bird" means more than ever.

And, Rabbits are big on room, comfort, handling. Quality-built to high VW standards. For 1980, we've added a convertible, too. Drive a Rabbit and discover why "anything else is just a copy."



Dasher Maintains the tradition of gracious driving. Quality has been engineered in wherever you look.

Your choice of fuel-injected gasoline or Diesel power. Front-wheel drive performance.

Change the pattern of your driving style. Enjoy the benefits of today's engineering in a modern sedan or station wagon.



Scirocco Aerodynamic styling by Giugiaro. Fuel-injected, overhead-camshaft performance. Real 2+2 seating comfort.

Front-wheel-drive handling. Ample luggage room to match your driving lifestyle. Crisp performance.

Exclusive look. Quality finish, with coachwork by Karmann.



VW Pickup Truck An exciting new idea in pickup trucks. Handsomely styled. Front-wheel drive. Engineered for rugged versatility.

Fun to drive. And, available with gasoline or optional Diesel power.

It looks like a truck—but it drives like something else.

**VOLKSWAGEN
DOES IT
AGAIN**



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