



DODGE

TELEPHONE (813)  
743-0000  
ST. PETERSBURG, FLORIDA

STEVE A. MAXWELL



VOLKSWAGEN

LINDSEY HONDA  
3900 W. STATE ST. BLVD.  
TAMPA, FLORIDA 33609

# Color and Upholstery Guide

## '84 R A B B I T



it's not a car...  
it's a Volkswagen.

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## Interior upholstery

### standard cloth

L - Woven Patterned



Silver Gray



Cordovan



Camel



Midnight Blue

GL - Patterned Velour



Silver Gray



Cordovan



Camel



Midnight Blue

### leatherette



Silver Gray



Cordovan



Camel



Midnight Blue

### velour cloth striped sport seats-GTI



RABBIT-L/GL  
GTI

color &  
upholstery  
guide

MODEL	EXTERIOR	INTERIOR	EXTERIOR
L	Cashmere White	Midnight Blue	Camel
	Royal Red	Midnight Blue	Camel
	Monte Beige	Camel	Midnight Blue
	Mahogany	Cordovan	Camel
	Cordovan	Midnight Blue	Cordovan
	Camel	Steel Gray	Camel
	Camel	Midnight Blue	Steel Gray
	Steel Gray	Midnight Blue	Steel Gray
	Midnight Blue	Midnight Blue	Steel Gray
GL	Black	Cordovan	Midnight Blue
	Royal Red	Cordovan	Midnight Blue
	Cashmere White	Midnight Blue	Cordovan
	Cordovan	Midnight Blue	Cordovan

The exterior colors in this brochure are included as a guide only. Introduced by a special process, they may be subject to slight variations from actual colors. Colors and upholstery subject to change without notice.

## exterior colors



Cashmere White



Diamond Silver Metallic



Royal Red



Cordovan Gray Metallic



Monte Beige



Frost Blue Metallic



Mahogany



Black

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## Volkswagen color associations

The colors shown here represent exterior non-metallic paints available on various VW models except Vanagon. For specific Rabbit exterior colors, refer to the inside of this folder.

COLOR	VISIBILITY FACTOR*	MENTAL ASSOCIATIONS	OBJECTIVE IMPRESSIONS	SUBJECTIVE IMPRESSIONS
Alpine White	90%	Neutral, Snow, Innocence	Pure, Clean, Frank	Brightness of Spirit
Cashmere White	78%	Dove	Natural	Calm
Manila Beige	76%	Vanilla	Rich	Soothing
Nevada Beige	60%	Clay, Earth	Desert	Comfortable
Mars Red	45%	Hot, Fire Blood	Speed	Sexy, Dynamic
Royal Red	40%	Autumn	Action	Bold, Courage
Gambia Red	10%	Wine	Dignified	Sophistication
Mahogany	10%	Wood Furniture	Solid	Warmth
Black	5%	Night	Confidence	Sexy

NOTE: Visibility Factors for Metallic finishes are not included in this chart due to varied light reflections caused by metal particles in the paint.

\* Percentages shown are approximations.

Personality, emotion, and disposition all affect our subjective reactions...likes and dislikes...to specific colors. Certain shades and hues have varying appeal as our moods change. Although there are no absolutes, there are many general responses to color which are almost always valid.

When a number of people are questioned as to their color preference, it will be found that extroverts are inclined to favor the warm, active and exciting qualities of red and its analogous hues, while introverts are inclined to favor the cool, passive and calming qualities of blue, violet and green.

In addition to personal preferences, color perception (or visibility) should also be considered. Color visibility affects road safety. Light colored vehicles can be seen up to four times farther away than dark vehicles in foggy weather or under twilight conditions.

When choosing a color for a new VOLKSWAGEN one might consider both relative perceptibility as well as personal color preference.



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it's a Volkswagen.