

**Volkswagen introduces the Rabbit.  
It's a great car but...**



**It can get you into some  
tight spots.**



Trying to decide what kind of car to drive these days is driving most people to distraction.

Gas prices are so high, big cars don't seem to fit the times. Let alone, most parking spaces.

Small cars, on the other hand, don't seem to fit most people. Or anything else you want to put in them.

What people obviously need is a small car that's big on the inside.

And it's only fitting that the biggest name in small

cars should build it.

Volkswagen introduces the Rabbit.

A car that's quick. Surefooted. And certain to multiply.

We hope you won't think we're blowing our own horn when we say the

Rabbit will end all your old driving problems.

On the other hand, it may start a few new problems.

Take parking for instance.

The Rabbit is only 13 feet long. In other words, it's 5 inches shorter than the Beetle. You can actually pull into a parking space so fast you may not notice that someone else was planning to park there.

Fortunately, though, the Rabbit gets out of tight spots just as fast.

In fact, in any sudden turn of events, the Rabbit needs less than 35 feet to turn entirely around and make tracks the other way.

As you can see, one reason the Rabbit is so short is because it has virtually no tail.

Even so, there's almost no end to its luggage space. It measures 12 cu. ft. And if you fold away the back seat, it measures 24 cu. ft.

Obviously, the convenience of a hatchback is immeasurable.



# It may have more room than you care to have.



Volkswagen discovered a way to reduce the room a car needs. Without reducing the room people need.

We turned the Rabbit's engine sideways so it takes up less space under the hood. And gives you more space inside the car.

You'll find it hard to believe a car this small could have an interior this imposing.

Unfortunately, all this room may lead some people to do a little imposing.

You see, our backseats don't discriminate against backsides.



Their anatomical design will feel just as comfortable to in-laws, screaming kids and big dogs as it does to you.

You'll also find that there's just as much leg room, head room and shoulder room for busy-bodies as there is for your body.

And the Rabbit's plush upholstery, trim dashboard and padded sunvisors look just as inviting to the uninvited.

So even though our driver's seat adjusts to 18 different positions, and is anatomically designed to help prevent nagging backaches, it can't do anything to prevent the nagging that may come from the rear of the car.



**It may be hard getting used to  
a Volkswagen that can go 93 mph.**



It's been said that the only way you can lose your license in a Volkswagen is to throw it out the window.

So you may get the shock of your life when you drive the Rabbit. A speeding ticket. The Rabbit can go from 0 to 50 in just 8.2 seconds.

The key to this car is its engine.

First of all, it's a sporty overhead cam design. Which provides more power and greater efficiency.

And not only did we turn the engine sideways so it takes up less room under the hood, we also tilted it backward. Which lowers the hood, lowers the car's wind resistance, and in turn, increases visibility as well as speed.

Tilting the engine also shifts weight off the Rabbit's nose toward its middle. Which gives a car better overall balance.

The Rabbit's engine, transmission and differential are all combined in one neat package over the front drive wheels. This added weight on the wheels gives the Rabbit great traction.

And because the drive wheels are in front, the engine's power is transmitted directly to them, instead of through a long driveshaft that soaks up power just by turning itself.

Which brings all this talk about speed to a sudden stop. If you have to make a sudden stop, the Rabbit's dual diagonal braking system isn't likely to fail you.

This system has two separate brake circuits, each pairing one front and one rear wheel. It's considered to be one of the safest ever made, because, if one brake circuit should ever fail another is there to stop the car.

At Volkswagen, we're not just concerned with bringing you to higher speeds. We also want to bring you back.



**It may put your wife in  
the driver's seat.**



As a result of the Rabbit, you may be seeing a few new women's movements. Women moving into tight parking spaces, for instance. Down narrow streets. And women negotiating hairpin turns with ease.

All of which means you may have to do a little negotiating with your wife about the Rabbit. Once she finds out how easily this car handles, you may find it hard to get your hands on it.

It's not difficult to see why this car may tempt your wife to mobilize.

Who wouldn't feel more independent with 4-wheel independent suspension?

Each wheel reacts to bumps separately. So the car holds the road even when there isn't much of a road to hold.

Rack and pinion steering, on the other hand, will help get your wife down curving roads that might have curled her hair before. It's one of the most responsive steering systems a car can have.

Front-wheel drive may also force you to take a backseat. It gives the Rabbit great tracking stability, especially in turns. Simply because the car is being pulled through turns instead of pushed.

We also gave the Rabbit something called negative steering roll radius.

If the Rabbit has a front-tire blow-out, this new steering feature makes the car go where your wife wants it to go. Instead of your wife going where the car wants to go.

But you have to realize something.

The more control she has over any driving situation, the less you'll have over your Rabbit.



**The guys at the gas station may  
forget your first name.**



The Rabbit's 4-cylinder engine averages 24 miles to the gallon of gas in the city.\* And 38 miles per gallon on the highway.\*

At that rate, you can go up to 452 miles between tankfuls. Only one other car in the country has been reported\* to get that kind of mileage.

But while this car is terrific for your budget, it may put a terrible dent in your ego.

You may find that your friends at the neighborhood gas station only loved you for your money. It'll be a long time between gas stops. And the less your car rings their bell, the less likely it is your name will.

Not only will they be losing a regular customer, but when they do get a chance to fill your tank, it'll be with lead-free regular gas.

You won't be putting much cash in their register for oil either. The Rabbit takes it in pints, not quarts; another reason why your name won't register.

There is one old problem with new cars that you'll never run into with the Rabbit though: getting parts.

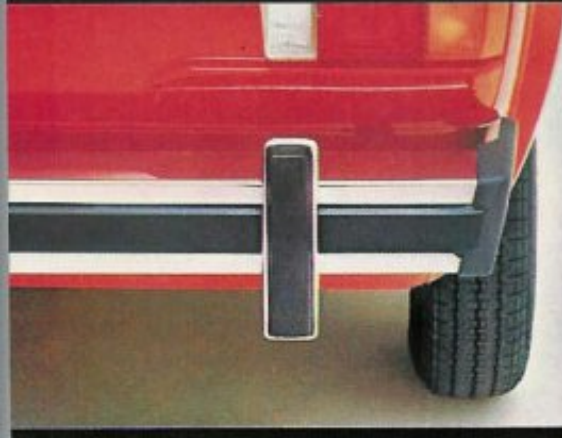
Like other VW's, its spare parts are mass produced. Which not only spares you part of the cost of buying them, but makes them easy to get almost anytime, anywhere.

The Rabbit might dent your ego now and then. But it also helps repair it.

\*Based on Federal Environmental Protection Agency Fuel Economy Report, September '74.



**It forces you to  
make too many decisions.**



First, you have to decide what species of Rabbit you want. Two door or four door. The transmission raises a question too. Should you automatically take our standard 4-speed gearbox? Or shift to our automatic transmission instead?

Then there are window pains.

You might want to show a little foresight and get a rear window defogger to improve your hindsight.

Or you may feel that window vent shades are options with even more vision.

Once you see your way clear of those decisions, you

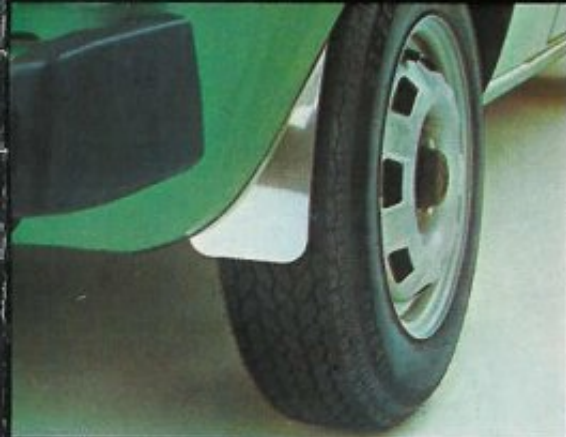
have to decide if you want bumper guards, floor-mats, a trailer hitch and wheel covers.

You have to rack your brains over roof racks, radios and clocks.

You have to figure out if you're hot or cold on an air-conditioner, a wood-panel dashboard or a gas tanklock.

In fact, there are so many considerations to make, we suggest you do what many people do when they're choosing options and accessories for the Rabbit.

Instead of deciding all alone, bring an accessory.



**And if all this makes you  
feel insecure it's comforting to know  
it carries a security blanket.**



There's one area where the Rabbit will never get you in a stew. Repairs.

Under Volkswagen's Security Blanket for 12 months or 20,000 miles, whichever comes first, we'll fix or replace any part that's defective in materials or workmanship, except for filters, fluids or regular maintenance services, free. Provided you exercise reasonable care and follow the VW maintenance schedule.

In addition, we warrant every internal engine and transmission part against defects in materials or workmanship for 24 months or 24,000 miles, whichever comes first.

What's more, if your car has to stay overnight for warranty repairs, if you've made an appointment you'll get something that'll help you keep your other appointments. Our car. Until yours is back on its feet.

And if your problem is minor, you shouldn't have a major wait. So we have an Express Care Service that handles problems that will take 30 minutes or less. In 30 minutes or less. While you wait.

In addition to this new car coverage, we have a 6 month/6,000 mile warranty covering parts and labor on all genuine VW parts used for repairs. And if your car is tied up for repairs not covered by the new car warranty, we can arrange to rent you one of our cars at a special rate, so you won't be tied up.

Now that you know what we do when we find trouble, you should also know that we can go looking for it.

Just bring your Volkswagen to our computer. We'll plug it in and it'll pour its heart out. With our computer analysis system, over 60 functions and components are checked.

And now that you know almost as much about the Rabbit as we do, you probably feel the same way about it as we do.

With all the problems it causes, the Rabbit still has all the earmarks of a very great car.





# Rabbit

## 1975 Technical Specifications

### Engine

No. of cylinders	4 in-line
Bore/stroke	3.01/3.15 in. (76.5/80.0 mm)
Displacement	89.7 cu. in. (1,471 cc)
Compression ratio	8.2 : 1
Horsepower—SAE Net	70 @ 5800 rpm
Max. torque	81 @ 3500 rpm
Fuel requirement	Regular, lead-free

### Engine Design

Engine type	Water-cooled, transverse, front-mount
Cylinder head	Aluminum alloy
Valve train	Spur-belt driven overhead cam
Cooling media, drive	Water-cooled, electric radiator fan, thermostat controlled
Fuel/air supply	Downdraft carburetor with automatic choke

### Electrical System

Rated voltage	12 V
Battery capacity	12 V/45 Amp/h.
Alternator	Max. 770 W.
Firing order	1-3-4-2

### Drive Train

Transmission	Transverse, 4-speed synchro-transaxle
Final drive	Front wheel drive, double-jointed axles
Clutch	Single disc, dry

### Chassis and Suspension

Chassis	Unitized Body/Chassis. Bolt-on front fenders. Two- and four-door.
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### Front Suspension

Independent Coil/shock absorber struts (progressive action). Negative roll radius.

### Rear Suspension

Independent stabilizer axle with coil/shock absorber struts

### Brakes and Wheels

Service brake Drum brakes. Dual diagonal brake circuit.

### Emergency brake

Mechanical, on rear drums.

### Rim size

4½ J x 13

### Tire size

145-13

### Steering

Rack and pinion, double pivot safety column

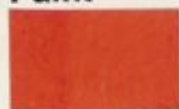
### Dimensions and Weights

Length	155.3 in. (3945 mm)
Width	63.4 in. (1610 mm)
Height (unloaded)	55.5 in. (1410 mm)
Wheelbase	94.5 in. (2400 mm)
Front track	54.7 in. (1390 mm)
Rear track	53.1 in. (1350 mm)
Ground clearance	4.9 in. (125 mm)
Turning circle	Approx. 34.4 ft. (10.5m) curb to curb.

### Performance Data

Top and cruising speed	93 mph
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## Paint



RALLYE RED



ALPINE GREEN



CHROME YELLOW



BRIGHT YELLOW



MIAMI BLUE



AFRICAN RED



RALLYE GREEN

## Cloth



LAVA



SADDLE TAN



NUT BROWN



LAVA



LAVA

## Leatherette



BLACK



SADDLE TAN



NUT BROWN



BLACK



CAMEO WHITE



CAMEO WHITE



BLACK