

# Rabbit



The way people talk about it  
says a lot about it.



**"Fantastic! It's everything  
I expected  
it to be."**

—Bruce Krajenta  
Fort Ord, California



**"It's the best car I've had since  
my 1929 Model A."**

—Constance Collinge  
East Harwich, Massachusetts



**From coast to coast,  
people who bought the Rabbit  
are sold on the Rabbit.**

Just about everyone is talking about cars these days.

But hardly anyone is saying nice things about them. After all, the cost of buying and maintaining an automobile is at an all-time high. While the fun of owning and driving one is at an all-time low.

Even so, some happy motorists remain. And, not coincidentally, most of them seem to be driving Volkswagen Rabbits.

But don't take our word for it. Ask an owner, *any owner*.

In a recent survey, an incredible 90% of the owners responding said they would gladly recommend the Rabbit to others.

Some couldn't say enough about the car's styling and engineering.

Others sang the praises of the Rabbit's ride and performance.

Still others waxed eloquent over the unbelievable room and comfort.

Many went on and on about how the Rabbit goes on and on between fill-ups.

Their zeal is understandable.

According to EPA estimates, the Rabbit gets 39 miles per gallon on the highway. And 25 miles per gallon in the city.\* (Your actual mileage will vary, depending on where and how you drive, your car's condition and optional equipment.)

It hops from 0 to 50 mph in 8.2 seconds.

And has as much head and leg room as some mid-size cars.

But don't get the idea that everyone is talking about the newest Volkswagen.

When asked about the Rabbit, most other car makers are left speechless.

\*Transmission M4.

# "I've driven 100 miles a day for 4 months and I'm still impressed."

—Kevin Turner  
Santa Rosa, California



Owners are quick to praise the Rabbit. And why not? The Rabbit is one of the quickest little cars on the road.

Its pep isn't so much a function of horsepower as of horse sense. The car is light (1830 lbs.), well designed (little wind resistance) and sports a 1588 cc overhead cam engine.

Put it all together, and you've got all the power and acceleration you'll ever need.

But the Rabbit has more going for it than quickness.

It has road-hugging front-wheel drive. Precise rack-and-pinion steering. And a quick, eager shift linkage.

It also has an innovative "independent stabilizer" rear axle that manages to combine the stable tracking of a rigid axle with the smoothness of a four-wheel independent suspension. Making for a comfortable, solid ride.

Furthermore, because all the engine weight is directly over the powered front wheels, the Rabbit's traction is superb. (And highway side winds hardly faze it.)

In non-engineering terms, all these engineering features add up to one thing:

Fun.

Get behind the wheel of a Rabbit. Zip through turns. Buzz down highways. Track through mud and snow.

Suddenly, driving is fun again. ("It handles circles around some better known sports cars," exclaimed the editors of *Autoweek* after a test drive.)

As responsive as the Rabbit is on the open road, it performs equally well on the crowded street. Its trim body is less than 13 feet from nose to tail. (So when it comes to parking, the Rabbit is unparalleled.)

Take the Rabbit for a spin. We think you'll be duly impressed. Best of all, thousands of miles later, you'll *still* be impressed.



## "At stop lights, I have the urge to yell, '38 miles per gallon!'"

—Thomas Laws  
San Antonio, Texas

Not all Rabbit owners are as rabidly enthusiastic as our friend above was about his 1975 model.

But the Rabbit's gas mileage is something to shout about.

For 1976, the Rabbit's engine has been enlarged for better performance. But even so, it gets an amazing 39 mpg on the highway. And in fuel-burning city traffic, it squeezes an impressive 25 miles from every gallon of gas.\*

How can the Rabbit thrive on so stingy a diet?

One reason is its body design. You see, the engine

is mounted sideways and slanted. As a result, the car has a low front-end silhouette, with a small frontal area. This makes for minimum wind resistance and, therefore, maximum gas mileage.

As much thought has been given to the Rabbit's mechanical design as to its body design.

Everything is engineered for top efficiency. From the responsive rack-and-pinion steering. To the quick four-speed transmission (or optional automatic). To the surefooted front-wheel drive.

Most efficient of all is the Rabbit's four-cylinder, overhead cam engine. All the power you need comes your way, courtesy of the Rabbit's 71 hard-working horses.

And to keep them working in the dependable VW tradition, the Rabbit's parts are readily available from the more than 1000 Volkswagen dealers throughout

America.

As if that weren't enough, the Rabbit comes with one of the most advanced car coverage plans in the industry—the VW Owners Security Blanket.\*\*

All things considered, the Rabbit gives you just about the best run for your money of any car you can buy. See for yourself. Take one out today, and give it a test yell.

\*EPA estimates (transmission M4). Your actual mileage will vary, depending on where and how you drive, your car's condition and optional equipment.

\*\*Ask your dealer for full details and for the "Blanket Coverage" brochure.

A big reason for the Rabbit's popularity is the Rabbit's big interior. On the outside, the Rabbit is subcompact. But inside, it has more room than you'd think possible. For example: It's 2½ feet shorter than a Ford Maverick. Yet, incredibly, it has as much head and leg room as some mid-size cars. (When you compare the Rabbit's interior to cars in its own class, there's no comparison.)

That's because the Rabbit uses space, instead of wasting it. Its body design makes the most of every available cubic inch. So a full 80% of the interior is devoted to functional room—room for you, your passengers and your luggage.

And since the engine is mounted sideways, it takes up less space under the hood. Leaving more space inside for feet and legs.

The sideways-mounted ("transverse" is what the engineers call it), slanted engine also makes for a lower front end, thus better visibility. This view is enhanced by the Rabbit's 25.9 square feet of glass—more than a Continental Mark IV has.

Room is one thing, but comfort is quite another. So the Rabbit's front and back seats are anatomically designed for good lower-back support.

Practical as we tried to be, the interior does have a few indulgences. Like padding on the sun visors. Rocker switches on the dash.

And a rear window defogger, as standard equipment.

In short, a family of four can take a long trip in the Rabbit and ride in comfort. Ins and outs are easy, too—even in the two-door model.

Look into the Rabbit. You'll find lots of room for passengers. But little room for improvement.



**"I've given rides  
to my friends and  
they're amazed at  
all the room inside."**

—Donna Gardner, Euclid, Ohio





# "Wow!"

—Janet Jordon, Rawlins, Wyoming

Few owners can contain their enthusiasm when talking about the Rabbit's luggage compartment. That's because it contains a whopping 12.4 cubic feet of space for whatever you care to fit into it.

(Thanks to the wide hatchback door, anything within reason will fit.)

As a special added attraction, the trunk area is recessed, so packages and grocery bags won't topple over.

Best of all, you can nearly double the storage space with a simple flick of the wrist. Just fold down the back seat and the Rabbit turns into a small station wagon, with a 24.7 cubic foot total cargo area.

Clearly, one of the features that puts the Rabbit so far in front of other cars is all the room it has in back.



But Rabbit owners aren't the only ones who know what they're talking about.



**"The new textbook example of how to build a car the correct way."**

—Road Test Magazine

**"Just the kind of thinking we need."**

—Motor Trend

**"It is the specific type of car that Detroit will be building in the 1980's."**

—Esquire

While most owners are amazed with the Rabbit, most automotive experts are

downright flabbergasted. Every major industry publication has given the Rabbit rave reviews, calling it everything from "phenomenal" (*Car and Driver*) to "almost sinfully enjoyable" (*Road & Track*).

What first caught the experts' eyes was the eye-catching shape. Sculpted by the Italian designer Giugiaro, the Rabbit's lines cut down on wind resistance which, in turn, improves gas mileage and cuts down on wind noise. This, along with the Rabbit's unitized construction, results in a surprisingly quiet ride (70 decibels at 50 mph, according to *Road Test Magazine*).

*Motor Trend* praised the "efficiency, forethought and sensible design" that produced the Rabbit's well-ordered interior, roomy seating and uncluttered instrument panel.

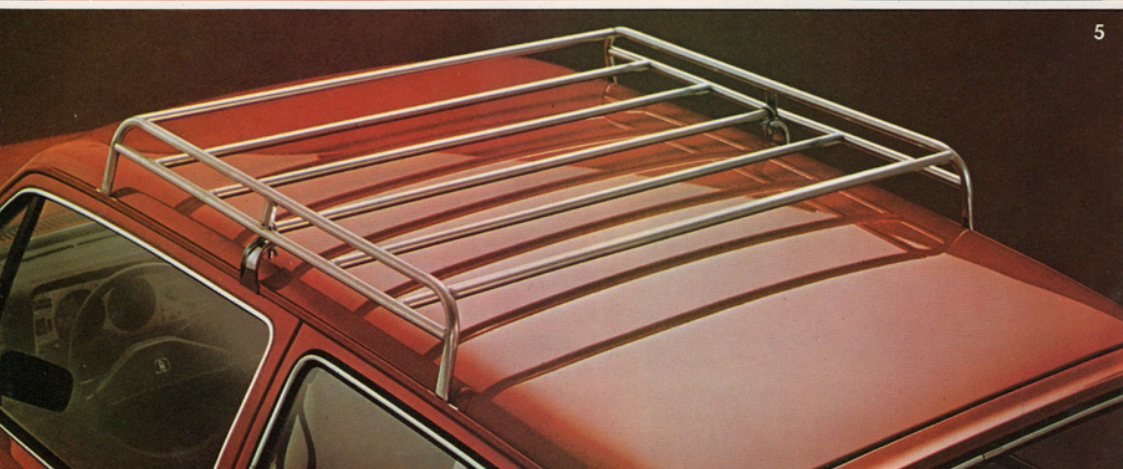
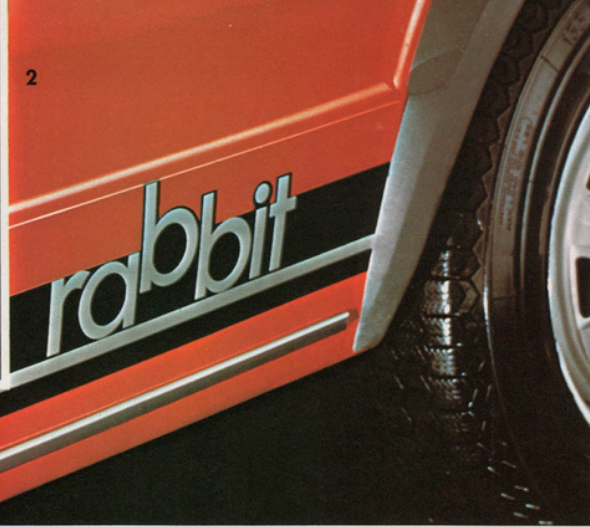
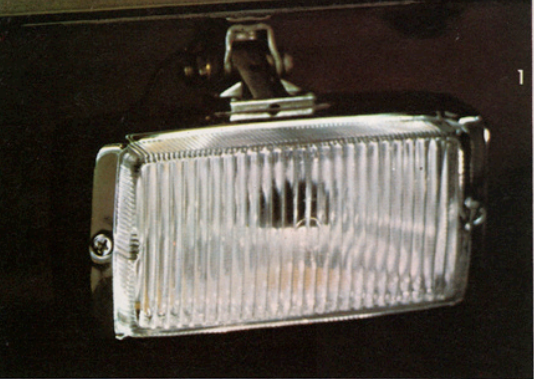
The Rabbit's many safety features did not go unnoticed, either. Particularly the dual diagonal braking system. And the remarkable negative steering roll radius. Both systems help you control braking in case of a front tire blowout or either brake circuit should fail.

As *Popular Science* pointed out, the Rabbit "inspires driver confidence" in tricky situations.

Also lauded was the Rabbit's unique rear suspension system. *Road Test Magazine* went so far as to call it a "research notebook" of ultramodern design.

As you can see, few auto experts were at a loss for words to praise the virtues of the Volkswagen Rabbit.

And that, we feel, speaks volumes.



# The VW Rabbit.

## When you own one, you can afford to be choosy.

Owning a Rabbit is going to save you money. A good place to invest that money is back into your Rabbit.

Consider, if you will, your choices:

For openers, there are doors. You have your choice of the sporty 2-door model. Or the family-style 4-door.

Then there's the transmission. The standard is standard, but an automatic (4) is available.

To help you see where you're going, there are fog lamps (1). To help you see where you've been, there's a right sideview mirror (not shown).

An AM/FM radio (10) is a sound investment. As is air conditioning (11).

To preserve, protect and defend your Rabbit, accessories like bumper overriders (6), floor mats, door edge guards and a gas tank lock (not shown) are available.

To preserve and protect your passengers, models equipped with the deluxe interior/ exterior package contain Volkswagen's unique passive restraint system (3). There are no buckles to fumble with, no air bags and plumbing. You strap yourself in securely simply by closing the door.

If a little extra style is your style, consider our snappy Grand Prix wheel covers (8). Side window vent shades (9). Racing-type steering wheel. And European shift lever.

You can have a trailer hitch (7) in back. A luggage rack (5) on top. And "Rabbit" stripes (2) all over.

Of course, you always have the option of not choosing any options or accessories.

Either way, you'll drive out with the complete automobile—the 1976 Volkswagen Rabbit.

