



**The 1977 Rabbit.
You've got to drive it
to believe it.**



"I almost had my husband sold on the Rabbit, but he didn't think it would have enough power. Boy, was he wrong."

"Boy, was I wrong. Our Rabbit can get on the highway a lot faster than I thought. Now I only wish she'd let me drive."

For years many car buyers thought that in order to get performance they would have to sacrifice good gas mileage.

But with the introduction of the VW Rabbit, a lot of people's minds have been changed.

Because we designed the Rabbit from the ground up. And the cornerstone of that design is a power plant that's virtually unique in its combination of performance and efficiency.

In test after test by automotive experts, the Rabbit outperformed the Datsun B-210, Toyota Corona and Corolla, Pinto 2.3, Vega and Chevette 1.6.* (Agabian Associates Test Results, 1976.) That includes acceleration from a standing start (which you need for getting out onto a crowded highway).

Yet you don't sacrifice the great gas mileage VWs are famous for. *EPA estimates that the 1976 Rabbit gets 37 mpg on the highway and 26 mpg in the city, based on 1976 EPA figures with manual transmission. Your actual mileage may vary, depending on where and how you drive, your car's condition and optional equipment. 1977 data not available at printing time. Ask your local dealer for a free copy of the EPA/FEA Gas Mileage Guide for New Car Buyers.

How does the Rabbit pull it off? The engine's efficiency is due to direct valve operation (thanks to an overhead cam), and C.I.S. fuel injection (temperature, speed and other engine conditions are monitored to send the precise amount of fuel to the engine at all times).

After you've experienced the outstanding responsiveness of the engine, you may be surprised to find it's mounted in the car sideways.

But don't ask your dealer to set things straight. We designed it that way to make more room for something else that has to go in the car.

The people.

**You've got to open 'er up
to believe this performance.**



"My neighbor said the only reason my Rabbit looks so big inside is that I'm so short. He's 6'3"."

"When I got into Tom's Rabbit, I was amazed twice: first, that I could get in at all, and, second, that I could actually stretch out."

Rabbit is the first economy car that doesn't make you pay the price inside.

With the engine turned sideways, you actually get as much leg and head room as in some mid-sized cars. And the children in back don't get children's portions either. There's plenty of leg, hip and head room for them, too. In fact, 87% of the car isn't car. It's space for people and luggage.

But the Rabbit not only lets you stretch out. It lets you relax.

Beneath you, the fully-independent suspension smooths out the road (without letting you lose the feel of it). Behind you, the orthopedically-designed bucket seats make sure your back always gets the proper support.

To let you see what's going on around you, you have more total glass area than you find in the Cadillac Seville. To let you see what's going on in front of you, Rabbit's sloped hood actually enables you to see an egg placed 10 feet ahead on the road. And to let you see what's going on right in front of you, there are easy-to-read toggle-switch controls.

If you're still not convinced the Rabbit is one of the most comfortable economy cars you can buy, get into one. And take a test sit.

**You've got to stretch out
to believe this room**



"Try telling a prospect that, with the rear seat folded down, a Rabbit has more cargo area than a Cadillac Fleetwood."

"I was in the market for a small second car. When he showed me how much room it had, I ended up with a big first car: Rabbit."

The Rabbit is actually three feet shorter than some mid-sized cars. Which means you can squeeze into parking spaces other drivers have to pass up. Unfortunately, this has led some skeptics to believe you can't squeeze a lot into a Rabbit. On the contrary, flip open our hatchback, and the Rabbit gives you 11.3 cubic feet to load into. If you can temporarily afford to do without a back seat, it flips down to give you a carpeted compartment that's larger than a Cadillac Fleetwood trunk.

When you don't need all this room, simply flip the back seat up. A carpeted parcel shelf lets you store valuables out of view.*

You've got to load up to believe this cargo area.



"I told Dad how well the Rabbit corners. He said we weren't going to be driving in the Indy 500."

"I bought it. But I really fell in love with it last summer when we got lost up in those twisting back roads in Maine."

Whether your bad road is a twisting logging trail up in the backwoods, a city street filled with half-conscious jaywalkers or a maddeningly crowded suburban shopping center, the Rabbit provides a comprehensive array of features to help you stay out of trouble.

Should you ever have to slam on your brakes, you're equipped with front-wheel disc brakes and something we call a "pressure proportioning valve" (optional, with automatic transmission) to help prevent premature rear-wheel lockup.

But the Rabbit's brakes don't stop here. In case of a front tire blowout, a system called "Negative steering roll radius" helps maintain directional stability.

Even if you should ever lose one entire brake circuit, another one still gives you emergency stopping power with directional stability.

It also has a unitized steel cage fortified with literally thousands of spot welds. This cage is protected front and back by trunk and engine compartments designed to absorb energy in the event of a collision. The roof is supported by six steel posts. The doors are reinforced with steel anti-intrusion bars.

And because we've thought of everything, even the ignition key is padded.

You've got to find a bad road to believe this handling



"As a banker, I recommended the Rabbit. It's a blue-chip investment!"

"And what an investment. I thought my Rabbit was going to be just another economy car. But after two years, I'm amazed at how much money I've saved."

Test drives don't go far enough.

If they did you'd find the Rabbit got a thrifty 39 miles per gallon on the highway and 25 miles per gallon in the city.*

Of course, no car can avoid gas stations forever. But the Rabbit is designed to spend as little time there as possible. To minimize maintenance, the Rabbit has such features as a permanently lubricated suspension system, a self-adjusting steering mechanism that never needs to be repacked and a permanently lubricated standard transmission that never needs a routine change of oil (it cleans itself: a magnet removes metal particles caused by normal wear and tear).

*Based on EPA estimated mileage with manual transmission. Your actual mileage may vary depending on where and how you drive, your car's condition and optional equipment. EPA does not guarantee or warrant these. Ask your local dealer for a free copy of the EPA, U.S.A. Gas Mileage Guide for New Car Buyers.

You've got to live with it to believe the savinas.



"Frankly, all of the staff members who drove the new Rabbit were amazed."

—Road & Track—July, 1976.

"I'd been hearing good things about the Rabbit. But it cost a little more than I thought I wanted to spend. Then I shopped around and compared what I was getting. Now I'm a believer."

Compare the Rabbit with other cars, and you'll see immediately that no one else offers this combination of acceleration, room, trunk space and economy.*

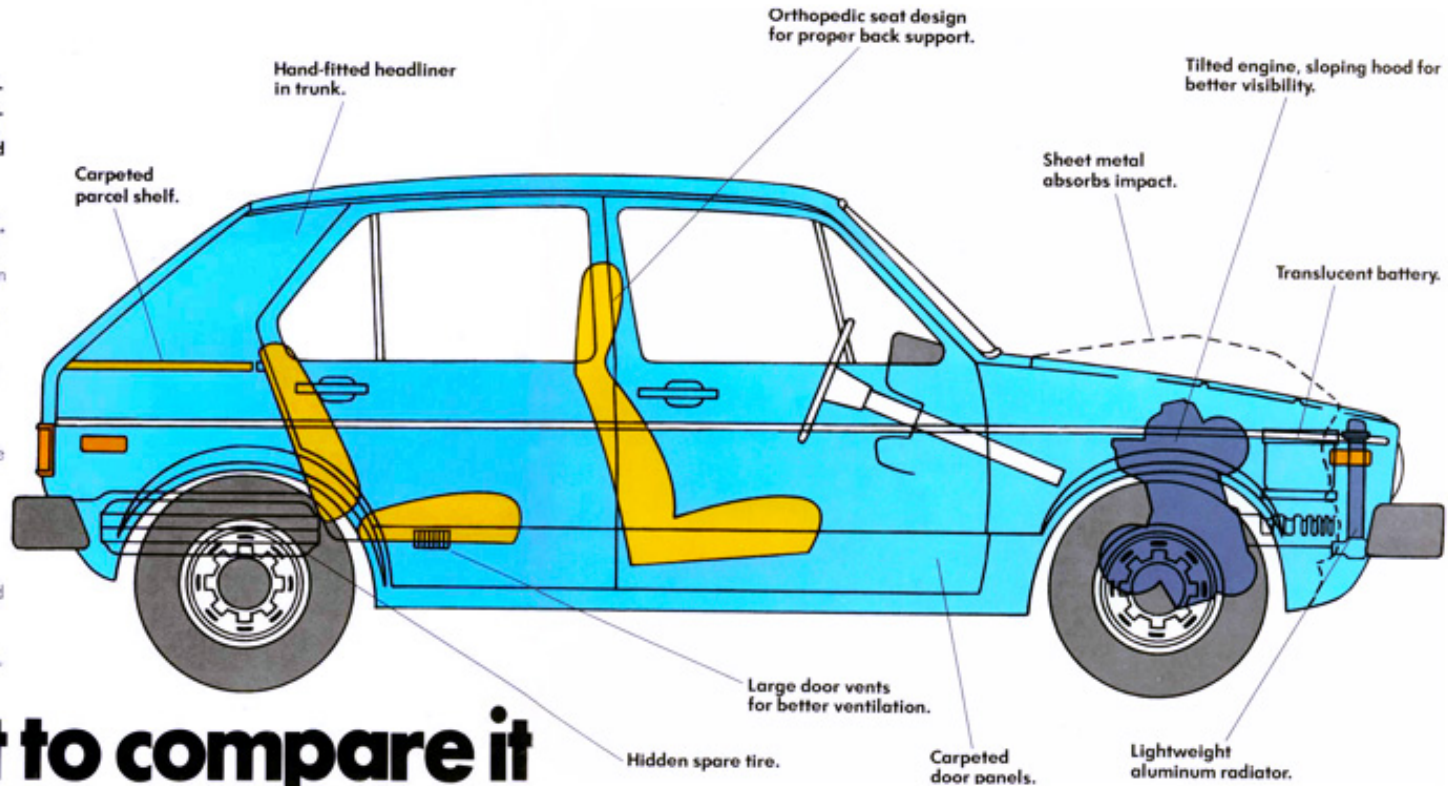
But what you may not see right away is the attention to detail that has set Volkswagen apart from other car makers for more than twenty-seven years.

You'd have to be an automotive engineer to fully appreciate the 26-step process that seals the Rabbit body. Not just with layer upon layer of paint and primer, but with special polymer, wax and mellebituminous pads that make hard-to-get-at places even harder for water and salt to get at.

In addition, the Rabbit provides a wealth of appointments you'd only expect to find on much more expensive cars—like hand-fitted headliner or the large door-mounted outlet vents for better flow-through ventilation—like a translucent battery case for easy maintenance or the new lightweight, but very efficient, aluminum radiator.

We've even developed a seat belt system—available in our Deluxe Rabbit—that's been described as "the most effective and least expensive passive restraint system" in the industry.

*EPA estimates that the 1976 Rabbit gets 29 mpg on the highway and 25 mpg in the city based on 1976 EPA figures with manual transmission. Your actual mileage may vary depending on where and how you drive your car in condition and optional equipment. 1977 data not available at printing time. Ask your local dealer for a free copy of the EPA/NEA City Mileage Guide for New Car Buyers.



You've got to compare it to believe this value.

**Now that you're a believer
we'll make sure you get
everything you need.**



When you buy a Rabbit, you get more than a car.

You get a dealer network of over 1,000 VW service centers.

You get VW trained and certified mechanics. Many have even taken graduate training at our regional schools.

And you get VW's computer network that determines parts availability all over the country. So if you're in Lubbock, Texas, and suddenly need a new muffler, and your dealer doesn't have one, our computer can tell you where the nearest Rabbit muffler is to be found.

Perhaps that's why almost half the people who have bought the Rabbit are people who have owned a VW before.



While the Rabbit offers the optimum combination of acceleration, comfort and economy, you can order a Rabbit with even more of these virtues.

For example, the generous comforts of a Rabbit can be enhanced with air conditioning, AM/FM radio or automatic transmission. As well as something that



makes these comforts more accessible: four doors. While merely owning a Rabbit says performance, you can say it more elegantly with Grand Prix wheel covers, a European shift lever,

a racing-type steering wheel, or Rabbit stripes.

We've built the Rabbit to offer your family ample protection. Now you can offer your Rabbit the ample protection

of bumper overriders, floor mats, door edge guards and a gas tank lock.

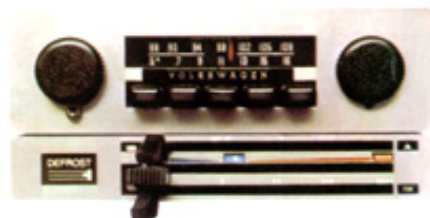
For even more cargo area, there's our trailer hitch and luggage rack.

For better visibility, there are fog lamps, a right side-view mirror and side window vent shades.

But whether you order it with or without options, when you drive out of the showroom, you get a lot of Rabbit for your money.

The 1977 Rabbit.

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rabbit

And everything you want.