

PICTURE YOURSELF WITH FAHRVERGNÜGEN...



FREE FAMILY PORTRAIT
SEE INSIDE
FOR DETAILS.

Fahrvergnügen explained:

(Far-fair-gnu-gen): The unique, rewarding and distinctly European experience of driving a Volkswagen. Not available in any domestic or Japanese car.



FAHRVERGNÜGEN

IT CAN ONLY BE
EXPERIENCED IN A
VOLKSWAGEN.

PICTURE YOURSELF ENJOYING FAHRVERGNÜGEN IN THE NEW 1990 PASSAT GL.



IT'S THE BIGGEST FAMILY NEWS FROM VOLKSWAGEN IN YEARS!

The all-new 1990 Passat GL is a family car that's worth a lot more than it costs. Unlike its competitors, Passat has Fahrvergnügen and establishes a new automotive benchmark for value. 

Passat provides more interior passenger space for comfort than most cars in its class, including Honda Accord. In fact, the Passat is even roomier than many luxury cars, such as the Volvo 7-Series and Acura Legend. 

The spaciousness of Passat also extends to the trunk area, which provides more capacity than Volvo DL and can be quickly expanded by folding down the fore/aft adjustable 60/40 split rear seats. Should you require a wagon, Passat's cargo area is among the largest of any in its class. 

So pile in the kids and the gear. Sedan or Wagon, this is the family news you've been waiting for.



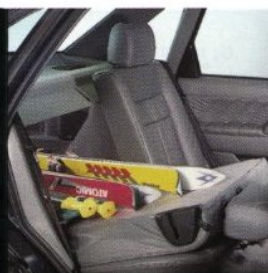
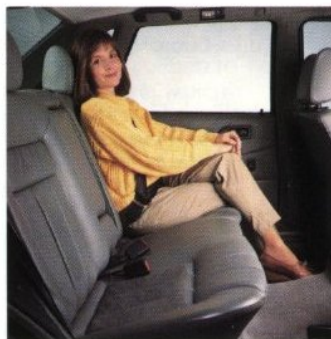
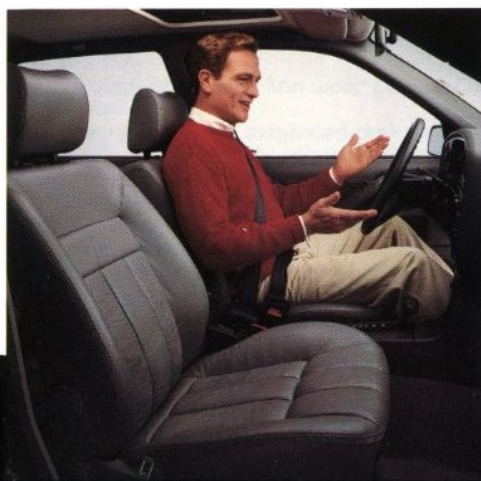
COMFORT, CONVENIENCE AND PERFORMANCE MAKE PASSAT A PICTURE-PERFECT CAR FOR YOU...

When considering comfort, think of Passat's standard air conditioning and front seats that individually adjust ten ways for driver and passenger comfort. It's all part of the new Passat along with individually adjustable rear seats and personal reading lamps, illuminated vanity mirrors and time-delay courtesy lights. 

When it comes to performance, Passat goes from 60-0 just as effortlessly as it does from 0-60. With 4-wheel disc brakes (not available on Accord) and more horsepower than Accord, you get what you expect in a European sedan. Precise handling, a product of German engineering, is built in. And, of course, Fahrvergnügen is always there. All this and more comes with many impressive standard features.

Among them:

- Power-assisted rack and pinion steering
- Power-assisted 4-wheel disc brakes
- Air conditioning
- Height adjustable steering column
- Front seats that adjust 10 ways
- Unique fore/aft adjustable rear seats
- A fuel-injected 2.0 liter, 134 hp, multi-valve engine
- Cockpit-style instrumentation with trip odometer, tachometer and digital clock
- Electric rear window defroster
- Fahrvergnügen (not available on any domestic or Japanese car)



ALL THIS AND MORE FOR ONLY \$14,770.*
IT'S ALL YOURS FOR AS LITTLE AS \$326.69/MONTH.**
WITH (AS LITTLE AS) \$0 DOWN.***

* MSRP excluding options, taxes, license, transportation and dealer prep.

** Based on 11.75% APR financing with 0% down for 60 months (11.5% APR financing for 48 months: \$385.33 per month). Financing rates are based on average published rates for new car loans in *Money* magazine, May 1990 issue.

*** Available through VW Credit, Inc. to qualified retail buyers, when financing up to 100% MSRP of vehicle and factory-installed options. Taxes and title extra. See dealer for details.





Every 1990 Volkswagen combines engineering excellence with an attention to detail that is uniquely German. Volkswagen delivers Fahrvergnügen to more than 3 million new customers each year and no other automaker offers this combination of European style and affordable value. And no other automaker offers Fahrvergnügen. People who drive the new Volkswagens use terms like "solid," "sure," "nimble," "precise," and "easy to handle" in attempting to describe Volkswagen's unique driving experience. In the end, however, it is a sensation that can be explained only by the car itself. No matter which Volkswagen you choose, you'll get the same value that i

ALL VOLKSWAGENS DELIVER FAHRVERGNÜGEN!

CORRADO

Fahrvergnügen to go! This affordable European sports coupe delivers sheer driving excitement. It gives you more standard features than Mazda RX7 GXL, including a supercharged engine. See for yourself why *Playboy* magazine called Corrado "the hottest sports GT under \$20,000."

\$17,900*
for only
\$395.92/MONTH**
with
\$0 DOWN***

CABRIOLET

The Sun of Fahrvergnügen! In the 30 seconds it takes to put the top down, you'll fall in love. *Car and Driver* rated Cabriolet the "Best Value for the Money" of all convertibles under \$20,000.

\$15,485*
for only
\$342.50/MONTH**
with
\$0 DOWN***

JETTA GL 4-DOOR

The Spirit of Fahrvergnügen! Jetta gives you true European road car excitement, performance and handling. The Institute for Highway Safety found Jetta to have the lowest fatality rate in its class. Lower even than larger cars like the Volvo 240.

\$10,295*
for only
\$227.71/MONTH**
with
\$0 DOWN***

CAMPER

Vacation Fahrvergnügen! Small on the outside, big on the inside, the VW Camper is a home away from home that handles like a car. It is like a Swiss army knife on wheels.

\$20,990*
for only
\$464.26/MONTH**
with
\$0 DOWN***



VANAGON

Considerable Fahrvergnügen! Europe's most popular mini-van has 50 cubic feet more passenger and cargo space than Chevy Astro and Dodge Grand Caravan.

\$14,080*
for only
\$311.43/MONTH**
with
\$0 DOWN***

FOX 2-DOOR

Affordable Fahrvergnügen! A remarkably low price, yet every lively Fox comes with 42 standard features. That's more than Toyota Tercel, including more horsepower and cloth seat trim.

\$7,225*
for only
\$159.80/MONTH**
with
\$0 DOWN***

GOLF GL 2-DOOR

Versatile Fahrvergnügen! The quick and nimble Golf hatchback, Europe's best selling car, delivers Fahrvergnügen a long, long way.

\$8,695*
for only
\$192.32/MONTH**
with
\$0 DOWN***

PASSAT GL SEDAN

Family Fahrvergnügen! The spacious and powerful Passat that took Europe by storm is now available in America, to make driving a mid-size family car fun again.

\$14,770*
for only
\$326.69/MONTH**
with
\$0 DOWN***



PICTURE YOURSELF WITH FAHRVERGNÜGEN ...AND THEN, PICTURE YOUR FAMILY IN A FULL-COLOR PORTRAIT!

This \$60 Value Is Yours FREE When You Test Drive Volkswagen.

Imagine. A top quality, full color, professional photographic portrait of you and loved ones — 11" by 14" in size — suitable for framing so it may grace your home or office.

Your portrait sitting will take place at any participating Olan Mills Portrait Photography studio and the finished portrait will be mailed to your home.

Simply remove the coupon to the right, enter your name and address, take it to any participating Volkswagen dealer and test drive the Volkswagen of your choice. Following your test drive, a dealership representative will validate your coupon and **provide you with a postage-paid business return envelope** for mailing the coupon to Volkswagen Portrait Headquarters. By return mail you will receive an Official Free Portrait Certificate which may be redeemed at the participating Olan Mills* studio of your choice. You must take the Volkswagen test drive on or before July 31, 1990 and your portrait sitting must occur on or before October 31, 1990. That's all there is to it. You'll experience Fahrvergnügen for yourself and you'll enjoy a memorable portrait of your very own.

**Visit a Volkswagen Dealer Soon.
This Offer Expires July 31, 1990.**

*Alternate, nationally known studios, will be used for some selected areas.



olan mills
THE NATION'S STUDIO



Yes...I've experienced Fahrvergnügen and I'd like my FREE family portrait!

I have taken a test drive in the Volkswagen of my choice and secured the proper dealer validation. Please send me my Official Free Portrait Certificate.

Name (Please Print)

Street

City State Zip

DEALER VALIDATION

Dealership Name

Dealer Code

Date of Test Drive

Salesperson Signature

Salesperson Code

Vehicle Driven

Test drive must be taken on or before July 31, 1990. Mail this completed and verified coupon to: VW Picture Yourself Headquarters, P.O. Box 2012, Bloomfield Hills, MI 48303-2012. (Your Dealer has postage-paid return envelope.)