

# Volkswagen

Rabbit  
Scirocco  
Dasher  
Jetta  
Pickup Truck  
Vanagon®  
Vanagon® Camper



# The Volkswagen innovators: Designers, engineers, and craftsmen producing unique vehicles for the '80s.

## Space Efficiency.

Every one of our 1981 VWs is roomy. Look inside and see for yourself. You'll be impressed. Because every one is the product of extremely space-efficient design.

There's plenty of room for driver and passengers. And luggage space is outstanding in both size and accessibility. While other manufacturers are offering scaled down vehicles in an effort to meet fuel economy standards, Volkswagen is producing some of the most space-efficient vehicles in the industry.

**Volkswagen does it again.**



## Fuel Efficiency.

Volkswagen has long been the leading pioneer of fuel-efficient automotive powerplants.

Our optional, lightweight, high-speed Diesel engine, offers a unique combination of performance and reliability.

Equally remarkable, and even more powerful, are our fuel-injected gasoline engines. (Ask your VW dealer for a copy of the 1981 EPA Mileage Guide and compare their fuel economy with those of other cars.)

Computer-assisted design adds strength to all our models without adding weight. The result, a full line of VWs offering outstanding performance and strength.

**Volkswagen does it again.**



## Passive Safety.

Volkswagen has long been a leader in developing passive safety technology to protect both driver and passenger. From occupant restraints to impact-dissipating structures and interiors that help reduce injuries.

VW engineers forged ahead and created a simple, yet effective, passive restraint system and put it into production. The VW passive-belt system is standard equipment on Rabbit LS and Jetta.

Much of VW's safety engineering may not be immediately apparent. A dealership salesperson will be pleased to highlight these points for you. And you are more than welcome to experience them for yourself in a test drive of any 1981 VW.

**Volkswagen does it again.**



## Active Safety.

The many active safety features in 1981 VWs help make you a better, more "in control" driver. Few cars can surpass a VW for "all around visibility." Every VW is equipped with anatomically designed, adjustable front bucket seats. And Jetta, Rabbit, Dasher, Scirocco and VW Pickup Truck offer you the impressive directional control that comes with front wheel drive.

Test drive one of our 1981 VWs. You'll experience the pleasant feeling of being more confident and "in control" than you ever thought you could behind the wheel of any car. With so many advanced engineering features, is it any wonder that a growing number of drivers worldwide are switching to VW?

**Volkswagen does it again.**



## Human Engineering.

Many car makers talk about human engineering. Few pursue it with the resources and dedication of Volkswagen.

Ergonomics — the design practice of making a car fit you better — has been refined to make it possible for tall people and short people to drive our VWs in comfort.

Human engineering has been refined by VW down to the smallest detail; the smooth movement of switches; the logical placement of instruments and warning lights; and the ease of clutch, brake, and gearshift operation. Of all the areas discussed here, human engineering above all else is what makes VW an outstanding choice for your family.

**Volkswagen does it again.**



## Total Performance.

Product quality is the key to total performance. In the 1981 VWs, quality is easy to see and appreciate. And everywhere you look, you will find the kind of quality that delivers the toughness and durability you expect from a luxury car.

In the final analysis, quality control cannot be improvised. It must be carefully designed in from the very beginning. When you seek total performance, reassuring safety features, and outstanding product quality — you want a Volkswagen.

**Volkswagen does it again.**





Jetta 4-door, Alpine White with Gazelle interior. Its 22.3 cu. ft. trunk is large enough for 5 good-size pieces of luggage.

## VW Jetta. The best features of the big cars. And more.

Modern, elegant, sophisticated styling. Jetta looks like it's fun to drive. And it is.

Jetta's performance and handling live up to its good looks, and Jetta's trunk matches those found on many larger cars.

Inside a special compartment under the trunk floor, you'll find a space saver spare. And inside Jetta, four people can relax in luxury and comfort. Front bucket seats recline, headrests adjust, rear backrests are contoured, and armrests double as door handles. Solid craftsmanship is evident everywhere. From the "all-over" cut pile carpeting to the fine fabric upholstery.

Jetta is powered by the standard 1.7L fuel-injected gasoline engine. As you test drive Jetta, savor the way it handles bumps, washboard surfaces, twists and turns with the assurance and verve of a thoroughbred front wheel drive sports car. Check the easy starting that comes with fuel injection. Feel its response to your every command.

Whether your taste runs to four doors or two, check out the elegance, luxury, performance, handling, and quiet ride of Jetta. Clearly the best value in a fine European sport sedan.

Drive one, and see for yourself.



Background: Rabbit hatchback, Lago Blue. Foreground: Rabbit "L" 2-door hatchback, Sunbrite Yellow. Rabbit interior in Autumn Tan with cloth seats.

## VW Rabbit. Up close, you know it's the Original.

Way back in 1974, Volkswagen revolutionized the automobile. And ever since, we've been improving and refining Rabbit. Even as other manufacturers attempt to catch up by copying our Original, Rabbit Diesel is still unsurpassed in fuel economy: 40 estimated mpg in the city, and an estimated 52 mpg on the highway.\* Even our four-speed gasoline-powered Rabbit gets 24 estimated mpg (estimated city fuel economy) and an estimated highway fuel economy of 38 miles per gallon.\*

Rabbit offers outstanding total roominess. Not just inside, but also in the trunk. Our original passive-restraint system has been a VW exclusive on Rabbit "L" for nearly six years. And while

\*1980 EPA estimates. Compare these estimates to the "estimated mpg" of other cars. Your actual mileage may vary depending on speed, weather, and trip length. Highway mpg will probably be less. 1981 EPA estimates not available at time of printing.

some other manufacturers are just coming to realize the advantages of front wheel drive, transverse mounted engine, VW has perfected and refined it in Rabbit for well over half a decade.

Add to that Rabbit's exceptional visibility, riding comfort, and sheer fun of driving, and it's easy to see what all the excitement is about. This, plus VW's tradition of quality workmanship, have resulted in a consistent record of high resale value.

The 1981 Rabbits — with standard 1.7L fuel-injected gasoline engine or optional 1.6L Diesel engine—are thoroughly engineered to meet your driving needs for years to come. So when you invest in reliable transportation, don't settle for anything less than The Original.

Volkswagen does it again.



Rabbit 4-seater Convertible, Brazil Brown Metallic.  
Interior, Gazelle, Top, Sand.

## Rabbit Convertible. Once again, Volkswagen promises you the sun, the moon and the stars.

After 31 years and millions of convertibles, we're proud to report that the 1981 Rabbit Convertible is one of the best we've ever built. Plenty big for four adults, and all their luggage, too. And one of the least expensive 4-seater convertibles you can own.

For power, there's our 1.7L fuel-injected overhead cam engine, matched to a precision 5-speed gearbox with overdrive. And inside the car, everything is first class. From the superb upholstery to the cut pile carpeting. For your listening pleasure, there's an AM/FM stereo cassette sound system—with in-door speakers—at no extra charge.

The convertible top is three layers thick and made virtually by hand. In addition to keeping out the water, it also keeps out heat, cold and noise. And in back, the rear window is made of glass and electrically heated to keep off ice and snow. Coachwork, by the way, is crafted by the old-world firm, Karman. So the fit and finish is nothing short of superb.

As you can see, when Volkswagen promises you the sun, the moon and the stars, we go to great lengths to deliver. Volkswagen does it again.

Specifications, standard equipment and options subject to change without notice.



VW Dasher, four-door hatchback, Canyon Metallic. Large trunk expands to 29.3 cubic feet, with rear seat folded. Dasher interior, Gazelle crushed velour.

## VW Dasher. The practical luxury car.

At Volkswagen, our approach to the luxury car is a little different than most.

For openers, we believe there should be only one standard of luxury. Our best. So every Dasher is a top-of-the-line Dasher. And because the only real luxury is lasting luxury, we build our Dashers, as well as all our cars, with quality materials. And design them with timeless styling. That's why all our Dashers look taut and clean. Free from superfluous styling and clichés that help age other cars before their time.

And while many things are changing, one thing stays the same. The need for ample legroom, headroom, hip and shoulder room. Slip behind the wheel or into one of the passenger seats, and Dasher's roominess will amaze you. In part, it's achieved

through the use of front wheel drive, eliminating the bulky driveshaft and rear differential. Beneath the hatch, you'll find a large luggage compartment that expands to over 29.3 cubic feet when you fold down the rear seat.

To improve rear visibility, there's a remote-controlled outside rearview mirror and an electric rear window defroster. Both standard. A fully synchronized four-speed transmission is standard, too. Many drivers are rediscovering the fun and economy a standard transmission can add to everyday driving.

As you can see, in Dasher Volkswagen has skillfully blended sound engineering and practicality with a large measure of luxury. Test drive one and see for yourself.



Background: Dasher Wagon, Diamond Silver Metallic. Foreground: Onyx Metallic, sliding sunroof, optional, all models. Elegant wood-grained instrument panel, standard on all Dashers.

## Dasher Wagon. More luxury. More space.

Dasher Wagon... more of what a wagon is all about. Plenty big where it counts. Small enough to be easily maneuverable and parkable.

With the Diesel engine, the 1980 EPA Mileage Guide classifies Dasher as delivering better mileage than any other wagon (39 estimated mpg, 49 estimated highway mpg).<sup>\*</sup> Yet for all its economy, Dasher Wagon offers interior comfort and luxury matched by few wagons of any size. Upholstery is rich crushed velour or elegant leatherette. A trip odometer and quartz crystal chronometer are standard. And every Dasher Wagon gives you front wheel drive, fuel injection, power-assisted front disc brakes, steel belted radials, and more.

Dasher Wagons are built for maximum utility. The rear hatch lifts up, out of the way, leaving a low sill that is easy to clear

when loading heavy objects. To keep you cool and well ventilated, there are operable front vent windows. The driver's seat is equipped with an easy-to-use height adjustment mechanism as well as fore and aft movement and a reclining back.

Few wagons deliver the kind of front wheel drive ride and handling you will experience with Dasher Wagon. And few are as space-efficient or as easy to load and unload.

Before you consider a fuel-guzzling, bulky wagon, test drive the Dasher Wagon. We think you'll agree...

Volkswagen does it again!

Specifications, standard equipment and options subject to change without notice.  
<sup>\*</sup>1980 estimates. Compare these estimates to the "estimated mpg" of other cars. Your actual mileage will vary with speed, weather, and trip length. Highway mpg will probably be less.  
1981 EPA data not available at time of printing.



Scirocco, Indiana Red Metallic. Powerful 1.7L fuel-injected overhead camshaft engine is standard. Scirocco interior, Red Leatherette. Both front seats have individual height adjustment, standard.

## Scirocco. It's what most sports cars only pretend to be.

Scirocco goes beyond the conventional sports cars. It's the one that proves sports cars don't have to be cramped, skimpy on luggage space, hard to see out of, rough to ride in, and prima donnas to service.

If you think that's hard to believe, drive a Scirocco and see for yourself.

Scirocco's proven front wheel drive provides superior directional control. And when it comes to inside space, bring three friends along. Scirocco's 2+2 seating means there's plenty of room for a family of four. Or fold down the rear seat and add space for the extras you may want to take along.

Scirocco's styling is straight out of the styling studio of Giugiaro, perfected in the wind tunnel to reduce aerodynamic

drag. For 1981, you can choose from two models: Scirocco and Scirocco S. The S gives you special exclusive touches like all black trim, a red VW radiator badge, standard 5-speed transmission, large front spoiler, light-alloy wheels, oversize 175/70SR13 steel-belted radials, and sports bucket seats upholstered in fabric.

At a time when most cars are beginning to look more and more alike, Scirocco gives you a look that sets you apart from the pack. And while most carmakers are asking you to settle for less room and less performance, Scirocco offers you a full measure of both.

Volkswagen does it again.





VW Pickup Truck "LX", Lago Blue. Cargo bed is 72" long. Removable tailgate, standard.  
VW Pickup Truck interior, Midnight Blue leatherette. Available in ten exterior colors, four interior trims, leatherette or cloth.

## VW Pickup Truck. The heavy-duty workhorse that handles like a sports car.

If you think a truck has to handle like a truck, think again. Our Pickup handles like a front wheel drive sports car. Slip behind the wheel and see for yourself.

The powerful 1.7L fuel-injected overhead cam engine (with manual transmission) hauls out from 0-50 mph in just 9.7 seconds. And the optional Diesel engine is just a shade behind and even more fuel efficient.\*

On curves, traction is enhanced by the weight of the engine mounted transversely above the front wheels. Independent suspension in front absorbs unevenness in the road.

And the heavy-duty rear suspension makes light of loads over 1100 pounds. And when it comes to carrying, this is your kind of vehicle. A six-foot bed that offers 51 inches of width. And double-wall construction to prevent dents inside from showing up outside. For strength and a quiet ride, the body is fully unitized. And for easy loading, the tailgate opens and closes with just one hand—and even comes off without the aid of tools.

The VW Pickup Truck. It's built like a truck... but drives like something else!

Volkswagen does it again.



New Vanagon® "L" Assuan Brown with Samos Beige top, one of six standard two-tone exteriors. Topaz cloth interior.

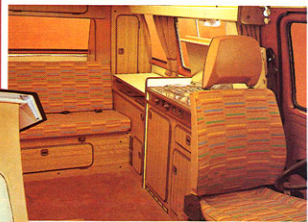
## Vanagon®. The best of a van. The best of a wagon. And better than both.

Nobody else makes anything quite like Vanagon. When you see it and drive it, we think you'll agree: This is one vehicle that's in tune with its times. Crisp, taut, fresh lines. Large, low-step front doors. Wide, easy-opening sliding side door that provides a 41.7" x 52.0" opening. And in back, a huge lift door that gives you clear access to the cargo compartment.

When it comes to ride, Vanagon is way out in front of any

van you've ever been in. The fully independent suspension smoothes your ride whether fully loaded or completely empty. In the 7-seater there's a wide aisle between the front bucket seats. So you can move quickly and easily to the middle or rear.

Take Vanagon for a test drive and see for yourself. The best of a van. The best of a wagon. And better than both! Volkswagen does it again.



All-new Vanagon® Camper, Ivory. Upholstery is Van Dyck background, multi-color cloth. Vanagon Deluxe (P27) Camper has a 2-burner cookstove and 3-way refrigerator. All Vanagon Campers offer two double beds (upper and lower), plus handy swing-away dining tables.

## Vanagon® Camper. Wherever you go, you're always at home.

Today, most recreation vehicles are too heavy for contemporary travel styles and high gasoline prices. Vanagon Camper, on the other hand, is an ideal traveling companion.

Our campers carry on a long tradition of craftsmanship and flawless interior design. There's room for four in the deluxe version (P27), and five in the standard model (P22). Both models provide two double beds — one above and one below. And there's storage virtually everywhere. No nook is wasted.

Two swivel tables can be set up in seconds, and the two

front bucket seats swivel, too. The biggest difference between our two camper models is in cooking and cooling the food. P27 features a 3-way refrigerator and 2-burner propane stove. P22 has a large, economical icebox.

Before you head for the great outdoors, take a close look at Vanagon Camper and the convenient pop top that gives you walk-around headroom where you need it most.

Volkswagen does it again.

Specifications, standard equipment and options subject to change without notice.