

You are invited to help us celebrate an impressive achievement





As a person who has been exposed to Volkswagen value and engineering, we, at VW, value and respect your opinions regarding our current models as well as new products that we plan to introduce in the future. Therefore, this letter serves two purposes.

The first is to invite you to share in the commemoration of Volkswagen's impressive achievement - the acceptance of the Rabbit world-wide. Rabbit's popularity has allowed us to establish manufacturing operations here in the United States. To mark the occasion of the one-millionth Rabbit-type model, we are offering elegant, limited-production models across the entire VW line - the Champagne Edition Volkswagens!

They celebrate the millionth Rabbit. And they look like a million!

The second purpose in writing to you is to ask your evaluation of our newest product - a car that is not yet available to the general public - the Rabbit with revolutionary diesel power!

The advent of diesel power in an affordable car is another example of Volkswagen's continuing search for better answers to today's needs. The Rabbit diesel is the latest example in our quest for better utilization of America's - and the world's - energy resources.

(over, please)



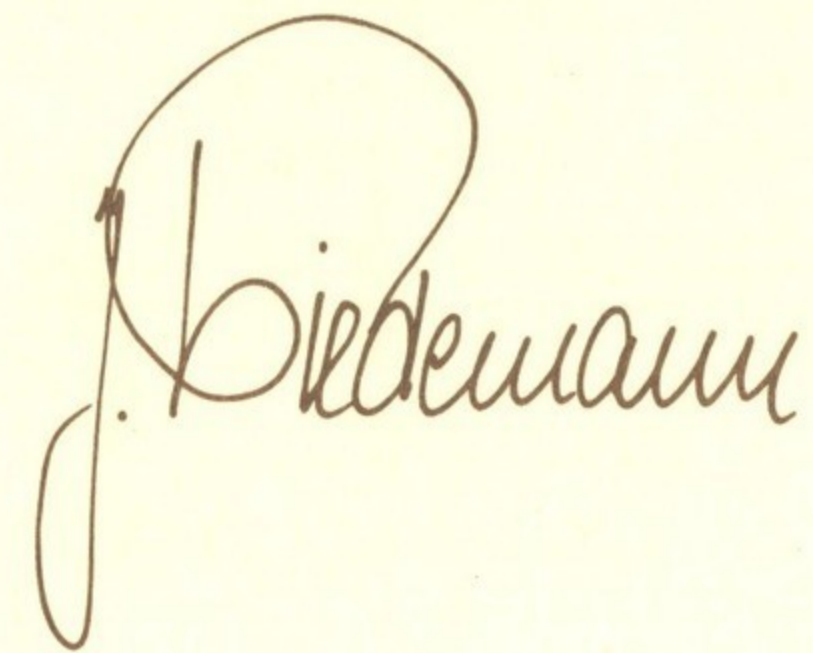
So that your evaluation will be a meaningful experience, we suggest you come into a nearby Volkswagen Dealer and drive both Rabbit models: the fast new 1977 fuel-injected, gasoline-powered model as well as the powerful diesel test-drive vehicle we have made available for your evaluation.

We're sure you will find value in driving both the gasoline as well as the diesel models. Since they are both basically VW Rabbits, they offer you all the benefits of space efficiency and operating economy. Volkswagen Rabbit - gasoline or diesel - represents the most outstanding combination of room, performance, economy, and driving safety available anywhere!

Please accept this personal invitation to serve as a member of our Consumer Evaluation Panel and help us determine if discerning people, as yourself, are ready for diesel power.

Complete the short evaluation questionnaire enclosed - then send it along to us.

Thank you,



The Champagne Edition

To celebrate the one millionth Rabbit, we've selected six models from our 1977 Volkswagen model line - and created a limited quantity of "Champagne Edition" cars. The Rabbit above is one of them.

On the pages that follow, read about the ultimate Rabbit, Dasher, Scirocco, the new Beetle. Then see your nearby Volkswagen Dealer and experience these limited-production models for yourself.





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The Champagne Edition Rabbit

Here's the car that made it happen—the Volkswagen Rabbit! The "new generation" advanced design automobile that delivers the *best combination* of space efficiency, operating economy, performance, safety and comfort of any vehicle you can buy.

In their sparkling Champagne Edition trim, Rabbits are offered in two unique metallic body colors, "Pearl" and "Inarisilver"—and in both body styles, two-door hatchback and 4-door hatchback. Both carry the Champagne Edition body side stripe.



Inside, the crushed-velour-covered seats are impressively elegant. Like no Rabbit before! The entire Champagne Edition Rabbit interior is color-coordinated, right down to the cut-pile carpeting on the floor and lower-area of the doors and side panels.

Few cars, in any class, can match the combination of refreshing brilliance of the Champagne Edition Rabbits. They are certain to become much-sought-after automobiles. Cars that are a fitting tribute to our one-millionth Rabbit—they look like a million.

Rabbits deliver more room for people than other "comparable" cars sold in the U.S. They also deliver more trunk room than *any* imported or domestic sub-compact sold in this country. And—Rabbits deliver economy: 24 mpg in the city/37 on the highway, (with standard transmission), according to 1977 EPA estimates* Every Rabbit delivers what is optional on cars like Cadillac Seville . . . fuel injection. But the real experience of the fuel-injected Rabbit is in driving it!



Aubergine (Burgundy) interior,
with Pearl Metallic exterior.

Ivy interior, with Inarisilver Metallic exterior.

*Your actual mileage may vary depending on where and how you drive, the condition of your car and optional equipment.



The Champagne Edition Dasher

Dasher is a car that takes you where you want to go in real elegance. It's a luxury car at a sensible price. To add *extra* elegance to our VW Dasher was difficult—yet we've done it! We've created a limited-edition model, with colors and hues like no Dasher before. The exterior of this very special Dasher is meticulously finished in Turmaline metallic. You get tinted glass, all around.

Inside, the crushed velour seat material is in matching Turmaline, as are the headrests. The entire floor, trunk



compartment and compartment cover are covered in color coordinated cut-pile carpeting.

Options you can add to your Champagne Edition Dasher include: automatic transmission, air conditioning and an all-metal sun roof.

Come in to see this most elegant of VW's. Sit inside. Notice how comfortable the seats are.

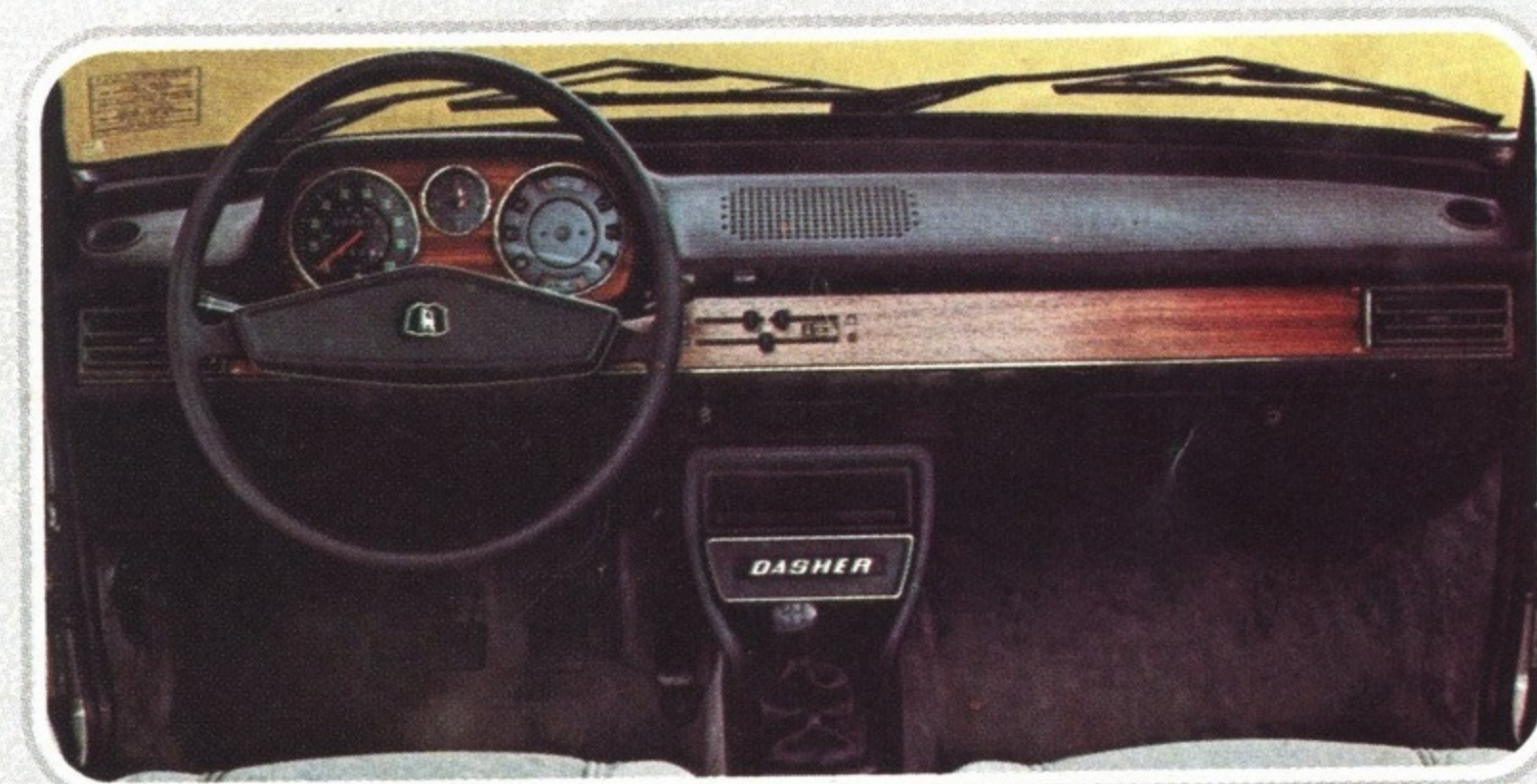
Take a look at Dasher from the outside, too. It's a great-looking car with an air of elegance that marks a car of quiet luxury at a sensible price.

Dasher is just "the right size." Not too large. Nor too small. Easy to handle and maneuver in traffic. Along with its luxury, Dasher also delivers economy—24 mpg in the city/36 on the highway, (with standard transmission), according to 1977 EPA estimates.*

You'll find Volkswagen engineering, too. When you go through a turn, it *pulls* you through. Drive it in a straight line and you stay in a straight line, even in heavy crosswinds. The reason: front-wheel drive.

Dasher is also a *very complete car*: fully-reclining bucket seats, vent windows, a remote-controlled outside mirror, radial tires, full wheel covers, and electric rear window defogger and a quartz clock all come standard. And, just as the most expensive Mercedes-Benz sedans, Dasher offers fuel-injection, standard.

The Champagne Edition Dasher is offered in the two-door hatchback. Three other Dasher models are also available: the 2-door hatchback, the 4-door sedan and the 4-door station wagon. See them all at your VW Dealers now.



*Your actual mileage may vary depending on where and how you drive, the condition of your car and optional equipment.



The Champagne Edition Scirocco

Scirocco is the racing Volkswagen. (Racing may not be your reason for owning a Scirocco. But if performance, assurance and excitement *are*, you'll find it in the Champagne Edition Scirocco!) It comes with a Platinum Metallic exterior. Special sports stripes at the beltline. And, a unique rally-type rear window wiper and washer.

In Scirocco's Champagne Edition interior, we've added special sport seats—regarded by many sportscar connoisseurs as "the finest in the world." Together with the rear seats, they have been fitted in cloth with black/



red plaid inlays and supple leatherette sides. Matching red, high-cut-pile carpeting covers the floor, as well as the trunk and trunk cover. Even door panels and interior side panels have been custom-fitted in red to make this an exceptionally handsome-looking sportscar.

Our Champagne Edition Scirocco adds a new, higher degree of elegance to a sporty racing machine that is as fast and powerful as the desert wind it's named after. Scirocco, the 1976 Trans-Am Champion in the Under-2-Liter Class.



Scirocco combines front-wheel drive, rack-and-pinion steering and a unique 4-wheel independent suspension to insure traction, maneuverability and outstanding handling.

Scirocco's overhead-cam 1.6-liter engine makes response immediate. It propels you from zero to 50 in an amazing 7.5 seconds†. The same engine delivers noteworthy fuel economy, too: 24 mpg in the city/37 on the highway†, according to 1977 EPA estimates*.

Scirocco is more than a sportscar. It's a surprising 2+2 as well. Its sleek, aerodynamic styling combines good looks with intelligent planning. Scirocco allows all the room you need for your luggage, golf bags, scuba equipment or folding bikes. And, like another great sportscar, the Porsche Turbo Carrera, Scirocco offers fuel-injection as standard equipment.

In short, Scirocco's everything you could ask for in a sedan. And more than you thought possible in a sportscar. All at a reasonable price.



*Your actual mileage may vary depending on where and how you drive, the condition of your car and optional equipment.

†With the Standard 4-on-the-floor.



The Champagne Edition Bus

Perhaps two primary reasons for considering our Bus are its room and its fuel economy. Even with its new, more powerful, two-liter engine, the VW Bus delivers: 20 mpg in the city/28 out on the highway, (with standard transmission), according to 1977 EPA estimates*.

Now you have a *third* reason: the Champagne Edition Bus! It comes in an elegant two-tone: Agate Brown on the bottom, Atlas White on top.

Deluxe seats are finished in cord, with leatherette bolsters. Door panels and side panels are color coordinated for a totally elegant look. The floor has cut-pile carpeting, color-matched throughout—including the trunk compartment.

It's about as handsome a package as you've seen. And it gives you something that's not available on any other competitive vehicle—fuel injection as standard equipment. If you want, you can add: automatic transmission, and sun roof.

The Champagne Edition Beetle



These days, new convertibles are getting to be a rare breed. *Four-seat convertibles*, even rarer. This one delivers all the new 1977 Beetle features like fuel injection and an electric rear window defogger—something no other convertible has.

The Champagne Edition Beetle is truly an *elegant rarity*: the exterior is Alpine White, the convertible top is Light Sand. Coachwork is immaculate. Inside, the seats are Cameo White. If you want to drive the rarest of the rare—the Champagne Edition Beetle is for you!



See the Champagne Edition Volkswagens;
experience gasoline and diesel power. Then write
us about it.

Thank you.



The Volkswagen Champagne Edition cars:

- RABBIT, 2-DOOR HATCHBACK
- RABBIT, 4-DOOR HATCHBACK
- DASHER, 2-DOOR HATCHBACK
- SCIROCCO
- VW BUS
- VW BEETLE CONVERTIBLE

These are the exceptionally elegant *celebration* models, commemorating the one millionth VW Rabbit, world-wide. Like all Volkswagens, we build them with pride. Our many Dealers and their staffs of service professionals stand behind every car we build—to make certain it delivers full value for you.

See the Champagne Edition Volkswagens;
experience gasoline and diesel power. Then write
us about it.

Thank you.



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