



Now you have more good reasons
than ever to consider a new
'84 Waterboxer Vanagon: increased
power, economy, quiet and comfort.



REASON 1

There's nothing else like it!

Once again, the world's carmakers turn their attention to van-type wagons. Particularly to the so-called "mini-vans." Mini-vans are a compromise between a full-size van and a sedan. And, as a result, they sacrifice certain attributes of each.

Vanagon, on the other hand, provides more room than ever. And is more versatile than ever. A new Waterboxer engine delivers more power, better performance, quieter operation, and plenty of cabin heat when called on. There's nothing else like it!



Volkswagen: Originator and World Leader in Van-Type Wagons

Actually, you might say Volkswagen engineering is **over 30 years ahead of the rest of the industry** with Vanagon. Since we originated the concept of the small, personal-sized van-type vehicle, few—if any—other carmakers have been able to match or improve our basic engineering. True, some of them built bigger, heavier, truck-like vans...that kept getting longer and taller and less fuel-efficient. And it has caused many of our competitors to go back

to the drawing board. Why? To develop "mini-vans."

Which is where Volkswagen began in the first place. Over 30 years ago. We always remember what made our original Minibus successful, and we've been thoughtfully improving on it ever since.

Acceleration with Economy

The new Waterboxer engine delivers 82 SAE net horsepower. This represents a 22% increase in engine power which can deliver a top track speed of 84 mph, a zero-to-60

mph acceleration in 17.3 seconds. More importantly, the new Waterboxer provides brisker 40-60 mph passing capability.

A short test-drive will demonstrate this significantly improved driving performance.

When it comes to fuel economy, the new Waterboxer also delivers 19% better mileage. The EPA rating is **19** estimated mpg/25 highway estimate. Use estimated mpg for comparison to other vehicles. Your actual mileage may vary with speed, weather, and trip length. Actual highway mileage will probably be less.

Like your present Volkswagen, the new Waterboxer Vanagon has kept the good features and improved on them.

- A. Watercooled, 19-liter, "boxer" engine with Digi-Jet (digital) electronic fuel-injection.
- B. Rear engine—directly over the driving wheels—provides superb traction. (Unlike front engine/rear drive van-wagons.)
- C. Semi-trailing-arm, independent rear suspension. (Same type used in expensive Euro-sedans like Mercedes-Benz and BMW.)
- D. Auxiliary heat exchanger—with separate dash-mounted fan switch—under rearmost seat, for added cabin heat.



- E. Low (C_d 0.44) drag coefficient. (Most full-size vans have a C_d around 0.50.)
- F. Driver ergonomics designed to fit 95% of all male and female drivers. (Some mini-vans can be too small for a large person, and some full-size vans can be too big for a short person.)
- G. Outstanding ventilation. (Front vent windows, sliding side windows and interior ceiling vent-louvres.)
- H. Ideal 50/50, front-to-rear weight distribution, with driver aboard.

REASON 2

Its classic European design endures; Its German precision excels.

Rarely has there been a van-wagon built this well. Even though Volkswagen introduced Vanagon four years ago, its classic "look" is still fresh, new and distinctive. It is a look that is purposeful, pleasing and extremely aerodynamic. The body fit and finish reflect the great care that has gone into its construction.



Tested: From the Arctic to the Equator Who else punishes their products like Volkswagen?

There is a genuine need to subject Vanagons to these extremes of climate and driving environments. You see, Vanagons are sold in over 20 different countries around the world. That includes arctic Scandinavia, the blistering desert sands of Tunisia, the hot and humid forests of Tanzania, Burma, and Malaysia. And the cruel outback of Australia, too. Plus whatever the weatherman calls for wherever you travel in your new Vanagon.

Vanagons have been designed and built to function as near-perfect as possible wherever the roads take them. At Volkswagen we know they will. We've already been there.

Styled and refined in Europe's largest wind tunnel. (It's our own.)

There was a time when most automotive body shapes had to be scaled about one-third their normal size, made out of wood, and tested in a small "aerodynamics lab." Testing an actual production sample was simply out of the question.



Gradually, wind tunnels for automotive research were built bigger. In Europe, the largest such automotive testing facility belongs to Volkswagen. Big enough to test intercity busses and diesel locomotives, it played an important part in helping our engineers improve the coefficient of aerodynamic drag (C_d) to one of the very lowest in the van-wagon class. Not only was the pre-production prototype subjected to these wind-tunnel tests, but random samples, taken right off the assembly line, are continually monitored not only for any variance

in aerodynamic characteristics, but for unwanted air leaks, wind noise, and the efficiency of the cabin ventilation system, even at high speeds.

This is the type of commitment to product development and to maintaining product excellence that is evident everywhere in Volkswagen's engineering and production departments. And, it is evident in the products you can see, feel, touch, and test-drive at your Volkswagen dealer's showroom today.

REASON 3

No other vehicle provides such outstanding space utilization as Vanagon and Vanagon Camper.

Of course there are bigger vans. But they are also heavier, more difficult to park and maneuver in tight places. And probably not nearly as comfortable as a Vanagon. Because they are smaller, mini-vans are also fairly maneuverable, but none has matched the outstanding space utilization that Vanagon offers!



Real meaning for "ergonomics"

As you probably know, "ergonomics" refers to the design practice of making a vehicle fit people better. Volkswagen engineers and designers have refined the practice of ergonomic design to make it possible for tall people and short people to comfortably drive the same Vanagon. Ergonomics (a better term might be "human engineering")—Vanagon style—also involves smaller details: the smooth operation of switches, the logical placement of instruments and warning lights, and the ease of clutch, brake, and gearshift operation.

Moreover, our advanced ergonomic design is not only applied to the driver's compartment. Front-seat, center-seat, and rear-seat passengers will also find that the Vanagon does, indeed, provide seating and riding comfort superior to most other van-type wagons. Vanagon is superbly roomy, quiet, with excellent outward visibility and outstanding cabin heating and fresh-air ventilation.

Again, only a Waterboxer Vanagon test-drive proves what a superb engineering job Volkswagen has done!



Consider a Vanagon Camper

Again, there are other camper conversions. Quite a few, in fact. But not a single one has the backing of the vehicle's manufacturer as Vanagon Camper.

Since camper vehicles are made for traveling—often to places off the beaten tourist trails—it's reassuring to know that in over a thousand Volkswagen dealer locations across the United States and Canada you can get service—not only on the basic Vanagon vehicle itself, but on every component of Camper equipment

that is factory installed: cookstove, refrigerator, sink, closet latch, pop-top hardware. Everything.

And, just like the basic Vanagon, the Camper is able to park and maneuver in tight places. And, it provides you with tremendous space utilization. More than eight-feet of headroom over the food-preparation area, when the pop-top is up. Sleeping space for up to four people (double beds above and below). And ample "move-around space" whether you're underway or parked for the evening. Room. Utility. Convenience. And total-vehicle service. No other camper vehicle can offer you all of that in over a thousand locations throughout North America.



REASON 4

If you'd like to, you can pick yours up in Europe.

Volkswagen gives you a choice: you can purchase your Vanagon for local delivery, at your Volkswagen dealership, or your dealer can arrange for you to pick your Vanagon, Vanagon Camper (or other Volkswagen import model) in over a dozen European locations. So, if European business or travel are going to be in your plans, consider Volkswagen European delivery.



Take delivery of your Vanagon in Europe

Discuss the benefits of Volkswagen European delivery with your Dealer. He has all the answers. And, the sooner you start planning, the sooner dreams of touring Europe in your own Volkswagen can become **real!**

How much money can you save by taking

European Delivery of your new Vanagon or Camper (or other Volkswagen import model)? How long does it take to make the necessary arrangements? What about vehicle insurance? Shipping? Sightseeing? Shopping? We'll be happy to provide you with many of the answers. Just fill in the accompanying inquiry card. Be sure to

check your particular areas of interest. You'll receive a prompt reply. Naturally, your Volkswagen Dealer can also discuss the advantages of European delivery and touring with you.

European delivery is becoming very popular nowadays. Each year thousands of Americans enjoy travelling through Europe in new cars. But **only Volkswagen** offers you so many delivery locations and so many models. And **only Volkswagen** can deliver a van-type or a camper in Europe.

Send us your filled-in inquiry today.

We'll even ship it back, insured, at no extra cost

Where would you like to travel next? Ireland? Great Britain? Scandinavia? Germany, France, Belgium, the Netherlands, Austria, Switzerland? We've provided Volkswagen European delivery in more than 14 major cities.

Your Volkswagen Dealer has a European delivery plan that makes it very easy for you to see the Continent in grand fashion. Let him explain all the details. (Including no extra cost for marine shipping and marine insurance.) It's the value—and the travel adventure—of a lifetime!



...and the 5th reason will make it well worth test-driving a Waterboxer Vanagon and Vanagon Camper...

Test the power

The new Waterboxer Vanagon and Vanagon Camper have a more powerful engine along with a redesigned transmission and power-train to make optimum use of the added power, plus assured dependable, long service life. We think you'll like the increase in performance.

Test the ride

No other van-type wagon offers trailing-arm, independent rear suspension—or ideal 50/50, front-to-rear weight distribution with just the driver aboard—or a host of other advanced ergonomic and comfort benefits like Vanagon provides. It makes a big difference, whether your trip is around the corner...or around the country.

Test the space utilization

Of course we're not asking you to bring in all your footlockers and luggage. (But they'd all fit in the luggage area.) But do take time to see the 201 cubic feet of passenger and cargo/luggage space Vanagon provides. No mini-van even comes near Vanagon!

Test the heat

If you do your driving in areas where winters mean snow and cold, this is a significant Waterboxer Vanagon improvement! The passenger compartment has two heat exchangers. Both can be controlled by individual, dash-mounted, fan-speed switches. Now everybody can be cozy and warm...without being crowded.

Test the quiet

This is very easy to do—just talk to people in a normal tone, while you're driving the new Waterboxer Vanagon or Camper. Even those who sit in the back, close to the engine compartment, will find the new level of quiet operation really is an important improvement.

REASON #5 ALSO INCLUDES OUR OFFER OF A FREE LAMY™ WRITING INSTRUMENT. (PLEASE HURRY. THE LAMY™ OFFER WILL END ON APRIL 30, 1984.)

REASON **5** A German LAMY™ pen. **FREE.**



Come in now...

Test-drive a new '84 Waterboxer Vanagon or Vanagon Camper

Actually, we at Volkswagen would like to accomplish two significant things:

1. We'd like to have you drive a new Waterboxer Vanagon and/or a Vanagon Camper at your Volkswagen dealer's showroom.
2. We'd like your unbiased evaluation of our new products. (An easy-to-use product questionnaire is printed on the back of the accompanying letter. Just write in your reactions and evaluations. Be sure you give it back to your Volkswagen Dealer to forward to us.)

As a token of our appreciation for doing these two things, we'll send you a fine German writing instrument. The LAMY™ Inkwriter. Being engineered and made in Germany, you know it will provide you with outstanding operation, and dependable long service.

Yes, you could buy a LAMY™. But then you wouldn't have enjoyed the "Vanagon Experience."

A number of fine stores sell these German writing instruments. So you might be able to buy one for yourself. We believe you'll have a more rewarding experience if you test-drive a Vanagon (or a Camper) and tell us what you think of it. As a thank you, we'll send you the LAMY™. Free.

Don't delay. Our free LAMY™ offer expires April 30, 1984.

Naturally, we need your reactions and evaluation of the Waterboxer Vanagon as soon as possible. So, we put a limit on our free LAMY™ offer. Don't let this opportunity slip away. See your Volkswagen dealer this week!

Vanagons are built in our special factory in Hannover...
with special pride and precision.



There's no short cut to Vanagon quality. Never has been

All the Vanagons destined for Europe, North America, and many other places around the world come from Hannover, in West Germany. Vanagons and Boxermotors are a specialty in this Volkswagen facility. Many of our senior craftspeople have spent their working lives perfecting their skills—working proudly to build a single product: the Vanagon.

There's a proud heritage here: to build the best in the world. Everyone here knows what goes into a Vanagon. Knows how to do the job right. Takes pride in doing his or her job better than it might need to be done. Other Volkswagen plants may build Jettas, or Quantums, or Convertibles or Sciroccos. But Hannover specializes in Vanagons. That's why you can see the high standards of quality and workmanship. Standards that have not been matched by competitors—whether they build full-size or mini-vans.

State-of-the-art robotics teamed with old world craftsmanship

Some of the very first industrial robots came to work in our Hannover Vanagon plant. That was over ten years ago. Since then more robots have been added, new—more sophisticated—generations have taken over the mundane and repetitive functions of welding, material handling and paint-finishing. This leaves the most highly-skilled and intricate work to trained craftspeople. Things such as boxermotor and transaxle assembly, fitting interior details such as instruments, seats, control linkages, and much more all show the studied hand of Old World experts.

Volkswagenwerk Hannover has been concentrating on van-type models for over 30 years—having already produced a total of well over five and a half million.

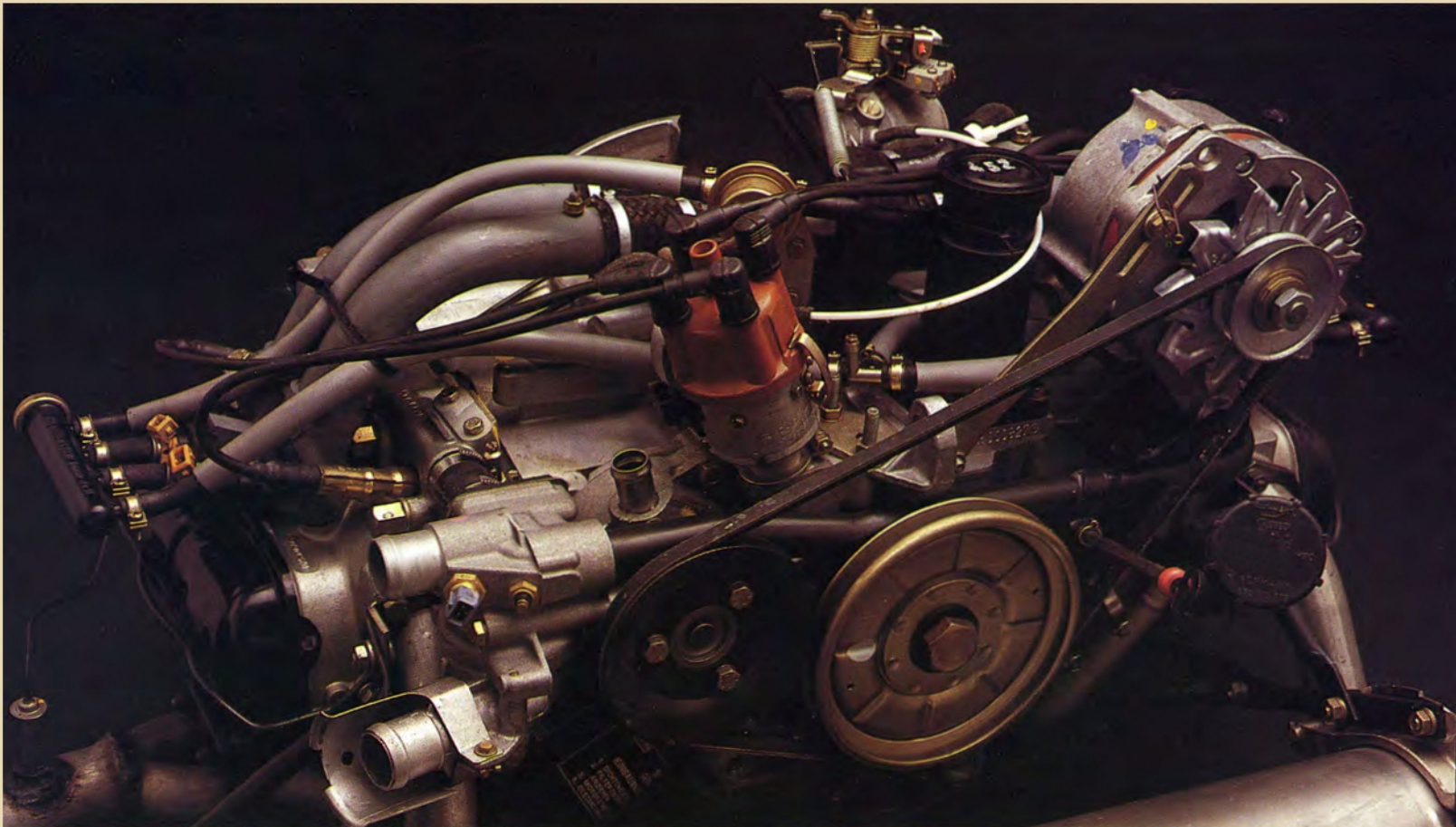
Over 300 separate inspections on every Vanagon we build

Rarely do you find such a commitment to quality assurance. Yet this is the Volkswagen way of maintaining the very highest standards in the industry.

You see, at Volkswagen, the "inspector" is not regarded as an adversary to the assembly line worker. He is a colleague—one who discovers discrepancies and then helps to correct them. A blemish, a missing part—no matter how tiny—a balky switch or knob, a door that doesn't close with that irrefutable "sound of quality" are just a few of the items looked for by our inspectors.

When you test-drive a new Waterboxer Vanagon, look it over very carefully. You won't be the first person who's done that. The production/inspection team in our Hannover plant has very thoroughly checked over 300 separate items before the Vanagon you're driving was ever allowed to leave the factory. Vanagon quality speaks for itself. Quietly.

And after building over 5.5 million
Volkswagen van-types with air-cooled "Boxermotors" ...
We did an encore: water-cooled.
THE NEW WATERBOXER!



It has an Advanced Microprocessor for a Brain

Waterboxer's new "Digi-Jet" electronically-controlled fuel-injected system is truly "state-of-the-art."

There is absolutely nothing like it anywhere in the van-wagon class—either here or anywhere else in the world.

Patented by Volkswagen, this system features a very sophisticated, onboard microprocessor that ensures even better and more exact metering of fuel, in accordance with the engine's requirements. For computer buffs, the microprocessor unit memory has a fuel requirement graph with 6 x 16 reference point matrix. It even provides fuel-metering functions such as warm-up control, acceleration enrichment, and voltage correction. The control unit has more than 100 additional reference points to handle the metering correction adjustments for factors like coolant temperature and intake-air temperature.

The benefits of this patented onboard computer capability: easy starts in all kinds of weather, maintenance of fuel efficiency and smooth, quiet engine operation.

More Power

By shifting to a water-cooled design, engineers were able to increase compression, enhance thermal efficiency and come up with the same horizontally-opposed flat four-cylinder format that delivers significantly greater power, more top speed, and quicker, all-around acceleration.

The Waterboxer itself weighs just 209 pounds, instead of 500-600 pounds like many typical van-type engines. Another significant Volkswagen engineering achievement.

As a person who's had years of firsthand experience driving Volkswagen Type 2, you'll appreciate the improvement in performance.

More Mileage

Watercooling the boxer engine has allowed a notable increase in the engine's compression ratio for more efficient fuel utilization. In addition, the new Waterboxer has a state of the art electronic fuel-injection system: Digi-Jet (patented by Volkswagen).

Thus, the new Waterboxer is capable of delivering the best of both worlds: better performance and more mileage:

Less Noise

Since air-cooled engines need a constant flow of air around the cylinder heads for cooling, no thick sound deadeners can be placed next to hot metal surfaces. Not so with an engine cooled by water jackets around the cylinders and the crankcase, like the new Waterboxer.

Careful sound measurements show that front-seat passengers enjoy a 2 to 4 decibel reduction in engine noise (depending on vehicle speed), and the rear bench-seat passengers enjoy a reduction between 3 and 5 decibels. (Keep in mind, decibels are logarithmic units. So, to the human ear, the reduction in sound can represent a 50% improvement.)

And, for all you Snowbirds, More Heat

One of the distinct joys of the new Waterboxer Vanagon is its capability for hot-water heating. And, in this regard, Volkswagen engineers have outdone themselves. Their designs provide for more precise and even heat distribution. Not only is there a heat exchanger upfront for driver and front-seat passenger, but there is an additional heat exchanger under the rearmost bench seat. This second "heater" has its own, dash-mounted fan switch to more precisely adjust the comfort level. (Vanagon Camper also comes equipped with this extra heat exchanger.)

19 est. mpg/25 highway estimate. Use EPA estimated mpg for comparison to other vehicles. Your actual mileage may vary with speed, weather, and trip length. Actual highway mileage will probably be less.

It's nimble on its 200 cubic feet.

If you're wondering how something so roomy could ever be nimble, let us hasten to say it was no easy feat.

The '84 Vanagon has independent suspension to flatten rough roads. Rack-and-pinion steering for precise response. And a wide track for surefootedness.

Combine this with room for seven people and lots of cargo. A new water-cooled engine for 22% more power. A 50% quieter interior. Plus better mileage*, and you've got a Volkswagen that's more than nimble on its 200 cubic feet. **It's spectacular.**

The 1984 Vanagon  **It's not a car. It's a Volkswagen.**

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*EPA estimated 19 mpg, 25 highway estimate. (Use estimated mpg for comparison. Mileage varies with speed, trip length, weather. Actual highway mileage will probably be less.)

Seatbelts save lives.

