

2009 Rabbit



Das Auto.

All around the world, it's

Did you know that Volkswagen has ESP® standard on all vehicles? Or that we provide a Carefree Maintenance™ Program* on all our 2009 cars? Or that we expect to be the first to make clean diesel available in all 50 states? Or that when people in Europe buy a car, they most often buy Volkswagen**? How about that right now, the VW forest is growing in Mississippi thanks to the Volkswagen Carbon Neutral Project—The first U.S. carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. Keep reading and you'll discover more about the German-engineered city car that's perfect for America—Rabbit.



what the people want.







The Rabbit. Bred for the city.

You've got to be quick and cunning to make it in the city, and the Rabbit fires on all cylinders. Its nimbleness and stealthy size help get you out of gridlocked traffic, and into some pretty tight parking spaces. While its host of active and passive safety features are engineered to help get you out of tight spots. And the Rabbit's European handling and suspension give it the chutzpah and agility to steer clear of whatever the mean streets throw your way.

The people want to have a lead foot, but they want to leave a smaller footprint.

The perfect car for the city is the perfect solution to rising gas prices, and a smart choice for the planet. The Autobahn-tuned 2.5L 170hp 5-cylinder Rabbit engine flexes more than enough brute muscle, but it's a real lightweight at the gas pump. Also, the Rabbit is available as a Partial Zero Emissions Vehicle* or PZEV in German engineer text. And, if the driver exhibits economical driving behavior, the transmission adjusts itself to match that efficiency. Which means you can train your Rabbit to be even smarter.

Automatic Transmission: 21 mpg city, 29 mpg highway**

Manual Transmission: 21 mpg city, 29 mpg highway**

Power to the pedal.



*In applicable states (CA, CT, MA, ME, NY, NJ, OR, PA, RI, VT, WA).
**EPA estimates only. Your fuel consumption may vary.



4-door, Tornado Red, sport styling body kit, 17" Goal Wheels



2-door, Black, sport styling body kit, 18" Vision V Wheels



The people want German engineering priced for the people.

Catch that light, pass that bus, take that alley, score that space, load that cappuccino machine in the hatch. You've got a lot going on, and your Rabbit delivers. Combine German auto advancements like an Electromechanical Steering System, which helps bring the steering wheel back to center quickly after turns, with those 170 horses, and your commute becomes more like daily therapy than the daily grind. And when some cabbie hangs a Ralph in front of you from the far-left lane, you'll keep a cool head while all those around you are losing theirs, thanks to standard ABS brakes and traction control. Factor in independent suspension, and your choice of two Euro-engineered transmissions, and your Rabbit key fob may feel more like having the keys to the city.

Your Rabbit is available with either a 5-speed manual or 6-speed Tiptronic® configuration*. Most carmakers offer only four speeds in the class. And Tiptronic lets you shift more like a racecar driver, and select a sportier mode for more responsive, intuitive gear shifts.



**Fast. Efficient.
And good looking.
We must be related.**



*5-speed manual only available in 2-door S.

More sis, boom, bang for your buck.

The people want ten speakers packed into an auto under \$16,000*: Mariachi? Zydeco? Speed metal? What's your pleasure? One of our engineers likes to pump up the volume on Wagner's "Ride of the Valkyries" out on the test track. He's a lot of fun. Choose a 2-door Rabbit, and enjoy a 10-speaker AM/FM sound system with a CD player (for those masterful road-trip mix CDs of yours), and an MP3 auxiliary input jack. Choose a 4-door Rabbit, and feast your ears on a beefy 10-speaker Premium VII AM/FM sound system with an in-dash 6-disc CD changer, an introductory 6-month SIRIUS® Satellite Radio subscription, an MP3 auxiliary input jack, and a theft-deterrent warning light and coding system.



*Based on 2009 2-door, correct at time of printing. Price excludes transportation, taxes, options, title and dealer charges. Supplies limited. Dealers set actual prices.





You've got interior motives.

You want style, substance and functionality, and Rabbit models excel in cockpit and cabin creature comforts. The available 8-way adjustable driver seat moves front-ways and back-ways, up-ways and down-ways, and lumbar-ways. Anyway, you get the picture. An MP3 auxiliary jack or optional iPod® adapter let you plug in to your favorite sounds. And, winter, spring, summer or fall, you'll feel comfortable with heatable seats and single-zone cabin climatic controls accurate to half a degree. Then, sit back, be happy and laugh a mad-scientist laugh at the outside-temperature display. An Immobilizer III theft-deterrent system will keep your Rabbit just that — yours. And the multi-feature key fob with a special valet key lets you lock the gas tank and glove box.

Your key fob also has an alarm control, and a handy tech feature that lets you open or close all the windows and the sunroof, and lock or unlock the doors with a twist of the wrist. Just put the key in the door, turn and hold.



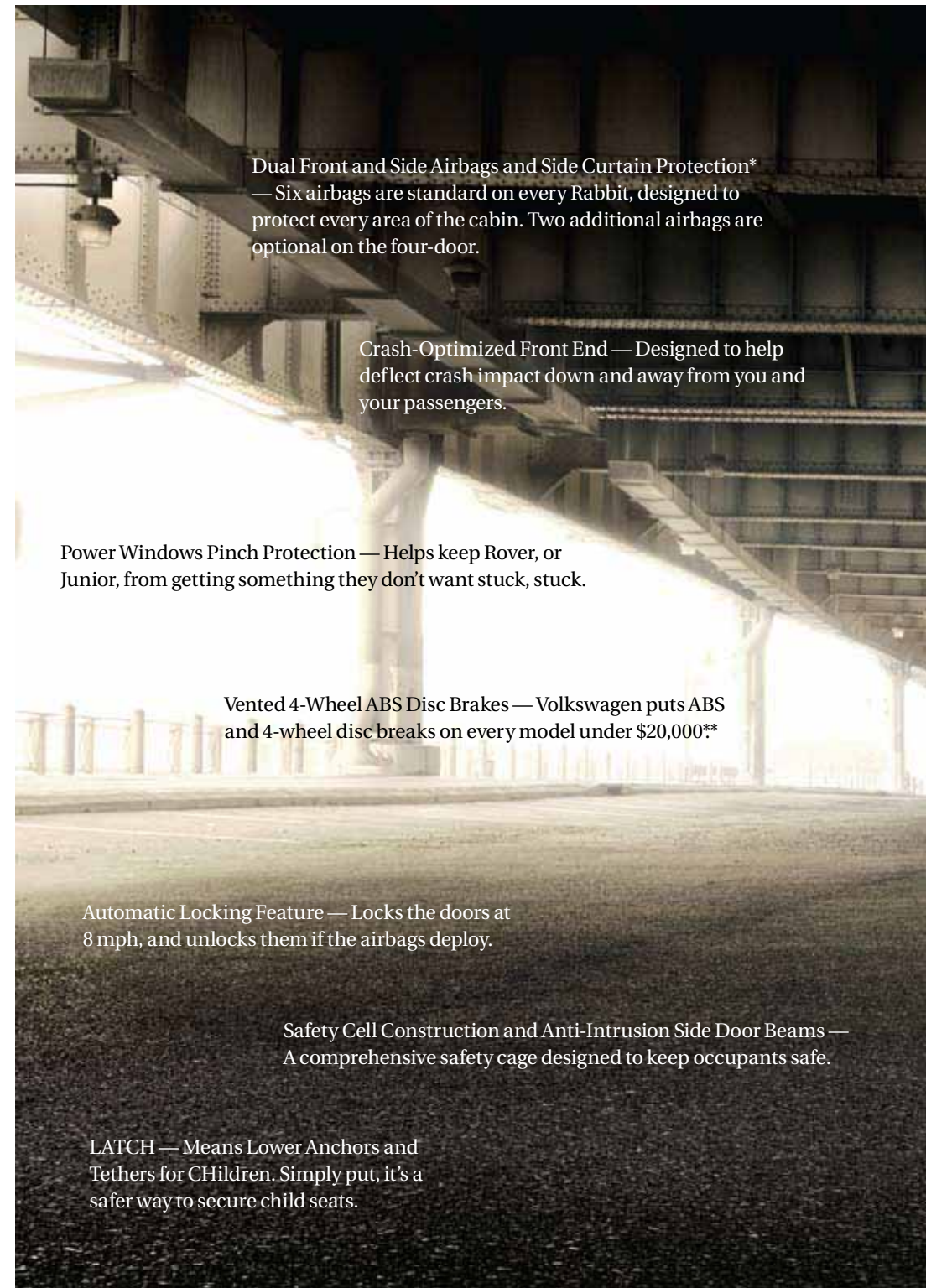
Safe Happens.

The people want safety standards to be standard now, not in four years. The National Highway Traffic Safety Administration mandates that electronic stability control be included on all vehicles by 2012. So we figured we'd get a head start by making ESP (Electronic Stabilization Program) standard on every Volkswagen.

ESP® Traction Control

The Electronic Stabilization Program helps you stay the intended course by detecting slippery road conditions, and kicking in corrective forces. ESP is most effective when the driver is taking evasive action during sudden maneuvers, like when avoiding an accident. Incidentally, ESP also stands for Extra Sensory Perception. Coincidence?

*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. **Based on 2009 4-door, correct at time of printing. Price excludes transportation, taxes, options, title and dealer changes. Supplies limited. Dealers set actual prices.



Dual Front and Side Airbags and Side Curtain Protection*
— Six airbags are standard on every Rabbit, designed to protect every area of the cabin. Two additional airbags are optional on the four-door.

Crash-Optimized Front End — Designed to help deflect crash impact down and away from you and your passengers.

Power Windows Pinch Protection — Helps keep Rover, or Junior, from getting something they don't want stuck, stuck.

Vented 4-Wheel ABS Disc Brakes — Volkswagen puts ABS and 4-wheel disc breaks on every model under \$20,000**

Automatic Locking Feature — Locks the doors at 8 mph, and unlocks them if the airbags deploy.

Safety Cell Construction and Anti-Intrusion Side Door Beams — A comprehensive safety cage designed to keep occupants safe.

LATCH — Means Lower Anchors and Tethers for CHildren. Simply put, it's a safer way to secure child seats.

The Prevent and Preserve™ Safety System

For our engineers, the only thing more important than helping you survive an accident, is helping you avoid one. Your Volkswagen Rabbit comes with Autobahn-proven passive and active safety systems, standard. Because that's how Safe Happens.

Collapsible Steering Wheel — Crumples, so you don't.

Optimized Head Restraints — Help to minimize whiplash injuries from rear-end collisions.

Electromechanical Steering — Gives the driver the same feel in steering regardless of speed or side wind conditions. Helps reduce fatigue as well as helps to bring the wheel back to center after a sharp turn.

EBA — Engine Brake Assist — Modulates engine-braking torque to help slow you down safely.

Alphabet Brakes — ABS, EBD, HBA and EDL all are designed to help keep you and your loved ones A-OK.

ASR — Anti-Slip Regulation — Helps keep the front wheels from spinning during acceleration.

Front-Seat Safety Belt Pre-Tensioners with Load Limiters — These are designed to help tighten up the seatbelt a nano-fraction of a second after an accident. Long name, short reaction time.

2-door, Candy White, sport styling body kit, 18" Vision V Wheels



I was packed with just
college students,
not bells and whistles.





Stuffed animal.

As you sit snug in the driver's seat, adjusting your lumbar support with one hand on your racing-inspired three-spoke adjustable steering wheel, you look around and realize, your Rabbit's no pipsqueak. Use the secret VW-badge hatch release to open the fifth door, and you've got 15 cubic feet of cargo space. Over 46 cubic feet with the 60/40 rear fold-flat seats down, even a bit more with the available fold-flat front seat, when you simply must pick up one more unique, oblong item. Have guitar amps, recumbent bicycle and foosball table, will travel.

Two-speed wipers and side mirrors with integrated turn signals, help you see, and help others see you. Also on the safe side, you'll appreciate the standard Tire Pressure Monitoring System that individually monitors all four wheels. Even your Rabbit's wheels watch out for you.

Accessories and factory options.

Rear side airbags are available on the 4-door, which brings the airbag total to eight. These increase safety for the rear passengers and are the only ones of their kind available in the Rabbit's class*. Less serious, and more serious looking, is the sport styling body kit. A front spoiler, a rear valance and side skirts give your Rabbit a badass dark side. An assortment of 17" and 18" alloy wheels tell the world you're serious about your fun, while other additions like splash guards and a sunroof complete your ride.



4-door, Reflex Silver Metallic, sport styling body kit, 18" Karthoum Wheels

2-door, Black, sport styling body kit, 18" Vision V Wheels



2-door, Candy White, sport styling body kit, 18" Vision V Wheels

The customized cosmopolitan.

When you're ready to haul (some stuff, that is), throw on a sport roof rack, and load up the ski and snowboard rack, the surfboard holder, the kayak rack, the Barracuda bike holder (for three bikes), or the fork-mount bike rack (for three bikes with front disc brakes). If it's not large sporting gear you need to carry, add a cargo roof rack for the aluminum luggage platform, the cargo-holder rack and the soft luggage carrier. Alaska, here we come.

On the inside, keep the great outdoors, outdoors, and off your carpet, with durable, rubber Monster Mats™ and the Gorilla-Gear™ trunk liner — a muck-proof, attachable trunk liner that keeps everything from potting soil to radioactive waste contained. (Just making sure you're paying attention. Customization is so important.) And when you're not filling your Rabbit with stuff, fill it with sound, with a SIRIUS Satellite Radio. Only SIRIUS delivers over 130 channels, including 100% commercial-free music, plus sports, news, talk and entertainment. More in this case means six introductory months of service.



Accessory Wheel-17" Goal



Accessory Wheel-18" Karthoum



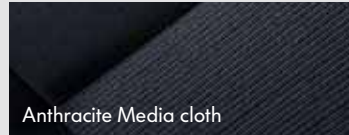
Accessory Wheel-18" Vision V

*Airbags are supplemental restraints only and will not deploy under all crash circumstance. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.



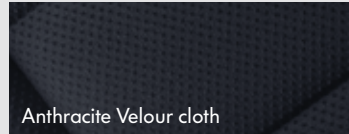


2-Door

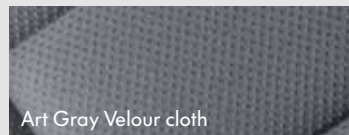


Anthracite Media cloth

4-Door



Anthracite Velour cloth



Art Gray Velour cloth

Inspired by the city it loves.

The intense colors of the city appear in the Rabbit's interior. Anthracite is the deep, dark sky on New Years just before the ball drops. Art Gray is the color reflected in the skyscrapers right before the sun comes up. Either way, you'll connect with our passion for driving, and the city you love.

**I'm kind of a city boy.
Or a stadt boy, where I'm from.**



Exterior colors



Candy White



Reflex Silver Metallic



United Gray Metallic



Black



Tornado Red*

*4-door only

Standard Features/ Packages

2-Door

Includes: 15" steel wheels with full wheel covers; All-Season Tires; Tire Pressure Monitoring System; Manual single-zone climate control (Climatic); Anti-theft vehicle alarm system; Daytime Running Lights; Power Windows; Power Door Locks; Electro-mechanical speed sensitive power steering; AM/FM radio sound system with single CD player, MP3 format readable, and 10 speakers; 4-Wheel Disc Brakes with ABS, ASR, EBD, ESP, HBA; 4-Link Independent rear suspension; 6-way manually adjustable driver seat: fully reclining, height adjustable with adjustable head restraints; 4-way manually adjustable front passenger seat: fully reclining with adjustable head restraints.

4-Door

Includes: Child safety rear door locks; Premium VII AM/FM radio with in-dash 6-disc CD Changer, MP3 format readable, satellite radio compatible and 10 speakers; SIRIUS Satellite Radio with 6-month subscription; 8-way manually adjustable height and reach driver seat; power recline (driver only) with adjustable head restraints; Fold-flat front passenger seat.

SIRIUS Satellite Radio delivers over 130 channels, including 100% commercial-free music. Enjoy six introductory months of everything from news to sports to classical to metal to hip hop to honky tonk, SIRIUS has it all. And if there's such thing as hip tonk or honky hop, you better believe you're getting that too.

SIRIUS
SATELLITE RADIO





2-door, Black, sport styling body kit, 18" Vision V Wheels

Specification overview

S S
2-Door 4-Door

S S
2-Door 4-Door

Exterior

Antenna	Roof-mounted amplified flexible black whip antenna	S	-
	Satellite Radio roof antenna	-	S
Anti-Corrosion	Fully galvanized sheet metal	S	S
Body Panels	Crash optimized front end	S	S
Doors	Anti-intrusion side door beams	S	S
Glass	Tinted glass, green	S	S
Horn	Dual tone horns	S	S
Lights, Front/Rear	Dual-reflector halogen headlamps with clear, lightweight, chip resistant polycarbonate lenses	S	S
	Daytime Running Lights (DRL)	S	S
	Side blinkers integrated into side exterior mirrors	S	S
	Driver and passenger side power exterior mirrors, heatable	S	S
Moldings/Panels	Blackbody side moldings	S	-
	Body color side moldings	-	S
Roof	Power glass sunroof with tilt, slide, tinted glass, manual sunshade, pinch protection, and driver's door power lock operated convenience closing feature	O	O
Wheels	15" steel wheels, with full wheel covers	S	S
	16" alloy wheels w/ anti-theft wheel locks	O	O
	TPMS (Tire Pressure Monitoring System)	S	S
Wipers/Washer	2-speed windshield wipers with variable intermittent wipe feature	S	S
	Heated windshield washer nozzles, front	P	S

Interior

Air Conditioning	Manual single-zone climate control (Climatic), CFC-free	S	S
Alarm/Anti-Theft	Anti-theft vehicle alarm system for doors, hood, trunk lid, radio, and starter, with warning LED in door sill	S	S
	Immobilizer theft deterrent system	S	S
Armrest	Front center armrest adjustable/folding with storage compartment	-	S
Cruise Control	Cruise control	S	S
Defroster	Electric rear window defroster	S	S
Floor Mats	Front and rear floor mats	-	S
Instrument Cluster	Illumination of controls and gauges – blue, with red indicators	S	S
	Brake pad wear indicator	S	S
	Speedometer, tachometer, odometer, trip odometer, coolant temperature gauge, fuel gauge, gear indicator (if equipped with automatic transmission), outside temperature, warning lights, digital clock.	S	S
Keys	Radio-frequency remote locking system with lock, unlock, rear hatch release, and panic button on transmitter	S	S
	Valet key	S	S
Lighting	Interior front center dome light with time delay and 1 rear dome light	S	-
	Interior front center dome light with time delay and 2 reading lights	-	S
	Luggage compartment light	S	S
Locks	Automatic locking feature (doors lock automatically when vehicle reaches 8 mph)	S	S
	Child safety rear door locks	-	S
Mirrors, Interior	Driver and front passenger visor vanity mirrors	S	S
Ornamentation	Media interior cloth	S	-
	Velour interior cloth	-	S
Power Outlets	Power outlet (SAE size) in trunk	S	S
	1 Power outlet (SAE size) in center console	S	S
Radio/Audio	AM/FM radio sound system with single CD player, MP3 format readable, and 10 speakers	S	-
	Premium VII AM/FM radio with in-dash 6-disc CD Changer, MP3 format readable, satellite radio compatible and 10 speakers	-	S
	Auxiliary input jack	S	S
	Satellite Radio with SIRIUS with 6-month subscription	-	S

Interior

Radio/Audio (cont.)	iPod adapter (includes center armrest when ordered on 2-Door)	O	O
Restraint Systems	Driver and front passenger front airbag supplemental restraint system	S	S
	Driver and front passenger side thorax airbag supplemental restraint system	S	S
	Rear passenger side thorax airbag supplemental restraint system	-	O
	Front seat safety belts pre-tensioners with load limiters	S	S
	Height adjustable front 3-point safety belts	S	S
	Rear 3-point safety belts, all 3 seating positions	S	S
	LATCH (Lower Anchors and Tethers for Children)	S	S
Seating, Front	6-way manually adjustable driver seat: fully reclining, height adjustable with adjustable head restraints	S	-
	4-way manually adjustable front passenger seat: fully reclining with adjustable head restraints	S	-
	8-way manually adjustable height and reach front seats, power recline (driver only) with adjustable head restraints	-	S
	"Easy Entry System" allows front seat to move forward for easy access to rear seating area	S	-
	Lumbar support, adjustable for driver and front passenger seats	-	S
	Heatable front seats	P	S
	Fold-flat front passenger seat	-	S
Seating, Rear	60/40 split folding rear seat	S	-
	60/40 split folding rear seat with center armrest and pass-through	-	S
Special Features	Blinker control stalk with lane change feature (one tap on the lever creates a three-blink sequence)	S	S
Steering Wheel	Height adjustable and telescoping steering column	S	S
	Steering wheel deformable/collapsible upon impact	S	S
Storage, Interior	2 front cupholders, 1 rear	S	-
	2 front cupholders, 2 rear	-	S
	Soft opening (silicone dampened) glovebox, lockable	S	S
Trunk/Cargo Area	Fully carpeted/lined luggage compartment	S	S
Windows	Power windows with pinch protection and automatic one-touch feature, operable from driver's side only	S	S
Technical			
Brakes	Anti-lock Braking System (ABS)	S	S
	Power assisted front vented disc brakes, rear solid disc brakes	S	S
	Electronic Brake-pressure Distribution (EBD)	S	S
	Hydraulic Brake Assistant (HBA)	S	S
Engine	2.5L I70 horsepower, 177 lbs-ft torque, 5-cylinder, in-line, DOHC, 4 valves per cylinder	S	S
Steering	Electro-mechanical variable assisted power steering system	S	S
Suspension	Independent front McPherson struts with stabilizer bar	S	S
	Rear fully independent 4-link suspension with coil springs, telescopic shock absorbers and stabilizer bar	S	S
Traction Control	Anti-Slip Regulation (ASR)	S	S
	Electronic Differential Lock (EDL)	S	S
	Engine Braking Assist (EBA) prevents compression-induced skidding in slippery conditions	S	S
	Electronic Stabilization Program (includes EBA, EDL, and HBA)	S	S
Transmission	5-speed manual transmission	S	-
	6-speed automatic transmission with Tiptronic® and Sport mode	O	S
Dimensions			
	Wheelbase	101.5 inches (2578 mm)	
	Length	165.8 inches (4210 mm)	
	Width	69.3 inches (1759 mm)	
	Height	58.2 inches (1479 mm)	
	Passenger Volume	94.2 feet³ (2.7 m³)	
	Cargo Volume	15.1 feet³ (0.4 m³)	

Introducing our Volkswagen Carefree Maintenance Program:

Volkswagen is proud to offer three years of complimentary scheduled maintenance on the Rabbit. The program includes oil and filter changes, brake checks, fluid checks, tire rotation, and airbag checks, to name just a few.



*The Volkswagen Carefree Maintenance Program covers 10K, 20K and 30K scheduled maintenance intervals on the Rabbit, during the term of the new vehicle limited warranty, at no additional charge. See dealer or vehicle maintenance program booklet for details.



4-door, Candy White, sport styling body kit, 16" Magny Cours Wheels



Volkswagen Carbon Neutral Project

The Carbon Neutral Project is a partnership with Carbonfund.org, designed to start addressing the issue of carbon emissions. With their help, we'll be making it easy for anyone who owns a Volkswagen to determine their vehicle's carbon output and take action towards offsetting it. So far, the VW community has planted 278,496 trees and offset 413,609 tons of carbon. And that's just the beginning. Learn more at vw.com.



vw.com

The ideas in this book are new. The paper however is recycled. Please remember to recycle. The book. Not the ideas in it. Thanks.



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