

2008 Rabbit





In 1975, Volkswagen

brought the Rabbit across the Atlantic. Built for the tight, speedy streets of Europe it looked a little, well, foreign to most Americans. It didn't take long though, for city-dwellers to discover the advantages of driving something smaller, more nimble, more fuel efficient and more versatile than they were used to. Today, just like the original, the Rabbit is designed with the metropolitan motorways in mind. Who knows, maybe it'll make some more automotive history. Say hello to the Rabbit. We'd say "meet," but something tells us you have already met.

Urban driving

has a language all its own. We're including some of the unique terms we've discovered so you can talk the talk. Look for them in the corners.



Hurry Honkers (hūr'ē hōngk'ōrz) *n.* People who honk their horn a millisecond after a light changes like they're a drag racer. A move that commonly has the reverse of its intended effect. "Take it easy. Where's the fire, hurry honker?"

Bumper Broadcasting (būm'pær brōd' kăst'ing) *v.* Letting the entire city know what schools you've gone to, what team you root for, what radio station you listen to and who you voted for with bumper stickers. "What's with the bumper broadcasting? Nobody cares what mountain you drove to the top of."

Spot Sloth (spōt slōth) *n.* A person who gets in their parked car and then sits in it for a long time before leaving. "Sorry I'm late. I found a space but I had to wait like seven minutes for this spot sloth to actually pull out."



2.5L



Power to the pavement

Engine: The Rabbit's story begins where all VW stories do: under the hood. Here's where we've tucked over 10% more horsepower than the previous model. That's 170 hp versus last year's 150. This extra oomph opens gaps, catches green lights and gets you out of traps. It's a huge part of why the new Rabbit not only survives, but also thrives on the toughest city streets.

Transmission: The Rabbit has either a 5-speed manual or a 6-speed Tiptronic® automatic transmission. In either case, the ability to choose gears yourself gives you control over any situation. Downshift to change lanes with authority or to pass a wild-eyed bike messenger. Upshift to leave a bus in your dust or catch a light. And with Tiptronic®, you can also opt to let the car select gears for you in "regular" or sport mode. The choice is always yours.



Noser (nō'zər) *n.* A person who sticks the front of their car in the path of another in an attempt to force their way into a lane. "He tried to pull a total noser back there but I didn't let him in!"

Lane Pirate (lān pī'rīt) *n.* Someone who steals space in a lane from another driver. "I know exactly how to position myself for lane piracy. I sweep up close and make my move."



It guzzles road not gas

The Rabbit conforms to California's stringent PZEV (Partial Zero Emissions Vehicle) guidelines* and gets up to 29 mpg on the highway.** As impressive as that is, the truly amazing part is how much performance it packs into every one of those miles.

*In applicable states. **EPA and fuel mileages are estimates only. Your fuel consumption may vary.

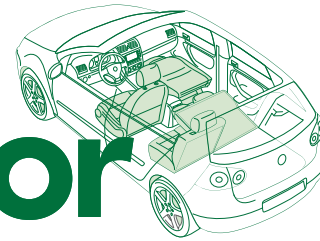


The ideas in this brochure are new, the paper however is recycled. Please remember to recycle. The brochure. Not the ideas in it. Thanks.



The 5th

door



The Rabbit's simplest and most useful feature is the hatchback. It turns this from a "regular" car into a master of space. Folding the 60/40 split rear seat forward gives you over 46 cubic feet of storage space. If carrying linear feet is the issue, the backseat armrest in the 4-door model opens to form a handy pass-through. In the trunk, you'll find a removable storage divider and even a power outlet.

Pump Up the Volume: The Rabbit is taller, longer and wider than its predecessor. It drives, packs and takes on all challenges like a big car but parks and avoids pigeon poop like a small one. The Germans have an expression for this: Raumwunder. It means "small on the outside and big on the inside." Wow, even their words are more efficient.



Hatch Hiker (häch hi'kər) *n.* Somebody who needs to have something moved and begs you to use your car because it has a hatchback. "Susan called to see if I would help her move something again. She is becoming a total hatch hiker."



Captain You: These streets are not exactly the most “comfortable” concrete you can drive on. That’s why we made sure the driver’s seat is. It’s 6-way manually adjustable and has side bolsters. The steering wheel tilts and telescopes and the safety belt is height adjustable. The blue instrument panel lighting means it’s bright and easy to see. Easy readability is pretty huge, since taking your eyes off these roads had better be done lightning fast. Just as important, though, it’s hypnotically cool. That said, it’s cool for more than just colors. On top of the usual information, you’ll find the outside temperature, a brake pad wear indicator, even a tire pressure monitoring system.

Periscoping (pĕr’ĭ-skōp’ing) *v.* To have a conversation with the person in the backseat through the rearview mirror. “How do cabbies make periscoping look so easy?”



Dial Hunting (dīəl hūn'ting) v. To hear another driver's music and attempt to find out what station they are listening to. "The tunes blasting in the car next to me rocked. I dial hunted that mother."



Noise Pollution



Driving always benefits from a soundtrack. Driving in the horn-honking, jack-hammering, "Get outta my way!" cacophony of downtown demands one. That's why the Rabbit comes standard with a 10-speaker CD stereo system (and 4-door with a satellite radio system). More than just powerful, the stereo is smart. It can adjust the volume up and down, depending on how fast you're going, to help compensate for road noise. It's also protected by the Rabbit's anti-theft system. The vehicle alarm system is linked to the doors, the hood and the rear trunk lid. So if a thief gets inside, the Immobilizer system will kill the engine. Just because crime is a reality doesn't mean it has to become your reality.

Carmakazi (kär'mə-kä'zē) *n.* A person who is reckless, unpredictable and loathed by all on the road. "I gotta get away from this carmakazi before he causes a wreck."



Safety first

City streets are full of thousands, sometimes millions of drivers at once. The reality is, some of these people are gonna make mistakes. That's why the Rabbit is loaded with things to help protect you. You want airbags?* Of course you do. How about six of them: dual front, side curtain and front side thorax? On top of that, the doors are built with anti-intrusion beams. The whole car is a safety system because, well, the world isn't. Don't just take our word for it. The NHTSA awarded the Rabbit a 4 Star frontal and a 5 Star side impact crash test rating.**

Strong Like Bull Market on Wall St.: The Rabbit's steel frame is laser-welded. This process means the Rabbit's "skeleton" is engineered to deal with the kind of punishment dished out by city streets. A stiffer frame also improves the Rabbit's handling, gives it a super-solid road feel and even helps reduce interior noise. Yeah, lasers are even cooler than we thought.

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

** Frontal NCAP: 4 Star Driver / 4 Star Passenger (based upon 4-door model)

Side NCAP: 5 Star Front Seat / 5 Star Rear Seat (based upon 4-door model without optional rear side airbags)

Prevent and Preserve Safety System

Every Volkswagen comes standard with the 47 safety features that make up the Prevent and Preserve Safety System. The features work together to both help you avoid an accident and protect you if an accident is unavoidable. And we are constantly updating it because when it comes to your safety, there's always room for improvement. vw.com/safehappens

optimized head restraints
help minimize whiplash injuries from rear-end collisions.

steering wheel
deformable/collapsible
on impact.

automatic locking feature
locks automatically engage at 8 mph and unlock automatically when the airbags deploy.

side curtain protection**
airbags deploy down the roofline from the a-pillar to the c-pillar to help minimize head and upper torso injury in the event of side impact.

front seat safety belt pre-tensioners with load limiters
in a severe front impact, the turbines in the pre-tensioners activate reeling in excess safety belt slack.

latch
lower anchors and tether for children. A standardized child-safety seat system.

pinch-protection on power windows
a closing window reverses if there's any obstruction.

asr, eba
improves handling and prevents compression-induced skidding in slippery conditions.

safety cell construction and anti-intrusion side door beams
driver and passengers travel inside a rigid cage of reinforced steel.

alphabet brakes
abs + ebd + hba = enhanced control

edl, esp**
complex traction-control system helps prevent over or understeer.

crash-optimized front end
designed to divert impact energy away from cab occupants.

dual front and side airbags*
deploy within a tenth of a second.

*airbags are supplemental restraints only and will not deploy under all accident scenarios. always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. **optional feature.



roadside assistance
4-year/50,000 mile, 24-hour protection by Cross Country Automatic Services, Inc., peace of mind when you're out on the lonely road.



Rabbit Colors



Shadow Blue Metallic: Blue has lots of layers. Calm, confident and friendly, it can also be mysterious and seductive. Blue has a little bit of something for everyone. If the world had to pick a favorite color, the winner would probably be blue.



United Gray Metallic: Gray is anonymous, until you take a second look. It's the subtle cousin of silver who prefers to let your right foot do the talking.



Reflex Silver Metallic: Shiny, slippery, and swift, silver is part shield, part tip of an arrow. Silver is restless. Silver is sturdy. Silver looks like it's moving, even when it isn't.



Tornado Red: Red wears its emotions on its sleeve. It stands out, demands attention and seduces people with its passion. There's a reason bulls charge at red.



Candy White: Gleaming, glossy, and stark, white lets its reputation for innocence lull people to sleep and then, whoosh, flashes by like lightning.



Black: Stealthy, classic, eternally cool, black has the confidence of a color that's been around forever for a reason. Everybody loves black, except those who are afraid of it.



Sage Green Metallic: Green is the color of spring and rebirth but it can also be the color of envy. Somehow, it's warm and cool at the same time. It can say a lot but, most importantly, green means go.





Because the city is
expensive
 enough

The fact that you can get the German-engineered Rabbit for \$15,490* is pretty amazing. The fact that it comes loaded from the wheels to the roof with standard features is downright mind-blowing. Now if only you could find an apartment this well appointed.

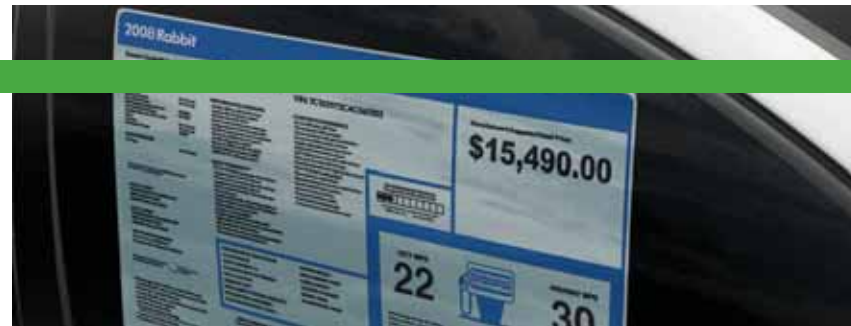


	Mazda3 5-Door**	Rabbit 4-Door
Engine	4 cylinder	5 cylinder
Horsepower	156 HP	170 HP
Torque	150 lb/ft	177 lb/ft
Traction Control	N/A	Standard
Warranty	3 year/36,000mi	4 year/50,000mi
Exhaust	Single	Double
Heatable Seats	N/A	Standard
Daytime Running Lights	N/A	Standard
Security System	N/A	Standard
Brake Pad Wear Indicator	N/A	Standard
MP3 readable audio system	N/A	Standard
6-disc in-dash CD Changer	Optional	Standard
8-way adjustable seats	N/A	Standard
Speakers	6	10
Signal Mirrors	N/A	Standard
Heatable Side Mirrors	N/A	Standard
Heated Washer Nozzles	N/A	Standard
Valet Key	N/A	Standard
Fold Flat Front Passenger Seat	N/A	Standard
Rear Seat Side Airbags	N/A	Optional
Automatic Transmission	5-speed	6-speed w/Tiptronic®
Base Price	\$17,925	\$17,485

*Base MSRP for 2008 Rabbit with manual transmission, correct at time of printing. Price excludes transportation, taxes, options, title and dealer charges. Supplies limited. Dealers set actual prices. Vehicle shown with optional 16" wheels.

**2008 Mazda3 5-door Sport. MSRP excludes destination charges, tax, title, and license fees. Additional standard features may be available on both models.

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





Suspension meets braking

Suspension: The Rabbit's suspension is precise, balanced and über-responsive. Up front are independent McPherson struts with a stabilizer bar. In back, a 4-link, fully independent system with a stabilizer bar. This package works together to tackle any turn, soak up almost any pothole and bob and weave through traffic like a prizefighter.

Brake System: That's right, we said "system." The Rabbit doesn't just have brakes, it has a team of technologies for stopping. After all, in the land of instant gridlock and car doors that fly open into your path, being able to stop quickly is a matter of survival.



Eye Contract (i kōntrākt*) *n.* To make eye contact with driver in the lane you are attempting to merge with. "You have to let the person in if you make eye contract."



Blinker Slinger (blɪŋ'kər slɪŋ'ər) *n.* When two cars coming in opposite directions, both signal for the same parking spot. "I beat him on the blinker sling back there. It was totally my parking spot. I'm a quick draw blinker slinger."

It's the little things:

Lane change feature: Tap the blinker and it flashes three times. This lets you keep your hands on the wheel, where they belong.

Power windows: All have pinch protection, one touch open or close on driver controls and open or close them all at once with your key.

Two power outlets: One in the center console and one in the trunk means you can plug in anything from your cell phone to, well, whatever you want.

2-speed windshield wipers, with variable intermittent wipe feature: After you stop the wipers they delay a



few seconds, while the usual drips come down, and then wipe one more time to get any last bits of water/cleaning fluid/puddle sludge. Bad news for the squeegee guys.

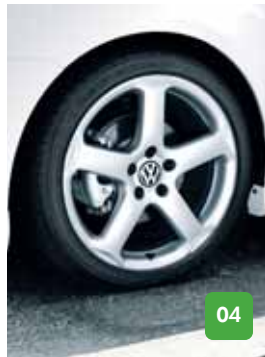
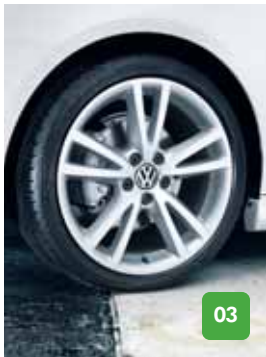
Side mirrors: More than just reflective, the Rabbit's side-view mirrors are power-controlled, heatable and even have blinkers integrated into them.

Tire Pressure Monitoring System: Proper tire pressure has a lot to do with great gas mileage and great performance. This system helps promote both with real-time tire pressure diagnostics.

Dual tone horn: Let's be realistic, you're gonna need this baby in the city. Don't abuse it though, or you'll just be another #\$\$%!@.

Accessorize

drivergear.vw.com



Here are a few ways to make your Rabbit even more "yours." 01 Body Kit. 02 17" Goal Wheels. 03 18" Vision Wheels. 04 18" Karthoum Wheels. 05 Barracuda® Bike Rack. 06 Snowboard/Ski Rack. 07 "Bounce" Graphics. 08 "Quick" Graphics.



*Shown with Aerodynamic Base Carrier Bars. Vehicles are pictured with options and accessories that may be available at an extra cost.



Exterior Specs

	2-Door	4-Door
Roof-mounted amplified flexible black whip antenna	s	s
Rear/passenger side/"Rabbit" & 2.5 badge	s	s
Brake lights center high mounted stop lamp in top of rear window	s	s
Body panels crash optimized front end	s	s
Body color bumpers with black moldings	s	-
Body color bumpers with body colored moldings	-	s
Dual exhaust tips	s	s
Anti-intrusion side door beams	s	s
Body color door handles	s	s
Tinted glass, green	s	s
Dual tone horns	s	s
Dual-reflector halogen headlamps with clear, lightweight, chip resistant polycarbonate lenses	s	s
Daytime Running Lights (DRL). Upon start-up of vehicle, headlights engage with reduced power. Instrument panel lighting, parking lights and taillights remain off. To engage all lights with full power, the light switch must be turned to the on position	s	s
Headlights-on warning tone, upon opening of driver's door when ignition key is removed	s	s
Side blinkers integrated into side exterior mirrors	s	s
Body color mirror housings	s	s
Driver and passenger side power exterior mirrors, heatable	s	s
Power glass sunroof with tilt, slide, tinted glass, manual sunshade, pinch protection, and driver's door power lock operated convenience closing feature	-	o
195/65 R15 H, all-season tires	s	s
205/55 R16 H, all-season tires	o	o
6J X 15" steel wheels, with full wheel cover	s	s
6.5J X 16" alloy wheels	o	o
Anti-theft wheel locks	o	o
Two-speed windshield wipers with variable intermittent wipe feature	s	s
Heated windshield washer nozzles, front	-	s

Interior Specs

Manual single-zone climate control (Climatic), CFC-free	s	s
Anti-theft vehicle alarm system for doors, hood, trunk lid, radio, and starter, with warning LED in door top sill and with audible and visual activation	s	s
Immobilizer theft deterrent system	s	s
Cruise Control	s	s
Electric rear window defroster	s	s
Molded door trim with cloth inserts	s	s
Front and rear floor mats	-	s
Brake pad wear indicator	s	s
Front center armrest adjustable/folding with storage compartment	-	s

Interior Specs

	2-Door	4-Door
Illumination of controls and gauges—blue, with red indicators	s	s
Speedometer, tachometer, odometer, trip odometer, coolant temperature gauge, fuel gauge, gear indicator (if equipped with optional automatic transmission), outside temperature, warning lights, digital clock.	s	s
Folding keys (2) with radio-frequency remote transmitter for central locking, eyelet	s	s
Valet key	s	s
Interior front center dome light with time delay and one rear reading light	s	-
Interior front center dome light with time delay and two reading lights	-	s
Luggage compartment light	s	s
Automatic locking feature (doors lock automatically when vehicle reaches 8 mph). Dealer can disable feature or program to unlock when ignition key is removed. Doors unlock automatically upon airbag deployment	s	s
Child safety rear door locks	-	s
Driver and passenger door mounted power lock/unlock switches for central locking system	s	s
Remote central power locking system with selective unlocking	s	s
Driver and front passenger visor vanity mirrors	s	s
Interior rearview mirror	s	s
Mirror control pad with joystick control	s	s
Chrome lock cylinder for glove box	s	s
Metallic trim around shifter	s	s
Metallic instrument cluster rings	s	s
Power outlet (SAE size) in trunk	s	s
Power outlet (SAE size) in center console	s	s
AM/FM radio sound system with single CD player, MP3 format readable, and 8 speakers	s	-
Premium VII AM/FM radio sound system with in-dash 6-disc CD Changer, MP3 format readable, satellite radio compatible, 10 speakers, theft deterrent warning light and coding system.	-	s
Auxiliary input jack in glovebox	s	s
Satellite Radio with SIRIUS® and 3-month subscription	-	s
Immobilizer theft deterrent system	s	s
Remote releases for trunk and fuel filler flap, located on driver's side door	s	s
Driver and front passenger front airbag supplemental restraint system	s	s
Side Curtain Protection®	s	s
Rear passenger side thorax airbag supplemental restraint system	-	o
Optimized front head restraints	s	s
Emergency locking retractors for all seating positions	s	s
Front seat safety belts pre-tensioners with load limiters	s	s
Height adjustable front 3-point safety belts, black	s	s
Rear 3-point safety belts, all 3 seating positions, black	s	s
LATCH (Lower Anchors and Tethers for CHildren)—child seat lower attachment points and top tether rear outboard seating positions	s	s

Interior Specs

	2-Door	4-Door
Child seat tether anchorage points with markings in rear seating positions	s	s
Buckle switch (sensor that deploys airbag depending on safety belt use)	s	s
Interlock feature—center rear safety belts cannot be extended unless seat back is in fully locked position	s	s
6-way manually adjustable driver seat: fully reclining, with height adjustable, lockable head restraints	s	-
4-way manually adjustable driver seat: fully reclining with height adjustable, lockable head restraints	s	-
8-way manually adjustable height and reach front seats, power recline (driver only) with lockable 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	o	s
Fold-flat front passenger seat	-	s
60/40 split folding rear seat	s	-
60/40 split folding rear seat with center armrest and pass-through	-	s
Blinker control stalk with lane change feature (one tap on the lever creates a 3-blink sequence)	s	s
3-spoke padded steering wheel	s	s
Height adjustable and telescoping steering column	s	s
Steering wheel deformable/collapsible upon impact	s	s
Theft-deterrent steering column	s	s
Two front cupholders, one rear	s	-
Two front cupholders, two rear	-	s
Soft opening (silicone dampened) glovebox, lockable	s	s
Storage compartment inside front center armrest	-	s
Molded shift knob	s	s
Brushed metallic appearance interior door handles	s	s
Grip on inside of trunk lid to assist closing	s	s
Cloth seat fabric	s	-
Velour seat fabric	-	s
Rear passenger ventilation for heat and A/C in center console	-	s
Power windows with pinch protection and automatic one-touch feature, operable from driver’s side only	s	s

Technical Specs

Body Panels

Crash optimized front end	s	s
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Brakes

ABS (Anti-lock Braking System)	s	s
Power assisted front vented disc brakes, rear solid disc brakes	s	s
EBD - Electronic Brake-pressure Distribution	s	s

Technical Specs

	2-Door	4-Door
Brakes		
HBA - Hydraulic Brake Assistant	s	s
Engine		
2.5L 170hp, 177lbs-ft torque, 20 valve, DOHC, in-line 5 cylinder engine	s	s
Steering		
Electro-mechanical power steering with variable assistance and active return	s	s
Suspension		
Independent front McPherson struts with stabilizer bar	s	s
Rear fully independent four-link suspension with coil springs, and stabilizer bar	s	s
Traction Control		
ASR - Anti-Slip Regulation	s	s
EBA - Engine Braking Assist prevents compression-induced skidding in slippery conditions	s	s
Electronic Stabilization Program (includes EBA, HBA and EDL)	o	o
Transmission		
5-speed manual transmission	s	s
6-speed automatic transmission with Tiptronic® and Sport mode	o	o
Clutch starter interlock for manual transmission. Vehicle will not start if clutch is not depressed	s	s
Hydraulic clutch for manual transmission	s	s

Warranty

12-year/unlimited distance limited warranty against corrosion perforation	s	s
5-year/60,000 mile (whichever occurs first) powertrain limited warranty	s	s
4-year/50,000 mile (whichever occurs first) new vehicle limited warranty, wear & tear items and adjustments excluded after initial 12-months/12,000 miles (whichever occurs first).	s	s

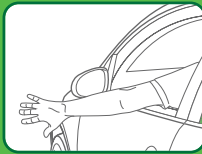
Roadside Assistance

Roadside assistance 4-year/50,000 mile, 24-hour, provided by Cross Country Automatic Services, Inc.	s	s
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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 toward offsetting it. Learn more at vw.com.

Urban Hand Signals: There's a complex system of non-verbal ways city drivers "talk" to one another. Here are a few basic examples (and what they mean). Keep in mind, though, just because some people are crazy enough to take their hands off the wheel while they're driving doesn't mean you should too.



"The Manual Merge"
This is one driver's way of telling another that "Like it or not, I'm cutting in front of you."



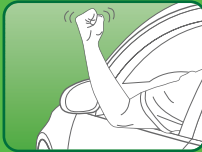
"The Field Goal"
This is how a driver expresses utter disgust with the driving of the person/people in front of him. It commonly follows a loong honk.



"The Piston"
A circular, repeating motion that is one driver's way of asking another to roll down their window to ask for directions.



"The Shrug of Shame"
This almost involuntary signal is the way a driver says "My bad" to anyone he has wronged. It's a universal sign of apology.



"Fury Fist"
The waving of one's closed fist, usually out the driver's side window, as if to say "Why I oughta!" Usually considered more civilized than the more common "bird."

Power Points: When drivers are stopped they will sometimes hold the top of their steering wheel and use just the index finger to "ask" another driver a question.



Figure 1: "You going for that space?"



Figure 2: "Will you let me in?"



Figure 3: "Do you see that 'violators will be towed' sign?"

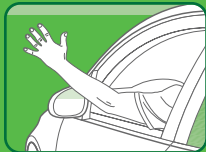
Thank You Waves: There's no surviving on the urban asphalt without some help. Here are a few popular waves of appreciation. Use them as often as you can.



"The Rusty Elbow"
A motionless "wave" that is held for 3-5 seconds to make sure the intended recipient sees it.



"El Presidente"
A high, angled wave done in two crisp motions. Almost a salute.



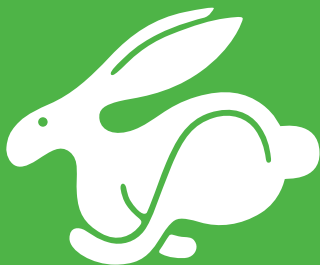
"The Spread Eagle"
An open-handed wave where no two fingers touch, commonly done out of the window.



"Big Props"
A Spring and Summer wave of thanks done through the sunroof.



Now remember
mind those city rules



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