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VOLKSWAGEN

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*Color and
Upholstery
Guide*

'84 VANAGON



it's not a car...
it's a Volkswagen.

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interior upholstery

cloth—Vanagon



Beige



Black

leatherette—Vanagon



Beige



Brown

cloth—Vanagon GL



Beige



Blue

cloth—Vanagon Camper



Green-Brown



Blue-Brown



VANAGON/VANAGON GL/VANAGON CAMPER

color & upholstery guide

Vanagon	exterior	interior	exterior	interior
	Lower	Upper	Cloth	Leatherette
	Pastel White	Medium White	Brown	Beige
	Medium Blue	Darkness White	Black	Brown
	Medium Blue	Darkness White	Black	Brown
	Medium Brown	Darkness Beige	Brown	Beige
Vanagon GL	exterior	Body & Rear	Window and Window Frames	exterior
	Kurt Blue	Medium Blue	Blue	Blue
	Medium Brown	Dark Beige	Beige	Beige
Old and New METALLO PAINT	exterior	exterior	exterior	exterior
	Walton Grey Metallic	Blue	Blue	Blue
	Dark Blue Metallic	Blue	Blue	Blue
	Bronze Beige Metallic	Beige	Beige	Beige
Vanagon Camper	exterior	exterior	exterior	exterior
	Pastel White	Green-Brown	Green-Brown	Green-Brown
	Blue	Blue-Brown	Blue-Brown	Blue-Brown
	Medium Green	Green-Brown	Green-Brown	Green-Brown
	Asuan Brown	Blue-Brown	Blue-Brown	Blue-Brown

The exterior colors in this brochure are included as a guide only. Reproduced in a special process, and may be subject to slight variations from actual colors. Colors and upholstery subject to change without notice.

exterior colors

Vanagon



Pastel White



Darkness White/Maroon Red



Darkness White/Medium Blue



Darkness Beige/Asuan Brown

Vanagon GL



Dark Beige/Medium Brown



Monaco Blue/Kurt Blue



Dark Blue Metallic



Bronze Beige Metallic



Walton Grey Metallic

Vanagon Camper



Pastel White



Ivory



Medium Green



Asuan Brown

Volkswagen color associations

COLOR	VISIBILITY FACTOR *	MENTAL ASSOCIATIONS	OBJECTIVE IMPRESSIONS	SUBJECTIVE IMPRESSIONS
Ivory	75%	Vanilla	Cheerful	Pleasant
Pastel White	77%	White Wool	Pure	Warm
Damuso White	78%	Snowy, Frost	Snow	Cool
Samas Beige	62%	Sandy Beach	Creamy	Rich
Timor Beige	55%	Coffee and Cream	Nature	"Down-to-Earth"
Esconia Green	30%	Golf Course St. Patrick's Day	Action	Adventurous
Medium Blue	15%	Ocean	Sporty	Playful
Monaco Blue	18%	Sapphire	Serene	Dignified
Kuril Blue	5%	Night Sky	Calm	Peaceful
Marsala Red	20%	Wine	Classy	Sophisticated
Assuan Brown	22%	Clay, Mexico	Outdoors	Enthusiastic
Merian Brown	5%	Chocolate	Rich	Elegant

NOTE: Visibility Factors for Metallic finishes are not included in this chart due to varied light reflections caused by metal particles in the paint.

* Percentages shown are approximations.

Personality, emotion, and disposition all affect our subjective reactions... likes and dislikes... to specific colors. Certain shades and hues have varying appeal as our moods change. Although there are no absolutes, there are many general responses to color which are almost always valid.

When a number of people are questioned as to their color preferences, it will be found that extroverts are inclined to favor the warm, active and exciting qualities of red and it's analogous hues, while introverts are inclined to favor the cool, passive and calming qualities of blue, violet and green.

In addition to personal preferences, color perception (or visibility) should also be considered. Color visibility affects road safety. Light colored vehicles can be seen up to four times farther away than dark vehicles in foggy weather or under twilight conditions.

When choosing a color for a new VOLKSWAGEN one might consider both relative perceptibility as well as personal color preference.



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it's a Volkswagen.

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