

Pickup Truck



VW designers and engineers are today's VW workers are proud craftsmen. Anything less wouldn't be Volkswagen.



Space Efficiency

In considering the Volkswagen Pickup Truck, look beyond its sporty good looks to its roominess. You will be impressed. Because it has a transverse-mounted engine and front-wheel drive, our Pickup Truck has a surprisingly roomy cab. And its cargo bed can handle your bulkiest loads with ease. We designed the VW Pickup Truck to carry two people—and to carry them in roomy comfort. We carefully designed it to meet virtually every one of your individual transportation and cargo hauling requirements. We didn't "over size" it for that rate, once-in-a-while load. We think the size is just about right.

Volkswagen designers and engineers scored the breakthrough that produced one of the most space-efficient pickup trucks in the industry.

**Built like a truck...
but drives like something else!**



Fuel Efficiency

Volkswagen remains at the forefront of economical engine development. Our most recent triumph? The lightweight, high-speed VW diesel engine, an option you can order (equally remarkable and efficient is the standard fuel-injected gasoline engine). Both are energy efficient, reliable, durable. And easy to service. Ask your dealer for the EPA Mileage Guide so you can compare estimates with other small pickups.

Computer-assisted design added strength without adding weight. Result: an outstanding combination of fuel efficiency, performance and strength.

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Passive Safety

Volkswagen research in the field of automotive passive safety is among the leaders in the industry. And we never stop researching, testing, developing and implementing new occupant restraints to protect driver and passenger. Our engineers also devote a great deal of effort to provide occupant protection in "secondary collision" through padding and interior design.

Unique among all the pickups built these days, the Volkswagen Pickup Truck is a unified cab-and-cargo-box structure. The only one of its kind in any size class. This innovative Volkswagen design adds sleek good looks as well as strength but without adding unnecessary weight. It is impressively strong, light and tough.

Volkswagen passive safety shows virtually everywhere you look. And you will certainly sense it as soon as you slip behind the wheel of a new VW Pickup Truck for a demonstration drive. These peace-of-mind features may not sell pickups in the showroom—but they certainly do out on the job... and out on the road.

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innovators.



Active Safety

The active safety features in the VW Pickup Truck help make you a better, more responsive driver. Like visibility, all around. Like seating comfort with anatomically designed front bucket seats. Even such a basic concept as its unique front-wheel drive can help make you a better, more "in control" driver.

As you take the VW Pickup Truck for a road test, you'll ask yourself, "When have I felt so confident, so sure of a pickup?" "When has driving been so pleasant—instead of a chore?"

Volkswagen's active safety is a combination of innovative solutions to design challenges. And it's reflected in the way our Pickup Truck makes you respond when you drive it.

Today, for the first time, you can join the discerning pickup owners who will enjoy Volkswagen's active, precise-driving control.

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Human Engineering

Human engineering is a discipline most pickup truck builders talk about, but few pursue with the resources and dedication of Volkswagen. Take "ergonomics," for example—the design practice of making a vehicle seat, and the controls, handles, grips and knobs fit you better. Making instruments easier to see and observe. Volkswagen's attention to ergonomics actually makes it possible for both tall and short people to drive the same VW Pickup Truck and be comfortable doing it! That's an engineering accomplishment you may find difficult to believe. But it's true. And Volkswagen delivers it!

Human engineering finds its way into the most minuscule detail. The smooth way switches work, the way instruments and warning lights are placed, and the ease of clutch, brake and gearshift operation.

Of all the areas discussed here, "human engineering" more than all the others is what makes the VW Pickup Truck an outstanding choice for you. Its many original design concepts make it unique in its class.

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Total Performance

Here, the bottom line is total satisfaction with your new VW Pickup Truck. It can mean many things—the amazing efficiency of its fuel-injected gasoline (or diesel) engine, the exhilarating kind of driving control that its suspension delivers, the solid, proven durability of its front-wheel drive.

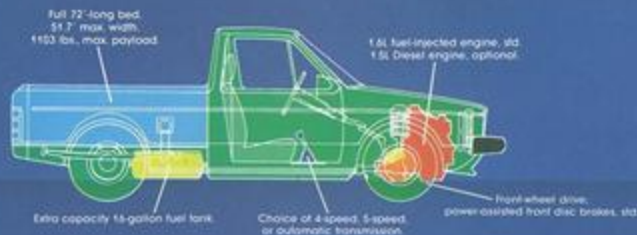
Total performance also concerns itself with outstanding product quality. The reassuring kind of quality you can quickly see in its fit and finish as well as interior trim materials. Plus the hidden kind of quality that's under the metal where you can't always see it but where it can deliver toughness and longevity, nonetheless.

In the final analysis, quality cannot be improvised. It must be designed in from the very beginning. Your new Volkswagen Pickup Truck will represent an important value investment to you. Total Performance delivers the kind of value you've come to expect from vehicles built by us.

So, when you seek toughness and versatility—you'll want the VW Pickup Truck.

**Built like a truck...
but drives like something else!**





VW Pickup Truck in Alpine White, with Blue leatherette interior.

VW Pickup Truck.

An exciting new idea. It's built like a truck...

but it drives like something else. It drives like a front-wheel-drive sportscar. Powered by a remarkable fuel-injected overhead cam transverse-mounted engine. Or the famous, optional, Volkswagen Diesel engine. The real excitement comes not from its careful design and impressive Volkswagen quality — but from the way it makes you feel as you drive it, as you take it along on the job — or where the fun is. And it carries just about everything you need, whenever you need to carry it. It's like no other Pickup on the road. This one's a Volkswagen. And you know that when "VW does it..." they do it right." The styling is fresh, clean, gutsy. No unnecessary frills. A forthright, no nonsense look that says this is your kind of vehicle. The bed is a full six feet long, over 51 inches wide,



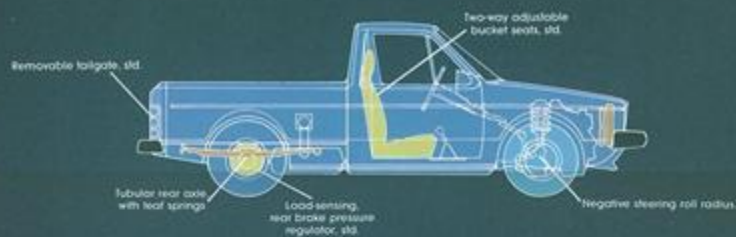
Convenient one-hand-opening tailgate, standard. Chrome bumper group, optional.

inside (maximum) and capable of handling a payload over 1100 pounds. The tailgate opens and closes with only one hand. So, if your arms are full, it's no big deal. When you need to, the tailgate comes off. Without using tools. And, if goes back on just as easily. There's a lot of advanced technology in this Pickup Truck. But you expected that. Expect more. Like a fully unitized body. A fuel-injected engine, with overhead cam. A four-speed, standard — a five-speed or automatic, optional. Reliable Diesel power — and compare its fuel economy with the others in the EPA Mileage Guide. Expect quality. A precision finish that says VW standards. A vehicle that's built like a truck, — but drives like something else. Volkswagen does it again!



It can carry just about everything you need to carry — whenever you need to carry it. Sliding rear window, optional.





VW Pickup Truck "LX", Logo Blue. Blue leatherette interior.

VW Pickup Truck.

Can it measure up to your brand of action?

Our Pickup Truck is new. But that doesn't mean untested, unproven, unknown. Look on the tailgate. It says "Volkswagen" and that's saying a lot. It says VW engineering, design, and quality manufacturing stand behind it. All the way. Get inside, behind the wheel. Sporty! Comfortable! Practical! Check under the hood. Standard power comes from a fuel-injected engine, transverse-mounted to give you more room in the cab, improved visibility down front. And there's an optional Diesel. Tough. Reliable. Proven. Drive them both to see which one suits you best, gasoline or diesel. Comfort, handling, and ride ... durability and serviceability ... these attributes set the pace for others to follow. Come to Volkswagen for that rare



Tailgate is removable without using tools.
Chrome bumper group, optional.

blend of design, traditional dependability, and innovative technology. Drive our new Pickup Truck. It drives like something else! Volkswagen offers you two basic models ... the standard Pickup and Pickup "LX". The "LX" represents the top of the line, in terms of luxury appointments, a choice of either cloth or vinyl interiors, plus added luxuries like vent windows, chrome bumpers, AM/FM radio, trip odometer and more. The standard Pickup delivers the same kind of power, suspension, versatility, and VW durability. Both models, standard or "LX", have comfortable cabs and a tough cargo bed, plus a proven drive train. Drive the truck that looks right and feels right ... the new one, the better one ... by Volkswagen.



VW Pickup Truck Interior, Blue leatherette.

VW Pickup Truck Options and Option Packages

VW Pickup options are offered individually as well as in "packages". The Option Code Numbers will enable your VW dealer to provide information in greater detail.

- 096 Radio AM/FM (std., LX)
- 164 P175/70 SR 13, steel-belted, black sidewall tires.
- 952 P175/70 R13, steel-belted radial, raised-letter tires.*
- 955 P165/75 R13, steel-belted radial, black sidewall tires (std., LX)
- 225 1.5L Diesel engine.
- 249 3-speed automatic transmission (with std. engine only).
- 453 Radio AM/FM stereo.
- 485 Alloy wheels.
- 489 Radio AM/FM cassette stereo.
- 962 Wheel trim rings (standard Pickup only).
- 568 Tinted glass, all around.
- 573 Air conditioning (only with HD or HD Electrical Package)

- 635 Heavy-duty heat exchanger.
- 574 Steel wheel rims, 5J x 13 (std., LX).
- 930 Remote-control outside mirror, driver side.
- 968 Floor mats.
- 561 Operating vent window, in door (std., LX)
- 963 Engine block heater, 110V.
- 970 Cargo-bed tie-down rails.
- 529 Sliding rear window.
- 945 Western mirrors, left/right.
 - * 5-speed manual transmission.

*Delayed introduction.

Spot Package (standard Pickup only)

• Protective body side molding • Center console • Special instrumentation: voltmeter, oil temp. gauge, quartz-chromometer • Tachometer in instrument panel • Resealable tip odometer • Bucket seats with integrated head rests • Sports steering wheel • 5J x 13 wheel rims and P175/70 R 13 radial steel-belted tires, raised letters • Bright hub and bolt covers • Rallye trim rings • Body side stripes with identification • Seat hinge covers • Inside hood release • Instrument cluster panel, engine-tuned finish, dual-pod • Front spoiler • Window sill trim • Rallye seat trim, black • "B" pillar trim, color-coordinated • Dual-note horn

Convenience Package (optional, all models)

• 4-way wiper/washer system • Remote-control outside mirrors, left and right • Convenience light group, engine compartment light, glove box light • Tinted glass • Vanity mirror

Western Package (standard Pickup only)

• Undercarriage protection shield • Front grille guard • Cargo-bed tie-down rails • Western mirrors left & right

Bumper Group (standard, LX)

• Chrome bumpers, front/rear, with impact strips • Bumper guards, front

Heavy-Duty Package (only with Diesel option)

• Heavy-duty radiator • Alternator, 65-Amp.

Heavy-Duty Electrical Package (only with gasoline engine)

• Heavy-duty radiator fan, 200W • Battery, 63 Amp/hr • Alternator, 65-Amp.

Special Instrumentation Package (all models)

• Center console • Oil temp. gauge, voltmeter, quartz chromometer, in console • Resealable tip odometer (with std. Pickup only, std. LX) • Tachometer in instrument panel • Instrument cluster panel, woodgrain surface with bright edge, dual pod (std., LX)

Trailer Towing Package (all models)

• Trailer hitch • Wiring harness, with socket

VW Pickup Truck Specifications

ENGINE (Figures in brackets apply to Diesel engine)

Number of cylinders	4
Bore/Stroke/Displacement	4 inches — 3.13/3.15/97.0 cu. in. (3.01/3.15/89.7 cu. in.) Metric — 79.5mm/80.0mm/1588cc (76.5mm/80.0mm/1471cc)
Compression ratio	8.2 to 1 (23.5 to 1)
Horsepower, SAE net	78 hp @ 5500 rpm/76 @ 5500, Calif. (48hp @ 5000 rpm)
Maximum torque	84.1 SAE net ft. lbs. @ 3200 rpm; 82.7 SAE net ft. lbs., California (54.5 ft. lbs. @ 3000 rpm)
Fuel requirement*	Lead-free, oil states (No. 2 Diesel fuel)

*Please refer to Owner's Manual for details.

ENGINE DESIGN

Crankcase	Cast iron
Cylinder head	Aluminum alloy
Valve train	Spur-belt driven, overhead cam
Cooling system	Water-cooled, electric radiator fan, thermostatically controlled cross-flow, closed and pressurized
Fuel/Air supply	Gasoline — Continuous Injection System (CIS); electric fuel pump Diesel — Self-driven injection pump, diesel injectors, "swirl" chambers and glow plugs

ELECTRICAL SYSTEM

Rated voltage	12V
Alternator output	14V/55 Amp; 770 Watts, max.
Battery capacity	12V/54 Amp/hr (12V/63 Amp/hr, Diesel)
Ignition	Electronic, breakerless (Compression-ignition, Diesel)

DRIVE TRAIN

Clutch	Single disc, dry
Transmission, manual, standard	4-speed, transverse, front-mounted, fully synchronized transaxle, 1st gear: 3.45 to 1; 2nd gear: 1.94 to 1; 3rd gear: 1.29 to 1; 4th gear: 0.97 to 1; Reverse: 3.17 to 1
Transmission, manual, optional	5-speed (As 4-speed, with addition of 5th gear, forward 0.76 to 1)
Transmission, automatic, optional	3-speed, transverse, front-mounted transaxle, 1st gear: 2.55 to 1; 2nd gear: 1.45 to 1; 3rd gear: 1.00 to 1; Reverse: 2.45 to 1
Final drive	Front-wheel-drive, double-jointed drive axles with constant-velocity (CV) joints

CHASSIS AND SUSPENSION

Chassis	Unitized body/chassis, bolt-on front fenders; 2-door/two-passenger pickup; 6-foot-long cargo bed with removable tailgate
Front suspension	Independent, coil/shock absorber struts, negative steering roll radius
Rear suspension	Tubular axle with leaf springs locating each rear wheel

BRAKES AND WHEELS

Service brake	Power-assisted, hydraulic, dual diagonal, self-adjusting discs, front; self-adjusting drums, rear
Emergency brake	Mechanical, acting on rear drums
Rim size	4J x 13 steel rim, standard; 5J x 13 steel rim, LX model
Tire size	P165/75 D13 bias-ply, standard; P165/75 R13 steel-belted radial, LX model
Steering	Rack-and-pinion; 3.9 turns lock to lock

DIMENSIONS

Overall length	171.1"/4346mm
Overall width	64.8"/1646mm
Overall height (unladen)	56.3"/1430mm
Box width at wheelhouses	41.3"/1050mm
Box width inside, maximum	51.7"/1312mm
Box length inside, maximum	72.0"/1829mm
Box height inside, maximum	15.7"/400mm
Wheelbase	503.3"/12825mm
Front track	54.7"/1390mm
Rear track	54.1"/1374mm
Overhang, front	32.6"/830mm
Overhang, rear	34.8"/885mm
Road clearance, fully loaded	4.6"/116mm
Curb weight	1934 lbs./887kg
Payload (including passengers)	1103 lbs./500kg

CAPACITIES

Fuel tank	16.0 U.S. gallons
Engine oil	3.7 U.S. quarts
Coolant	4.9 U.S. gallons

(See "Dimensions" for box size, allowable payload.)

FUEL CONSUMPTION

EPA estimates for VW Pickup Truck were not available at publication time. Please ask your VW Dealer for the EPA Mileage Guide. Use its estimated MPG to compare with other pickups.

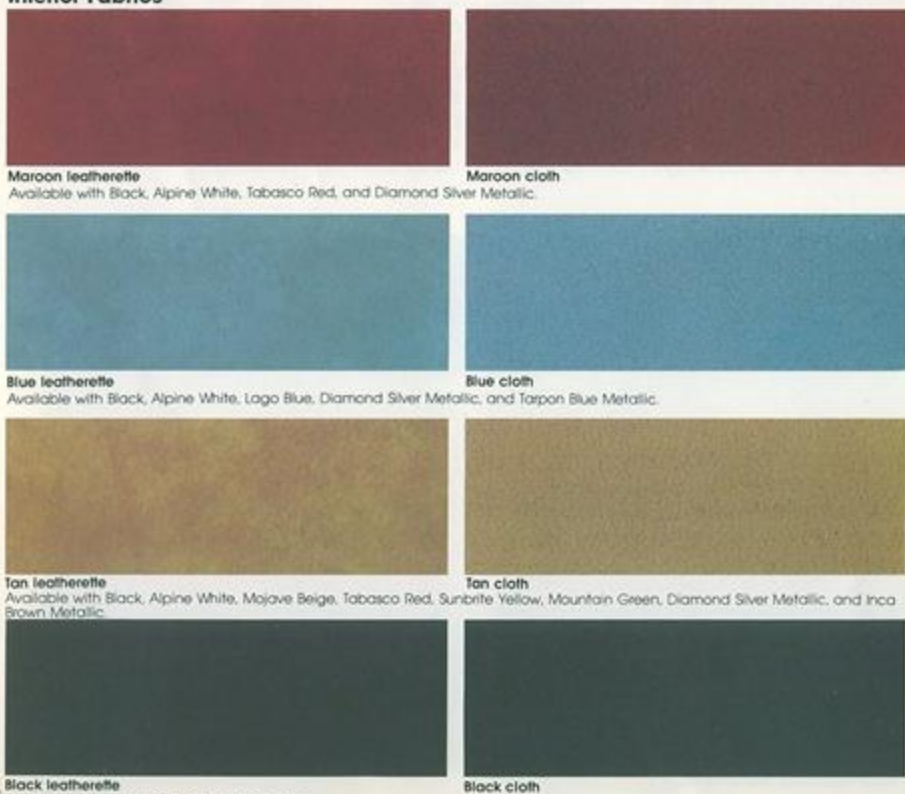
VW Pickup Truck Colors & Trims

Exterior Colors



Both standard and "LX" Pickup Trucks are offered in all ten of the exterior colors shown here. A choice of four interior trims is offered: black, maroon, tan, and blue. In standard models the trim is all leatherette. In the "LX" Pickup Truck, the trim is cloth. A leatherette trim is optional on "LX". Carpeting, door panels, dashboard and steering wheel and column are all harmoniously color-coordinated.

Interior Fabrics





Rabbit These days, "runs like a Rabbit—eats like a bird" means more than ever. And, Rabbits are big on room, comfort, handling. Quality-built to high VW standards. For 1980, we've added a convertible, too. Drive a Rabbit and discover why "anything else is just a copy."



Dasher Maintains the tradition of gracious driving. Quality has been engineered in wherever you look. Your choice of fuel-injected gasoline or Diesel power. Front-wheel drive performance. Change the pattern of your driving style. Enjoy the benefits of today's engineering in a modern sedan or station wagon.



Scirocco Aerodynamic styling by Giugiaro. Fuel-injected, overhead-camshaft performance. Real 2+2 seating comfort. Front-wheel-drive handling. Ample luggage room to match your driving lifestyle. Crisp performance. Exclusive look. Quality finish, with coachwork by Kamann.



Vanagon/Vanagon Camper This all-new Volkswagen has a new freshness! A new name. And a brand-new all-around versatility. All-new Vanagon Camper carries on a long tradition of careful craftsmanship and flawless design. Test-drive Vanagon soon. You'll discover how...

**VOLKSWAGEN
DOES IT
AGAIN**

