



Volkswagen

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Color and Upholstery Guide

'84 SCIROCCO



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

Scanned for
A2Resource.com

interior upholstery

velour cloth



Orange-brown



Blue-Grey Blue



Grey-Black

leather



Black



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

exterior colors



Alpine White



Pewter Grey Metallic



Black



Diamond Silver Metallic



Dark Red



Bronze Grey Metallic



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Volkswagen color associations

The colors shown here represent exterior non-metallic paints available on various VW models except Vanagon. For specific Scirocco exterior colors, refer to the inside of this folder.

COLOR	VISIBILITY FACTOR *	MENTAL ASSOCIATIONS	OBJECTIVE IMPRESSIONS	SUBJECTIVE IMPRESSIONS
Alpine White	90%	Neutral, Snow, Innocence	Pure, Clean, Frank	Brightness of Spirit
Cashmere White	78%	Dove	Natural	Calm
Manila Beige	76%	Vanilla	Rich	Soothing
Nevada Beige	60%	Clay, Earth	Desert	Comfortable
Mars Red	45%	Hot, Fire, Blood	Speed	Sexy, Dynamic
Royal Red	40%	Autumn	Action	Bold, Courage
Gambia Red	10%	Wine	Dignified	Sophistication
Mahogany	10%	Wood, Furniture	Solid	Warmth
Black	5%	Night	Confidence	Sexy

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 its 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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