

By Dean Batchelor

# VOLKSWAGEN

1980

**NEW— RABBIT CONVERTIBLE • PICKUP • VANAGON**  
**HELD OVER— RABBIT • Dasher • SCIROCCO**  
**DISCONTINUED— VW BUS • BEETLE CONVERTIBLE**

**I**t's 1980 at Volkswagen and the changes are some of the most important in the company's history. Briefly, there are three new models: Rabbit convertible, Vanagon and Volkswagen pickup (Rabbit based, but not called a Rabbit pickup for some reason); two discontinued models: VW bus and Beetle convertible; and the others are continued as before: Rabbit, Rabbit diesel, Scirocco, Dasher and Dasher diesel. The Jetta is scheduled for spring, 1980 introduction.

The Vanagon and Rabbit convertible are obvious replacements for the

VW bus and Beetle convertible, but the big news, to us, is the pickup.

The pickup was designed, and will be built, in the U.S. and there are no plans at present to export it, or to build it elsewhere, but VW officials admitted management at other Volkswagen manufacturing centers are considering future production. The various Volkswagen plants—Germany, Brazil, Mexico and the U.S.—are operated as separate entities and resident management can decide what they will build and what they won't build.

VW of America has built, in its

plant at Westmoreland, Pennsylvania, 171,000 Rabbits since 1978. U.S. production accounts for 14 percent of worldwide Volkswagen sales and Jim McLernon, president of VW of America, estimates VW's U.S. sales will be about 325,000 cars in 1980. Volkswagen's goal is five percent of the U.S. market by 1984, which would necessitate the sale of between 500,000 and 600,000 cars based on a total U.S. automobile sales of between 10,000,000 and 12,000,000 cars annually.

Production at the Westmoreland plant should be about 225,000 Rab-

