2008 Rabbit

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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 (hûr'e hông'kærz) 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 (bûm'pær brôd' kä'st'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 (spôt slôth) 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”
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’sər) 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.”
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.

Lane Pirate (lān pī’rēt) 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

*In applicable states. **EPA and fuel mileages are estimates only. Your fuel consumption may vary.
Hatch Hiker (hāch h′i′k r) 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.”

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.

The 5th door
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.
Dial Hunting (dɪˈl hûn′tɪŋ) 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.”

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.
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.

*C 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

- 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.

- 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.

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

- 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.

- 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.

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

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

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

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

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

- 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.

*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.
Rabbit Colors

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.

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.
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.

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

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**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.**

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<table>
<thead>
<tr>
<th>Feature</th>
<th>Mazda3 5-Door</th>
<th>Rabbit 4-Door</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine</td>
<td>4 cylinder</td>
<td>5 cylinder</td>
</tr>
<tr>
<td>Horsepower</td>
<td>156 HP</td>
<td>170 HP</td>
</tr>
<tr>
<td>Torque</td>
<td>150 lb/ft</td>
<td>177 lb/ft</td>
</tr>
<tr>
<td>Traction Control</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Warranty</td>
<td>3 year/36,000mi</td>
<td>4 year/50,000mi</td>
</tr>
<tr>
<td>Exhaust</td>
<td>Single</td>
<td>Double</td>
</tr>
<tr>
<td>Heatable Seats</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Daytime Running Lights</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Security System</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Brake Pad Wear Indicator</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>MP3 readable audio system</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>6-disc in-dash CD Changer</td>
<td>Optional</td>
<td>Standard</td>
</tr>
<tr>
<td>8-way adjustable seats</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Speakers</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Signal Mirrors</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Heatable Side Mirrors</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Heated Washer Nozzles</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Valet Key</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Fold Flat Front Passenger Seat</td>
<td>N/A</td>
<td>Standard</td>
</tr>
<tr>
<td>Rear Seat Side Airbags</td>
<td>N/A</td>
<td>Optional</td>
</tr>
<tr>
<td>Automatic Transmission</td>
<td>5-speed</td>
<td>6-speed</td>
</tr>
</tbody>
</table>

*Tiptronic®* 

Base Price

| Mazda3 5-Door | $17,925 |
| Rabbit 4-Door | $17,485 |

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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 (ˈœk-trakt) 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.”
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 #$%!@.

**Blinker Slinger** *(bling’kar sling’er)* *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.”
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

<table>
<thead>
<tr>
<th>Feature</th>
<th>2-Door</th>
<th>4-Door</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roof-mounted amplified flexible black whip antenna</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Rear/passenger side/“Rabbit” &amp; 2.5 badge</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Brake lights center high mounted stop lamp in top of rear window</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Body panels crash optimized front end</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Body color bumpers with black moldings</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Body color bumpers with body colored moldings</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Dual exhaust tips</td>
<td>s</td>
<td>-</td>
</tr>
<tr>
<td>Anti-intrusion side door beams</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Body color door handles</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Tinted glass, green</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Dual tone horns</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Dual-reflector halogen headlamps with clear, lightweight, chip resistant polycarbonate lenses</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>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</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Headlights-on warning tone, upon opening of driver’s door when ignition key is removed</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Side blinkers integrated into side exterior mirrors</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Body color mirror housings</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Driver and passenger side power exterior mirrors, heatable</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Power glass sunroof with tilt, slide, tinted glass, manual sunshade, pinch protection, and driver’s door power lock operated convenience closing feature</td>
<td>o</td>
<td>-</td>
</tr>
<tr>
<td>195/65 R15 H, all-season tires</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>205/55 R16 H, all-season tires</td>
<td>s</td>
<td>o</td>
</tr>
<tr>
<td>6.1 X 15” steel wheels, with full wheel cover</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>6.5J X 16” alloy wheels</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Anti-theft wheel locks</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Two-speed windshield wipers with variable intermittent wipe feature</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Heated windshield washer nozzles, front</td>
<td>-</td>
<td>s</td>
</tr>
</tbody>
</table>

Interior Specs

<table>
<thead>
<tr>
<th>Feature</th>
<th>2-Door</th>
<th>4-Door</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manual single-zone climate control (Climatic), CFC-free</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>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</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Immobilizer theft deterrent system</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Cruise Control</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Electric rear window defroster</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Molded door trim with cloth inserts</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Front and rear floor mats</td>
<td>-</td>
<td>s</td>
</tr>
<tr>
<td>Brake pad wear indicator</td>
<td>s</td>
<td>s</td>
</tr>
<tr>
<td>Front center armrest adjustable/folding with storage compartment</td>
<td>-</td>
<td>s</td>
</tr>
</tbody>
</table>
**Technical Specs**

**Brakes**
- HBA - Hydraulic Brake Assistant
- Power assisted front disc brakes, rear solid disc brakes
- EBD - Electronic Brake-pressure Distribution

**Engine**
- 2.5L 170hp, 177lbs-ft torque, in-line 5 cylinder engine

**Steering**
- Engine Braking Assist prevents compression-induced skidding in slippery conditions
- Electronic Stabilization Program (includes EBA, HBA and EDL)

**Suspension**
- Independent front McPherson struts with stabilizer bar
- Rear fully independent four-link suspension with coil springs, and stabilizer bar

**Transmission**
- 5-speed manual transmission
- 6-speed automatic transmission with Tiptronic® and Sport mode

**Warranty**
- 12-year/unlimited distance limited warranty against corrosion perforation
- 5-year/60,000 mile (whichever occurs first) powertrain limited warranty
- 4-year/50,000 mile (whichever occurs first) new vehicle limited warranty

**Roadside Assistance**
- Roadside assistance 4-year/50,000 mile, 24-hour, provided by Cross Country Automatic Services, Inc.
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.

- **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.

- **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 Manual Merge”**: This is one driver’s way of telling another that “Like it or not, I’m cutting in front of you.”
  - **“The Piston”**: A circular, repeating motion that is one driver’s way of asking another to roll down their window to ask for directions.
  - **“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.”
  - **“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.
  - **“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 loooong honk.
  - **“The Piston”**: An open-handed wave where no two fingers touch, commonly done out of the window.
  - **“The Spread Eagle”**: An open-handed wave where no two fingers touch, commonly done out of the window.
  - **“El Presidente”**: A high, angled wave done in two crisp motions. Almost a salute.
  - **“The Rusty Elbow”**: A motionless “wave” that is held for 3-5 seconds to make sure the intended recipient sees it.
  - **“Big Props”**: A Spring and Summer wave of thanks done through the sunroof.
  - **“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 loooong honk.

Now remember mind those city rules