

Volkswagen Cabriolet Seller's Guide



Introduction & General Information

Welcome to (possibly) the first seller's guide around for the 1979-1993 Volkswagen Cabriolet (Rabbit Convertible). On the following pages is advice for selling one of the most endearing cars ever made.

This guide is primarily for those seeking to get the best return on their "investments", but it may prove to be helpful for those looking to make a quick sale as well.

Step One

Repair anything mechanical that needs immediate attention:

- Leaks (fuel, oil, coolant, etc.)
- Squeaks, rattles, knocks, etc.
- Safety issues (brakes, tires, lights, etc.)
- Clean up the engine bay as best you can

Step Two

Remove any personalization/junk from the car:

- Stickers
- Flowers, cassette tapes, rearview mirror dangles, hula girls, etc.
- Trash and other miscellaneous crap that doesn't belong in the car
- Seat covers (don't wait for a buyer to do it for you; plus, in photos, seat covers indicate potential seat issues)
- Any parts you're not selling with the car: wheels, suspension, aftermarket headlights, etc.

Step Three

At the very least, clean the car inside and out. It is best, however, that you take the time to detail the car (or pay an expert to do it for you).

- Wash it (including the top and wheels!)
- Wax it
- Shine up the tires and other rubber items
- Vacuum it
- Clean the upholstery

Curb Appeal: If You Want Top-dollar For Your Cabriolet, Make It Presentable!



Do NOT present the car to perspective buyers filthy. Take the time to clean the paint, wheels, and roof, *then* take photos; keep it clean for in-person views.



Do NOT leave seat covers on. Buyers want to see the condition of the upholstery. (Same goes for front-end covers, aka bras; take 'em off!)



Do NOT show a filthy engine bay. Not that it was, but the engine above appears to have been flooded with mud.



Do NOT present the car with trash or personal possessions still inside.



Do NOT present the car with filthy upholstery, door panels, headliner, and top boot. Take the time to clean it all, *then* take photos.



Put the roof all the way down, unless it doesn't go down all the way due faulty struts.

Ad Text Don'ts

Do NOT spell any name incorrectly, especially when the name is right there on the car!

Do NOT call it a trim level it is not. If you are unsure about what trim level it is, leave that part out. The Cabriolet at right is a Best Seller, NOT a Boutique!

Do **NOT** ever place an ad in ALL CAPS!!

Do NOT call your car a "Karmann Edition"; there is no such thing!! The Karmann badges are on ALL Cabriolets giving credit to Karmann Koachworks, the factory that built the cars.

Do NOT leave out punctuation!! Write/type your ad in clear, concise sentences and break up long ads with paragraphs and lists. The ad to the right is one I wouldn't bother taking the time to read. If you don't take the time to properly write/type your ad, I as a potential buyer am not taking the time to read it... period.

Describe the car as much as you can, but succinctly: what's good/great about it, what's wrong with it, what its cosmetic flaws are. Don't exaggerate and be honest.

Real Example Ad From the Internet

1988 VOLKSWAGEN CABRIOLET KARHMANN BOUTIQUE CLEAN!



THIS IS AN 88 VOLKS CABRIOLET KARHMAN EDITION BLAUPUNKT CASSETTE RADIO AM/FM CONVERTIBLE THE ONLY THING THAT DOES NOT WORK IS THE HEATER BLOWER I JUST NEVER CHECKED IT OUT TO FIX IT NO TEARS OR RIPS IN TOP OPENS AND CLOSES NO PROBLEM NO LEAKS 4 CYL HAS BEEN SITTING MAY NEED A GOOD TUNE UP BUT I HAVE BEEN DRIVEN IT AROUND TOWN AND IT GOES FINE NO PULLING OF THE WHEEL NO SHAKING NEVER IN AN ACCIDENT NO LEAKS NO DRIPS VERY CLEAN FOR THE YEAR IT IS INTERIOR NO CRACKS ON THE DASH NO TEARS OR RIPS IN THE SEATS I JUST BOUGHT SEAT COVERS TO HIDE A COUPLE STAINS STEERING WHEEL COVER IS NEW CAUSE STEERING WHEELS IS OLD.AND DIRTY. RUGS ARE MINT NO RIPS MATS ARE VW CLEAN.. I ACTUALLY USED IT TO COME BACK FROM MARYLAND RUNS GREAT WHEN COLD IT IS A LITTLE ROUGH GOTTA GIVE IT GAS TILL IT WARMS UP NOTHING A FINE TUNE CANT TAKE CARE OF ... THIS CAR COMES AS IS NO WARRANTY NO FIXING AS IS!! NO REFUNDS !! ITS A GREAT RUN AROUND TOWN CAR !CHECK OUT THE PICS IT IS REALLY CLEAN A DROP OF RUST ON THE BACK TRUNK NOTHING BIG AT ALL AND A LITTLE DENT IN THE HOOD BARELY NOTICEABLE. CHECK IT OUT THIS IS A NO RESERVE AUCTION HAPPY BIDDING BUYER PAYS SHIP FEES OR LOCAL PICK UP OK.. CASH IN PERSON OR PAYPAL! I HAVE THE RIGHT TO END AUCTION WHENEVER IF SOLD HERE AT HOME THANK YOU IS FOR SALE LOCALLY TO !!"

Ad Photograph Don'ts



Do NOT take photographs at night or in low light... the car needs to be seen!



Do NOT take photographs inside a showroom without proper lighting, especially for metallic/pearl paints.



Do NOT take photographs at high noon, or at an angle that creates harsh shadows. Also do NOT aim the camera into the sun.



Do NOT bother taking pictures of the front seats if you're not going to remove the seat covers.



Do NOT post photographs with a low resolution.



Do NOT take photographs from far away.



Do NOT take photographs that cut the car off. Smart Phone users: Turn the phone horizontal!!!



Do NOT take photographs of the interior in such a way that essentially hides it from view.



Do NOT take photographs that do not clearly show any problem areas or damage.



Do NOT take photos of the car with a bunch of crap behind it.



If photos are the incorrect orientation, do NOT leave them that way... rotate them before posting.



Do NOT post thumbnails as your only photos.



Do NOT take photos inside your garage unless it is well-lit and clean (i.e. little to no stuff on the walls).



If the car has its top boot, do NOT take photos with the top down without it in place.



Do NOT have people in your photos; let the car speak for itself.



Do NOT use lousy lighting when photographing the interior, especially light-colored upholstery.

Photograph Do's



DO take photos out in the daylight with a pleasant background.



DO take close-up photos of the car's flaws, if any.

Minimum Photos To Post In Your Ad: 4

Engine bay



Interior (roof down to get best angle)



3/4 Views ~ Top up, top down; driver side, passenger side

