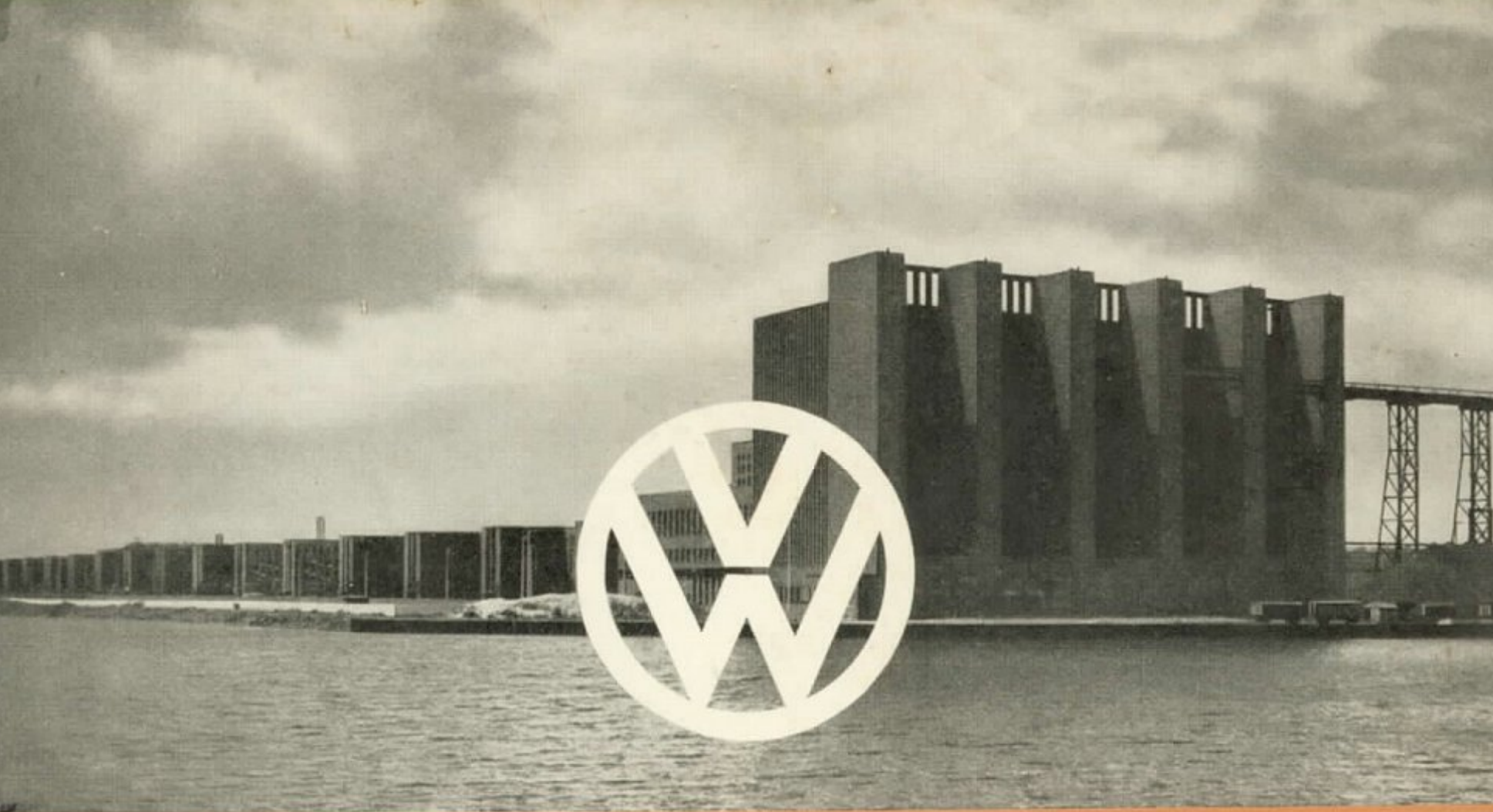




Sole Distributor

THE **HOFFMAN** MOTOR CAR CO. INC.

NEW YORK: *Executive Office & Showroom*

487 PARK AVENUE AT 59th STREET

Branch Showroom: 1877 BROADWAY AT 62nd STREET

Service: HOFFMAN V-W BUILDING, 429 EAST 74th STREET

CHICAGO *Showroom:* 65 E. SOUTH WATER STREET

Service: 5652 N. BROADWAY

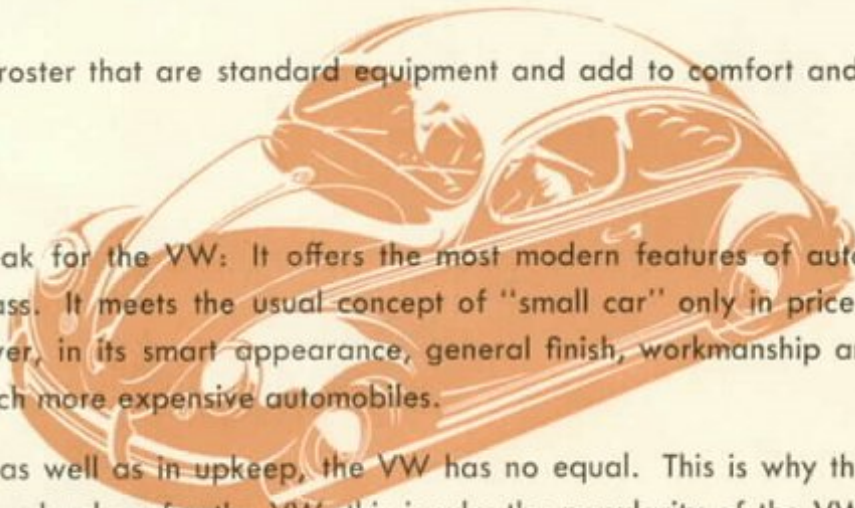
Dealer:

Here are some of the features that lift the VW out of the general class of small cars:

- Two luggage compartments, under the front hood and behind the rear seats.
- Well-shaped seats and back rests, well sprung and upholstered, to add to traveling comfort.
- Wide range adjustment of front seats and foldable backrests that make for ease of entry and exit.
- Well equipped dashboard with instruments that show at a glance, day or night, if everything is all right.
- Large area windshield and side windows that give full vision all around.
- Ten gallon tank with reserve that provides a driving range of approx. 400 miles between fuel stops.
- Heater and windshield defroster that are standard equipment and add to comfort and safety in winter travel.
- No-Draft ventilation.

To sum up the facts that speak for the VW: It offers the most modern features of automotive design in the lowest price class. It meets the usual concept of "small car" only in price and in economy of operation; however, in its smart appearance, general finish, workmanship and performance it is the equal of much more expensive automobiles.

Dollar for dollar, in first cost as well as in upkeep, the VW has no equal. This is why the great majority of car users in its homeland prefer the VW; this is why the popularity of the VW in the U. S. A. is growing rapidly every day.



The VW engine is located in the rear of the car, the best protected location. The complete unit can be removed in 15 minutes for easy access to all components. This feature keeps service and repair charges to a minimum.

THE VW CHASSIS . . .

a pressed steel frame with central tubular "Back-Bone." The ribbed steel platform protects the underside of the car like an armor plate and, at the same time, assists in streamlining. The rear mounting of the very light (100 lbs.) engine and the fact that all variable load, i.e. passengers, fuel and luggage, is positioned between the axles, permits the best possible weight distribution. This, together with the low center of gravity and independent suspension on all four wheels by torsion bars, results in the outstanding roadholding for which the VW is famous. Add to this the quick, precise and finger-light VW steering and you have all the qualities that enable specially built racing cars to negotiate even the sharpest turns at high speeds in fullest safety.

THE VW BODY . . .

with its aero-dynamic, wind-tunnel tested shape, of all-welded, heavy gauge steel construction is an example of true functional beauty. After rust-proofing, the body is painted by the latest dipping process, then baked to ensure a durable, attractive lustre in a choice of attractive colors.

The answer to discriminating demands.

The  *—proven everywhere, desired everywhere*

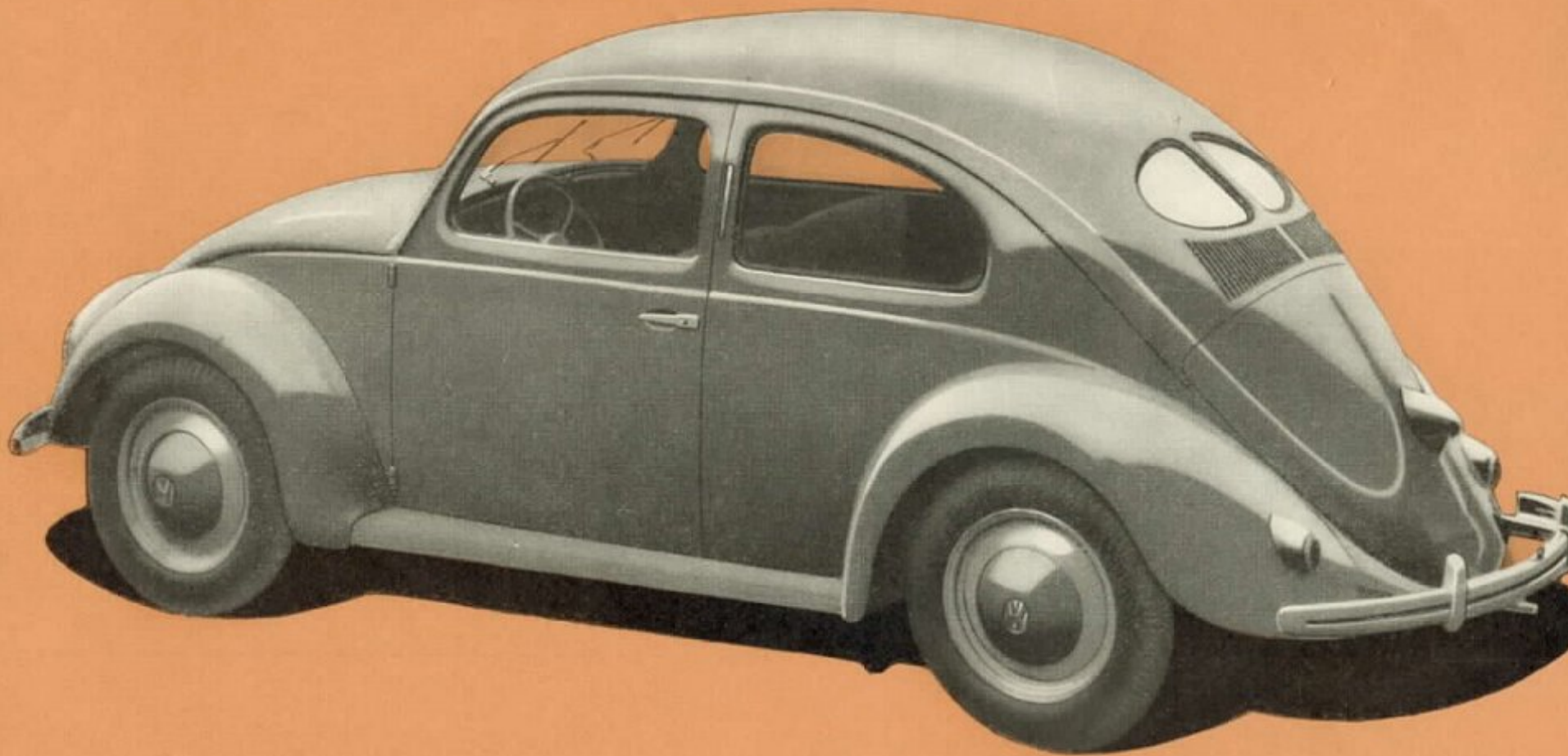


THE SUNSHINE ROOF SEDAN

— suitable for any weather.

A concept of true economy

The  —many years ahead of its time



THE STANDARD SEDAN

for highest value at lowest cost

The owner's Pride and Joy

The *— Masterpiece in Automobile Design*



THE DE LUXE SEDAN

The ultimate in riding comfort. Luxurious interior and exterior finish. Arm rests front and back; 8-day clock; hydraulic brakes.

NEAREST TO PERFECTION . . .

The definition of Perfection is: An imaginary ideal, constantly strived for by man. Although out of reach, it can be closely approached. The VW is the nearest approach to perfection in the small car field. A bold claim, yes, but proven by its performance, its successes and its reputation.

THE VW ENGINE

The heart of this lively little car is its four-cylinder, valve-in-head, aircraft type engine with heretofore unheard of performance, economy and durability. The flat brake horsepower curve of this engine assures utmost flexibility in High (3rd) gear. The Overdrive (4th) gear permits the car to be driven all day long at 65 m.p.h. with genuine economy of 40 miles per gallon. At this cruising speed the engine turns a mere 3000 RPM, equal to a piston speed of less than half of the generally accepted 2500 feet per minute.

Perhaps one of the most outstanding features is the air-cooling. Just think, no boiling radiator in the hottest summer, no Anti-Freeze worries in winter. Yet, the cooling is adequate for even the most extreme conditions. A large Turbo-Fan, thermostatically controlled, forces air over the engine, always at the correct pressure and temperature. Another important feature is the cooling of the engine oil. The force-feed lubrication system incorporates an oil radiator, assuring low oil temperatures at sustained high speed driving.

In a class by itself.

Wherever real automobile enthusiasts get together, and whenever the conversation turns to progress in automotive design, the name VW is certain to be mentioned.

Such is the reputation of this car that it has become the criterion of "small car" construction among even the most discriminating buyers of automobiles. A reputation like this had to be earned. Even the 1939 VW model already incorporated four years of painstaking development and over 1 ½ million miles of actual road tests. The war years served as a final test. In the guise of a military vehicle the VW did yeoman service under all sorts of going. From the torrid heat of the sandy African deserts to the bitter cold of the snow-covered Russian plains it fulfilled the severest demands in a manner unequalled in history.

Today the VW is the leader in the international field of small cars; the masterpiece of the most modern European automobile factory, the most popular of all German cars, not only in the homeland but anywhere in the world.

Well over 100,000 VWs have been built, and sold since 1945; indeed a proud record and a well deserved success. They wind their way, fleet, nimble and untiring, through the heavy traffic of the largest cities in the world — a pride and joy to the hundreds of thousands that are so well served every day by them — a pride and joy also to the engineers and more than 10,000 workers who build them.

TECHNICAL DATA

ENGINE:

4-cylinder, horizontally opposed.

bore 2.593"

stroke 2.520"

displacement 69.014 cu. "

compression ratio 5.8:1

valves in head

lubrication full pressure

carburetor downdraft

ignition battery, 6 volts

cooling air, by turbo-fan

PERFORMANCE:

at cruising speed of 65 mph

Brake H.P. 24

R.P.M. 3,000

Piston speed 1,144 ft. p.m.

CLUTCH:

type single plate, dry

TRANSMISSION:

ratio in First 1:3.6

Second 1:2.07

Third 1:1.25

Fourth 1:0.8

Reverse 1:6.6

overall ratio in rear axle 1:4.43

CHASSIS:

suspension torsion bars

shock absorbers double acting, hydraulic

steering worm and nut

turning circle 33 ft.

tires 5.00-16

BRAKES:

Deluxe foot: hydraulic on all wheels

hand: cable to rear wheels

Standard foot and hand: cable to all wheels

DIMENSIONS:

wheelbase 94.5"

track, front 51"

" rear 49.2"

overall length 150"

" width 60.5"

" height 61"

ground clearance 8.5"

WEIGHTS:

Dry weight 1554 lbs.

curb " 1609 lbs.

FUEL CONSUMPTION:

average, at cruising speed 40 m.p.g.

tank capacity 10.5 gals. incl. reserve

