

Are you cut out
for a Volkswagen?



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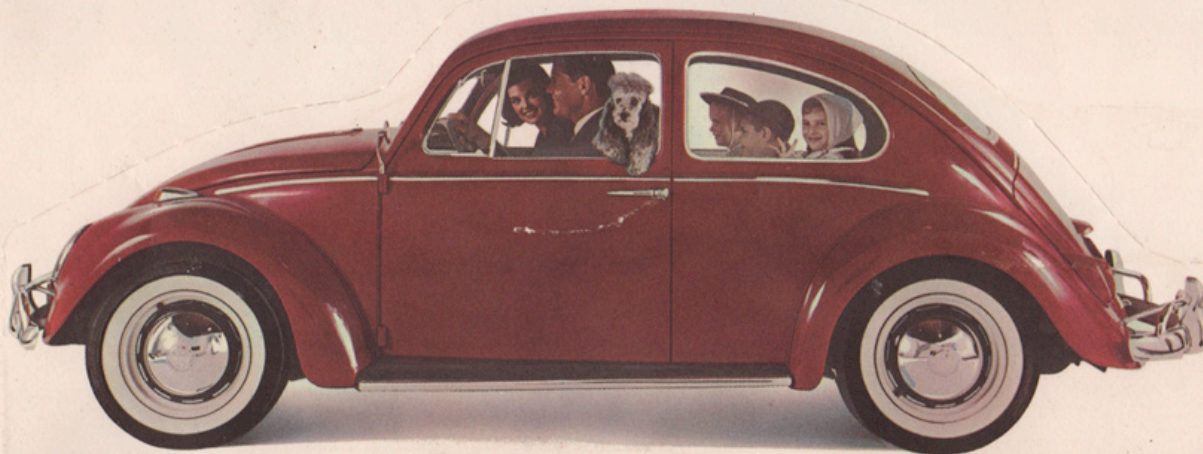
LITHO IN U.S.A.

Detach your Volkswagen cut-outs. Line them up. Walk around them. Kick a tire. (Gently.) And see if there isn't an empty space in your life that only a Volkswagen can fill.

This is a Volkswagen. You see one, you recognize it. It is never changed just to make it look different, only to make it work better. Since 1949 the Volkswagen has been working better 2,132 ways. That's how many improvements have been made, mostly where you can't see them. In the engine, for example. With a

magnesium/aluminum alloy block machined to such close tolerances you can run it at top speed first time you drive it. This engine is in the back for direct power to the rear wheels—for firm traction through mud, sand, snow and ice. It almost never needs oil between changes. Never needs water, because it's air cooled. Can't boil over. Ever. Can't freeze or rust either. And you get 29 miles on a gallon of gas.

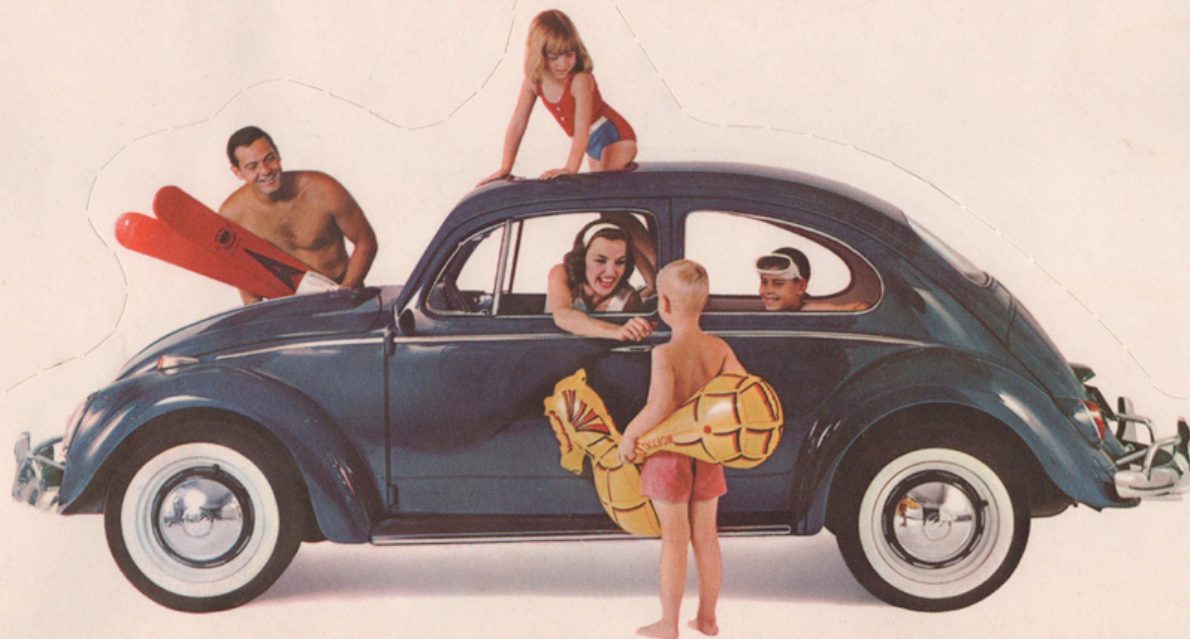
This is a Volkswagen. ... It couldn't be anything else.



You need it like you need a hole in the roof. This one you do. It's the VW Sun-roof. The 15 by 26 inch sliding panel fits tight and strong. Made of the same heavy gauge steel as the rest of the roof. Closed, the top looks like the regular VW Sedan. Until you reach up with one hand (even while driving) and crank back the panel, smoothly and safely.

Then, you open the way to big things: Like letting in all outdoors—fresh air and sun. Like piling in kids and equipment for the beach. Water skis. Fishing poles. Yule logs (different season). Bass fiddles (on suitable musical occasions). Giraffes (not really).

You name it; you've got it. ... In the Volkswagen Sun-roof Sedan.



Take down the top of the Volkswagen Convertible... and shed light on the subject. Of all around, all-year use. It's another solid example of VW workmanship. Except for the top. Which is a soft example of the same. It fits flawlessly, with one-inch thick horsehair and rubber padding sheathed between vinyl fabric on the outside and leatherette inside. This padding conceals all struts and cross bars. It

insulates against noise. And helps keep out heat in the summer and cold in the winter. The top overlaps the window frame to make the Convertible as weather-tight as a Sedan. The rear window is clear safety glass, bonded securely in its frame. It won't darken, scratch or cloud up.

Top up, the VW Convertible Sedan is snug and sleek. Top down, it's airy and rakish.



You wouldn't know it to look at it, but underneath it all the Karmann Ghia is a Volkswagen. It has exactly the same air cooled engine as the regular VW models. The same trouble-free performance. The same mileage. ...But look what it's inherited from the Italian side of the family: A low-slung body, gently sloping hood, clean understated lines. The design is by Ghia of Turin. It is custom built by famed coachmakers Karmann of Osnabrück, mostly by hand. It has a low

center of gravity. Corners like a sports car. Holds the road firmly. It is synchromeshed in all four gears. Accelerates with smooth, steady power.

The Karmann Ghia is the kind of car that could very easily become a part of you. You may find yourself stroking its hood when you park it.



The Karmann Ghia Convertible is open to sun and sky. You expect sports car nimbleness—and get it, through torsion bars and four-wheel independent suspension. You have luggage space up front and behind the jump seat—which folds down for even more storage. The smooth-fitting top is vinyl on the outside, leatherette on the inside. There's a built-in

heater and defroster, windshield washer and electric wipers, fresh air ventilating system, vinyl side panels, front passenger grab handle, a silent electric clock, a jack and tool kit. All standard equipment.

The Karmann Ghia has just about everything we would want in a car. Except you.



You've seen the car in the circus that disgorges unbelievable numbers of people? Well, the circus car is a trick. But the VW Station Wagon is for real. It collects kids, up to 12 (numbers of, not years old). Adults, up to 9. Skis, ski poles, supplies, equipment—up to the roof. And out of it. Through the sunroof. The Station Wagon

is only a few inches longer than the Volkswagen Sedan. Yet it has 170 cubic feet of space. About twice as much as a conventional station wagon. The space becomes even more spacious with the middle seat removed. It doesn't just fold down. You take it out completely.

Want an all-around station wagon that's as easy to handle and park—and as inexpensive to run—as a car? And can work like a truck? Like a bus?



Behold! The many-sided Volkswagen Campmobile. The wide side. Wide open: For camping. For going. For stopping. For fun. Take it on tour and you've got it made. Beds for 2 adults and a youngster. Plus more space for more beds (if you need them) and more of everything else under the optional tent. Which, until you need it, is packed away on the luggage rack—in an unassuming weather proof bag. Then, in minutes, it assumes its sturdy 6½' by 9½' proportions. Either fastened to the side of the vehicle or free standing. (So you can leave it at the campsite while you scoot off in the car to get things.) The tent is the first floor of your split-level. The car itself is the rest. That's where you'll find an ice box, water tank

(with pump), dinette. And... paneling, upholstered seats, storage compartments, clothes and linen cabinets, curtains. Plus, the optional Pop-up Top for extra head room and ventilation. ...All this helps make you and your family a band of snug little Indians. With no worry about reservations. Because you've got your hotel with you. The tips alone that you save can take you a long way. Because you get long mileage—over 20 miles to a gallon of gas, and 30,000 miles on a set of tires.

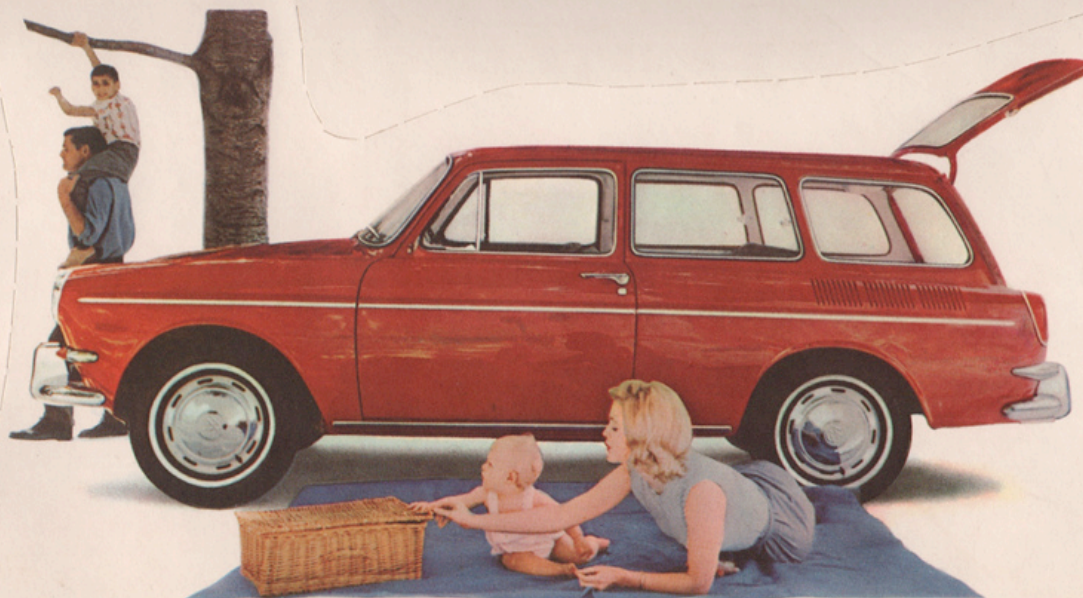


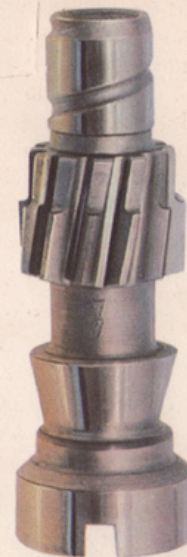
The Volkswagen Squareback Sedan looks different, but it's basically a "Bug." You know what that means: Mileage that makes you think someone's been sneaking extra gas into your tank. Smug smiles at overheated cars at the side of the road. Because it could never happen to you, with your air-cooled, can't-freeze-or-boil-over engine. Parts, when and where you need them. ... Plus other nice things. Like synchromesh transmission and the rugged shield-protected chassis.

And then, to top it off, you've got the squared-off body. With storage space

in the back. That's where you'll find the new 65 horsepower engine—tucked in under the back flooring. This location makes for more room inside and better traction outside. And even at top cruising speed of 84 miles an hour, the ride is comfortable—each wheel leveling the bumps through torsion bars and independent suspension. With smooth riding for five passengers: two up front in the bucket seats, three in the back. Get rid of the backseat drivers and put down the back, and what have you got? You've got a backful of beautiful space (42.5 cubic feet) for carrying things for pleasure or business.

So, if you're thinking a little bigger: Think Squareback.





#111-105-231

This is a Volkswagen distributor-drive pinion. Part No. 111 105 231. You'll probably never see it except in this picture. Because the average Volkswagen dealer almost never sells this part. Even so, your VW dealer always has this part on hand or on tap. All the time. Along with every other Volkswagen part.

Need a part? Any part. Pick a VW dealer. Any VW dealer. Any place in the world. ...You've got your part.

That goes for service, too. Part and parcel of the VW concept: You buy a Volkswagen. Right price. Good running. Easy on gas. Easy on repairs. ...But if you do need repairs, an expert, factory-trained mechanic is at your service. When you need him. Where you need him. Any place in the world. This very minute.

These are the specifications. They tell another part of the Volkswagen story. They are to be held in your hand and read as you walk around your

VW cut-outs. Then go see the real thing. At your local authorized VW dealer. He's in the telephone book. He's in the business of selling and serv-

ing Volkswagen Sedans, Convertibles, Karmann Ghias, Station Wagons, Campmobiles — and Squareback Sedans.

ENGINE: Horizontally opposed 4-cylinder 4-stroke engine in rear. Lubrication: pressure feed by gear pump; oil cooler. Air cooling by fan. Downdraft carburetor with automatic choke and oil bath air cleaner. **ELECTRICAL EQUIPMENT:** Battery ignition. Flashing indicators combined with stop/tail lights. Starter switch with non-repeat lock. **FINAL DRIVE:** Single plate dry clutch, fully synchronized transmission, differential and swing half shafts to the rear wheel. **CHASSIS:** Frame with central tunnel forked at rear with welded-on platform. (Station Wagons: body integral with frame). Independent torsion bar suspension of all four wheels. Stabilizer on front axle. Hydraulic steering damper. Hydraulic foot brake operating on four wheels. Mechanical hand brake operating on rear wheel. Full tank capacity 10.6 U.S. gallons; reserve shown on fuel gauge.

SPECIFICATIONS	Sedan	Convertible	Karmann Ghia	Standard Station Wagon	Deluxe Station Wagon	Campmobile	Squareback Sedan
Engine							
Bore & Stroke	3.03x2.72	3.03x2.72	3.03x2.72	3.27x2.72	3.27x2.72	3.27x2.72	3.37x2.72
Displacement	78.42	78.42	78.42	91.10	91.10	91.10	96.66
Compression Ratio	7.3	7.3	7.3	7.5	7.5	7.5	7.7
Horsepower	50	50	50	53	53	53	65
Transmission							
Ratios 1st-4th gears and reverse	1st - 3.80 2nd - 2.06	3rd - 1.32 4th - 0.89	R. - 3.88	1st - 3.80 2nd - 2.06	3rd - 1.22 4th - 0.82	R. - 3.88	***
Final drive	4.375	4.375	4.375	4.375	4.375	4.375	4.125
Measurements							
Wheelbase	94.5"	94.5"	94.5"	94.5"	94.5"	94.5"	94.5"
Track front	51.4"	51.4"	51.4"	54.1"	54.1"	54.1"	51.6"
rear	51.2"	51.2"	51.2"	53.5"	53.5"	53.5"	53.0"
Overall length	160.2"	160.2"	163.0"	168.5"	168.5"	168.5"	166.3"
width	60.6"	60.6"	64.3"	68.9"	68.9"	68.9"	63.2"
height	59.1"	59.1"	52.4"	75.8"	75.8"	15.8"	58.1"
Shipping weight	1720 lbs.	1808 lbs.	1830 lbs.	2502 lbs.	2535 lbs.	2959 lbs.	2095 lbs.
Maximum load	838 lbs.	793 lbs.	728 lbs.	2062 lbs.	2029 lbs.	1605 lbs.	992 lbs.
Gross weight	2558 lbs.	2601 lbs.	2558 lbs.	4564 lbs.	4564 lbs.	4564 lbs.	3087 lbs.
Performance							
Maximum & cruising speed	75 mph	75 mph	80 mph	65 mph	65 mph	65 mph	84 mph
Climbing ability (1st gear)	44.5%	42.0%	42.0%	28%**	28%**	28%**	46%
Fuel consumption	29 mpg*	29 mpg*	30 mpg*	23 mpg*	23 mpg*	23 mpg*	28 mpg*

*Consumption plus 10% with half the payload at a steady ¾ of top speed on level road.

**At maximum permissible load.

***As VW Sedan.

33-00-66040

Specifications subject to change without notice. Latest colors and interior appointments may be seen at your Authorized VW Dealer.

