



Why is a Volkswagen like

no other car on the road?



The first thing that distinguishes the Volkswagen from any other car on the road is its shape. Everyone recognizes it. If you drove a VW around the world, you would find your car well-known wherever you went. Owning a VW makes you a member of an international driving fraternity over 5 million strong — all enthusiasts. The unique VW design was created with a stubborn singleness of purpose: the production of an honest, functional car. Therefore, there is a reason for the shape of every VW part; indeed, for the shape of the car itself. For example, all 3 models of the Volkswagen (De Luxe Sedan, Convertible and Sedan with sun-roof) are designed to reduce wind resistance and cut fuel consumption. Even the underside of the car is a smooth sheet of steel. More of VW's patient attention to detail is unfolded on the reverse of this flap.

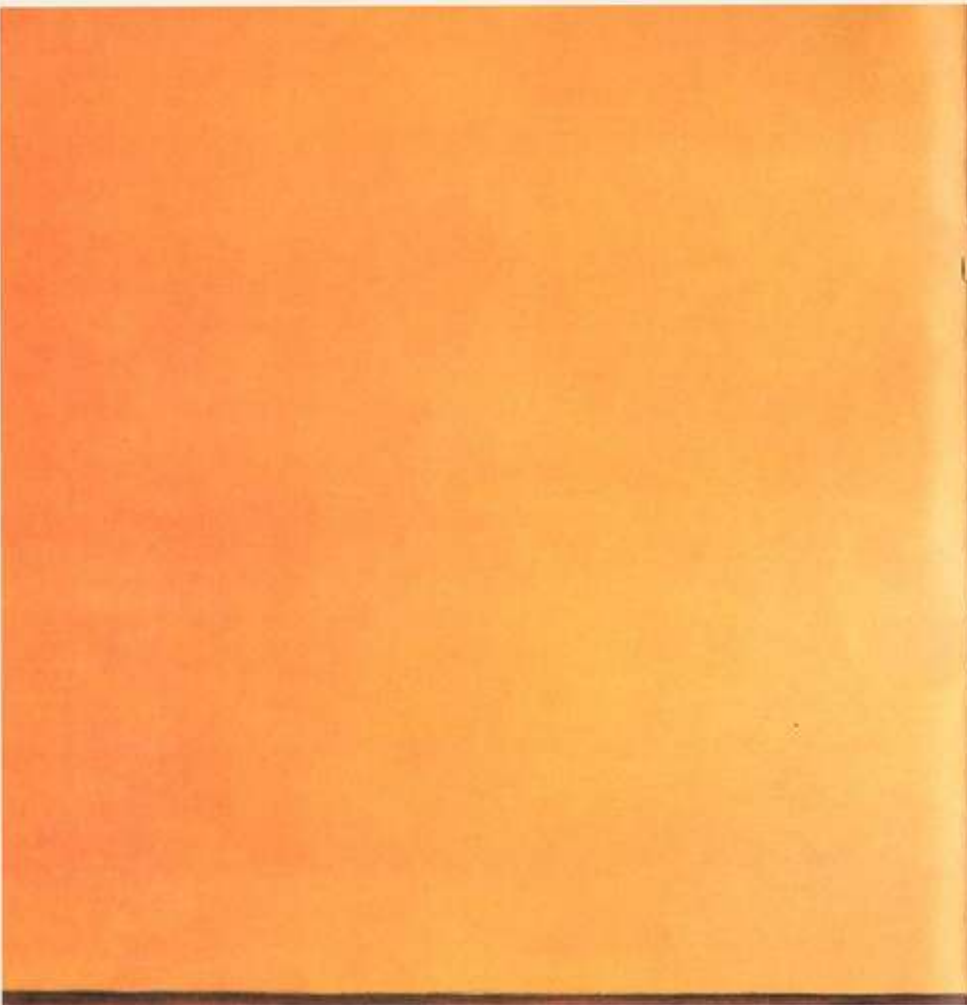
You can depend on your Volkswagen to take you around town or around the world. Economically. Efficiently. In timeless style. The VW is designed to last, not to become obsolete. Actually, the VW changes continually throughout each year, but these are not changes you merely see. VW changes its car only to make it better; its heart and face remain the same. For this reason, the Volkswagen is one of the most gratifying cars you can own. And for this reason also, used VWs have remarkable resale value; a VW depreciates less than any other imported car. The Volkswagen is a first car and a second car, depending on what you want. It is a city car and a country car, depending on what you need. Above all, a Volkswagen is a car you will love to drive. It restores a sense of personal control and pleasure that is almost lost in this push-button era.



Volkswagen's precision comes as a revelation to people who are accustomed to other cars. The excellence of its workmanship is striking. You can see it in the way a VW is put together. Tightly. Solidly. Every part down to the smallest component is tested for accuracy and fit, an impossible luxury in most mass-produced cars. It stems from a tradition of craftsmanship severe enough to reject a car because of scratches barely visible to the naked eye. A tradition thorough enough not only to spray each car 3 times with enamel, but to submerge it in paint before it is sprayed, building up a coat on surfaces you never see and acting as a shield against corrosion. More than 3500 VW workmen have only one job: to inspect VWs at each production stage. As a result, the VW is made with such close tolerances that it is airtight; we are told it will even float on water.

The extent of Volkswagen craftsmanship is reflected in the special features of the 3 VW models. The top of the VW Convertible, for example, is like no other. Put it up and it overlaps the windshield frame to form a weather-proof, airtight seal. The Convertible top is unusual in other ways: it has a safety glass rear window that will not scuff or fog. It is lined and padded so that no struts or crossbars show. The lining acts as a heat and sound insulator, too. The patter of rain is almost inaudible; you have to look out the window to see what the weather is doing. The VW Sedan with sun-roof is identical with Volkswagen's De Luxe Sedan, except for its slide-back top which adjusts easily, even while you are driving. It allows you to control your own weather in a steel-topped car; you get just the amount of sun and breeze you want — or none.

You can depend on your Volkswagen to take you around town or around the world. Economically. Efficiently. In timeless style. The VW is designed to last, not to become obsolete. Actually, the VW changes continually throughout each year, but these are not changes you merely see. VW changes its car only to make it better; its heart and face remain the same. For this reason, the Volkswagen is one of the most gratifying cars you can own. And for this reason also, used VWs have remarkable resale value; a VW depreciates less than any other imported car. The Volkswagen is a first car and a second car, depending on what you want. It is a city car and a country car, depending on what you need. Above all, a Volkswagen is a car you will love to drive. It restores a sense of personal control and pleasure that is almost lost in this push-button era.



The Volkswagen has a remarkable ability to outperform conventional cars: it travels effortlessly under the most extreme temperature conditions because its engine is air-cooled. Since air will not boil as water does, the Volkswagen will not overheat, even on long drives at top speed in hot weather. The temperature of the VW engine is controlled by an ingenious blower system which works harder as the car goes faster. As the engine temperature changes, a thermostatic control automatically varies the surge of air drawn in by the blower. (This blast of air also whips through the VW's oil cooler, an oil cooling technique found only in the most expensive sports cars.) The thermostatic control also prevents the VW from overheating in stop-and-go traffic. You will not join the long line of cars with raised hoods cooling off at the edge of the road.

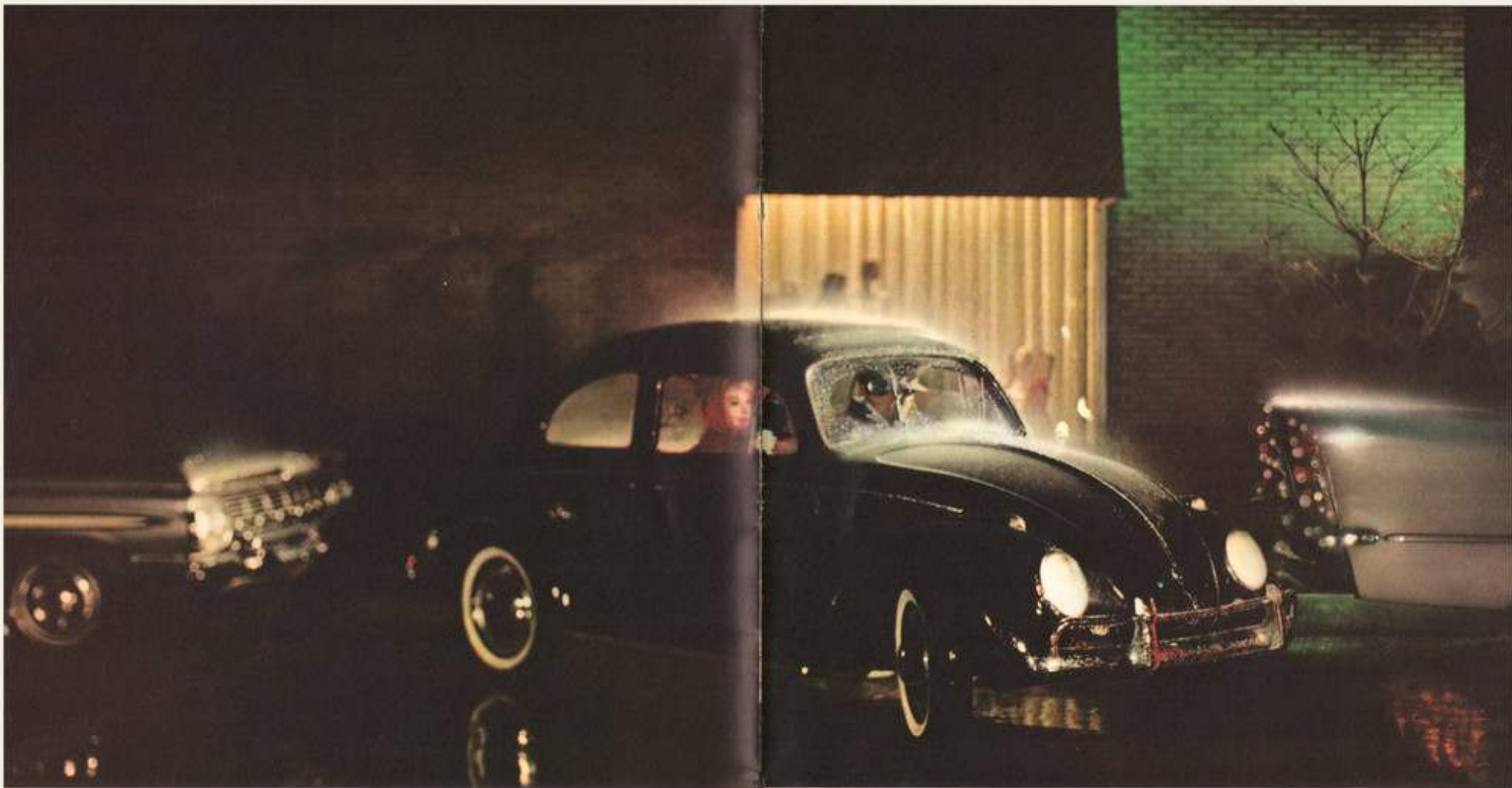


As a Volkswagen owner, you have this distinct advantage: aside from the water that goes in the battery and windshield washer, the only water your VW needs is the water you wash it with. Because the VW engine is cooled with air, not water, there are no radiator problems. No possibility of rust or leaks. No chance of damage from water freezing. No water pump is necessary. No anti-freeze. You can park your VW outside in sub-zero weather or dig it out of a snowbank and still have the engine leap to life the minute you turn the key. And, since the engine temperature is thermostatically controlled by the blower system, your Volkswagen is warmed up and ready to roll in seconds – even in the coldest weather. The Volkswagen's built-in heater and defroster (standard equipment) circulate a flow of warmed air throughout the car.



The Volkswagen behaves superbly under driving conditions that keep other cars off the road. Unlike conventional cars, the Volkswagen's engine is in the back, giving the rear wheels superior traction. As a result, the Volkswagen can climb steep, slippery hills with ease. You can drive with aplomb through mud, sand, ice or snow. Where other cars skid, you go. And Volkswagen's rear engine gives you the most efficient, economical use of the power you have because there is no long drive shaft. The Volkswagen's rear wheels receive more direct power from the engine. Volkswagen's rear engine has other advantages, too. It allows the hood to be tapered smartly in front; you can see more of the road, almost directly up to the front of the car. And it gives you a quieter ride; in your Volkswagen, you drive away from the sound of the engine.

A major reason for Volkswagen's superior roadability is its unique suspension system. All 4 wheels are individually suspended to give each wheel independent springing action. Some cars have their front wheels individually suspended, but the rear wheels are usually attached to a solid rear axle. Therefore, a road jar on one rear wheel is transmitted directly to the other, causing the car to bounce. VW's suspension allows each wheel to follow the contour of the road, thus maintaining better contact and giving you uncanny control over rough roads. Since VW's steering is independent of its suspension, road jolts are not transmitted to the steering wheel; the wheels can't be jarred off course. An anti-sway bar gives you extra stability at high speeds. And it also lets you take curves more smoothly. Your VW handles and corners like a sports car.

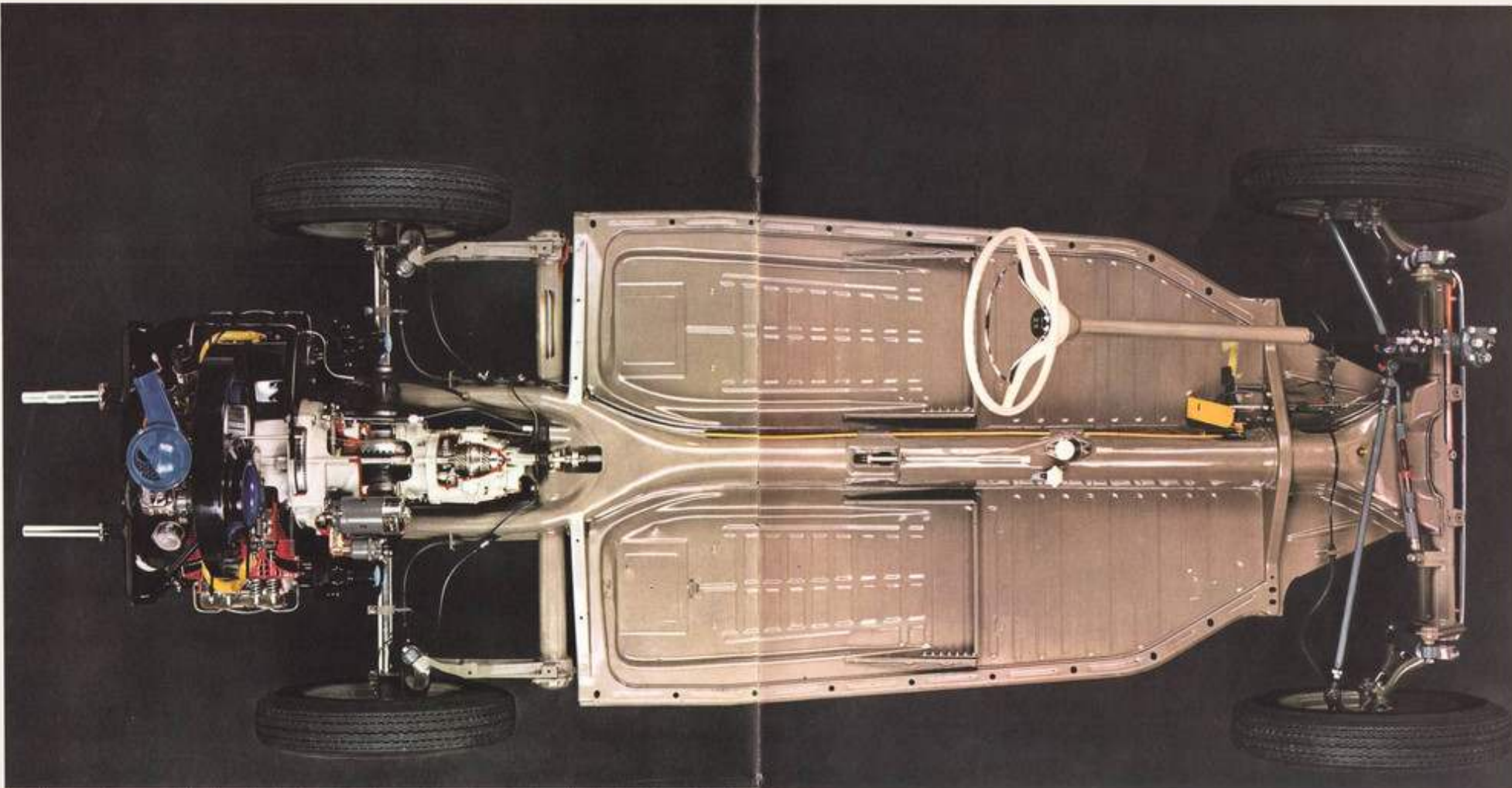


Behind the wheel of a Volkswagen, you enjoy the fun of driving one of the most responsive, maneuverable cars on the road. One reason, of course, is its size. The VW is a good 4 feet shorter than conventional cars. It can shoehorn into parking spaces that other cars must pass by. All the power equipment a VW needs is a driver. Even women who normally shy away from manual shifting are delighted at the way the VW floats from gear to gear. And you steer clear of the throng because the VW's pickup in traffic is excellent. (No one toots his horn at a VW when a traffic light changes.) The VW stops as reliably as it goes; its over-sized hydraulic brakes bring you to a straight line stop with the lightest pressure. The steering, too, is positive and precise; it gives you firm control of the road. You drive a Volkswagen; it doesn't drive you.

Another important reason for Volkswagen's agility is the elimination of dead weight, the enemy of engine efficiency. VW's engine is years ahead of its time because it is cast of aluminum and magnesium alloys; the VW engine weighs only 182 pounds and every pound works. And the engine is so beautifully machined for minimum friction that you can run your new VW at top speed the first time you drive it. From the moment you get it, your VW can go 70 mph all day long without strain. Volkswagen's precision machining also means that you will probably never need oil between changes. In the hands of professional economy drivers, the efficient VW engine has squeezed almost 50 miles from a gallon of regular gas. A more accurate figure for everyday use is 30 mpg—regular driving. Stop-and-go driving in heavy traffic, of course, consumes more.

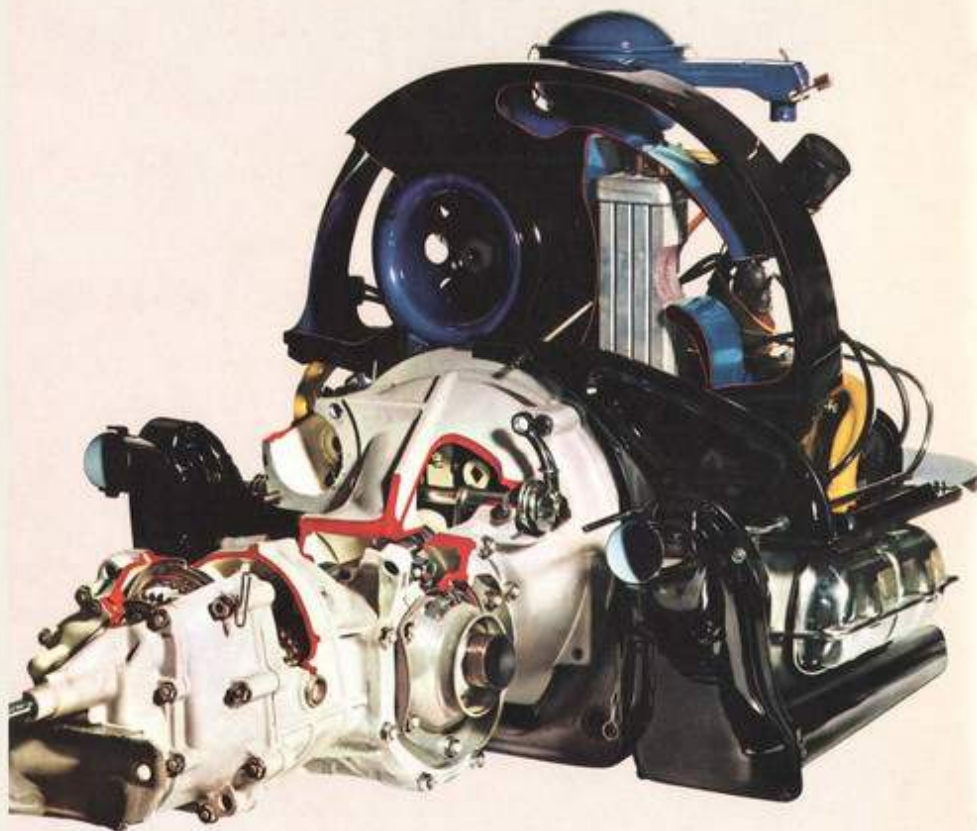


Service is no problem to VW owners. You will find excellent facilities at the Authorized VW Dealers in all 50 states, Canada coast-to-coast, in Mexico and 128 other countries, too. A Volkswagen is serviced only by factory-trained technicians, schooled to VW's demanding standards. Only Volkswagen-approved tools and equipment are used. Costs are low. Service is fast. Authorized VW Dealers keep a complete supply of Genuine Volkswagen Parts on hand at all times. There is no wait, no substitution. The VW was designed to hold up; it will probably be a long time before your VW requires anything but routine maintenance. Naturally, you can expect the service you get to be as precise and efficient as the car itself.

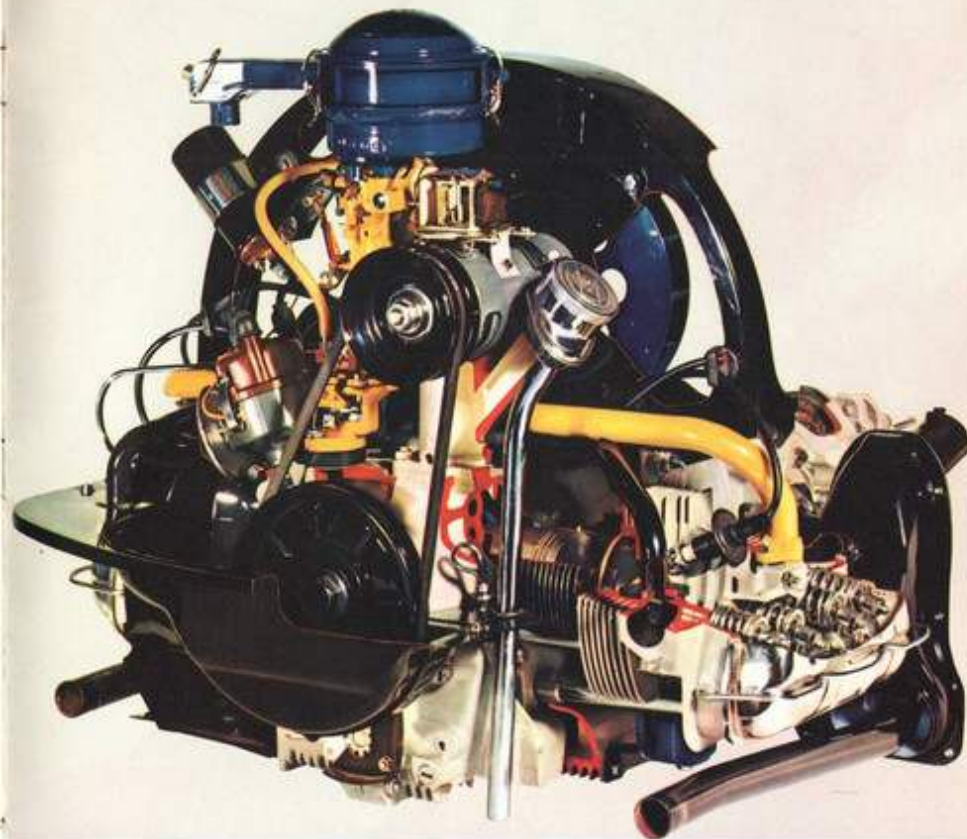


Volkswagen's rugged body and platform chassis are joined to create a single, twist-proof unit. The steel tunnel in the center of the smooth underbody forms the backbone of the car. It also protects the gas line and the rods and cables for the gearshift, clutch, fuel line, brakes and heater. Even the jack socket is a rigid part of the VW chassis; it makes changing tires faster and safer because it eliminates the need for a risky bumper jack. Before spraying, the body and chassis are plunged into tanks of paint—bathed in it to protect the VW from rust and corrosion. No bare metal is left exposed. Even if you were to remove all the trim and upholstery from a VW, you would find the car completely painted, inside and out. VW owners park outdoors in any weather, confident that the VW's unseen finish is as well-engineered as every moving part.

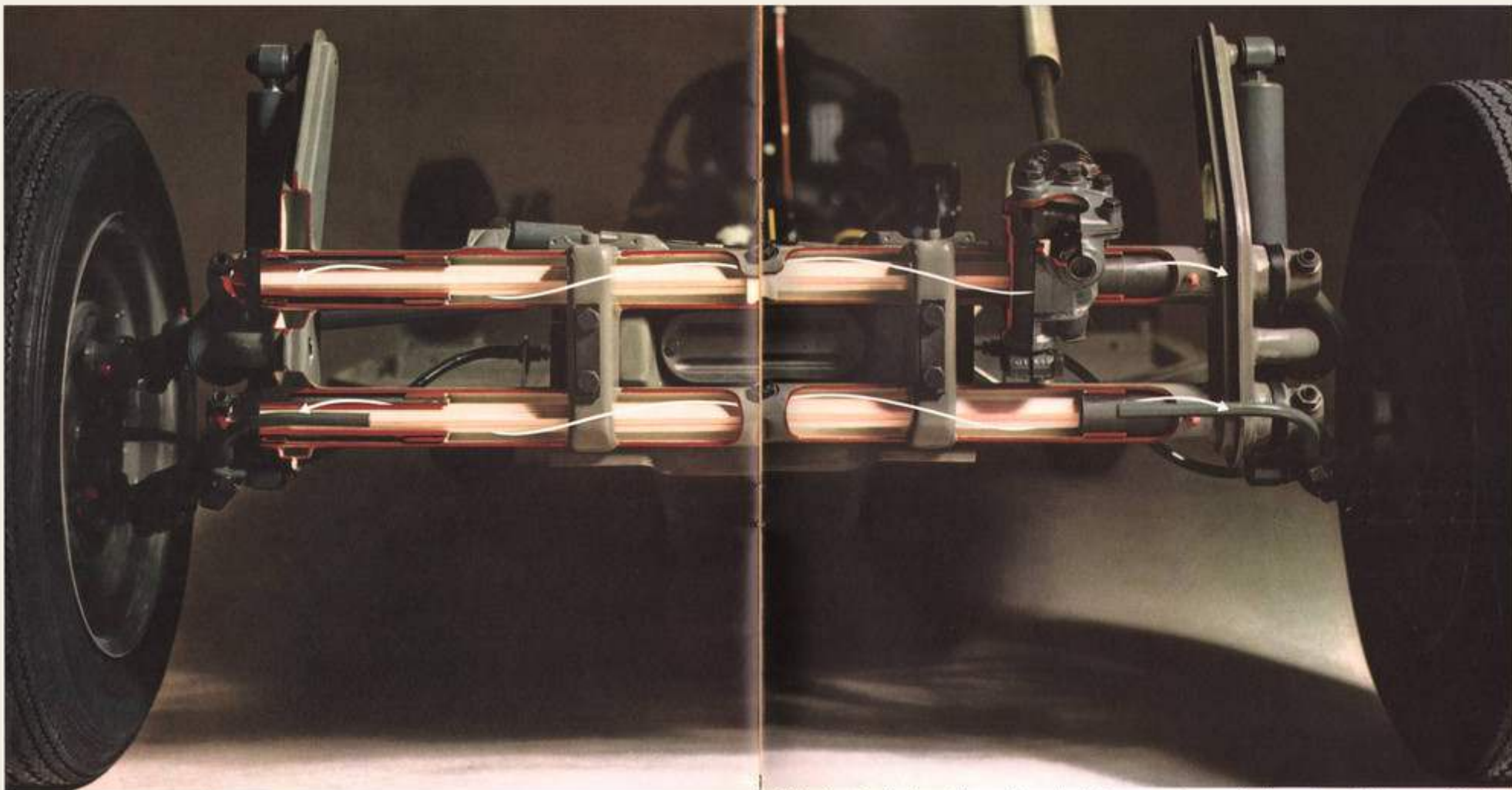
Your new Volkswagen comes equipped with a fully synchromesh 4-speed transmission—one of the smoothest in the world. With first gear synchronized (a feature seldom found except in expensive sedans and sports cars) you get more flexibility and better control. Without it, the car must be brought to a complete stop before first gear can be properly engaged. The new Volkswagen lets you shift into first gear while the car is moving, an important advantage in stop-and-go traffic. All shifts in the Volkswagen are quick and easy; there is no clashing or grinding of gears. And the Volkswagen's gear ratios insure maximum performance and economy. The Volkswagen's fourth gear, for example, is actually an overdrive. At highway speeds, the VW engine loafs economically at one of the lowest gear ratios of any car on the road.



The Volkswagen's air-cooled aluminum-magnesium engine is a model of efficiency and precision. It is a four-cylinder, four-cycle overhead valve power plant with two pairs of horizontally opposed cylinders. Because the cylinders lie flat, the VW engine has a low center of gravity and makes the most efficient use of its compact space. Since it is a short stroke engine, it has unusually low piston speeds and short piston travel per mile. This means low friction, long wear and remarkable endurance on the highway. A single-throat downdraft carburetor with a booster pump gives you astonishing acceleration when you need it, yet keeps fuel consumption low. And, since the VW's oil cooler constantly controls the temperature of the oil, it always maintains the proper viscosity. Every moving part of the VW engine is lubricated and cooled by circulating oil.



In keeping with the efficient design of the VW, its engine, transmission and differential form a compact, accessible unit. VW engines are constructed individually and by hand. Automotive engineers visiting the highly automated VW plant in Wolfsburg come away flabbergasted at the hours spent at hand assembly. And almost as much time is devoted to inspecting engines as to assembling them. Senior VW craftsmen inspect each engine at every assembly stage, then examine it again after it is completed. And, as finished VWs come off the line, each car is driven to a test stand where the engines are instrument-checked at all speeds. Before the last inspector initials the windshield, every car is subjected to a final, over-all scrutiny. Only perfect VWs survive. As a consequence, no one knows how long a VW lasts; the first VWs made have not worn out.



The Volkswagen suspension system uses torsion bars to provide independent springing for all 4 wheels (a feature commonly reserved for expensive sports and racing cars). In front, the VW's wheels are suspended by 2 tempered steel torsion bars, each with 8 laminated leaves. The rear wheels are independently sprung through round, solid-steel torsion bars. In cars with leaf or coil springs, there is a fixed limit to the suspension's springing power; a severe jolt frequently makes the car "hit bottom." The VW's torsion bars, however, flex and rebound instantly, readying the VW for each successive bump. As the VW's wheels move up and down, each torsion bar twists independently under the pressure — then snaps quickly back into shape. The harder the bump, the more the torsion bars flex and the greater the springing power they unleash.

A basic rule of automotive engineering is to support as much of a car's weight as possible by its suspension system. It results in a smoother ride and better control because there are fewer heavy, unsupported parts to slam up and down on uneven roads. While conventional cars are constructed with massive, unsprung parts (rigid rear axle, drive shaft, differential, tires, wheels and brakes), the Volkswagen's torsion bar suspension system supports almost every part of the car (excepting only the tires, wheels and brakes). Since the VW has fewer unsupported parts than almost any other car on the road, it responds evenly to the severest impacts. In a Volkswagen, you get a smooth, balanced ride without bumping or bouncing; you skim over the roughest roads, yet you retain firm, sensitive control of the car.

ENGINE: Type: 4-cylinder, 4-stroke rear engine. **Cylinder arrangement:** 2 pairs horizontally opposed. **Valves:** Overhead type. **Bore:** 3.03 inches. **Stroke:** 2.52 inches. **Displacement:** 72.74 cubic inches (1192 cubic centimeters.) **Compression ratio:** 7.0. **Maximum S.A.E. brake horsepower:** 40 at 3900 rpm. **Piston speed:** 1512 ft./min. at 3600 rpm. **Engine weight:** 182 lbs. (S.A.E.). **Lubrication:** Pressure lubrication (gear-type pump) with oil cooler. **Oil capacity:** 5.3 U.S. pints (4.4 Imperial pints). **Fuel pump:** Diaphragm type, mechanically operated. **Carburetor:** Solex downdraft carburetor 28 PICT with automatic choke and accelerator pump. **Air cleaner:** Oil bath type. **Cooling system:** Air cooling by fan automatically controlled by thermostat. **Battery:** 6 volts, 77 amp. hrs. **Starter:** Solenoid type. **Generator:** 180 watts, with voltage control. **Muffler:** Dual exhaust.

CLUTCH: Single disk, dry (std. equipment).

TRANSMISSION: 4 forward speeds, 1 reverse. Controlled synchromesh on all 4 forward gears. **Gear ratios:** 1st 3.80:1, 2nd 2.06:1, 3rd 1.32:1, 4th 0.89:1, reverse 3.88:1.

FINAL DRIVE: Power transmitted through spiral bevel gear, two-pinion bevel differential gear and swing axle shafts to rear wheels. **Gear ratio:** 4.375:1. **Oil capacity** of transmission and final drive: 6.3 U.S. pints (5.3 Imp. pints). Refill quantity 5.3 U.S. pints (4.4 Imp. pints).

CHASSIS: **Frame:** Tubular center section forked at rear and welded-on platform. **Front axle:** Independent suspension of both wheels through equal upper and lower trailing arms; 2 transverse torsion bars protected in tubes;

anti-sway bar. **Rear axle:** Independent suspension of wheels through swing axle shafts with trailing arms, one torsion bar on each side, mounted and protected in transverse tube.

Shock absorbers: Front and rear: double-acting hydraulic telescopic type. **Steering:** Special worm-type gear and divided tie rod; hydraulic steering damper; 2.4 turns of steering wheel from lock to lock. **Turning circle:** Approx. 36 ft.

Tires: 5.60-15, tubeless. **Wheels:** Disk type with drop-center rim 4J x 15. **Brakes:** Hydraulic foot-brake (Lockheed) operating on four wheels; mechanical hand-brake operating on rear wheels. **Wheelbase:** 94.5 inches. **Track:** Front 51.4 inches. Rear 50.7 inches. **Fuel tank capacity:** 10.6 U.S. gals. (8.8 Imp. gals.) including 1.3 U.S. gal. (1.1 Imp. gal.) reserve. **OVERALL DIMENSIONS:** **Length:** 160.6 inches, **Width:** 60.6 inches, **Height:** 59.1 inches.

WEIGHTS (pounds):	Sedan	Convertible
Unladen weight:	1631	1764
Maximum load:	838	793
Gross weight:	2469	2557

PERFORMANCE: **Fuel consumption:** 31.5 m.p. U.S. gal., 37.5 m.p. Imp. gal. (at half payload at a steady $\frac{3}{4}$ of top speed on level roads).

Maximum and cruising speed: 72 mph.

CLIMBING ABILITY	Sedan	Convertible
First gear	43.5%	39%
Second gear	22.5%	20.5%
Third gear	13.5%	12%
Fourth gear	7.5%	6.5%

OPTIONAL ACCESSORIES: Leatherette interior, radio, antenna, side view mirror and whitewall tires are available at extra cost. **VOLKSWAGENWERK AG Wolfsburg, Germany**

 PRINTED IN U.S.A.

Specifications described in this catalog are subject to change without notice. Latest colors and interior appointments may be seen at your Authorized Volkswagen Dealer.

