

**Presenting
the car of the future.**





In the future, people will go places they've never been before. VW's are built to take them there.

No one really knows what those places will be like. But it's our guess that temperatures will range from freezing cold to boiling hot.

Which won't bother our sedan. Because it has an air-cooled engine. So there's no water to freeze up. Or boil over.

And no radiator problems. Because there's no radiator.

And since its new 1600 cc engine weighs 253 lbs., and sits back behind the drive wheels, there shouldn't be any traction problems, either.

Even when you have to make your own roads.

Because there's a double-jointed rear axle to keep your wheels firmly on the ground.

And a 4-wheel independent suspension system to keep your ride smooth and comfortable.



There's also a steel plate bolted to the bottom of the car to seal the car. And protect the vital parts.

The body itself isn't bolted together. It's welded together. So it'll stay together.

And after the body is welded together, it looks just about the way it did in 1949.

Which may not be very adventurous looking compared to the other 1970 cars.

But then, when you take the Bug out for an adventure, there probably won't be any other 1970 cars around to compare it to.



The cost of driving will rise. The higher it rises, the more your VW will save.

10 years ago, a gallon of regular gas went for about 25¢.

What it'll go for in another 10 years, nobody's sure.

But look on the bright side of things. The more gas costs, the more a VW can save you.

By getting about 26 mpg.

And the more oil costs, the more a VW can save you. By taking pints, not quarts.

And spark plugs. By using 4. Not 6 or 8.

And anti-freeze. By using none at all.

There is one thing, though, that Volkswagens keep using over and over again.

The same funny looking beetle body that was introduced more than 20 years ago.

You see, we concentrated all our efforts on making Volkswagens run better.

Not look better.

So you shouldn't feel like you've got to run out and buy a new one every few years, to stay in style.

After all, they've never been out of style.

Which is one reason why a VW's resale value is so high. Even though its purchase price is so low.

And that's why at trade-in time, if things are the same in the future as they've been in the past, you can count on getting back more of your initial investment on a VW than you could on almost any other car.

Which all goes to prove that even in times of skyrocketing costs, you can drive costs down.

With our little down-to-earth car.





In the next few years, there'll be 100 million cars on the road. But there'll always be room for a VW.

Front to rear the Bug measures 13'.

Side to side, 5'.

Which means it can fit into places big dream cars can only dream about.

And weave in and out of traffic with no effort at all.

Especially if you've got our optional automatic stick shift. Because then you can drive around town all day and not change gears.

You also won't have to use the clutch pedal. Because there is none.

Just put it in Drive 1. Sit back and save your strength.

And when you're on the open road and want to cruise over 55 mph, just put it in Drive 2. Sit back and save your gas.

Drive 2 acts like an overdrive. So you can still get about 25 mpg even with the automatic.

(Of course, if you'd rather shift for yourself there's always our standard 4-speed synchromesh transmission.)

And while you're sitting back enjoying the open road, you might want to open your sunroof.

And enjoy the open sky.

You also might want to turn on your AM/FM radio to keep you company.

The sunroof and radio are extras though, so they'll cost a little extra.

But when you consider how much a VW can save you, you may consider treating yourself to a few of life's little extras.





The car of the future will have to be able to last into the future.

Thanks to an advanced quality control system, VW's have been lasting into the future for years.

Why do Volkswagens hold up so well?

Probably because the ones that make it to a VW showroom can make it anywhere.

They're subjected to 16,000 different inspections. (More than 5,000 individual parts inspected 3 times each.) By 1,000 different inspectors.

They're built with materials that have been strained to the breaking point.

To make sure they won't break under strain.

Every engine has been broken in.

Some Bugs are pulled off the production line every day. Just to be tested. And not sold.

They're put through water to make sure they won't leak.

And mud and salt to make sure they won't rust.

And whenever we make an important external change some are put through the wind tunnel. With winds up to hurricane force. And temperatures ranging from 122°F to -22°F.

Convertible tops are exposed to high pressure sprays to make sure that you won't be even if you're caught in the heaviest down-pour.

Brake components are tested 250,000 times.

And torsion bars are twisted 100,000 times.

Even keys are turned 25,000 times to make sure they won't break off in keylocks.

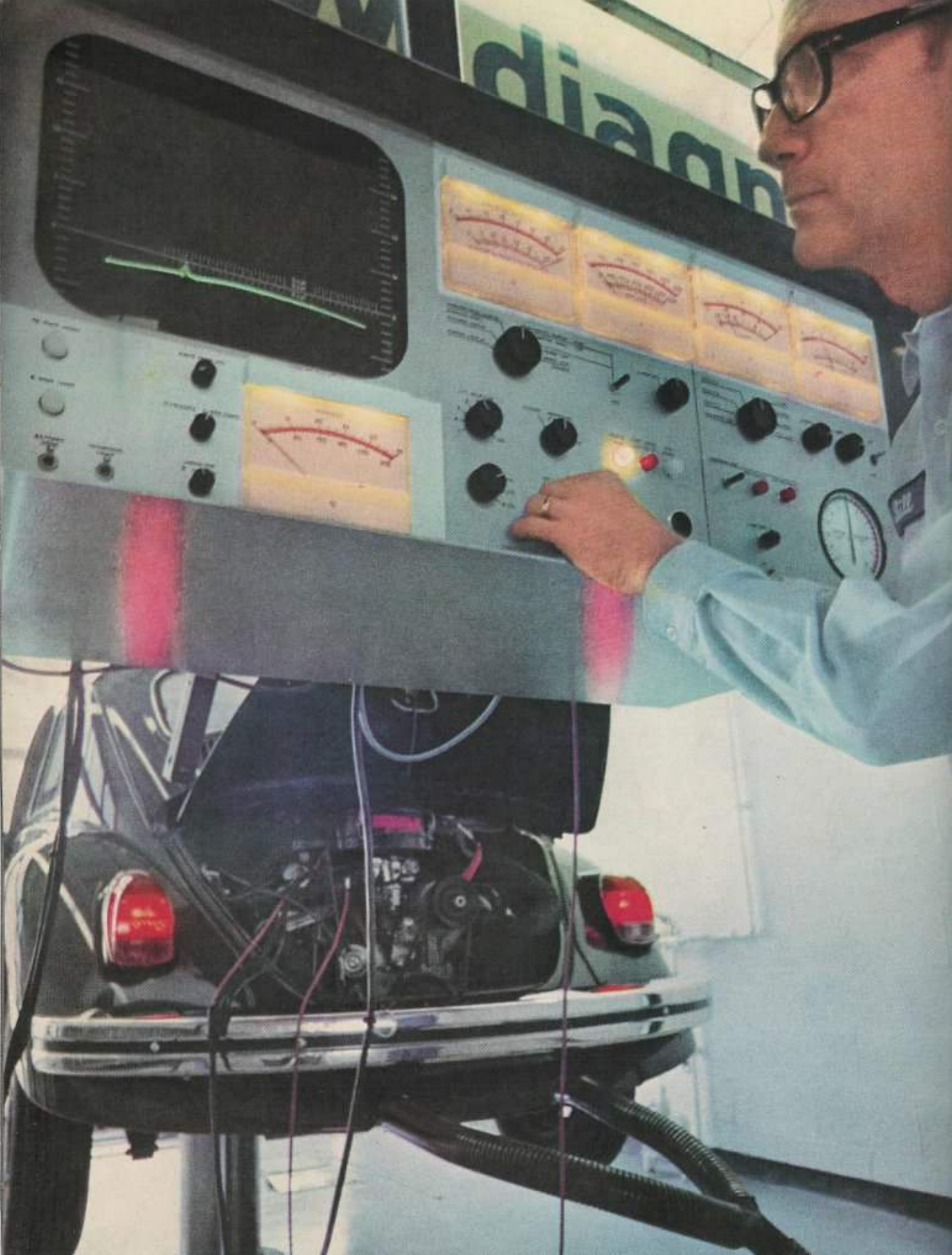
Needless to say, after all this testing, many Volkswagens don't reach the showroom.

In fact, about 200 a day.

But the way we look at it, we'd rather lose 200 cars than 1 customer.



The Volkswagen Convertible



Electronic detection instruments tell you if anything's wrong with your car. VW has them now.

At every VW dealership.

It's part of a new service we call VW diagnosis. Some people call it Medi-Car.

It was set up to tell us just about everything concerning the condition of your Volkswagen. And to make sure that you keep getting the kind of performance you paid for when you bought it.

With sensitive electronic testing equipment like oscilloscopes, specially trained VW diagnosticians can spot trouble in a fraction of the time it used to take. And with much greater accuracy.

Like maybe the compression in one of your cylinders is off by as little as 7%. Which might not sound like much but could reduce your gas mileage. And cause your spark plugs to foul.

Luckily, our diagnostic instruments can detect compression deficiencies much lower than that. So VW owners shouldn't have much to worry about.

Which, of course, is the general idea.

But when we find something wrong, we won't do anything about it.

Until we tell you what we're about to do. In a written VW Diagnosis Test Report.

So that you'll know approximately what it's going to cost. Minus the cost of the diagnosis.

You get the first four of those free. And the first maintenance. Plus a 2-year or 24,000-mile warranty.*

Hopefully, very little in your VW will ever need fixing. But if there is trouble, we're always ready for it.

With a full supply of genuine VW parts. 250 specialized tools. And VW specialists who've learned how to use them.

Which took them a long time. But was worth it.

Because once a man becomes a full-fledged VW specialist, he knows he can't be replaced by any machine.

Or anybody.

*See specifications page



1949



1970

The VW Sedan.

It's the car of the future, because it's the same car it's always been.

We've made changes though.

In fact, about 2200 in the last 21 years.

We've changed little things. Like windshield wiper blades. And gas caps.

Big things. Like the suspension system.

We added dual brakes. And a double-jointed rear axle. And increased the horsepower from 32 to 57.

Some things we changed because driving conditions changed.

Some things we changed to change driving conditions. Like our electric rear-window defogger. Or our optional automatic stick shift.

We even put in a steering/ignition lock to lock your front wheels in position. And a buzzer to remind you that you left your keys behind.

So that no one else can drive your Volkswagen under any conditions.

We'll be making more changes too.

But there's one thing we'll never change. The basic idea behind the Bug.

As long as there's a need for a practical, sensible economy car, that's what the Bug will be.

Accessories and Options

Luggage Rack. Prepare for the space age by picking up a little extra space. Made of polished metal. In several sizes.



Coco Fiber Floor Mats. Easy to put down and pick up. Protects floors. Fadeproof. And moisture resistant.



Radios. AM or AM/FM models, with antenna. Transistorized. Push button tuning.



Automatic Stick Shift. Put it in Drive-1 and drive around town all day without shifting. Or clutching. Because there's no clutch pedal. And on the open road, above 55 mph, just put it in Drive-2 and relax.



Trailer Hitch. Steel, chrome and aluminum finish. Fast-locking device.

Air Conditioner. Be comfortable while traveling to unusual places with unusual climates. Automatic temperature control. No leg-room loss.



In the future you may decide that your new VW deserves a few presents. To make it look sportier. Or feel more comfortable. Or both.

In addition to all the accessories shown on the left, you may also want a sunroof. Or whitewalls. Or bumper overrides. Or some of our Formula Vee items. Like fanfare horns. A simulated walnut steering wheel. Walnut shift knob. Walnut dashboard kit. Stripe kit.

SPECIFICATIONS

Engine: 4-cylinder, 4-stroke O.H.V.-type rear mounted engine. Cylinder arrangement: 2 pairs horizontally opposed. Bore: 3.36 inches. Stroke: 2.72 inches. Displacement: 96.66 cubic inches. Compression ratio: 7.5:1. Maximum S.A.E. brake horsepower: 57 at 4400 rpm. Piston speed: 1,880 ft./min. at top speed. Engine weight: 253 lbs. Lubrication: Pressure lubrication (gear-type pump) with oil cooler. Oil capacity: 5.3 U.S. pints. Fuel pump: Diaphragm type, mechanically operated. Carburetor: Solex down-draft carburetor with automatic choke. Air cleaner: Oil-bath type with thermostat-controlled preheating of intake air. Cooling system: Air cooling by fan, thermostatically controlled. Muffler: Dual exhaust.

Electric System: Battery: 12 volts, 45 amp. hrs. Generator: 360 Watts.

Standard Transmission: 4 forward speeds, 1 reverse. Synchronesh on all 4 forward gears. Gear ratios: 1st, 3.80:1; 2nd, 2.06:1; 3rd, 1.26:1; 4th, 0.89:1. Reverse: 3.61:1. Final Drive Gear Ratio: 4.125:1. Oil capacity of transmission and final drive: 5.3 U.S. pints. Clutch: Single disc, dry.

Optional Transmission: 3 forward speeds, 1 reverse. Fluid coupling torque converter. Gear ratios: Low, 2.06:1; Drive 1, 1.26:1; Drive 2, 0.89:1; Reverse, 3.07:1. Maximum torque multiplication: 2.1:1. Differential ratio: 4.375:1. Oil capacity of transmission and final drive: 6.3 U.S. pints. Torque converter capacity: 7.6 pints.

Final Drive for Each Transmission: Power transmitted through spiral bevel gear, two-pinion bevel differential gear and double-jointed rear axle shafts to rear wheels.

Performance: Fuel consumption: 26 miles per U.S. gallon (at half payload at a steady $\frac{3}{4}$ of top speed on level roads) with standard transmission, 25 mpg with optional transmission. Maximum and cruising speed: 81 mph with standard transmission, 78 mph with optional transmission.

Chassis: Frame: Tubular center section forked and welded on platform. Front axle: Independent suspension by 2 trailing arms on each side, horizontal torsion bars. Double-acting hydraulic telescopic shock absorbers with progressive rubber stops. Rear axle: Independent suspension by trailing arms, and diagonal links and rear axles, each with 2 constant velocity joints. Progressive rubber stops and shock absorbers. Steering: Worm-and-roller type and divided tie rod. Hydraulic steering damper. Deep-dish steering wheel. Telescoping steering column. Turning circle: Approx. 36 ft., 2.6 turns of steering wheel from lock to lock.

Body: 2 doors, each 37.4 inches wide, can be locked and unlocked from inside and outside. Windows: tempered safety glass. Windshield: double thick outerlayer safety glass. Bucket seats: 2 in front, adjust back and forth in 7 positions. Backrests with built-in head-

rests, adjustable in 4 positions, lock automatically to prevent them from tilting forward.

Heating/Defrosting System: 5 outlets at the windshield, 2 openings at foot level in front, 2 in rear.

Fresh-air Ventilation System: 2 fresh-air vents at the windshield. Operating knobs on the dashboard.

Wheels: Disc-type with drop-center rim 4J x 15.

Tires: 5.60 x 15, tubeless.

Brakes: Dual hydraulic footbrake system operating on front and rear paired wheels. Mechanical handbrake operating on rear wheels.

Capacity of Luggage Compartments: Rear: 5 cubic feet. Front: 5 cubic feet.

Capacity of Fuel Tank: 10.6 U.S. gallons.

Dimensions in Inches: Wheel base: 94.5. Track: Front 51.6, Rear 53.1. Length: 158.7. Width: 61.0. Height: 59.0.

Weights (lbs.)	Sedan	Convertible
Unladen weight:	1808	1918
Maximum load:	838	794
Gross weight:	2646	2712

Standard Equipment: Includes padded dash, armrest (front) and sunvisors, 1 outside mirror, breakaway day/night inside rear-view mirror, safety belts for all seats, dual braking system with dashboard warning light, combination headlight dimmer/turn signal fingertip control, electric rear-window defogger, non-repeat starter, ignition/steering lock, 2-speed electric windshield wiper with pneumatic washer system, bucket seats with built-in headrests up front, 4-way emergency flashers, front-seat passenger grab handle, large door pocket, recessed door handles, 2 back-up lights, courtesy light, ashtrays front and rear, assist straps, vinyl headlining, rubber floor mats, spare tire and wheel, tool kit, fold-down rear seat, variable intensity instrument lighting, side jacking ports, glove compartment, coat hooks (Sedans only), vanity mirror in right sunvisor (Convertibles only).

Optional Equipment and Accessories: Automatic stick shift transmission, leatherette upholstery (Sedans only), whitewall tires, hinged rear side windows, sliding steel sunroof, radio and antenna, rear speaker, air conditioner, cigarette lighter, vent shades, gravel guards, tissue dispenser, and more; ask your Authorized VW dealer to show you his accessories line catalog.

Deep-dish steering wheel.
Steering wheel
wheels in position
And a buzzer
key.

Collapsible steering wheel.

Electric
ice and fire

Emergency flasher button. Synchronizes
flashing of front and rear lights.

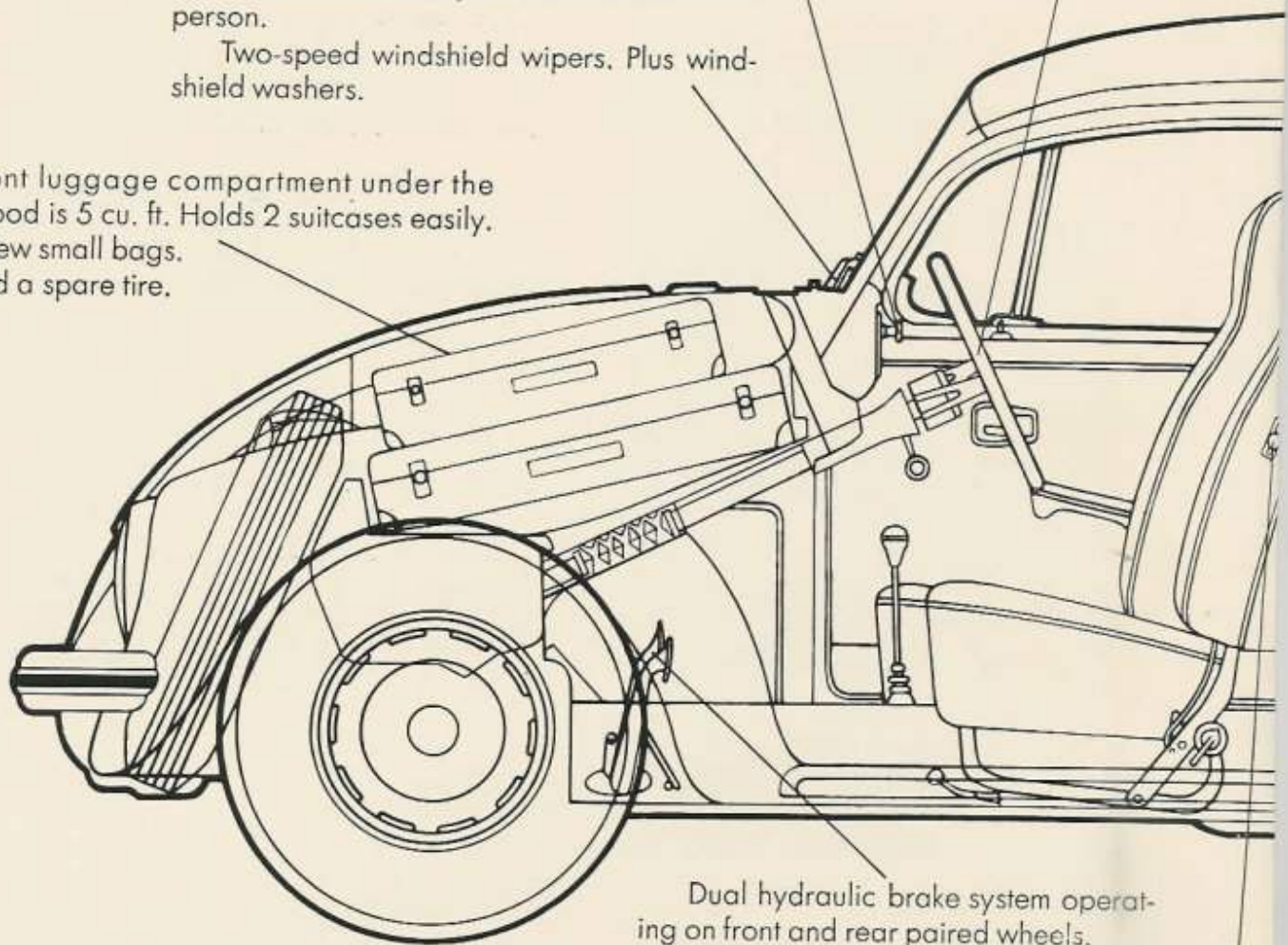
A fresh-air ventilation system built into the
top of the dash. Has separate controls for each
person.

Two-speed windshield wipers. Plus wind-
shield washers.

Front luggage compartment under the
front hood is 5 cu. ft. Holds 2 suitcases easily.
Plus a few small bags.
And a spare tire.

Dual hydraulic brake system operat-
ing on front and rear paired wheels.

Lockable backrest with locks on front
back seats.



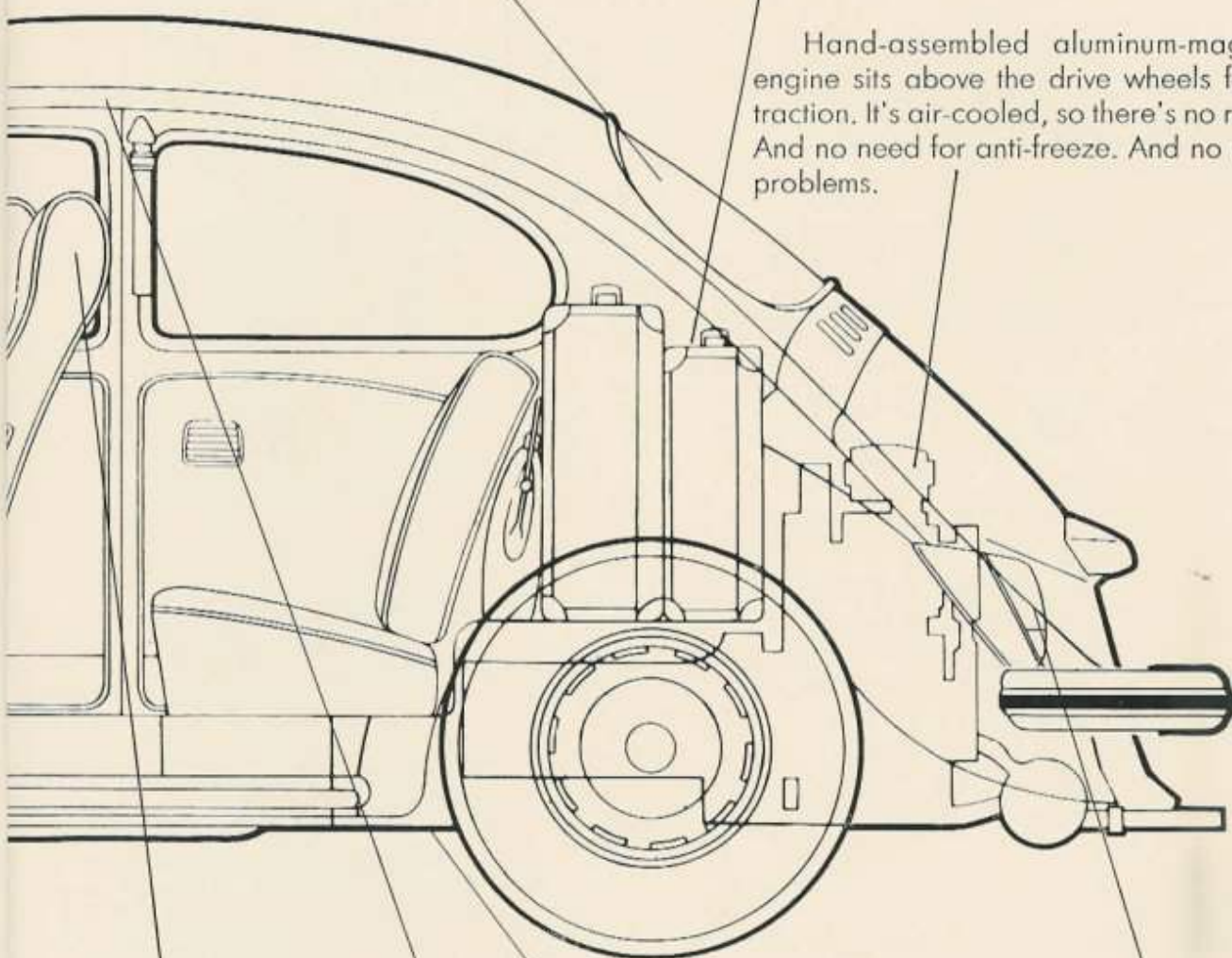
ering wheel.
il lock. That locks the front
when you remove the key.
to remind you to remove the

earing column.

ric rear-window defogger. Cleans up
og at the flip of a switch.

Rear luggage compartment is 5 cu. ft. Can
easily hold 2 good-size suitcases. Plus a few
small bags.

Hand-assembled aluminum-magnesium
engine sits above the drive wheels for extra
traction. It's air-cooled, so there's no radiator.
And no need for anti-freeze. And no radiator
problems.



Sealed bottom keeps out rust and corro-
sion. And protects vital parts of the car.

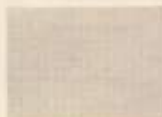
Shoulder safety belts that snap easily into
place.

Built-in front-seat headrests.

Back-up lights have rugged plastic shields.

The 1970 Volkswagen Colors

Sedan

Body	Cloth with Leatherette trim	Leatherette
 Savannah Beige	 Red	 Nut Brown
 Cobalt Blue	 Platinum	 Cream White
 Yukon Yellow	 Platinum	 Black
 Royal Red	 Platinum	 Black
 Elm Green	 Platinum	 Black
 Diamond Blue	 Water Blue	 Black
 Pastel White	 Red	 Red

Convertible

Body	Convertible Top	Leatherette
 Savannah Beige	 Black	 Black
 Cobalt Blue	 Silver Grey	 Cream White
 Poppy Red	 Black	 Black
 Yukon Yellow	 Black	 Black
 Diamond Blue	 Black	 Black
 Clementine	 Black	 Black

OUR 2-YEAR/24,000-MILE WARRANTY. If the owner maintains and services the vehicle in accordance with the Volkswagen maintenance schedule, and if any part of a new Volkswagen becomes defective within 24 months or 24,000 miles after delivery, whichever comes first, any authorized United States or Canada Volkswagen dealer, to which the customer delivers the car, will repair or replace the defective part free of charge for material and labor with a new or factory reconditioned part, provided the customer presents the dealer with the validated Maintenance record and provided, further, that the defective part has not become so due to normal use, wear and tear, exposure, misuse, accident or by the installation of non-genuine Volkswagen parts, or by the repair of the car by someone other than an authorized Volkswagen dealer; nor does it cover for normal maintenance service such as fuel system cleaning and wheel, brake, or clutch adjustment, replacement of service items such as spark plugs, ignition points, V-belts, wiper blades or brake and clutch linings and the deterioration of upholstery, seat trim or appearance items.