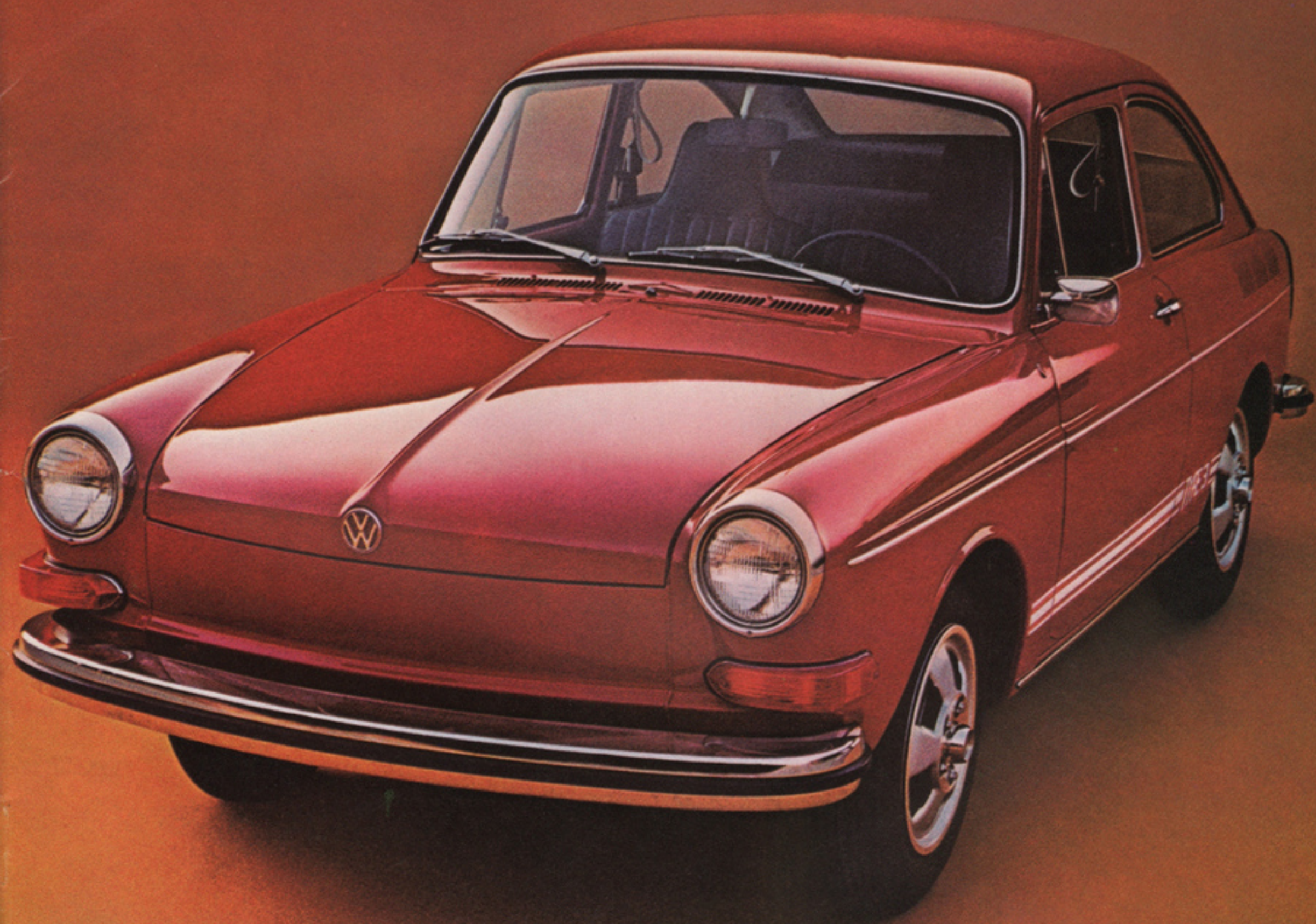


**The compact
that's built around a solid idea.**

VW Type 3





**Everything we've learned in
24 years of building small cars
we've packed into our compact.**

We wanted our compact to be practical and sensible.

So we gave it lots of room inside. Without making it big and bulky outside. (Although you wouldn't think so to look at it, it holds more luggage than many big cars.)

We wanted it to have standard equipment other compacts offer as options. So we put in things like front disc brakes, an electronic fuel injection system, an electric clock, an electric rear window defogger, and a tinted rear window.

We wanted to combine power with economy. So we designed an engine that's powerful but still goes easy on gas.

We wanted it to have the best of both worlds: engineering and comfort. So we gave it things like a suspension system that you'll find in some expensive sports cars, and then cushioned the insides with plush front bucket seats and padding.

Finally, in keeping with Volkswagen tradition, we didn't build it around the idea of annual model changes or planned obsolescence.

We built it the only way we know how to build a car. To last.

The VW Type 3.

We think it gives you everything you need.

Without asking you to give up anything you want.

We designed it to give you lots of usable space instead of a lot of useless horsepower.



Big cars with powerful engines burn big amounts of gas. And unfortunately, there aren't too many places where all that horsepower is necessary.

So the engine we designed for the Type 3 is, we think, powerful enough, yet sensible.

It's capable of cruising at 84 mph. It can accelerate quickly. And it can do 0 to 50 in 11.5 seconds. Without burning a lot of gas.

The way we figure it, the more practical the car, the better the car.

Which is why you'll find more trunk space in the Type 3 than in many big cars.

It has a 7.8 cu. ft. trunk up front. And a 12 cu. ft. trunk in back. Which is enough room to carry suitcases, bags, bundles, boxes and almost anything else.

As for the interior, it's quite remarkable.

Up front are big, comfortable bucket seats with built-in headrests. The seats are adjustable 49 ways. In back is a fold-down center armrest.

It has door-to-door carpeting, a padded dash, padded sunvisors, padded door posts, an electric clock, a draft-free flow-through ventilation system with a 2-speed blower, an ignition-steering wheel lock, and a tinted rear window that can be electrically de-fogged and de-iced by flipping a switch.


It also has pneumatic windshield washer-wipers, armrests front and back, self-adjusting front disc brakes, and a wide-hub steering wheel.

Not to mention the 4-way emergency flasher, break-away day/night rear-view mirror, a passenger grab handle up front, and two big door pockets.

The Type 3 comes in some pretty plush upholstery, paneling and padding. All in matching colors.

One final nice thing to remember. It's all standard equipment.

So you don't pay extra for any of it.

An aerial photograph of a parking lot. In the center, a red Volkswagen Type 3 is parked. To its right is a green Volkswagen Type 3. In the foreground, a silver Volkswagen Type 3 is parked. Several metal shopping carts are scattered around the cars, some near the Type 3s and others near the silver car. The text "It's built to squeeze into tight places and run on a tight budget." is overlaid on the silver car.

**It's built to squeeze
into tight places
and run on a
tight budget.**

For all its roominess inside, the Type 3 is only 10 inches longer and about 2 inches wider than our Super Beetle.

But it's a lot shorter than the average sedan. So you'll appreciate it when it fits into parking spaces that aren't even parking spaces for many cars.

We think you'll also appreciate the fact that it isn't built to go from gas station to gas station.

It gets about 26 miles on a gallon of regular.

It takes oil by the pint. Not by the quart.

It doesn't have a carburetor. So you'll never have to spend money having it adjusted or cleaned or repaired.

Nor will you ever have to worry about repairing a leaky radiator. Or adding a drop of antifreeze. Because there's no radiator.

The engine is cooled by air, not water. So it doesn't have a water pump or hoses to concern yourself with.

And it can't boil over in the summer. Or freeze up in the winter.

On top of all that, it's got one of the most advanced and economical systems for distributing fuel ever invented:

Electronic fuel injection.

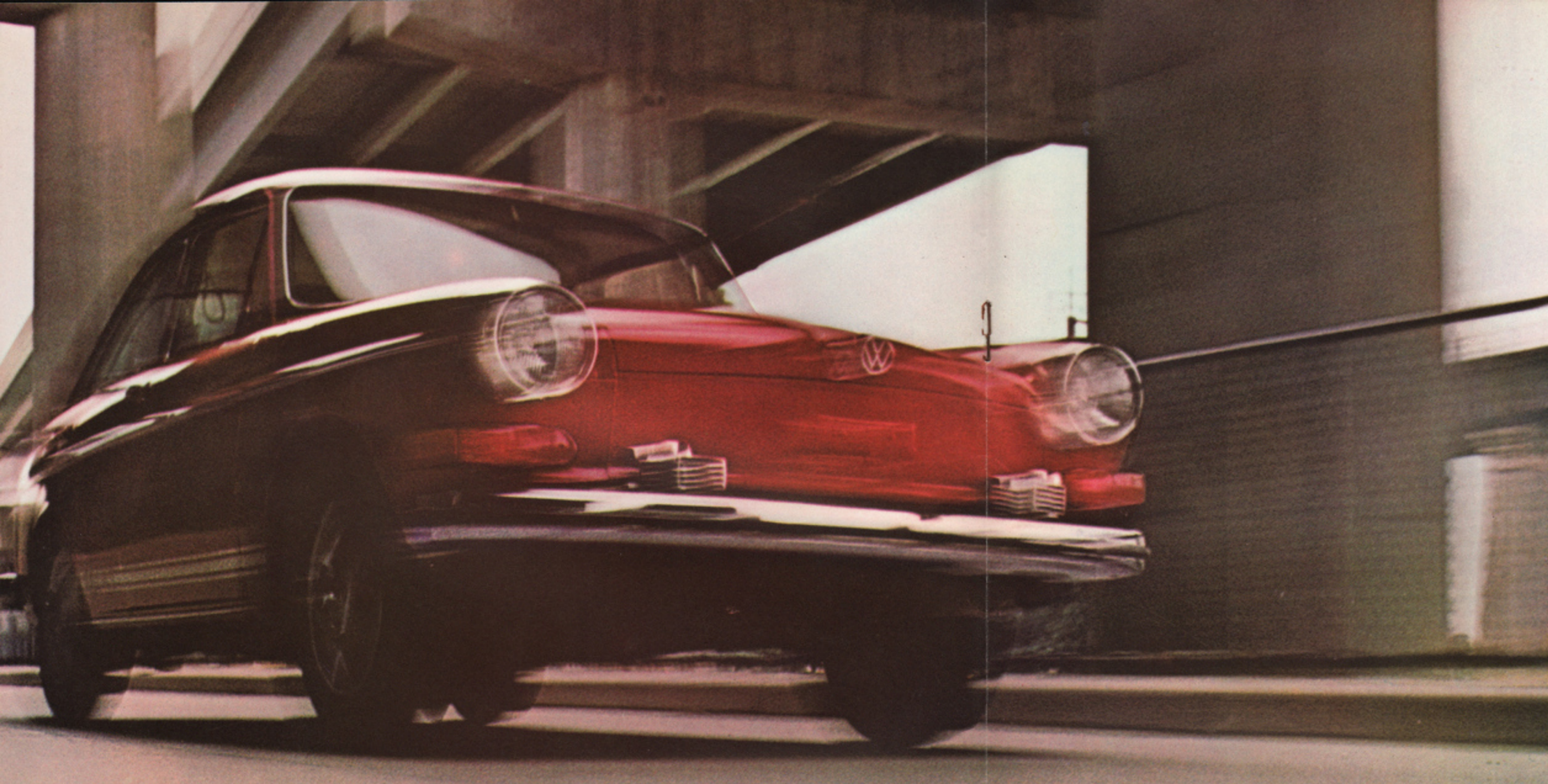
What it is, is a mini computer connected to the engine.

It ingeniously figures out how much gas you should be using, no matter what speed you're going. Then it precisely feeds the correct amount to the engine.

As we said before, the fuel-injected engine doesn't cost extra when you buy the Type 3. It comes with the car. Standard equipment.

VW engines always figured to save you money.

This one has an electronic brain that does the figuring for you.



**It's engineered to give you
the feel of the road without
feeling every little bump.**

One reason the Type 3 gives you such a comfortable ride, even on the roughest roads, is its double-jointed rear axle.

The extra joint gives the axle added flexibility. And helps keep the drive wheels planted as flat on the ground as possible. Making cornering more controllable, surer and smoother.

Another important thing is the suspension system.

All 4 wheels on the Type 3 are independently suspended by torsion bars. Which keeps bumps and jolts to a minimum. When a right wheel hits a bump it isn't passed along to a left wheel. And vice versa.

Something else that makes the Type 3 so easy to maneuver is where we put the engine. In back, right behind the drive wheels, where the added weight gives you extra grip on any kind of surface: mud, sand, snow or ice.

The Type 3 is also a lot of fun to drive because the transmission is synchromesh shifting in all 4 forward gears. So shifting is smooth and easy.

(Of course, if you've something against shifting, you can always get the Type 3 with our optional 3-speed fully automatic transmission.)

Lastly, the Type 3 has the equipment to stop you quickly and safely.

It has a dual braking system. A set of self-adjusting disc brakes up front. And a set of drum brakes in back.

We can't prove how well the Type 3 rides. But you can.

Anytime you want to take it out for a drive.



**And to make sure you
get as much out of it
as we put into it,
it comes with
VW Diagnosis.**

VW Diagnosis is our exclusive free service checkup system, done by specially trained VW Diagnosticians using special diagnostic equipment.

With it, they can check just about everything that can affect the health of your car.

The equipment is so sensitive it can spot little problems before they become serious ones.

In minutes, for instance, our diagnosticians can see if the resistance in one of your spark plug connectors is too high. Spotted early, something like that would cost practically nothing to replace. If not, it can go on to foul up the spark plug and cut down on your engine's performance and your gas mileage.

During an ordinary checkup, even a crackerjack mechanic could miss a little thing like that. Our equipment can't.

You get 4 of these checkups free (plus one free maintenance) when you buy a new Type 3.

You also get another nice thing.

Our 24/24 Warranty.*

It means if you follow the VW maintenance schedule and if a problem due to defective material or workmanship at the factory is spotted during the first 24 months or 24,000 miles (whichever comes first), the repair won't cost you a cent.

Whatever our diagnostic equipment or mechanics uncover that is covered by our warranty gets fixed free.

Incidentally, we're the only car maker in the world that gives you a 24/24 warranty. And 4 free checkups to back it up.

One last thing about service.

VW Specialists have been trained only to work on VWs. Using 250 specialized tools. Genuine VW parts are always on hand or on tap. And there are over 1100 dealerships in all 50 states.

Happily, a Type 3 is made so very little will ever need fixing.

But if it does, we're ready.

*See specifications page.

**Every Type 3 we put together
gets picked apart
by Volkswagen inspectors.**



Volkswagens have quite a reputation for lasting.

If you saw the way they're made, you'd see why.

Its smooth, shiny body is the result of 3 separate coats of paint. In between, it's baked and hand sanded 3 times.

Even the insides of the doors are painted. For rust prevention. So are the insides of the shock absorbers.

The body is welded together. Not bolted.

Underneath there's a solid hunk of sealed steel running from front to back. To protect its insides from things outside.

And for every 10 people working on the car, there's an inspector to undo it if it isn't done right.

The head inspector reports directly to the head of Volkswagen, not the head of production or the head of the sales department.

It isn't uncommon for a Type 3 to be nixed for some little thing. Like a scratched bumper or a nicked fender.

And when a Type 3 gets to the end of the line it's tested to make sure the engine, the wiring, the brakes, and everything else work the way Volkswagen wants them to work.

On the subject of testing, some Type 3s will never see the inside of a showroom. They're pulled from the production line for only one reason. To be tested.

They're run through water and mud and salt to make sure they won't leak or rust.

Torsion bars are twisted 100,000 times to make sure they ride rattle-free and smooth.

Doors are opened and closed 100,000 times to make sure they'll open and close another 100,000 times.

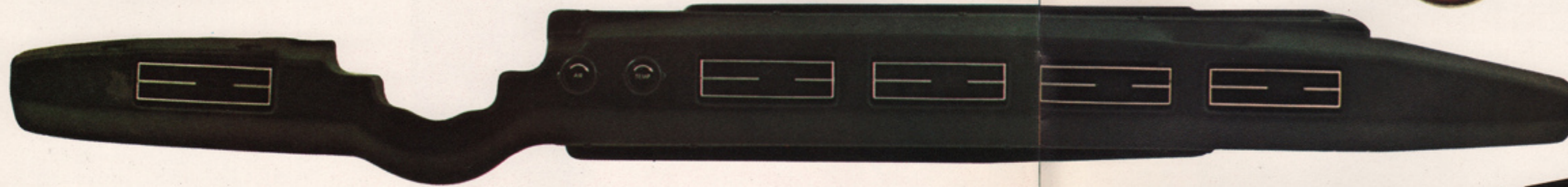
Brake components are checked 4,000 times to make sure they'll work when they're supposed to work.

No doubt, by today's standard, all that inspecting, testing and checking seems pretty old-fashioned.

But then, what you get out of it is pretty old-fashioned, too.

A car that lasts.

**The only thing we couldn't give it
is your own personal touch.**



TYPE 3



As we said before, the Type 3 comes with a lot of nice things as standard equipment. But you might like to add a few nice things on your own.

For instance, you might like to jazz it up with just that: Jazz. With our AM/FM radio with pushbutton tuning.

Or you might like to add a floor-mounted console between the front seats for your maps, change and sunglasses.*

Or maybe you'd like to make it racy-looking with: Whitewalls. Walnut shift knob. Racing stripes. Mag-type hubcaps. Fanfare horns. Or radial tires.

And to keep you cool and comfortable on those hot, muggy days, there's air conditioning. It fits right into the dashboard. So you hardly lose any legroom or luggage space.

It has automatic temperature control, a quiet 2-speed blower, and big adjustable louvers that circulate plenty of fresh, cool air in every direction.

And if you're the kind who feels that our standard 4-speed synchronized transmission is a little too much work, there's our optional 3-speed automatic transmission.

It still lets you get about 25 miles to a gallon of regular.

Just put it in position D. And it does all the shifting for you.

Which is a nice little touch.

*Not available for automatic transmission.

Specifications:

ENGINE: Type: 4-cylinder, 4 stroke, O.H.V. type VW engine, rear-mounted. Bore: 3.36 in. Stroke: 2.72 in. Displacement: 96.6 cu. in. (1,584 cc.). Compression ratio: 7.3:1. Piston speed: 1,923 ft./min. at maximum speed 1,811 at 4,000 rpm. Crankshaft: Four main-bearing type. Lubrication: Pressure fed by gear pump. Oil cooler in air stream and oil pressure relief valve in crankcase. Oil capacity of crankcase: 5.3 pints. Cooling: Air cooled by a crankshaft-mounted fan, thermostatically controlled air flow. Fuel is precisely metered by an electronic fuel injection system.

ELECTRICAL SYSTEM: Battery: 12 volt, 45 amp/hour. Early cut-in generator: 360 watt with voltage regulator.

FINAL DRIVE: With manual transmission: Fully synchronized gear box with 4 speeds forward, 1 reverse. Gear ratios: 1st - 4th gears, 3.80:1, 2.06:1, 1.26:1, 0.89:1. Reverse: 3.61:1. Differential: 4.125:1. Power transmitted through a spiral bevel drive pinion and ring gear via axle shafts, each with 2 constant velocity joints. Oil capacity: Torque converter capacity: 12.6 pints—6.3 to 8.4 pints refill. Rear axle capacity: 2.1 pints.

CHASSIS: Frame: Semiunitized body with platform frame. Front axle: Rubber mounted. Independent suspension by two torsion arms on each side, horizontally crossed torsion bars. 4 large rubber stops to control wheel movement. Double-acting telescopic hydraulic shock absorbers. Stabilizer. Rear axle: Rubber-mounted in sub-frame. Independent suspension by trailing arms and diagonal links and rear axles, each with 2 constant velocity joints. Rubber stops and shock absorbers as on front axle. Steering: Worm-and-roller type, self-centering, with maintenance-free tie rods and hydraulic steering damper. Turning Circle: 36.8 ft., 2.8 turns of steering wheel from lock to lock. Tires: 6.00 x 15, low-profile type. Brakes: Dual hydraulic foot-brake system operating on front and rear paired wheels, self-adjusting disc brakes in front. Transparent brake fluid reservoir. Handbrake: Mechanical, acting independently on rear wheels. Fuel tank capacity: 10.5 gallons.

BODY: Doors: Two doors, each 42.1 in. wide. Can be locked from outside and inside. Windows: Tempered safety glass. Windshields: laminated safety glass. Heating/defrosting system: 3 outlets at the windshield, two openings at foot level in front, two in rear. Flow-through ventilation system with two-speed blower (fresh air outlets). Two adjustable fresh-air vents at windshield—one under dashboard and two in center of dashboard. Two control knobs on the instrument panel. Bucket seats: 2 in front, adjust back and forth in 7 positions. Backrests with built-in headrests, adjustable to 7 angles, lock automatically to prevent them from tilting forward.

STANDARD EQUIPMENT: Includes padded dash. Armrests (front and rear).

Sunvisors (right sunvisor has vanity mirror). Rear center armrest. One outside mirror. Breakaway day/night inside rearview mirror. Wall-to-wall carpeting. Safety belts for all seats. Front shoulder-lap combination belts.

Dual braking system with dashboard warning light. Front-wheel disc brakes. Combination headlight dimmer/turn signal fingertip control. Electronic fuel injection system. Electric rear window defogger. Non-repeat ignition/steering/starter lock. 2-speed electric windshield wiper with pneumatic washer system, control on steering column. Bucket seats with built-in headrests up front. Four-way emergency flashers. Front seat passenger grab handle. Large door pockets (left and right). Courtesy light. 2 back-up lights. Assist straps. Ashtray—front and rear. Electric clock. Recessed door handles. Vinyl headlining. Toolkit. Variable intensity instrument lighting. Flow-through ventilation with 2-speed blower. Side jacking ports. Lockable glove compartment. Lockable gas filler flap. Coat hooks. Electrically heated rear window.

OPTIONAL EQUIPMENT (at extra cost): Fully automatic 3-speed transmission. Steel sliding sunroof. Whitewall tires. Leatherette upholstery.

DIMENSIONS:

Wheelbase	94.5 in.
Track: Front 51.6 in., rear	53.1 in.
Length	171.9 in.
Width	64.5 in.
Height	57.8 in.

WEIGHTS: Unladen: 2,226 lbs. Payload 882 lbs. Total weight 3,108 lbs.

PERFORMANCE: With automatic transmission: Maximum and cruising speed 81 mph. Fuel consumption: 25 mpg.* With manual transmission: Maximum and cruising speed: 84 mph. Fuel consumption: 26 mpg.* (*Per U.S. gallon at half payload at steady 3/4 of top speed on level roads—DIN 70030)

REAR LUGGAGE COMPARTMENT: Length: 33.5 in. Width: 45.7 in. Height: 11.8 in. Capacity: 12.0 cu. ft.

FRONT LUGGAGE COMPARTMENT: Capacity 7.8 cu. ft. Total capacity—19.8 cu. ft.

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 Canadian Volkswagen dealer, to which the customer delivers the car within set period will repair or replace the defective part free of charge for material and labor with a new or factory reconditioned part, provided, that the defect is not due to wear and tear, exposure, misuse, accident or due to improper repair of the car; nor does warranty cover 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, soft trim or appearance items.

Colors:

Body Colors



Enzian Blue

Bright Orange

Marina Blue

Kasan Red

Texas Yellow

Kansas Beige

Upholstery (Cloth)



Alabaster

Black

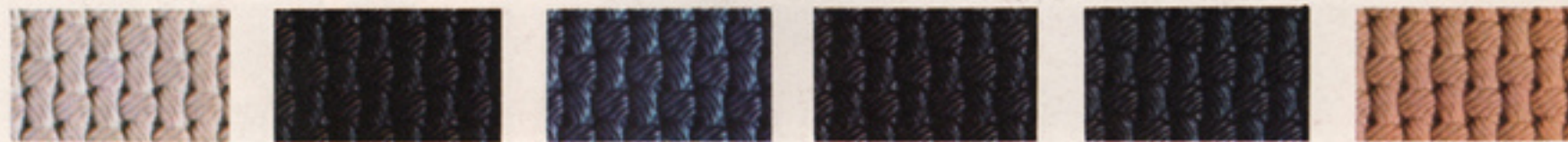
Blue

Black

Black

Beige

Upholstery (Leatherette)



Alabaster

Black

Blue

Black

Black

Beige