

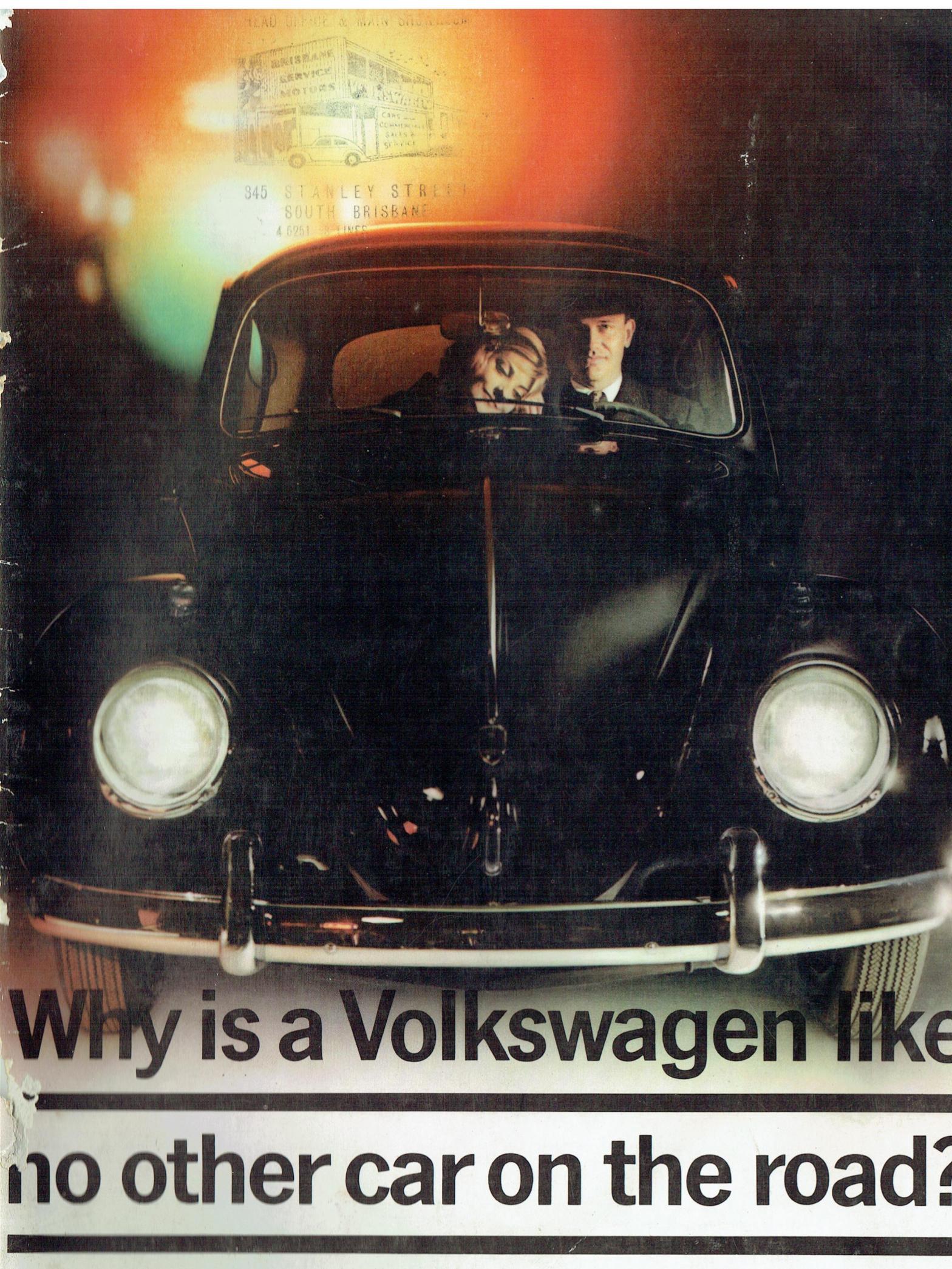
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**Why is a Volkswagen like  
no other car on the road?**



# 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 Volkswagen round the world, you would find your car well-known wherever you went. Owning a Volkswagen makes you a member of an international driving fraternity over five million strong—all enthusiasts. The unique Volkswagen 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 Volkswagen part; indeed, for the shape of the car itself. For example, all three 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 Volkswagen's patient attention to detail is unfolded on the reverse of this flap.



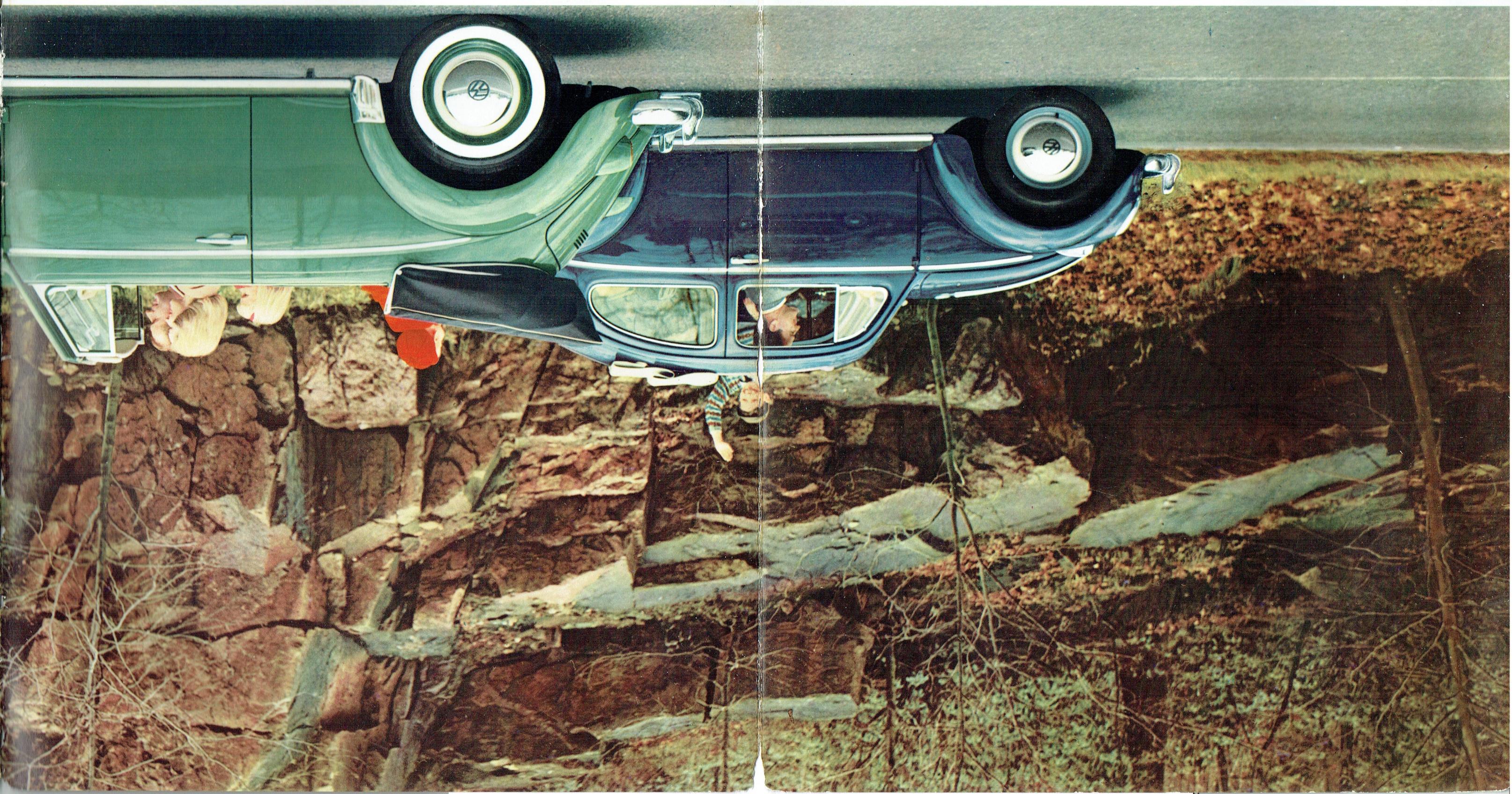
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You can depend on your Volkswagen to take you round town or round the world. Economically. Efficiently. In timeless style. The VW is designed to last, not to become obsolete. Actually, the VW changes continually throughout each year, but these are changes with a definite purpose. 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 still have remarkable resale value after several years' use, thus protecting your investment. 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 is a car whose individuality is admired. 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. Highly. Solidly. Every part down to the smallest component is tested for accuracy and fit, not a common practice with most mass-produced cars. All this 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 three times with enamel, but to submerge it in paint before it is sprayed, building up a coat of surfaces you never see as a shield against corrosion. More than 3800 VW experts have only one job: to inspect VWs at each production stage. As a result, the VW is made with such tolerances that it is air-tight: we are told it will even float on water.

The extent of Volkswagen craftsmanship is reflected in the special features of the three VW models. The top of the Volkswagen Convertible, for example, is like no other. Put it up and it overlaps the windowscreen frame to form a weather-proof, air-tight seal. The Convertible top is unusual in other ways: it has a safety glass rear window that will not scratch 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 sound of rain is almost inaudible: you have to look out of the window to see what the weather is like. The Volkswagen Sedan with sunroof 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; with the sun-roof top you get just what sun and breeze you want—or none.

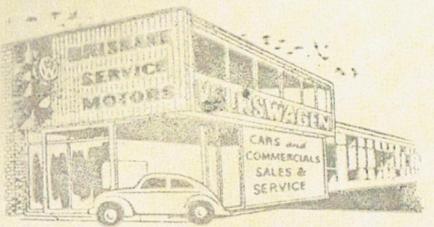




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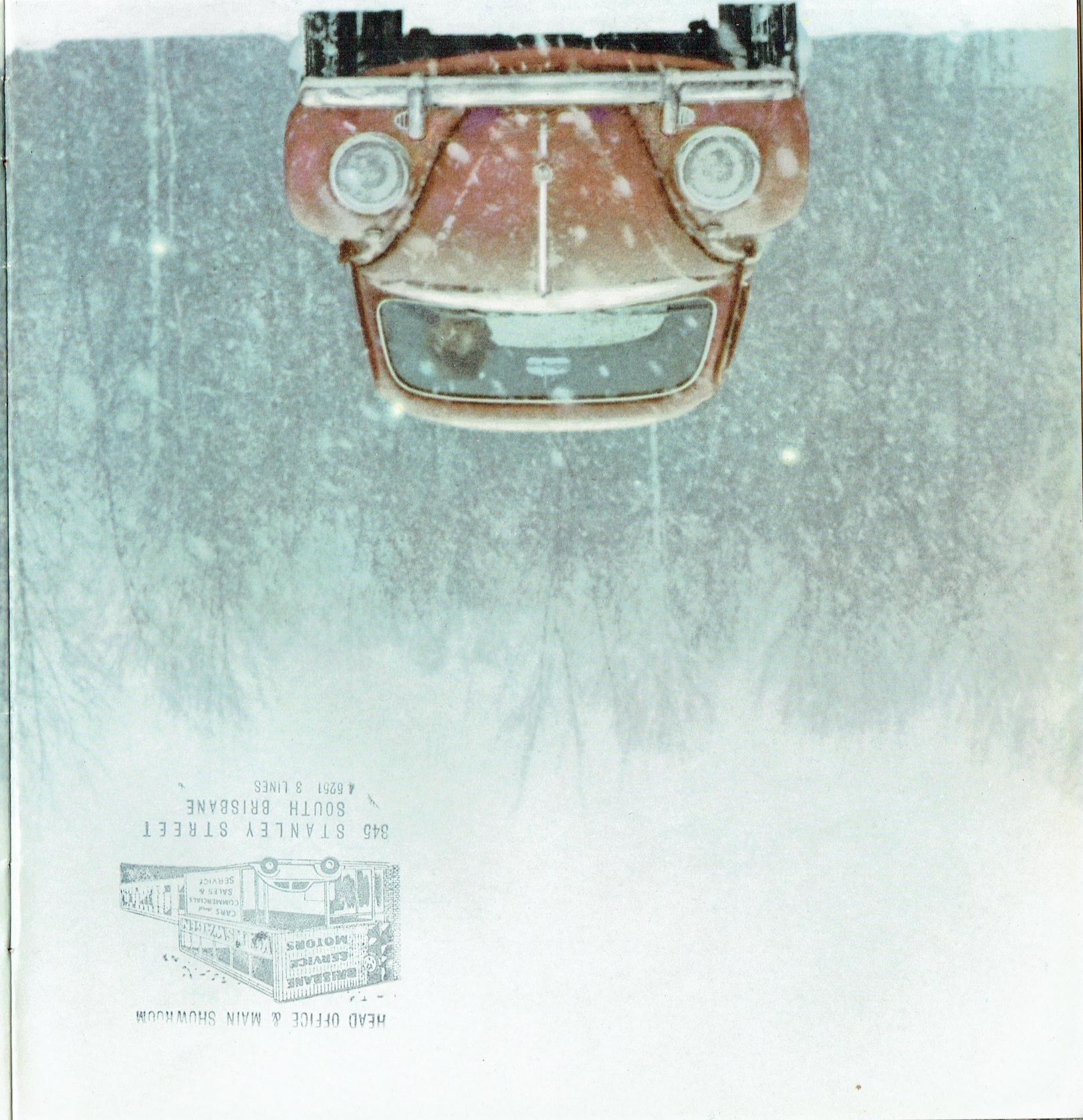
The Volkswagen has a remarkable ability for first-class performance: it travels effortlessly under the most extreme temperature conditions because its engine is air-cooled. Since air will not boil as water does, the Volkswagen will not overheat, even on long drives at top speed in hot weather. The temperature 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 Volkswagen 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. Nor will you be afraid of overheating your engine on long hills.

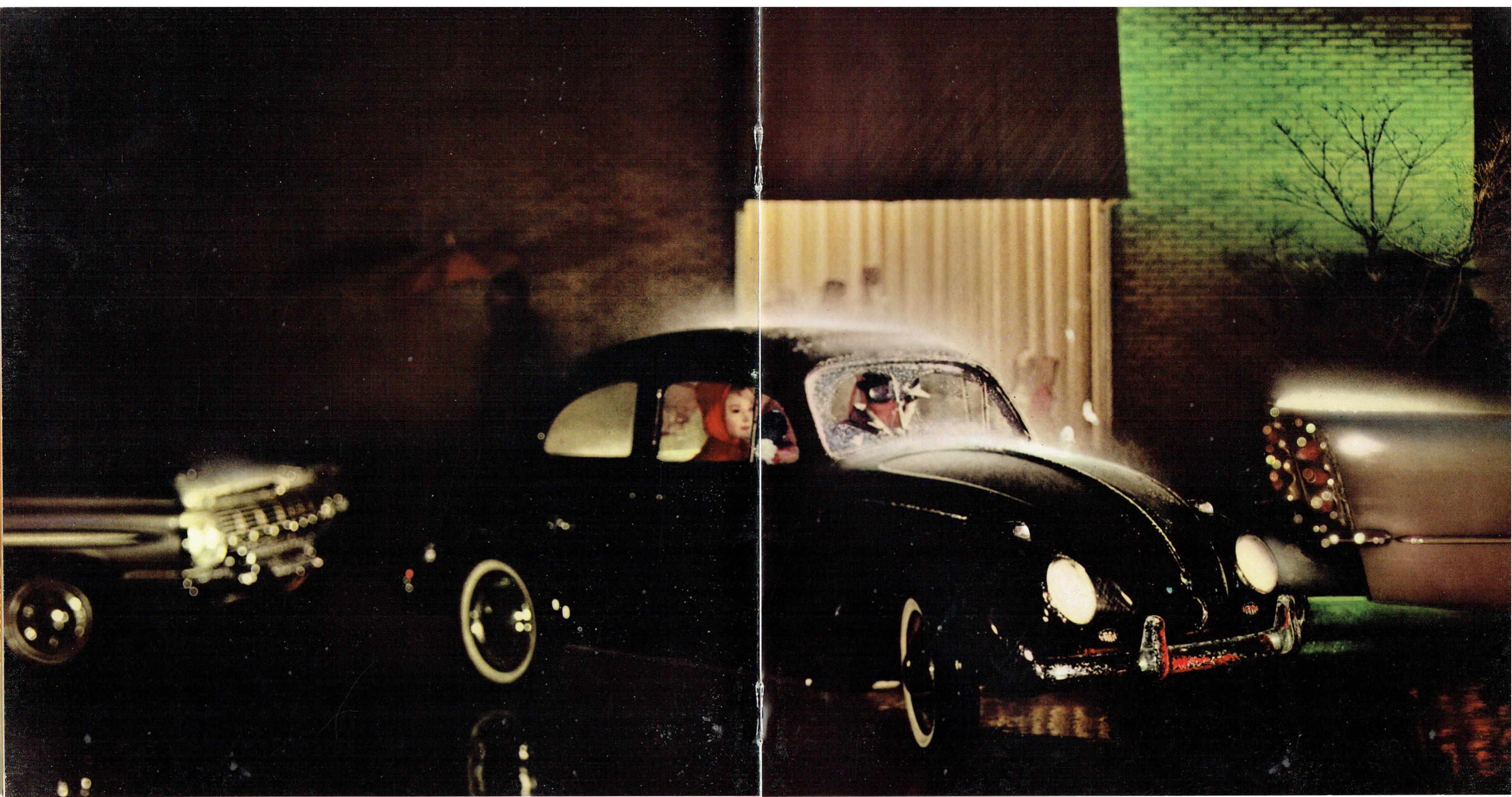
As a Volkswagen owner, you have this distinct advantage: apart from the water in the battery, the only water your VW needs is the water you wash it with. Because the Volkswagen engine is cooled with air, not water, there are no radiator problems. No possibility of rust or leaks. No risk of damage from water freezing. No water pump is necessary. No anti-freeze. You can park your Volkswagen outside in sub-zero weather or dig it out of a snow-bank and still the engine will leap to life the minute you turn the key. The best operating temperature is soon reached; there is no overcooling in cold weather. And, since the engine temperature is thermostatically controlled by the blower system, your Volkswagen is ready to roll in seconds—even on the coldest day. And the VW's built-in heater and defroster (standard equipment) circulate warm air throughout the interior of the car.

A major reason for the Volkswagen's superior road stability is its unique suspension system. All four 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. Volkswagen'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 Volkswagen's steering is independent of its suspension, road jolts are not transmitted to the steering wheel; the wheels can't be jarred off course. There is an anti-sway bar, too, giving you extra stability at high speeds. And it also lets you take curves much more smoothly. Your Volkswagen handles and corners like a sports car.



The Volkswagen behaves superbly under driving conditions that keep other cars off the road. Unlike most cars, the Volkswagen's engine is at the back, giving the rear wheels superior traction. As a result, the Volkswagen climbs steep, slippery hills with ease. You can drive happily 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 propeller shaft. The Volkswagen's rear wheels receive more direct power from the engine. Volkswagens' 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. It promotes maximum stability because the centre of gravity is all the way low. And it makes for quiet riding. In a Volkswagen you drive away from the sound of the engine.





Behind the wheel of a Volkswagen, you enjoy the fun of driving one of the most responsive, manoeuvrable cars on the road. One reason, of course, is its compact size. It can shoehorn into parking spaces that many other cars must pass by. The VW handles like a car with power equipment. Even women who normally shy away from manual gear-changing are delighted at the way the Volkswagen floats from gear to gear. All controls are within easy reach. And the Volkswagen's snappy getaway in traffic is a joy to any driver. (No one toots his horn at a VW when a traffic light changes.) The Volkswagen stops as reliably as it goes; its outsize hydraulic brakes bring you to a straight line stop with the lightest pressure. The steering, too, is positive and precise. The hydraulic damper minimizes bouncing. Control of the road is always firm. You drive a VW; it doesn't drive you.

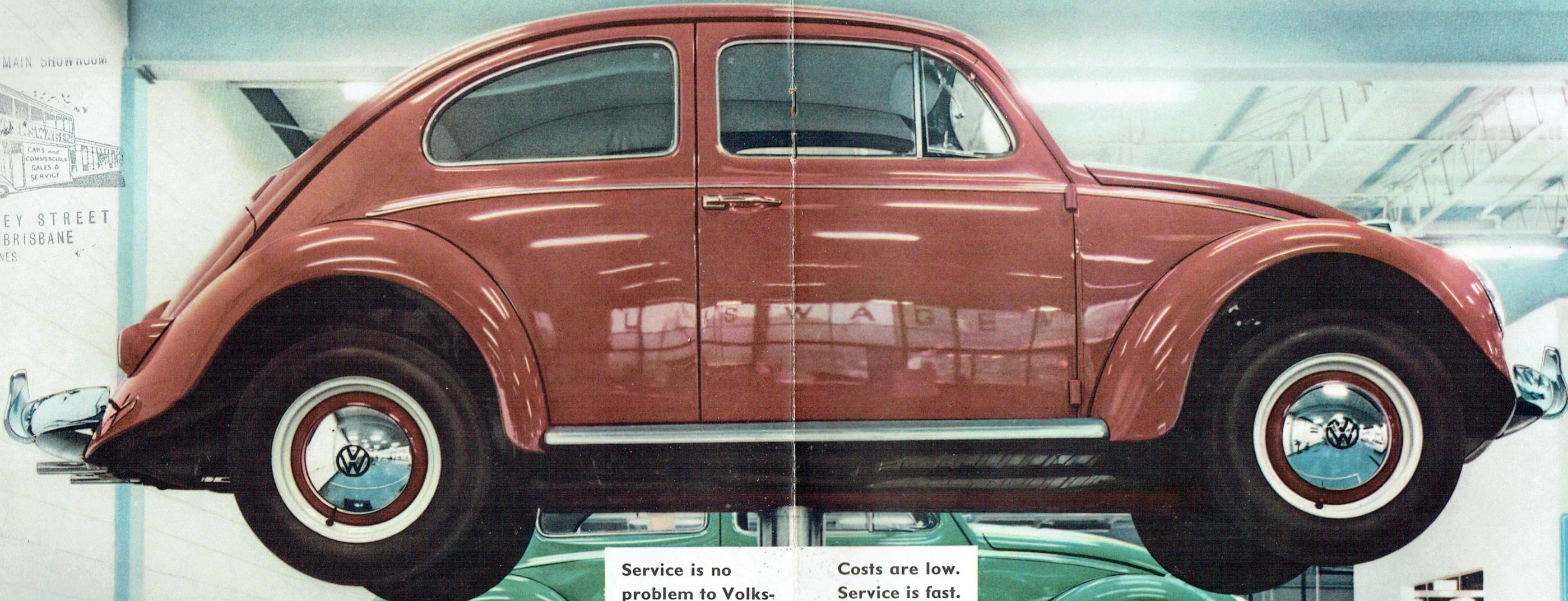
Another important reason for the Volkswagen's agility is elimination of dead weight, the enemy of engine efficiency. Volkswagen's engine is many years ahead of its time because it is cast of aluminium and magnesium alloys; the VW engine weighs only 182 pounds and every pound works. And the engine is 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 Volkswagen can go 72 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 Volkswagen engine has squeezed almost 60 miles from a gallon of standard fuel. Perhaps a more accurate figure for everyday use is 37.5 mpg — ordinary driving. Stop-and-go driving in heavy traffic, of course, consumes more.

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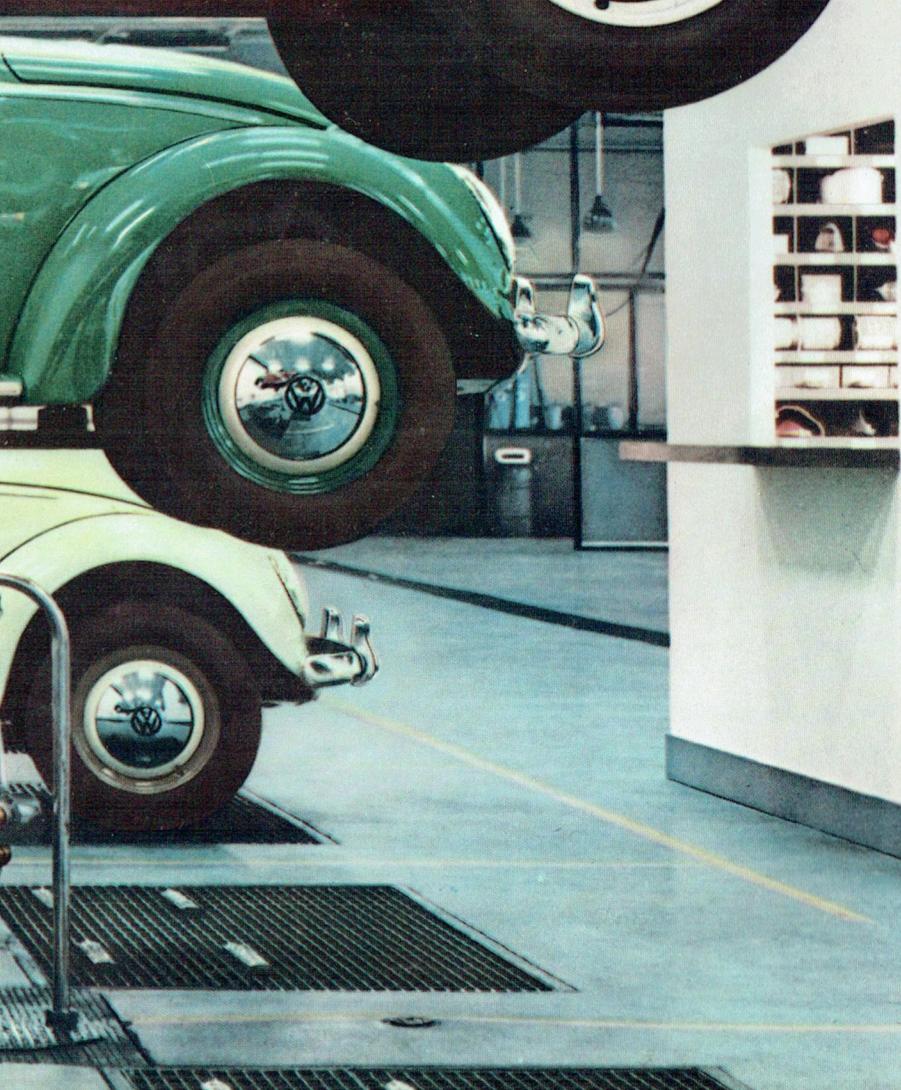
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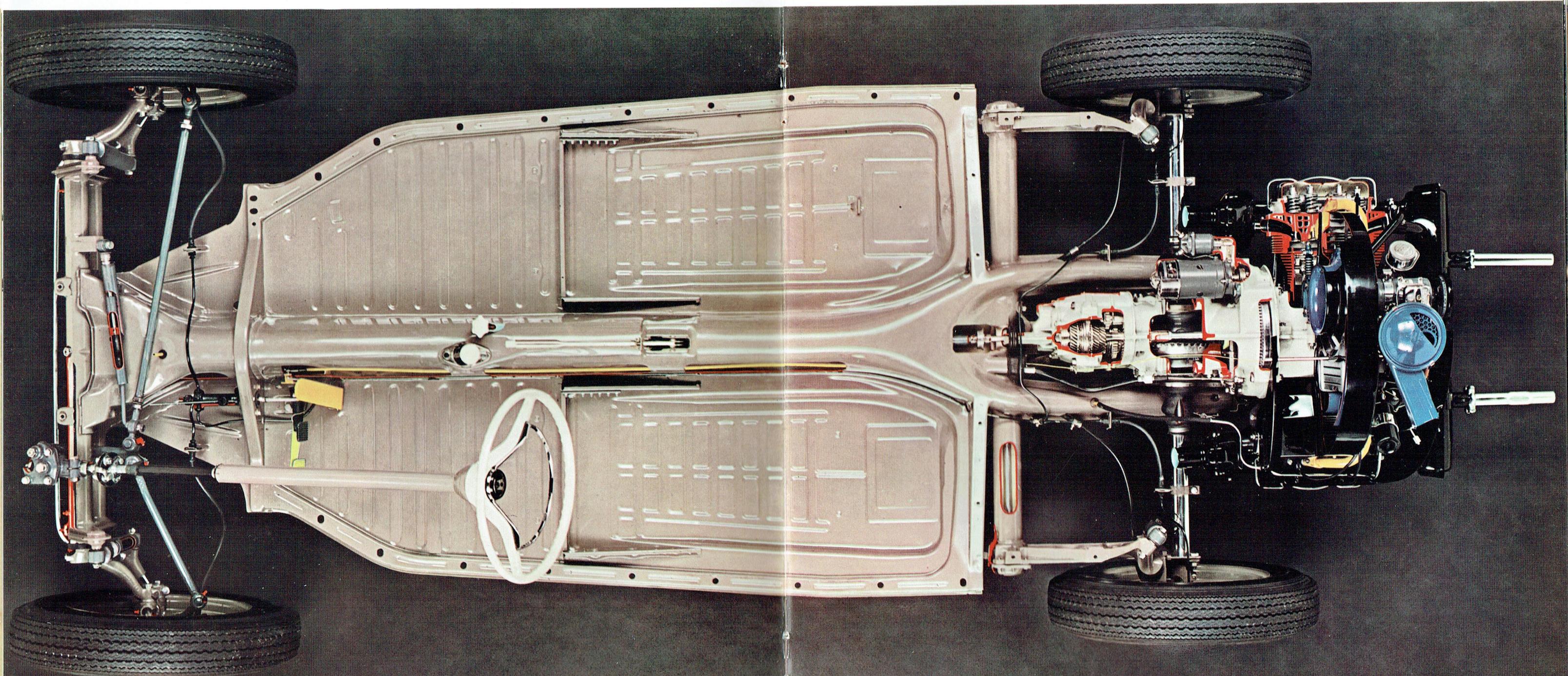
Service is no problem to Volkswagen owners. You will find excellent facilities at Authorized Volkswagen Dealers in your own country and in 120 other countries throughout the world. A VW is serviced only by factory-trained technicians, schooled to demanding VW standards. Only Volkswagen-approved tools and equipment are used.

Costs are low. Service is fast. Authorized VW Dealers keep a comprehensive inventory of Genuine VW Spare Parts on hand. The Volkswagen is designed to last; and VW's preventive maintenance is planned to keep your VW ever young. Naturally you can expect the service you get to be as precise and efficient as the car itself.



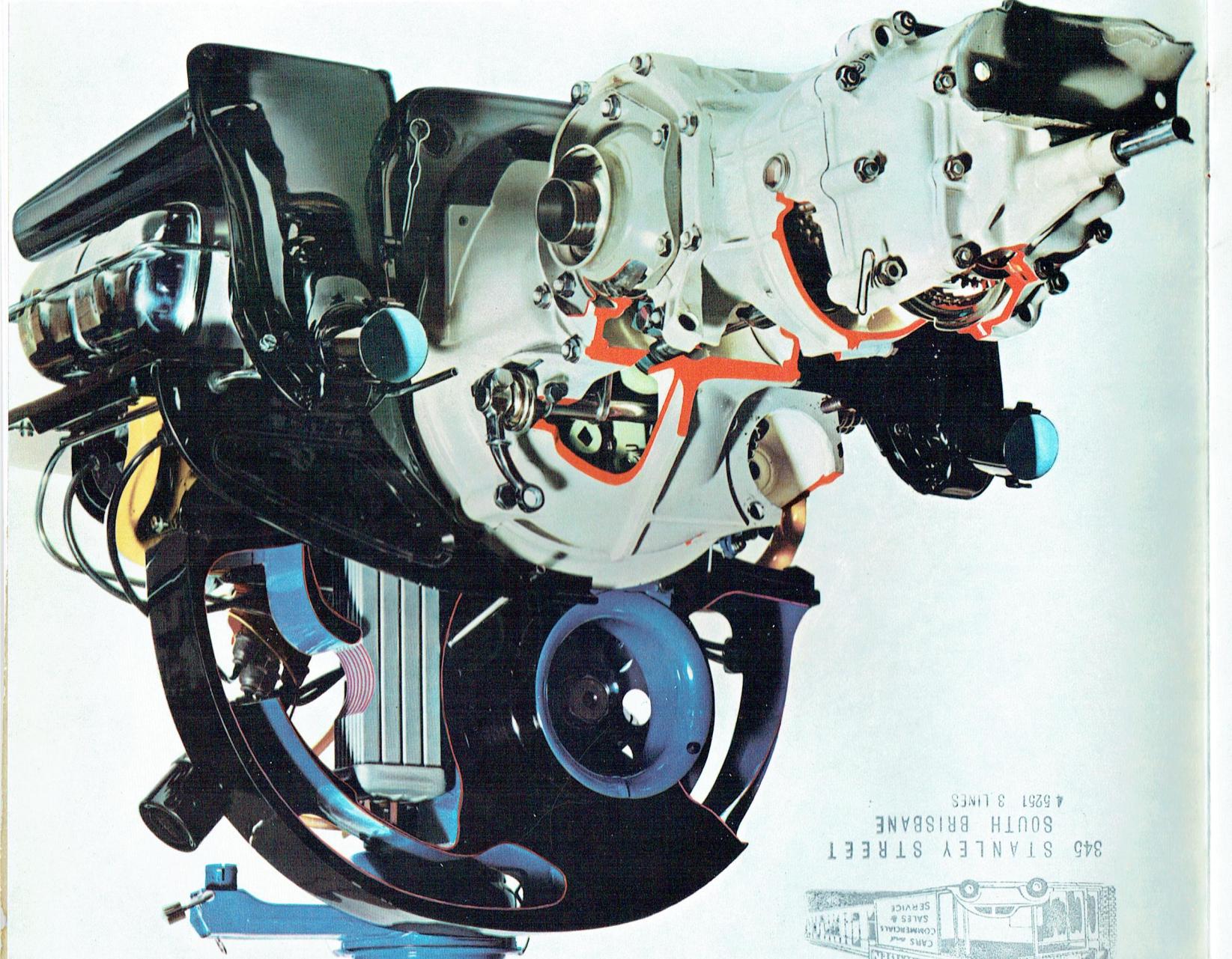
GENUINE  
SPARE PARTS

The VW is so well-conceived that engine and transmission can be removed and replaced in 90 minutes. The front axle, too, is so cunningly mounted that any VW Repair Shop can replace it with a few operations. Engine and transmission are isolated from the passenger compartment by a heavily-insulated partition. The VW synchromesh gearbox is one of the reasons for the superb performance insulation. All changes are quick and easy (no clash or grind). It is impossible to put the VW into reverse accidentally—bathed in it to protect the VW from rust and corrosion. No bare metal is left exposed. Even the need for a risky bumper jack. Before spraying, the body and chassis are plunged into tanks of paint—inside and outside. For this reason, VW owners park outside in any weather, secure in the knowledge that the VW's unseen finish is as flawless as every moving part. The VW's garage is its finish.

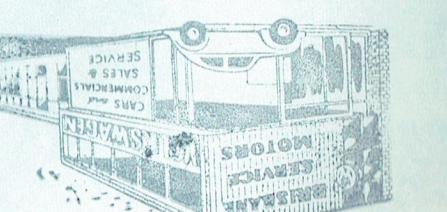


The Volkswagen's air-cooled aluminum-magnesium engine is a model of efficiency and precision. It is a four-cylinder, four-cycle overhead valve unit with two pairs of horizontally opposed cylinders. Because the cylinders lie flat, the engine has a low centre of gravity and makes the most efficient use of its compact space. Since it is a short stroke engine, it has unusually low piston speeds and short travel per mile. This means low friction, long wear and remarkable endurance on the highway. A single-throat down-draft 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 engine is both lubricated and cooled by the circulating oil to reduce wear and increase efficiency.

In keeping with the efficiency of VW design, the engine, transmission and differential form an integral unit.

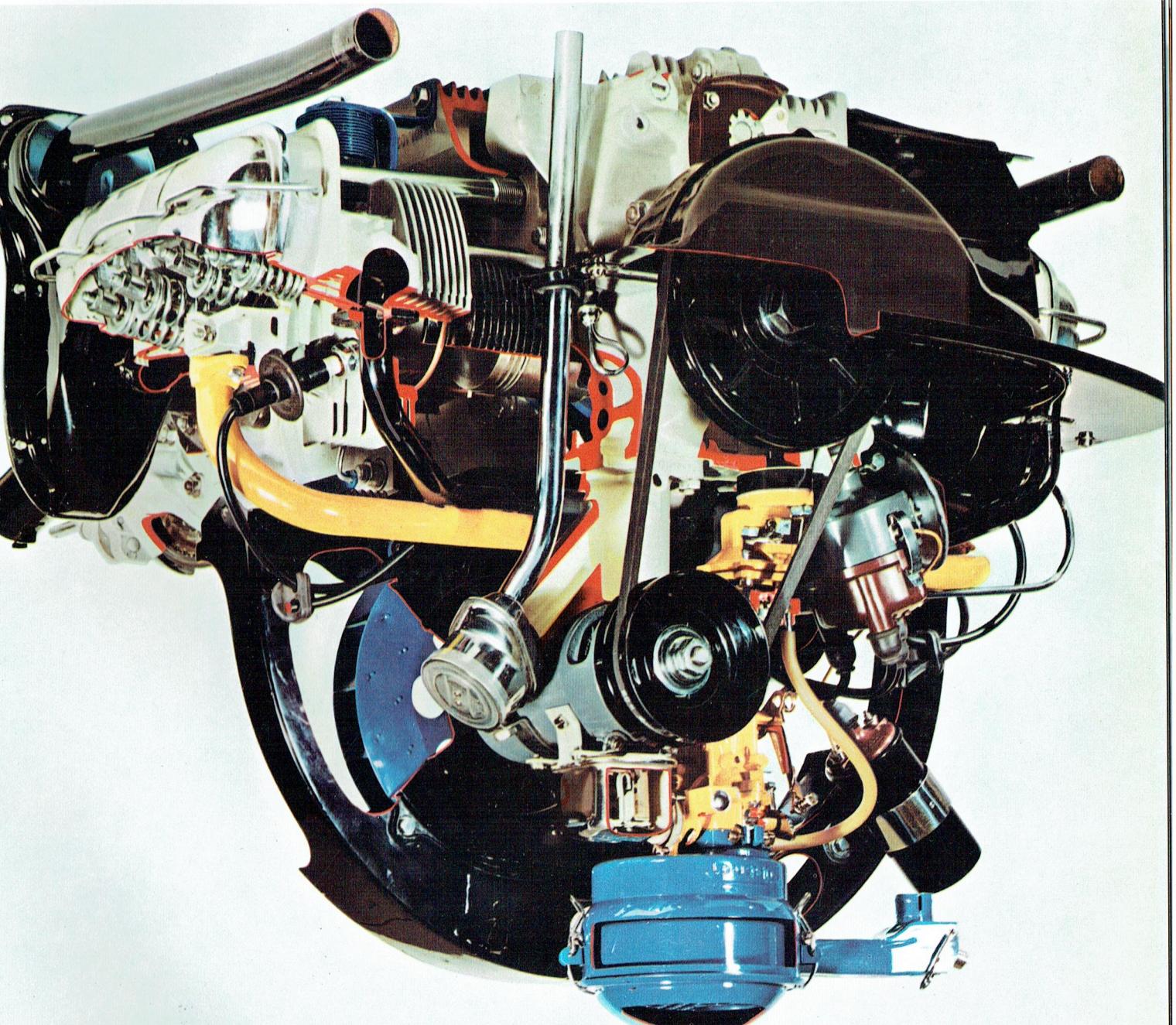


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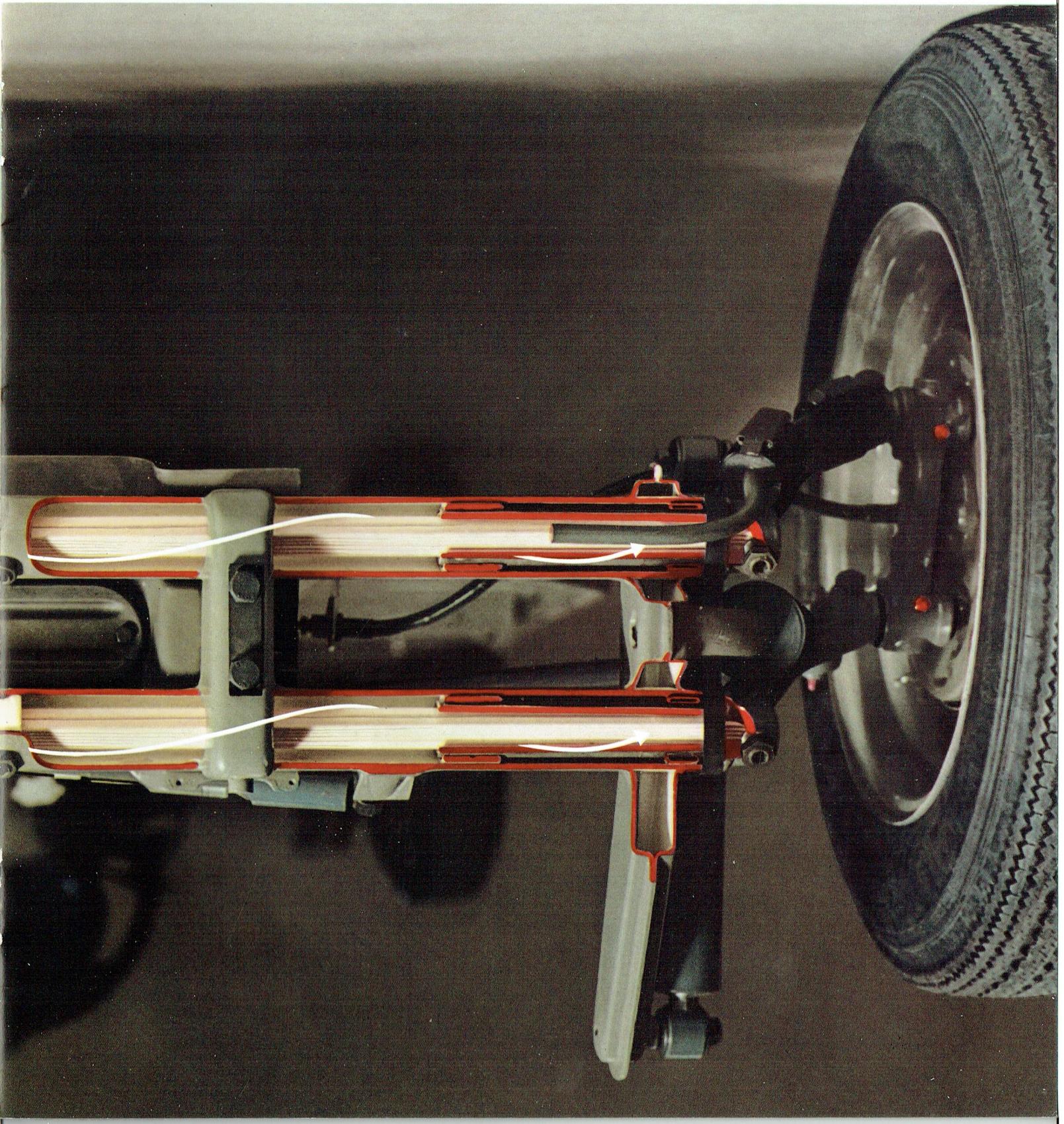
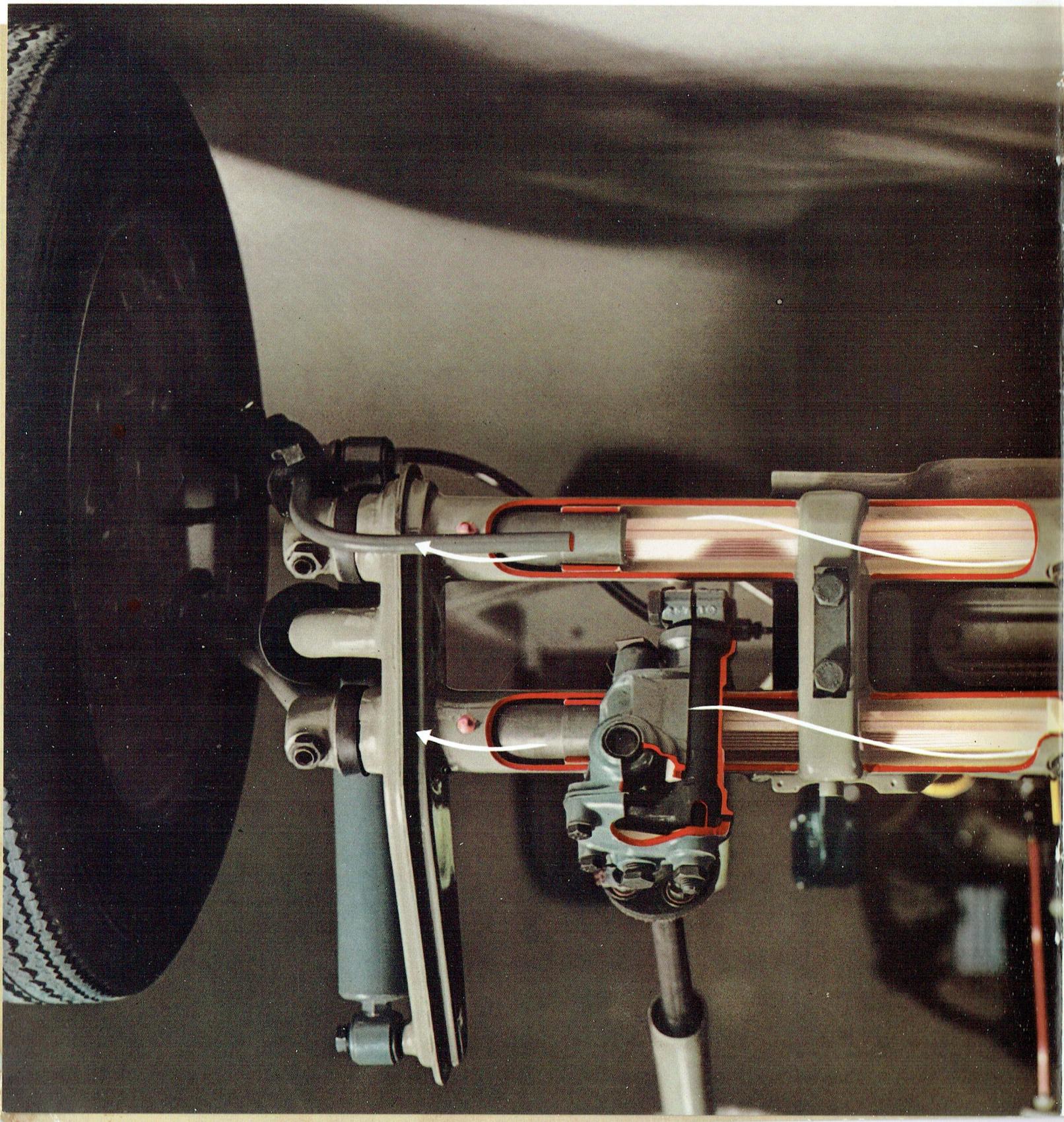
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The Volkswagen suspension system uses torsion bars to provide independent springing for all four wheels (a feature commonly reserved for expensive sports and racing cars). In front, the VW's wheels are suspended by two temperered steel torsion bars, each with eight laminated leaves. The rear wheels are independently sprung through round, solid-steel torsion bars. In cars with conventional 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, are able to flex and rebound instantly, preparing the VW for each successive road bump. As the VW's wheels move up and down over rough roads, each torsion bar twists independently under the pressure—then springs quickly back into shape.

A basic rule of automotive engineering is to support as much of a car's weight as possible by its suspen-



Volkswagen's roominess comes as an eye-opener to most people. All VWs actually have longer leg room in the front seat than many big cars—more head room, too. There is also space for a surprising amount of luggage. A generous luggage compartment is located under the hood. (The spare tire is here too, and you don't have to move anything to reach it.) Two large suitcases can be stowed in the car-rear, three-foot compartment behind the rear seat. The best-riding section of the car (the cradle between the four wheels) is reserved for the VW's passengers who travel in soft, form-fitting seats. The bucket seats in front adjust back and forth easily and independently, even while the car is moving. And the backs of the seats recline at three different angles for a change of pace on long trips, or a chance for a passenger to doze. The Volkswagen layout is essentially a functional one. Everything

You need for handling the Volkswagen is conveniently placed within easy reach. This is the direct result of good planning. All the Volkswagen's instruments are in a practical cluster directly in front of the driver. The gear lever, the hand brake and the heater control fall to hand as naturally as your pocket.

When you drive a Volkswagen, all you stretch are your legs. And you get all the niceties you expect of a fine car to have: gas gauge, automatic windshield wiper, safety belt anchors, sun visors, coat hooks, assist straps, ashtrays—even a hand grip for the right front seat and a huge in-the-door pocket a fine car to have: gas gauge, automatic windshield wiper, safety belt anchors, sun visors,

Door and a bright overhead light goes on; you get an impression of trimness and serviceability for the driver. Both doors are fitted with positive stay-open stops. Open the Volkswagen's extra-wide

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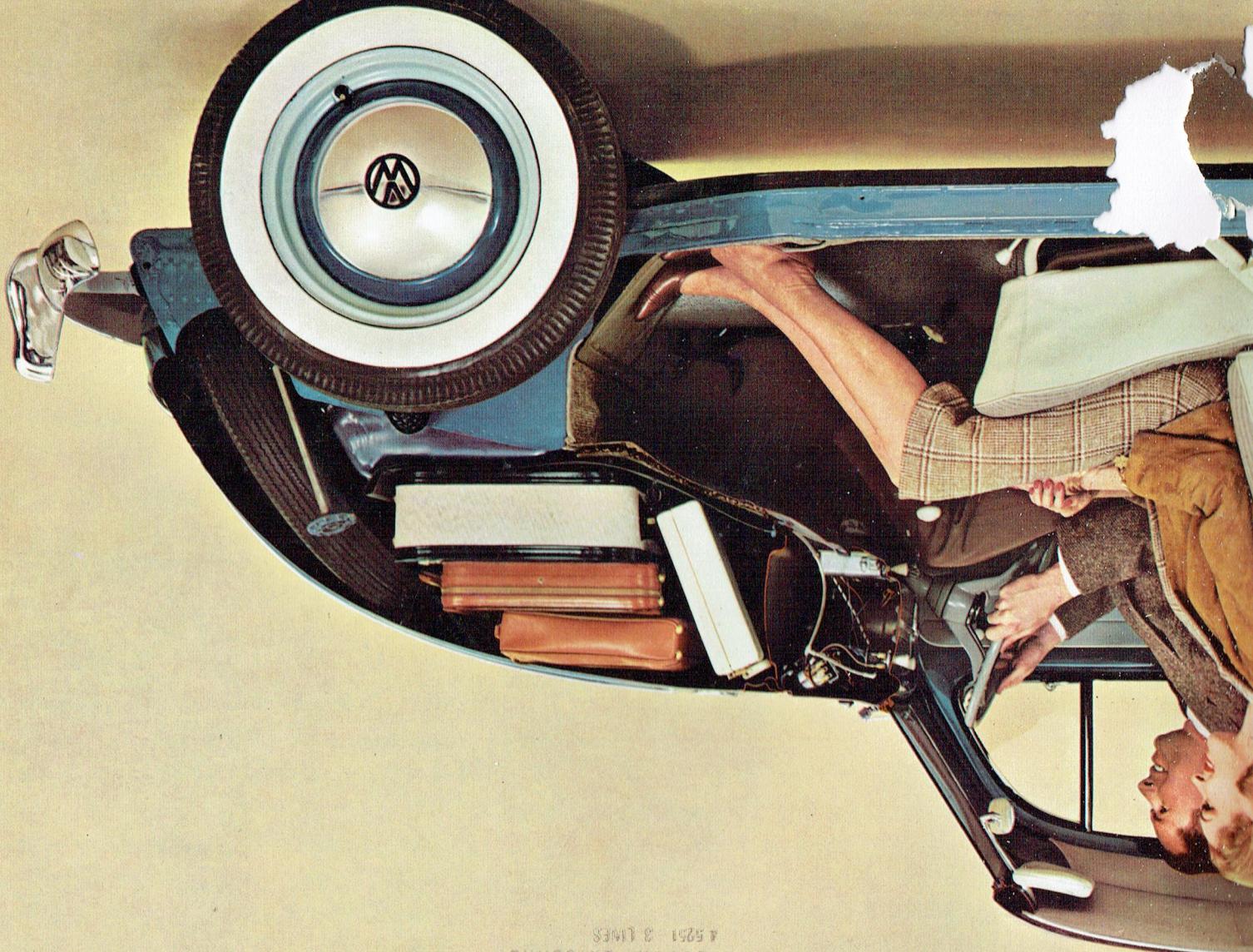
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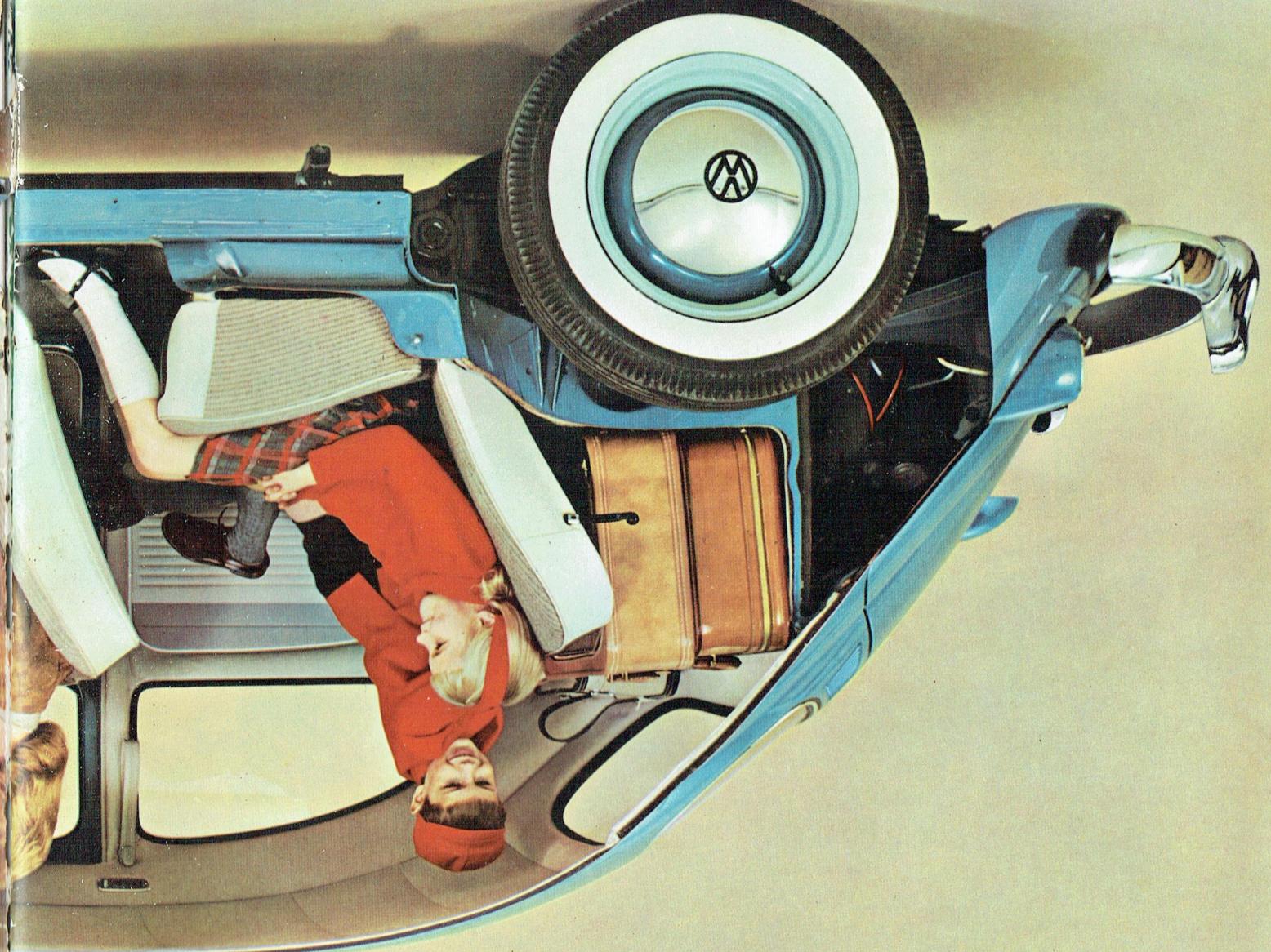
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**ENGINE:** Type: 4-cylinder, 4-stroke rear engine. Cylinder arrangement: 2 pairs horizontally opposed. Valves: overhead type. Bore: 3.03 inches. Stroke: 2.52 inches. Capacity: 72.74 cubic inches. (1192 cubic centimetres). Weight: 182 lbs. (S.A.E.) Compression ratio: 7.0. Maximum S.A.E. brake horsepower: 40 at 3900 rpm. Piston speed: 1512 ft./min. at 3600 rpm. Lubrication: pressure lubrication (gear-type pump) with oil cooler. Oil capacity: 4.4 Imperial pints. Fuel pump: Diaphragm type, mechanically operated. Carburettor: Downdraft carburettor Solex 28 PICT with automatic choke and acceleration pump. Air cleaner: Oil bath type. Cooling system: Air cooling by fan automatically controlled by thermostat. Battery: 6 Volts, 66 amp. hrs. Starter: Solenoid type. Dynamo 180 watts, with voltage control. Silencer: Dual exhaust.

**CLUTCH:** Single disc, dry.

**GEARBOX:** 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 gearbox and final drive: 5.3 Imp. pints. Refill quantity 4.4 Imp. pints.

**CHASSIS:** Frame: Tubular centre 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 track rod, hydraulic steering damper; 2.4 turns of steering wheel from lock to lock. Turning circle: approx. 36 ft. Tyres: 5.60-15, tubeless. Wheels: Disc type with drop-centre rim 4J×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: 8.8 Imp. gals. including 1.1 gal. reserve.

**OVERALL DIMENSIONS:** Length: 160.2 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: 37.5 miles per Imp. gal. (at half payload at a steady 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:** Saxomatatic clutch, radio and aerial, outside mirrors, whitewall tyres are available at extra cost. The colours of the cars shown in this catalogue are not standard colours.

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