

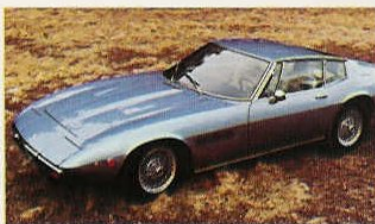
# **The Karmann Ghia**

**A sports car  
with a split personality.**





# A Sports Car that looks like a Maserati or De Tomaso.



It's no coincidence.

When we decided to build a sports car, we also decided to go where the most beautiful sports cars in the world are built:

Italy.

We went to the renowned Ghia Studios of Turin, Italy, and had them design a sleek-looking sports car for us.

Pretty soon we had some beautiful plans on our hands. But we needed someone who could take them off our hands and put them into metal. So we went to the Karmann Coach Works in Osnabrück, Germany, where artisans have been building coaches for European nobility long before engines existed. And that's where we promptly ran into problems.

Our sports car was almost too beautiful. It had too many subtle curves. Intricate lines. Too much arch around the headlights. It just wasn't suitable for mass production.

But rather than make any changes, we limited production. That's why the Karmann Ghia you see today looks just about the same as when Ghia first designed it.

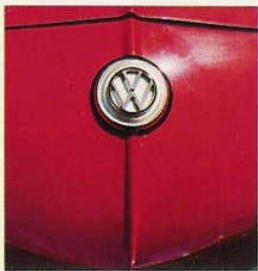
Getting it that way takes a lot of hard work. For example, to create the arch around the headlights, each fender has to be made in two pieces. Welded together. Then sanded to hide the seams. Each car is coated three times with anti-corrosives, primers and paints. Rubbed and sanded. And rubbed and sanded some more.

When the outside is a thing of beauty we go to work to make the inside beautiful, too. By adding a lot of standard-equipment features you find in most luxury cars: leatherette front bucket seats that adjust to 21 different positions. Door-to-door carpeting. A stick shift mounted on the floor. Electric rear window defogger. Electric clock. And, in addition to the roomy front trunk, there's still a small storage space that holds 3 or 4 small suitcases.

But we can't let you go on thinking that the Karmann Ghia is as fast as it looks. It's not quite. But that has its advantages.

It doesn't have enough power to pass a Maserati or De Tomaso. But it has enough power to cruise at an easy 90 m.p.h. all day.

It doesn't require specialized care and feeding. No exotic fuel blends. You see, the Karmann Ghia has a 4-cylinder engine, just like the Beetle. It gets 26 miles to the gallon of







# A Sports Car that acts like a Volkswagen.

regular gasoline.\* And takes pints of oil instead of quarts.

It doesn't have a radiator. The engine is air-cooled. So it doesn't need water or antifreeze. It won't boil over when it's too hot. Or freeze up when it's too cold.

It doesn't require sophisticated tune-ups. It can be serviced at any one of over 1,400 Volkswagen dealerships throughout the U.S. or Canada.

True. It doesn't do all that other sports cars do.

But it doesn't cost all that other sports cars do.

It comes equipped with a new kind of coverage. When it comes to servicing your VW, we've made a good thing even better.

We call it the VW Owner's Security Blanket with Computer Analysis, and it's just about the best coverage you can find.\*

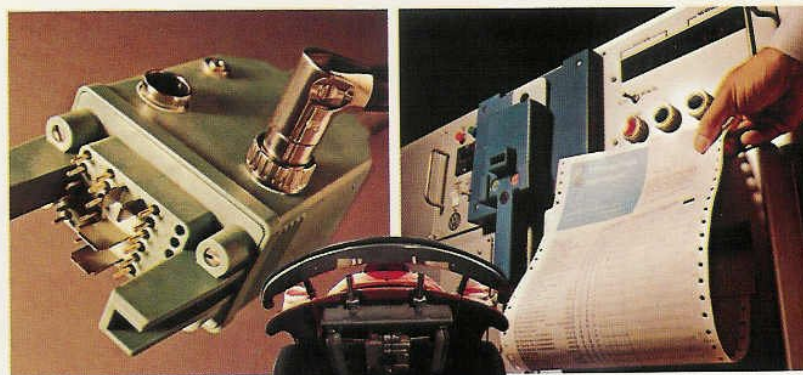
For 12 months or 20,000 miles we'll fix or replace anything — right down to the lightbulbs — provided you've followed your VW maintenance schedule. What's more, if the obligation is ours and it takes

us more than a day to fix your car, you can take one of ours with no obligation. (Of course, following the maintenance schedule almost covers you against ever having to use our coverage.)

But even if you forget about the maintenance schedule, we won't forget about you. If something goes wrong as a result, we'll still rent you one of our bugs (for ridiculously low rates) while we're getting the bugs out of yours.

The coverage comes equipped with our brand new computer. Though there's no such thing as the perfect car, we're getting close. In the meantime, we may have come up with the perfect car checkup: VW Computer Analysis. When you come into your dealer's for a check (you get three free) we plug your VW into our computer. A written printout miraculously reports any little problem. Long before it has a chance to become a big one.

And the computer comes equipped with a lot of familiar faces. Our unbelievable computer is surrounded by a lot of very believable humans. Namely, the VW service and parts teams. A bunch of dedicated guys who are almost as efficient as our computer. And certainly more friendly.



\* See back page for details on VW Owner's Security Blanket

\*DIN 70030



## Specifications

### ENGINE

Type	4-cycle, air-cooled, rear-mount
No. cylinders	4, opposed
Bore	3.37 in.
Stroke	2.72 in.
Displacement	96.66 cu. in.
SAE Net HP	46/4000 rpm
Max. Torque, SAE Net	71 ft. lbs./2800 rpm
Compression Ratio	7.3:1
Carburetion	Single downdraft—automatic choke

### TRANSMISSION & DIFFERENTIAL

Type	Fully synchronized, transaxle rear
No. Speeds	4 forward; 1 reverse
Gear Ratios 1-4	3.78/2.06/1.26/0.88/R-3.78
Final Drive	3.875:1 (Automatic 4.125:1)
Clutch	Single disc, dry; Diaphragm type.

### ELECTRICAL SYSTEM

Rated Voltage	12-volt alternator, 50 Amp max.
Battery	12v/45a/h
Ignition	Battery

### CHASSIS & SUSPENSION

Frame	Semi-unitized; Platform, center tube.
Independent Suspension	Four-wheel front; torsion bars w/stabilizer rear; torsion bars w/trailing and diagonal arms.
Service Brake	Dual tandem, discs front, drums rear
Parking Brake	Cable operated, rear
Rim Size	4½ J x 15
Tire Size	6.00 x 15L
Steering	Roller type

### DIMENSIONS

Wheelbase	94.5 in.
Track, front	51.7 in.
Track, rear	53.1 in.
Length	165.7 in.
Width	64.3 in.
Height-unloaded	52.0 in.
Ground Clearance—loaded	5.9 in.
Turning Circle—approx.	36.9 ft.

### WEIGHTS

Gross Vehicle Weight	2645 lbs.
Payload	728 lbs.

### PERFORMANCE

Top speed	90 mph (automatic 88 mph)
Fuel Consumption (DIN 70030)	26 mpg (automatic 25 mpg)
Acceleration 0-60 mph	18.5 seconds (automatic 19.5 sec.)

## Accessories and Options

Compared to the more exotic sports cars, the Karmann Ghia doesn't cost as much to begin with. And neither do the extras.

We have rubber floor mats. Whitewall tires. Formula vee racing stripe kits. And tissue dispensers.

**\* Volkswagen Owner Security Blanket with Computer Analysis.** If an owner maintains and services his 1974 model Volkswagen as prescribed in the Volkswagen Maintenance Schedule, any factory parts found to be defective in material or workmanship within 12 months or 20,000 miles, whichever comes first (except tires and filters), will be repaired or replaced by any U.S. or Canadian VW dealer. And this will be done free of charge.

An additional policy covers major internal engine and transmission parts for 24 months or 24,000 miles, whichever comes first. See your dealer for details. VWoA warrants every new and factory rebuilt part and accessory distributed by VWoA and sold by authorized VW dealers in the U.S. and Canada to be free from defects under normal use for a period of 6 months or 6,000 miles, whichever comes first (excluding normal wear and tear, maintenance and service items). Any authorized VW dealer will replace or repair defective parts free of charge including labor cost.

### KARMANN GHIA COUPE

#### Paint

Amber
Bahia Red
Ravenna Green
Olympic Blue
Zambezi Green
Saturn Yellow
Phoenix Red

#### Leatherette

Palisander
Black
Beige
Black
Beige
Palisander
Black

### CONVERTIBLE

#### Paint

Amber
Bahia Red
Ravenna Green
Olympic Blue
Zambezi Green
Saturn Yellow
Phoenix Red

#### Leatherette

Palisander
Black
Beige
Black
Beige
Palisander
Black

#### Top Material

Black
Black
Black
Black
Light Sand
Black
Black

How about a Walnut Shift Knob? Radio? (AM or AM/FM models.)

Cigarette lighter. Automatic stick shift. (It comes with 3 forward gears, and no clutch pedal.) Air conditioner. Ask your dealer to show any or all of them to you.

In addition, authorized VW dealers in the U.S. and Canada will guarantee their workmanship on all repairs for a period of 6 months or 6,000 miles excluding service, maintenance items and normal wear and tear. This workmanship guarantee is extended by the original servicing dealer who will arrange for corrective repairs. As a part of the VW Owner's Security Blanket, VW dealers will make every effort to provide qualified owners, by appointment, with substitute transportation without charge (subject to availability) whenever a new vehicle warranty repair cannot be completed on the day scheduled.

In this event, authorized VW dealers will provide to the owner of the car being repaired a courtesy vehicle for local use until the repair has been completed.