

**Things you never knew
about the Beetle.
(And all the other Volkswagens.)**



It's been around a long time, but how much do you really know about it?

The 1937 Beetle.



Everyone knows the Beetle. Or at least they think they do. After all they've seen that familiar shape running around Canadian roads for almost 23 years now. It would seem, however, that familiarity might have bred a little contempt, for in a recent survey we were amazed to find

the amount of misinformation that surrounds our funny looking little car.

So we've put together a little quiz. Why not take it and see how much you really know. You may be surprised to find there's a lot more to the Beetle than meets the eye.

1. Q: First the car itself. Did you know there is more than one kind of Beetle? Below are three side views of three different cars, all Beetles. Match the labels with the pictures.

1.



2.



3.



- a. Super Beetle
- b. the Beetle
- c. Super Beetle Convertible

A: Number 3 is easy – it's obviously "c", the Super Beetle Convertible. Number 1 is "b", the Volkswagen Beetle, the most inexpensive and economical of all Volkswagens. And number 2 is "a", the Super Beetle, first introduced last year. It has a new longer nose that houses an improved suspension system and a much larger trunk. This new elongated nose is the most dramatic appearance change since Volkswagen took out the split rear window in 1952.

2. **Q:** At the right is a picture of one of the most important improvements made on the Beetle in the past 23 years. What is it?



A: It's a McPherson suspension strut, housing a telescoping shock absorber. This new system helps keep the front wheels firmly on the road at all times. It also helps screen out bumps and jolts before they can reach you.

3. **Q:** What's missing in this picture?

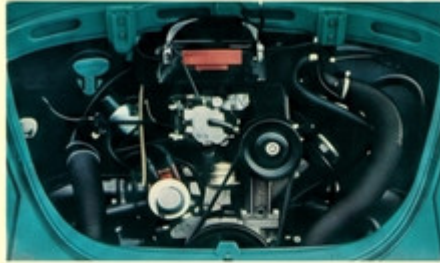


A: The clutch pedal. Contrary to popular opinion, all Bugs do not have stick shifts and clutches. You can get the Beetle with an automatic stick shift, that needs no clutch. An option that has further increased the car's popularity with the ladies.

4. **Q:** How much anti-freeze does a Beetle need? **1.** One quart every fall. **2.** One pint every other fall. **3.** Just enough to keep the windshield squirts from freezing.

A: We admit this was sort of an under-

handed question. The answer is, of course, number 3. The Volkswagen engine is air cooled. Because it doesn't have a radiator, it never needs water or anti-freeze. Since there's no radiator there's nothing to boil over in the summer or freeze up in the winter. Unless you count the windshield washer.



5. **Q:** How much gas does the Beetle need? **1.** None, it runs on fumes from other cars. **2.** Fill it up once a year. **3.** Fill it up every 273 miles.

A: Either 2 or 3 is correct, depending on how much driving you do. The Beetle will deliver 31 mpg. The gas tank holds 8.8 gallons. Therefore the Beetle will go 273 miles between fill ups.

6. **Q:** How much stuff can you put in a Super Beetle? **1.** Two suitcases. **2.** Four suitcases. **3.** Four suitcases and four hats.



A: The answer is 3. The Super Beetle has a surprising amount of luggage space. The trunk up front will hold two suitcases. The luggage compartment behind the rear seat will hold two more. And as a new feature this year, a hat shelf covers the rear luggage compartment, and holds four hats. If you need still more luggage space you can fit in five or six suitcases by folding down the rear seat.

7. **Q:** True or false? Volkswagens are so air tight the only way you can close the door is by rolling the window part way down.

A: This used to be true but is now false. The Beetle is still as tightly made as ever, but last year Volkswagen installed a flow-through ventilation system that brings in fresh air, and evacuates stale air. Even when all the windows are



closed. So now when you slam the door on a Beetle the air pressure equalizes itself as air is forced out the rear vents.

8. **Q:** How long does it take to get a new part for a 1960 Beetle? **1.** Forever. **2.** Forever unless they can find some out of the way dealership that has it in the back somewhere. **3.** No longer than it takes to get a part for a 1972 Beetle.

A: The answer is, of course, 3. Because the Beetle changes so seldom, parts are easy to get. And when Volkswagen does make a change they bend over backwards to see that a parts supply is available. Because the parts system is computer controlled every dealer either has in stock, or can get his hands on any part for any Volkswagen very quickly.

9. **Q:** How tall was the tallest man who ever comfortably drove a Beetle? **1.** 5'8" **2.** 6'6" **3.** Wilt Chamberlain at 7'2".

A: While it is true that the Beetle is hardly the car for pro-basketball players, (Volkswagen tried once to get Wilt Chamberlain into a Bug. His upper body fit but there was just a little too much leg left over at the end of his knee) it does have a surprising amount of leg room. Because the seats in the Super Beetle are adjustable to a large combination of positions, both the very short and the pretty tall can drive it in comfort. The answer is 2. About 6'6" is the upper limit for Volkswagen drivers – of the Beetle that is. Now the VW411 is another story (See next page).

10. **Q:** Which car is worth more? **1.** '67 Chevrolet Biscayne, 2-door, 6 cylinder. **2.** '67 Ford Fairlane 2-door, 6 cylinder. **3.** '67 Beetle.

A: Surprisingly enough the answer is number 3. The 1967 Beetle. Although both car 1 and car 2 cost more than the Beetle when they were bought new. The Volkswagen Beetle depreciates very slowly. Which makes Volkswagen just about the only auto maker that can truthfully say their car costs less to buy, and brings you more when you sell than almost any other car on the market.

The above information is based on figures taken from the Canadian Red Book, July 1971.



The 411: One year later.

The VW 411 is so unlike one's preconceived ideas of what a Volkswagen should be that it's hard to know where to begin describing the differences. Perhaps it's best to take the car from the ground up and describe it for what it is ... a completely new and different kind of Volkswagen.

At the bottom of it all, the 411 has a combination McPherson Strut/Torsion Bar Suspension System. The wheels are independently suspended and sprung so each wheel responds individually to the road surface beneath it.

The McPherson Strut front suspension absorbs highway dips and undulations remarkably well. The ride over rough roads is quite good, due partly to the excellent suspension, and partly to the tight, rattlefree unitized body.

Steering is effortless. The 411 responds quickly and precisely at all speeds. Traction is further enhanced by steel cord radial ply tires that give constant adhesion to the road surface even

in the tightest turns.

Stopping power is excellent, thanks to the dual circuit brake system, which has disc brakes up front and drums in



the rear. A brake pressure limiting valve keeps the rear wheels from locking.

The engine in the 411 is the same as the one in the Porsche 914. This is a zappy power plant that gives the car a top speed of 94 mph, yet in true Volkswagen style still delivers 22 miles to the gallon, give or take a mile or two.

The air cooled rear mounted engine is surprisingly quiet due to a combination of good engineering, a lot of insulation and excellent soundproofing.

The 411's fuel injection system comes as standard equipment. (On most other cars, it's an expensive optional extra.) The key to the system is a little transistorized computer which monitors five different engine variables and then adjusts the fuel flow accordingly, at split second intervals.

Since the fuel injection system eliminates the need for a carburetor, the 411 is blissfully free from such car-caused problems as icing, flooding, stalling and vapor lock.



There's another feature that is bound to win over a lot of people who until now wouldn't consider a Volkswagen ... an optional fully automatic three speed transmission. This beautifully engineered piece of equipment keeps the car accelerating smoothly and without a hesitation or stumble, all the way up to top speed.

The interior of the 411 is a picture of elegant simplicity.

There are large contoured bucket seats that not only recline, but can also be tilted as a single unit to give an infinite number of seating positions. The rear seat has a fold down center armrest. And head and leg room is plentiful both front and back.

Interior atmosphere is regulated by a flow-through ventilation system that keeps fresh air coming in and evacuates

stale air, even with all the windows rolled up. There's also an electric defogger to keep the rear window clear.

Other interior touches include a clock, large storage pockets on the backs of the front seats, map pockets on the front doors, and door to door carpeting. The rear doors are equipped with childproof safety locks so eager children can't open them accidentally.

We've saved the exterior body design for last because it represents such a major innovation for Volkswagen.

The 411 has four doors. As a result, entrances and exits, front and back, are quick and easy. The 411 is also available as a station wagon model, with one

door on each side and one in the rear. In terms of styling the 411 is a very distinctive looking car. It has a glassy wide-open expanse that comes from narrow roof pillars and eight windows that wrap the car in more than 3,490 square inches of glass.

The rear window and engine-compartment lid slope in a semi-fastback manner to a squared off tail. The front has a longish hood, which like all



Volkswagen designs is not simply a styling gimmick. It gives the 411 a positively commodious trunk that holds 14 cu. ft. of luggage. This, combined with the luggage area behind the rear seat, means that the 411 has 2.3 more cubic feet of carrying capacity than the Cadillac.

The 411 has the superb finish expected of a Volkswagen, the paint job deserving special mention. It is absolutely mirror smooth, without a ripple or missed spot anywhere. The model tested was a classy Silver Metallic, but the 411 is also available in Sumatra Green, Gemini Blue Metallic, Turquoise Metallic, Texas Yellow, and Kasan Red.

In summary the 411 is a pleasure to drive. It is a luxury car in the old fashioned tradition of careful craftsmanship and good design. But the nicest thing about its being a Volkswagen is that you don't have to have an old fashioned fortune to buy it.





Can a medium sized Volkswagen find love and

Everyone knows that the Beetle is the best little car made. And now that the 411 has made the scene it won't be long before as many people know that Volkswagen is also building a good big car. (It's about time someone did.)

But we feel in the rush and excitement a lot of people are overlooking one of the finest medium sized cars on the market.

The Volkswagen Squareback Sedan and Type 3. Two different shapes on one basic car.

It's too bad, too. Because the Squareback and Type 3 are perfect for the person for whom the Beetle is too small, and the 411 is too big.

Before getting into the difference between the Type 3 and Squareback, let's take a look at what makes them similar, and at the same time different from most other medium sized cars.

First is a peppy, lightweight aluminum magnesium engine that provides lots of power, enough to get you up over eighty and keep you there. With-

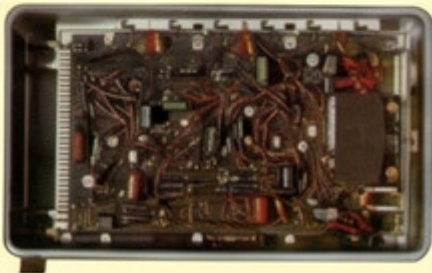




acceptance in a world full of Beetles and 411s?

out adding a lot of dead weight.

Along with the engine goes a precisely engineered, computerized fuel injection system, at no extra cost. On most cars that offer it, and most medium



sized cars don't, fuel injection is an optional extra that'll cost at least \$300.

The computer measures five engine variables from which it calculates, on a second basis, precisely the gas you need. So you get excellent mileage. (About 31 mpg.)

Fuel injection also means you can forget about carburetor problems like icing, flooding and vapor lock. There is no carburetor. The fuel injection system

eliminates it.

Then there are the front disc brakes, which combined with the drums in the rear, guarantee safe sure stops. Disc brakes are another thing you don't usually find on your average medium sized car. But then this car isn't average, it's a Volkswagen.

The difference between the Type 3 and Squareback shapes are something else that make it a very appealing medium sized car.

The Type 3 is for the man who wants a sporty, racy looking car, but who still wants the comfort of a sedan.

It has a unique fastback styling. Bucket seats. Door to door carpeting. An electric clock. Flow-through ventilation. Four on the floor stick shift. Or if you don't want to be quite that sporty, an optional automatic.

The Squareback has all the Type 3's virtues plus one more. Lots of room. It'll hold about twice the luggage most big sedans will handle. In addition to carrying four people.



Put the back seat down and you have even more hauling space, 48.9 cubic feet of it. Enough room for a full sized single bed. Four or five toboggans. Or enough tents, sleeping bags, equipment and supplies for a week in the woods.

And for all its room inside, it's only 10 inches longer than the Beetle, so parking is no problem.

In short, the Type 3 and Squareback are one great medium sized, moderately priced car.

And if all this sounds good to you, then the next time someone asks you how you like your Volkswagen you've got an answer. Medium.

The Volkswagen Station Wagon looks like a box on wheels. And that's no accident.

When Volkswagen set out to design their Station Wagon, they started from scratch to make the best possible vehicle for carrying lots of people or things.

The result was an empty box that can be filled with twice as much cargo as the average, low slung, domestic station wagon. Yet takes up considerably less room, a fact you'll appreciate when you get your people or stuff to where you're going and want to park.

The regular box seats seven people. Or you can get optional floor plans that will seat nine. And even with all that seating space there's still 35 cu. ft. of cargo space left in the back of the box.

Packing and unpacking the box is considerably easier than loading and unloading its low slung competition. Because it's higher you don't have to bend and stoop to get things in. And because it has so much headroom you can carry upright a lot of things you'd have to lay out flat in a regular station wagon, like grandfather clocks, floor

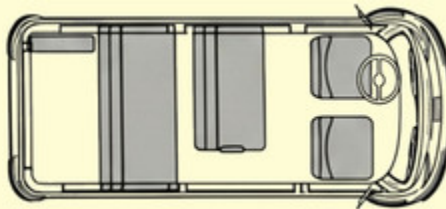


lamps and potted palms.

Another nice feature is the big 3½ x 4 ft. sliding door, which lets you unload the biggest load in the tightest places.

The fact that the VW Station Wagon is basically an empty box does not mean, however, that it is barren. The interior is quite comfortable.

Seats are carefully sprung and up-



holstered to support you firmly but comfortably. The dashboard is padded for safety. There's a gas heater to keep the inside warm even when the engine isn't running. And an electric rear window defroster that keeps the rear window clear.

We've talked a lot about the box part of the VW Station Wagon. What's underneath the box part is just as interesting.

Our Station Wagon has 4 wheel independent torsion bar suspension, combined with a double-jointed rear axle. So you get a smooth bump-free ride, as well as considerably better road holding and cornering abilities than the over-long, fishtailing competition.

But best of all is what keeps this improbable but very practical vehicle running, the Volkswagen engine. That is easy on the gas and oil. Will never boil over or freeze up. And is rear mounted to give you extra traction to get through snow, and sand and mud.

So no matter what driving conditions you encounter you'll never find yourself boxed in.

They call it "The Box".





Tonight we open on Lake Kashagawigamog.

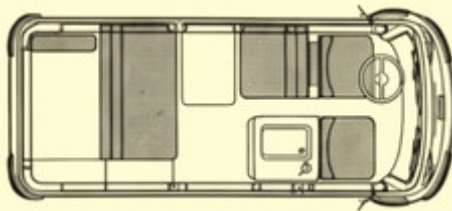
Dear Aunt Marion:

Summerstock is a gas. We've played four different towns in four different days. We hadn't planned to move so quickly but then we don't seem to be packing them in quite the way we anticipated. I guess your average summer vacationer isn't really interested in Shakespeare.

Thank you for lending us your Volkswagen Campmobile. At least that takes care of some of our problems. When we drive into town we don't have to worry about rooms or meals.

We just find a nice spot and open up. I fix dinner while Claude rehearses his lines or takes the kids out exploring. We all eat around the built-in table, and afterwards sit around in the tent and sing or play games. That's if there isn't a show, of course.

It's all very homey, what with the



wood panelled walls, and curtains, the ice-box, the sink and all that handy storage space. I can't believe you paid less than \$5,000 for it.

Sleeping is no problem. We use the double bed that's the back seat during the day. Jane sleeps on the single. And Randy just loves the hammock.

So far we've been lucky enough to find a power source to hook into so I've been able to use my mixer and Claude's been able to charge his razor.

Two nights ago I was really thankful for the built-in screening. We picked what looked like a beautiful waterside

www.SuperBeetle.eu

spot, but found out, too late, that after dark it turned into mosquito heaven. Luckily none of them managed to get inside, although it wasn't from lack of trying on their part.

Driving this thing is great. I love it. Imagine me driving a mobile home. But really it's just as easy as driving a regular car. No easier. I'm up higher so I can see better.

Well I've got to go now. We're doing Hamlet in Huntsville tonight. And as Claude so cleverly put it "If we're going to be there on time, we'd better get the show on the road."

Why don't you stop up and see us sometime? We should be going back to Bobcaygeon next week. They loved Claude's Julius Caesar. Actually I think all the girls loved his hairy legs. Affectionately,
Pauline.



The car that Volkswagen couldn't make.

The car you see above is the Volkswagen Karmann Ghia.

The beautiful body was specially designed for us by the Ghia Studios of Turin, Italy. And rather than try and build it ourselves we gave the job to one of the oldest and finest body builders in Europe, the Karmann Coachworks in Osnabrueck.

Here the Ghia is hand assembled and hand shaped with meticulous care and patient skill. Because of its unique and very sleek design, some of its lines can't even be pressed or welded into shape. So part of it is literally hand sculpted, by craftsmen working in fine English pewter.

Actually, we fibbed a little when we said Volkswagen doesn't build the Karmann Ghia. While it's true we leave the molding of its beautiful body to others, we take great care to be sure that what goes underneath that body is as solid and enduring as all other Volkswagens. So we build the inside ourselves.

It has the same solid body and welded frame that makes Volkswagens so sturdy.

It has the same independent torsion bar suspension system and double joint rear axle that makes Volkswagens ride and respond so beautifully.

It has a dual brake system like all

the other Volkswagens, with disc brakes up front like the Type 3 and VW411.

It has an efficient Volkswagen engine that makes a gallon of gas last for 31 miles, more or less.

And even though it looks like an exotic sports car, you'll never have any trouble getting parts or service. Any Volkswagen Dealer can service a Karmann Ghia.

The Karmann Ghia is available in two versions. A hardtop coupe. And a racy convertible. They both look like exotic temperamental Italian sports cars. And act reassuringly like ordinary Volkswagens.

The Volkswagen Diagnosis System.

Treating a sick car, like treating a sick person, involves two basic steps. First, find out what the trouble is (something that is often easier said than done). And second, do whatever is required to correct it.

Until recently, step one – uncovering the problem – was a haphazard, frustrating and sometimes expensive process, as the mechanic hunted throughout the car looking for the source of that mysterious clunk-clunk.

But no more. Volkswagen has installed in every one of its dealerships an electronic diagnosis system that can take a detailed picture of a car's inner life, spotting in minutes, problems it used to take hours to uncover.

This battery of equipment analyses all the car's vital functions. Engine timing and compression. Front axle and steering system. Wheels, brakes, tires and the electrical system. You name it, they check it.

The advantage of this system is, it helps spot minor illnesses before they can become major problems. So not only can a Volkswagen mechanic quickly and easily uncover the cause of the clunk-clunk. Odds are that in using the diagnosis system regularly he will uncover little clunk-clunks before you're even aware they exist.

The system also has a built-in bonus for owners of new VW's – they get four free diagnosis checks and one maintenance service in addition to the 2 year –



24,000 mile warranty.

As far as the second step goes – fixing whatever is wrong – it's easier to fix a Volkswagen than almost any other car. That's because when Volkswagen engineers put a car together, one of their prime considerations is making it easy to take apart.

Parts seldom change and when they do, Volkswagen does a pretty good job of making sure the new parts will fit previous models. Every Volkswagen dealer has in stock or can quickly get his hands on any part for any Volks-

wagen built since 1960.

Of course in treating any sickness the man who diagnoses and treats is of prime importance. The Volkswagen mechanic undergoes a 6 month training program before he's even allowed to touch a customer's car. That's in addition to his general mechanic's schooling. And he goes back for regular post graduate training every two years so he'll be up to date on what few changes they do make.

Given the way the car is built, most VW owners rarely have to worry about car sickness in the first place. Still, it's nice to know that such a comprehensive system of help is available. Now if only they'd make



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