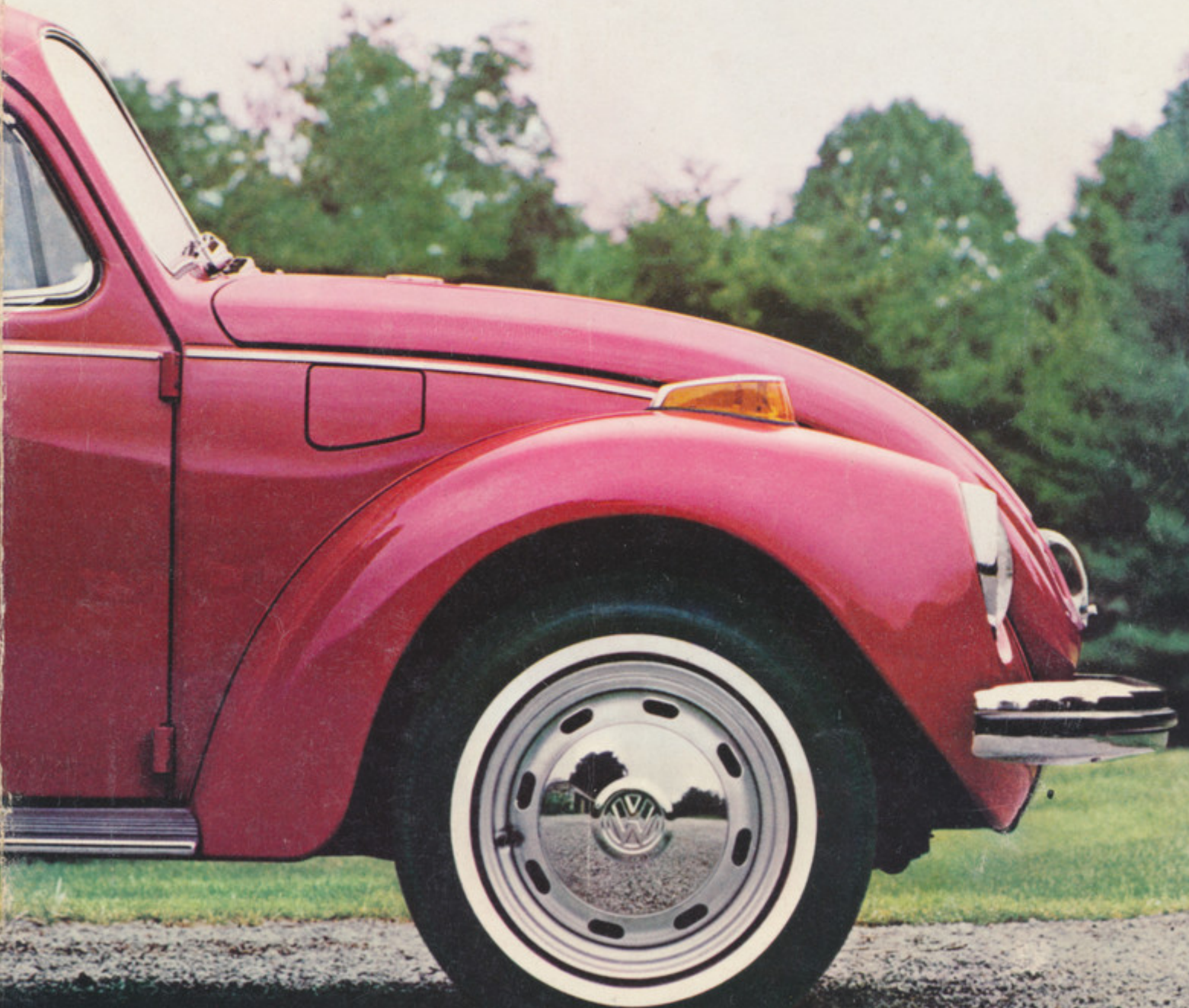


**The Super Beetle.**

**We've made so many improvements  
they're beginning to show.**



[www.superbeetle.eu](http://www.superbeetle.eu)





[www.superbeetle.eu](http://www.superbeetle.eu)



# We've put on a few pounds. Now there is a little more to love.

155 pounds more.

But not one single ounce of fat.

That's because we've made 90 meaningful improvements.

Some big. Some not so big. Some you can see. Some you can't.

But all of them in the right places. All to make the Beetle work better.

For instance, after all these years, we made the Beetle longer.

A whopping 3" longer.

Not because we're trying to make it sleek and racy looking.

But because we put in a different front suspension system. So you could get a more comfortable ride.

And if you look real close, you'll notice that we made the Beetle's nose slightly bigger.

Not because we thought a new front end would make it more attractive.

But because after we put in the new front suspension system, we saw a practical way of practically doubling the trunk space. So you can carry almost twice as many things.

Our point is, of course, that we never make changes for the sake of making changes.

We just keep improving the car we have.

We've made over 2,200 improvements since 1949.

The idea of coming out with a new car every other year never made any sense to us.

It's expensive and time-consuming.

We'd rather spend our time and money making sure the improvements we make each year are better than the ones we made the year before.

And that's just what we've done for 22 years.

The result?

The Volkswagen is one of the most highly developed cars on the road.

Which is probably the reason why we sold over 12 million throughout the world.

And over 3½ million in America.

So if all our improving is beginning to show, it isn't because we're changing the idea behind our car.

We never will.

The 1971 Beetle is still the same sensible, economical car it's always been.

Only more so.









# We've designed it for two types of people. Men and Women.

Why have so many women found the VW so easy and so much fun to drive?

One reason is the VW's size: a mere 13 ft. 5 in. long and 5 ft. 2 in. wide.

So it's easier to handle in traffic, easier to make U-turns, and easier to park.

Especially with our optional automatic stick shift.

Then you can drive around town all day without ever changing gears.

There's no clutch pedal. You just put it in Drive 1 and sit back and relax. When you want to cruise over 55 mph, just put it in Drive 2. And that's it.

And the nice thing about our automatic stick shift is that it still lets you get about 25 miles on a gallon of gas.

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

On the other hand, if you're the man of the house you'll probably like the VW for other reasons.

Like the initial low cost of buying it.

And the air-cooled engine that can never freeze up or boil over. Because it doesn't have a radiator. So it never needs water or antifreeze.

You might also like the fact that it doesn't gulp gas, takes pints of oil instead of quarts, and uses 4 spark plugs instead of 6 or 8.

Then there's VW's high resale value.

And the fast, dependable service you get from any of the over 1,100 VW dealerships in all 50 states.

Of course, the standard equipment the Super Beetle comes with is something everybody will like.

Door-to-door carpeting, flow-through ventilation system with a 2-speed blower, bucket seats, telescoping steering column, dual braking system, built-in headrests, day/night rear-view mirror, ignition/steering lock. Even an electric rear-window defogger.

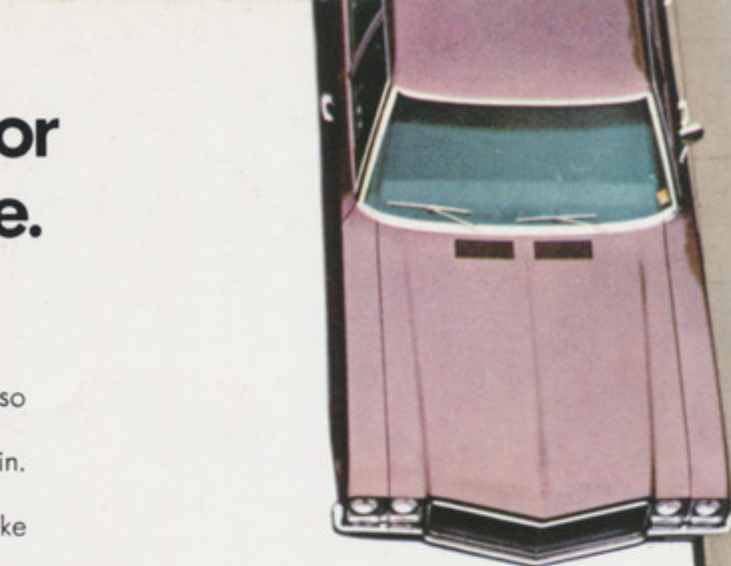
And an automatic control that dims high beams to parking lights whenever the ignition is turned off.

There's also the new big trunk, practically doubled over last year (9.2 vs. 4.9 cu. ft.). Plus, another 4.9 cu. ft. of luggage space behind the rear seat.

Incidentally, if you need more space you can always fold down the back of the rear seat.

Our Super Beetle may not be the most beautiful car in the world. But one thing's for certain.

It's easy to live with.









# We've designed it for two types of roads. Rough ones and rougher ones.

In other words, Super Beetle is built to take it.

As we said before, we put in a different front suspension system.

Its wheels are independently suspended. So a jolt to one wheel isn't passed along to the other 3.

And up front are coil spring/shock absorber struts, a clever little piece of engineering that gives you an amazingly smooth, comfortable, quiet ride. Even on some of the roughest terrain.

In back is a double-jointed rear axle that keeps the drive wheels flat on the road. And gives you more control over the car.

And to make our Super Beetle go, we put in an even longer lasting engine.

It's the strongest engine we ever offered in the Beetle.

It's made out of the same stuff Porsche uses to make its race car engines: lightweight magnesium alloy.

And also it has 3 more hp than the '70 Beetle. So it doesn't have to work as hard to get from one place to the other. Any automobile engineer will tell you that that will make it last even longer.

To make our Super Beetle stop, we enlarged the brake drums. It also has a dual braking system.

(Two sets of brakes. One in front. One in back.) So if one set should fail, the other will still operate.

Super Beetle is also pretty tough to shake loose.

Its body is welded, not bolted, together for a stronger, tighter, rattle-free construction.

Plus, it has a 6" ground clearance so it will clear just about anything on the road. And a steel plate underneath to protect it from the things it can't clear.

One final point about Super Beetle's roadability.

It's built to go in mud and sand and ice and snow and places where other big cars just spin their wheels.

That's because its air-cooled engine is in the back. Behind the drive wheels. Where you get extra traction. Which is nice to have. Because when the going gets rough, Super Beetle can put its back to work.

And make its own roads.









# There are two ways you can top our sedan. The sunroof or convertible.

Everything our sedan can do our Sunroof and Convertible can do.

They get the same 26 miles to a gallon of regular. With the same air-cooled engine.

Everything we did to improve this year's sedan, we also did to improve this year's Sunroof and this year's Convertible.

So you're getting the advantages of the 1971 sedan.

Along with all the advantages you don't get with a sedan.

Like the sun and the moon and the stars.

Take the Sunroof. Just a few cranks to the left, and you've got yourself 390 sq. in. of outdoors.

A few cranks to the right, and you've got yourself a car that's just as airtight and weatherproof as our regular sedan.

That's because its cover is made of steel. And it's lined and padded just like the rest of its top.

Then there's the Convertible.

Take the top down, and you've got all the sunshine and fresh air you want.

But put the top up, and you've got two roofs over your head instead of one.

It has leatherette on the bottom of the top. And vinyl on the top of the top.

Plus an inch-thick layer of padding that also cushions sound.

And we've made sure that it is just as weatherproof as the sedan. It's put through high pressure sprays worse than the worst downpours you could ever get caught in.

After all, some days you don't get the sun and the moon and the stars.









# One of the biggest tests of a VW is passing the smallest.

Not every Volkswagen we make, makes it.

That's because the Volkswagen factory is full of inspectors who do nothing but look for things wrong with Volkswagens.

For instance, if they so much as find a nick in the bumper, or a scratch on the inside of the glove compartment door, it doesn't make it.

They inspect every single one of the 5,115 parts that make up every single Volkswagen. Not once, but 3 times.

They scrutinize every windshield. Every brake drum. Every crankshaft.

They make sure every engine is run through high-speed endurance tests. Before it goes into the car. And again after it goes into the car.

They spot check VWs with an instrument called a lektroscope, to make sure coats of paint are uniformly even and smooth.

They pluck VWs from the production line just to test drive them. (They'll never be sold.)

They're taken to a place called Hell on Wheels. Volkswagen's 2 grueling test tracks.

There they're driven over 8 different road surfaces: from good to awful. And through hills and valleys and hairpin turns. To make sure that everything stops, goes, and turns the way Volkswagen wants it to stop, go and turn.

They're also driven through mud and water and splt. To make sure nothing leaks or rusts.

In other tests windows are rolled up and down 35,000 times. To make sure they'll roll up and down another 35,000 times.

And seats are weighted down a million times with 110-pound weights. To make sure they'll stay firm and comfortable.

We have 8,978 inspectors.

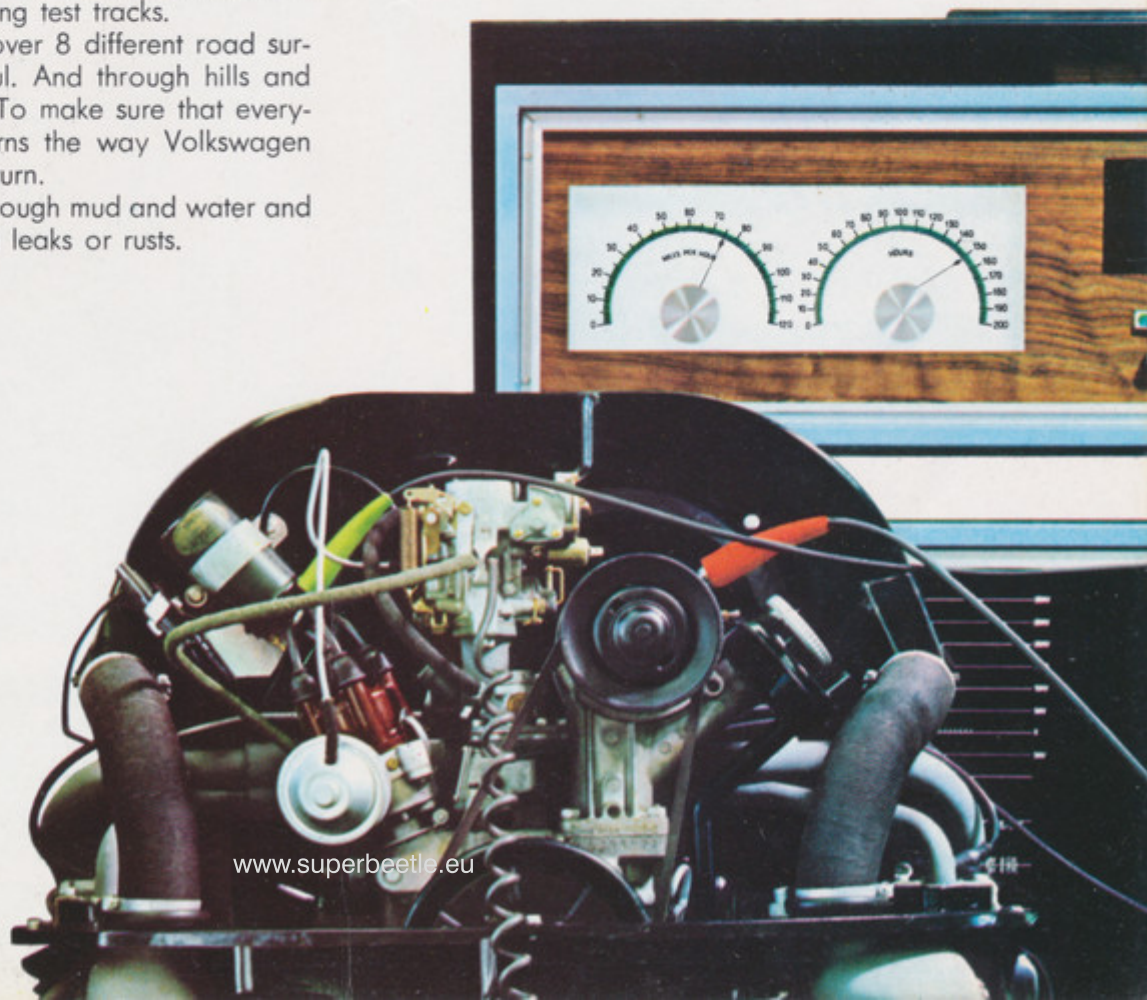
They inspect every one of the cars we make every day.

And with all that inspecting going on you must be wondering when we find time to build our cars.

That's precisely our point:

We spend a lot more time building our cars.

But that way our cars spend a lot more time with the people who buy them.







**W-diagnosis**



# When it comes to helping your car live longer, there is nothing like it. VW Medi-Car.

Officially, we call it the Volkswagen Diagnosis Service.

It's our very own exclusive service checkup.

And it helps us make sure that the car you buy from us will live a long, healthy life.

Let us explain:

Using special diagnostic equipment, our trained VW diagnosticians can now find the kinds of little troubles that normally wouldn't have been noticed until they become big troubles.

Like what?

Well, suppose the resistance in one of your spark plug connectors is too high.

If you knew about it, it would cost you only a few cents to replace.

But if you didn't, it could go on to foul up the spark plug, damage the piston and other connecting parts, and lead to an expensive repair bill.

The best mechanic in town could miss a problem like that. Our diagnostic equipment doesn't.

The point is now you don't have to worry about those things.

You get 4 of these checkups free when you buy a new Beetle. Plus, one free maintenance.

You also get something else that will ease your mind.

The Volkswagen 24/24 Warranty\*.

Which means if you follow our 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 penny.

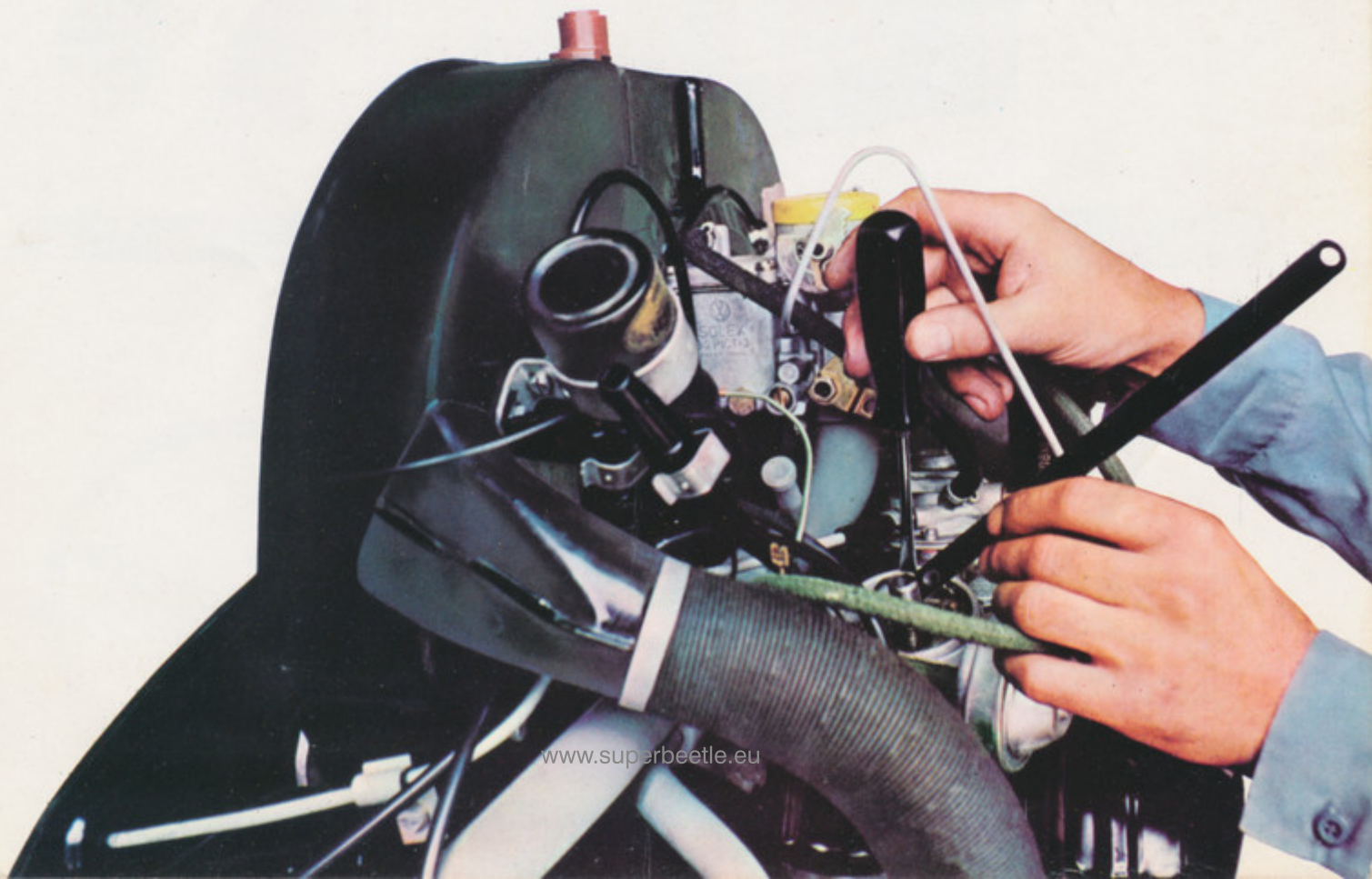
That's because during that time, whatever our diagnostic equipment or mechanics find that is covered by our warranty gets fixed free.

And that means parts are free and labor is free.

We're the only car maker who gives you a 24/24 Warranty and 4 free checkups to back it up.

We figure the least we can do for a person who buys an economy car, is to make sure it doesn't wind up costing him a fortune in repairs.

\*see specifications page.





# What more could you ask for? All of this.

The more you drive a VW the more you save.  
And the more money you save driving a VW,  
the more money you might want to spend on it.

On VW options and accessories.

This year you have more to choose from than  
ever before.

You not only have the choice of all the acces-  
sories and options shown here, but also all those  
that aren't.

Like an automatic stick shift, a luggage rack, a  
trailer hitch, whitewall tires, leatherette upholstery  
(optional on sedans only), sliding steel sunroof, rear  
speaker, solid walnut shift knob, simulated walnut  
dashboard kits, and stripe kits.





## 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: 96.6 cubic inches. Compression ratio: 7.5:1. Maximum S.A.E. brake horsepower: 60 HP at 4400 rpm. 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 downdraft carburetor with automatic choke. Air cleaner: Oil-bath type with thermostatically controlled preheating of intake air. Cooling system: Air cooling by fan, thermostatically controlled. Muffler: Dual exhaust.

**Electrical System:** Battery: 12 volts, 45 amp. hrs. Generator: 360 watt.

**Standard Transmission:** 4 forward speeds, 1 reverse. Synchromesh 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 Automatic Stick Shift 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 struts with shock absorber coil spring combination. Rear axle: Independent suspension by trailing arms, and diagonal links and half axles, each with 2 constant velocity joints. Progressive rubber stops and shock absorbers. Steering: Recirculating ball-type steering. Three sectional tie rod with idler arm. Hydraulic steering damper. Deep-dish steering wheel. Double-jointed safety steering column. Turning circle: Approx. 31.2 ft.

**Body:** 2 doors, each 37.4 inches wide, can be locked and unlocked from inside and outside. Windows: tempered safety glass. Windshield: Laminated safety glass. Bucket seats: 2 in front, adjust back and forth in 7 positions. Backrests with built-in headrests, adjustable to 3 angles, lock automatically to prevent tilting forward.

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

**Flow-through Ventilation System:** With 2-speed blower. 2 fresh-air vents below windshield, 2 outlets on dashboard. 4 individual operating knobs or levers on the dashboard for left and right side.

**Wheels:** Slotted disc-type with drop center rim 4J x 15. Hump-type safety rims.

**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: 4.9 cubic feet. Front: 9.2 cubic feet.

**Capacity of Fuel Tank:** 11.0 U.S. gallons.

**Dimensions in Inches:** Wheel base, 95.3. Track: Front, 54.3; Rear 53.2; Length, 160.6; Width, 62.4; Height, 59.1.

Weight (lbs.)	Sedan	Convertible
Unladen weight:	1918	2028
Maximum load:	882	794
Gross weight:	2800	2822

**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, carpeted floor; 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.

All specifications described in this catalog are subject to change without notice.



# The 1971 Volkswagen Colors

## SEDAN

Body	Cloth with leatherette trim	Leatherette
		
Sapphire Blue	Grey	Alabaster
		
Elm Green	Cork	Alabaster
		
Clementine	Grey	Black
		
Marina Blue	Blue	Black
		
Iberian Red	Grey	Black
		
Shantung Yellow	Grey	Black
		
Kansas Beige	Cork	Cork

## CONVERTIBLE

Body	Convertible top	Leatherette
		
Sapphire Blue	Silver Grey	Alabaster
		
Clementine	Black	Black
		
Marina Blue	Black	Black
		
Iberian Red	Black	Black
		
Canary Yellow	Black	Black
		
Kansas Beige	Black	Cork

**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, will repair or replace the defective part free of charge for material and labor with a new or factory reconditioned part, provided, that the defective part has not become so due to 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 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.

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