

The Super Beetle.
The older it gets, the better it gets.



www.superbeetle.eu



For 24 years we've been on to a good thing. And this year isn't any different.

During the past 24 years a lot of people have gotten the impression that Volkswagen Beetles never change.

But do you know something:

They're wrong.

Even though the Beetle looks pretty much the same, we make improvements on it every single year. And this year isn't any different. Some of our 1972 improvements are big. Some little. Some you can see. Some you can't. But all of them work together, taking the good little car we've always had, and making it even better.

This year we did things like add one-way valves, to protect rear-seat passengers from drafts. A windshield washer/wiper control lever on the steering column where it's easier to reach. Four air-inlet-slot groupings, instead of two, to improve engine cooling. A gasoline tank baffle to eliminate the sloshing of gasoline. And floating bearings, to reduce noise normally transferred to the body of the car.

Now don't think we were only thinking small when it came to improving the Super Beetle. Some of the bigger things are different too.

For example, we increased the back window area by 11%. We added a safety steering wheel of "crash-pot" construction (not shown) to give the driver even greater protection. We re-engineered our exhaust valve seats to permit the use of lead-free gasoline.

These are just a few of the improvements we've made. Improvements which total over 2,200 since 1949.

And what have we got to show for it?

One of the most highly developed small cars on the road today.

Which is probably the reason why we've sold over 18 million Volkswagens throughout the world.

And over 4 million in North America.

So even though we've been improving the Beetle every year, don't think we're changing the idea behind it.

We never will.

Because when you've spent 24 years to make a good thing, you learn simply to go on making the best of it.

Assessories illustrated are optional.





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 30 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 1,400 VW dealerships in Canada and the U.S.A.

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 9.2 cu. ft. big trunk up front. 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.

Its easy to live with.





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

In other words, the Super Beetle is built to take it. Its wheels are independently suspended. So a jolt to one wheel isn't passed along to the other.

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, there's a long lasting engine. It's made out of the same stuff Porsche uses to make its race car engines: lightweight magnesium alloy.

We built it so it wouldn'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.

The Super Beetle 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.

The 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 5.9" 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 the 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, the 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 31 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 1972 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 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 lektrroscope, 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 every-thing stops, goes, and turns the way Volkswagen wants it to stop, go and turn.

They're also driven through mud and water and salt. 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.

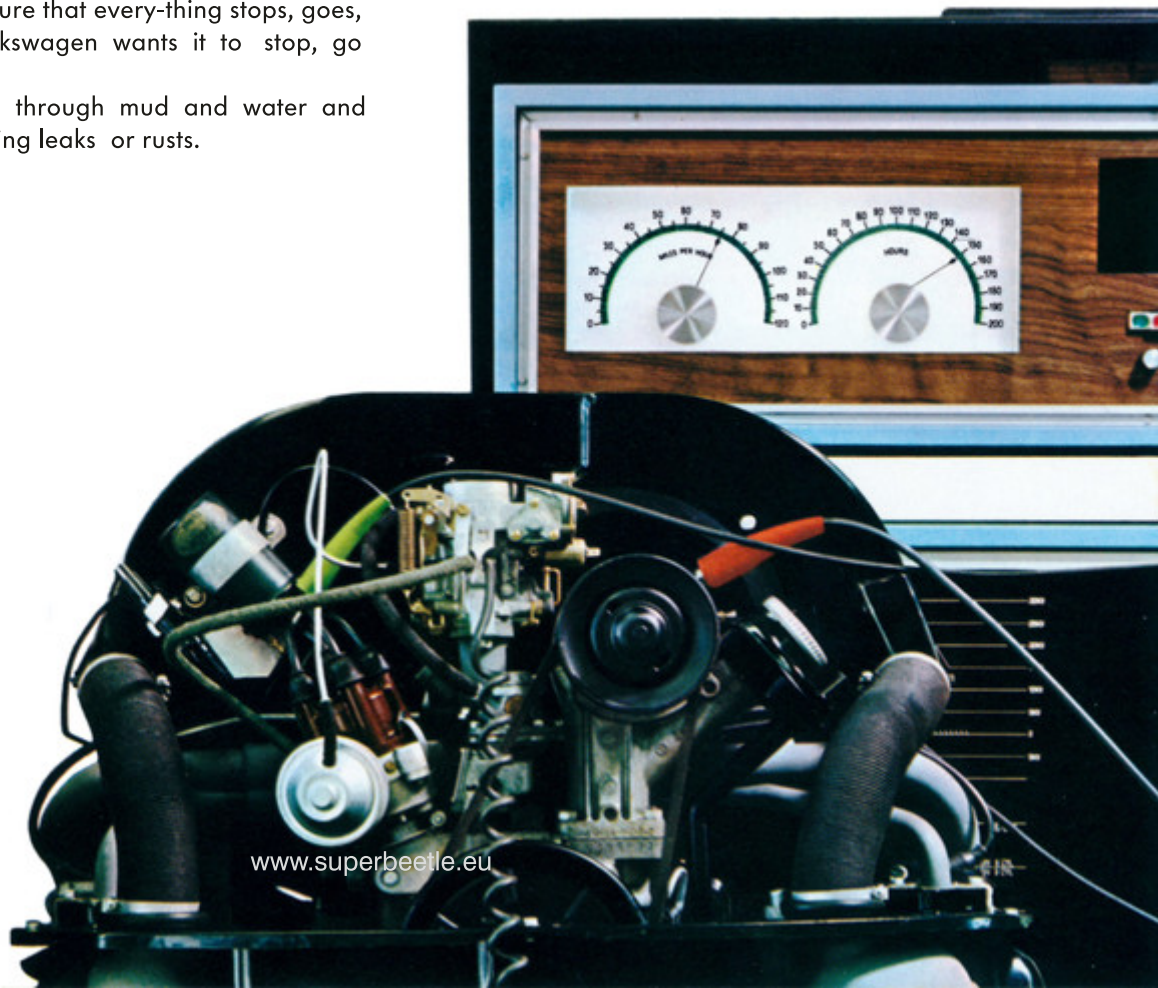
They inspect every one of the cars we make every day.

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 Diagnosis.

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.

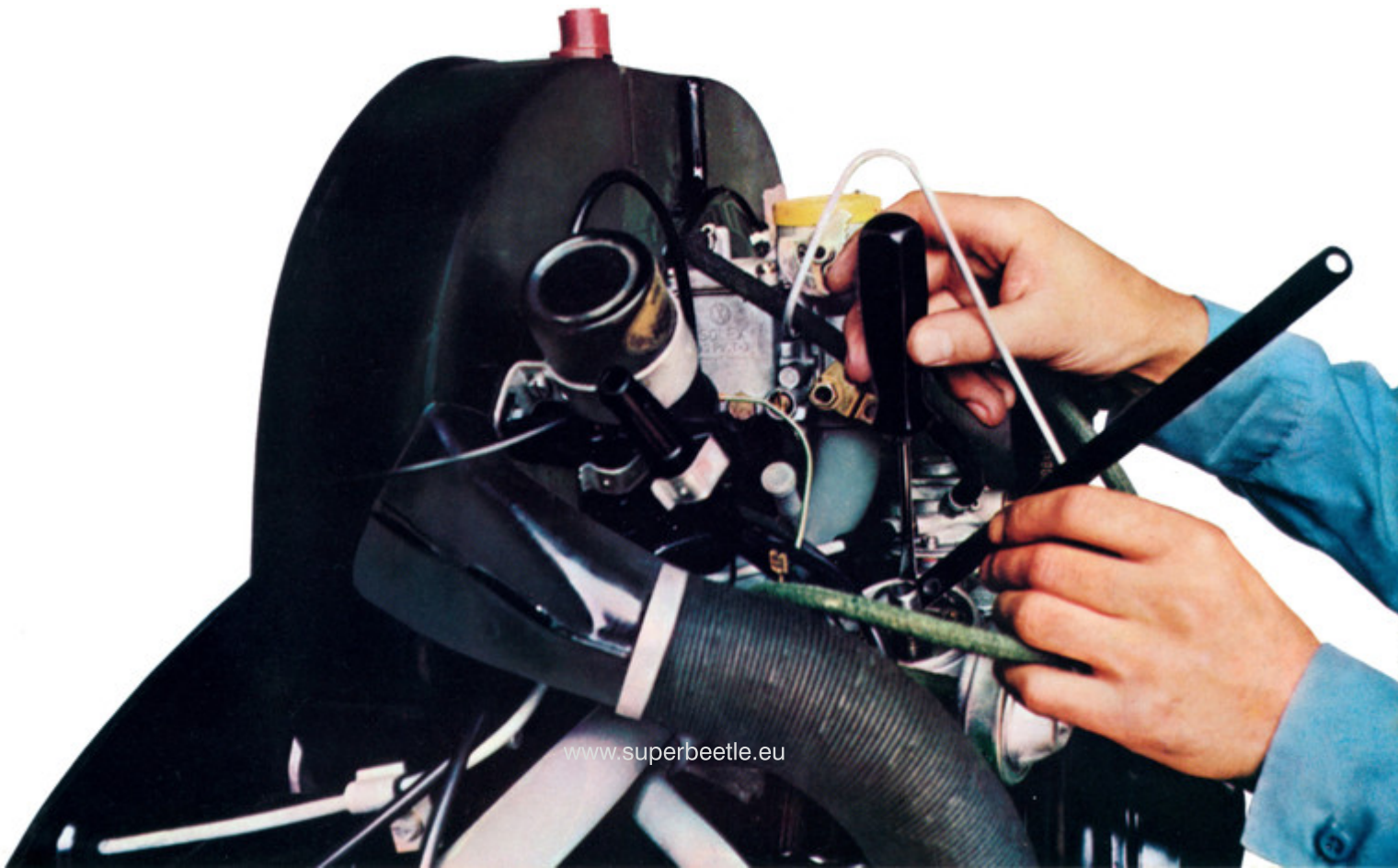
That's because during that time, whatever our diagnostic equipment or mechanics find that is covered by our warranty gets fixed free.

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 accessories and options shown here, but also those that aren't.

Like an automatic stick shift, a luggage rack, a trailer hitch, 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 (flat four) rear mounted engine. Cylinder arrangement: 2 pairs horizontally opposed. Bore: 3.36 inches. Stroke: 2.72 inches. Displacement: 96.6 cubic inches. Compression ratio: 7.3:1. Maximum S.A.E. brake horsepower: 60 HP at 4400 rpm (maximum torque (SAE) 81.7 ft./lbs. at 3000 rpm. Engine weight: 253 lbs. Lubrication: Pressure lubrication (gear-type pump) with oil cooler. Oil capacity: 2 ½ quarts. 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. Exhaust emission control system.

Electrical System: 12 volt electrical system, with early cut-in generator. 45 Amp/h battery. Fingertip headlight dimmer switch combined with self-canceling turn indicator lever. Starter ignition switch with non repeat lock. Interior light with flush mounted switch and automatic door contact switches. Rheostat controlled instrument lighting. 2-speed air fan for forced fresh air ventilation. Horn on steering wheel. Self parking 2-speed windshield wipers and pneumatic windshield washers on steering column. Back-up lights combined in cluster unit with tail and stop lights. Ignition key warning buzzer and steering lock.

Transmission: Power transmitted through single plate dry clutch, fully synchronized 4-speed gearbox, differential and double joint rear axle shafts to rear wheels. Gear ratios: standard shift 1st to 4th 3.80:1, 2.06:1, 1.26:1, 0.89:1, Reverse 3.07:1, final drive 3.875:1, Automatic Stick Shift low to drive 2, 2.06:1, 1.26:1, 0.89:1, Reverse 3.07:1, final drive 4.125:1. Hill climbing ability 1st to 4th gears 47%, 24%, 13%, 8%.

Chassis: Tubular center section frame with frame head, forked at rear end with welded-on platform. Independent 4-wheel suspension with suspension struts and coil springs in the front, trailing arms, double joint rear axle and torsion bar springing in the rear. Roller type steering self-centering, with maintenance-free tie rods and hydraulic steering damper. Telescopic shock absorbers in the rear, impact limited by rubber stops, stabilizer bar in front. Turning circle approximately 36 ft., 2.7 turns of steering wheel from end to end. Tubless whitewall tires 5.60 x 15 mounted on safety-rim wheels. Dual brake system. Translucent brake fluid reservoir. Mechanical parking brake operating on rear wheels. Fuel tank filler located in right front quarter panel; covered with lockable spring-loaded lid, operated from inside.

Body: Four-seater sedan. Two doors 37.4 in. wide with no-draft windows and fully lowerable door windows. All windows are of tempered safety glass. Fold-away outside mirror on driver side. Large lined front luggage compartment of 9.2 cu. ft. capacity above flat positioned spare tire plus additional luggage space behind rear seat of 4.9 cu. ft. capacity which can be lowered to give a maximum luggage carrying capacity of 14.1 cu. ft. Flow-through ventilation with four individually controlled fresh air vents and additional electric 2-speed air fan. Heating system supplying warm fresh air by heat exchangers and circulated through 3 vents on the windshield and two each in the front and rear foot wells. Exact adjustment by means of levers located between the front seats. All front wells can be sealed off to give better windshield defrosting. Auxiliary gas heater. Headlining, doors and interior trim as well as seat backs in washable vinyl. Seating surface and front sides of back rests available with cloth (or ventilated leatherette at extra cost). Hard-wearing floor carpets. Pocket in both doors. 3 ashtrays. Two coat hooks. Vanity mirror in passenger sunvisor. The instrument cluster contains combination speedometer-fuel gauge, warning lights for generator, oil pressure, flashing turn indicator, rear window defroster and high beams. Red warning light for dual brake system located between emergency flasher and headlight switch. Steering locks when ignition key removed.

Safety Equipment: Padded dashboard with safty rubber knobs on all controls and on door window winders, fully recessed inside door handles, safety interior locking buttons on doors. Locking devices on front and rear seat backrests, built-in head restraints on front backrests, padded sun visors and armrests. Windshield of safety shatter-proof glass. Break-away day/night rear view mirror. Combination lap/shoulder seat belts on front seats, lap type on rear. 4-way safety flashers. Side reflectors incorporated in turn indicators for front, and in tail light units for rear.

Flexible grab handle for front passenger over glove compartment lid and two assist straps for rear passengers. Safety dual brake system with dashboard warning lamp, impact absorbing telescopic double jointed steering column with crash pot collapsible steering wheel, towing hooks in front and rear, reinforced front bumper, both bumpers have rubber blades. Rear window defroster unit for clear rear view vision.

Dimensions - Weights - Performance: Wheelbase: 95.3", track front/rear 54.3"/53.2" length, width, height: 160.6"/62.4"/59.1".

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

Ground clearance: 5.9". Maximum and cruising speed 81 m.p.h. Climbing ability (with two occupants) standard transmission in 1st, 2nd, 3rd and top gears, 47%, 24%, 13%, 8%. Trailer pulling capacity 1430 lbs. Automatic stick shift low to second gear 35.5%, 29%, 20.5%. Acceleration from 0 to 50 m.p.h. 12.5 seconds. Nominal fuel consumption 31 m.p.h. (Rating half payload at a steady 3/4 of top speed on level road). Fuel tank capacity 9.2 imp. gallons.

Differences on Convertible: Body: Four-seater convertible. Roof insulated and lined with washable vinyl. Chrome wheel trim rings and stone-guards on the rear fenders. Roll-down rear side windows, outside mirrors on both sides. Lockable glove compartment. Pockets on both doors.

Optional Equipment: Sliding sun roof, Automatic stick shift hydro-dynamic torque converter transmission with electrically operated vacuum release clutch.

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 Canadian or United States 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 genuine VW new or factory re-conditioned part, provided the customer presents the dealer with the validated Maintenance Record and provided, further, that the defective part has not become so due to normal use, wear and tear, exposure, misuse, accident or by the installation of non-genuine Volkswagen parts, or by repair of the car by someone other than an authorized Volkswagen dealer; nor does warranty cover for 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."

YOUR AUTHORIZED VOLKSWAGEN DEALER.

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