

**The VW Beetles.
They're built better than ever.**



They're the toughest bugs we've ever built.

Every year for the past 25 years, we've been making improvements in the Beetle in order to make a good thing even better.

This year isn't any different.

It was a tough act to follow.

It was an even tougher bug.

We started with the bumpers. They're a new shock-absorbing type made to withstand the shocking experience of life's hard knocks.

We also put a better cylinder head on the engine, to keep it from losing its cool. And keep it humming along.

The steering wheel has taken a turn for the better, too. It's more flexible to give the driver more protection.

There are all kinds of improvements and refinements in this year's Beetle. But one thing hasn't changed a bit: the way our car is made.

Slowly. Carefully. With over a thousand inspectors looking over each other's shoulders.

After all, what sets the Beetle apart from other little cars is the way we put the Beetle together.



And the most comfortable.

You'll find some of the changes we made this year rather comforting.

Like the seats. Sporty buckets that are more contoured and more comfy. To hold you more comfortably.

What's more, we changed the shape of the head rests. For more support.

The Super Beetle has a new ventilation system that makes driving in very weather a breeze.

Because the air flow is improved, a breeze makes for better defogging. (Which also

And if you haven't looked into a Super Beetle in a while, you'll be surprised how roomy we've become.

The trunk has gotten larger. And we carved the windshield to the outside. So there's more room on the inside.

That's because we think that no matter how big you are, you shouldn't be deprived of driving it.

It's only fitting.



And there never was a better time to buy one.

Though nowadays there doesn't seem to be as much gas to go around, VW owners seldom have any trouble getting around.

Our frugal, hard-working bug squeezes the most out of every drop of fuel, asking little in return.

Just a meager gallon every 25 miles* or so. (At Volkswagen, we've been conserving gas so long before we knew there was a shortage.)

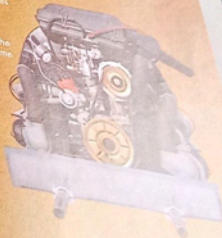
And if someday oil should become scarce, we'd scarcely notice. (The Beetle takes pains, not quarts.)

Even when it comes to things there's plenty of, we're not greedy. Antifreeze? Never touch the stuff.

No water, either. Thanks to our air-cooled engine, in fact, the only time a Beetle seems extravagant is on the used car lot. Because along with every other part in the car, the value holds up for years, too.

No other economy car gives you a bigger return on your investment than our little Beetle.¹

So even though now is the best time to buy one, anytime is the best time to sell one.



*DIN 70030

¹Source, June 1973 N.A.D.A. Used Car Guide.



**Owner's
Security
Blanket**

With Computer Analysis

It's got the best owner coverage in the business.

This year, the Beetle's not only built better than ever, it's backed better than ever, too. Thanks to our new VW Owner Security Blanket with Computer Analysis.*

For 12 months or 20,000 miles, whichever comes first, we'll fix or replace any part (except tires and filters,) free. Provided you exercise reasonable care and follow your VW maintenance schedule.

You also get coverage on major internal engine and transmission parts for 24 months or 24,000 miles, whichever comes first.

Plus we're setting up a special Express Care Service for minor problems. If it will take less than a half hour, we'll fix your car right on the spot. No appointment.

But that's not all. If we have to take your car for overnight warranty repairs, you can take one of ours. Free. For as long as yours is laid out. (Of course, chances are if you keep up with the maintenance schedule, your bug won't ever let you down.)

Now let's say you forget about your maintenance schedule. We won't forget about you. If your car is out of commission we'll rent you one of our bugs (for next-to-nothing, to you one of our bugs (for next-to-nothing, to boot) while we're getting the bugs out of yours.


Plus there's a 6 month/6,000 mile parts and labor package.*

Naturally, we're only human. But fortunately, we have a computer that isn't. Our incredible VW Computer Analysis actually lets your car take care of itself. You just come in for a checkup (you get 3 free ones) and we plug your bug into a computer. Then a written printout reports any little problem. Long before it has a chance to become a big one.

Efficient as our computer is, we still put a lot of stock in our people. Namely, the VW service and parts teams. A dedicated bunch who are out to give you all the help they can. All the time. See your VW dealer for all the details on the VW Security Blanket.



*See back page for details on VW Owner Security Blanket with Computer Analysis.

A red 1974 Volkswagen Beetle is the central focus of the advertisement. The car is shown from a front-three-quarter view, parked on a dark, textured surface. The background features a wooden building with a large doorway. A woman in a white dress and a child are standing near the doorway, and a man is partially visible near the car's open driver-side door. The scene is lit with warm, low-key lighting, creating a cozy, evening atmosphere. The car's iconic features, such as its rounded shape, round headlights, and chrome bumper, are clearly visible.

**The '74 VW.
It comes as a Super Beetle.**

As a Basic Beetle.

Going for the Basic Beetle doesn't mean giving up a lot of car. Just an inch or so here and there. (The Super Beetle is about an inch-and-a-half longer and wider.)

And even though it weighs less than the Super Beetle, the Basic Bug is no lightweight. It has the same transmission, same engine, same electrical system and same top speed as its big brother.

So by giving up a few frills, your modesty is rewarded by a more-than-modest price tag.



Or as your Beetle.



If you're the type who likes to consider his options (or accessories), consider these.

Snoozy sports wheels. Air conditioning. Radial tires. A special soft leather steering wheel. AM/FM Radio. Ski and luggage racks. Even racing stripes.

And automatic stick shift transmission.

Of course, the nice thing about all the little VW extras is that they're only a little extra.



Specifications

ENGINE	Beetle	Super Beetle
Type	4-cyl., overhead, rear-mounted	4-cyl., air-cooled, rear-mounted
No. Cylinders	4 cylinders opposed	4 cylinders opposed
Bore	3.57 in.	3.37 in.
Stroke	3.72 in.	3.72 in.
Displacement	96.88 cu. in.	94.88 cu. in.
S&W Max HP	40/4000 rpm	40/4000 rpm
Max. Torque, S&W	21 ft. lbs./2000 rpm	21 ft. lbs./2000 rpm
Compression Ratio	7.5:1	7.5:1
Carburetor	Single downdraft-automatic	Single downdraft-automatic

TRANSMISSION & DIFFERENTIAL

Type	Fully synchronized, transverse	Fully synchronized, transverse
No. Speeds	4 forward, 1 reverse	4 forward, 1 reverse
Gear ratios 1-4	3.79/2.86/1.36/0.93/0.79	3.79/2.86/1.36/0.93/0.79
Final Drive	3.87:1	3.87:1
Clutch	Single disc, dry, Diaphragm type	Single disc, dry, Diaphragm type

ELECTRICAL SYSTEM

Rated Voltage	12 Volt alternator, 50 Amp. max.	12 Volt alternator, 50 Amp. max.
Battery	12V/43 A/h	12V/43 A/h
Ignition	Battery	Battery

CHASSIS & SUSPENSION

Frame	Semi-uniflexed, Platform type w/center tube.	Semi-uniflexed, Platform, center tube.
Independent Suspension	Front torsion bar w/trailing and diagonal arms Rear torsion bars w/trailing and diagonal arms	Front Coil, shock absorber w/trailing arms Rear torsion bars, trailing and diagonal arms
Service Brake	Drum tandem, Discs front and rear	Drum tandem, Discs front and rear
Parking Brake	Cable operated on rear wheels	Cable operated on rear wheels
Rim Size	4 1/2 x 15	4 1/2 x 15
Tire Size	190 x 15L	6.00 x 15L
Steering	Roller type	Roller type

DIMENSIONS

Wheelbase	94.3 in.	95.3 in.
Track, front	31.5 in.	34.9 in.
Track, rear	33.1 in.	33.1 in.
Length	163.4 in.	164.8 in.
Width	61.0 in.	62.4 in.
Height (loaded)	59.1 in.	59.3 in.
Clearance (loaded)	5.9 in.	5.9 in.
Turning Circle (approx.)	36.1 ft.	35.5 ft.

WEIGHTS

Gross Vehicle Weight	2645 lbs.	2844 lbs.
Payload	838 lbs.	820 lbs.

PERFORMANCE

Top Speed	80 mph (automatic 77 mph)	80 mph (77 mph automatic)
Fuel Consumption (SIN 70030)	23 mpg US (automatic 24 mpg)	25 mpg US (24 mpg automatic)
Acceleration 0-60 mph	20.5 seconds	20.5 sec. (23.0 sec. automatic)

* 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. VW warrants every new and factory rebuilt part and accessory distributed by VW 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.

BEETLE	Clutch	Leatherette
Paint		
Affix White		
Marine Blue		
African Red		
Bright Orange		
SUPER BEETLE	Clutch	Leatherette
Paint		
Marine Blue		
Safari Beige		
Bright Orange		
African Red		
Tropical Green		
Rallye Yellow		
Black		

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.