

The car that comes in a box.



The big difference between a Volkswagen Station Wagon and other station wagons is the box ours comes in.

Other wagons are basically sedans. With extra carrying space tagged onto the back end.

Ours is basically a big carrying space. With a VW added in. (Not the whole thing, of course. Just our air-cooled engine, a solid steel bottom, 4-wheel independent suspension. And some of the other things that make our cars such good little cars.)

True, a sedan-like wagon is sleeker looking than a box. And

inside, our box does have a way of looking frighteningly empty —when it's empty.

Inside, however, most of those sleek jobs can carry only about half what our box can carry. So they start looking uncomfortably full while ours is still about half empty.

Once you understand these basics, you begin to see the Volkswagen Station Wagon for what it really is. Not the wagon that looks best. But the one that gets full last.

That's the beauty of it.

It's the box that makes it the car it is.





**A car you can handle
where there's not enough room
for other cars.**

When a parking space is 3 feet too short for the longest conventional wagon, it's just about perfect for a Volkswagen Wagon.

Because although the Wagon is the biggest inside, it's the shortest outside.

In fact, our Wagon needs only 1 1/4' more parking space than our bug. Not that you have to go around measuring parking spaces with a ruler.

From where you sit in a Wagon (way up front, and a head or so higher up) you get a perfectly clear close-up view of your front end and of other cars' back ends.

But tight parking spaces aren't the only places a VW makes

the best of it.

Rough dirt roads won't hold you back, either. The Wagon's steel bottom clears bottom by 7.3". And our torsion bar suspension has a way of flattening out bumps.

When the footing is loose, you'll find that a VW gets extra traction. The weight of the engine mounted over the rear wheels accounts for that.

So when you have to take a Wagon out on a snowy day, or out onto a sandy beach, you can expect to get around without much trouble.

In fact, you stand a good chance of having the road all to yourself.

A car with room enough to handle things no other car can handle.



The Volkswagen Station Wagon is second to none when it comes to moving people. That's with all its seats in.

With its back seats out, the Wagon is second to none when it comes to moving. Period.

A VW Wagon has 176 cu. ft. of carrying space. (You'd have to put 2 conventional wagons together to get more space than that.)

But 2 conventional wagons together still can't handle some of the odd-shaped things a VW can handle. Because they don't have a flat floor, a high ceiling and a big side door that slides out of the way.

Besides, what you can carry in a VW doesn't necessarily have

to be inside a VW. You can always open the sunroof and have a 41" x 45" hole on top that will let you keep on loading up.

With the roof open, things that ride best standing up (like a grandfather clock or a tall sapling from the nursery) can ride standing up.

Of course, driving around in a car this huge does have its problems. Like when you come across a big bargain somewhere and find you have no excuse to pass it up.

Simply because you have such a perfect way to get it home.

A photograph showing the interior of a Volkswagen Station Wagon. A woman is driving, seen from the back. In the rear passenger area, a wooden playpen is set up. A baby is sitting inside the playpen, looking towards the camera. A hand is holding a red lollipop near the baby. The playpen is filled with toys, including a red toy horse and a yellow toy. The car's interior is light-colored, and the windows are visible in the background.

A car with room to play.

The way we put the seats into a Volkswagen Station Wagon isn't the only way to put the seats in.

You can rearrange them. Or you can leave some behind.

For example. If you want to make baby feel more at home on the road, you can take the center seat out and slide a playpen in.

If what you want is a car with more trunk room, take the back seat out. And you'll have the seating room of a sedan with about 3 times the trunk room of one.

But perhaps this playing around with seats is beginning to sound strenuous. Believe us, it isn't.

All you have to do to remove a seat is remove 8 bolts. After that the seat comes out easily. Because we made our floor perfectly flat. And our sliding side doorway perfectly huge.

Naturally, with a flat floor and a big door, other things go in as easily as the seats come out.

And that's why some people don't get a VW Station Wagon for all the seats that come with it.

Some people get it for the seats that come out of it.



A Volkswagen Station Wagon comes with 3 rows of seats and a front-to-back aisleway as standard equipment. Who gets to sit in the seats is optional.

You could take your family for a drive and let them have the room all to themselves.

Or you can share the room with someone else. A friendly family, perhaps.

You could provide transportation for a basketball team and its coach and manager. Including a bunch of extra basketballs and at least a duffel bag apiece for everyone.

(The people, by the way, get the seats all to themselves. Things like luggage, golf bags, beach umbrellas have a 35.3 cu. ft. baggage compartment of their own.)

And on the way, everyone needn't just sit there on their seats. There's plenty of room for legs to cross, elbows to bend, papers to be read.

(There are also hooks for coats to be hung. A ventilating system and a heating system with jets that can be individually adjusted.)

Now, in the event you can't be satisfied by a car with this much roomy comfort, there are 2 things you can do:

- 1) Get a Wagon with extra seating* (9 seats in all).
- 2) Get a Wagon with a sliding roof* and settle for open space.

A car with guest room.

*optional at extra cost



A car that doesn't cost a lot.

(The engine also doesn't need 6 or 8 spark plugs. Just 4. And it takes only 5 pints of oil. Not quarts.)

We don't give you a drive shaft or a drive shaft hump down the middle of the car. (With the engine in the rear you don't need them.)

And as far as those normally inevitable extras like power steering, power brakes, extra power to run the extras are concerned—well, you sure don't need things like that on a VW.

But look at it this way. What you don't get, you don't pay for.

You can get a Volkswagen Station Wagon with a sliding steel sunroof, extra seats, electric clock, whitewalls, AM-FM radio, and a good many other useful options.

Of course, a well decked out Wagon is going to cost more than most other Volkswagens. But not more than most other station wagons—even when they're stripped down to bare essentials.

This might give you the idea that we've come up with some ingenious way to give you a lot for a little. But actually, that's not so.

It's what we don't give you that keeps the cost down.

We don't give you a radiator, a water pump, or water hoses. Instead, you get an air-cooled engine that doesn't need water or anti-freeze.



A car that costs even less.

To get by for less doesn't mean you have to get by with a stripped-down car.

The Volkswagen Station Wagon comes with some pretty impressive trimmings as standard equipment.

Padded dash and sunvisors; padded armrests and side panels; 2-speed electric wipers and windshield washers; leatherette upholstery; nice big mirrors, inside and out; back-up lights; and seat belts all around.

Getting down to essentials, every Wagon is the same regardless.

It can cruise all day at 65 mph. And make a gallon of regular last as only a VW can. Ditto for a set of tires.

It has a 4-speed synchromesh transmission that's geared to smooth out hills and take the jar out of stop-and-go traffic.

A 4 wheel independent suspension system (the best type you can get at any price) which lets each wheel be on its own to handle bumps without making the other wheels bump along as well.

And getting reliable service anywhere in the world is certainly no problem. There are over 1000 Authorized VW Service Centers in the United States alone.

So except for the fact that one Wagon may not cost as little as another to start with, in the long run one's as good a deal as the other.

The Volkswagen Station Wagon



and the big roomy box it comes in.

Nearly 16,000 spot welds join the Wagon's body into one unitized piece of steel (even the sunroof and the bottom are steel) strong enough to carry over a ton.

The Wagon is finished with 3 coats of paint to protect the body against rust and corrosion for years.

It takes only a few seconds to open the steel sunroof. Closed, it seals out rain and drafts.

Windwings.

Deep Dish steering wheel.

Sunvisors and dash are padded. All control knobs are marked.

48.4" x 28.7" door lifts up, gives separate access to 35.3 cu. ft. luggage compartment.

Individually adjustable jets (front and rear) for ventilating and heating systems.

Safety flasher switch on dash (for parking and tail lights).

Separate engine compartment door lets you get to the engine without having to unload luggage.

264 lb. engine is mounted above rear wheels to provide extra traction in snow, sand and slush, and eliminate need for a drive shaft.

Larger wipers run by 2-speed electric motor. Pneumatic windshield washer.

Hydraulic steering damper soaks up road shocks makes steering smooth.

To remove seats, simply remove 8 bolts each.

Aisle between the front seats permit inside access to the rear of Wagon.

Leatherette seats and side panels can be easily washed with ordinary household detergents.

3½' x 4' side door slides close to body. Doesn't open into anyone's way, or into a car parked beside you.

Engine equipped with anti-air pollution device.

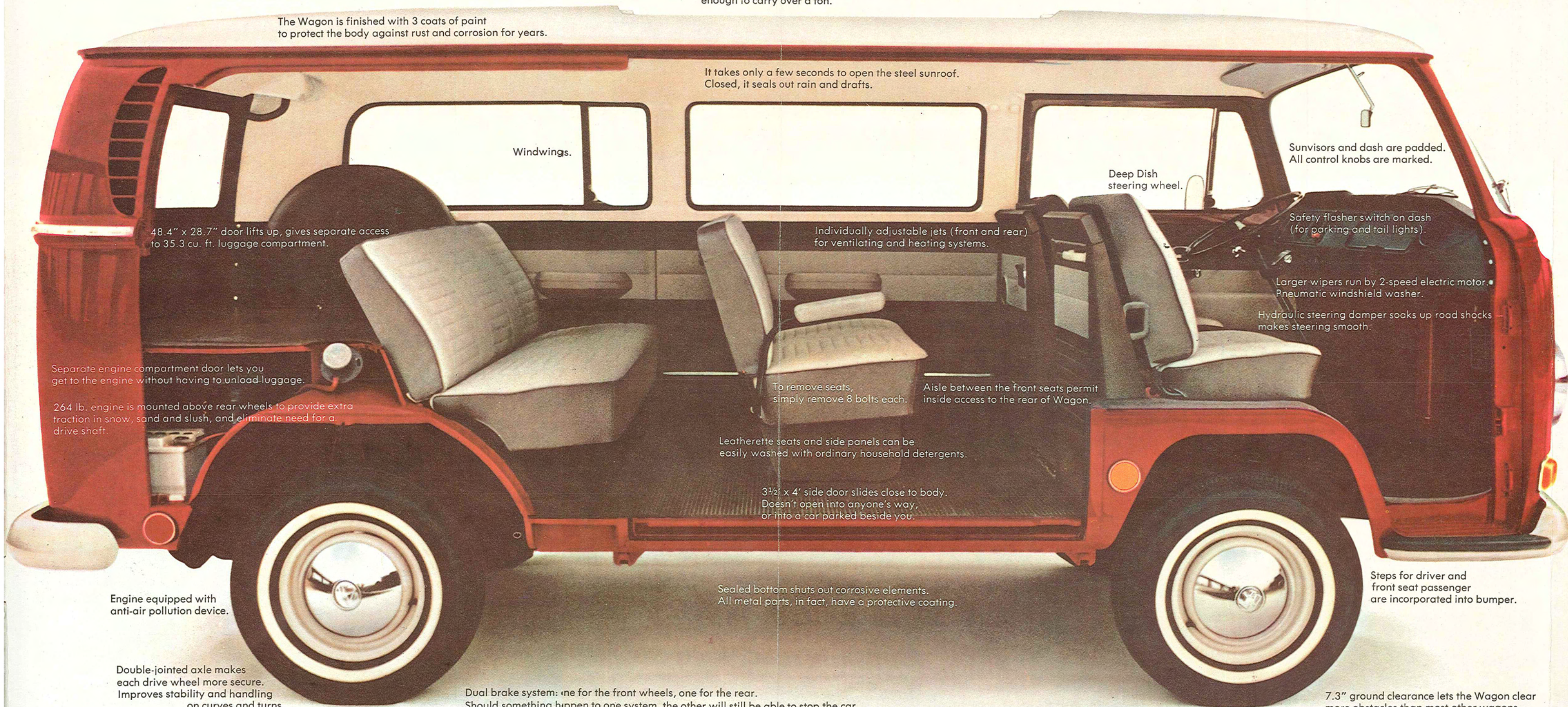
Sealed bottom shuts out corrosive elements. All metal parts, in fact, have a protective coating.

Steps for driver and front seat passenger are incorporated into bumper.

Double-jointed axle makes each drive wheel more secure. Improves stability and handling on curves and turns.

Dual brake system: one for the front wheels, one for the rear. Should something happen to one system, the other will still be able to stop the car.

7.3" ground clearance lets the Wagon clear more obstacles than most other wagons.



SPECIFICATIONS:

ENGINE Type: 4-cylinder, 4-stroke, rear engine. Cylinder arrangement: 2 pairs horizontally opposed. Piston displacement: 96.66 cu. in., Bore 3.36 in., Stroke: 2.72 in. Compression ratio: 7.7:1. Valves: Overhead type. Maximum S.A.E., B.H.P.: 57 at 4400 RPM. Pressure lubrication gear pump and oil cooler. Fuel feed: Mechanical fuel pump. Carburetor: Downdraft carburetor Solex 30 PICT with automatic choke. Air cleaner: Oil bath type. Cooling system: Air cooling by fan. Engine equipped with exhaust emission control system.

CLUTCH Type: single disk, dry.

TRANSMISSION Type: 4 speeds, synchronized. 1st 3.80:1, 2nd 2.06:1, 3rd 1.26:1, 4th 0.82:1, Reverse 3.61:1.

FINAL DRIVE Power: Transmitted through a spiral bevel gear and double-jointed rear axle shafts. Ratio: 5.375:1.

CHASSIS Front suspension: 2 laminated torsion bars. Rear suspension: 1 round torsion bar on each side. Shock absorbers: front and rear, double acting hydraulic telescopic type. Steering: Ross steering, hydraulic steering damper and stabilizer. Turning circle: Appx. 40'. Dual foot-brake systems: Hydraulic; one system brakes front wheels; other system, rear wheels. Parking brake: Mechanical, operating on rear wheels. Wheels: Drop-center rims, 5JK x 14. Tires: 7.00 x 14, tubeless, low profile. Wheelbase: 94.5 in. Tread: Front 54.5 in., rear 56.1 in. Fuel tank capacity: 16 U.S. gallons.

PERFORMANCE Fuel consumption: According to DIN 70 030* 23 mpg (U.S.). Max. and cruising speed: 65 mph. Climbing ability: 1st gear 27%, 2nd gear 14.0%, 3rd gear 7%, 4th gear 4.5% at max. permissible load.

*Consumption plus 10% with half the payload at a steady 3/4 of top speed on level road.

STANDARD EQUIPMENT

Padded dashboard and sunvisors. Deep-dish safety, design steering wheel; Heater and ventilating systems with adjustable outlets in front and rear; Defrosters; Clothes hooks; Leatherette upholstery throughout; Safety belts for driver and passengers; Tools and jack; Spare wheel and tire; Windshield washer; 2-speed electric wiper motor; inside rear-view mirror; Left and right side outside mirrors; Front compartment side steps; 12-volt battery.

EXTRAS AND ACCESSORIES

Whitewall tires; Radio and antenna; Rear speaker; Cigarette lighter; Luggage rack; Luggage rack ladder. And more: Ask your authorized VW dealer to show you his complete accessories line.

THE CAMPMOBILE (A VW Wagon outfitted to be a home away from home.) Convertible sleeping facilities for 2 adults and 3 children; Icebox and sink; Water tank and pump; Dinette table; Storage cabinets; Linen closet; 2 louvered side windows; AC service connection and 2 inside outlets; Wood panelled ceiling and walls. Also available with adjoining free-standing tent with flooring and window netting; Pop-up top and luggage rack; And any of the optional Station Wagon accessories.

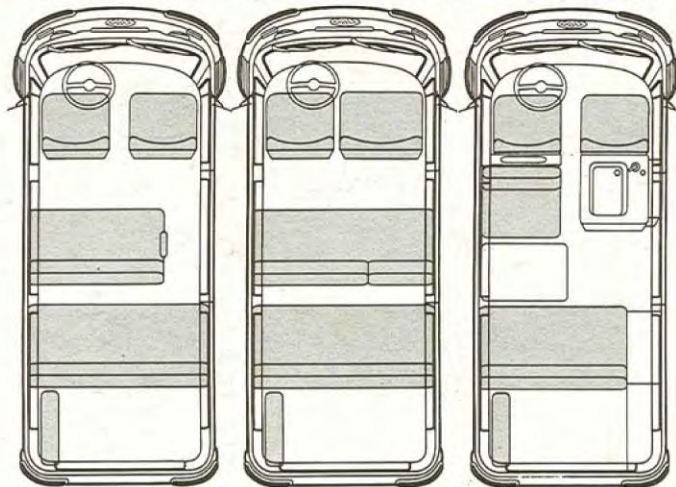
WEIGHT IN LBS. (STATION WAGON) Payload 1962; Gross weight 4685.

OVERALL DIMENSIONS (IN INCHES)

Length.....	174.0
Width.....	69.5
Height.....	77.0
Ground clearance (unladen).....	7.3
Side door clear width.....	41.7
Side door clear height.....	48.2
Rear door clear width.....	48.4
Rear door clear height.....	28.7
Luggage compartment.....	35.3 cu. ft.

OUR 2-YEAR/24,000-MILE WARRANTY. If the owner maintains and services the vehicle in accordance with the Volkswagen maintenance schedule and obtains a validation stamp on his Maintenance Card every twelve months, 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 the customer presents the dealer with the validated Maintenance Card and provided, further, 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.

CHOOSE THE SEATING AND SLEEPING ARRANGEMENT YOU WANT:



Regular seating
(7 passengers)

Split front seat and shorter center bench allows inside access to all seats.

Optional seating
(9 passengers)

The Campmobile:
Seats 5, sleeps 5.



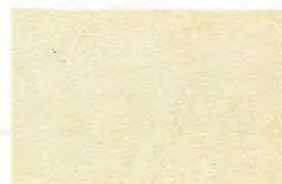
Cloud White
Titian Red



Cloud White
Arizona Yellow



Cloud White
Savannah Beige



Lotus White
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Cloud White
Neptune Blue



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