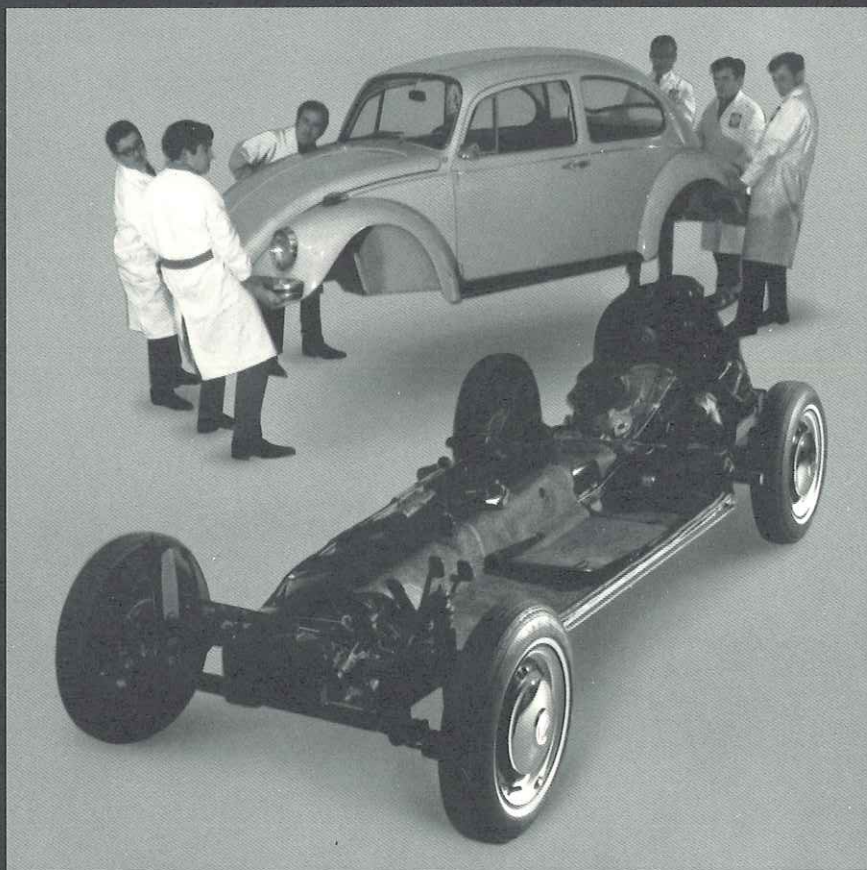


**What
makes a
Volkswagen a
Volkswagen?**





What makes a Volkswagen a Volkswagen?

Its foundation.

At the bottom of every Volkswagen is a sealed sheet of solid steel called a platform frame.

It's there for two reasons.

The first, of course, is to hold the car up. The platform frame runs from the front to the back, giving its support to the entire body shell.

Its second purpose is to shield and protect. Because the platform frame is a solid sheet of steel, rocks, sticks and stones just bounce off. Because it's sealed, water and dust can't leak in to damage the inside of the car.

Down the middle of the platform frame, we put a steel tunnel that acts like a backbone.

Because of its shape, it helps make the platform frame even stronger.

Because it's hollow, we can put all the vital wires and cables that go from the driver's area to the engine and transmission inside it.

That way they're protected from damage.

To make the platform frame even stronger, we weld it together. It can never rattle loose the way cars with bolted frames can.

Because there's nothing hanging down from the bottom of a Volkswagen, there's nothing to come banging loose on a bumpy road.

Which eliminates a lot of worries.

Like wires and brake cables that collect snow and ice and are exposed to salt damage. Those pieces are protected by the solid steel bottom. Which makes the Volkswagen a very sturdy car. That's up to just about any hazard you're likely to come across. On the road or off.

Because of the protection the working parts get, few things can go wrong. So you spend very few dollars keeping the car in shape.

But then that's the great thing about Volkswagen's foundation. Not only does it hold you up. It holds your bills down.



What makes a Volkswagen a Volkswagen?

Torsion bar suspension developed by Porsche.

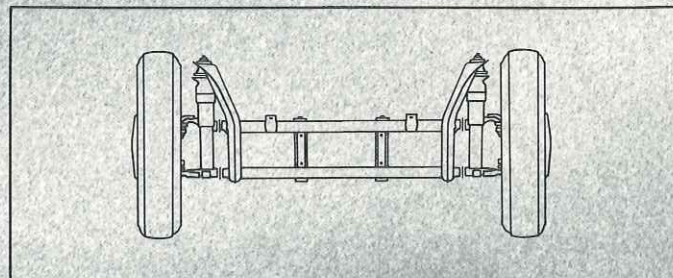
The first time they drive a Volkswagen a lot of people are surprised to discover it rides and corners like a sportscar.

The Volkswagen has an independent four wheel torsion bar suspension system that smooths out the bumps. It was designed especially for us by the Porsche people. (They build one of the great European high performance cars.)

Because of the independent four wheel suspension system each wheel is free to do its own thing. So if one wheel hits a rock

or pothole, the other three wheels don't have to share the shock.

Another feature is the double joint rear

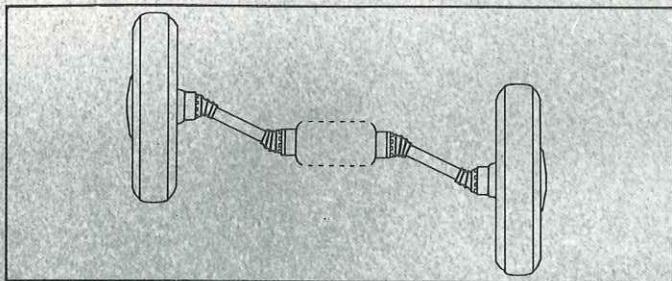




and a new rear axle

axle*. Also developed by Porsche. It's jointed in the middle and again at each wheel.

This means that when you hit a bump

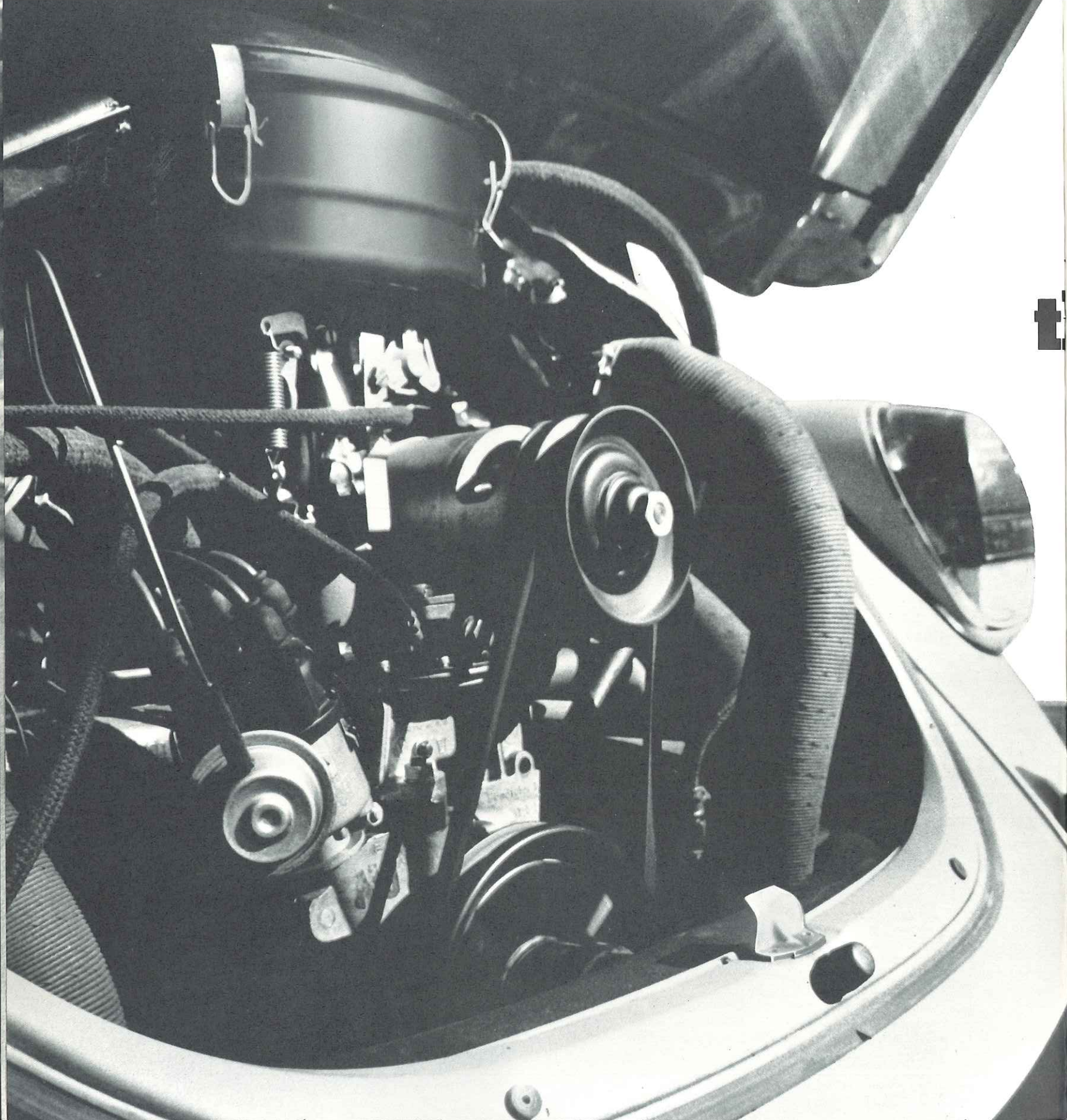


with one rear wheel, the shock isn't transferred to the other wheel the way it would be if the axle were solid.

And because each wheel flexes independently, you can drive with one wheel in a rut and one wheel on the road and still have both tire surfaces ride flat on the ground.

Take it for a test drive and see for yourself. We admit our Bug looks ugly, but we think you'll agree that it handles beautifully.

*not available on Custom 1200



What makes a Volkswagen a Volkswagen?

The air cooled engine that goes and goes and goes and goes and goes...

The 1970 Deluxe Bug has the most powerful engine we've ever built. We've increased its displacement from 1.5 to 1.6 liters. So you now have 57 horses at your command, 4 more than the old engine gave you.

But the nicest thing about the Volkswagen engine is that it does what an engine is supposed to do. Move the car. When you turn it on, it goes.

It goes on cold winter mornings when other engines have turned into piles of frozen metal. There's no radiator to freeze up. No engine block to crack. No anti-freeze to worry about. Our engine is air cooled.

It goes in summer too. There's no radiator to boil over. So it will never turn into a steaming, hissing, spitting monster.

Because the engine sits directly over the drive wheels you get more traction. So you go through snowdrifts that leave other cars racing

their engines and getting nowhere.

Nor will a Volkswagen engine ever turn into a hole in your pocket. Because it has fewer parts than regular engines, fewer things can go wrong with it.

And the parts it does have, are designed to last. The cylinders are horizontally opposed, so there's less vibration. And the shorter stroke pistons result in less wear and tear.

Because the Volkswagen operates at lower RPM's than many other cars, the pistons go in and out fewer times. So the engine is subject to less wear and lasts longer.

Most important, the Volkswagen's engine is cheap to run. It will make a gallon of regular gas last 31 miles, give or take a mile or two.

Which means the engine will keep on moving your Volkswagen long after the engines in regular cars have turned into gas stations.

What makes a Volkswagen a Volkswagen?

The part of it you sit on.

These are the Volkswagen's seats. Look comfortable? They should. We do a lot of things to make sure you'll like sitting in them.

In the first place they're not thin, flat, hard little things. We shape them to fit the contours of your body. And we make them thick and firm. Your entire body is supported by a system of springs that is designed to ward off fatigue.

They've got headrests that are always in position so your neck and head are always protected against possible whiplash injury.

We made the backs of the seats adjustable to three different positions.

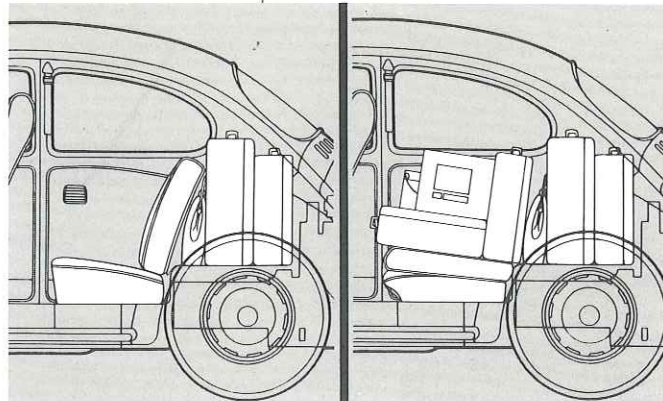
And the back seat folds down to give you 22.7 cu. ft. of luggage space.

We've even taken into account that the people who drive our little car aren't all the same size. The seats

adjust easily to suit any height. So both over six footers and under five footers can drive the Bug in comfort. Tall people will never feel cramped and short people will always be able to reach every control on the dashboard.

We've covered our seats with a tough grade of cloth that is chosen for its ability to take a lot of punishment and still look good. Or if you prefer, you can choose our optional leatherette upholstery. It's made of a special air permeable vinyl that "breathes". So it will never get sticky on hot muggy days.

All of which means the Volkswagen's seats are very comfortable. But then we didn't have much choice in the matter. After all, what good is it to have a car that will go 273 miles on a tank of gas (8.8 gallons) if the driver has to get out every half hour to stretch his legs?





What makes a Volkswagen a Volkswagen?

It's finished so well, we invite you to look in every corner.

Details are a basic part of every Volkswagen. Take the paint job. First we submerge the entire body in an electrophoretic primer bath. This forces the primer paint into every crevice and cranny. So your Volkswagen is protected against rust both inside and out.

Then we apply a second filler coat electrostatically. We charge the body of the car negatively and the paint particles positively. Since unlike charges attract, the paint goes on the body both smoothly and thoroughly. This process assures a completely even coat. No drips. No drops.

Next comes the final color coat. We coat your Volkswagen all over. Not just the parts you see. So when you wash and wax your Bug, don't forget to wash and wax under the fenders and in the wheel wells. After all, they've been painted too.

We even finished off a lot of little things most people wouldn't notice. The glove compartment isn't stapled cardboard. It's a solid piece of molded construction, completely lined.

Or look under the dash. It's as beautifully finished as the outside of the car.

Pull out the ash tray in a Volkswagen.

Then push it back in. Because it rides on brass wheels it will never screech to a stop half open. Or half closed.

Take a look at the area where the door joins the body. Every seam, every weld is sanded to a smooth finish. Every inch is thoroughly and carefully painted. Not because we expect many people will see it, but because we don't want it to rust.

There are no assembly line mistakes like uneven matches or bad fittings. So you won't find any body fillers, or stray pieces of rubber and putty. Our machines are tooled to such close tolerances that there's no margin for error. Because we seldom make mistakes we never have to worry about correcting them.

Even the upholstery on the door is stretched smooth and taut. There are no loose folds or stray wrinkles.

You see, anyone can take a picture and make the inside of a car look beautiful. But you can take a magnifying glass and go over the inside of a Volkswagen. It will still look beautiful.

You see, when we invite you to look into buying a Volkswagen, we expect you to take us literally.





What makes a Volkswagen a Volkswagen?

The way we



We do a lot of things to make the Volkswagen as safe as possible.

We designed the body to withstand a great deal of stress. That's one reason for the funny-looking shape. The Beetle is built like a turtle, with curved surfaces. The same principle that makes a sphere stronger than a cube makes the turtle and the Beetle able to stand up to a surprising amount of stress.

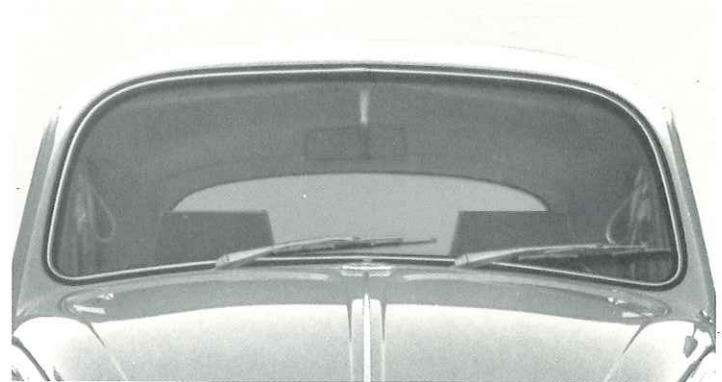
Because the turtle's shell is round, when something hits it, the stress is distributed evenly throughout instead of remaining concentrated at the point of impact. The same goes for the Volkswagen. Because it has a rounded shape it can take more stress than if it were designed with flat surfaces.

The steering column is designed to telescope under impact. The mirrors break away under impact. And the steering wheel is dished in the centre.

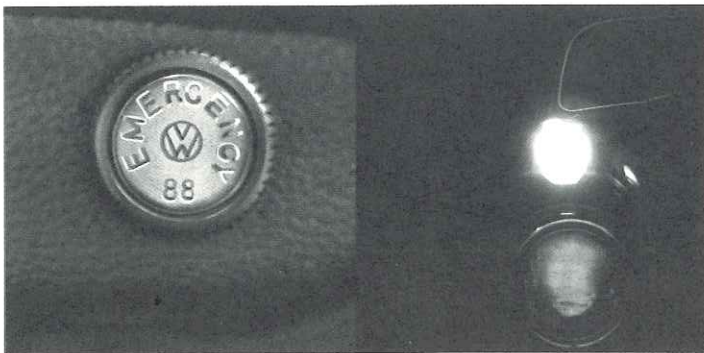


Every Volkswagen has a dual brake system. So if one section fails, you'll still be able to stop with the other.

We make the windshield out of safety glass that can't splinter in an accident.



make it safe.



Every Volkswagen has an emergency flasher to let other people know when you're in trouble.

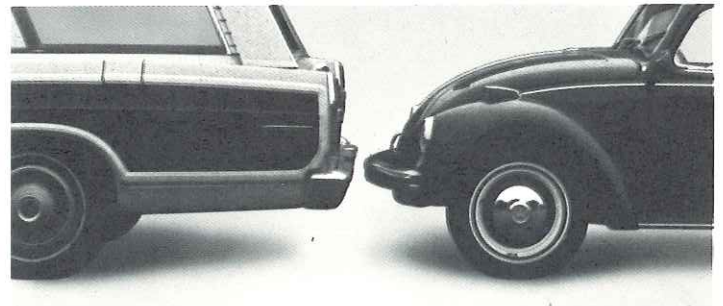


And shoulder harness seat belts in the front and lap belts in the back to protect both the driver and passengers in case of an accident.

There are headrests on the back of the front seats. And they're always in the proper position so your head and neck are always protected.



All knobs and controls in the interior are rounded and made of rubber. And even though the Volkswagen is smaller than a lot of cars, it has standard height bumpers. So bigger cars can't hurt the body.



We've even got a pollution control system that reduces harmful exhaust fumes and helps make everybody's air nicer to breathe.

Partly because of all this, insurance rates on Volkswagens are lower than they are for bigger cars. Even when we put safety first, economy still runs a close second.



**The
some of**



What makes a Volkswagen a Volkswagen?

way it allows you to enjoy the little pleasures of life.

Once upon a time there were two neighbours. Mr. Jones and Mr. Krempler.

Mr. Jones had \$3400. So one day he went out and bought a brand new car. With pushbutton windows, pushbutton seats, and a pushbutton radio antenna.

Mr. Krempler also had \$3400. So one day he went out and bought himself a new refrigerator. A new range. A new washer.

A new dryer. A new record player. Two new television sets. And a brand new Volkswagen Custom.

And twice a month he takes Mrs. Krempler to the movies with the money he saves on gas.

Now Mr. Jones is faced with that age-old problem.

Keeping up with the Kremplers.

What makes a Volkswagen a Volkswagen?

No big deals, that's the beauty of it.

If you are thinking about waiting until we have a sale before you buy a Volkswagen, you'll never buy one.

You see, Volkswagen dealers don't have big discount sales. Probably because they've never been able to figure out the reasoning behind them.

For instance, have you ever wondered how a car salesman can take five hundred dollars off the price of a car, just because he likes the way you look?

Or how he can give you an allowance of a thousand dollars on a five year old trade-in that you know wouldn't bring more than a couple of hundred, if you sold it outright?

Then there are those clearance sales. You know, those price slashing bees they have in August on brand new cars. We've just never been able to figure out how a car that is worth \$4,000 in January is suddenly worth only \$3,000 in August. If you are going to have so many cars left over at the end of the year, why make so many in the first place?

But most of all, we worry about the poor guy who bought his car last week, before the sale started. How does he feel when his brand new shiny automobile has suddenly depreciated in value by seven hundred dollars in seven days? We don't blame him for wondering how much it'll be worth in a year.

We like our cars. We build them the best way we know how. And while we don't charge much, we figure they're worth every cent of it.

We don't make changes just to make last year's model look out of date, so we never get all in a lather trying to move the "old" new cars off the showroom floor before the "new" new cars come in.

If you still can't bring yourself to buy something that's not on sale, look at it this way. Come in and take advantage of our special two for one sale.

Two Volkswagens for the price of one ordinary big car. This week only.

Unless you come in next week.

Best Deal In Town



drive it away

PRICE $\frac{1}{2}$ PRICE

No offer refused!

This advertisement features a central image of a classic Volkswagen Beetle. Above the car, the words 'Best Deal In Town' are written in a stylized font across four triangular shapes. To the left of the car, a circular graphic shows a price reduction from 1 to 2, with 'PRICE' written above and below the numbers. A starburst graphic to the right of the car says 'drive it away'. Below the car, a large banner reads 'No offer refused!'.

What makes a Volkswagen a Volkswagen?

The shape it comes in.



The Karmann Ghia is a Volkswagen bottom with a beautiful Italian body on top. It looks like a racy, temperamental, expensive European sportscar. And acts like a sturdy, dependable and economical Volkswagen. Available in hard top or convertible versions.

The Volkswagen Convertible. If you think the Beetle is funny looking, take a look at our topless model. On beautiful days put the top down and enjoy just being alive. On cold miserable days put the top up and be glad you're indoors. The top is hand cut, hand fitted and hand padded so it fits really tight. Rain snow and cold can't get in to bother you.

The basic Bug. It's economical, sturdy and compact. With an enduring and endearing shape that will never look dated. No matter how old your Bug gets, a wash and a wax will have it looking like new. Available in



Custom or Deluxe versions.

The sunloving Bug. It has all the good qualities of the standard Volkswagen. The only difference is a steel sun roof that rolls open on warm sunny days to let the outdoors, indoors. And rolls tightly shut on cold wet days to keep the outdoors, outdoors.

What makes a Volkswagen a Volkswagen?

It's so unique, even our

In spite of its good nature, a lot of women used to have trouble warming up to our Beetle. It seems our ferocious stick shift drove them away.

For all those timid ladies (and even some brave men who just didn't want to be bothered shifting) we invented our automatic. And though it still looks like a stick shift, because it still has a shift lever, it's as docile as an automatic.

There's no clutch pedal to worry about. When you want to go somewhere just move the shift lever forward into first gear. And leave it there. You can drive all over town in stop and go traffic and never touch the shift lever again. Over 45 mph on the highway you just shift into second gear, which is like an overdrive to save on gas.

It's still a stick shift, though. So if you'd prefer to start out in low and take it through the gears be our guest.

The Automatic Stickshift is available as an optional extra on the Bug.

Now that we've tamed our stick shift the ladies aren't terrified of our Bug anymore. In fact, some female Volkswagen owners have become positively enamoured of their funny looking little cars.

Which is really not very surprising. With the automatic you don't ever have to worry about slipping backward on hills.

So there's no need to panic when a tractor trailer pulls up behind you at a red light.

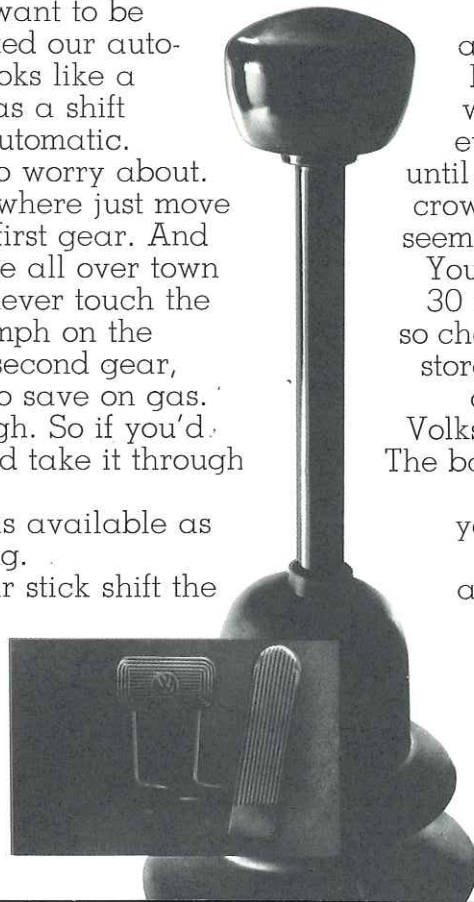
Because it's so small, it can squeeze its way into a parking space that wouldn't even have qualified as a parking space until a Volkswagen found it. No matter how crowded the shopping centre, there always seems to be room for one more Volkswagen.

Your Beetle is economical too. It averages 30 miles to a gallon of regular. In fact it's so cheap to run you could probably go to the store and back six times on the money you get from the family's empty pop bottles.

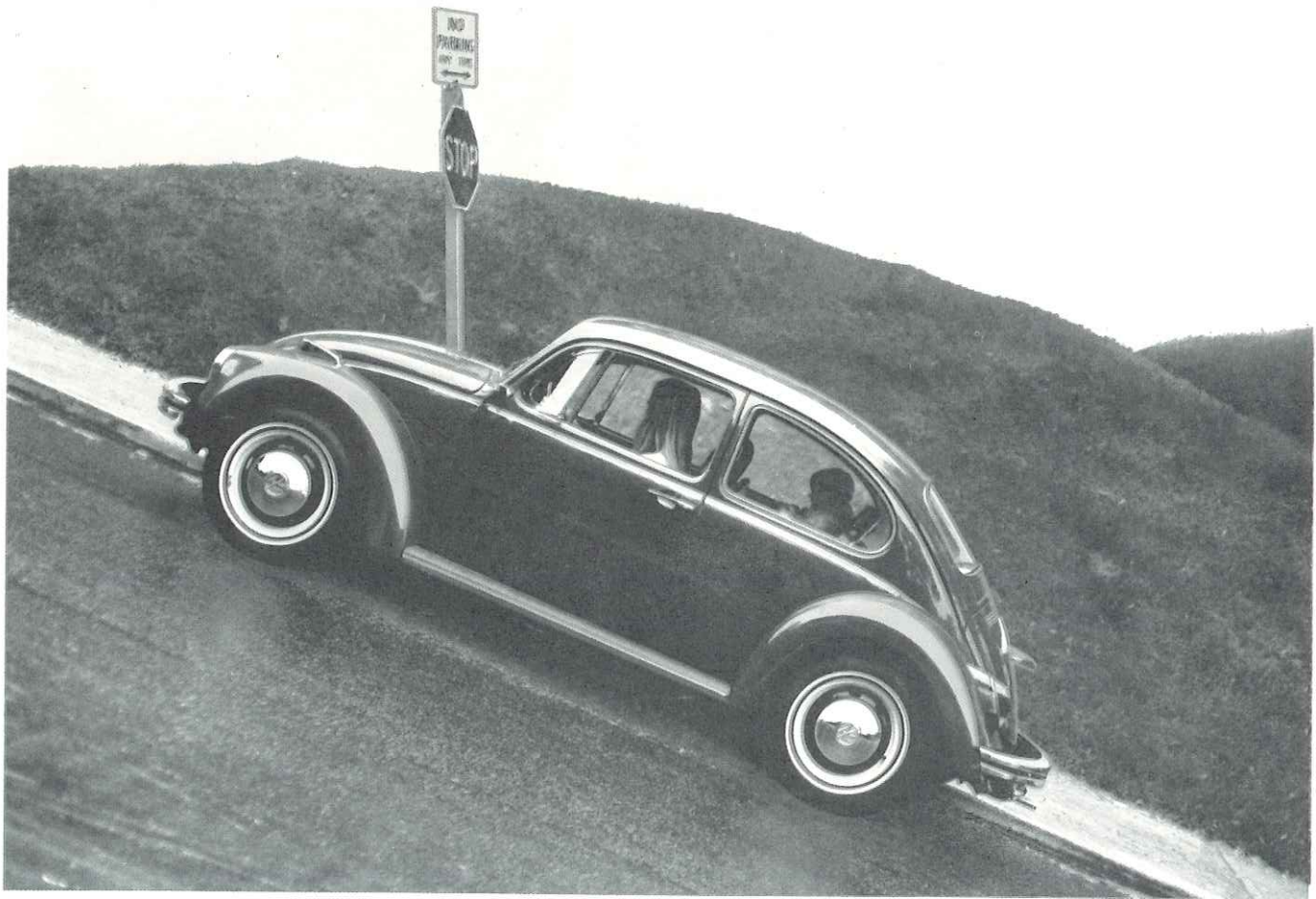
Volkswagens are great at holding children. The back seat is a perfect place for a child's car seat. With junior safe in the back, you're free to drive up front.

Because the Beetle has only two doors and because the front seat locks a child in the back seat, he can't open a door. So even big children are safe in the back.

Which brings to mind one of our mottos. Buy a Beetle and put your worries behind you.



automatic is different.



What makes a Volkswagen a Volkswagen?

The gifts you can give it.

What do you give the car that has everything? All kinds of great things come as optional extras. You could give it a transistorized radio that starts making music the minute you turn it on.

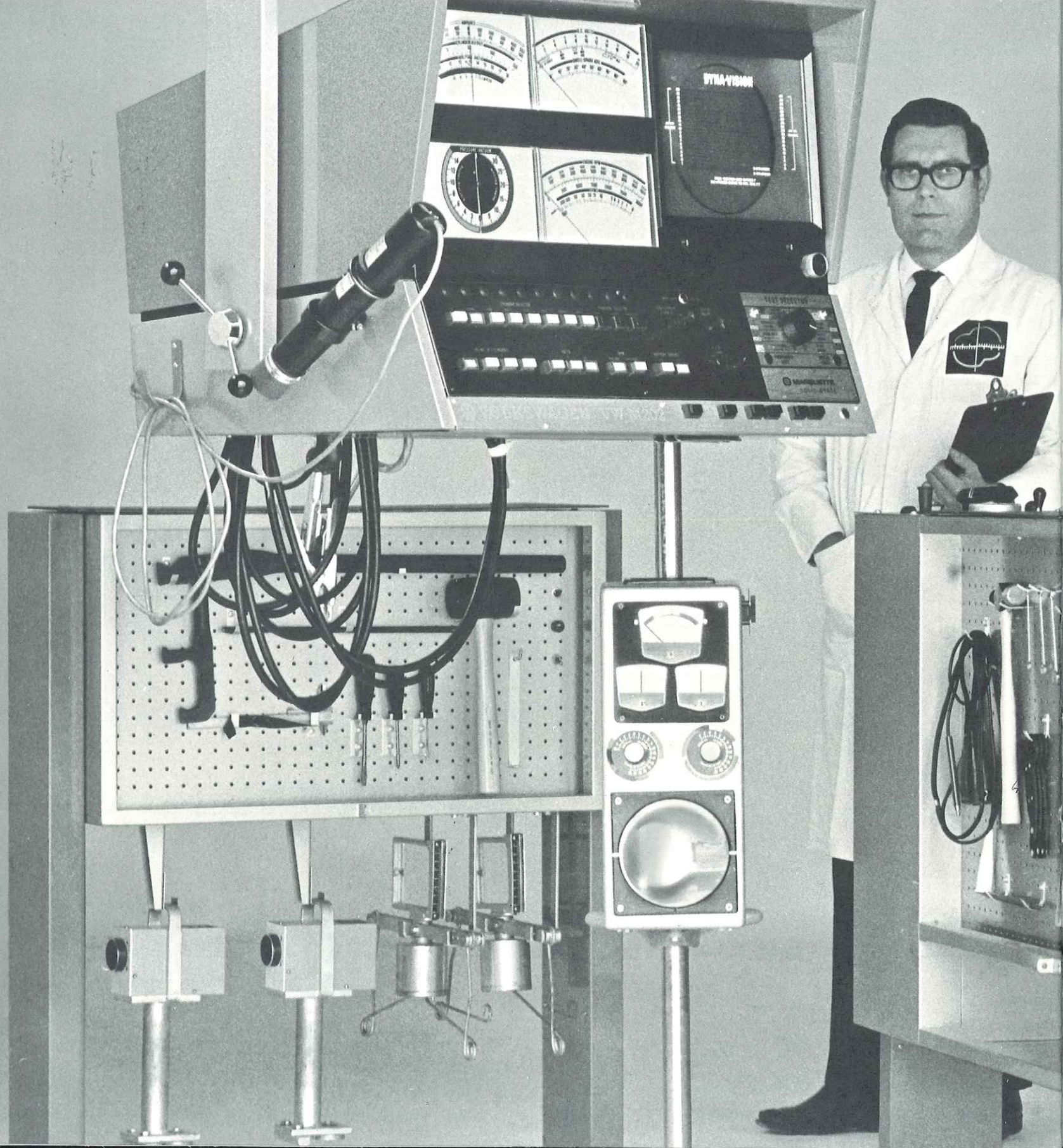
Washable coco floor-mats. A ski rack for the top. Wheel trim rings. A shelf that fits under the dash board to give you extra storage space. A collapsible roof rack. Fender shields. Mud flaps to keep the mud and dirt on the road and off the car. A fog light. A tool kit. Taper tips for the exhaust pipes. An air intake grill for the back hood. An engine sump heater to heat the sump. A head rest cushion. A steering wheel cover. A tow rope. A trailer hitch. License plate frames. A sporty gearshift lever.



You can order a special G.T. package with wire wheel discs, mag wheels, racing stripes, air scoop, taper tips, radial ply tires, bumper guards, wood grain dash-board kit, and special gearshift lever and knob. Everything you need to turn a mild mannered Beetle into a snappy street machine. Now you might feel giving all these gifts to a brand new Volkswagen would be spoiling it. If so, why not make your Bug earn them. Give it one to start and add one each time it has a birthday. Sort of a reward for faithful service.

Although it really wouldn't work as a long range incentive program. You see we'll probably run out of accessories, before your Beetle runs out of birthdays.





What makes a Volkswagen a Volkswagen?

A new maintenance system that diagnoses your car electronically.

Starting this year every new Volkswagen will come with a book of coupons. Each one will be good for a diagnostic check up. In 1970 most Volkswagen dealers in Canada will have the equipment needed to perform this new service.

When you take your car in for service it will be turned over to a Diagnostician. He's a mechanic trained by Volkswagen especially for diagnostic work.

He'll check out your car electronically. Including engine timing and compression. Front axle and steering system. Rear axle and transmission. Wheels, brakes, tires, and the electrical system.

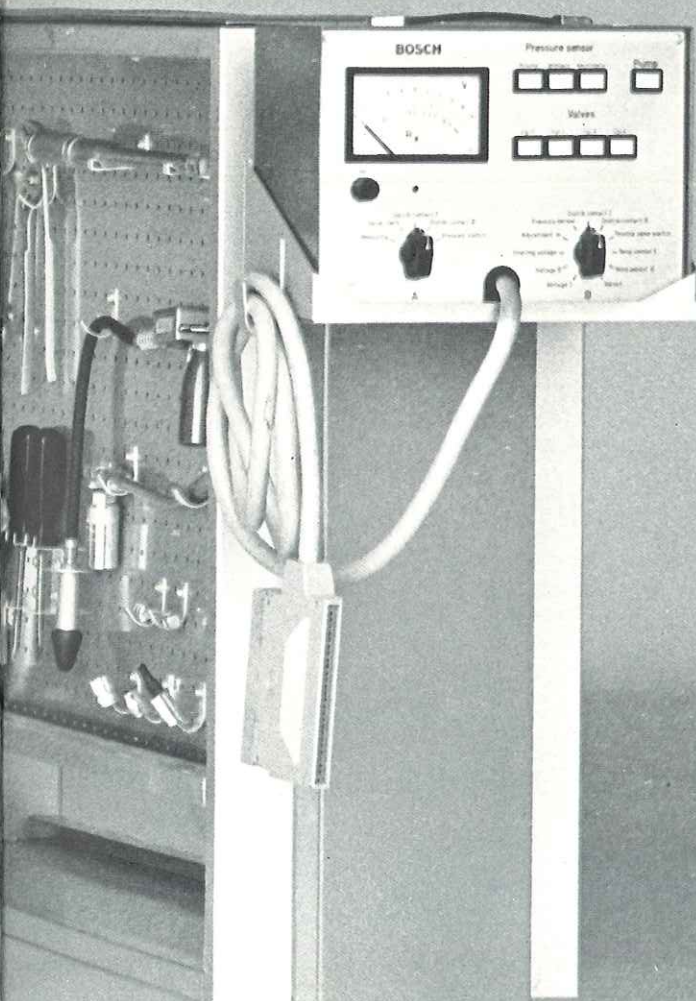
When he's finished, you get a signed report with the results of the tests and a listing of the repairs needed, if any. So not only do you know what needs to be done. You know why.

Though we've changed our maintenance system, all the good things that were true about Volkswagen service in the past still hold true.

Parts are just as inexpensive. Every dealer still has on hand or on tap, every part he'll ever need. And all our mechanics are specially trained until they know Volkswagens backwards and forwards.

You'll have the comforting feeling that if anything ever goes wrong, it won't take very long to find out what the problem is.

But because we make Volkswagens so well in the first place, you'll have the even more comforting feeling that not very much will go wrong.



What makes a Volkswagen a Volkswagen?

The way we talk

	1200CUSTOM*	1600	DELUXE & CONVERTIBLE	KARMANN GHIAS COUPE & CONVERTIBLE
Wheelbase (cu. ft)	94.5			
Track front/rear (in)	51.6/53.2			
Overall length (in)	158.5			
Height (in)	59			52
Width (in)	61			64
Curb weight (lbs)	1676	1808	1918	1918
Maximum Pay Load	838		838/794	728
Trunk Capacity (cu. ft)	front 5.1 rear 4.9	with rear backrest folded down about 22.7		front 3.9 rear seat folded down 10.5
Fuel tank capacity (Imp. gals)	8.8			
Engine	4 cyl. 4 stroke (flat four) air cooled magnesium alloy rear engine.			
Bore/stroke	77/64 mm (3.03/2.52 in)	85.5/69 mm (3.36/2.72 in)		
Displacement	1192 ccm (72.74 cu. in)	1584 ccm (96.6 cu. in)		
Compression ratio	7.0:1	7.5:1		
Maximum Torque	(SAE) 65 ft/lbs at 2400 rpm	(SAE) 81.5 ft/lbs at 3,000 rpm		
Horsepower	41.5 bhp (SAE) at 3900 rpm	57 bhp (SAE) at 4400 rpm		
Transmission	Fully synchronized 4-speed transmission. Automatic stick shift optional (except on Custom models)			
Gear Ratios	Standard: 1st to 4th: 3.80:1, 2.06:1, 1.26:1, 0.82:1, Reverse 3.61:1, Final drive 4.375:1.		Auto. Stick Shift: low to drive 2 2.06:1, 1.26:1, 0.89:1, Reverse: 3.07:1, Final drive 4.375:1	
Steering	Roller type steering, self centering with maintenance free tie rods and hydraulic steering damper.			
Speed (maximum)	72 m.p.h.	81 m.p.h.	standard 81 m.p.h. automatic s.s. 78 m.p.h.	standard 84 m.p.h. automatic s.s. 81 m.p.h.
Fuel Consumption	38 mpg	31 mpg	standard 31 mpg automatic s.s. 30 mpg.	
Hill Climbing	1st to 4th 41%, 21%, 12%, 7%.	1st to 4th 48%, 25%, 14%, 8%.	standard 1st-4th, 48%, 25%, 14%, 8%, automatic s.s. 1st-3rd, 39%, 31%, 22%.	

*Not available in Ontario

All information contained in this publication is subject to change without notice.

to armchair engineers.

ENGINE: Pressure lubricated with oil cooler. Thermostatically controlled air cooling by fan. Down-draft carburetor with automatic choke, accelerator pump and oil bath air cleaner. Mixture pre-heating and automatically regulated air intake pre-heating. Anti-smog crank case ventilation.

ELECTRICAL SYSTEM: 12 volt electrical system, with early cut-in generator. Fingertip headlight dimmer switch combined with self-cancelling turn indicator lever (Custom model has foot dimmer switch.) Starter ignition switch with non-repeat lock. Interior light with flush mounted switch and automatic door contact switches. Rheostat controlled instrument panel lighting. Ring operated horn on steering wheel.* Self-parking 2-speed windshield wipers and pneumatic windshield washer. Back-up lights combined in cluster unit with tail and stop lights. Ignition key warning buzzer and steering lock device.

TRANSMISSION: Power transmitted through single plate dry clutch, fully synchronized 4-speed gearbox, differential and double joint axle shafts to rear wheels (except in Custom 1200 model.)

CHASSIS: Tubular centre section frame with frame head, forked at rear end and welded-on platform. Independent 4-wheel suspension with trailing arms; torsion bar springing front and rear, roller type self-centering steering, safety design with maintenance-free tie rods and hydraulic steering damper. 4 telescopic shock absorbers, impact limited by rubber stops, stabilizer bar in front. Turning circle approximately 36 ft; 2.7 turns of steering wheel from end to end. Tubeless 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" wide with no-draft windows and fully lowerable door windows. All windows of tempered safety glass. Fold-away outside mirror on driver side. Two fully lined luggage compartments, one under the self-supporting front hood and one behind the rear seat backrest. Two individually controlled fresh air vents.* Warm fresh air supplied by heat exchangers and circulated through five 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 foot well vents 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 backrests available with

cloth (or ventilated leatherette at extra cost). Pocket in driver's door*. Two ashtrays*, two coat hooks*. The instrument cluster contains combination-speedometer-fuel gauge, warning lights for generator, oil pressure, flashing turn indicator, rear window defogger* and high beams. Red warning light for dual brake system located between windshield wiper and headlight switch. Steering locks when ignition key removed.

SAFETY EQUIPMENT: Padded dash board with safety 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 back rests, padded sun visors and arm rests. 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. Additional rectangular reflex reflectors on rear bumper. Flexible grab handle for front passenger, over glove compartment lid and two assist straps for rear passengers. Safety dual brake system with dash board warning lamp, impact absorbing telescopic steering column with dished collapsible steering wheel. Rear window de-fogger unit for clear rear view vision.*

DIFFERENCES ON CONVERTIBLE: Body: Four-seater convertible. Roof insulated and lined with washable vinyl. Chrome wheel trim rings and stoneguards 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 hydrodynamic 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, which ever 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 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 normal use, 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 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."

*Not available in Custom models

What makes a Volkswagen a Volkswagen?

It's built so well we guarantee

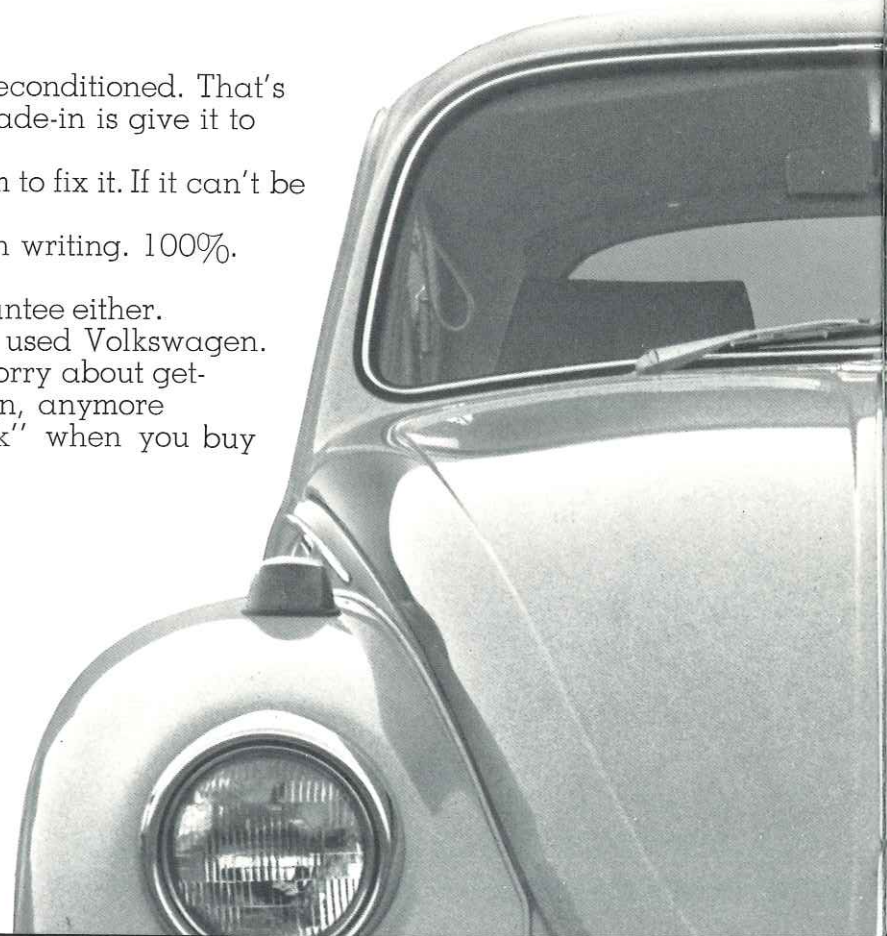
Old Volkswagens never die. They just get reconditioned. That's because the first thing a dealer does with a trade-in is give it to a mechanic to find out what's wrong with it.

When he finds something wrong, it's up to him to fix it. If it can't be fixed, it doesn't get sold. It's as simple as that.

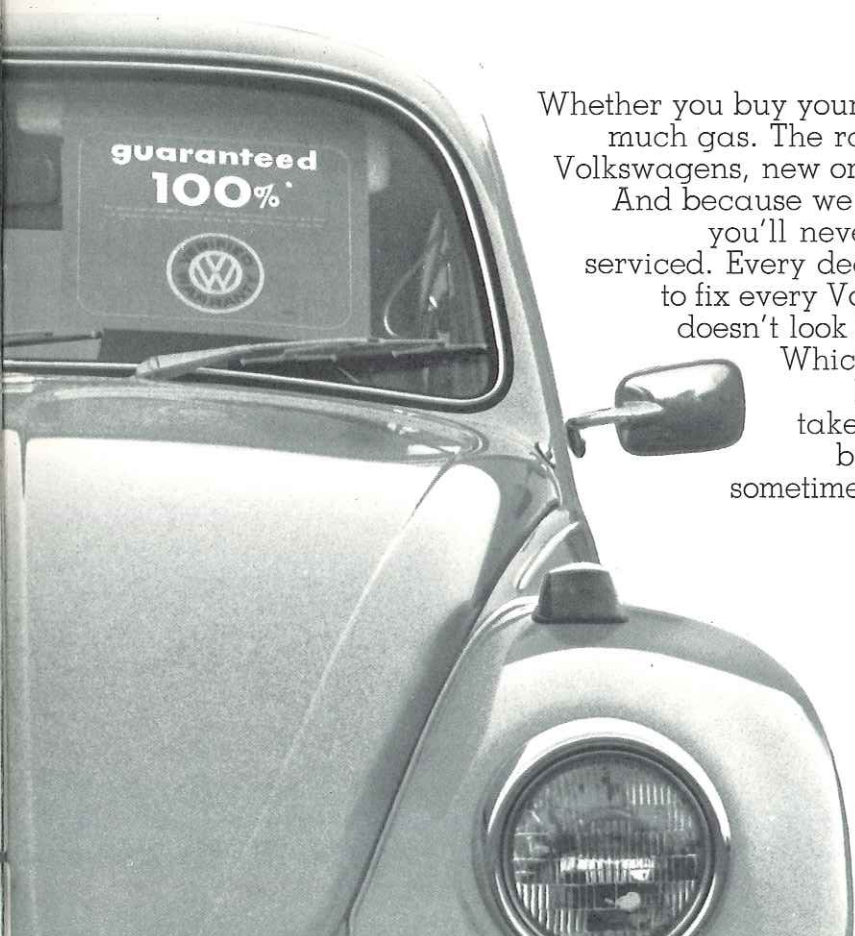
When he's finished, the car is guaranteed in writing. 100%. We call this a Verified Warranty.

You won't have any trouble finding the guarantee either. We slap it right on the front window of every used Volkswagen.

All of which means that you don't have to worry about getting "stuck" when you buy a used Volkswagen, anymore than you have to worry about getting "stuck" when you buy a new one.



in the first place used ones.



Whether you buy your Volkswagen new or used, it still won't take very much gas. The radiator will never freeze up or boil over because Volkswagens, new or used, don't have radiators.

And because we don't make a whole lot of unnecessary changes, you'll never have any trouble getting a used Volkswagen serviced. Every dealer has on hand or on tap every part he needs to fix every Volkswagen. And, nicest of all, a used Volkswagen doesn't look like a used Volkswagen.

Which leaves only one question. If used Volkswagens look just like new Volkswagens and are as easy to take care of as new Volkswagens, how come anybody buys new Volkswagens? Well, maybe it's because sometimes there just aren't enough used ones to go around.

What makes a Volkswagen a Volkswagen?

When you think you're all through with it it's more fun than ever.

There's only one problem with Volkswagens. They last so long, there's a good chance you'll become bored with your Bug long before it wears out.

Let's say, (optimistically of course) you've driven your Beetle 200 or 300 thousand miles and while you still like your little Volks, you're ready for a change. To help you we've collected a list of things you might do, when life with the Bug starts getting monotonous.

How about a change of scene? Paul Loofs, of Trail, British Columbia has driven his 1955 Volkswagen around the world three times. Why not you? It wouldn't cost very much. And because Volkswagens are so sturdy, you could take on just about any terrain without a second thought.

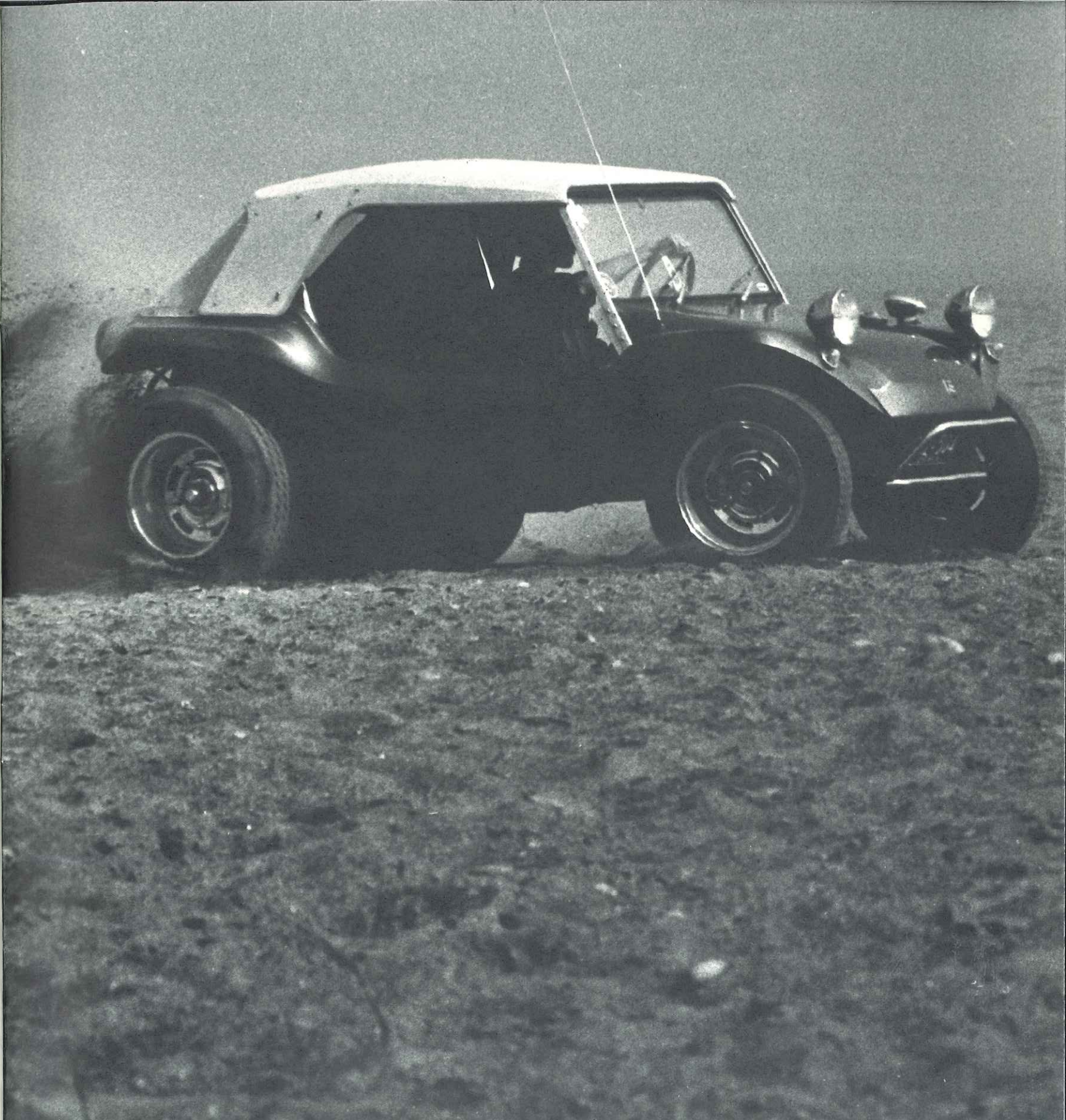
Or you could put your Beetle up on a block and hitch a drive belt to the wheels and use it

to power a ski-tow. Because there's no radiator, you'd never have to worry about freeze ups. The air cooled engine will operate beautifully all winter long.

You can even turn your Bug into a Dune Bug. All you have to do is shorten the chassis a few inches. Then buy a fiberglass dune buggy body. Add a set of cadmium wheels and wide oval tires and you're ready to roll.

You can drive at madcap speeds over the roughest terrain. No matter how sandy or hilly the desert, your Dune Bug won't bog down.

Because your Volkswagen is air cooled, you won't have to keep turning into oases for water. And because it doesn't take a whole lot of gas, you can fill the tank in the morning, drive your Bug across the desert all day long and still have enough fuel left for a wild Arabian night.



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