

1973 Volkswagen

COLORS



BEETLE

Exterior Paint
Cloth Seats
Leatherette Trimming
Leatherette Seats



Texas Yellow
Grey
Black
Black



Kasan Red
Grey
Silver Grey
Silver Grey



Marina Blue
Grey
Black
Black



Pastel White
Grey
Black
Black

SUPER BEETLE

Exterior Paint
Cloth Seats
Leatherette Trimming
Leatherette Seats



Kansas Beige
Beige
Beige
Beige



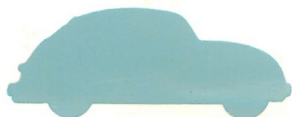
Bright Orange
Black
Black
Black



Kasan Red
Black
Black
Black



Biscay Blue
Silver Grey
Silver Grey
Silver Grey



Exterior Paint
Cloth Seats
Leatherette Trimming
Leatherette Seats

Marina Blue
Blue
Blue
Blue



Texas Yellow
Black
Black
Black



Sumatra Green
Beige
Beige
Beige

SUPER BEETLE CONVERTIBLE

Exterior Paint
Convertible Top
Leatherette Seats



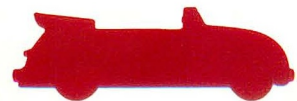
Phoenix Red
Black
Black



Ravenna Green
Black
Black



Amber
Black
Black



Bahia Red
Black
Black



Exterior Paint
Convertible Top
Leatherette Seats

Saturn Yellow
Black
Black



Olympic Blue
Black
Black

TYPE 3 SEDAN AND BASIC COMPACT*



Exterior Paint Bright Orange
Cloth Seats Black
Leatherette Trimming Black
Leatherette Seats Black



Marina Blue
Blue
Blue
Blue



Texas Yellow
Black
Black
Black

*BASIC COMPACT — Available only with grey cloth upholstery or black leatherette.

TYPE 3 SEDAN ONLY



Exterior Paint Sahara Beige
Cloth Seats Black
Leatherette Trimming Black
Leatherette Seats Black



Iberian Red
Silver Grey
Silver Grey
Silver Grey



Sumatra Green
Beige
Beige
Beige

SQUAREBACK SEDAN



Exterior Paint Bright Orange
Cloth Seats Black
Leatherette Trimming Black
Leatherette Seats Black



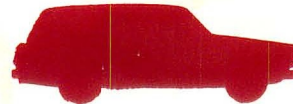
Marina Blue
Blue
Blue
Blue



Texas Yellow
Black
Black
Black



Exterior Paint Sahara Beige
Cloth Seats Black
Leatherette Trimming Black
Leatherette Seats Black



Iberian Red
Silver Grey
Silver Grey
Silver Grey



Sumatra Green
Beige
Beige
Beige

KARMANN GHIA COUPE

Exterior Paint
Leatherette Seats



Amber
Palisander



Bahia Red
Black



Ravenna Green
Beige



Olympic Blue
Black



Exterior Paint
Leatherette Seats

Zambezi Green
Beige



Saturn Yellow
Palisander



Phoenix Red
Black

KARMANN GHIA CONVERTIBLE

Exterior Paint
Convertible Top
Leatherette Seats



Bahia Red
Black
Black



Amber
Black
Palisander



Ravenna Green
Black
Beige



Olympic Blue
Black
Black



Exterior Paint
Convertible Top
Leatherette Seats

Saturn Yellow
Black
Palisander



Zambezi Green
Light Sand
Beige



Phoenix Red
Black
Black

412 WAGON



Exterior Paint
Cloth Seats
Leatherette Trimming
Leatherette Seats

Texas Yellow
Black
Black
Palisander



Turquoise Metallic
Black
Black
Black

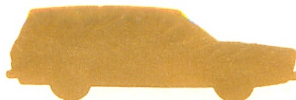


Marathon Silver Metallic
Blue
Blue
Blue



Exterior Paint
Cloth Seats
Leatherette Trimming
Leatherette Seats

Alaska Blue Metallic
Silver Grey
Silver Grey
Silver Grey



Maya Gold Metallic
Black
Black
Black



Kasan Red
Black
Black
Black

412 4-DOOR SEDAN AND 412 2-DOOR SEDAN



Exterior Paint
Cloth Seats
Leatherette Trimming
Leatherette Seats

Texas Yellow
Black
Black
Palisander



Turquoise Metallic
Black
Black
Black



Marathon Silver Metallic
Blue
Blue
Blue

412 4-DOOR SEDAN ONLY



Exterior Paint
Cloth Seats
Leatherette Trimming
Leatherette Seats

Alaska Blue Metallic
Silver Grey
Silver Grey
Silver Grey



Maya Gold Metallic
Black
Black
Black



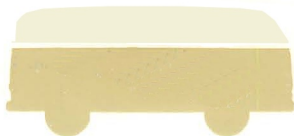
Kasan Red
Black
Black
Black

STATION WAGON

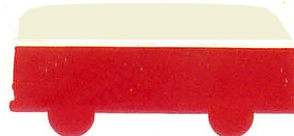


Exterior Paint
Top
Leatherette Seats

Bright Orange
Pastel White
Black



Ceylon Beige
Pastel White
Beige

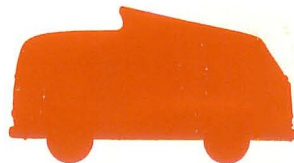


Kasan Red
Pastel White
Black



Orient Blue
Pastel White
Alabaster

CAMPMOBILE AND BASIC CAMPMOBILE



Exterior Paint
Camping Interior—Vinyl
Front Seats—Leatherette

Bright Orange
Gold
Dark Beige



Pastel White
Gold
Dark Beige

The Volkswagen paint job. There's a lot more to it than meets the eye.

While you're deciding on the color of your new Volkswagen, you might like to know what's under it. For most of the finish is hidden from view.

To get the color blue, for instance, we have to start three layers down. Here the body gets dipped in a bath of zinc phosphate, to defend it against rust and corrosion.

A primer coat goes on next. And the way we put it on represents a major advance in the state of the art.

The car is given a positive charge of electricity and submerged into a vat containing a mixture of 92% water, 8% pigment. The pigment is negatively charged. You can imagine what happens. The car and the pigment develop an irresistible and lasting attraction for each other. When the car is lifted from the vat, it actually feels dry to the touch. Only the pigment has adhered. Not the water.

Every inch of metal, inside and out, is smoothly covered. With 3½

times the amount of primer paint as the former "straight dip method" would have given it.

And to give the front end the little extra protection it needs, we've developed a somewhat less ingenious, but still very effective method. We dunk the car nose first. And then we go through the whole primer routine a second time. For a very sound reason.

An economy car wouldn't be very economical if the finish didn't hold up as well as the rest of the car (we spare nothing to make the Volkswagen economical).

Now the body gets washed, sanded and re-washed.

At this point the car passes through a drying tunnel, and finally receives its outer coat of blue enamel. Sprayed on by hand. Then we bake on the durable shine. In an oven set at 265 degrees.

The whole process has taken 3½ hours. At the end of which, the Volkswagen emerges wearing 13 pounds of colorful armor.

And what do we call the result of this whole elaborate, painstaking, technically-advanced process? We call it "blue".