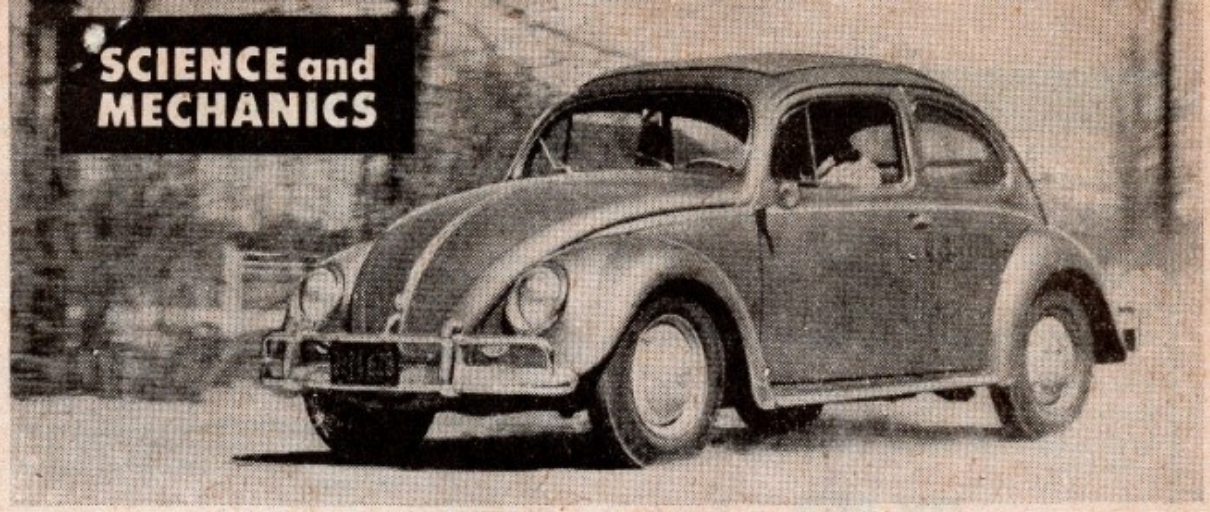


Volkswagen makes a braking stop—but where's the dip? Tests showed nose dive was only 2°, less than domestic cars tested so far. Hydraulic brakes on this DeLuxe imported model were excellent, showed negligible fade.

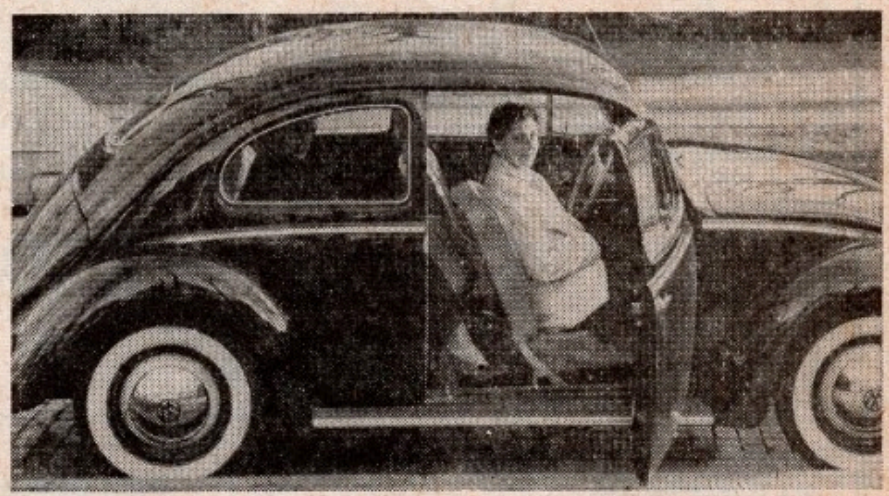
How the Surprising VOLKSWAGEN Performs

NOT so long ago, men drove cars instead of cars driving men.

Those were the days when your car didn't do your thinking for you, by deciding when to shift, how much to steer, how hard to hit those brakes—in short, by taking over your driving functions.

A car then was a clean, simple collection of basic engineering and mechanical equivalents—functional to the core—and you were in control of it at all times. You had to be.

This bantam Volkswagen reminds us of those days. It's a car—not a mobile lounge studded with pushbutton controls. Its beauty lies, not in its lines, but in its performance. That 40 miles-per-gallon it delivers will give your transportation dollars a handsome stretch, and it has the reputation for going 75,000 miles before a major overhaul. The construction quality we saw would make this a good bet (and a good contrast to many domestic models addicted to a relatively high percentage of "lemons" in every production run).



Plenty of leg room for rear seat passenger—if front seat is pushed forward. Under dash space is generous because of rear engine mounting.

Volkswagen's miniature size and responsive maneuverability make parking and around-town traffic handling as easy as it can be these crowded days. It also has a pothole-eating individual wheel suspension that calms down even the cobbliest roads.

Nor will anyone accuse you of blocking traffic because it takes you 13.4 seconds to get from standstill to up to 40 *mph*. In fact, if you haven't forgotten the fine art of shifting gears, you may surprise some owners of domestic speedsters, who are lulled into complacency by your pint-size appearance. But be ready to dodge! We whomped by one luxury wagon at 75 *mph* (there was a tailwind), and learned some large car owners resent a small car passing them so much, that they will even try to edge it on to the shoulder.

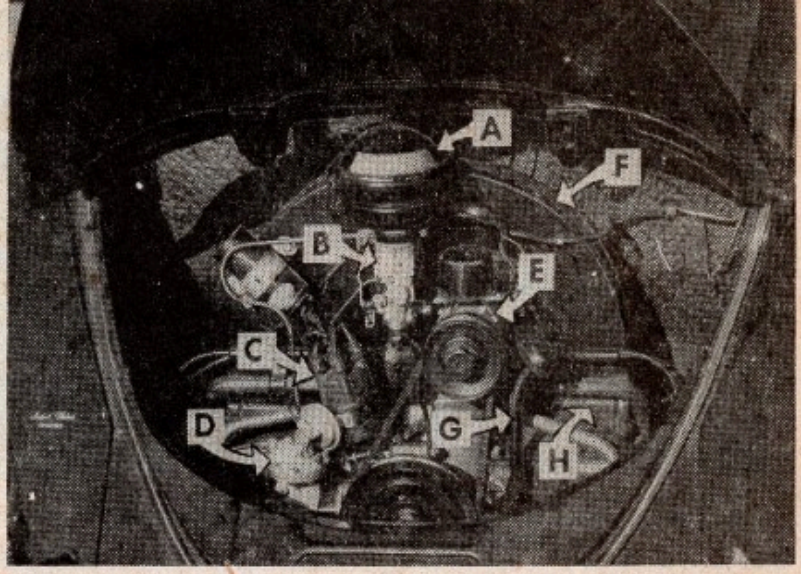
This question of size is, of course, the first one raised by anyone looking at a Volkswagen. Actually, there's a surprising amount of room inside the Volkswagen. Locating the engine in the rear produces lots of under-the-dash legroom for the average driver or passenger, and two adults will fit into the rear seat comfortably with the front seats pushed forward. When the front seat is pushed back to make it comfortable for a 6 ft. or taller driver, however, rear seat knee-room behind the driver is virtually nonexistent. But there is generous luggage space

behind the rear seat and some briefcase room under the hood. This means that the family of four can travel in this car—if the youngsters are kindergarten-size or very little larger. Head and hat room are more than ample.

What can you do on gas mileage? The test results show that the little Volkswagen delivers better than double the fuel mileage of most American cars. But don't be carried away by the 49.5 *mpg* economy figure at 20 mph. This figure is for 4th gear (an overdrive gear), and 20 *mph* in the Volkswagen 4th is not the smoothest ride. Most people would choose to stay in 3rd gear at this speed, and settle for 42 *mpg*. Even at 60 *mph*, however, the mileage is a nice fat 30 *mpg*.

The secret of obtaining good acceleration from the Volkswagen is to "make mit der revolutions." We did, and you may therefore wonder how come a slow 0-60 true *mph* time of 45 seconds? Well, in order to bring you test (and not guesstimated) results, we have to pack test equipment and *two* engineers on every test run. That 425 lb. total carried weight is a heavy penalty for a little car, and it would be still higher if we didn't travel light on gas, and with spare tire and rear seat removed to lower the carried weight. (Maybe we should use *little* engineers for little cars and *big* engineers for big cars?) If you want a more realistic acceleration figure with driver alone and no heavy equipment, figure 37.2 seconds for 0-60 mph true.

Can you improve the Volkswagen acceleration? By replacing the Volkswagen engine with a Porsche engine, we were able to come up with



Volkswagen 4-cylinder air-cooled 1192 cc engine: (A) oil-bath air cleaner, (B) carburetor, (C) distributor, (D) fuel pump, (E) generator, (F) fan housing, (G) oil filler pipe, (H) cylinders.

Space behind gas tank in front will take a briefcase or small overnight bag.

Driver's Observations—Volkswagen

ROADABILITY: Super snug on the corners, thanks to low CG and excellent suspension. If you like to squeeze the last ounce of performance out of each gear range and engine rpm, you can hustle this little rascal along fairly well. Steering highly responsive but control is there—whether you're traveling on concrete, washboard dirt, or cobblestones—you can't jar those wheels off course. Lugging ability of this lightweight in snow or mud exceptionally good. Maneuverability plus—though the 36 ft. turning circle diameter seems slightly larger than it should be for this size car.

RIDING AND DRIVING COMFORT: Snubs down bumps with an ease that should be the envy of American model designers. Engine quite noisy at shifting speeds but body is exceptionally silent, tight, solid, and finished with German precision and care. Takes some maneuvering of the seats to fill car full of long-legged customers. Vibration through steering wheel negligible, through floorboards fairly pronounced at low speeds, not so noticeable at high speeds on smooth roads. No wind roar, though wide vents give you some wind whistle when opened, of course. Hand shifts (in H-pattern with extra leg for reverse) are exceptionally smooth, though it takes some pressure to shift into reverse—can't be done accidentally. Lack of wrap-arounds and thick corner posts restricts vision, of course. You're close enough to windshield and there's little hood to look over, so this isn't a real problem. Although dash finish is shiny, little chrome and no wide reflective top on dash hold down glare. Enough headroom to accommodate your Uncle McHappy complete with high silk hat. Rear seat folds forward for baggage loading. With rear seat removed, luggage area plus back seat make a choice bed for your youngsters, give or take a pillow here and there to ease the anatomy.

INSTRUMENTS AND CONTROLS: You can't help but reach the controls easily because you're that close to all of them. Directional signal could have more positive positions—must be flipped off and a small flip throws into opposite direction signal. Brake, clutch pedals and accelerator *wheel* narrow and closely spaced—takes some getting used to for optimum safe driving control. Door and window handles well finished, and as easy to operate as snug quarters will permit. Exposed lock (on left door only) may be subject to freezing. Christmas-tree warning lights in red and green in place of gages for generator charge and oil pressure. Gas pedal is free-wheeling roller mounted on a lever—seemed to work well but might be tiring.

MISCELLANEOUS: Car finish, trim and weather-proofing top rate. Engine readily accessible for servicing, as is battery under rear seat of car.

Science at the Wheel — Volkswagen Deluxe Sedan

MODEL: Volkswagen, 4 cyl. Deluxe (2-door) Sedan.

TEST DATES: 3-19-55 through 3-28-55.

GENERAL ROAD CONDITIONS: Portland concrete, dry and generally level.

MILEAGE AT START OF TESTS: 4111; **MILES COVERED:** 475.

GAS USED: Regular; **OIL:** SAE 20.

CURB WEIGHT (with 10 gal gas): 1610 lb 42% on front; 58% on rear wheels.

TIRE PRESSURE: 16 psi front; 23 psi rear.

SPARK SETTING: 3° bTC at idle rpm.

REAR AXLE GEAR RATIO: 4.4:1 (overall ratio 3.6:1 in 4th gear).

TEST DATA

GASOLINE MILEAGE (checked with fuel volume flow meter and 5th wheel. Temperature 40° F; relative humidity 50%; barometer 29.2 in. Hg).

LEVEL ROAD FUEL CONSUMPTION (carried weight 710 lbs. Average of two or more runs made in opposite directions over same road in 4th gear unless otherwise noted):

True Speed (5th Wheel)	True Miles per Gallon	Odometer Miles per Gallon	Ton Miles per Gallon (true)
20	49.5 (42.0 in 3rd)	50.1 (42.6)	57.5 (48.7)
30	46.5	47.0	54.0
40	42.0	42.5	48.7
50	36.3	35.7	42.0
60	30.0	30.3	34.9

TRAFFIC FUEL CONSUMPTION (carried weight 725 lb): Simulated traffic pattern of city driving—stops, acceleration, braking:

True MPG	Odometer MPG	True Ton MPG	True Average MPH	Odometer Average MPH
26.9	27.2	31.4	22.6	22.9

CITY-COUNTRY FUEL CONSUMPTION (miles covered on 5 gal. gas):

True Mileage	Odometer Mileage	True MPG	True Average MPH
178.6	180.5	35.7	34.7

OVERALL FUEL AND OIL consumed during test:

Total Mileage	Total Gal. Fuel	Total Oil	True MPG	Odometer MPG	Oil MPQ
475	19.8	½ pint	23.8	24.0	1900

Overall efficiency in using fuel to move car's mass against road friction and air resistance, calculated by translating constant speed miles-per-gallon results into a factor which takes into account both weight and frontal area of car: 15.8% at 30 mph; 22.7% at 60 mph.

TRICK DRIVING: Maximum claim that can reasonably be made for car (with slow acceleration and coasting): 60 odometer mpg.

ACCELERATION—LEVEL ROAD (timed with 5th wheel; carried weight 425 lb; temperature 34° F; relative humidity 60%; barometer 28.7 in. Hg; spark 3° btc; average of two or more runs in opposite directions same road):

True MPH	Gear Range	Average True Time (sec)	True MPH	Gear Range	Average True Time (sec)
0-20	Lo to 18 mph; 2nd to speed	4.20	0-60	Lo to 18 mph; 2nd to 31 mph; 3rd to 50 mph; 4th to speed	45.0
0-30	Lo to 18 mph; 2nd to 31 mph; 3rd to speed	8.15	20-40	3rd gear	10.1
0-40	Lo to 18 mph; 2nd to 31 mph; 3rd to speed	13.7	20-60	3rd & 4th gears	41.4
0-50	Lo to 18 mph; 2nd to 31 mph; 3rd to speed	22.5			

Minimum acceleration time for 0-60 mph (true) over level road with no wind, best spark setting, premium fuel and driver alone 37.2 seconds.

ACCELERATION FACTORS:

True MPH	Gear	MPH per sec	Ft/sec²
10	1st	4.3	6.3
20	2nd	3.2	4.7
30	2nd	2.2	3.2
40	3rd	1.5	2.2
50	3rd	0.85	1.2

HILL CLIMBING (calculated from acceleration data with allowances made for rotational inertia):

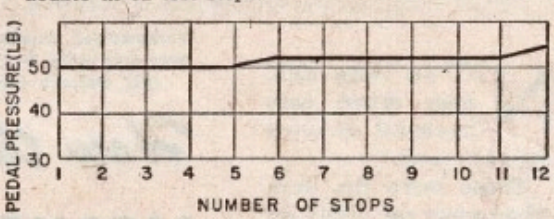
Approx MPH	Gear	Grade %	Pull in lb
15	1st	41	765
40	3rd	8	170

TOP SPEED AND SPEEDOMETER-ODOMETER CORRECTIONS: Odometer distance 10.00 miles; true distance 9.87 miles; odometer error at 32 mph 0.13 (plus) miles. Multiplication factor and % of error 0.987 and + 1.3%: (Data for 4th gear)

MPH Speedometer	True Speed	% Error Speedometer	Engine RPM	MPH Speedometer	True Speed	% Error Speedometer	Engine RPM
72 (top)	67	+7.5	3230	40	38.6	+3.6	1890
60	56.0	+7.1	2710	30	30.0	0.0	1470
50	47.2	+5.9	2300	20	21.3	−1.4	1050

LATERAL SWAY TEST OF CORNERING ABILITY: At 40 mph on 285-ft radius circle, side tilt angle recorded was 3°.

BRAKE FADE TESTS (Repeated applications of brake from 50 mph to 30 mph at deceleration rate of 7.2 ft/sec²): As indicated below, pedal effort did not double in 12 test stops.



LONGITUDINAL DIP ON BRAKING: At a deceleration rate of 21 ft/sec², body nose diving angle was 2°.

PARKING BRAKE TEST: When brake was applied hard and suddenly from 20 mph true speed, car braking distance was 40 ft. Left wheel locked; right wheel did not lock.

CHASSIS DYNAMOMETER HORSEPOWER (tests made by Jack Dezell, Clark Automotive Service, Chicago): Temperature 65° F; relative humidity 40%; barometer 29.8 in. Hg.

Speed MPH	Engine RPM	Axle Horsepower
25 (3rd gear)	1800	17.5
34	2500	23.0
44	3200	26.0 (max)

HORSEPOWER AT REAR AXLE (values calculated from acceleration data with allowances made for efficiencies and rotational inertia):

MPH True	Engine RPM	Equiv. Engine Torque (lb ft)	Axle Horsepower
41	2000	54	20.5
62	3000	48	27.5
70.5	3400	43	28.5 (max)

Percent of advertised engine horsepower supplied to rear wheels: 79%.

PERFORMANCE FACTORS

(Calculated)

77 mph (true) at maximum advertised horsepower. Engine rpm at 60 mph (also revolutions per mile) 2900 rpm. Average piston speed at 60 mph (also, ft/mile) 1200 ft/min. Cu ft per minute of mixture at 60 mph (also, cu ft/mile) 61. Maximum engine horsepower (adv) per ton of car (curb weight) 44.5. Maximum engine horsepower (adv) per cubic inch displacement 0.495. Power performance factor (a weighted average of CR, piston displacement, and curb weight): 69.

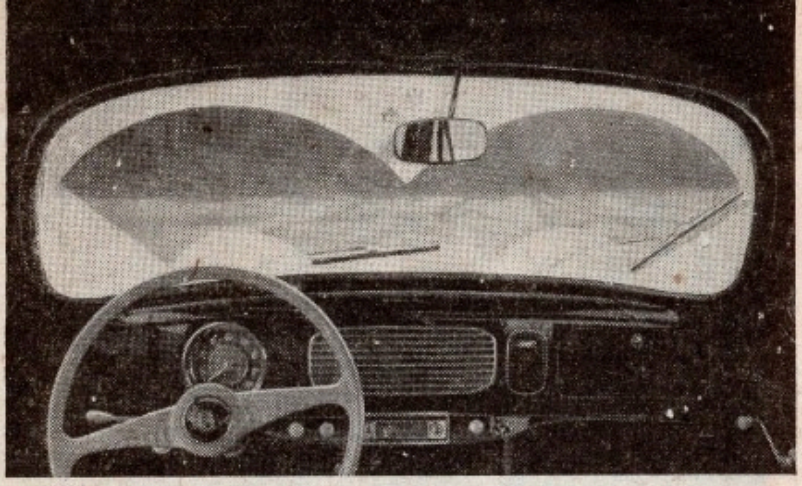
Above data and signed certification are reproduced from test reports.

CERTIFICATION

I certify that the test results in this report are the actual findings obtained in tests, conducted in strict accordance with good engineering practice, on the automobile named and under the conditions specified.

Edw F. Ehret

Member, Society of Automotive Engineers, American Society of Mechanical Engineers, Director, Automotive Research Laboratories, Professional Engineering Consultants, 1204 Noyes Street, Evanston, Illinois.



Wiper arcs overlap to eliminate center blind spot. Operation is extremely quiet. Note clean, simple dash arrangement.

performance that parallels American cars, as the accompanying story on this conversion shows. Incidentally, the gear ratios in each gear are: 3.60 in 1st; 1.88:1 in 2nd; 1.23:1 in 3rd; and 0.82:1 in 4th—all with the 4.4:1 rear axle ratio supplied with the car. With the synchromesh transmission, by the way, you can downshift easily without double-clutching.

The Volkswagen body is extremely rugged, noiseproof, and drum-tight at the seams. Our water tests uncovered only one very slight leak—the driest record of any car to date. Those vent slots above the engine compartment may, however, take in enough water during a heavy downpour to cause some stalling. Its belly pan (see drawing) screens this low slung car's underside well, and may add a mile or so to your speed and fuel economy at high speeds.

One thing is misleading. When you pound the fender with your fist, you would swear it was at least 12-gage metal. But micrometers show the metal to be the same gage as American cars. It's the small panel size that gives added stiffness.

Volkswagen's flat 4-cylinder engine is air-cooled—and such a nice design job it qualifies for a special discussion in the *Tech Talk* copy accompanying this story.

As a cold-weather car, the Volkswagen should work well—with 58% of the curb weight on the rear wheels providing good traction, a hand choke for easy starting, and no anti-freeze required for its air-cooled engine. On the other hand, clearance at the door handles and between floor pedals is slight enough

VOLKSWAGEN DELUXE 2-DOOR SEDAN SPECIFICATIONS

ENGINE: 4-cylinder, air-cooled. Bore 3.031 in. or 77mm; stroke 2.520 in. or 64mm. Advertised maximum brake horsepower rated 36 hp at 3700 rpm. Taxable horsepower 14.7. Compression ratio 6.6 to 1. Piston displacement 72.7 cu in. or 1192 cc. Fuel specified: Regular.

TRANSMISSION: 4 speeds forward (3.60:1; 1.88:1; 1.23:1; 0.82:1; reverse 4.63:1); Rear axle ratio: 4.4.

STEERING: Turning circle 18 ft. curb to curb. Torque to turn 12 ft lb static; 2.4 turns lock to lock.

EXTERIOR: Wheelbase 94.5 in. Overall length 160 in. Overall width 61 in. Overall height 59 in. Curb weight 1610 lb (with 10 gal gas; oil and water). Minimum road clearance 6 in. at rear shock.

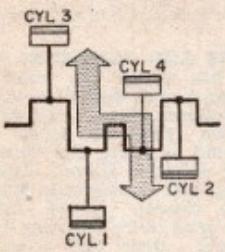
INTERIOR: Headroom front seat 38½ in.; rear seat 34 in. Legroom, front seat 42-50 in.; rear seat kneeroom 2-14 in. Hiproom, front seat 46 in., rear seat 52 in. Total front seat adjustment at floor: 8 in. forward or back; 0 in. up or down.

VISIBILITY: Windshield area 400 sq in. Rear window area 220 sq in.; from eye of 5 ft 8 in. driver to road over left front fender 15 ft 4 in. Over hood center 18 ft 1 in.; over right front fender 19 ft 3 in.

EQUIPMENT: Battery, Deta; 6-volt, 70-amp, located under rear seat. Tires Continental ply 5; recommended pressure 16 psi front, 20-23 psi rear, cold. Springing, front torsion bar, rear torsion bar; independent wheel suspension.

CAPACITIES: Fuel tank 10.6 gal. Crankcase 5.3 pt. Differential and transmission 4.2 pt.

TECH TALK



THE air-cooled engine has four cylinders arranged in a flat bank with all crank arms in one plane. Crank arms 1 and 4 are 180° from cranks 2 and 3. Cylinders 1 and 2 make up the right bank and are opposed by cylinders 3 and 4. This is a beautiful layout since the motion of piston 1, for example, is balanced or counteracted by the motion of piston 3, except for a small rocking couple (see shaded arrow in drawing) present since cylinders 1 and 3 are not exactly opposite. Because of this design, the engine is said to be force-balanced for the 1st, 2nd, and 4th harmonics and only a rocking couple is transmitted to the chassis from unbalance.

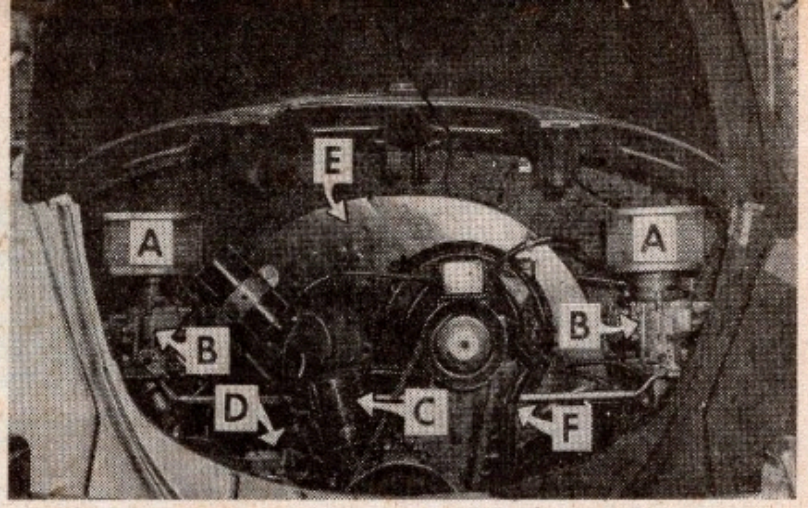
The engine is quite "oversquare" with its 3.03 in. bore and 2.52 in. stroke, or a 1.2 ratio. Compare this with the high American value of 1.25 for the Buick. The rpm at 60 mph is similar to American practice: 2900 rpm (versus 2750 rpm for Chevrolet, Plymouth, and Ford). The piston speed at 60 mph (1200 ft/min) is somewhat lower than for Chevrolet (1375 ft/min). The big reason for the Volkswagen's economy is indicated by its CFM at 60 *mph* value of 61 (versus 211 for Chevrolet, 207 for Plymouth, and 216 for Ford). Its reasonable but unbombastic acceleration is indicated by the hp/ton value of 44.5 and Power Factor of 69 (while, for the bombastic Ford, these values are 93 and 127, respectively). Note the calculated 79% of advertised *hp* supplied to the wheels. If the gear train is assumed to have an efficiency of 90%, this means the engine puts out 88% of its advertised horsepower. On domestic cars about 65-72% of the advertised power is supplied to the wheels.

Although the ton-mpg is frequently used as a measure of efficiency, it gives undue advantage to heavier cars; the overall efficiency (see test chart description) is a better measure. Note that the high values for the Volkswagen of 15.8% at 30 *mph* and 22.7% at 60 *mph* are not reflected by the ton *mpg* value of 54.

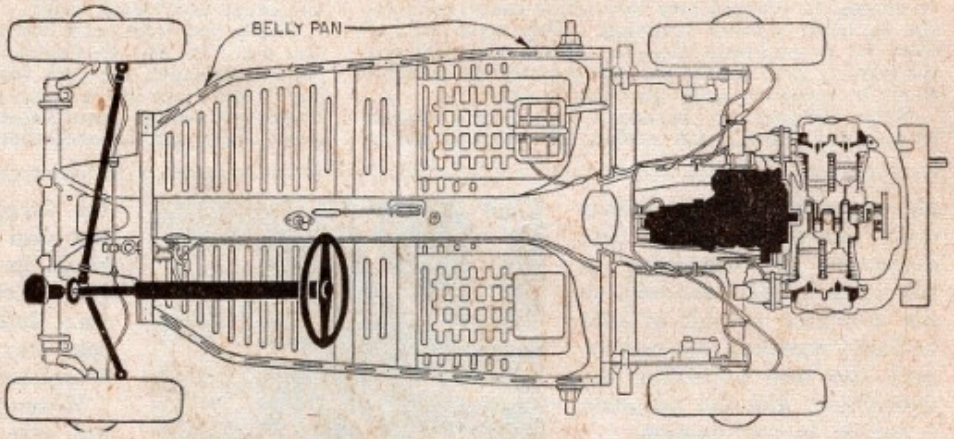
Both the Volkswagen's own engine and the Porsche engine-equipped Volkswagen were quite noisy when cold with some piston slap but when warmed up, noise level was acceptable. Engine compartment is well shielded from car interior by body metal heavily coated with a black impregnated fibrous material.

to make working them difficult with gloved hands and galoshes on the feet.

The independent wheel suspension of all wheels on the Volkswagen is the main reason for the Volkswagen's ability to skim over bumpy roads without wheel fight, control loss, or skittering. Independent wheel suspension reduces the unsprung weight (that's the weight of car components not supported on springs) and so improves the ride quality. Many American cars have this feature for the front wheels, but the rear wheels are usually tied together with a heavy differential assembly which is all unsprung weight. A bad road jar on one wheel must lift or move all of this unsprung weight, and in addition, the jar is transmitted to the other rear wheel. Independent springing allows each wheel to follow the road contour, thus maintaining better contact and better roadability.



Porsche engine installed in Volkswagen: (A) air cleaners, (B) carburetors, (C) distributor, (D) fuel pump, (E) fan housing, (F) oil filler pipe.



Note how protective belly pan runs almost full length of car underneath.

Will independent rear wheel springing be adopted for American cars? Probably not, because our heavy "living rooms on wheels" with their giant power plants, would require an extremely rugged construction of the rear-axle flexible mountings. On the other hand, the Cord front wheel drive accomplished this and, with today's power steering, we'd like to see it again.

The Volkswagen heater consists of a manifold running down the middle of the floor from the engine fan to ports on each side of the front passenger compartment. A screw valve between the two front seats controls the amount of hot

What Will a Porsche Engine Do for the Volkswagen?

For readers who like their cars small but their acceleration competitively hot, we tested a regular Volkswagen Sun-Roof sedan in which the Volkswagen engine had been replaced by a stock 1490 cc Porsche, with a VW camshaft for smoother idling. Specifications for the Porsche engine are: Bore 3.144 in. (or 80 mm); stroke 2.906 in. (or 74mm); CR 7.5: 1; piston displacement 91 cu. in.

As tables below show, the resulting acceleration was close to results we obtained for Ford, Chevrolet and Plymouth and the fuel economy is still excellent. Because engine **rpm** and overall gear ratio are not too well matched, top speed is disappointing. Car accelerated rapidly to 70 or so **mph** but, when shift was made to 4th gear, not much was left. If 4th were a direct drive, it would probably have added another 10 **mph.**

Volkswagen with Porsche Engine

TOP SPEED: 91 MPH Speedometer; 84.5 MPH True Speed at 4100 engine rpm. Speedometer error + 7.7% at top speed down to + 7.1 at 30 mph.

OVERALL FUEL AND OIL CONSUMPTION DURING TESTS: 20.5 True MPG or 6.4 total gallons fuel during total mileage of 131 miles.

LEVEL ROAD FUEL CONSUMPTION: Checked with fuel volume flow meter. Curb weight 1680 lb; carried weight 710 lb, temperature 70°F; relative humidity 40%; barometer 29.3 in. Hg; odometer mileage 1044; regular gas and SAE 20 oil used; spark setting 3° bTC at idle rpm; rear axle ratio 4.4:1 (o.a. ratio 3.6:1 in 4th gear).

True Speed (5th Wheel)	True MPG	Ton MPG (True)
20	35.0	41.9
30	42.0	50.2
40	27.5	32.9
50	21.1	25.2
60	20.0	23.9

ACCELERATION—LEVEL ROAD: Timed with 5th wheel. carried weight 460 lb; temperature 60° F; relative humidity 45%; barometer 29.3 in. Hg; spark 3° bTC.

True MPH	Gear Range	Average True Time (sec.)
0-20	1st (Lo)	2.76
0-30	1st to 2l mph, 2nd to speed	4.68
0-40	1st to 2l mph, 2nd to speed	7.09
0-50	1st to 2l, 2nd to 45 mph, 3rd to speed	10.01
0-60	1st to 2l, 2nd to 45 mph, 3rd to speed	14.40
0-70	1st to 2l, 2nd to 45 mph, 3rd to speed	20.60
20-40	2nd	4.93
20-60	2nd to 45 mph; 3rd to speed	12.10
20-70	2nd to 45 mph; 3rd to speed	18.4

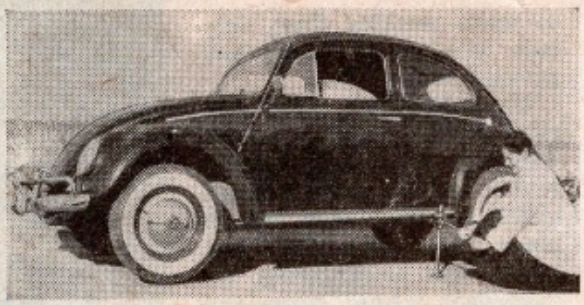
For Women Only

TO SOMEONE used to the comparative luxury of American cars, the Volkswagen seems quite bare—but far less confusing. I can see and reach all the dash instruments—even the glove compartment on the far right—without stretching and splitting a seam. The front is easy to get into and quite roomy, with individually adjustable seats so that I can get the leg distance I want. Although seats are comfortable and large, remember to keep any voluminous petticoats clear of that between-the-seats gear shift.

Like many women, I never notice the gasoline gage and, when I do, I assume there is enough gas to take me home. In the Volkswagen, which has no gage, you actually run out of gasoline (a shock) but then, by turning a little gadget, an additional supply is there (1.3 gallons, to be exact).

Speaking of seats, we devised a dandy arrangement for this car. By removing the back seat (a half minute job involving loosening a strap) we created a 4x4 ft. storage or playpen area into which heavy packages can be lifted without straining. This made the car ideal for around-town shopping chores, and still left the luggage shelf behind the rear seat for the children to sit on (when we could get them to sit).

When parking my husband's car, I was always turning too sharply, and scuffing his precious white-



Slot in running board takes easy to work jack, raises entire side for tire changing.

walls against the curbing. When steering this little Volkswagen, it seemed much easier to judge correctly because you're so close to things. And I found I could park without, praise be, backing in. A good thing, too, because that tiny rear window doesn't give you much backing-up vision.

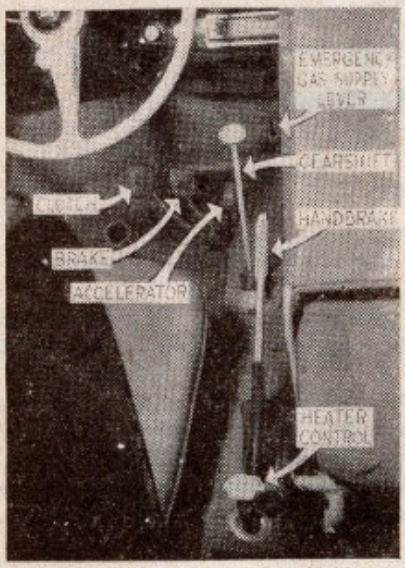
Maybe you have never had to change a tire. If so, you won't be able to appreciate the jacking arrangement. Although the jack looks like a toy, you can slip it into a slot in the frame just in front of the rear wheel (no worries about balancing), pump the handle a few times, and the whole side raises up easily.

---

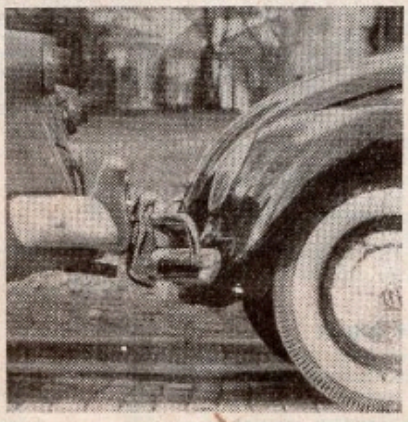
air entering the car rather than the temperature. The defrosters are connected to the same hot-air manifold, so the available hot air is split between warming the passenger's feet and defrosting the windshield. Not too adequate a heater, in our opinion.

Although the original German Volkswagen design called for mechanical brakes, export model Volkswagens brought into this country today have hydraulic brakes. They are excellent. After 12 panic stops, pedal effort hadn't increased enough for even the most sensitive foot to notice. And the low center of gravity and excellent suspension resulted in a braking dip of only 2°—the lowest we have yet recorded. As a road hugger on curves, this car also ranks with the best of them—showing a side tilt angle of only 3° at 40 mph on our 285 ft radius test circle.

Many Americans have hesitated to buy imported (and even some domestic cars) because of limited countrywide facilities for servicing. The Volkswagen importers are meeting this objection head-on with a program that has created a rapidly expanding list of over 260 authorized dealers in the U. S. and 120 in Canada. You'll find them in



Looking forward between individual front seats.



Bumper guards are a must to prevent over-riding due to lower height of Volkswagen bumpers.

the larger cities, of course, but also scattered across the U. S. in such towns as Harrod's Creek, Ky.; Kutztown, Pa.; Bothell, Wash.; Hoopeston, Ill.; Albany, Calif.; and Warehouse Point, Conn.

When you add this increasing ease of servicing to the low cost, good resale, dependable construction, adequate performance, and fine maneuverability, you come up with the main reasons why the Volkswagen is currently the hottest-selling imported car in the United States. In fact, from the point of view of economical transportation, this is the type of car the majority of Americans probably should own—but won't. Instead, more Volkswagens are sold to the very upper-bracket boys and girls who can afford to spend a lot more than the $1616 or so this Deluxe Volkswagen will cost them *delivered*, with taxes, heater, turn signals, and a smooth-merging synchromesh transmission.

To compare this price with American suggested factory retail prices, this Volkswagen lists at $1495 Port of Entry, but it comes fully equipped except for an optional $63.50 radio and—if you're addicted to red colors—$10 extra for upholstery in that color.—END.