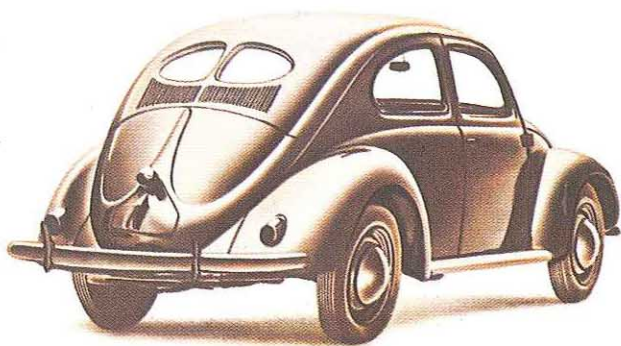
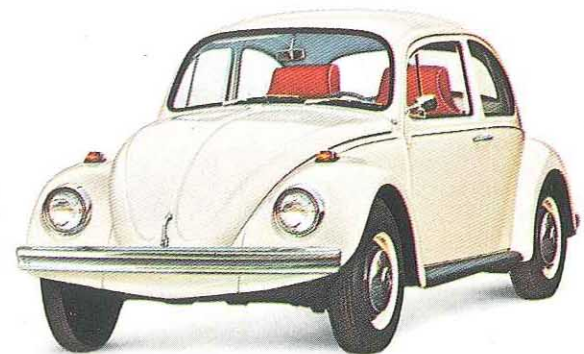


**Look what one
little bug has led to...**



The Economical Custom

For starters, one little bug costs about half as much as one big beast. But that's only the beginning. The next thing to save you money is the bug's 1200 cc engine. It averages 38 miles to the gallon. As far as tires go, a VW Custom goes about 40,000 miles on a set. And should you ever happen to bruise the bug, you won't have to worry about parts. They're easy to find, easy to install and easy on the pocketbook. You get adjustable bucket seats, and padded dash as standard equipment. Also a sideview mirror, windshield washers, 4-way flashing lights and a heater booster. Not to mention 2-speed windshield wipers and safety belts. New for 1968, are raised and redesigned bumpers. Recessed door handles, headrests and an impact-absorbing steering column. We've done a little something for gas station attendants. We put the gas cap on the outside where he can see it. But, of course, this is the economical Custom. So he won't be seeing it too often.



The deluxe Deluxe

The Deluxe is our fancy bug. It's a little more trim than the Custom because it has a little more trim than the Custom. Including chrome strips around the windows and whitewall tires. It also has a bigger engine. 1500 cc's developing 53 horsepower. For extra pulling power on hills and extra pushing power when passing. The VW has always had an air-cooled engine. And this year's no different. Except that the bug will also have air-cooled passengers. Thanks to a unique ventilating system that scoops fresh air into the car. Standard interior refinements include padded sunvisors and dash, headrests, locking seat backs, impact absorbing steering column, recessed door handles and armrests. Besides all these standard extras, we also have an optional extra. A hole in the roof. Which we call the Deluxe Sunroof. You may pay a little more for the Deluxe. But paying a little more than you pay for a Custom bug, isn't bad.



The topless model. The VW Convertible.

Unhook one clasp, fold down the top of our VW Convertible and let the sky in. Try it out on a warm summer night and you'll probably never want to put the top up again. But when you do put it up, on a rainy autumn day, it makes a watertight, weathertight seal. And when the top's up, you have about 2 inches of thick, upholstered padding between you and the weather outside. This same padding also covers up the metal struts so they're right out of sight. And that's something you won't find in conventional convertibles. (Of course, conventional convertible tops aren't hand-made either.) Now, about the car itself. The interior trim is almost identical to the Deluxe Sedan. And so are all the new improvements and safety features. Including headrests for both front bucket seats, an impact absorbing steering column, and safety belts. Take a look at the other convertibles around town, and see how much more you get for much less with our topless bug.



The 1500 Squareback

The VW Squareback has all the roominess of a small station wagon plus all the maneuverability and response of a sedan. So when you want to carry a lot of people, you use the sedan half of its personality. When you want to carry a lot of something else, you use the station wagon half. But no matter which half you do use, you'll be using front wheel disc brakes, a gas heater, white wall tires that last an average of 35 to 40,000 miles, two-speed wipers, a fresh air ventilating system plus a long list of standard extras that you'd pay extra for on any ordinary sedan. Or station wagon. And this year we've added to everything else a gas filler cap that can be filled from the outside, padded dash and individual headrests on the front bucket seats. As well as many new safety features. If you're in the market for a small station wagon or possibly a roomy sedan, consider the VW Squareback. You get both of the cars you're looking for. For the price of one.



The Low Priced VW 1500 Sedan.

The Volkswagen 1500 Sedan is the lowest priced model in the big Volkswagen series. It has two trunks. One in front under the hood and the other at the rear over the 54 hp engine. The 1500 also has front wheel disc brakes, large contoured bucket front seats, with locking seat backs. It has an auxiliary gas heater and a fresh air ventilating system. Also a dual braking system, safety belts and 2-speed windshield wipers. There are 2 back-up lights, whitewall tires, wheel trim rings, a large exterior mirror, leatherette upholstery and a new impact-absorbing steering column. Plus a gas tank that you can now fill from the outside, and all the other new improvements and safety features that we built into all Volkswagens for 1968. How many other cars can you think of that have such big features as standard equipment for such a low price?



The flashy Fastback

This is our beauty. The Volkswagen that doesn't look like a VW from the outside. Or from the inside either. The Fastback has got more room front and back, than the bug. And that room has been decorated a little more nicely than the bug. Including a padded dash, door to door carpeting, a built in clock, deep bucket seats, (adjustable 49 ways), plus full length armrests. But the Fastback is more than just a pretty face. It has an air-cooled, twin carburetor engine that can flash along all day at over 80 miles an hour, if they'd let you. Self-adjusting, front wheel disc brakes. Front seat backrests that lock automatically when the door is closed. Headrests on both front seats. Safety belts. And an impact absorbing steering column. And finally, everything that we've mentioned is standard equipment on every Fastback. Just because it doesn't look like a VW, doesn't mean it can't behave like one.



The 1600 Squareback

This is the Fastback's big brother. On the inside, there are adjustable bucket seats up front. And a comfortable bench style seat in the back. And if you need some extra space, you've got it. Just fold the back seat down and there it is. Five and a half feet of extra load space. Performance is big, too. The VW 1600 Squareback has a 65 hp dual carburetor engine, which gives you plenty of passing and climbing power as well as high cruising speed. And it does all this while delivering an average of 33 miles to the gallon. And there are lots of extras that come as standard equipment. Like safety belts. And 2-speed windshield wipers. Back-up lights. Whitewalls. As well as locking seat backs with headrests and a 12 volt electrical system. In the winter, when it's cold, there's a powerful gas heater to keep you warm. And, this year the gas filler cap is on the side of the car. So now you can save money on the side.



The Classic Karmann Ghia Coupe.

The Karmann Ghia is what happened to a Volkswagen when an Italian designer got hold of it. He didn't design it for mass production, so they wouldn't think of giving it the mass production treatment. The Karmann Ghia is shaped, welded and hand-finished with the care that goes into a thoroughbred.

After 185 men have had a hand in it, the Ghia's body is lowered onto a strictly functional VW chassis. Included as standard equipment on the Ghia are things like a built-in heater/defroster that defrosts the front and back windows. A ventilating system that brings in fresh air with the windows closed. And around the clock and dash runs beautiful leatherette upholstery. Same goes for the built-in headrests. The Karmann Ghia can cruise over 70 all day, and hold the road like a sports car. In fact, the only thing it doesn't do like a sports car is cost a lot of money to service.

After all, deep down inside it's still a Volkswagen.



The Karmann Ghia Convertible.

With its top down, the Karmann Ghia Convertible looks exactly like what it isn't. It looks like an elegant, racy, expensive sports car.

When really, it's an elegant, racy inexpensive sports car. That's because under that beautiful Ghia body beats the heart of a not so beautiful Volkswagen. With all of its beautiful economy and reliability. To put the top down, you simply twist an overhead clasp, and it quickly folds down, tucked neatly out of the way. A smooth, attractive headlining conceals all the struts and crossbars, so that the Karmann Ghia convertible is just as beautiful when it's closed as when it's opened.

Inside there's a lot of room. There's a good-sized trunk up front as well as all the extra space in back when the rear jump seat is folded forward. Plus adjustable bucket seats and headrests. And this year, the gas tank can be reached from the outside. But it, or the engine won't be reached for, very often. Remember, the Karmann Ghia only looks expensive.



This is what we've done to our Station Bus

In the first place, it's pretty. We've actually redesigned it to look nice. That's the first thing you'll notice. But there are lots of other things you'll notice once you start driving it. For one thing, you'll notice that the windshield is one piece. We've removed the centre bar for greater visibility. And you'll notice that the steering wheel is tilted. So it steers a little more like a car and a little less like a bus. Also, from the driver's seat, you'll find it very easy to notice the instrument panel. And the new padded dash.

A few of the other things you'll notice are the bigger bumpers. The new entrance step. The sliding side door. The roll-up windows. The fresh air ventilating system. And the front-to-back walk-through passage. Finally, there's one thing we haven't changed in our bus. Space. It still carries carloads of people and the stuff people carry.



And this is what we call service.

In Canada, we have 300 Authorized VW Dealers. Full of our famous VW master mechanics ready to replace, repair, and generally take care of you and your Volkswagen.

Another part of our service is our warranty. It goes like this.

"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 12 months, 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 new or factory re-conditioned 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."

You can depend on getting the very best in service and maintenance. Even though you'll very seldom need it.



VW Custom Model

1200 cc rear engine, 4 cylinders developing (SAE) 41.5 bhp at 3900 rpm. Maximum torque (SAE) 65.1 ft lbs at 2400 rpm. Unladen weight/max. load capacity: 1675/838 lbs (2513 lbs total weight). Maximum & cruising speed 72 mph, nominal fuel consumption 38 mpg (Imp.).

VW Deluxe Model and Deluxe Convertible

Deluxe 4 seater with 1500 cc rear mounted engine, 4 cylinders developing (SAE) 53 bhp at 4200 rpm. Compression ratio 7.5:1. Max. torque (SAE) 78 ft/lbs at 2600 rpm. Unladen weight/max. load capacity: 1808/838 lbs (2646 lbs total weight). Maximum & cruising speed 78 mph. Nominal fuel consumption 32 mpg (Imp.).

The VW 1500 Sedan and Squareback

5 seater sedan with front & rear luggage compartments, has 1500 cc 4 cylinder rear engine developing 54 bhp at 4200 rpm (SAE). Compression ratio 7.5:1. Max. torque (SAE) 84 ft/lbs at 2800 rpm. Maximum & cruising speed 78 mph. Fuel consumption 33.6 mpg (Imp.).

1600 Fastback and Squareback

Comfortable Deluxe 5 seater with dual carburetor, 1600 cc engine developing 65 bhp (SAE) at 4600 rpm. Compression ratio 7.7:1. Max. torque 87.0 ft/lbs (SAE) at 2800 rpm. Unladen weight/max. load capacity: 2116/882 lbs (total weight 2998 lbs). Max./cruising speed 84 mph at 4250 rpm. Fuel consumption 32 mpg (Imp.).

Karmann Ghia Models

Sporty 2 seater, with ample luggage compartments, has 1500 cc air-cooled rear engine with 53 bhp (SAE) output at 4200 rpm. Compression ratio 7.5:1. Maximum & cruising speed 82 mph at 4150 rpm. Fuel consumption 33 mpg (Imp.). Available as coupe or convertible.

Station Bus

Very roomy Station Bus available as 9 seater (with optional sliding steel sunroof) or 7 seater with split front seat giving access to passenger space. Has 1600 cc rear mounted 4 cylinder air-cooled engine with 57.8 bhp output at 4,400 rpm. Maximum/cruising speed 65 mph. Fuel consumption 27 mpg (Imp.).

All VW models equipped with 12 volt electrical systems & independent 4 wheel suspension.

All information contained in this publication is subject to change without notice. Volkswagen Canada Ltd. 645 913 200 Printed in Canada 8/67—348/52 McLaren, Morris & Todd



YOUR AUTHORIZED VOLKSWAGEN DEALER

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