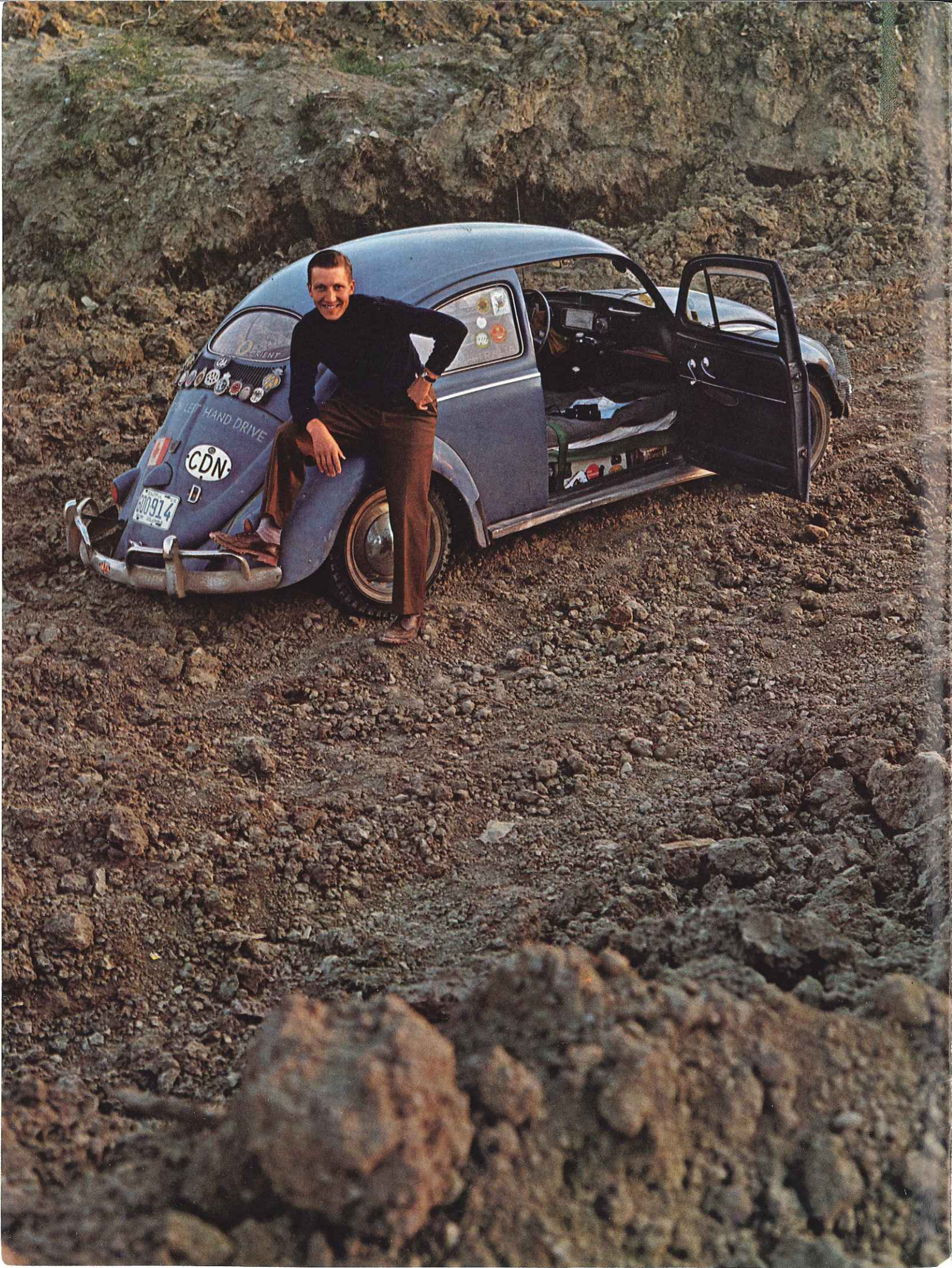




Why do so many people buy Volkswagens?



Mr. Paul Loofs of Trail, B.C., likes the way a VW travels. Around the world.

He's made the trip three times since he bought his '55 Volkswagen. And there were 31,000 miles on it when he set out on his first trip around. But, away he went anyhow.

Over the rough, back roads of South America. Through African jungles. Even through rush hour traffic in Los Angeles. And on many trips, he found that he could take the VW into places where jeeps were afraid to go.

And even after his second trip around the world, it was still driving him around Trail, B.C., giving him the same rugged performance. And it kept right on reminding him of why he bought the VW in the first place.

Economy. (The biggest reason that Volkswagen owners become Volkswagen owners.)

Start with the purchase price. About half the price of the average new car in Canada. And

gasoline. A VW usually goes about 32 miles on a gallon of regular.

You can also save a bundle on insurance. Because insurance companies don't mind insuring Volkswagens. So they don't ask an awful lot for a premium. And at the license bureau, you can usually buy the cheapest set of plates they have.

Then after you've used up your third or fourth set, you can still drive a hard bargain when you decide to trade in your VW.

The Volkswagen story has been proven to Canadians time and time again. And some Canadians, like Paul Loofs, go out of their way to prove the Volkswagen story.

Three times around the world is a long way out of the way.

Pretty good recommendation for a car you may use for just going around the block.





Mr. Howard Hoover bought the VW for a second car.

Mrs. Hoover liked the VW better. So Mr. Hoover ended up driving their big first car. Now Mr. Hoover isn't sure whether he bought a second car or another first car.

It's a familiar story.

There are many two-car families in Canada where his VW has become her VW once she's found how much more fun it is to drive. And how much easier.

It's small so she can manoeuvre it through heavy traffic without arousing the rage of her critics: the men drivers. (In fact, it's so easy to drive, a New York radio announcer who reports traffic from a helicopter uses a VW to get through the traffic to his helicopter.)

And as Mrs. Hoover learned, the Volkswagen's size also makes parking easier. Even in spaces so small they weren't considered parking spaces until

Volkswagens found them.

And, even though she'd never shifted a gear in her life, she didn't have any trouble catching on to the VW's gears. They're fully synchronized. From first to fourth.

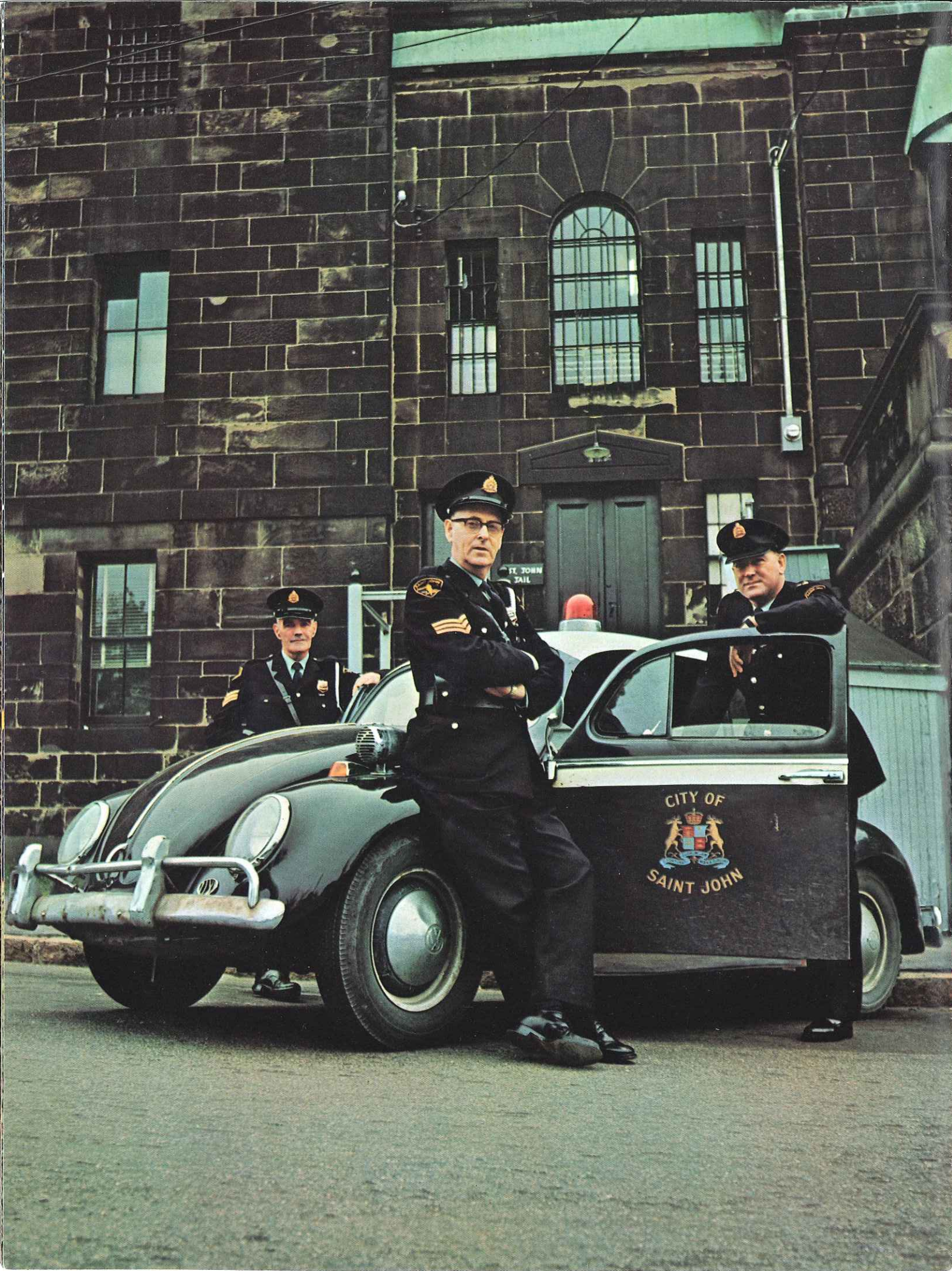
Another thing that Mrs. Hoover noticed was economy. She wasn't buying as much gas as Mr. Hoover. (The VW averages 32 miles to the gallon of regular.) And practically the only time she ever bought any oil was to change it. Then she only bought 5 pints.

She also gets a kick out of the sliding sunroof on her VW. Closed, it keeps the heat in and the rain, snow and cold out.

Open, it lets indoors all the outdoors she wants.

Mr. Hoover still has to put up with the big first car during the week. But Mrs. Hoover lets him drive their second first car on weekends.





Who ever heard of a Volkswagen police car?

Traffic Inspector McGrath, Sergeant Trainor and Sergeant Morris of Saint John, New Brunswick Police Department have. Their department owns one.

A Volkswagen police cruiser may seem like a funny idea to you, but it makes a lot of sense to the city of Saint John.

They wanted a car that could do traffic duty 7 days a week in lots of stop and go traffic. A car that could maneuver easily through Saint John's narrow streets and lanes. Without breaking down.

And without breaking the taxpayers.

So four years ago they bought Car 117, a VW with a dome light, siren, and a two-way radio. Since then, Car 117 has been on the beat for 77,000 miles, from one end of Saint John to the other, on every kind of police cruiser duty there is.

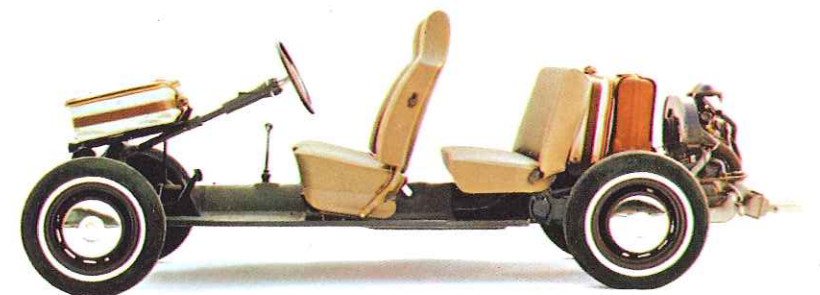
1965 was the year of Saint John's worst winter

in years. The city's steep hills were covered with slippery slush and dangerous glare ice. But car 117 was a credit to the force. It went uphill. And downhill. It enabled officers to look after calls while the big police cruisers were still up to their hub caps in trouble. The VW saved the day because its 190 lb engine is sitting right over the rear wheels.

Car 117 isn't supposed to chase stolen cars, for obvious reasons. But once in 1965 it chased three men in a stolen souped-up V-8 for 5 city blocks. And caught it.

Car 117 uses so little gas the department doesn't even bother to keep an exact account. After two years of continuous use, Car 117 has only had its clutch replaced and regular tune-ups and maintenance work done.

"That is all."





**Believe it or not,
this man bought a VW
for its economy.**

One day we passed the garage of Mr. Charles Haws of Toronto and asked him "why in the world would a man who could afford to own a Rolls Royce and several other cars also own a Volkswagen?"

"I bought a VW when I started in business a few years ago and I have nothing but good things to say about it. I guess I bought it for economical reasons, but I very quickly found it was fun to drive. Well . . . anyway, I got lucky and started making more money than I ever dreamed I'd make and I figured that everybody is entitled to one big luxury in his life. Mine was the Rolls.

"But I never did get rid of the VW. And I'll tell you why. I still get a lot of fun out of driving it . . . you might say it keeps me young."

That's the Charles Haws story.

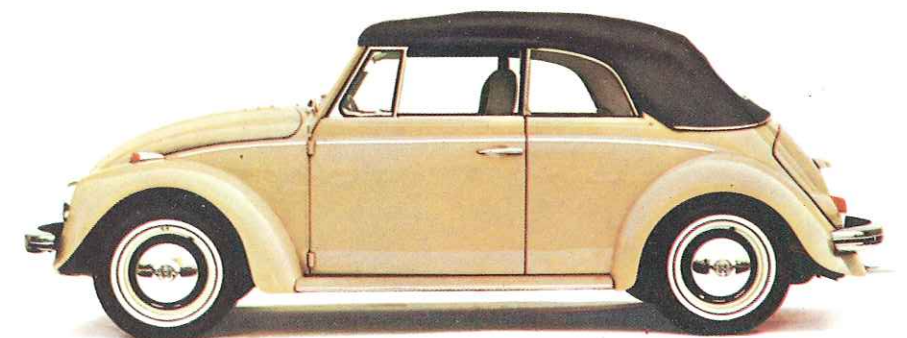
He likes his VW because it's fun. And that's one of the reasons you see so many Volkswagens on Canadian roads. People enjoy driving them.

The bucket seats. Not quite sports car seats, but they sort of feel like it. The handling and steering are precise. The car goes where you want. And doesn't wander around on its own like some big cars.

A lot of the credit goes to our suspension system, too. It's fully independent. And the '69 Volkswagen has a new double joint rear axle that makes it even more surefooted than ever.

We wouldn't say it handles exactly like a sports car. But you'll get the idea. After buying a Volkswagen we think you'll agree with Charles Haws.

"I keep the Volkswagen just for the fun of it."





Mr. Ray McMahon just wanted a reliable car.

Mr. McMahon of the Australian National Research Expedition wasn't worried about traffic jams or finding parking spots when he bought his '63 Volkswagen. He just wanted a reliable car that he and any of his crew members could drive around Antarctica.

The first car in the world to conquer the bottom of the world was a Volkswagen. It was a '63 Sedan nicknamed the "Red Terror." But it really wasn't any different than any other car we sold that year.

The reason it did so well was simply the VW engine. The way the engine is made, where it's placed, and how it's cooled.

For example, the VW engine is air-cooled. And since air can't boil or freeze, the engine can't boil or freeze. Once after sitting in a blizzard for 6 days, with the temperatures well below -20° , the

"Red Terror" started. Without a tremble.

The main reason for this kind of performance is the way we make the VW engine. It's hand-assembled. And constantly inspected along the assembly line. And then we break it in right at the factory. So you can run it at full speed the same day you get it.

And since the engine is in the rear where the drive wheels are, you get traction. For going through mud, sand and snow. (You don't have to go to the bottom of the world to find any of these things.)

Where's the "Red Terror" today?

Back in Australia. She was retired after 12 months on Antarctica. And replaced by another car. A '64 VW.

It's still there.



Senator Harry Hayes uses a VW to herd cattle.

Senator Hayes, one of Alberta's biggest ranchers, uses a Volkswagen to run herd on his 3,000 head of cattle.

There's even a built-in cattle caller for calling the cattle in. It's a special horn arrangement that sounds like a cow's distress call. So instead of waiting for the cows to come in, he just goes out in his VW and calls them in.

And, even though it sounds a little far fetched, it's really not so amazing that a Volkswagen should find a home on the range. After all, we designed the outside of the VW for the outside.

For example, the bottom of a VW stands 6" off the top of the ground. Which is plenty high enough to clear most things you'll find on the range. (Not to mention what you find on the road.)

And the things that the car can't clear can't hurt the car. Because there's a sturdy steel plate

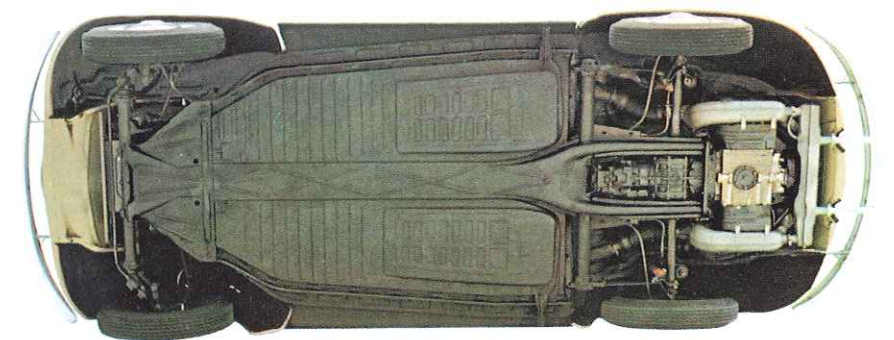
running clear across the bottom. And it protects against everything. Including time.

And since the frame is welded together instead of bolted, it can't be bounced or pulled out of shape.

You can't break axles either. Because Volkswagens have double joint rear axles where the wheels are attached to an independent torsion bar suspension system. Each wheel has its own torsion bar. So when one wheel hits a bump, the other wheels don't feel it.

Of course, the VW isn't designed for the outside just on its bottom side. Up on top it gets a 4-coat finish that can stand up to any kind of weather. A tough hide is a necessity when you have to drive through and over cow trails.

And it comes in handy when you have to ride herd on heavy downtown traffic, too.





This is what we call service.

There are 300 Authorized VW Dealers across Canada. And 1,000 more in the United States.

One of the best things about owning a VW is VW service. There's lots. Everywhere.

Like Hank Heikkila, a fully certified Volkswagen mechanic at Speedway Motors, Victoria, British Columbia.

Hank is sort of a professional student. Always learning new ways to do the job better. And faster.

We have a special Volkswagen training school that keeps him up to date on all the latest changes and methods. Every two years Hank, and every other VW mechanic, has to go back to school.

The reason for this is the VW itself.

Even though it's made to hold together for a long time, it's also made to come apart in a short

time. We can replace an entire engine in just 90 minutes. A rear fender in 70.

And that's important. Because the less time we spend servicing your car, the less money you spend for the service.

You don't have to pay through the nose for VW parts either. If a fender gets crunched, we replace the fender, not the whole side of the car.

So if you're thinking about buying a Volkswagen and you're wondering where you can find service when you need it, we'll give you a booklet with the address of all 1300 Authorized VW Dealers and Service Centres in North America. The booklet comes free with every Volkswagen.





Why will many more people buy a '69 Volkswagen? Because of our Automatic Stick Shift.

Why it's Automatic.

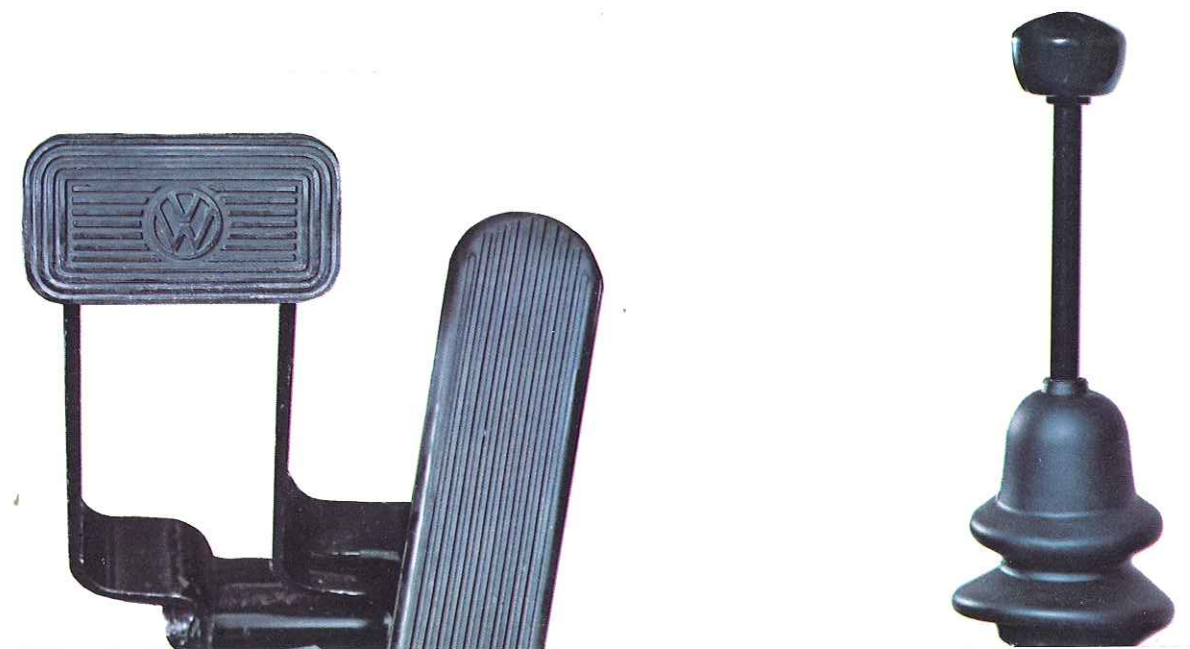
First of all, the bug doesn't have a clutch pedal. Even though it still has a shift lever you don't get to shift it very often. When you want to go to somewhere you just move the stick shift forward into 1st gear. And leave it there. You can drive all over town in stop and go traffic with the shift in that one position and never have to touch it.

Over 45 m.p.h. on the highway you make your second shift into cruising gear which is like an overdrive to save on gas. It's that easy. For steep hills, mud and snow there's also a low gear and of course the reverse gear. But on the whole you won't have to touch the stick shift very often.

Why it's a Stick Shift

It's a stick shift because it still has a stick you can shift. So that means if you're the kind of person who likes to shift for himself, you can.

The Volkswagen automatic stick shift gives you a choice. You can drive it the lazy way (see left) or, whenever the old sports car bug hits you, you can start out in low and take it through the gears, 1,2,3, just like a regular stick shift. (And get some pretty lively acceleration doing it). All of course without using a clutch. (There's no clutch pedal, remember?) The Volkswagen automatic stick shift is available as optional equipment on the Bug and Karmann Ghia models.



Here's what makes a '69 Volkswagen a '69 Volkswagen*

Recessed door handles.

Individually adjustable bucket seats, body contoured with locking seat back and headrest. 3 point safety belts.

2-speed windshield wipers with larger blades.

Lockable gas tank cover accessible from outside.

Front luggage compartment. Jack and tool kit.

Warm fresh air heating system with auxiliary heater.

New fresh air ventilation system.

Raised heavy duty bumpers.

Dual brake system with early warning light on dashboard.

Collapsible steering column, impact absorbing steering wheel, padded dashboard, break-away day/night rear-view mirror, fold-away outside mirror.

2 ash trays, 2 coat hooks, 2 assist straps, 1 dashboard grab handle.

12-volt battery charged by early cut-in generator.

Rear luggage compartment holds 2 suitcases or baby car bed.

Electrical defroster on rear window.

4-cylinder air-cooled 1500 cc engine, no radiator, no boil-over or freeze-up.

4-speed synchromesh transmission.

Back-up lights in tail light unit.

Sealed steel bottom with 6" ground clearance.

5.60 x 15 long-life Whitewall tires. tires mounted on improved safety rims.

Double joint rear axle.

*Applicable to Deluxe Model, Sunroof and Convertible, also partly to Custom Model.

Specifications

Engine

4-cylinder, 4-stroke (flat four) rear engine. Bore x stroke 83 x 69 mm (3.27 x 2.72 in.) Piston speed 1811 ft./min. at 4000 r.p.m. Capacity 1493 cc (91.10 cu. in.) Compression ratio 7.5:1 SAE output 53 b.h.p. at 4200 r.p.m. Maximum torque (SAE) 78 ft./lbs. at 2600 r.p.m. Pressure lubrication with oil cooler. Thermostatically controlled air cooling by fan. Down-draft carburetor with automatic choke, accelerator pump and oil bath air cleaner. Mixture preheating and automatically regulated air intake preheating. Anti-smog crankcase ventilation.

Electrical System

12 volt electrical system, 420 watt generator. Headlight dimmer switch combined with turn indicator lever. Self-cancelling flashing indicators, starter ignition switch with non-repeat lock. Interior light with 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. 4-way safety flasher lights. Back-up lights combined in cluster unit with tail and stop lights. Side reflectors incorporated in front and rear directional signal lenses.

Transmission

Power transmitted through single plate dry clutch, fully synchronized 4-speed gearbox, differential and double joint axle shafts to rear wheels. Gear ratios: 1st to 4th gears 3.80:1, 2.06:1, 1.26:1, 0.89:1, reverse 3.61:1, final drive 4.125:1.

Chassis

Tubular centre section frame with frame head, forked at rear and welded-on platform. Independent 4-wheel suspension with trailing arms; torsion bar springing front and rear, 4 telescopic shock absorbers, impact limited by rubber stops, stabilizer in front. Roller type steering with telescopic impact absorbing steering column and collapsible steering wheel, self-centering with maintenance-free track rods and hydraulic steering damper.

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 under lockable front hood with the release located inside the glove compartment. Capacity 8.8 gallons. Filler located in right front quarter panel, covered with a lockable spring loaded lid released from inside.

Body

Four-seater sedan. Two doors 37.4" wide with no-draft windows and fully lowerable door windows. All windows of toughened safety glass. Fold-away outside mirror on driver side. Two fully lined luggage compartments, one under the self-supporting hood and one behind the rear seat backrest. Total capacity 10 cu. ft., with rear seat backrest folded forward approximately 22.7 cu. ft. 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 heater. The instruments consist of combination-speedometer-fuel gauge as well as warning lights for generator charging, 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.

Interior Trim

Headlining, doors and interior trim as well as seat backs covered with washable vinyl. Seating surface and front sides of backrests available with cloth or air-permeable leatherette (at extra cost). Front seats adjustable over a wide range and back-rests with 3 different rake positions and safety locking device. Headrests on both front seats. Rear seat for 2 with positive locking device on backrest. Padded dashboard with safety knobs and safety-

type window winder knobs. Break-away day/night rear view mirror. Padded armrests on both doors. Combination shoulder/lap safety belts for front seats and lap type for rear. Two ash-trays. Two coat hooks. Two assist straps. Grab handle and glove compartment in front of passenger seat. Two padded sun visors. Pocket in driver's door.

Dimensions—Weights—Performance

Wheelbase 94.5" Track front/rear 51.6"/53.2". Length/width/height 13' 2"/5' 1"/4' 11". Unladen weight/max. load = permissible total weight 1808/838 lbs. = 2646 lbs.; maximum and cruising speed 78 m.p.h. Climbing ability (with two occupants) in 1st, 2nd, 3rd and top gears 46.0%, 24.0%, 13.0%, 8.0%. Acceleration from 0 to 50 m.p.h. 13 seconds. Nominal fuel consumption 32 m.p.g. (Rating—half payload at a steady ¾ of top speed on level roads.)

Optional Equipment: Sliding Sun Roof

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. Unladen weight/max. load = permissible total weight 1918/794 lbs. = 2712 lbs. Climbing ability in 1st, 2nd, 3rd and top gears: 45.0%, 23.0%, 13.0%, 8.0%. Backrest of rear bench seat cannot be folded down. Vanity mirror on right sunvisor.

Optional Equipment (Except for Custom)

Automatic stick shift transmission with electrically operated vacuum release clutch. Hydrodynamic torque converter acting as fluid coupling transmitting engine power to the transmission. Fuel consumption 30 m.p.g. top speed and cruising speed 75 m.p.h. Gear-box Ratios: 1st to 3rd speed range—2.06:1, 1.26:1, 0.89:1, reverse—3.07:1. Final Drive Ratio: 4.375:1.

Differences on Custom Model

Engine:

Capacity 1192 cc (72.74 cu. in.), mean piston speed 1512 ft./min. at 3600 rpm, compression ratio 7.0:1, SAE output 41.5 bhp at 3900 rpm. Maximum torque (SAE) 65 ft./lbs at 2400 rpm. (Applicable for all provinces except Ontario where Custom model has 1500 cc engine.)

Transmission:

Final drive 4.375:1

Chassis:

Swinging half axle shafts at rear. Blackwall tires.

Body:

Has no fresh air vents, less chrome strips and simpler interior appointments.

Electrical System:

Headlight dimmer switch on floor. No door contact switches for interior light. Horn button instead of ring.

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 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 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."

Volkswagen Accessories



- | | | |
|---------------------------|---------------------------|------------------------------|
| 1 Golden Miler Snow Tire | 13 Fender Shields | 25 Outside Mirror |
| 2 Wheel Trim Rings | 14 Fog Light | 26 "Sapphire" Radio |
| 3 Air Intake Grill | 15 Engine Sump Heater | 27 Magnetic Hood Lock (Rear) |
| 4 Collapsible Roof Rack | 16 Trailer Hitch | 28 Polish |
| 5 Steering Wheel Cover | 17 Mud Flaps | 29 Liquid Wax |
| 6 Tool Kit | 18 Taper Tips | 30 Chrome Cleaner |
| 7 Headrest Cushion | 19 Front Fender Shields | 31 Paint Spray Can |
| 8 Tow Rope | 20 Bumper Guards | 32 Touch-up Sticks |
| 9 Ski Rack, Roof Type | 21 Rubber Bumper Strips | 33 Trunk Light |
| 10 License Plate Frame | 22 Door Sill Panel Guards | 34 Walnut Gearshift Knob |
| 11 Sports Gearshift Lever | 23 Underdash Shelf | 35 Cigarette Lighter |
| 12 Rubber Floor Mats | 24 Coco Mats | 36 Door Handle Shield |