




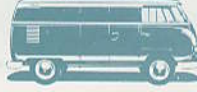




"1961"

Volkswagen Van
Chevy Corvair 95
Ford Econoline

Being first
is important
and
being best
sells trucks.



TABLE OF CONTENTS

	Page
Introduction	1
Comparing the —	
 VW Panel Delivery to the Econoline Van	2
 VW Pick-up to the Econoline Pickup	13
 VW Standard Station Wagon to the Econoline Station Bus	16
 VW Panel Delivery to the Corvan	20
 VW Pick-up to the Corvair Pickup	28
 VW De Luxe Station Wagon to the Greenbrier	32
 VW Kombi to the Greenbrier and Station Bus	37
Additional Data	
 VW 6-Passenger Pick-up	36
Operating Cost Information	39
Vehicle Specifications	42
Price Source and Listings	43

INTRODUCTION

Since the introduction of Chevrolet and Ford compact trucks, comparison shoppers are entering Volkswagen showrooms after looking into the Corvair 95 Series and the Ford Econoline vehicles. They are interested in buying a workhorse vehicle—an economical, durable, maneuverable lightweight truck that can easily be adapted to their individual needs. They have seen the competition and now want to know what Volkswagen trucks have to offer. How does our product compare to the products of the well-known Ford and General Motors companies?

The first, most obvious answer is that while these two companies are well-known and relatively experienced in the transportation industry, they are newcomers in the field of compact trucks; Volkswagen, the world's fourth largest automotive manufacturer has 11 years experience producing economy trucks. In that 11 years of concentrating on one design without yearly model change, Volkswagen has produced three quarters of a million trucks; more than 110,000 of these proven vehicles are daily serving American businessmen, saving them money every time they're used.

But this is only part of the whole story. Imitation may be the sincerest form of flattery, but it may also sell vehicles, *if* they are as good as the original—an original that has been progressively refined for more than a decade.

The competition does have disadvantages however, and this book contains a bagful of arguments that can be used to help sell to comparison shoppers who may be full of half-truths told to them by the competition.

This book contains the information you'll need to talk in terms of your prospect's self-interest. With these facts you can answer the prospect's questions; gain his confidence and make comparisons so that you can close the sale.

The information contained in this book does not change the basic Volkswagen sales philosophy of not running down the competition, however—it is only to be *used* if the prospect brings up the subject of the competitive vehicles in the course of your sales presentation.

FORD ECONOLINE—Van

Price:

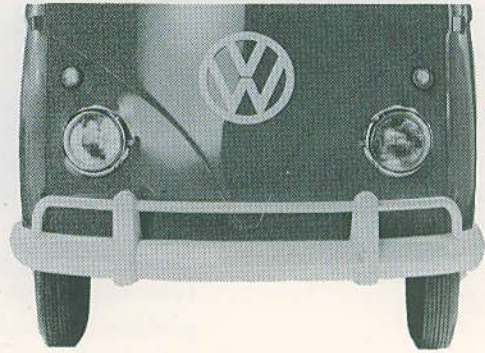
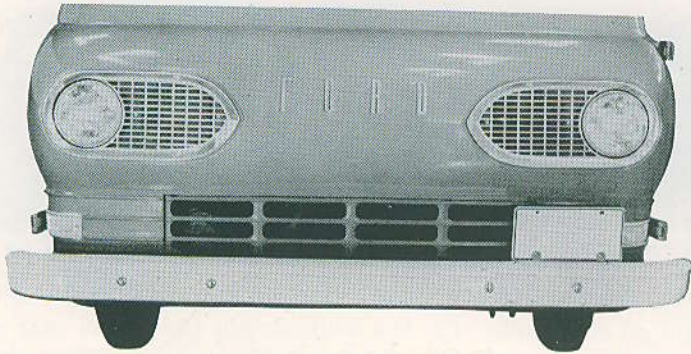
“I understand the VW Panel lists for one hundred dollars less than the Econoline Van.” The customer’s arithmetic is not quite correct. Our vehicle lists for \$86.00 less than the Ford Econoline Van. The Ford truck has a suggested factory list price of \$1981.00.* The VW Panel has a suggested POE, East Coast, list of \$1895.00. But let’s look a little closer at these figures to determine just what the customer gets for his truck dollar:

FORD VAN	COST	VW PANEL DELIVERY
\$1981.00	Initial Cost	\$1895.00
68.20	Heater	STANDARD EQUIP
4.30	Loading Light	STANDARD EQUIP
35.40	Passenger Seat	STANDARD EQUIP
12.80	Rear Windows	STANDARD EQUIP
2.90	Inside Rear View Mirror	STANDARD EQUIP
34.20	Five Tires of comparable VW carrying capacity	STANDARD EQUIP
NOT AVAILABLE	Synchromesh First Gear	STANDARD EQUIP
NOT AVAILABLE	4-Speed Transmission	STANDARD EQUIP
NOT AVAILABLE	Three-Passenger Front Seat	STANDARD EQUIP
NOT AVAILABLE	Bumper Overriders & Guards	STANDARD EQUIP
NOT AVAILABLE	Cab-Load Space Partition	STANDARD EQUIP
NOT AVAILABLE	Cabin-width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
\$2138.80 . . .	TOTAL	\$1895.00
	DIFFERENCE—\$243.80	

The customer who buys his truck on a price basis can’t help but be impressed with the number of factory-equipped extras included in the advertised price of the VW Panel. And there are many more extras you will see as you go through this book. The equipment list above just brings the Econoline Van up to a comparative level with our panel. A good example of this is the five tires. The Econoline comes equipped with five 6.50 x 13, 4-ply tires which give it a maximum *advertised* carrying capacity of *only* 900 lbs. . . . 930 lbs. less than the standard VW can carry.

We have a favorable price comparison with the Econoline Van—and the potential economy truck owner is, as he should be, cost conscious, but now let’s look a little closer at the vehicles; going from detail to detail, just as the prospect would:

* All competition prices do not include freight charges. See Price Source and Listings, page 43.



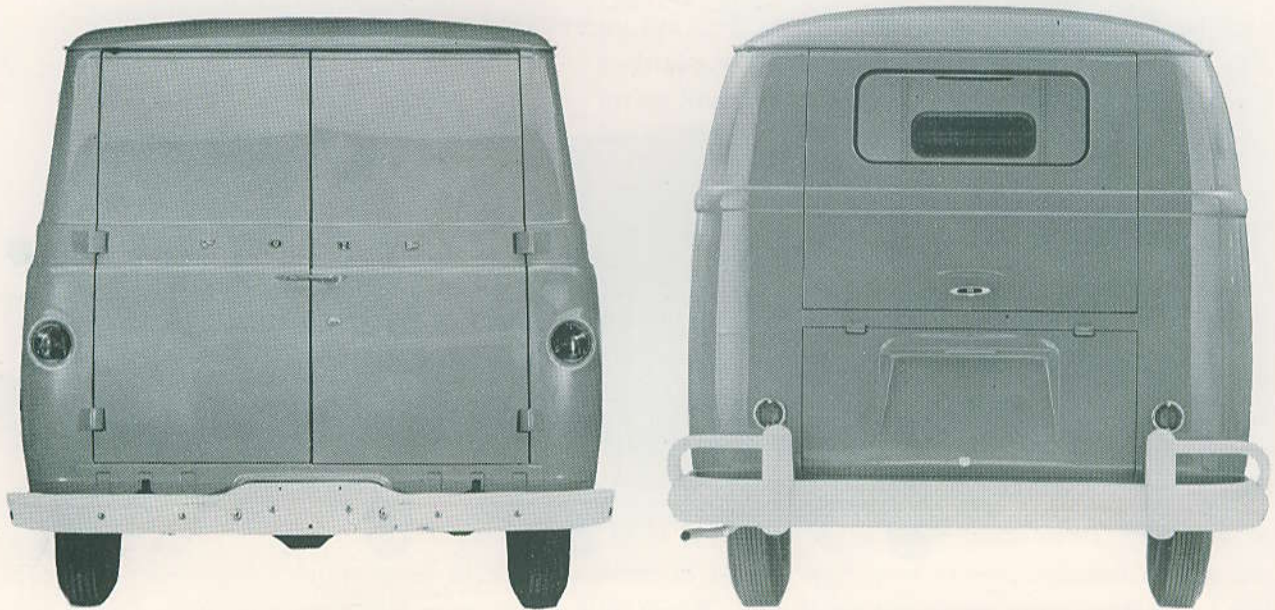
Ford Econoline vehicles do not come equipped with bumper guards and overriders, and they are not available as an option, while these items are standard equipment on the Volkswagen. Ford's combination parking lights and turn signals are placed low where they are vulnerable to damage and hard to see. The lower front door hinges stick out unprotected on the Ford. The VW hinges are shielded by the bumper guards.



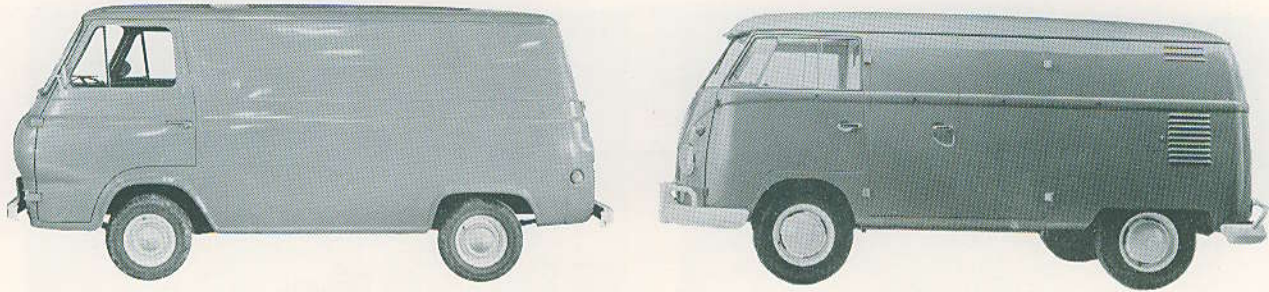
Ford boasts about their wraparound, panoramic windshield which has more square inches than the VW windshield. This may be true, but it provides no better view of the road and also distorts vision somewhat. Should the Ford windshield ever break, it would cost many times more than the VW glass to replace; curved windshields are more costly to buy and install, and of course, since the Ford windshield is one piece, the whole glass must be replaced.

A glance through the VW windshield shows the cab-load space partition, a no-extra-cost option, which not only concentrates the heat in the cabin for comfortable winter driving, but shields the driver and passengers from load shift in the event of an emergency stop. Ford offers no such partition;

for pickup and delivery operations where access to the load compartment is important, split seats are available for the VW with no partition. Fresh air enters the VW cabin through two grilles above the windshield. The driver can regulate the air flow and direct it either into the cabin or the load compartment, changing all the air in the vehicle once every minute. The grilles next to the headlights on the Econoline are the air intakes for the ventilation system. They are placed low where water, dirt and exhaust gas fumes can more easily enter—this can be an annoying and possibly dangerous problem in stop and go city traffic. On the Volkswagen the inside rear view mirror together with the glass in the cab-load space partition gives the driver good visibility for backing up and normal rear-viewing. Not so on the Ford Van. Notice the outside rear view mirror extending from the cab? It is extremely important because . . .



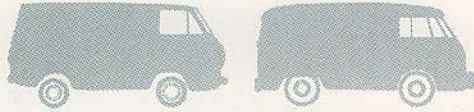
. . . the Ford Van does not come equipped with rear windows. These, too, are extra cost items (\$12.80), and still the normal rear view is partially blocked because of the post between the split rear windows. Of course, with rear windows the driver will need an inside rear view mirror . . . ring up another \$2.90 for this item which is standard on the VW Panel. No bumper guards or overriders are available for the Ford rear bumper, other items of standard equipment on the VW. The two large looking rivets on the Ford bumper are really the lights for illuminating the license plate and these, too, are comparatively vulnerable to damage. The VW Panel is nine inches narrower than the Econoline Van. This allows for better maneuverability in traffic and ease of parking.



Within a fraction of an inch of the height and length of the Ford, the VW's superior body construction can support left side double loading doors; an important convenience for delivering and loading on one way streets. Left side loading doors are not available on the Econoline. Note the VW's wraparound bumpers, front and rear, a safety feature for fending glancing blows. Vents on top rear of the VW provide for adequate air circulation in the load space and concealed gas tank filler minimizes pilferage and gas spillage on the body. Jacking ports, visible on underside of VW, permit rapid, convenient jacking of the vehicle. The Ford must be jacked from under the vehicle via its axles.



The housing for the Ford's front-mounted engine and radiator intrudes into the driver's cabin, severely limiting freedom and access to load area. The forward engine also prevents the installation of a three-passenger seat. A single, right front, non-adjustable passenger seat for the Econoline adds \$35.40 to the customer's purchase price. The Ford's heater, another extra-cost option, intrudes into the customer's pocketbook by \$68.20 and also into the driver's cabin, further limiting freedom of movement. The Volkswagen's cabin-width parcel shelf and door pockets provide ample storage space for



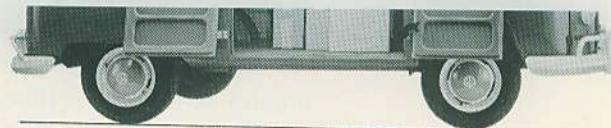
the many small items needed by routemen. The bench seat and the clean and uncluttered cabin are, of course, standard for the VW. The entrance step shown in the foreground of the Econoline picture can be a safety hazard as it becomes slippery when wet; with the door shut, it forms a hole in the floor into which items can fall. Volkswagen's automatic choke and non-repeat starter switch are two driver conveniences not found on the Ford product.



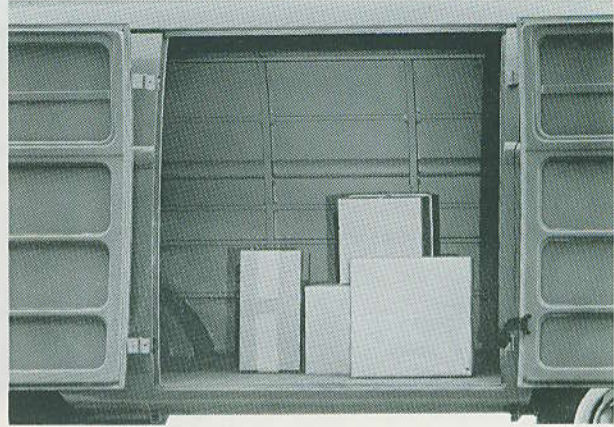
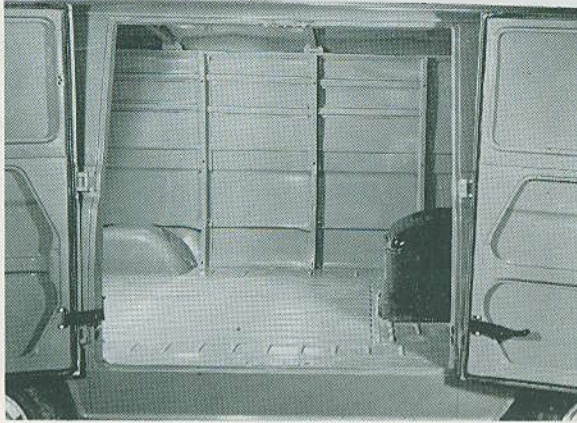
The Ford driver obviously needs a durable knee for shifting from second to third. The steering column mounted Ford gearshift is slow, unresponsive and cannot quickly be downshifted into first gear while the truck is in motion. The VW driver finds his gearshift falls naturally to hand and is fast, easy and accurate to use; synchromesh on all four forward gears permits downshifting into first gear, a convenience, especially in city traffic. Volkswagen's handbrake is a true, positive, lever and ratchet-type emergency brake as well as a parking brake compared to the Econoline's vague-acting pull and twist type.



Headroom, a pain in the neck if you don't have it, as evidenced in the Ford picture, is clearly superior by two inches in the Volkswagen. The VW driver has plenty of room for his left arm compared to the cramped quarters of the Ford. A natural relaxed driving position is further aided in the VW by the almost horizontal steering wheel. The passenger seat is a \$35.40 extra on the Ford.



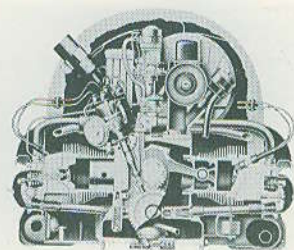
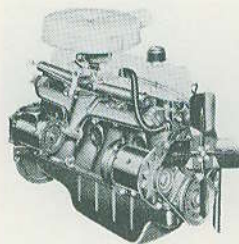
Lower floor line on VW Van facilitates loading; though lower by five inches, VW's ground clearance is $2\frac{1}{2}$ inches greater. Overall lengths of the vehicles are the same (168.4" Ford, 168.9" VW); however, the VW's wheelbase is 4.5 inches longer, producing less overhang, and a better ride.



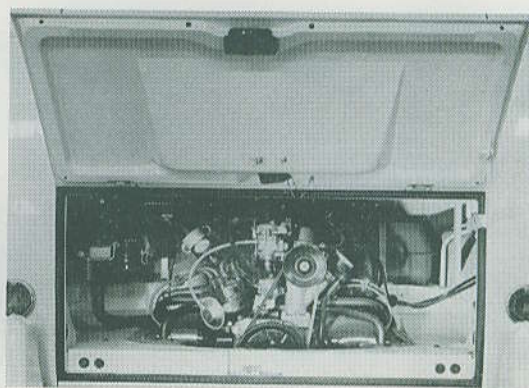
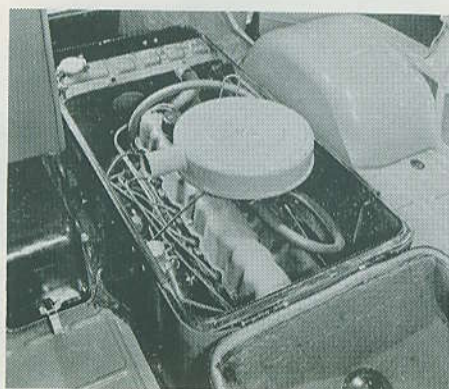
Length and width of the side loading doors (Height 47" Ford, 47" VW; Width 49" Ford, 46" VW) indicates that our vehicle's entry is slightly narrower, but protruding 26 inches midway into the Econoline Van's load area is the truck's engine. This not only obstructs entry and loading of large crates but also takes up load space. An actual look at both of these vehicles at this point would show obvious differences in quality of workmanship; everything from welding to forming and installation of sheet metal, to paint and tightness of screws, is comparatively poor in the Ford when matched with the renowned Volkswagen quality.



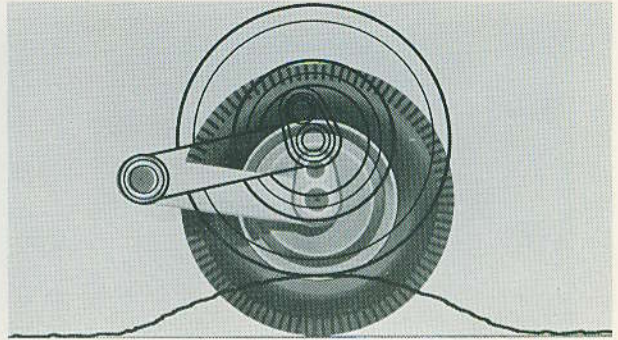
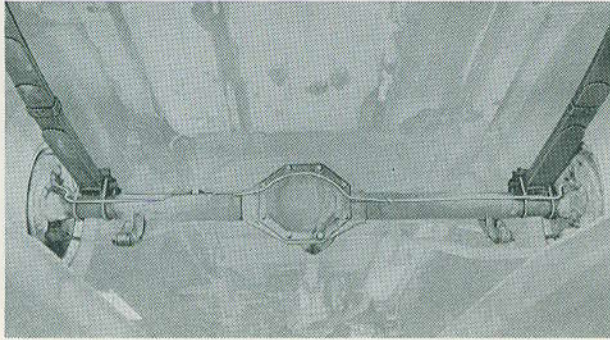
The Econoline's rear entry, 25 inches from the ground, offers somewhat easier loading from street level than the VW Panel, while dock-loading the VW Panel is relatively easier than on the Ford Van. Placement of the spare tire within the Ford Van necessitates unloading the truck to change a flat. In spite of similar loading space volume, the VW's payload capacity exceeds the Econoline Van by 930 lbs.



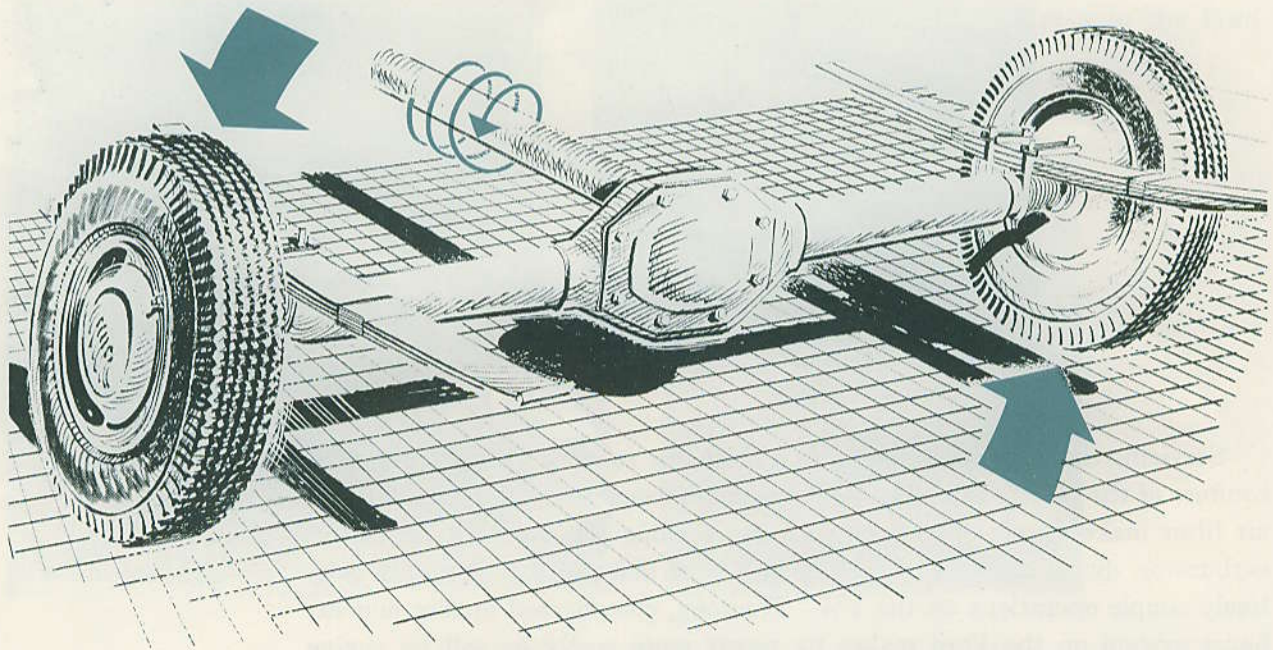
“Why feed 'em if you don't need 'em?” The six-cylinder Econoline engine, combined with its three-speed gearbox, uses 85 horses to move a much lighter cargo load than the VW with its 40 hp engine and four-speed transmission. Naturally, the Ford will consume much more gasoline feeding its 85 horses. Then there's water-cooling! The Ford engine's diet also requires water and anti-freeze—and then there's all the attendant nuisance of hoses and a radiator that can leak, boil over and freeze. No water, no water manifold and the use of modern magnesium alloys also equals less dead weight in the VW; light weight and air cooling keeps the VW engine's maintenance and repair time to a minimum.



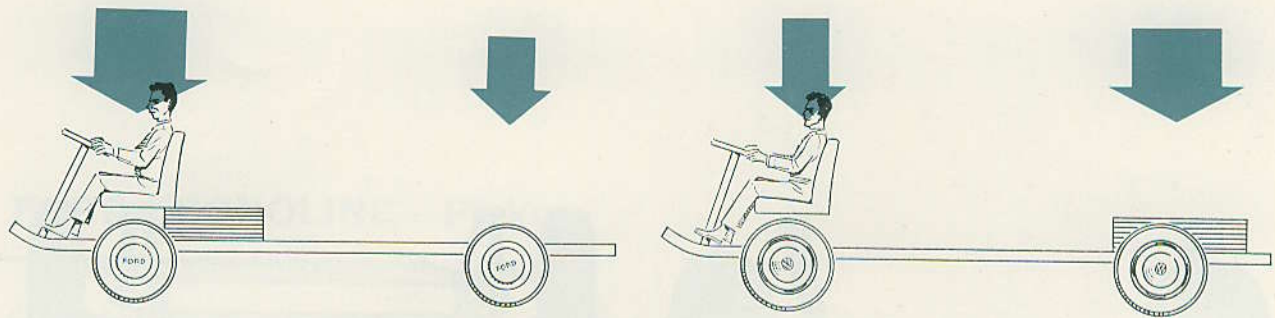
Servicing the Ford engine requires a mechanic to work within the limited confines of the truck's cab. The built-up engine housing and large carburetor air filter make simple operations such as reaching the fan belt, generator, carburetor, distributor, fuel pump and oil filter difficult. All these are relatively simple operations on the VW. The long, complicated muffler and exhaust system on the Ford makes its repair more costly as will be engine removal and installation. Engine heat in the cab is another factor to consider during hot weather operation. The hinged engine cover prohibits any permanent installation such as racks and shelves from being located forward of the rear of the engine housing. Any engine service that requires flopping back the hinged cover, necessitates partially unloading the vehicle. One simple door on the outside of the VW truck permits easy access to the engine for servicing.



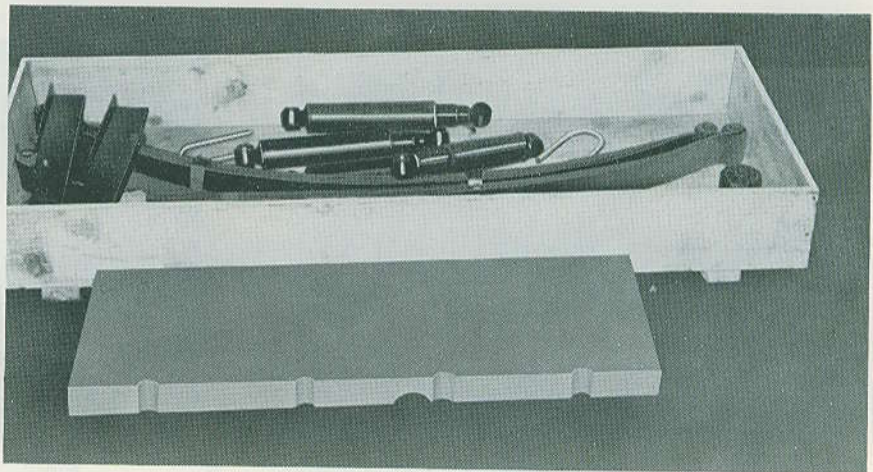
Here you see the secret of Volkswagen's famous ride—trailing link, torsion bar, independent suspension. This means that when any one wheel hits a bump, only that wheel is affected, and the body of the vehicle remains level; unsprung weight is at a minimum as a result of VW independent suspension, further smoothing the ride and increasing stability. On the other hand, the solid rear axle of the Ford vehicle readily transmits bumps and jars to the passenger and load. Again, the Ford's solid rear axle is prone to react to *driveshaft torque*, that is . . .



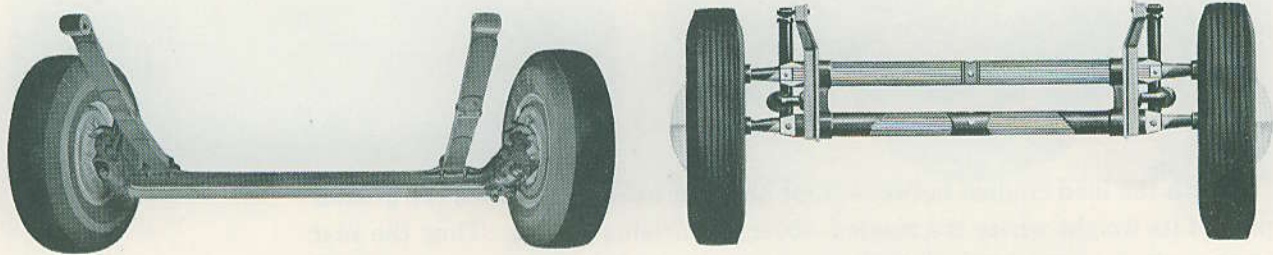
. . . the rotating driveshaft tries to turn the whole rear axle as a unit, thus lifting the Ford's right rear wheel off the ground, particularly on right hand turns. With one wheel off the ground, traction is lost, and this is especially noticeable in the Econoline on ice or snow, even in straight ahead driving. None of this can happen in the VW, because the differential-transmission is solidly bolted to the chassis.



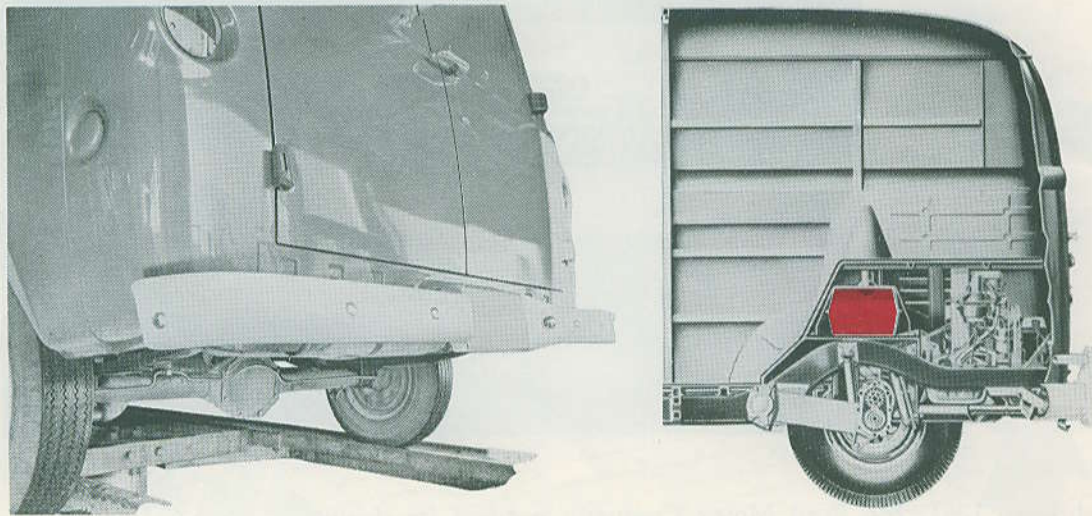
With the load cradled between front and rear axles, VW places the greater part of its weight where it's needed—over the driving wheels. Thus the rear engine supplies weight to give the rear wheels traction. Volkswagen is well known for its ability to negotiate ice, snow and mud without the use of chains or special tires. Ford, however, concentrates approximately 60% of the vehicle weight (depending on how it's loaded) on the front axle, leaving the rear wheels without the necessary weight for traction. Even a light snow immobilizes this vehicle and the situation was so bad that . . .



. . . in February 1961, the Ford Motor Company notified its dealers throughout the country to summon all owners of Econoline vehicles produced before January 16, 1961 to return to the dealerships to pick up the rest of their truck. The part left off was the "Traction Kit" pictured here. It consists of a 250-pound metal slab, four heavy duty springs and shock absorbers. Installed above the gas tank in the rear, the 250-pound ballast is supposed to increase traction by adding weight to the rear and the stiffer springs are intended to prevent wheel lift. In any case, it does add dead weight to the vehicle, and does highlight the experimental, unproven nature of this truck. Without going to the extra cost of equipping the vehicle with optional larger tires, however, this kit does not increase the payload.



The heavy, solid front axle (an obsolete design) on the Ford, has the same disadvantage as the one on the rear—unsprung weight is greater, producing a jouncy ride, and either wheel hitting a bump affects the other, reducing stability and further impairing riding qualities. Volkswagen's trailing link, torsion bar independent front suspension has none of these troubles.



Look closely and you'll see an exposed gas tank hanging down below the Ford rear bumper where it is vulnerable to curbs, rocks, stumps, etc., a factor especially important to those who frequently use the vehicle off the road. The hydraulic brake line to the rear wheels is also so exposed. Combine this with the fact that the ground clearance on the Econoline is only $6\frac{1}{4}$ inches and you have a vehicle not too practical for farmers, construction workers, rural deliverymen, etc. Volkswagen's gas tank is well protected as are the brake lines and its ground clearance (9.5") is comparable to much larger trucks.

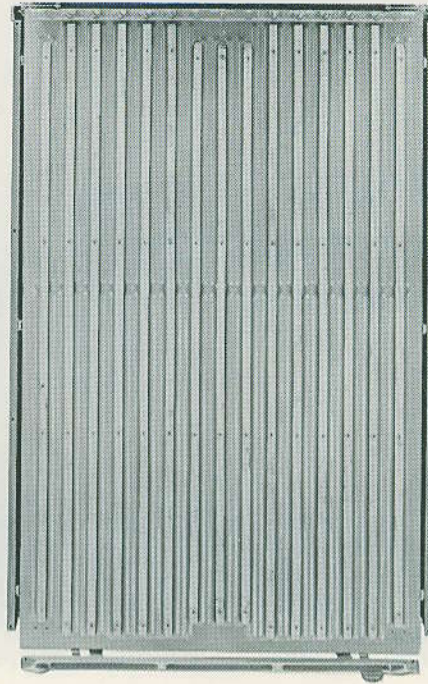
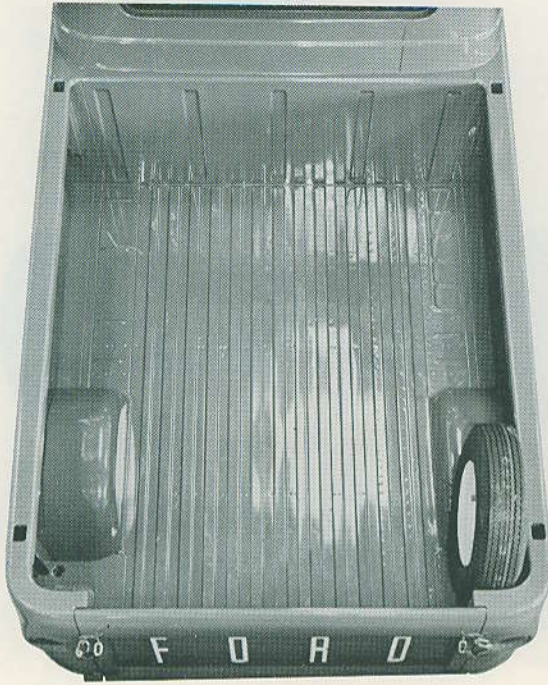
FORD ECONOLINE—Pickup

Price:

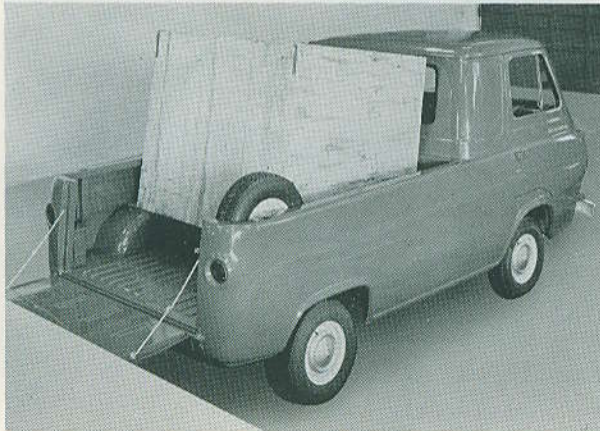
At a suggested list price of \$1858.00, the Ford Econoline Pickup is \$27.00 lower than our vehicle; but when you add the price of the optional extras necessary to make the Ford an equivalently equipped truck, the price advantage swings in our favor:

<u>FORD PICKUP</u>	<u>COST</u>	<u>VW PICK-UP</u>
\$1858.00	Initial Price	\$1885.00
68.20	Heater	STANDARD EQUIP
34.20	Five Tires	STANDARD EQUIP
4.90	Left-hand Rear View Mirror	STANDARD EQUIP
14.20	Rear Bumper	STANDARD EQUIP
NOT AVAILABLE	Bumper Overriders & Guards	STANDARD EQUIP
NOT AVAILABLE	Lockable, Weathertight Compartment	STANDARD EQUIP
NOT AVAILABLE	Three-Passenger Front Seat	STANDARD EQUIP
NOT AVAILABLE	Cabin-width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
NOT AVAILABLE	Cab Light	STANDARD EQUIP
NOT AVAILABLE	Synchromesh First Gear	STANDARD EQUIP
NOT AVAILABLE	Dropsides	STANDARD EQUIP
\$1979.50	TOTAL	\$1885.00
	DIFFERENCE—\$94.50	

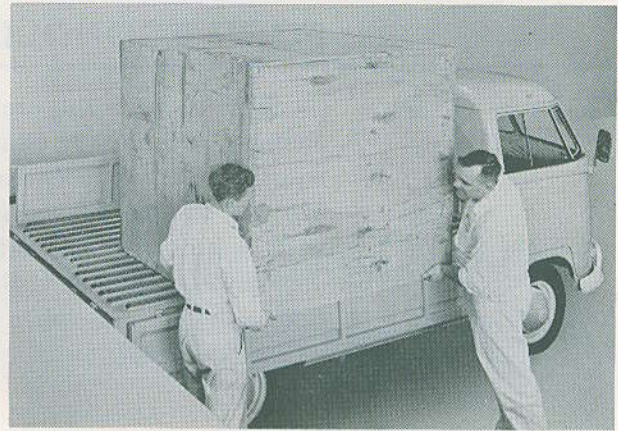
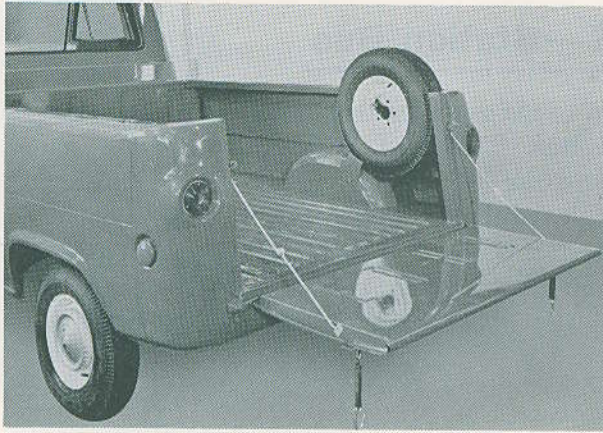
Many of the disadvantages found in the Ford Econoline Van also apply to the Ford Pickup—water cooling, poor gas mileage, inaccessible engine, engine heat in the cab, limited space, obstructed cabin, little headroom and ground clearance, solid axle suspension system, lack of traction, and the many others—and will not need repeating in this section. Comparisons will be confined to specifics of the pickup body type.



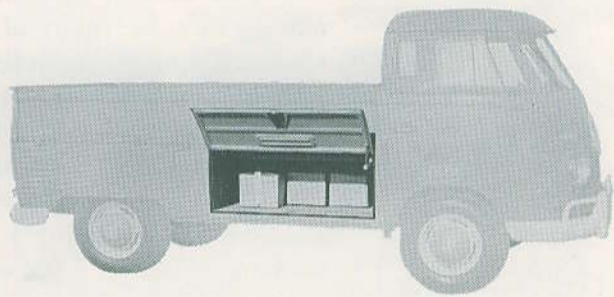
The VW Pick-up offers hinged sides that drop down, as well as the tailgate, converting it in seconds to a roomy flat-bed truck with 45 square feet of perfectly level floor space. The Econoline pickup bed, 17 inches shorter than the VW, is interrupted by two wheel housings and a spare tire. Access to the Ford bed is limited to the rear. Wooden runners, standard equipment on the VW Pick-up protect the truck bed.



Bulky crates, difficult to load, will not sit flat in the Ford bed. A load such as this necessitates an outside rear view mirror, standard equipment on the VW Pick-up.



The Volkswagen is just as easily unloaded from sides or rear. The Ford tailgate does not drop down vertically, making loading and unloading awkward, and preventing the vehicle from being backed up flush against loading docks. The rear bumper, without guards and overriders, is an optional extra. Subject to pilferage and sunlight deterioration, the outdoor Ford spare tire is strategically located in an attempt to add additional weight to the previously mentioned misbehaving right rear wheel. The Ford Pickup is particularly sensitive to wheel spin.



Volkswagen's Pick-up bed is more easily loaded and unloaded from standard height loading docks—particularly convenient for farmers and tradesmen who regularly pickup and deliver at truck terminals.

Only the VW Pick-up offers a lockable, weather-tight, additional 23 cubic foot compartment. The 20 square foot area found in this compartment, coupled with the 45 square foot load bed, gives the VW Pick-up a floorspace unequalled in its weight class.

FORD ECONOLINE—Station Bus

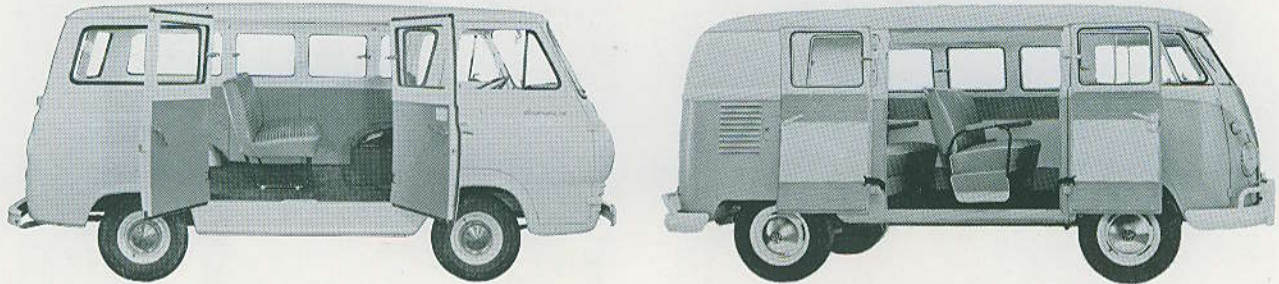
Here we have the problem of choosing the right Volkswagen vehicle to compare with Ford's Station Bus. The Ford, a passenger vehicle, comes equipped with only one seat for the driver and one for a front passenger. We offer two station wagons, fully equipped with seats, and two Kombis, one with and one without seats. Probably the closest comparable VW passenger vehicle is the Standard Station Wagon; when comparing the base prices of both vehicles, remember that the Volkswagen contains three bench seats as standard equipment.

FORD STATION BUS	COST	VW STATION WAGON
\$2092.00	Initial Price	\$2245.00
68.20	Heater	STANDARD EQUIP
154.50	*Custom Equipment Package	SEE BELOW
141.30	**Second and Third Seat Package	SEE BELOW
NOT AVAILABLE	Cabin-width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
NOT AVAILABLE	4-Speed Transmission	STANDARD EQUIP
NOT AVAILABLE	Three-Passenger Front Seat	STANDARD EQUIP
NOT AVAILABLE	Synchromesh First Gear	STANDARD EQUIP
NOT AVAILABLE	Bumper Overriders & Guards	STANDARD EQUIP
\$2456.00	TOTAL	\$2245.00
	DIFFERENCE—\$211.00	

* The custom equipment package on the Ford offers "extras" at an additional cost. Many of these "extras", the VW Station Wagon offers as standard equipment (indicated by blue asterisks), in its *equivalent or better*. Ford's Custom Equipment Package consists of: Twill Stripe Woven Plastic Seat Upholstery*; Chrome Horn Ring; Air Duct*; Right Side, Black Vinyl Arm Rests; Cigar-Cigarette Lighter; Coat Hooks*; Dome Light—Passenger Area*; Door Lock—Driver's Side; Hardboard Trim—Sides and Doors*; Full-length Headlining*; Dual Electric Horns; Bright-Metal Hub Caps*; Chrome Window Latches*; Fiberglass Molding*; Interior Window Surrounds*; SunVisor—Right Side and Full-Length Floor Mat*.

** Ford's second and third seat package consists of the two rear bench seats, four heavy-duty springs, and 7.00 x 13 - 6-ply BSW tires. Without the special springs and tires in this package, the Ford Station Bus would be unable to safely transport the additional passengers with a minimum of tire wear.

Again, many of the disadvantages found in the Econoline Van also apply to the Ford Station Bus—water cooling, poor gas mileage, inaccessible engine, engine heat in the cab, limited space, obstructed cabin, little headroom and ground clearance, solid axle suspension system, lack of traction, and the many others—and will not need repeating in this section. Comparisons will be confined to specifics of the Station Wagon body type.



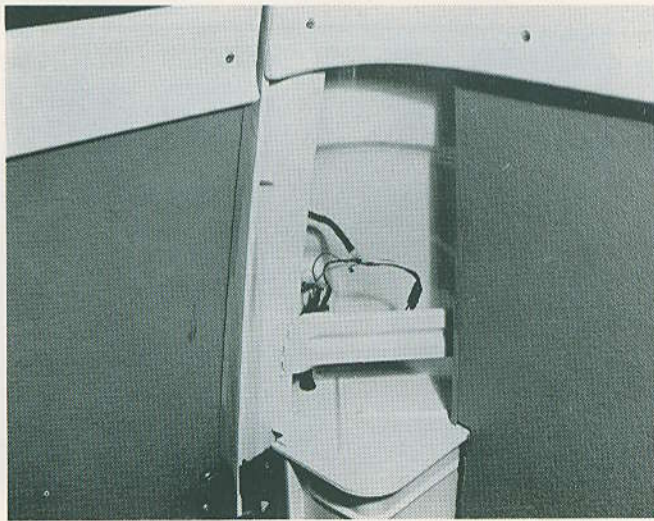
The Volkswagen Station Wagon is a true passenger vehicle. Its independent suspension imparts a comfortable ride with none of the left to right undulating motion and other disadvantages experienced with the rigid suspension of the Ford Station Bus. Nine people plus luggage comfortably fit in the VW, while only eight (with the two optional-extra rear seats) fit the Ford; seats, arm rests, heater-defroster, ash-trays, as well as quality workmanship are standard only on the VW Station Wagon.



That "bugaboo", engine up front, found in the van and pickup is even more obviously an inconvenience in the Ford Station Bus. Even with the second row seat located more than halfway to the rear of the Ford Bus, passengers have to straddle the "horsepower" compartment. While in the Volkswagen Station Wagon substantial passenger legroom is provided.



Just as the Ford Van is harder to load because of the five-inch higher floor line, so is entrance to the Ford Station Bus—especially for the ladies.



One of the intangibles that doesn't show up on a price list . . . quality of workmanship and material. Pictured is the left rear corner of the Ford Station Bus with the extra-cost Custom Equipment Package—wires are exposed, sheet metal welds are showing, screws are halfway installed, body-work and hardboard lining do not meet correctly, etc.

Comparing the

Corvair 95 series

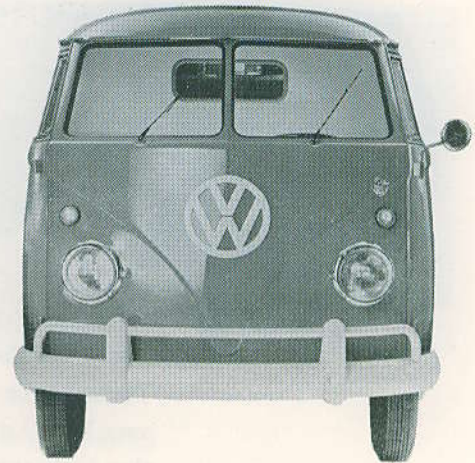
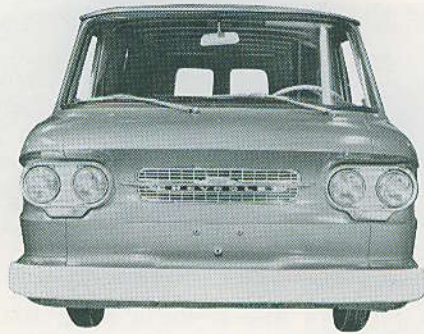
CHEVROLET CORVAN

Price:

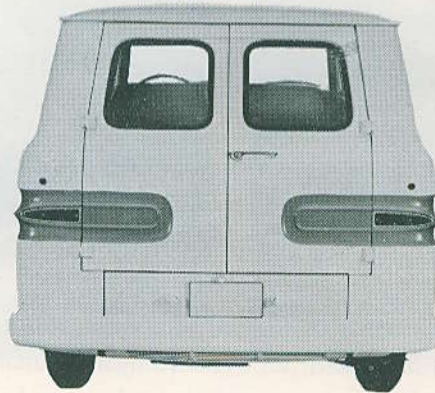
From air cooled engine and transmission in the rear to four-wheel independent suspension system, the Chevrolet Corvair 95 Trucks incorporate many of the concepts pioneered by Volkswagen 11 years ago. Chevrolet heralds their Corvair 95 series as "not merely a new truck model . . . it's a new kind of truck"; what Chevrolet means, of course, it's *new* for them. Back in 1950, Volkswagen, the manufacturer of the world famous "beetle", undertook the manufacture of a truck utilizing many of the proven features of the rugged, economical VW sedan. Ever since, Volkswagen engineers have been improving the product with many important *progressive refinements*—things that make the VW truck work better, and deliver the goods more economically. Every man on the Volkswagen truck production line, including the numerous exacting inspectors, has considerable experience making almost the same vehicle today that he made last year. Ten years of experience with one basic truck concept has given Volkswagen engineers full opportunity to discover and eliminate any mechanical faults, resulting in an important feature that was not copied by anyone—quality.

<u>CORVAN</u>	<u>COST</u>	<u>VW PANEL DELIVERY</u>
\$2289.00	Initial Cost	\$1895.00
74.25	Heater	STANDARD EQUIP
26.90	Three-Passenger Front Seat	STANDARD EQUIP
64.60	4-Speed Transmission	STANDARD EQUIP
11.20	Front Bumper Guards	STANDARD EQUIP
NOT AVAILABLE	Five 15" Tires	STANDARD EQUIP
NOT AVAILABLE	Rear Bumper Guards & Overriders	STANDARD EQUIP
NOT AVAILABLE	Cabin-width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
NOT AVAILABLE	Cab-Load Space Partition	STANDARD EQUIP
\$2465.95	TOTAL:	\$1895.00
	DIFFERENCE: \$570.95	

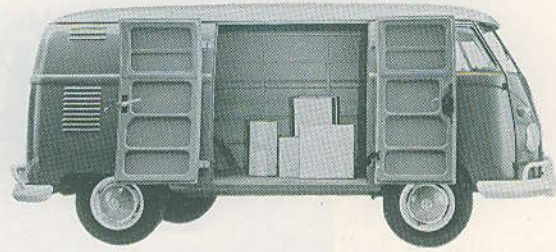
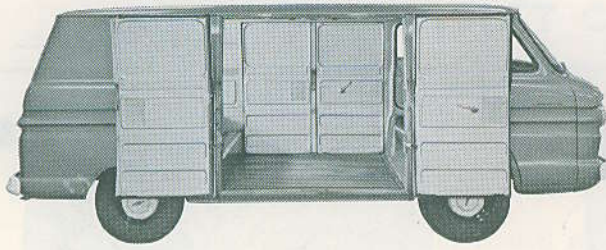
As with the Econoline Van, the Volkswagen Panel has a price advantage over the Chevrolet Corvan. Again, the base price for our vehicle includes many cost-free extras not found on the Chevrolet Truck; certain of these features are not available on the Corvan at any price.



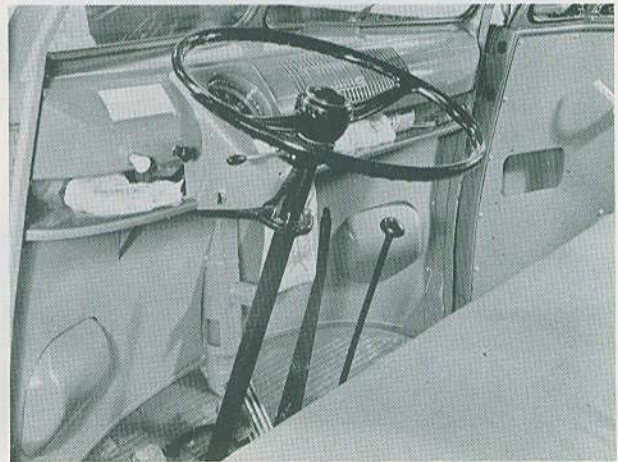
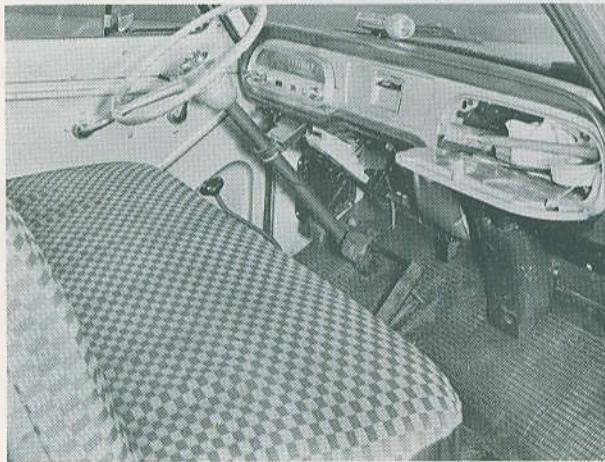
The Chevrolet Corvan has many of the shortcomings that the Ford has when compared with the Volkswagen Panel—bumper guards and outside rear view mirror are extra cost options, and no bumper overrides are available; the air intake for the ventilation system is low and subject to the same problem of taking in exhaust gas, rain and dirt, and the one-piece windshield will be expensive to replace. The quad lights, an unnecessary feature, are hard to keep coordinated and harder to adjust, at the same time increasing the number of parts that can break. The cab-load partition, a decided convenience and safety feature, standard in the Volkswagen, is not available in the Corvan either.



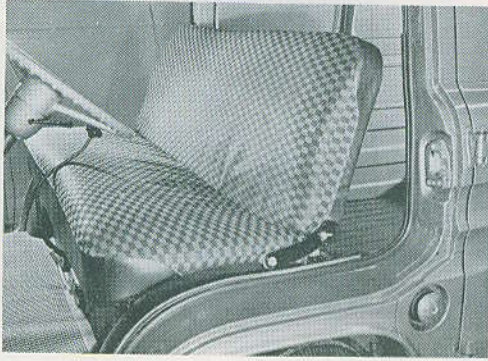
An annoyance feature on the Corvan is the rear windows, split by a door post that obstructs vision, making it difficult to see to the rear. Rear bumper guards and overrides are not available on the Corvan. Quality again—notice the difference in the way the Chevrolet doors fit; there is a minimum of space around the VW doors, while on the Corvan, space surrounding the doors permits snow, rain and wind to enter the vehicle.



Though the Chevrolet load line is lower than that of the VW Panel, this is at the expense of ground clearance (Volkswagen 9.5", Corvan 6.5"). These three inches can make a great difference in delivering in rural areas, over heavy snow, rutty ice, and in off-the-road use. With a similar wheelbase, the Corvan's overall length is 11 inches longer, and therefore overhang; combined with the slightly greater width, reduces maneuverability in tight city traffic. Though the Corvan's doors are somewhat wider, once inside, the VW's level floor bed is approximately a foot longer, allowing easier loading of bulky goods and greatly facilitating permanent installations. Volkswagen's wraparound bumpers help fend off glancing blows.



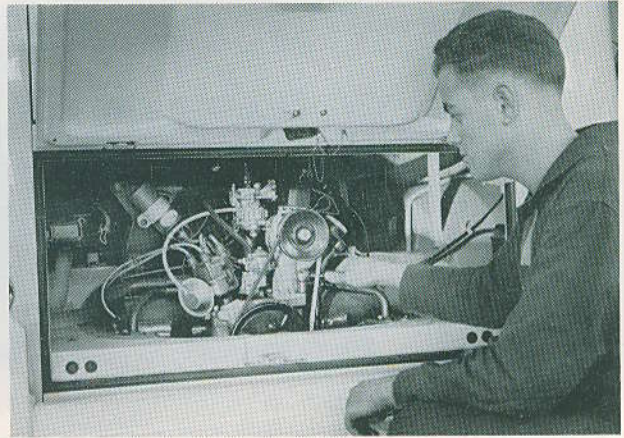
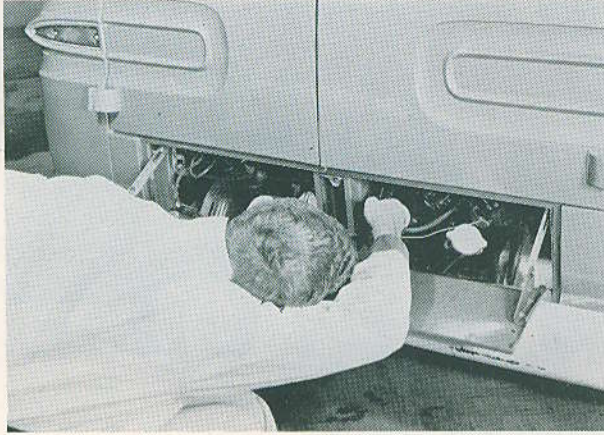
Cabin-width parcel shelf and door pockets are standard only in the VW, as is the four-speed, all synchromesh transmission. Corvan's gearshift lever is very difficult to use, being slow and indefinite, and interferes with passenger room. The standard seat in the Corvan is a single driver's seat. The bench seat pictured is a \$26.90 extra. Another extra cost item is the heater at \$74.25. Even with this high priced heater, the Corvair 95 vehicles are very cold as a result of the many air leaks around the poorly fit doors, vents and windows. The convenient automatic choke and the non-repeat starter switch that prevents re-engagement of the starter while the engine is turning are found only on the VW.



Chevrolet boasts that this seat, a \$26.90 extra, will be both long-wearing and good-looking. The seat pictured has slightly less than 3,000 miles of wear on it: it has sagged noticeably and the springs are showing through the fabric at the back. The Corvan gas tank filler is located so that the pump hose interferes with opening of the driver's door. It is hoped that the Corvan driver is not a smoker who flips his ashes or lighted cigarettes out the window! The concealed gas cap on the VW minimizes gas spillage on the body and discourages pilferage.



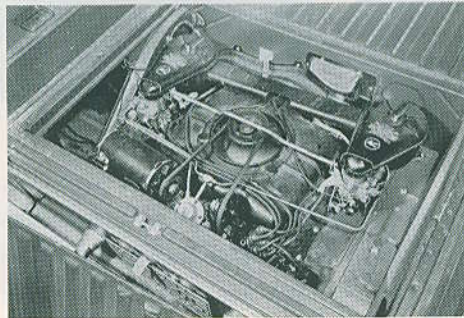
Better wear a cap when driving the Corvan! With three inches less headroom than in the VW, there's no room for a hat. The VW driver has much more room for his left arm compared to the close quarters in the Corvan. The Volkswagen's almost horizontal steering wheel gives the driver a more relaxed, natural driving position. The metalwork, paint and such things as the exposed horn wire evidenced in the Corvan would never have passed the scrutiny of Volkswagen's quality-conscious inspectors.



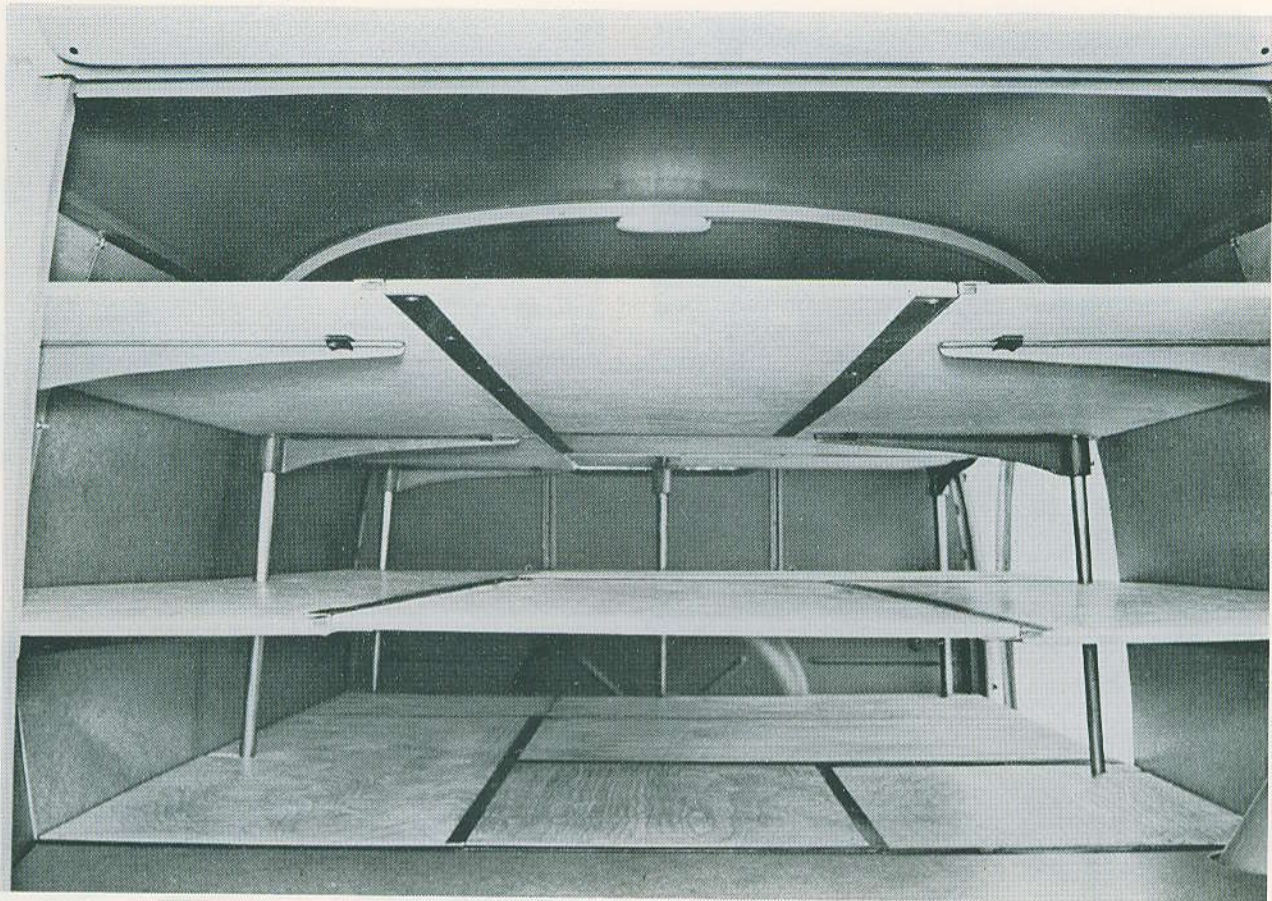
The small engine compartment door on the Corvan makes it impossible to reach anything on the engine except the oil filler, while the large door on the VW engine compartment makes it easy to service all important engine components from the outside; the lock found only on the VW engine compartment door prevents vandalism.



Remove ten screws, and with a little help, you can lift the heavy engine compartment lid . . .

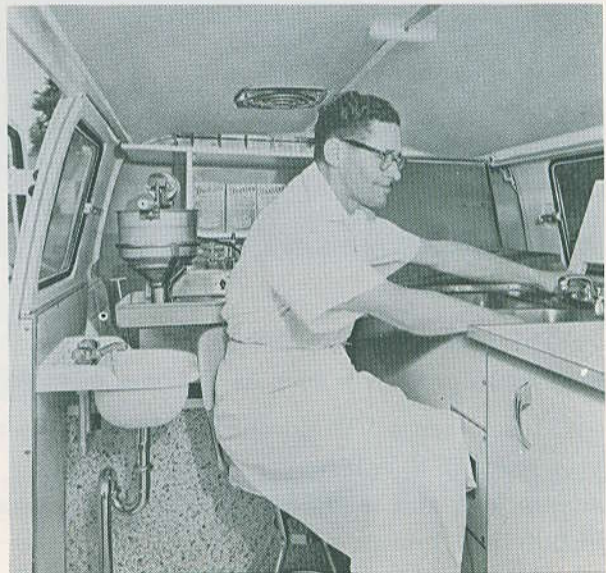


. . . to get to the engine in the Corvan!

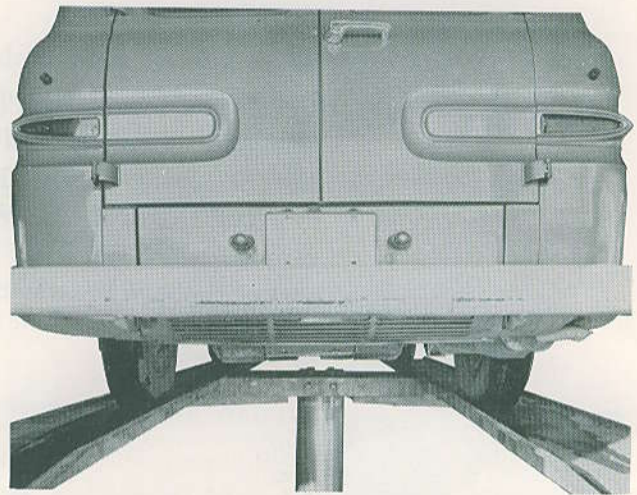
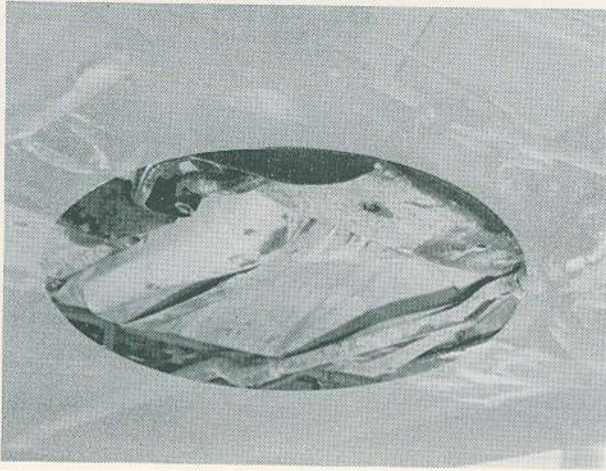


This inconvenient arrangement prohibits the installation of any permanent racks or shelves such as the ones pictured above in a Volkswagen . . .

. . . so when a VW salesman tells a prospect there are 170 cubic feet of load space in a Volkswagen, he means useable space . . . space that permits adaptations and modifications for special uses. Not only are permanent installations prevented in the Corvan, but the vehicle must be unloaded to reach the engine, whether on the road or in the service shop. The location of the spare tire in the Corvan also means that the vehicle must be partially unloaded to change a flat tire. The Corvan owner will find he'll have to remove those ten screws and heavy lid in order to get at the dual carburetors which are difficult to keep in synchronization and the fan belt which is subject to breakage because it must twist through a 90 degree bend for every cycle it makes. The Corvan owner will also find that he will have to pay for the 80 horsepower many times over in terms of gas consumption; though horizontal-opposed and air-cooled, the Corvan's six cylinder engine, combined with the standard three-speed transmission, is nowhere near as economical as the time-proven, light-weight, compact Volkswagen engine and its four-speed, all synchromesh, fast-shifting transmission.



Remember, only Volkswagen provides its owners with a vehicle that allows permanent installations of all types. The two installations pictured here, a traveling accountant's office and a rolling kitchen, are only two of the many adaptations possible—the number is only limited by the owner's imagination. Thanks to Volkswagen's larger interior height, more than a foot greater than in the Corvan, and its foot longer level floor bed, installations where the VW vehicle is converted into an office, kitchen, workshop, etc. are much more practical. All of these installations would be impossible in the Corvan with its screwed on engine cover, and either impossible or inconvenient with the Ford Van and its flip-top engine lid.



The gas tank (circled) on the Corvan is located in the center of the vehicle, toward the front where it is underslung, exposed and vulnerable to damage. (Air pressure collapsed this particular Corvan gas tank when its breather clogged.) The rear view of the Corvan shows the engine and sheet metal grille hanging below the bumper line exposing them to damage. Combined with the low ground clearance (Chevrolet 6.5", Volkswagen 9.5"), these unprotected parts limit the practicality of the Chevrolet vehicles for off-the-road use where deep snow, mud, stumps, rocks and ruts are encountered. Though the Corvair 95 vehicles are independently suspended, the Chevrolet's coil springs are too soft, making the ride extremely jouncy and unpleasant. This, combined with the low headroom, endangers the driver and front seat passengers' heads when negotiating rough terrain, especially when the vehicle is unloaded. Exaggerated body lean and braking dip add to the discomfort. The hard-turning steering wheel, and indefinite slow-shifting, and the uncomfortable ride give the impression that the driver is piloting a heavy truck instead of a compact, economical vehicle.

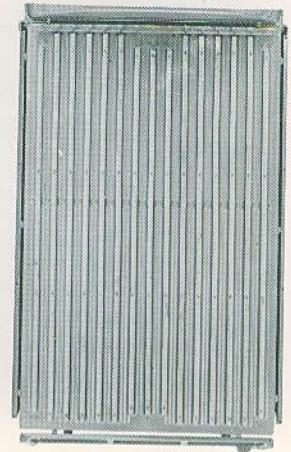
CORVAIR 95 RAMPSIDE

Price:

Chevrolet offers two pickup trucks; one, the standard called the Loadside, and the other, with a ramp on the right hand side, called the Rampside; at \$2133.00, the Rampside sells for \$54.00 more than the Loadside and in effect, this is the price of the ramp. Again, Volkswagen has a price advantage which increases when you add to the price of the Chevrolet the cost of the many extras that are standard in the VW.

<u>LOADSIDE</u>	<u>COST</u>	<u>VW PICK-UP</u>
\$2079.00	Initial Cost	\$1885.00
74.25	Heater	STANDARD EQUIP
64.60	4-Speed Transmission	STANDARD EQUIP
48.45	Level Bed	STANDARD EQUIP
11.20	Front Bumper Guards	STANDARD EQUIP
NOT AVAILABLE	Five 15" Tires	STANDARD EQUIP
NOT AVAILABLE	Rear Bumper Guards & Overriders	STANDARD EQUIP
NOT AVAILABLE	Cabin-Width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
NOT AVAILABLE	Dropsides	STANDARD EQUIP
NOT AVAILABLE	Lockable Weathertight Compartment	STANDARD EQUIP
\$2277.50 . . .	TOTAL: . . .	\$1885.00
	DIFFERENCE: \$392.50	

Many of the disadvantages found in the Corvan are applicable to the Chevrolet pickups and will not be repeated here. Comparisons will be confined to the pickup body type.



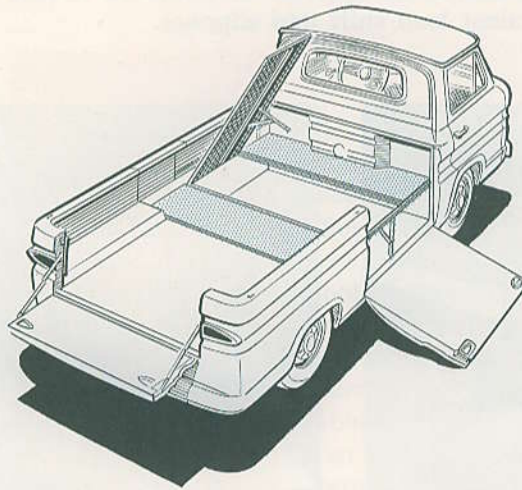
Only the VW Pick-up offers hinged sides that drop down, as well as the tail gate, converting it in seconds to a roomy flat-bed truck with 45 square feet of perfectly level floor space, to carry almost any kind of load the owner could want. The Rampside bed is divided into four distinct levels, breaking up the load area. Note that the Chevrolet's spare tire housing protrudes into the bed area taking up valuable load space and the battery, left-rear, is subject to theft. Hardwood runners, standard equipment on the VW, protect the truck bed and guard against load shift and slippage.



Bulky crates, difficult to load, will not sit flat in the Chevrolet Pickup. A load such as this necessitates an outside rear view mirror, standard equipment only on the VW Pick-up. Volkswagen's three hinged drop-sides permit easy loading of crates the size of the bed, 75.6 inches wide and 169.3 inches long. Rear access to the Chevrolet Pickup is limited to loads only 44 $\frac{3}{4}$ inches wide, and loads entering through the ramp opening are limited to 47 $\frac{1}{2}$ inches wide.

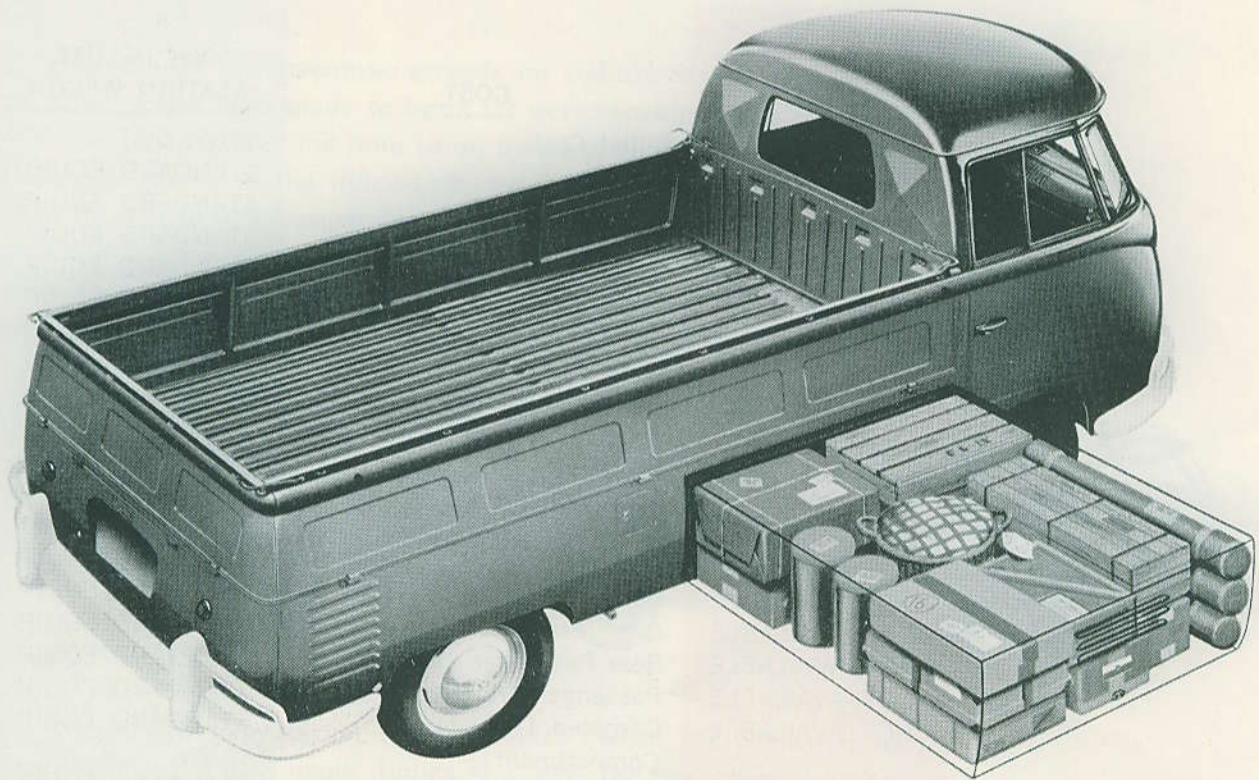


The Volkswagen is just as easily loaded or unloaded from sides or rear. The Chevrolet tailgate does not drop down vertically, making loading and unloading awkward, and preventing the vehicle from being backed up flush against a loading dock. Also note, that the VW Pick-up bed is much closer to the height of the standard loading dock, particularly convenient for farmers and tradesmen who regularly pick up and deliver at truck terminals.



“Cargo-handling ease without precedent in the field,” states Chevrolet even though the Rampside only permits boxes $47\frac{1}{2}$ inches wide (little wider than the average house door) to be loaded. Chevrolet’s optional “Level Load Floor”, selling at \$48.45 extra, makes the ramp useless and still the Chevrolet’s bed doesn’t approach the large flat, level floor of the VW. Even with this optional extra, the Chevrolet Pickup bed is at two different levels because of the wheel housings. The space formed by Chevrolet’s optional “level load floor” isn’t nearly as practical and convenient as . . .

CHEVROLET GREENBRIER



... the Volkswagen Pick-up's locable, weathertight, 23 cubic foot compartment. The 20 square foot area found in this compartment, coupled with the 45 square foot load bed, gives the VW Pick-up a floor space unequalled in its weight class. Your truck prospects, especially nurserymen, contractors, carpenters, plumbers, electricians and other service firms who carry tools and equipment will be glad to know that with the VW Pick-up, they can safely store these valuables overnight and between jobs without fear of theft or exposure to rain.

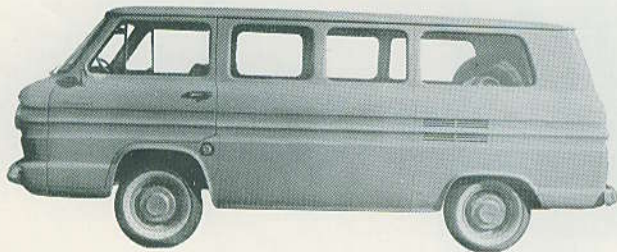
CHEVROLET GREENBRIER

Price:

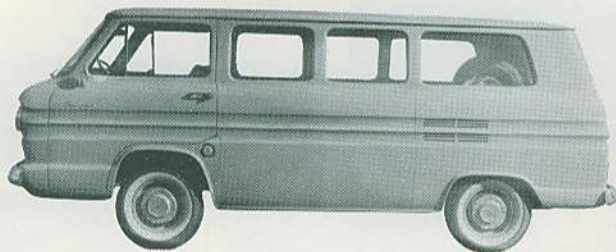
It is difficult to determine which of our station wagons most closely resembles the Greenbrier. Interior finish is probably meant to compare with our Standard Station Wagon, however its metal interior resembles our Kombi. The price of the Greenbrier is closest to our DeLuxe Station Wagon, and this is the reason for the comparison below. However, if you were to compare the Greenbrier with our Standard Station Wagon, the price difference in Volkswagen's favor would be \$400.00 plus.

<u>GREENBRIER</u>	<u>COST</u>	<u>VW DELUXE STATION WAGON</u>
\$2651.00	Initial Cost	\$2620.00
74.25	Heater	STANDARD EQUIP
32.30	Third Row Seat	STANDARD EQUIP
11.20	Front Bumper Guards	STANDARD EQUIP
64.60	4-Speed Transmission	STANDARD EQUIP
NOT AVAILABLE	Five 15" Tires	STANDARD EQUIP
NOT AVAILABLE	Rear Bumper Guards and Overriders	STANDARD EQUIP
NOT AVAILABLE	Cabin-Width Parcel Shelf & Pockets on Both Doors	STANDARD EQUIP
NOT AVAILABLE	Tinted Skylights	STANDARD EQUIP
NOT AVAILABLE	Sunroof	STANDARD EQUIP
NOT AVAILABLE	Passenger Ashtrays	STANDARD EQUIP
NOT AVAILABLE	Dashboard Grip Assist	STANDARD EQUIP
NOT AVAILABLE	Coat Hooks	STANDARD EQUIP
NOT AVAILABLE	Grip Straps	STANDARD EQUIP
NOT AVAILABLE	Rear Passenger Assist Rail	STANDARD EQUIP
NOT AVAILABLE	Passenger Arm Rests	STANDARD EQUIP
NOT AVAILABLE	Carpeted Luggage Compartment	STANDARD EQUIP
NOT AVAILABLE	Rubber Tipped Bumpers	STANDARD EQUIP
NOT AVAILABLE	Clock	STANDARD EQUIP
\$2833.35 . . .	TOTAL:	\$2620.00
	DIFFERENCE: \$213.35	

Most of the disadvantages presented by the Corvan are equally applicable to the Greenbrier and will not need repeating here. Comparisons will cover only the station wagon body type.



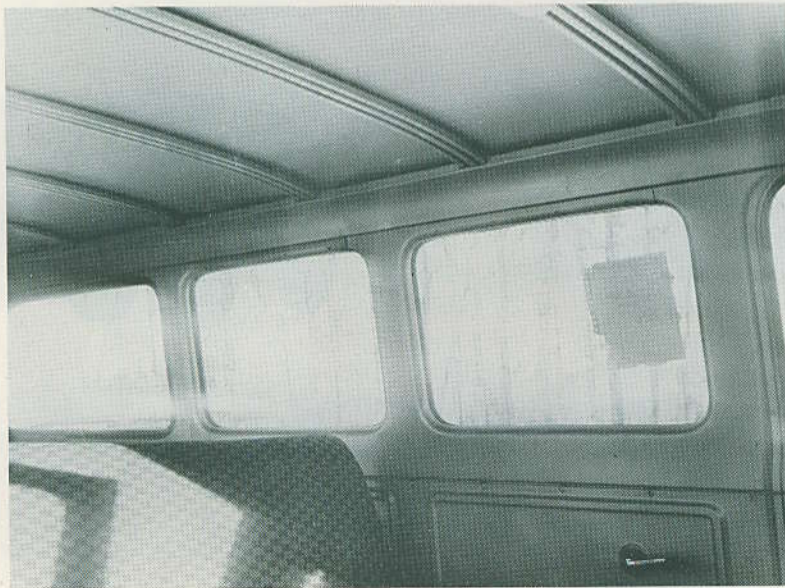
Even though the Greenbrier exceeds our DeLuxe Station Wagon in price, no attempt has been made to bring its workmanship up to the renowned VW standards; everything from paint, fitting of sheet metal parts and trim, closing of doors, to the upholstery, weather-stripping and interior finish show the VW to be incomparable. The wraparound, rubber-tipped bumpers, standard equipment on the DeLuxe VW, also have bumper guards and overriders; the Greenbrier shown was delivered with chromium bumpers, an extra cost item of \$32.30.



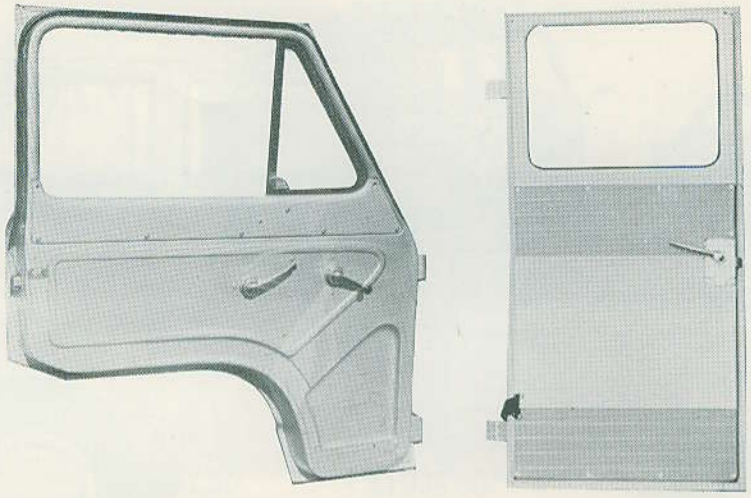
What makes our station wagon "deluxe" when it's compared to the Greenbrier? It's the many things the VW DeLuxe offers as standard equipment... features that have no equivalent on the Greenbrier. The interior is exquisitely finished... from padded sun visor to handily-placed passenger grips, arm rests, ashtrays, clock, coat hooks and the durable carpet in the trunk. The upholstery harmonizes tastefully with the colorful trim of the roof, walls and doors. The tinted skylights and the picture windows all around provide a 360 degree panoramic view. The standard sunroof opens quickly and locks in any position and can be closed just as quickly. Open, it's just like being outdoors; closed, it's as weathertight as a hard-top. Rain, wind and cold stay out.



The Greenbrier, with none of these "deluxe" features, has a bare metal luggage compartment containing the spare tire and lined with the metal engine compartment lid which must be removed along with luggage to reach the engine.



Interior of the Greenbrier is lined with painted sheet metal and is cold and drab; coat hooks, arm rests, ashtrays, grab-rails, grip handles, kick panels, leatherette upholstery, and attention to detail are conspicuous by their absence.

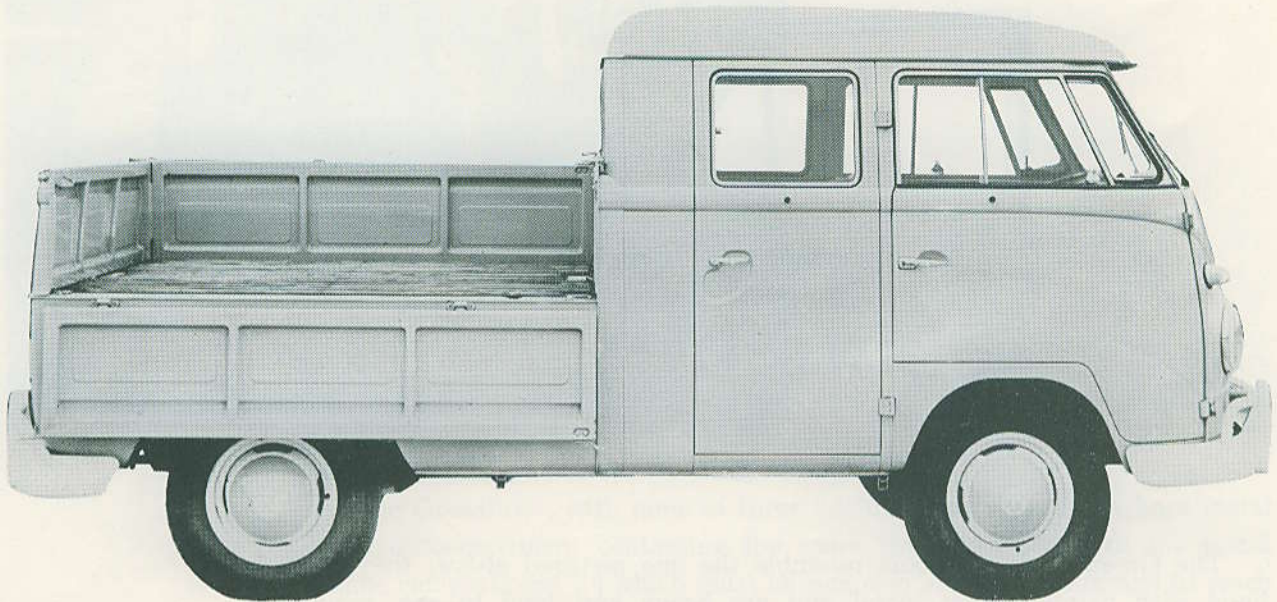


The Greenbrier's six doors resemble the one pictured above; they are lined with painted sheet metal and are heavy and tend to sag, easily dropping out of alignment. Volkswagen's doors are lined with leatherette, matching the other interior appointments, and notice how dark colors are utilized in areas subject to scuffing and handling. Poor fitting and sealing of the doors lets wind, rain, dirt and snow into the Corvair 95 passenger vehicle.



Our station wagon offers plenty of legroom, uninterrupted by wheel housing, or gas filler pipe, as in the Greenbrier. Notice the back of the Greenbrier's front seat. At 3,000 miles, the seat cushion has badly sagged and the springs show through the backrest upholstery.

THE VW SIX-PASSENGER PICK-UP HAS NO COMPETITION!



Here's a vehicle that the competition hasn't copied *yet!* There's room for six people and the flat loading platform, which is at loading dock level, has tail-gate and sides that drop vertically. Under the second bench seat is a built-in tool chest. With the second seat removed, it becomes a three-passenger pickup with 57 cubic feet of enclosed, lockable, weathertight cargo space—30 square feet of loading area in the rear.

THE KOMBI'S COMPETITION



	<u>STATION BUS</u>	<u>KOMBI</u>	<u>GREENBRIER</u>
Suggested List	\$1981.00	\$1995.00	\$2651.00
Heater	68.20	STANDARD	74.25
Seats	141.30	100.00	32.30
	<hr/>	<hr/>	<hr/>
	\$2190.50	\$2095.00	\$2757.55

From a price and practical standpoint, how many prospects interested in transporting both passengers and light truck-sized loads would be:

- ... interested in the \$2757.55 Chevrolet Greenbrier as a mover of goods and people?
- ... interested in the Ford Station Bus with a 900 lb. carrying capacity?
- ... interested in the VW Kombi... the only vehicle designed exclusively as a combination station wagon and truck?

Three questions... three obvious answers.

Combine this with the information found on the Econoline series and the Corvair 95 vehicles in this book, and VW salesmen have an arsenal of facts and figures that give our Kombi a decided edge over any competitor.

Take a look at the many *exclusive* features found only on the Kombi:

The Kombi permits total use of load space for permanent installations.

The Kombi with its 40 horsepower engine and four-speed transmission can deliver a small or large load and always show a profit.

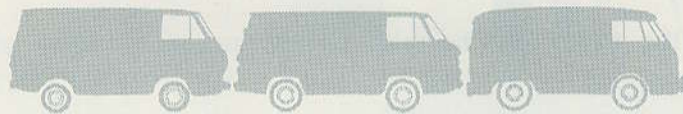
The Kombi offers such driver conveniences as ample head room; cabin-width parcel shelf supplemented by large door pockets on both sides; a fresh air ventilating system adjustable five ways, that completely renews air every

THE VW SIX-PASSENGER HIGH TOP GREENBRIER

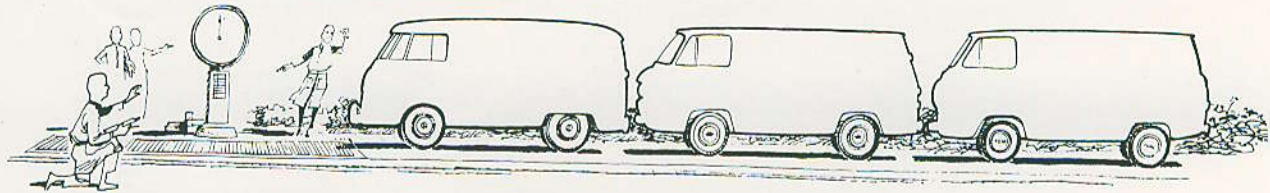
60 seconds; spare tire located in cabin which does not necessitate unloading vehicle in case of a flat; and many others.

So remember, if your prospect is looking for a vehicle that incorporates passenger car comfort and the practicality of a truck, a vehicle with a low initial cost and low gas and oil consumption—he's looking for a VW *Kombi*!

The Greenbrier suggested list price includes one bench-type passenger seat. The Station Bus seat package includes two bench-type passenger seats, four heavy duty springs and 6-ply tires. These components on the Ford are essential to bring the Station Bus's load capacity up to VW standards.



Operating Cost Information



No discussion of a vehicle would be complete without including facts on all of the costs involved. The initial price of a vehicle is important, but to a cost-conscious commercial user, the overall outlay, which includes the charges involved in maintaining a vehicle, is equally important since all costs are business expenses.

A Volkswagen distributor recently ran a caravan consisting of a Corvan, an Econoline Van and a VW Panel more than five thousand miles. Accurate records of the running costs of the three vehicles were kept. Each of the trucks was prepared for delivery and maintained by the respective authorized dealers according to the manufacturers' prescribed maintenance procedures. Before starting, the vehicles were loaded with 900 pounds, the advertised carrying capacity of the Econoline; 90% of the driving was on highways. During the testing, the caravan encountered two severe blizzards and other conditions that didn't produce the vehicles' best gas mileage.

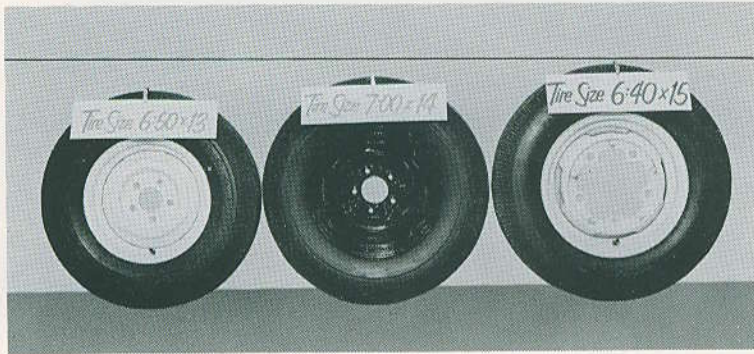
	<u>VOLKSWAGEN</u>	<u>CHEVROLET</u>	<u>FORD</u>
Miles Registered:	5003	*5531	*5729
Gallons Gas Used:	238.6	344.4	308.6
Miles per Gallon:	21.0	15.3	17.3
Maintenance Cost:	\$18.35	\$ 55.00	\$ 34.73
Gas Cost:	\$76.35	\$110.20	\$ 98.75
Total Running Cost:	\$94.70	\$165.20	\$133.48

Actual gasoline cost was \$.32 a gallon, the national average for regular gasoline. *Though all three of these vehicles covered exactly the same distance, the Chevrolet odometer registered 5% more miles than the VW, and the Ford odometer showed a 7% higher figure; the miles per gallon figures shown were corrected to the mileage on the VW odometer, 5,003. "Fast" odometers will undoubtedly lead the owners of the other make vehicles to believe they are getting better gas mileage than they really are. Maintenance costs include grease, oil and all other expenses involved in the makers' prescribed upkeep procedure.

A similar test using the same vehicles, only this time limited exclusively to stop and go city driving, indicated that the Corvan's gas consumption dropped to 12.2 miles per gallon; the Econoline fell off to 15.1 miles per gallon, while the Volkswagen's gas mileage was relatively unaffected by metropolitan driving. It gave 19.9 miles for every gallon of gasoline used.

Tire Wear

Every tire size has a load rating formulated by the tire manufacturers; this load rating is the amount of weight that can be borne by a tire and still expect reasonable safety and tire wear. The larger the tire and/or ply rating, and the lighter the vehicle, the better the wear.



Here you see the three tires supplied as standard equipment: Ford Econoline, 6.50 x 13/4 ply; Chevrolet Corvan 7.00 x 14/4 ply; and Volkswagen Panel 6.40 x 15/4 ply. The Ford tire has a maximum load rating of 835 pounds per tire. Multiplying this figure by four (3340) and by subtracting the actual curb weight* of the vehicle (2715), we find the payload to be only 625 pounds!

The curb weight of the Corvan (3900) minus the total tire load rating (2990), shows a payload figure of but 910 pounds!

The figures for the VW Panel are 4,000 pounds for the tire rating and 2095 for the curb weight; subtracting shows a payload figure of 1905 pounds. (However, 1830 lbs. remains the official maximum payload.)

Tire wear will of course be best on the VW though it may show up better than it actually is on the competitive vehicles if their odometers read more miles than they should. Another factor contributing to greater tire wear on the Corvan and Econoline is the larger number of revolutions per mile these tires will have to make: Ford—857 rev./mile, Chevrolet—818 rev./mile, VW—773 rev./mile. Tire measurements of the three vehicles, taken after the first three thousand miles, directly reflect these facts—the Ford tires wore 20% more than the VW and the Chevrolet tires wore 15% more.

This comparative study, when complemented by the many documented cost figures given in "The Owner's Viewpoint", highlights one of the most effective sales aids available to our organization—the fact that the Volkswagen trucks and station wagons are true economy vehicles.

* The weight of the truck in unloaded but ready-to-run condition as measured on a common truck scale.

**VEHICLE
SPECIFICATIONS**

**Price Source
and
Listings**

VEHICLE SPECIFICATIONS

SPECIFICATION	VOLKSWAGEN PANEL	CHEVROLET CORVAN	FORD DELIVERY VAN
Gross Vehicle Weight	4,112 lbs.	4,600 lbs.	3,300 lbs.
Payload—Standard	1,830 lbs.	1,900 lbs.	900 lbs.
Wheelbase	94.5 in.	95 in.	90 in.
Overall Length	168.9 in.	179.7 in.	168.4 in.
Overall Width	68.9 in.	70 in.	78.2 in.
Overall Height	76.4 in.	68.5 in.	75.8 in.
Ground Clearance	9.5 in.	6.5 in.	6.2 in.
Turning Circle Diameter	39 ft.	39 ft.	31.5 ft.
Floor Loading Line—Side	19.7 in.	13.7 in.	25 in.
Floor Loading Line—Rear	38.6 in.	26.5 in.	26 in.
Side Door Height	47.2 in.	49 in.	47.8 in.
Side Door Width	46 in.	53.5 in.	49.4 in.
Rear Door Height	28.7 in.	36 in.	47.8 in.
Rear Door Width	35.4 in.	44.7 in.	49.4 in.
Loading Space Length	106.3 in.	106.3 in.	106 in.
Loading Space Width	59.1 in.	60.2 in.	65 in.
Loading Space Height	53.1 in.	54 in.	54.3 in.
Driver Cabin Headroom	38 in.	35 in.	36 in.
Engine Horsepower— Max. @ R.P.M.	40 @ 3,900	80 @ 4,400	85 @ 4,200
Engine Cylinders—Number	4	6	6
Engine Bore & Stroke	3.03 x 2.52 in.	3.43 x 2.60 in.	3.50 x 2.50 in.
Engine Piston Displacement	72.74 cu. in.	145 cu. in.	144.3 cu. in.
Engine Compression Ratio	7-to-1	8-to-1	8.7-to-1
Engine Torque—Max. Ft. Lb. @ R.P.M.	64 @ 2,400	128 @ 2,300	134 @ 2,000
Engine Cooling System	AIR	AIR	WATER
Engine Location in Vehicle	REAR	REAR	FRONT
Fuel Tank Capacity	10.6 gals.	18.5 gals.	14 gals.
Transmission Speeds—Forward	4	3	3
Transmission Type	Full Synchronesh	Synchronesh	Synchronesh
Front Suspension	Independent Torsion Bar	Independent Coil	Rigid-Semi- Ellipt Leaf
Rear Suspension	Independent Torsion Bar	Independent Coil	Rigid-Semi- Ellipt Leaf
Tire Size	6:40 x 15	7:00 x 14	6:50 x 13

Price Source and Listings

Price information for this book was obtained from Automobile Invoice Service Co., Bakersfield, California. Suggested Factory List Prices, excluding freight costs, were used when comparing the Econoline and Corvaire 95 Series to our vehicles. The following is a breakdown on the competition's prices including excise tax, handling and freight:

<u>ECONOLINE</u>	EOH*	Freight	Suggested Factory List
Van	\$142.00	\$13.50	\$1994.50
Station Bus	150.00	13.50	2105.50
Pickup	135.00	64.00	1922.00
<u>CORVAIR 95</u>			
Greenbrier	\$193.00	\$60.00	\$2711.00
Corvan	166.00	63.00	2352.00
Pickup (Loadside)	151.00	63.00	2142.00
Pickup (Rampside)	155.00	63.00	2196.00

Suggested list prices for the Volkswagen are based on East Coast Port of Entry.

All Prices, Charges, Specifications are subject to change without notice.

*Excise Tax and Handling

VEHICLE IDENTIFICATION



... for use by VW Dealership Personnel

