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 maneuver 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 27,000 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 glaze 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 Hawes 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 Hawes story.

He likes his VW because it's fun. And that's one of the reasons you see so many Volkwagens 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 Hawes.

"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 ball or freeze, the engine can't ball 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 ride 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 crushed, 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

Individually adjustable bucket seats, body cushioned 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.

Warmed fresh air heating system with auxiliary heater.

New fresh air ventilation system.

Rear defroster and defogger.

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.

Sealed steel bottom with 6" ground clearance.

12 volts 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 1800 cc engine, no radiator, no fuel overflow or freeze-up.

4-speed synchronesh transmission.

Back-up lights in tail light unit.

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

5.60 x 15 long-life Whitewall tires.

Tires mounted on improved safety rims.

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

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Specifications

Engine
4-cylinder, 4-stroke 1.8l four rear engine. Bare 4-stroke 83 x 69 mm (3.27 x 2.72 in) with speed 1811 rpm, at 4000 rpm. Capacity 1493 cc. 91.0 in. Compression ratio 7.6:1. SAE output 53 bhp at 4000 rpm. Maximum torque 124 ft-lbs. at 2800 rpm. Fuel consumption 20.9 miles per gallon.

Electrical System

Transmission
Forever 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 3.8:1, 2.6:1, 1.26:1, 0.81:1, reverse 3.41:1, final drive 4.15:1.

Chassis
Tubular section frame with frame head, reared at rear and welded-on platform. Independent 4-wheel suspension with trailing arms, torsion bar springing front and rear, 4 telescopically shock absorbers, impact limited by rubber stops, stabilizer in front. Rear suspension also with telescopically shock absorbers, leveling limited by rubber stops, stabilizer in front. Reverser type steering with telescopically impact absorbing steering column and collapsible steering wheel, self-centering with maintenance-free rack and pinion steering damper.

Turning radius approximately 36 ft. 2.7 turns of steering wheel from end to end. Tubalcoe white-walls tires 5.60 x 15 mounted on safety-pin wheels. Dual brake system. Translucent brake fluid reservoir. Mechanical parking brake operating on rear wheels. Fuel tank under lockable front hood with the releasing 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-quarter sedan. Two doors 37.6" wide with no-draft windows and fully glassable 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., rear of which is approximately 22.7 cu. ft. Two individually controlled fresh air vents. Wipers fresh air supplied by heat exchangers and circulated through five vents on the windscreen and two each in the front and rear foot wells. Adjustable by means of levers located between the front seats. All foot well vents can be closed off to give better wind-proof driving. Auxiliary heating. The instruments consist of combination-speedometer-fuel gauge as well as warning lights for generator charging, oil pressure, fuel tanks indicator, rear window defogger and high beams. Rear 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. Chrome wheel trim rings and trimmings on the rear fenders. Roll-down rear side windows, outside mirrors on both sides, lockable glove compartment. Pockets on both doors. Upholstery weight/max. load = permissible total weight 1918/794 lbs. = 98/44 lbs. maximum and cruising speed 78 mph. Climbing ability on two occupied in 1st, 2nd, 3rd and top gear 46.0%, 24.0%, 13.0%, 8.0%. Acceleration from 0 to 50 mph 13.3 seconds. Nominal fuel consumption 32 miles. Driving—halves polished at a steady level of top speed on level roads.

Optional Equipment: Sliding Sun Roof

Differences on Convertible

Body: Four-quarter convertible. Roof insulated and lined with washable vinyl. Chrome wheel trim rings and trimmings on the rear fenders. Roll-down rear side windows, outside mirrors on both sides, lockable glove compartment. Pockets on both doors. Upholstery weight/max. load = permissible total weight 1918/794 lbs. = 98/44 lbs. Maximum and cruising speed 78 mph. Climbing ability on 1st, 2nd, 3rd and top gears 46.0%, 24.0%, 13.0%, 8.0%. Backrest of rear seat can be folded down. Vanity mirror on right rearview.

Optional Equipment (Except for Custom)

Automatic shift transmission with electrically operated vacuum release clutch. Hydrostatic torque converter added as fluid coupling transmitting engine power to the transmission. Fuel consumption: 30 m.p.g. top speed and cruising speed 73 mph. Ignition: Lucas Rotor 1st to 3rd speed range: 2.06:1, 1.26:1, 0.81:1, reverse 3.07:1. Final Drive Ratio: 4.15:1.

Differences on Custom Model

Engine: Capacity 1912 cc (77.24 cu. in.), mean piston speed 1512 ft./min., at 3600 rpm. Compression ratio 7.8:1. SAE output 41.5 bhp at 3500 rpm. Maximum torque (S.A.E. 65 ft-lbs.) at 2400 rpm. Applicable for all provinces except Ontario where Custom model has 1050 cc engine.


Chassis: Swinging half axle shafts at rear. Backlight tires.

Body: Hot air fresh air vents, less chrome strips and simpler interior appointments.

Electrical System: Headlight dimmer switch on floor. No door contact switches for interior lights. Horn button instead of ring.

WARRANTY

"If the owner maintains and services the vehicle in accordance with the Volkswagen maintenance schedule and obtains a valitation stamp on his Maintenance Code 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 Code and provided, further, that the defective part has not become so due to normal wear, tear or failure, 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, air filters, wire or brake and clutch lines, and the deterioration of upholstery, soft trim or appearance items."
1. Golden Miler Snow Tire
2. Wheel Trim Rings
3. Air Intake Grill
4. Collapsible Roof Rack
5. Steering Wheel Cover
6. Tool Kit
7. Headrest Cushion
8. Tow Rope
9. Ski Rack, Roof Type
10. License Plate Frame
11. Sports Gearshift Lever
12. Rubber Floor Mats
13. Fender Shields
14. Fog Light
15. Engine Sump Heater
16. Trailer Hitch
17. Mud Flaps
18. Taper Tips
19. Front Fender Shields
20. Bumper Guards
21. Rubber Bumper Strips
22. Door Sill Panel Guards
23. Underdash Shelf
24. Coco Mats
25. Outside Mirror
26. "Sapphire" Radio
27. Magnetic Hood Lock (Rear)
28. Polish
29. Liquid Wax
30. Chrome Cleaner
31. Paint Spray Can
32. Touch-up Sticks
33. Trunk Light
34. Walnut Gearshift Knob
35. Cigarette Lighter
36. Door Handle Shield

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