

The European Pick-up-Plan. How it works in Britain.



You and a Volkswagen. The best way to see Europe.

Picking up a new Volkswagen in Europe is a sensible thing to do. Do it in London, at the start of a European holiday and it'll be enjoyable too.

Driving your own Volkswagen the whole of Europe is at your feet.

We know you want to see London, Paris and Rome. But with a VW you can get off the beaten track any time you want. Explore country lanes and picturesque little villages.

See the real Europe and meet the real Europeans.

You can go where you like. When you like.

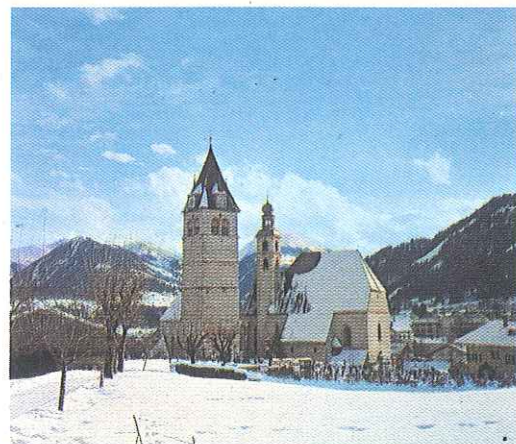
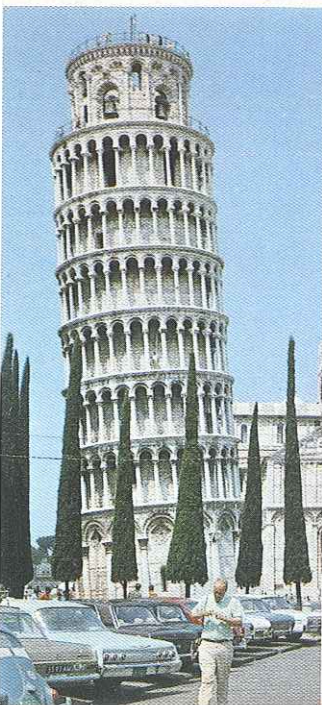
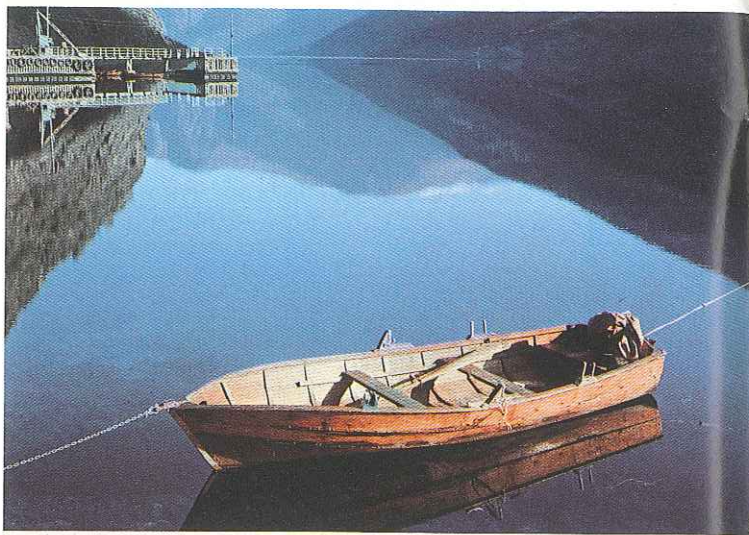
Stop anywhere you want to – and stay there as long as you fancy. Knowing Europe's 5000 Volkswagen Dealers are all ready to lend a helping hand. If you should need it.

And when it's all over and you're ready to go home. We've got 22 forwarding agents in 19 European cities, who'll make sure your car gets there safely too.

All you have to do is choose a Volkswagen, ask for a London Pick-Up and start planning your holiday.

The registration, licensing and insurance details will all be looked after for you.

We get the paperwork. You get the car. And a holiday you'll never forget.



The pleasure of a London pick-up.



London is the ideal place to start a European holiday. After all the English speak English too. So we've built a special Tourist Centre near London's Heathrow Airport.

We'll roll out the red carpet the moment we know you're coming to pick up your Volkswagen in Britain. Once the VW Factory has confirmed your order with your local dealer, they'll contact us.

You'll then get a letter of welcome with details of accessories and camping equipment that you may want installed in your Volkswagen.

And our special Microbus will be on call when you arrive at Heathrow Airport. All ready to whisk you off on a 10 minute drive to our new Tourist Centre at Ashford.

Here you'll enjoy the kind of welcome you would expect from the people who make the Volkswagen.

Just look at the lengths we go to. We keep the kids happy with a safe play area, where they'll have fun with a big choice of special toys, while you take a break.

We lay on toilet facilities where you can freshen up.

You'll find everything from showers to colognes and talcums—even music to get fresh by.



The great British economy drive.

When you come to Britain you won't just save money on your Volkswagen. You don't have to be an economist to see the sense in taking advantage of Britain's cost of living.

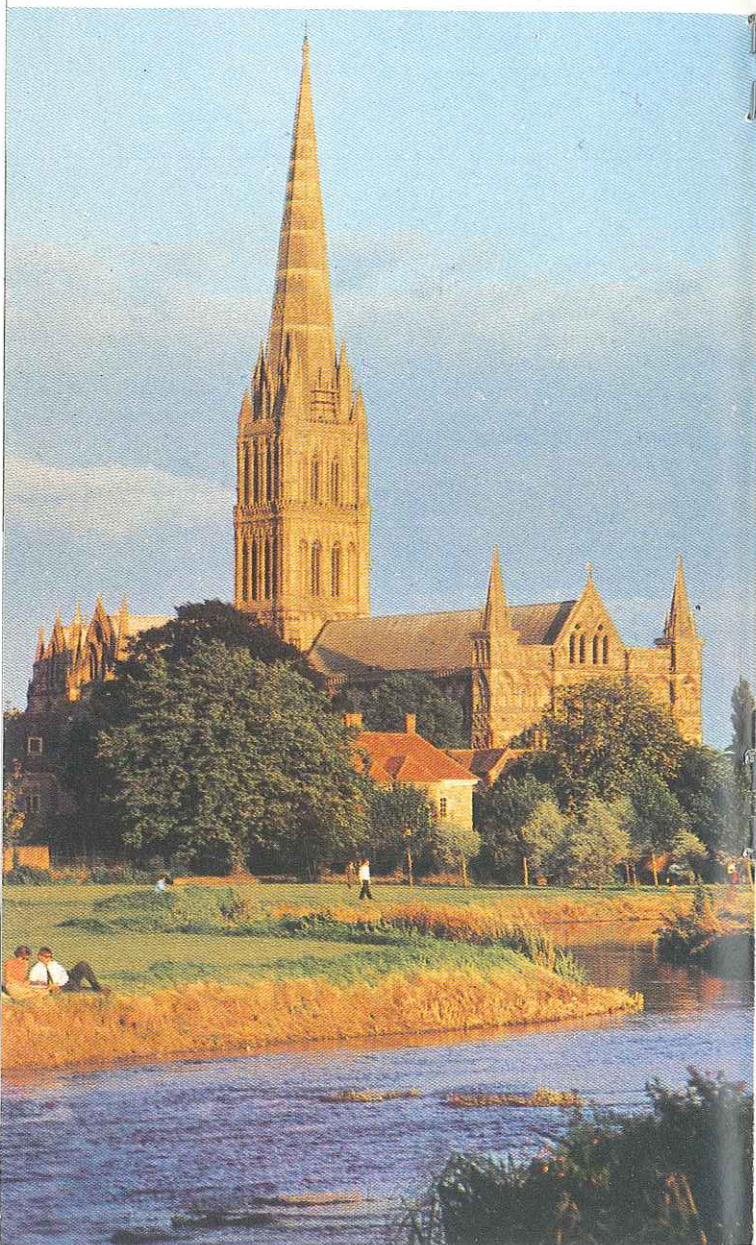
And Britain offers more to the tourist on a budget than just attractive prices in the shops.

There are hundreds of inexpensive Restaurants that'll fill you up without emptying your wallet.

Then there's the world famous British Pub.

You'll find them in the smallest villages and the biggest towns. The famous ones where smugglers and highwaymen drank. The quiet ones in sleepy village squares.

At most of them you can enjoy an inexpensive meal in an atmosphere you'll find nowhere else in the world. Low cost accommodation is available at Hotels and Inns all over Britain. And there are plenty of camp sites so campers can stay within easy reach of important towns and places of interest.



Could you really say you'd been to Europe if you hadn't been to London?

Well, could you ?

There's no city in Europe with so much to offer the visitor. What better place is there to start your European holiday ?

You've heard the names – Carnaby Street, King's Road, Buckingham Palace, Westminster Abbey, the Tower, Big Ben – now come and see them.

London is 2000 years of history.

London is Museums and Art Galleries.

London is Dickens Old Curiosity Shop.

London is the home of Kings and Queens, politicians, painters and writers.

London is the centre of government and fashion.

London is the Changing of the Guard, the Ceremony of Keys, Firing a Royal Salute.

London is ...

Come and see for yourself.

We'll help you. Help you sort out any traffic problems.

Tell you what to see, what you can do during the day – and what you can get up to after dark.

Don't worry. You're in good hands. Ours.



This is why it's called 'Great' Britain.

Britain is full of history and legends. But it's compact. So you can see all you want to quickly.

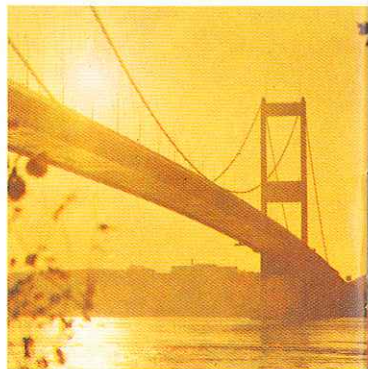
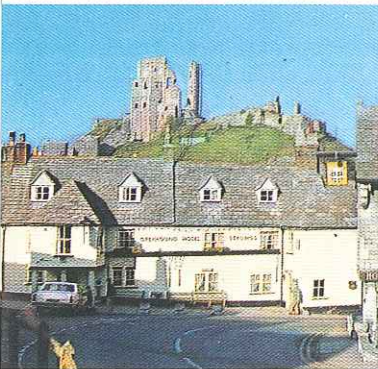
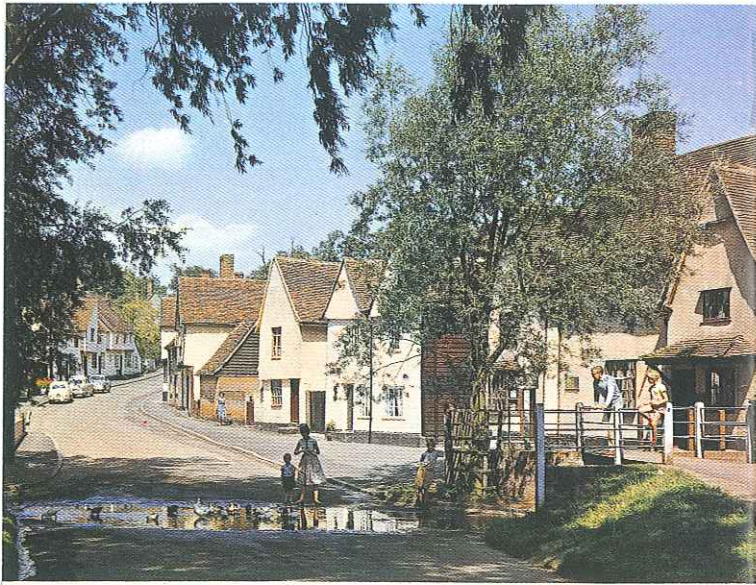
A few hours drive from the Tourist Centre you can re-enact some ancient mystic rite in the Druid temple at Stonehenge.

Or take the same road Chaucer's pilgrims did, to Canterbury.

In Britain you can do so much in a day. Have breakfast near Robin Hood's Sherwood Forest. Lunch where young Will Shakespeare trudged unwillingly to school. And spend the evening in an Inn where Dick Turpin, the highwayman, hid out.

And Scotland, land of Rob Roy, Walter Scott, Robbie Burns and the Loch Ness Monster, is less than 400 miles away from London.

Britain. Great in everything but size.



Great Britain. The stepping stone to Europe.

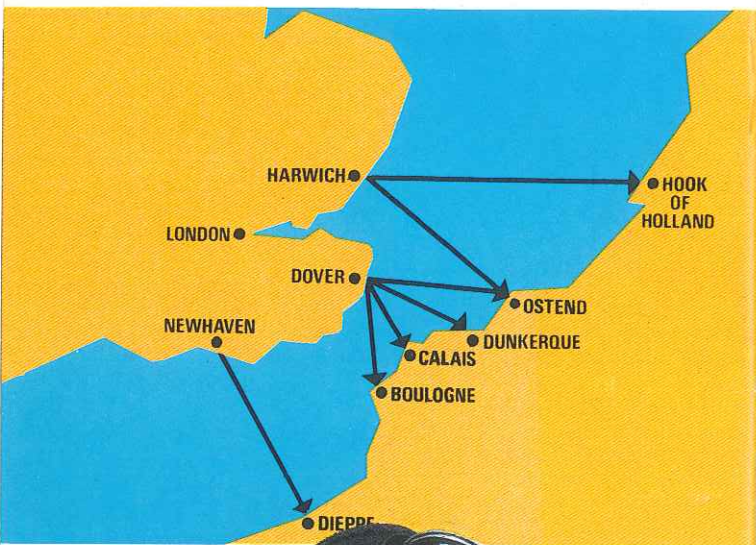
From Great Britain, Europe is just a boat trip away.

In 90 minutes, you're there. And once you have set foot on land, think what you can do and see. Think of the pleasures of Paris ... Amsterdam ... Rome ... Madrid ... Florence ... Think of the sights ... Venice ... The Cote d'Azur ... the lakes of Switzerland ... the priceless art treasures ... (how many times have you seen the Mona Lisa smile?) ... the Tower of Pisa ... the Prado ... the Folies Bergere ... the Sistine Chapel ...

Then think how easy it all is with a VW Pick-Up in Great Britain.

It's the key to the time of your life in Europe.

Just ask your local Volkswagen Dealer.





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