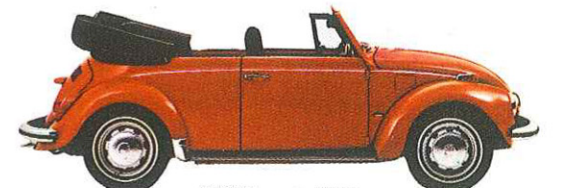


You are invited to see the \$31,000 Volkswagen

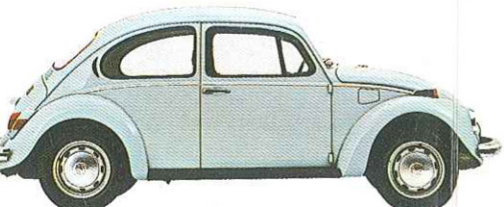
...line.



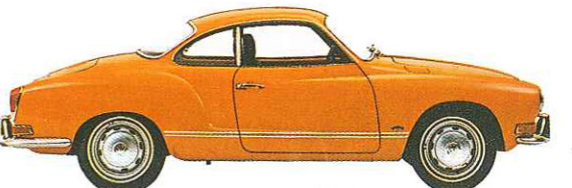
Super Beetle



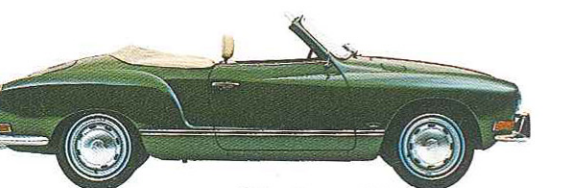
VW Convertible



Beetle



Karmann Ghia



Karmann Ghia Convertible



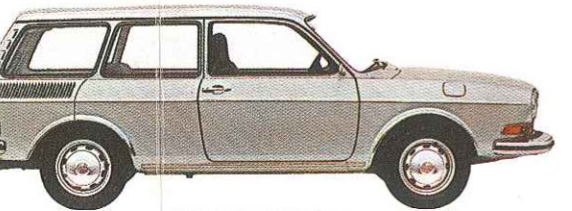
Type 3



Squareback



411 4-Door Sedan



411 3-Door Sedan



Station Wagon



Campmobile

"What kind of a line are you trying to hand me this year," you ask.

Look carefully, because we've made some interesting improvements.

In the Beetle, for instance, there's a more powerful engine. And bigger brakes. And an improved ventilation system. (See the vent slot on the side of the car? Now you can tell a '71 from a '70.) And, along with these improvements, we've made one more. We've given it a lower price.

In our wagon we've beefed up the braking with a new power-assisted,

dual brake system. Our Ghias sport an improved engine. Our Squareback and Type 3, new ventilation systems.

But if the line we're handing you looks bigger this year, that's because it is. Three cars bigger.

There's a new VW Sedan: The Super Beetle. It looks like a kind of healthy VW. With more room. And more storage space. And a new suspension system. And a flow-through ventilation system with a special

blower to keep air moving. Even when you are standing still. Of course if you have a thing about fresh air, there's always our VW Convertible.

Along with the Super Beetle, we're introducing two, new top-of-the-line cars this year. They're our idea of what a big car should be. Together, they're called the VW 411's. Separately, they're called the 3-Door and the 4-Door Sedans. Because that's what they have: Big, wide, easy entrances that open up into an interior with more space—both seating and

storage—than a traveling potentate could fill.

And with a sports car chassis and power to cruise over 90 (Yes, the engine is in the rear. Yes, it's air cooled.) They look, feel, and drive like expensive cars. But they are priced right in the VW line.

And that includes, as standard equipment, radial tires and fully automatic transmission. Sound interesting? Why not come in. We'd like a chance to hand you our new line. Or any car in it. For a test drive.



**When you buy a new Volkswagen
we make you a promise.**

You just maintain your car according to the Volkswagen maintenance schedule. If any factory part is defective in material or workmanship, any U.S. or Canadian VW dealer will repair or replace it, within 24 months or 24,000 miles, whichever comes first. And he will do it free of charge.