

**Why
is the Volkswagen
a favourite
in 136 countries?**

Because ...



Because the VW goes on any road

The Volkswagen keeps all four wheels firmly on the road. The reason:

All four wheels are individually suspended to give each wheel independent springing action.

Not every car offers this feature.

Usually, only the front wheels are individually suspended, with the rear wheels attached to a solid rear axle. Every bump is transmitted directly to the other wheel. You can imagine how uncomfortable this is, especially on long, hard drives.

The VW suspension, however, enables each wheel to follow the contour of the road exactly, giving you a smooth and balanced ride.

The light, precise steering of the VW reacts to a touch of the finger and ensures perfect road contact. The steering damper prevents road shocks from being transmitted to the steering wheel. The stabilizer gives additional driving safety, a special plus on bad roads, when cornering, or at high speeds. Just how does the VW suspension operate?



even where there is no road at all

By torsion bars. Plus double acting shock absorbers. Plus oversized tyres.

They combine to give pleasant, easy driving without thumping or bouncing, swinging or swaying.

The Volkswagen's torsion bars react quickly to any up or down movement of the wheels. They flex and rebound instantly, readying the car for each successive bump. The front has two tempered steel torsion bars, each with eight laminated leaves. In the rear there are two round, solid steel torsion bars.

The harder the bump, the more the torsion bars flex and the greater the torsion they release.

In countries where cars must operate under the severest of conditions, the Volkswagen comes out on top. In Australia for example.

Here the Volkswagen is built locally.

Every year, more than 25,000 Australians purchase VW's from Volkswagen (Australasia) Pty. Ltd.

This is one way in which Volkswagen is contributing to our rapidly developing economy.



Because the VW takes the steepest hills

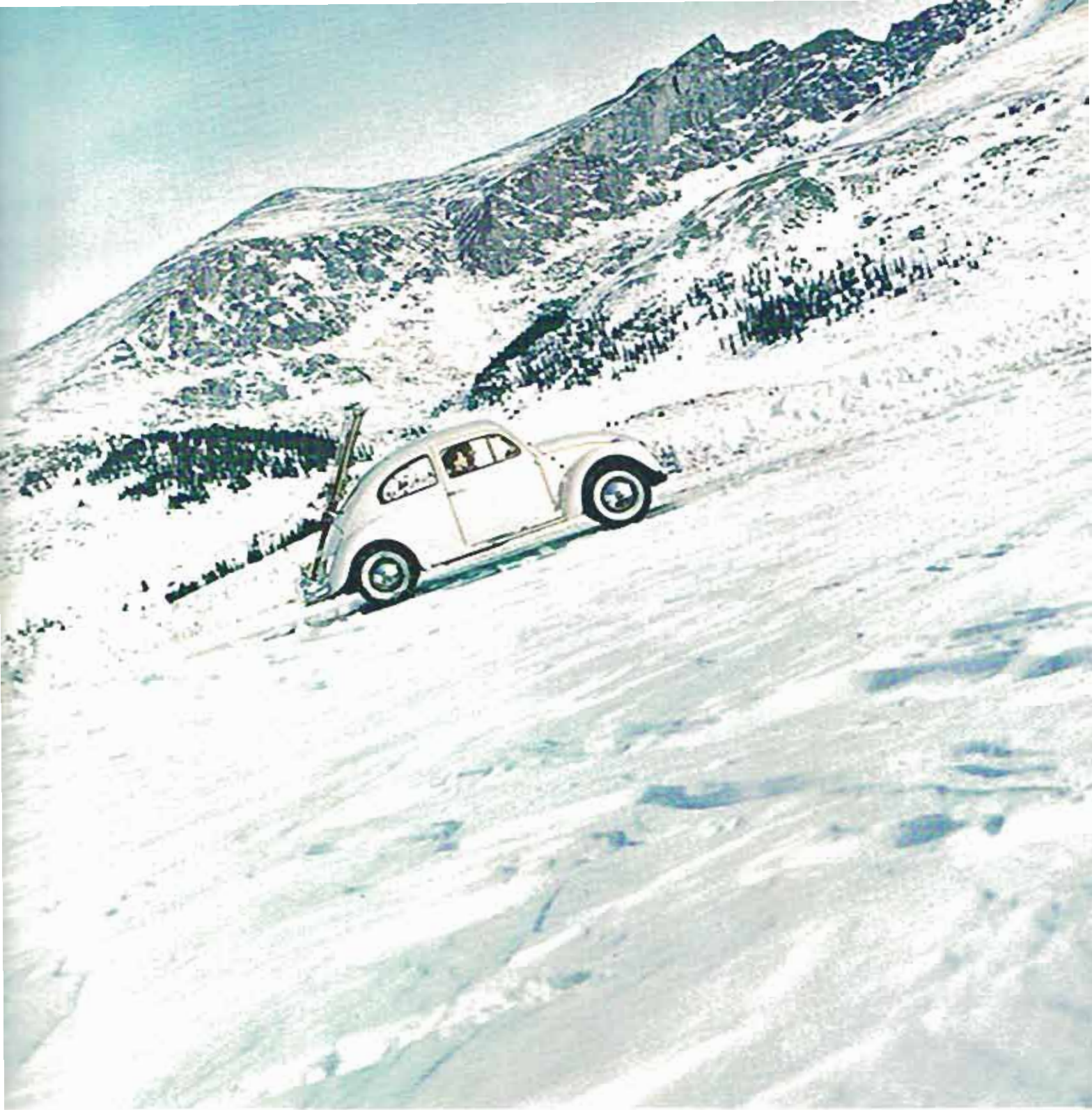
The chances are you'll appreciate your VW in the winter-time more than ever: it keeps moving no matter what. A VW goes up icy hills when other cars can't go at all. That's because we put the engine in the back, giving the rear wheels much better traction. (Where others get stuck in ice and snow, mud and sand—you go.)

The VW with its 40 hp air-cooled engine and well-chosen gear ratios climbs like a mountain goat. Persistent and sturdy, it is especially popular in mountainous countries. In Switzerland, for example, Volkswagen has been the

leader for years, despite a highly competitive market with more than 100 different makes of cars. Over 215,000 Swiss are enthusiastic Volkswagen owners.

No mountain pass is too steep for a VW. With four passengers plus luggage, it could climb a 43% slope (if there were such a thing). That's in first. In second, it climbs 22%. Are there other advantages in having the engine in the back? Yes, indeed.

It saves power and weight, eliminating the need for a heavy driveshaft. More power is put into action.



even in ice and snow

You won't feel the heat from the engine in hot weather. The VW leaves it behind, the same as the noise.

(The Volkswagen has become so silent in the last three years, you won't believe your ears.)

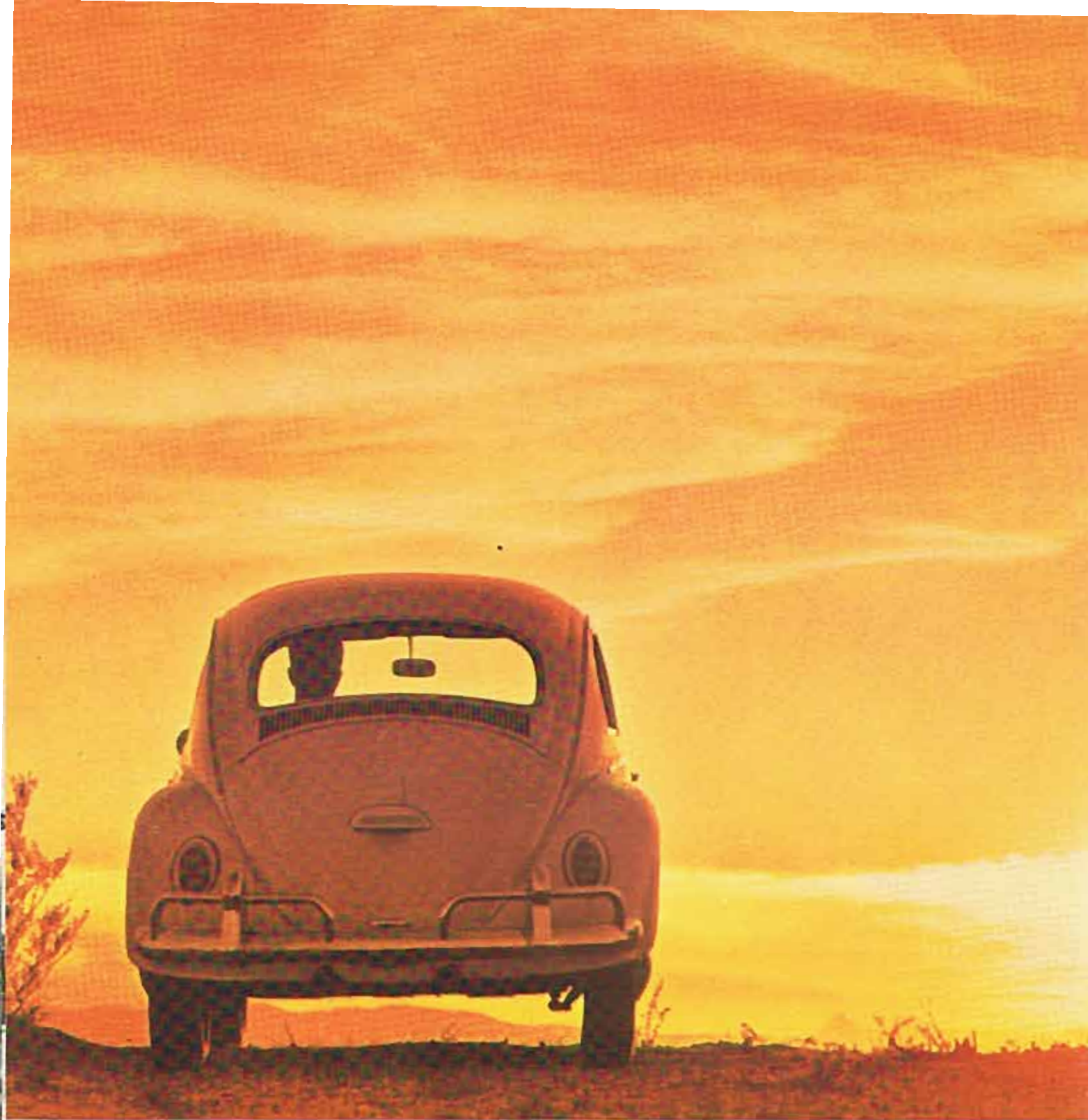
Moreover, having the engine in the back allows the bonnet to be sloped smoothly in front. You can see more of the road, almost directly up to the front of the car.

Everything in the Volkswagen makes sense—even the shape.

Without the long bonnet in the front, where's the radiator? There isn't one. Why? Because it is completely unnecessary.

The Volkswagen is cooled by air, not by water. Think of it: no rust, no leaks. No draining, no anti-freeze. Ever. And water? It's needed only for the windscreen washer. Using no water, the engine can't freeze up in winter, can't boil over in summer.

What if you have to go uphill for hours and hours? The engine couldn't care less.



Because the VW engine stays cool

You can drive your Volkswagen all day at top speed through a desert, if you have to.

The VW engine is cooled by air, not by water.

Since air doesn't boil (not in this world, anyway), the VW engine can't boil over either.

The higher the engine revolutions, the more air is drawn in by the fan, guaranteeing proper operating temperatures at all times.

This blast of air also whips through the VW's oil cooler (and keeps the oil at the right temperature).

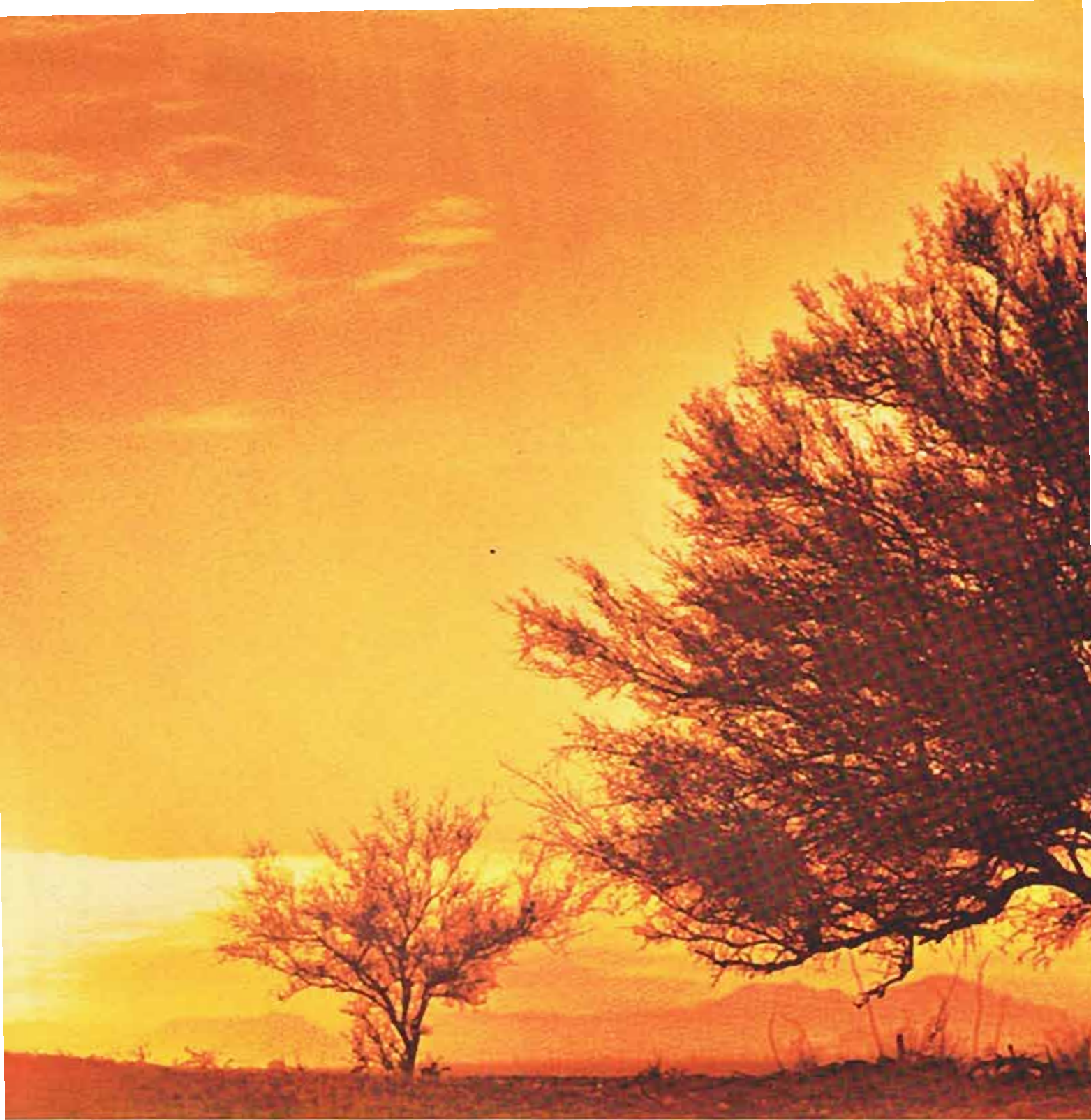
But it's not only the air cooling which makes the Volkswagen a favourite in countries where nature is still man's enemy. It's the whole car.

You must be able to rely on it. Completely.

In outback Australia you find some of the most rugged country in the world.

Driving conditions are really hard and service stations can be hundreds of miles apart.

If you've ever wondered how reliable the Volkswagen really is, you certainly find out in a rugged country like this.



even when its hot outside

Volkswagens have won five reliability trials. The courses were tough, cross-country and all round Australia. Over 10,000 miles in 19 days and nights.

Part of the way was on modern highways, at full speed. (The Volkswagen's top speed of 72 mph is also its cruising speed. The engine is low-revving, with unusually short stroke: lower piston speeds, less friction and longer life.) Part of the way was through water, mud and vast stretches of sand, at low speeds.

Uphill and downhill. On desert tracks and unmade roads.

Only the very best made it.

VW's run of reliability trial and rally wins has not been confined to the round-Australia events. Three times it has been outright winner of the present premier Australian reliability event. And each year VW adds more successes to its long list of victories.

This record — unapproached in Australia by any other car, regardless of size or price — is just one of the reasons why more than 175,000 Australians drive a Volkswagen today. They need a rugged, reliable vehicle.



Because the VW can nip in anywhere

In New York or London, it takes about an hour to drive from a suburb into town. But it usually takes at least another 20 minutes to find a parking space.

(If you are living in a big city, this will sound very familiar to you.)

With a Volkswagen, this is not such a problem. It can sneak into a space that many other cars must pass by. Driving a Volkswagen is fun, even in rush-hour traffic. After all, yours isn't the biggest car on the road. The VW's fast acceleration enables you to steer clear of the throng.

The Volkswagen has brought a refreshing new idea to car-conscious America. A car doesn't have to cost a fortune, nor does it have to be a petrol-guzzling monster.

It can be:

good value for the price (like the VW), sensible in its dimensions (like the VW), economical with petrol (like the VW), but still comfortable (like the VW).

The Volkswagen's roominess is surprising. It has ample room for four passengers, plus their luggage, although it's only 13 feet long.



even into the smallest parking space

How economical is the VW with petrol? It's hard to come up with a specific figure, because mileage varies so much with driving conditions. Professional economy drivers have squeezed 60 mpg from a VW. You won't do near that. 37 mpg would be more accurate for every day driving. A VW is honest value indeed.

We asked our friends overseas, "Why is the Volkswagen so popular in your country? Is it because it is so different?" The answer didn't surprise us. "Yes", they said, "but not entirely. The main reason is this: pound for pound, dollar

for dollar, the Volkswagen is the best buy for the money." Up to now, 1,300,000 Americans have bought Volkswagens. And 250,000 Canadians are driving them, too. Every year, another 300,000 in the New World are becoming enthusiastic Volkswagen owners.

Nothing is harder to stop than a trend. The American motor industry has been building compacts for some time. And we're not surprised to learn that Detroit is thinking of introducing a VW-sized car.

Apparently, we've been making the right car all along.



Because the VW has more to offer

Everything you need when driving is within easy reach. The instrument panel, which contains the petrol gauge and the speedometer (the latter includes the mileage recorder and the warning lights for the headlamps, flashing indicators, generator and oil pressure), is seen at a glance. The steering wheel has a practical half-ring for sounding the horn. The flashing indicators are self-cancelling. Pull switches control the windscreen wipers, parking lights and headlights. The dimmer switch is foot-operated. Even the windscreen washer is standard equipment.

A choke-control knob is no longer necessary. The fuel-air mixture is now regulated automatically for a quick and easy start in any weather.

The short, practical gear lever operates a fully synchromesh, four-speed gear box. You can engage first gear even while the car is moving. (An added advantage in stop-and-go traffic, and when driving up steep hills.)

On the road, the Volkswagen's well-chosen gear ratios ensure maximum performance at minimum of expense.



even the heater is standard equipment

The fourth gear, for example, is really an overdrive. That's why cruising speed and top speed are actually the same. The hydraulic foot brake reacts to the slightest pressure. (The ladies appreciate this!) The hand brake is positioned between the seats. The heating control knob is placed between the gear lever and the hand brake. The amount of warm air is regulated by a rotary knob. Heat is circulated through six separate vents, two on the windscreen for demisting, two at front foot level, and two

at foot level for the rear passengers. There are also wind-down windows and vent wings.

Two padded sun visors, rear-view mirror, front passenger grab handle, coathooks, assist straps, ashtrays, a large door pocket, and a glove compartment, are all offered as standard equipment.

The floor is carpeted with rubber. The headlining and the sides are completely finished in washable vinyl. And there is an arm rest in the front.

What more can you ask for?



Because the VW seats five

There are bigger cars than the Volkswagen. And smaller ones, too. Many are more expensive, and some are lower priced.

But only the Volkswagen has managed to achieve a sensible balance.

It is a comfortable car, yet at the same time economical and built to last.

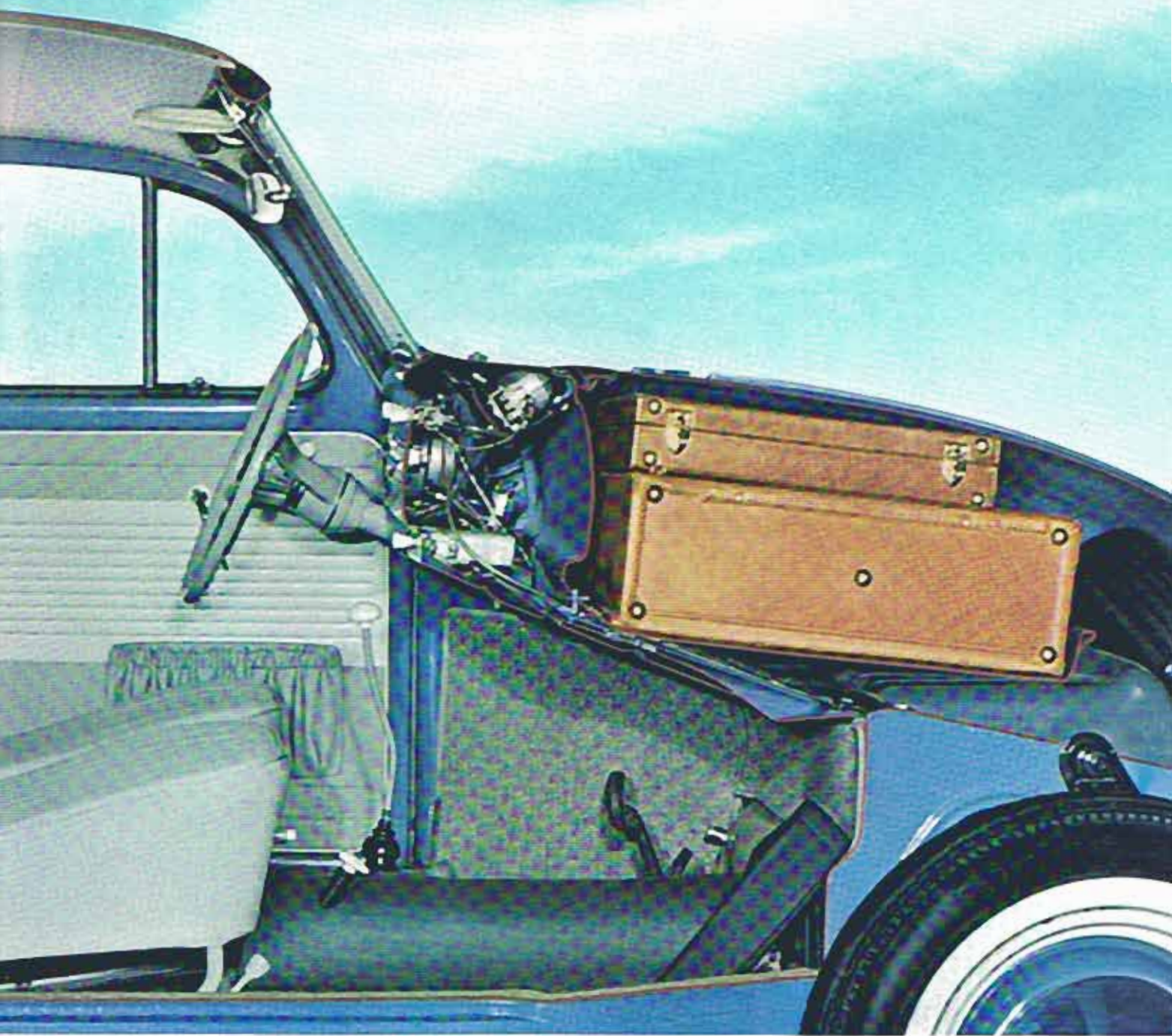
In this sense, the Volkswagen remains unsurpassed. Many companies, German as well as others, have tried to bring out another "Volkswagen".

None has quite succeeded.

Meanwhile, we keep on making the inimitable Volkswagen. (We have come up with a new VW, however, the Volkswagen 1500. It's the answer to the public's demand for a Volkswagen in the medium range. It offers more than the Volkswagen 1200. It also costs more. Naturally).

It's amazing how much you can get into a Volkswagen, especially when you consider that it's only about 13 feet long.

You can easily put two good-sized suitcases in the 5 cu. ft.



even with luggage and all

luggage compartment under the bonnet. (It also contains the spare wheel, jack and tool kit.) Other luggage can be stowed away in the well-lined 4 cu. ft. compartment behind the rear seats.

There's no shortage of space in a Volkswagen.

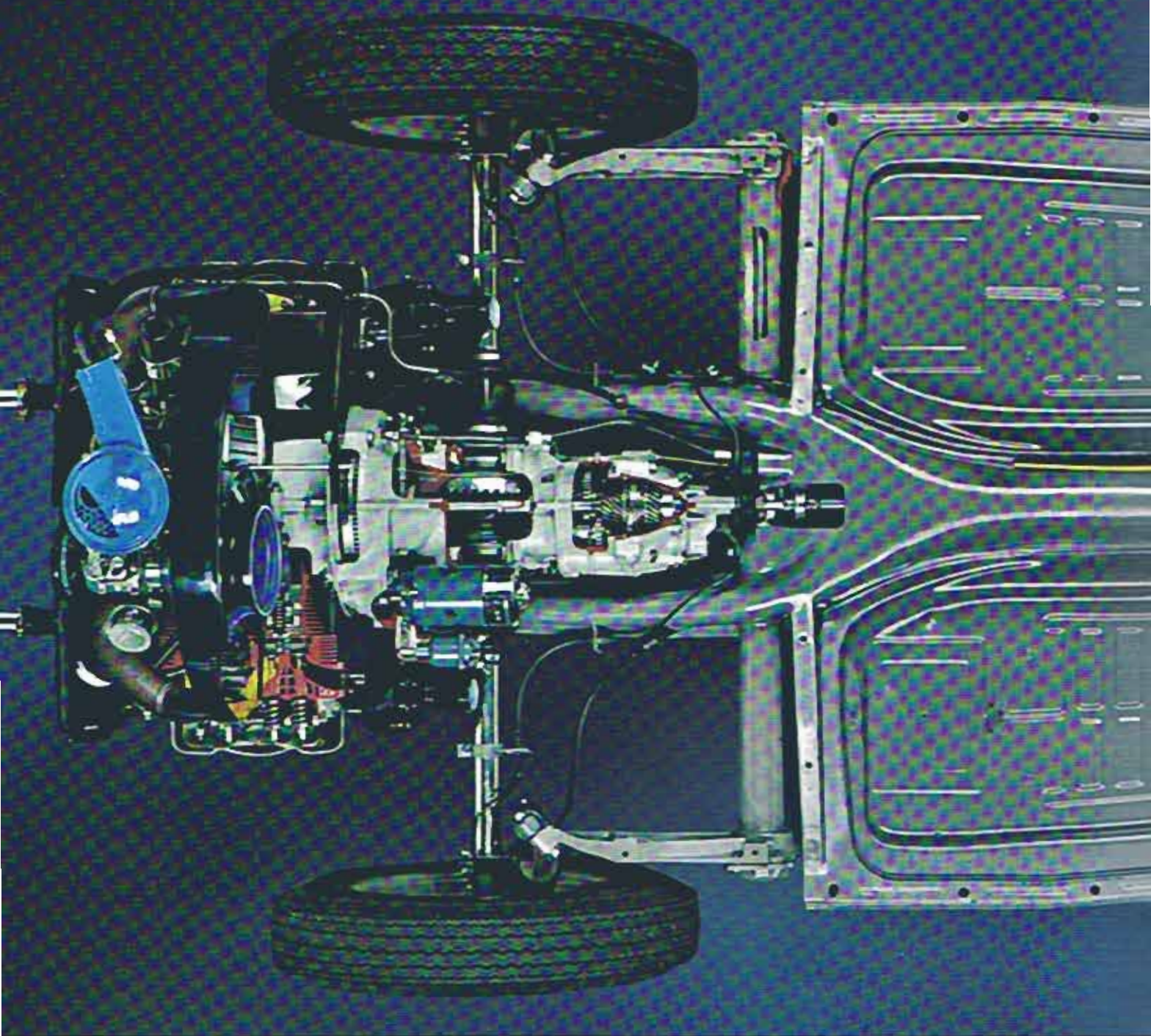
The best place in the car is reserved for the passengers. They are cradled in soft, well-contoured seats between the four wheels.

The individual seats in front adjust back and forth easily and independently, even while the car is in motion.

The back-rests can be raked at three different angles. The front seats are 20.3 inches wide. You won't find many armchairs that are wider. There is a full-length upholstered seat in the back, offering 27.2 inches of space for each passenger. If necessary, three persons can occupy the back seat and still have 17 inches of space for each. And what about leg room?

Unless you're over seven feet tall, there's plenty of leg room.

You can even keep your hat on, if you like.



Because the VW is so well made

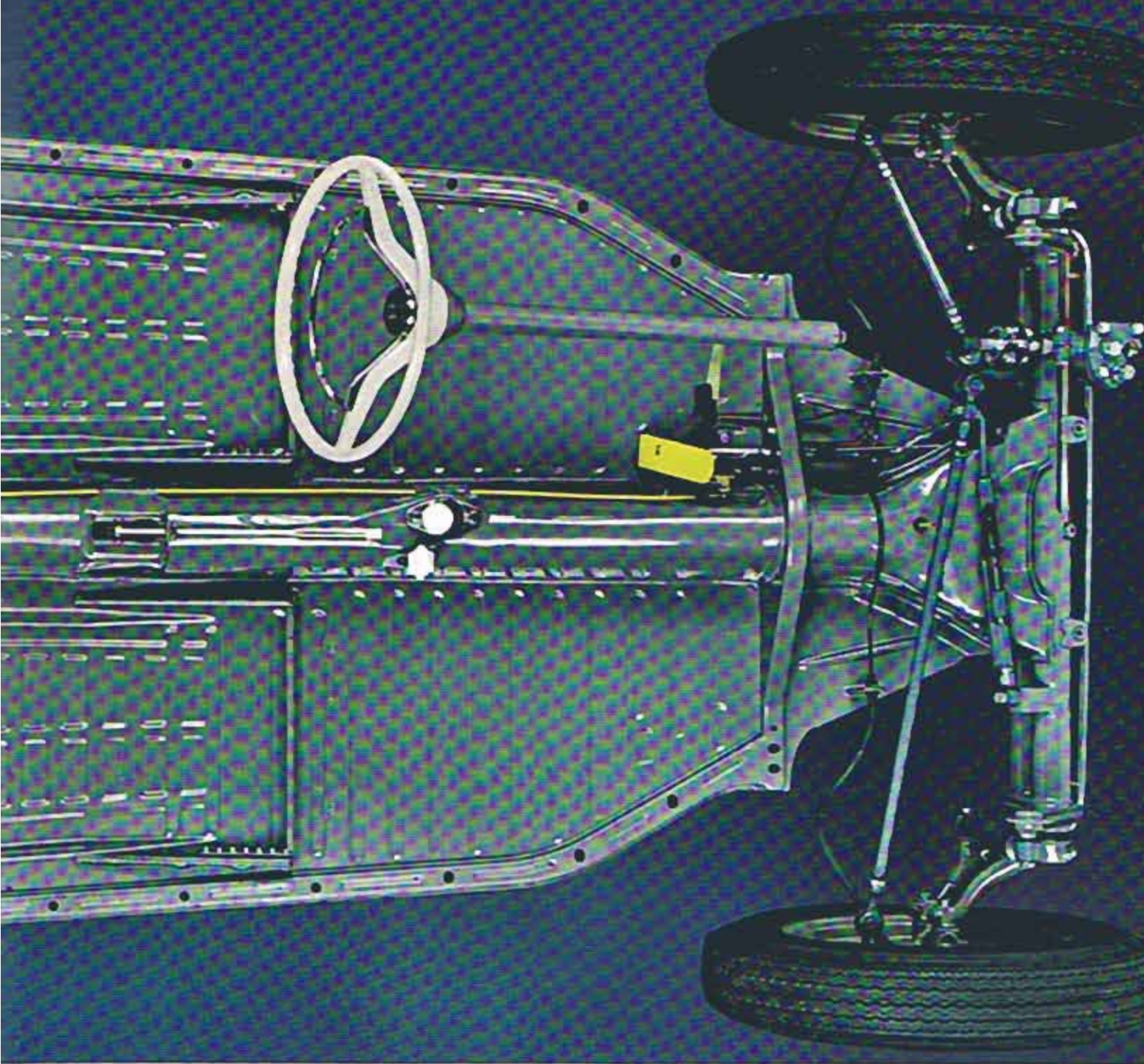
Take a really close look at the Volkswagen. Note, just as an example, how the glove compartment is finished. Inside. And if you removed all the trim and upholstery from a VW, you would still find the car completely painted, inside and out.

Is every car made this way? Well, every Volkswagen is. In Western Germany, the Volkswagen factory manufactures 3,600 Volkswagen Sedans every day. At each stage of production they are thoroughly checked and tested by senior craftsmen, in fact, 3,700 of them.

There are more inspectors than cars produced per day. As in every factory, we conscientiously test the engine, gear box, brakes and all other vital units.

In our factory, however, we also pay special attention to the other less vital parts, merely to satisfy our quest for quality. The paint, interior finish and chrome receive equally painstaking care, making them last for many years, giving you more for your money.

The Volkswagen's body and its flat platform chassis are joined to create a single unit. They are sealed with rubber,



even the underside is bonderized and painted

(In closing the door of a Volkswagen, you might need to open the windows first. The VW is so precisely built that it is practically airtight.)

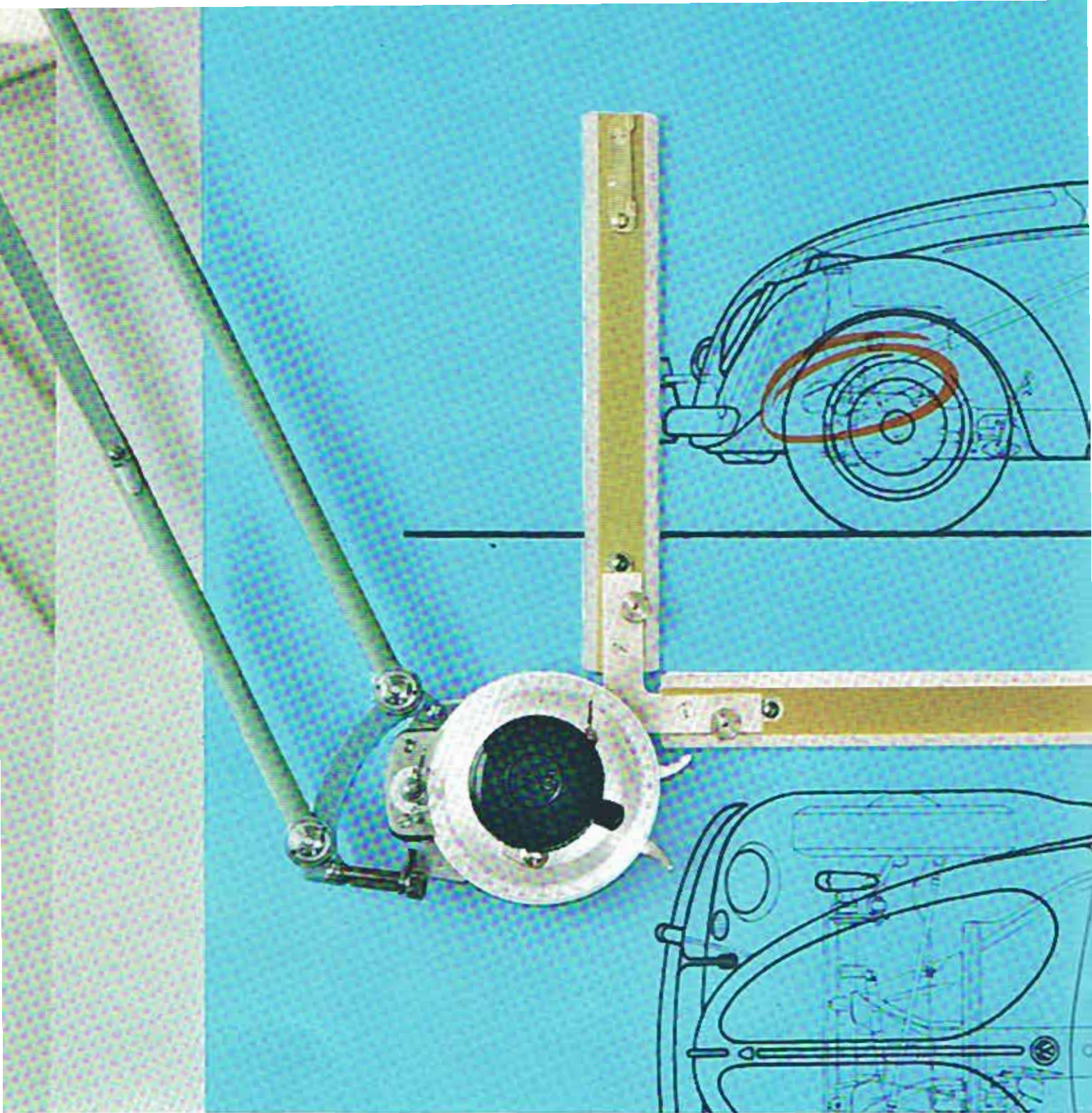
The steel frame tunnel in the floor forms the backbone of the car. It also protects the fuel line, gearshift mechanism, and the cables for the accelerator, clutch, handbrake and heating systems.

Before spraying, the body and chassis are dipped into tanks of prime coating to protect every corner of the car from rust and corrosion. No bare metal is left exposed.

Then, three additional coats of paint are sprayed on, inspected, sanded by hand and oven-baked.

At the final inspection, with 115 different check points, the assembly of all units is checked. So is the finish and the interior. These inspectors, who check what other inspectors have checked already, reject cars with defects barely visible to the naked eye.

The VW saves you the cost of a garage. Just leave it in front of the house, rain or shine, summer or winter. The only thing is, it won't wash itself as yet.



Because the VW is changed every year

The first Volkswagen ever exported was shipped to the Netherlands in 1947. (Today, there are 240,000 happy Volkswagen owners there.)

The seven millionth Volkswagen was built last year. There is a big difference between the two, although you can hardly see it from the outside. Actually, almost every part has been improved.

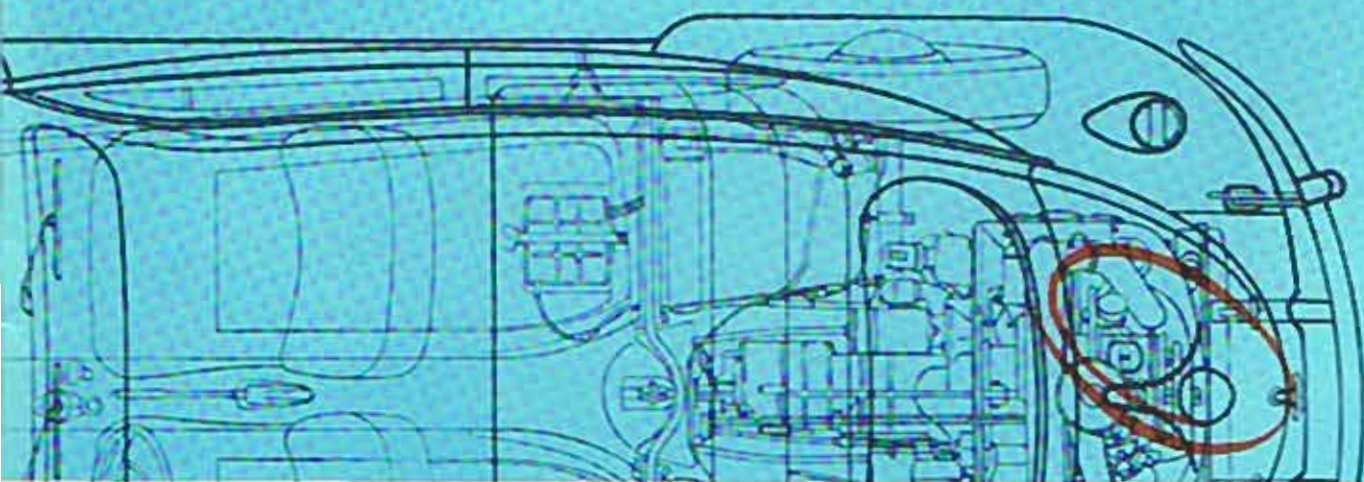
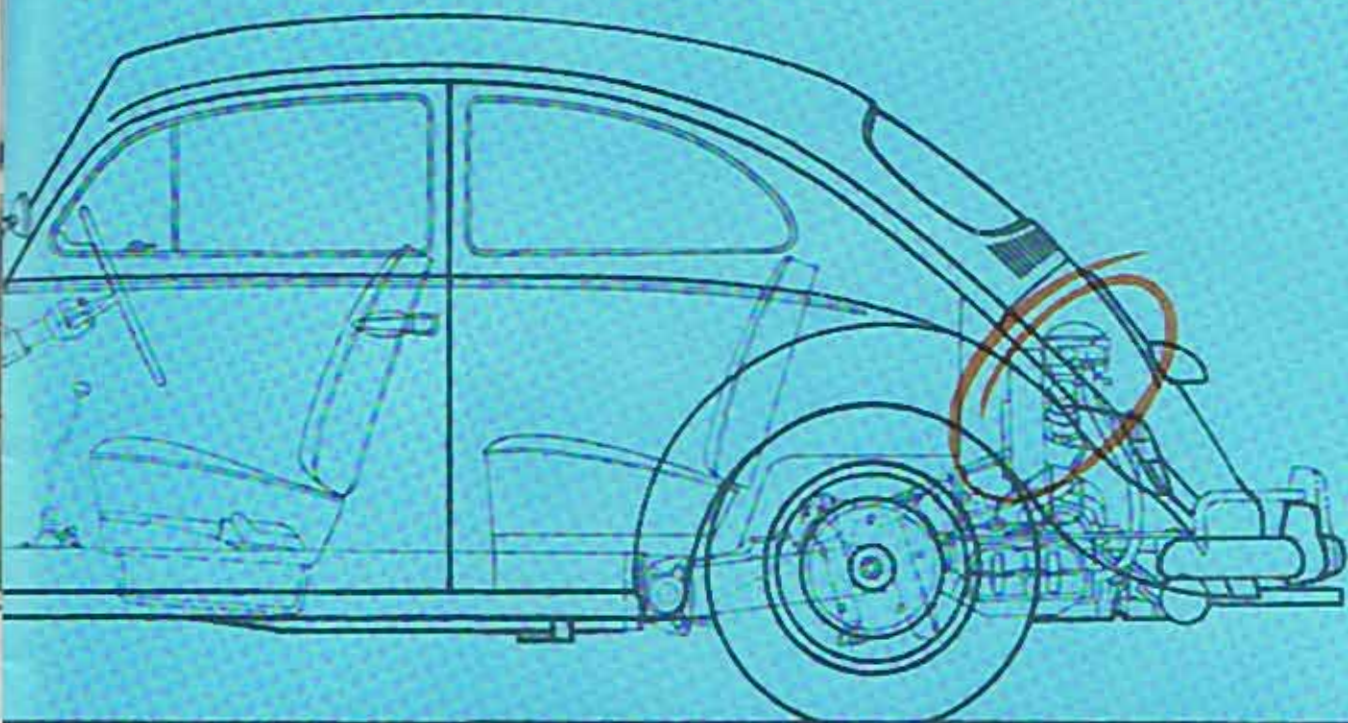
Throughout all these years, we have never changed the Volkswagen to make last year's model look obsolete and decrease its value artificially.

This is why a VW depreciates less than any other car. We have, however, continued to improve the Volkswagen in performance and equipment every year. Continuity has led to quality.

Today, the VW engine delivers 40 bhp (instead of 36 bhp three years ago and 30 bhp nine years ago).

The gear box is now fully synchronized (instead of only in second, third, and fourth gear as it was three years ago. In 1951, the gear box was not synchronized at all).

We haven't made the car any larger (that would have



even though you can hardly see it

made it too heavy and uneconomical.) But we have made certain things larger wherever it made sense — the luggage compartment, the leg room, the windscreen, the rear window and the tail lights.

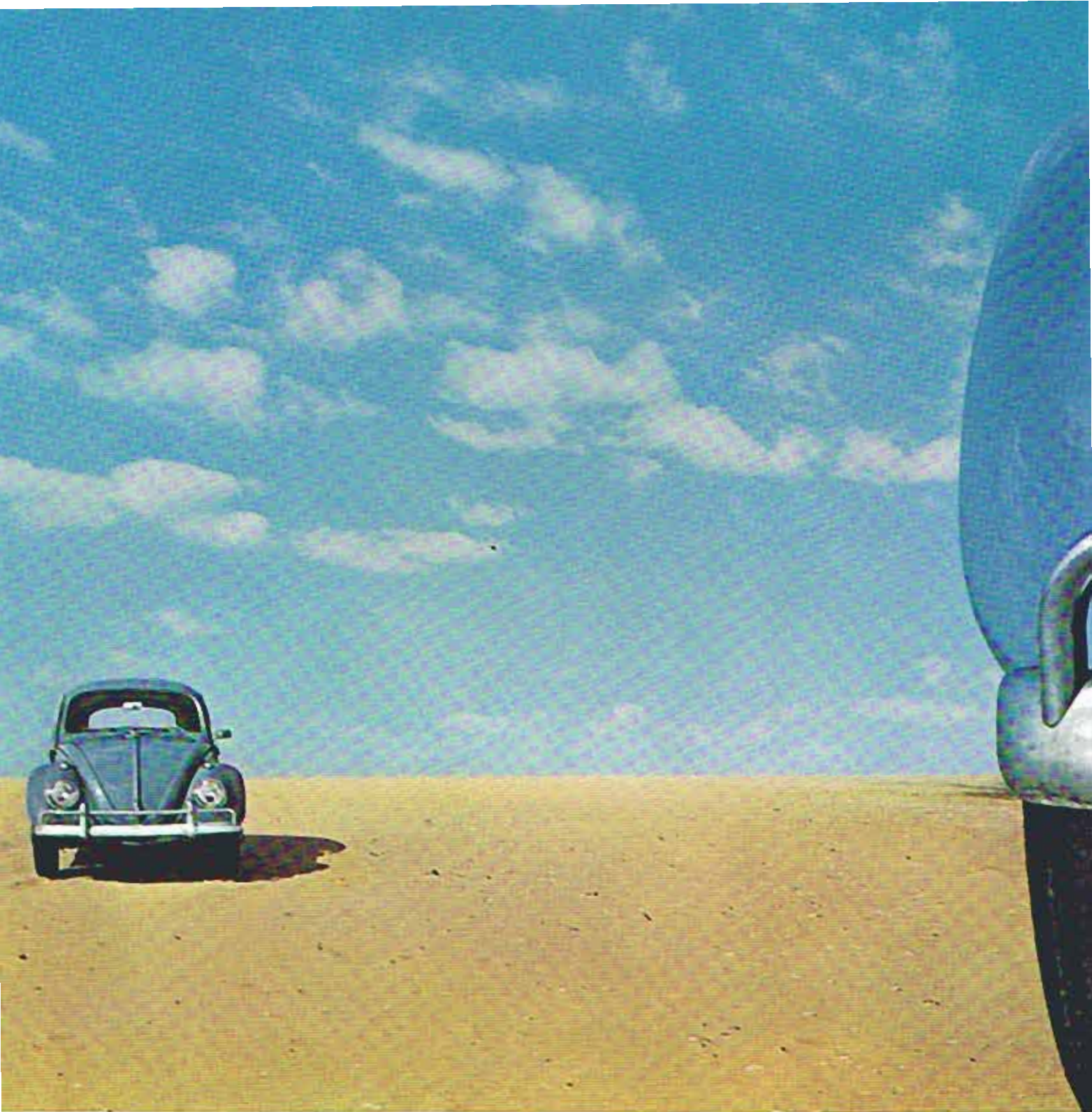
The interior has received many improvements and refinements. Wider and adjustable front seats. Sun visor, grab handle and foot rest for your passenger. An improved heating system. Plastic roof lining. Two-spoke steering wheel with recessed hub. Windscreen washer and fuel gauge. Many others, too — all at no extra charge.

During the last 15 years, we have made 2,072 improvements. We don't believe in planned obsolescence, and consequently we don't put our money (and yours) into costly retooling for new models. But we do believe in offering a better car every year.

Are we going to stick to our principles and keep on improving and manufacturing our Volkswagen 1200 models in years to come?

Of course we are. We'd be crazy not to.

People are buying them faster than they can be made.



Because the VW's operating cost is very low

For everyday driving, you can count on getting about 37 mpg with a Volkswagen. On a long trip at an average speed of 40 mph, fuel consumption will be even lower. In stop-and-go traffic, it will be a little higher. (It all depends on where you drive and how.)

But a car's true economy doesn't depend on fuel consumption only.

How much a car costs you over many years is important — not how much it may cost you the first year.

To get the true facts on a car's economy, you have to

examine these four points: purchase price, fuel consumption, cost of operation and resale value. Let's see what the Volkswagen has to offer:

(1) Purchase price: reasonable. You get a lot for your money. Not that we give anything away. But since we never change the basic design of the Volkswagen (that would be very expensive), we can concentrate on developing a Volkswagen that runs better and has better interior equipment. We can also offer as standard fitting accessories that you usually pay extra for in other makes.



even after many years, however, its value very high

(The VW is made to save you money, not to save us money in making it.)

(2) Fuel consumption: surprisingly low for a car with a cruising speed of 72 mph and comfortable space for five people, including luggage and all.

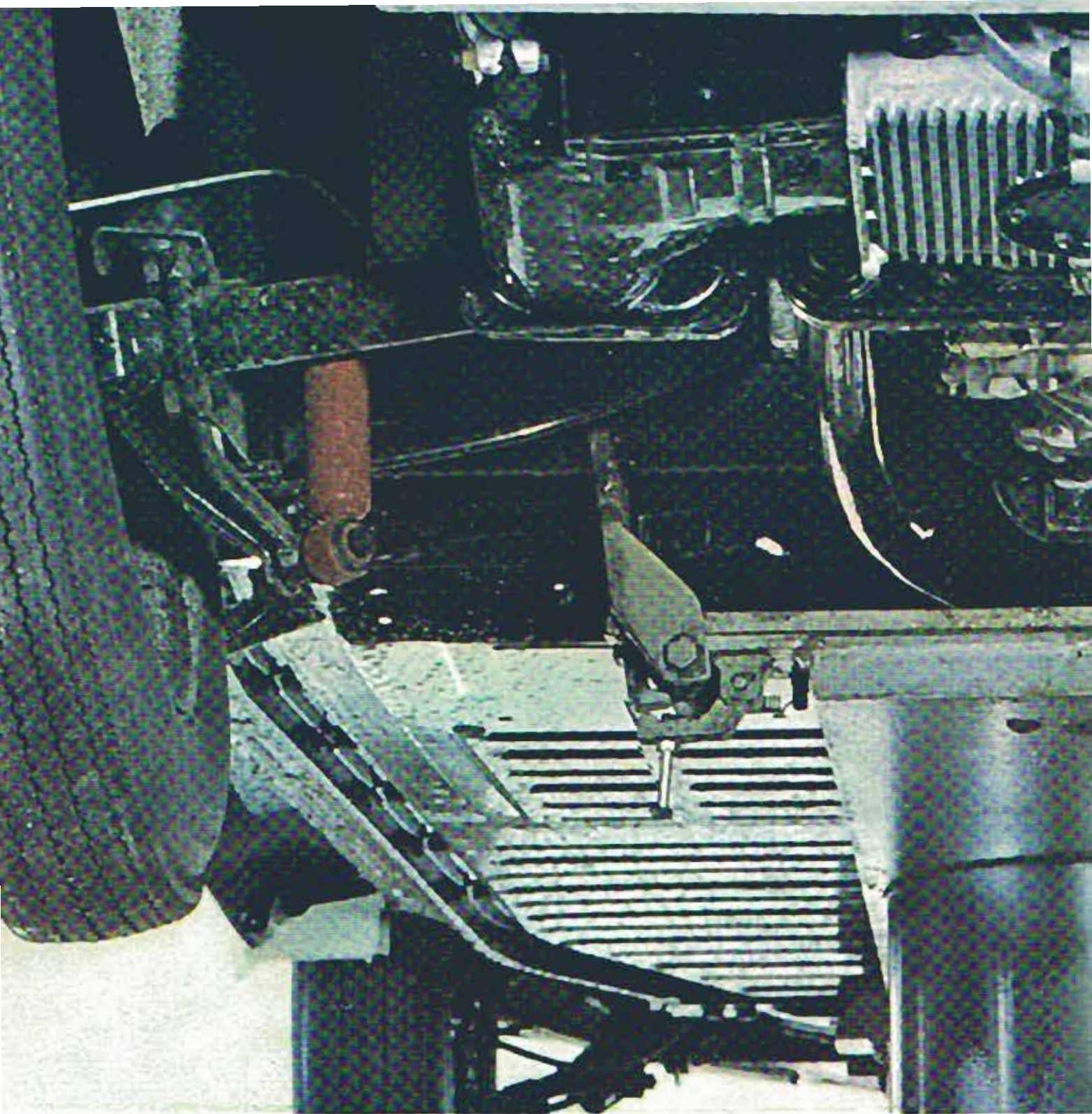
(3) Operating cost: the Volkswagen has a reputation of staying out of the repair shop. No wonder. More than 7 million Volkswagens have been built up to now. No other car on the road today has been tested more thoroughly.

The Volkswagen also saves on repair costs. Besides being so rugged, it is actually waterproof. A smooth underside, completely sealed in with rubber, protects the working parts. Nothing is left exposed.

(4) Resale value: always very satisfactory. Just check your local newspaper and compare the price of a new Volkswagen as opposed to a used one, with the new and used values of other makes.

There is no better evidence.

And we don't even know what paper you read.



Because the VW is backed by service in 136 countries

No car stays in good condition without service. (Not even a Volkswagen).

Hence, when purchasing a car, it is important to know what kind of service comes with it.

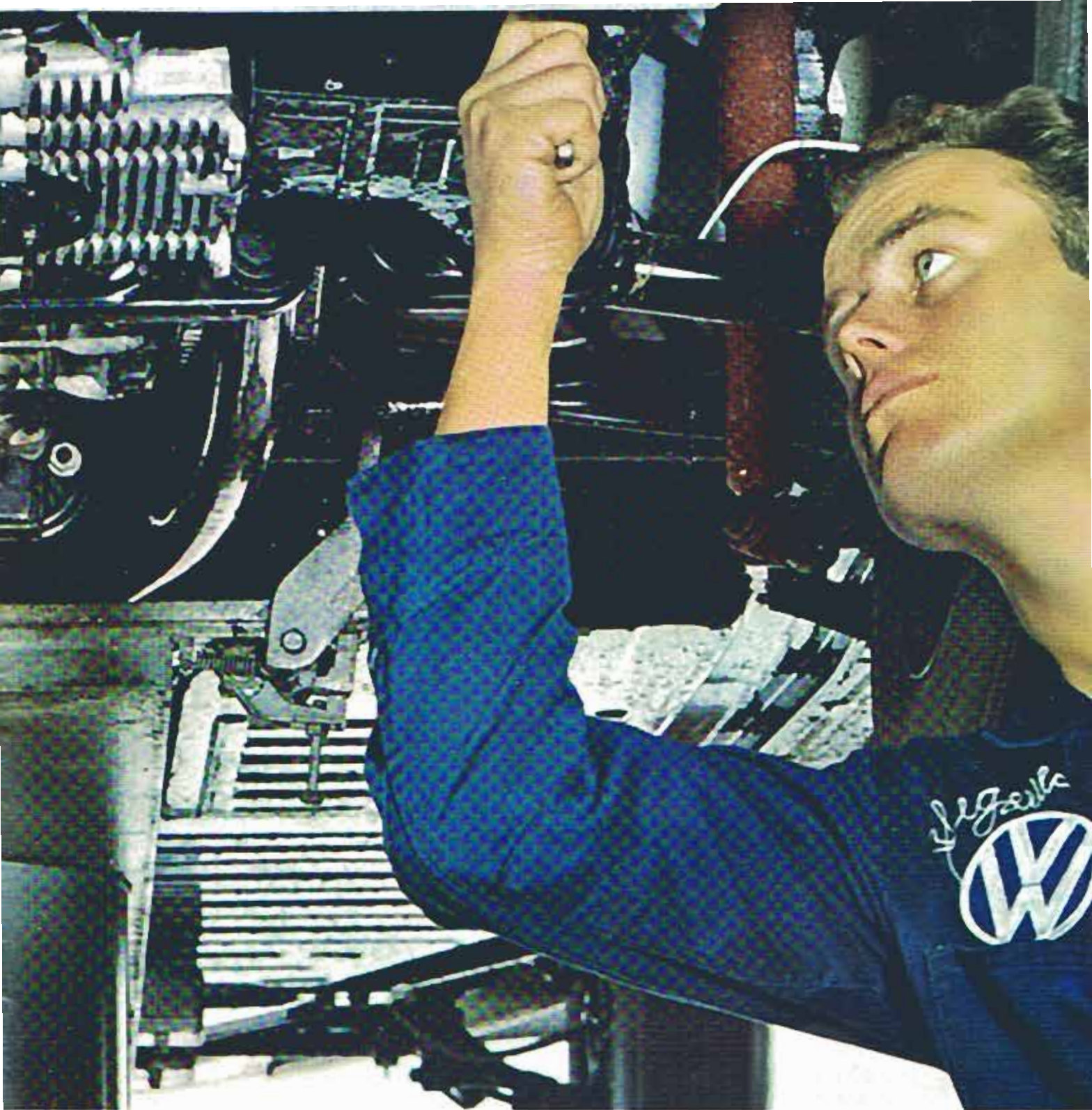
Offering good service is as essential as making a good car.

We believe in this, and we intend to keep it this way. When you buy a Volkswagen, you receive a service booklet which lists recommended maintenance and lubrication operations, besides describing in detail other

methods of keeping your Volkswagen in tip-top shape for many years.

You also get a complete list of the authorised VW Agents and service stations. (There are 5,873 of them all over the world. Nearly 300 in Australia.)

Your Volkswagen is serviced only by factory-trained technicians, schooled to VW standards. They work with VW approved tools and equipment, making service fast, keeping costs low. These mechanics really know their trade.



even parts for the first Volkswagen are available

Every authorized Volkswagen dealer keeps a complete stock of genuine VW parts on hand.

How can he afford to? Isn't that too big an investment? Not with us. You see, since the Volkswagen has never changed its body design (it has been improved from the inside out), this policy pays off. If a 1953 Volkswagen needs a bumper, it isn't any more trouble (or expense) than it is for a 1964 one.

Most parts are interchangeable from one year to the next. (Instead of 20,000 or 30,000 different parts, the VW dealer

requires only 14,300 parts for all VW models. And that includes commercials, micro buses, and the new VW 1500 series.)

VW service is as efficient as the Volkswagen itself — quick, economical, everywhere.

VW spare parts are as genuine as the car itself. They are made to the same exacting standards.

If fate should take you and your Volkswagen to Ruanda or Alaska someday, you'd find a friend there already — your VW service.



Because the Volkswagen that costs you least of all

From the outside, at first glance, there is very little difference between the VW 1200 De-Luxe and the VW 1200 Sedan (illustrated).

Compare them closely, and you will notice that the bumper bars are different, there's not so much chrome on one as the other, and there the differences end.

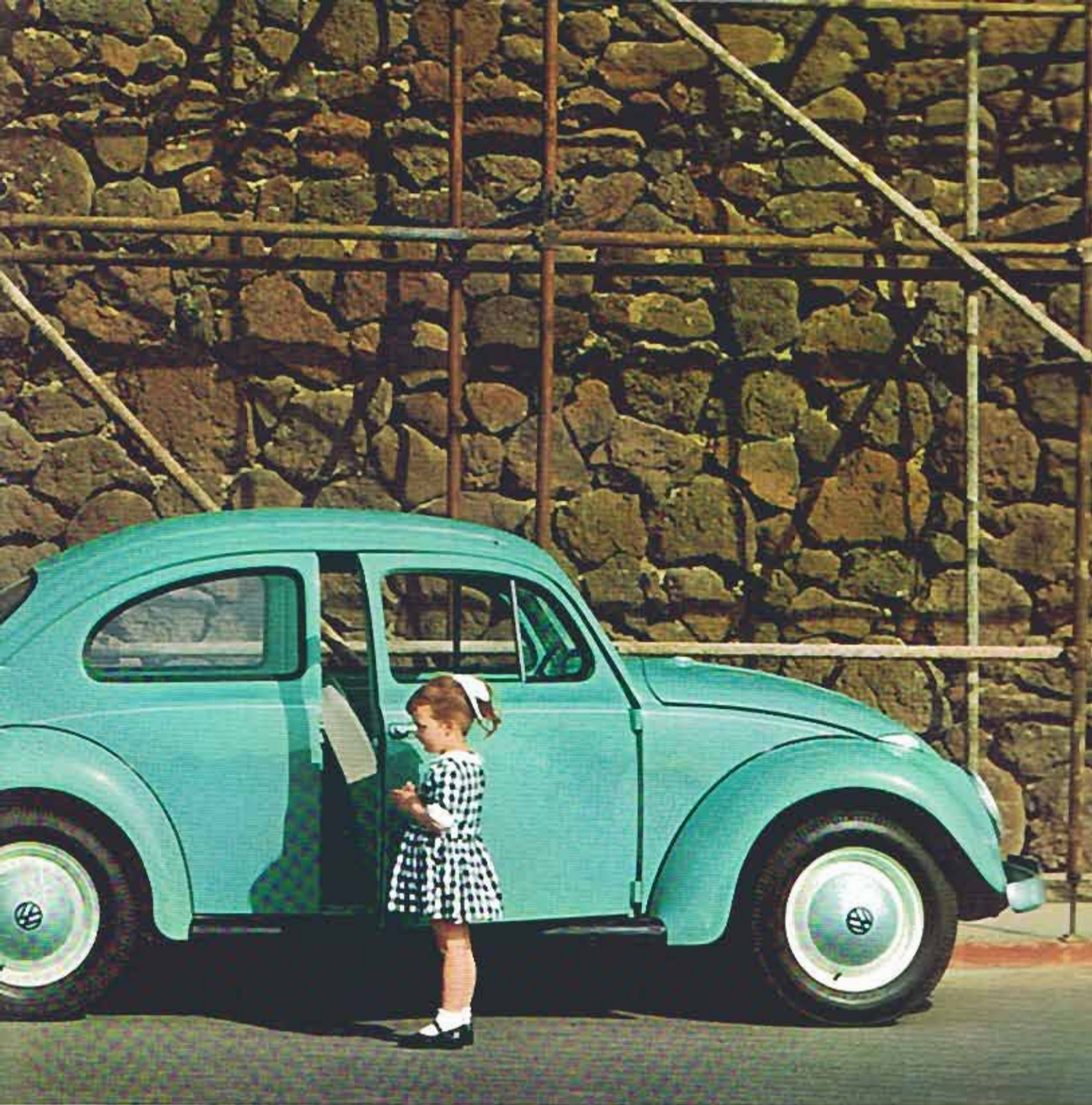
The body itself, the careful paintwork and baked enamel finish, are exactly the same on both.

Inside there are differences, too, and they're even harder to find.

If you're used to driving a car that doesn't have wind-screen washers or a glove box lid, then you won't miss them on the VW 1200 Sedan.

But you'll enjoy the heater/demisters and automatic choke included in the price.

The important things about the VW 1200 De-Luxe, the air cooled rear engine, the four speed synchromesh gear box, the independent torsion bar suspension on all four wheels, the VW workmanship and reliability are exactly the same in both.



is every inch a Volkswagen

Mechanically the two cars are identical. Both Volkswagens are easy on tyres, petrol and repairs, and promise you the VW's legendary long life.

So by leaving out a few unessentials, we've added another Volkswagen to the range. It weighs a little less, looks slightly more businesslike and goes a fraction faster than the familiar De-Luxe.

Also it costs a little less.

The Volkswagen 1200 comes in three different models:

(1) The VW 1200 De-Luxe

(2) The VW 1200 Sedan (shown on these pages).

(3) The VW Sunroof with sliding roof (a very practical invention). Even while driving you can slide the sunroof forward and back and lock it in any position you wish.

(Open wide and say, 'Ah').

Plenty of air, sun and fun. It costs you a little more than the De-Luxe, but in Australia's fierce summer heat, it's worth it.

Which of the three will it be for you?

You're sure to enjoy yourself, while making up your mind!

Specifications

Engine: 4-cylinder, 4-stroke rear engine.
Cylinder arrangement: 2 pairs horizontally opposed.
Valves: Overhead type.
Bore: 3.03 inches. **Stroke:** 2.52 inches.
Capacity: 72.74 cubic inches. (1192 cubic centimetres.)
Weight: 182 lb. (S.A.E.)
Compression ratio: 7.0.
Maximum S.A.E. brake horsepower: 40 at 3900 rpm.
Piston speed: 1512 ft./min. at 3600 rpm.
Lubrication: Pressure feed by gear-pump. Oil cooling by oil cooler in fan air stream.
Oil capacity: 4.4 Imperial pints.
Fuel pump: Diaphragm type, mechanically operated.
Carburettor: Downdraught carburettor Solex 28 PICT with automatic choke and acceleration pump.
Air cleaner: Oil bath type.
Battery: 6 volts.
Starter: Solenoid type.
Generator: 180 watts, with voltage control.
Silencer: Dual exhaust.
Clutch: Single disc, dry.

Gear Box: 4 forward speeds, 1 reverse.
Controlled synchromesh on all 4 forward gears.
Gear ratios: 1st 3.80:1, 2nd 2.06:1, 3rd 1.32:1, 4th 0.89:1, reverse 3.88:1.

Final drive: Power transmitted through spiral bevel gear, two-pinion bevel differential gear and swing axle shafts to rear wheels.
Gear ratio: 4.375:1.
Oil capacity of gearbox and final drive: 5.3 Imp. pints.
Refill quantity: 4.4 Imp. pints.

Chassis: Frame: Central tubular with forked frame head, rear fork carrying driving unit.
Front axle: Independent suspension of both wheels through equal upper and lower trailing arms; 2 transverse torsion bars protected in tubes. Anti-sway bar.
Rear axle: Independent suspension of wheels through swing axle shafts with trailing arms, one torsion bar on each side, mounted and protected in transverse tube.
Shock absorbers: Front and rear: double-acting hydraulic telescopic type.
Steering: Special worm-type gear and divided track rod. 2.4 turns of steering wheel from lock to lock.
Turning circle: approx. 36 ft.
Tyres: 5.60-15 tubeless.
Wheels: Disc type with drop-centre rim 4 J x 15.

Brakes: Hydraulic foot-brake (Ate) operating on four wheels;
Mechanical hand-brake operating on rear wheels.
Wheelbase: 94.5 inches.
Track: Front 51.4 inches,
Rear 50.7 inches.
Fuel tank capacity: 8.8 Imp. gals.
including 1.1 gal. reserve.

Overall dimensions: Length: 160.6 inches,
Width: 60.6 inches, Height: 59.1 inches.

Weight (pounds)	VW 1200 De-Luxe Sedan	VW 1200 Sedan
Unladen weight:	1631	1564
Maximum load:	838	905
Gross weight:	2469	2469

Performance: Fuel consumption: 37.5 miles per Imp. gal. (at half payload at a steady $\frac{1}{2}$ of top speed on level roads).
Maximum and cruising speed: 72 mph.

Climbing ability:	
First gear	43.5%
Second gear	22.5%
Third gear	13.5%
Fourth gear	7.5%

Standard equipment in VW 1200 De Luxe Sedan: heater/demister, hydraulic steering damper, adjustable bucket seats, petrol gauge, windscreen washer, padded sun visors for driver and passenger, rear view mirror, passenger grab handle, glove box with lid, seat belt anchor points, passenger arm rest, coat hooks, assist straps, interior courtesy light.

Standard equipment on VW 1200 Sedan: heater/demister, adjustable bucket seats, reserve tap on fuel tank, padded sun visor for driver, rear view mirror, glove box, seat belt anchor points.

Optional accessories: Hinged quarter windows, radio and aerial and whitewall tyres are available at extra cost.

The colours of the cars shown in this catalogue are not necessarily standard colours.

**Volkswagen (Australasia) Pty. Ltd.,
Clayton, Victoria.**

