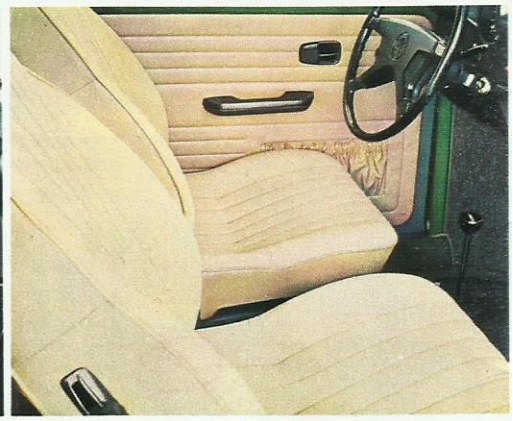


The VW Programme.



Programme Item No.1:

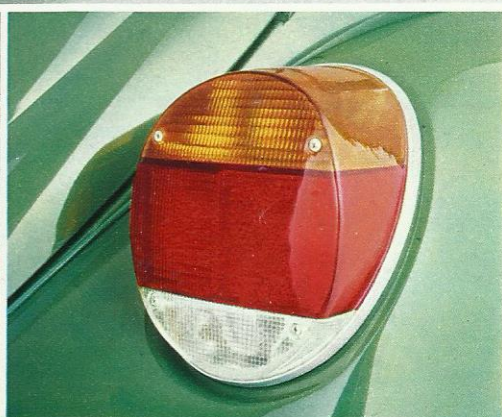
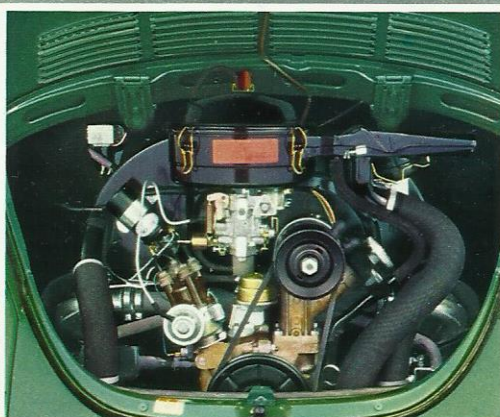
The Beetle is probably the most unusual and most all-round car in the world. It's certainly the most popular. It has succeeded in adding another superlative to its collection: 15,007,034 Beetles are a production record and make it the world's most produced car.

And the secret of this world champion is its most legendary construction concept. High reliability. Long service life. Famous VW Service. And last but not least, the tried-and-true VW prin-

ciple: "Improvement is better than change".

This year, we've improved again. Especially the VW 1303 (right). Easy to spot at once. Outside, large new oval reversing lights and the new windscreen, more steeply arched and sloping, and set higher into the roof. And inside, the entirely new and much more elegant dashboard.

All Beetles have been given new front seats. They look better, they're more comfortable and they're easier to adjust (at extra charge, you can



The VW Beetle.

have fully reclining ones). There's a new ventilation-plus-defrosting system, and the engine noise is better suppressed.

The Beetle is available in 5 different models and with 3 different engines: the VW 1200 (left) has a 41.5 bhp (SAE) engine which gives it a speed of 71 mph. The VW 1300 (middle) has more comfort and more sophisticated engineering, but looks about the same as the VW 1200. Its engine has about 10 bhp more power and is 7 mph faster.

The VW 1303 is available with a 1300 cc/ 52 bhp (SAE) engine and — as the VW 1303 S — with a 60 bhp (SAE) engine with 1600 cc capacity. This makes it the most powerful Beetle ever: with a top speed of 81 mph which, for VW, means the cruising speed.

No matter which Beetle you decide for, you've got yourself the champion.

In fact, always more of a champion as time goes on.



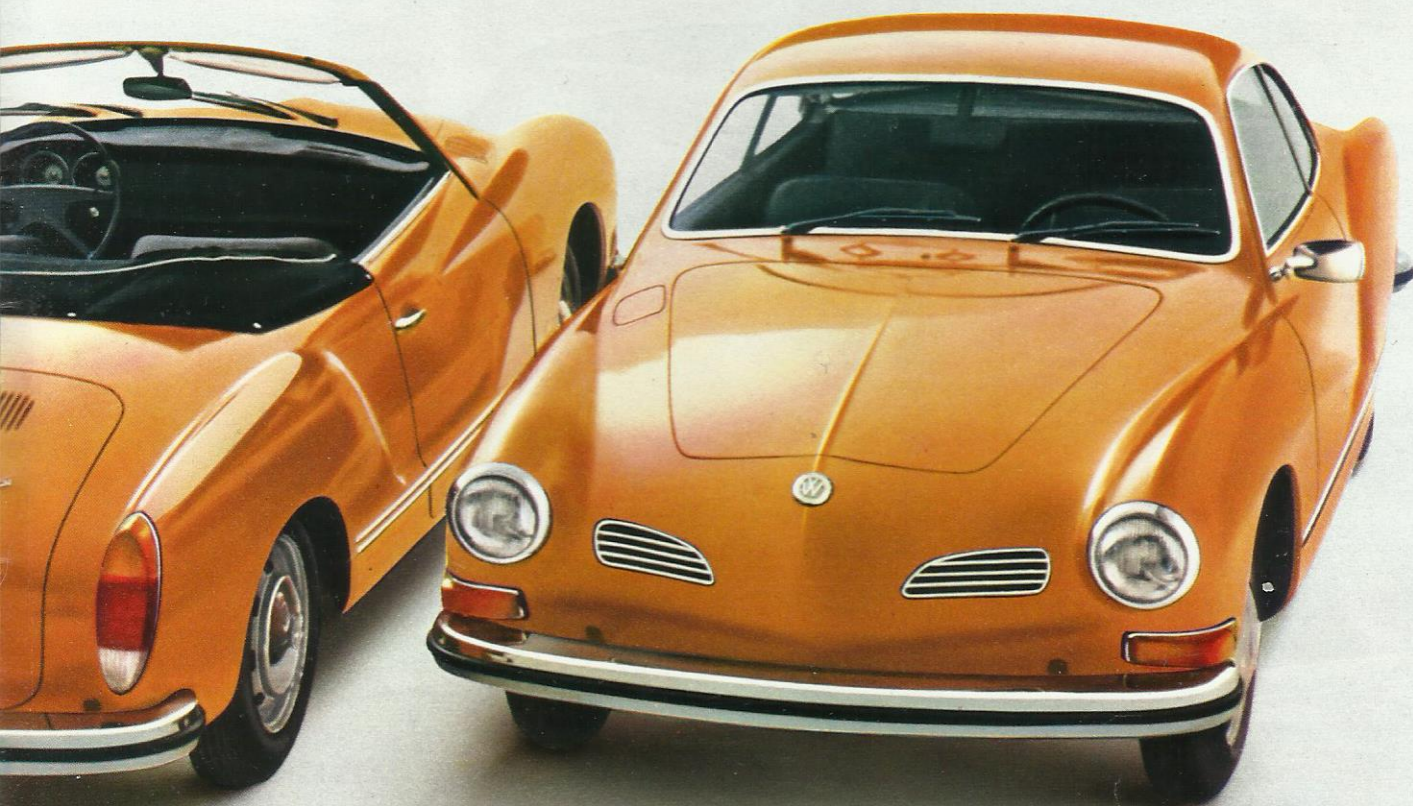
Programme Item No. 2: The VW Karmann

A great maestro of bodywork design is Signor Ghia of Turin.

This master craftsman created an exciting, elegant dress for a Beetle body. Which turned out so timelessly beautiful that Karmann went on making it for 16 years. Not surprising when you consider the sturdy heart beneath the beautiful

exterior: the VW 1303 S engine — all 60 bhp of it, giving the Karmann Ghia a speed of 90 mph (and that for hours at a stretch).

The VW Karmann Ghia is available as Coupé. With altogether 17.8 cu. ft. of luggage space. Which is generous for a sporty two-seater. And it's available as a Convertible. The top is metic-



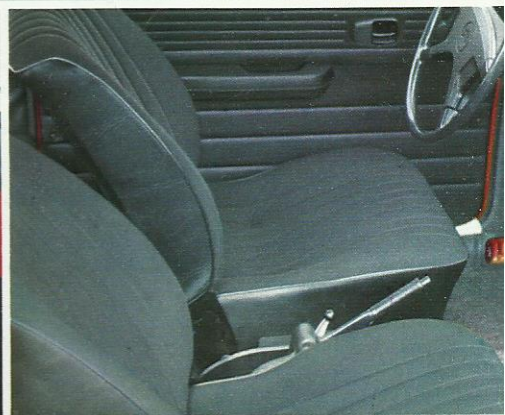
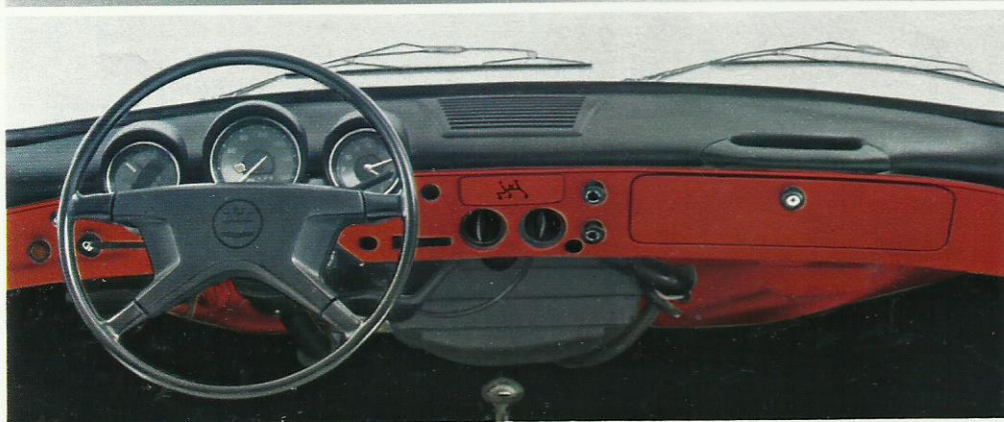
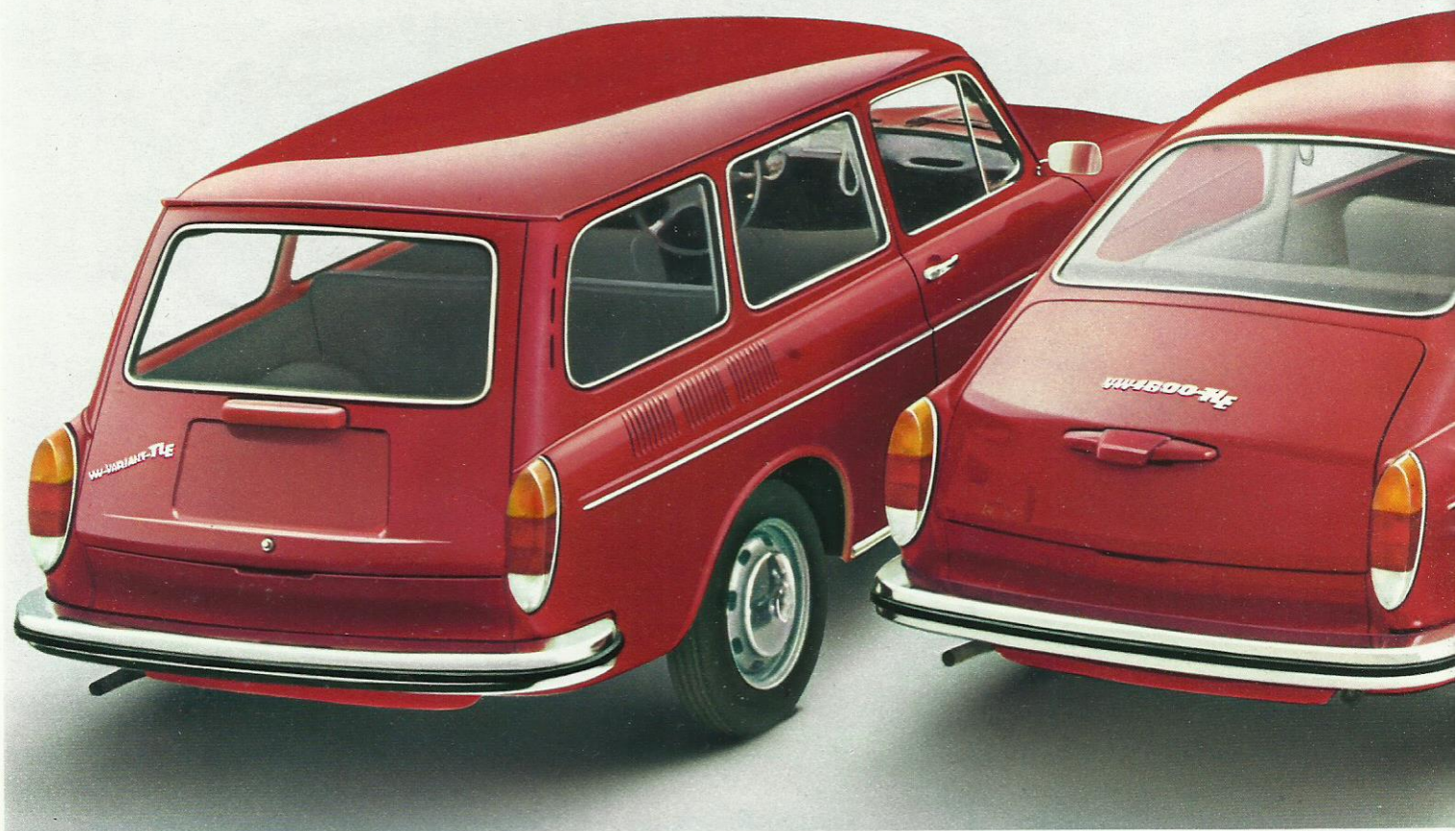
Ghia and the Beetle Convertible.

ulously made (it's sewn by hand). It's effortless to open and to close and fitting snugly when it's up to keep you well protected from the elements.

The Karmann Ghia has been a great success abroad. It is available in 140 countries. Including Italy, of course.

Also from Karmann, but not from Ghia, is the

bodywork of the Beetle Convertible. This chic Beetle for fresh-air fans has the strong VW 1303 S engine for a speed of 81 mph. Drive it with the top down. The ventilation comes free of charge.



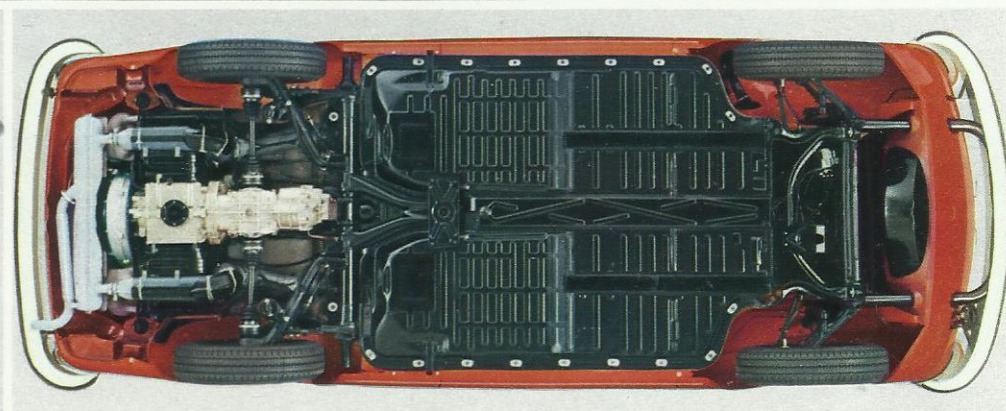
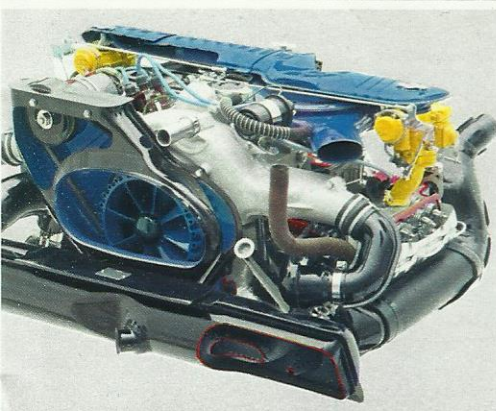
Programme Item No.

Did you know that the production of the VW 1600 has just about hit the three million mark? This exceptionally successful car has an engine doing the work for three: the Notchback, the Fastback and the Variant models of the VW 1600.

This sturdy winner of an engine has 65 bhp (SAE) and a capacity of 1600 cc. Its twin carburettor is, air-cooled and rearmounted, directly

driving the back wheels without loss of power. And the drive axle is no ordinary rear axle either. It has semi-trailing arm suspension with the great advantage that the individually suspended wheels keep a hard grip on the road even around fast corners.

This (plus the dual-circuit brake system, the disc brakes up front, the safety steering wheel, the

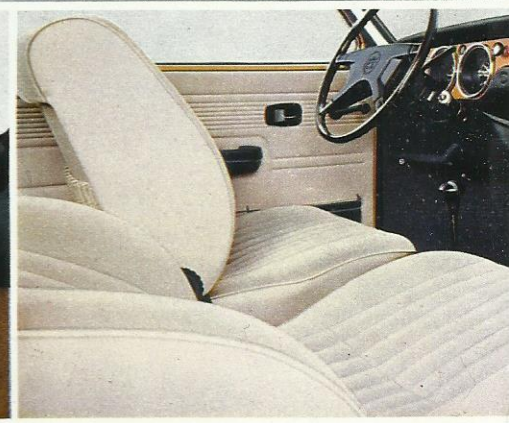
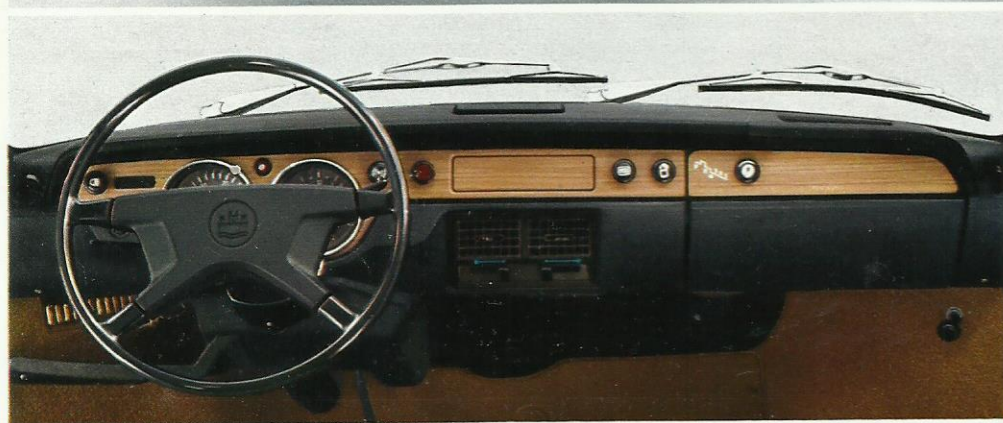


3: The VW 1600.

safety steering column, and the safety body) makes all three VW 1600 models highly safe cars. And comfortable too. With deep soft carpeting (in the L version), body-contoured, individually adjustable seats, a non-dazzle, padded dashboard and neat trim on walls, doors and ceiling.

The powerful engine, the expensive chassis and the opulent comfort are all included what-

ever be your choice of model. Whether it's a classical Notchback, or a sporty Fastback. Or the Variant with its additional luggage space. Each in either the standard or the luxury version, with electronic fuel injection or carburetors, automatic or gear transmission. In every case you'll be getting VW Quality, VW Reliability and VW Service.

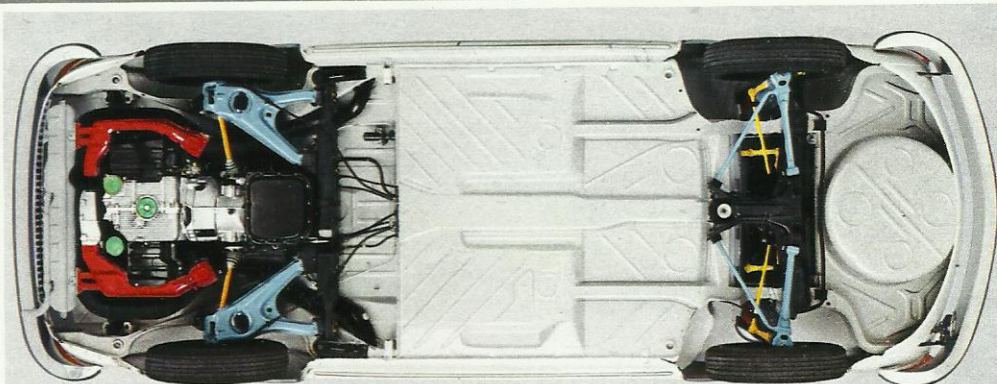
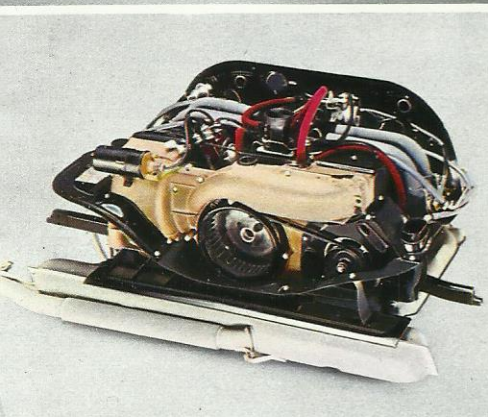


Programme Item

VW's classical touring saloon has been promoted. Now it's the VW 412 and it has grown more beautiful by one whole number. With its new mudguards, sporty flat nose and modern twin headlamps, it looks more of a sleek thoroughbred than ever.

All the good things about it were not changed. The exceptional seating comfort, the opulently equipped interior, the excellent heating and ventilation system as well as the reliable 1700 cc engine.

Also unchanged is everything that goes to make the VW 412 so safe: its technically sophisticated chassis (with individual wheel suspension, suspension struts in front, semi-trailing arm rear axle and transverse stabilizers), its absolutely reliable brake system (with disc brakes and brake pressure regulator), its advanced safety-cell bodywork (with a distortion-resistant passenger cell sandwiched between crumple zones front and back) and its particularly impact-proof interior (with padded dashboard, safety steering



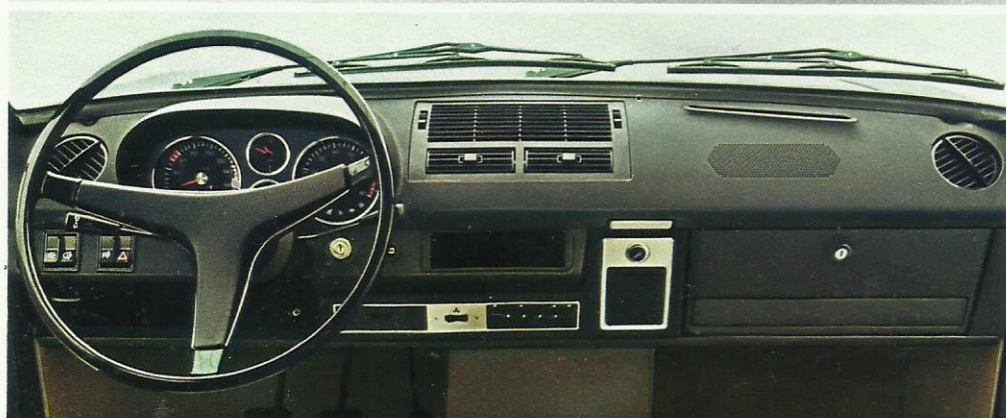
No. 4: The VW 412.

wheel and safety steering column).

The VW 412 is available with a 76 bhp (SAE) engine, equipped with the regular twin carburetor, working on regular fuel. And there is the VW 412E with electronic fuel injection thus resulting in an output of 85 bhp (SAE) — yet it asks for premium fuel.

The VW 412 is available as a saloon with 2 or 4 doors or as a Variant with considerably more luggage space. In a standard version (with electronically controlled heating, two-speed blower

and pneumatic windscreen washer system amongst other things) or in a luxury version (e.g. with parking light circuit, soft carpeting and fully reclining seats). Not forgetting the many, many tried-and-true optional extras as well (like safety belts, heated rear window, automatic transmission, etc.).



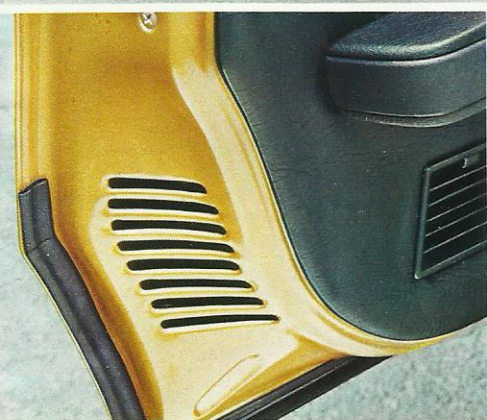
Programme Item No.

This sporty family saloon has won top marks from journalists for its modern styling and the simplicity and timelessness of its design. The beauty of the K70 has been so unanimously acclaimed that there's nothing left to discuss, except whether it is more beautiful from the side or from the front or the back.

And though all this admiration is music to our ears, we know that what finally really counts are

construction, engineering, driving characteristics.

The VWK70 has an advanced construction design. In-line engine, front drive and water cooler. There's ample room for knees and suitcases because with its front axle drawn far up front, its particularly compact drive unit and the long wheel base, it is exceptionally spacious (the luggage space with its 24.7 cu.ft. capacity is one of the biggest in existence).



5: The VW K70.

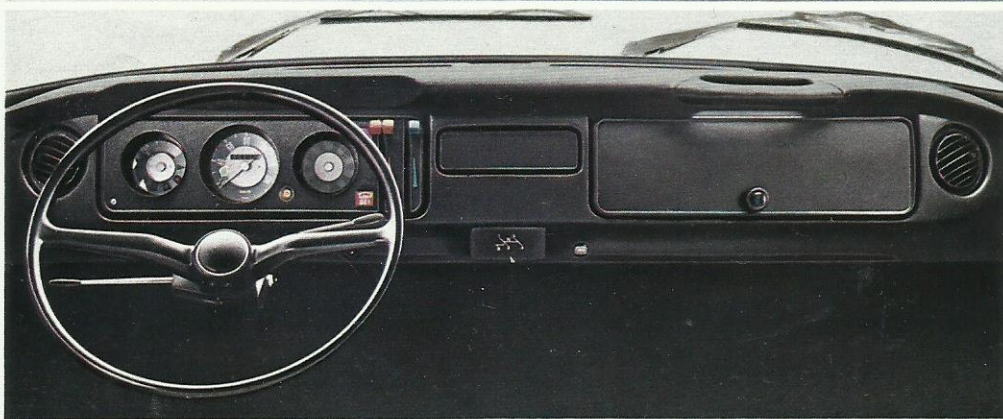
Part of its sophisticated engineering is the maintenance-free chassis, the sporty broad wheel track, the dual-circuit brake system with brake pressure regulator, and of course, its high-power 1600 cc engine (88 or 105 bhp SAE).

The VW K70 has outstanding driving characteristics. Steering reacts immediately, like in a sports car.

And the springing is neither Spartan-hard nor

pamperingly soft. And it's famous for its fantastic roadholding. Which is not surprising if you consider that the VW K70 is the only car with front-wheel drive to have a semitrailing arm rear axle.

Give yourself a luxurious treat, and take it for a test drive.



Programme Item No.

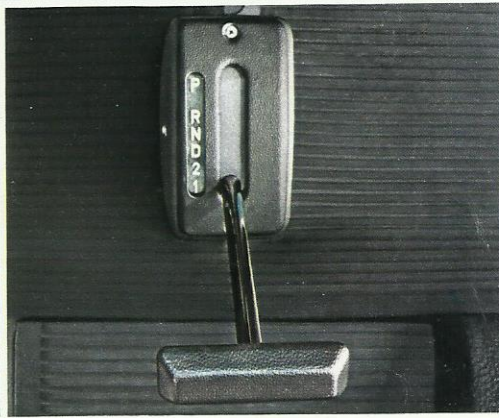
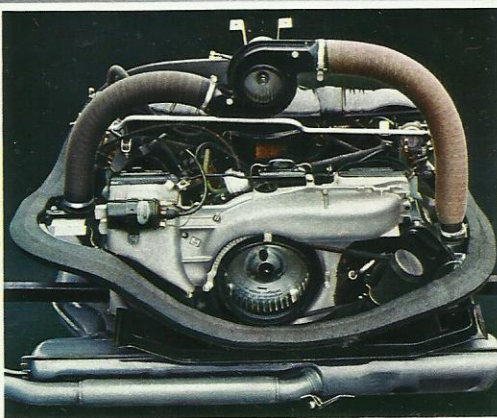
This seven, eight or nine-seater from VW has a great deal in common with a saloon. And with its 178.9 ins. of length (4545 mm) it fits as easily into the same parking space. While with its 69.3 ins. (1760 mm) it also goes into any standard garage. Or take its semitrailing arm axle that gives it its good roadholding characteristics. Or the 1700 cc engine and twin carburettor. And automatic transmission, too — hitherto a special privilege reserved to passenger saloons.

All the same, it's not quite fair to keep comparing it with saloons — to the saloons at any

rate. The VW Microbus has ample room to take 9 persons comfortably. There's no saloon that can compete with that.

We've improved its looks once more. The Microbus looks better and more sensible. You'll spot the new and stronger bumpers with the wide box profile and the practical rubber strips (in the L version), the blinkers now moved up next to the air intake vents and the footboard which tactfully disappears into the car.

The VW Microbus is available as a seven, eight or nine seater, in a standard or a luxury version.



6: The VW Microbus.

It has a tougher brother too, the VW Commercial. A van of many parts, it comes as a Delivery Van or Pick-Up. High-Roofed Delivery Van or Pick-Up with enlarged platform. Or as a Double-Cab Pick-Up. Depending on whether your business requires you to pile it high or spread it about.

Finally, there's also the Kombi in the Commercial family — a double-purpose twin. With a few simple changes it's ready to take people or to transport things. All you have to do is to screw down or release the winged nuts holding the bench seat. And the many extras.

The air-cooled engine is as powerful as you could wish: 60 bhp (SAE) for the 1600 cc version and 74 bhp (SAE) for the 1700 cc. Always sitting in the same ideal position: at the back, weighing down the rear axle, giving the back wheels the ballast they need for a good grip on the road. Its tough chassis is in the best VW tradition: individual wheel suspension, trailing wishbone axle and transverse stabilizer. Now with automatic transmission it's even easier and more comfortable to drive (1700 cc version).



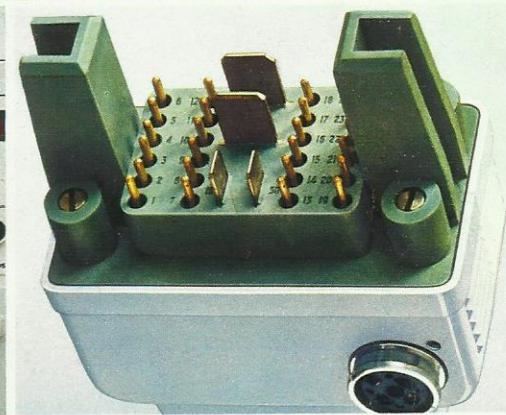
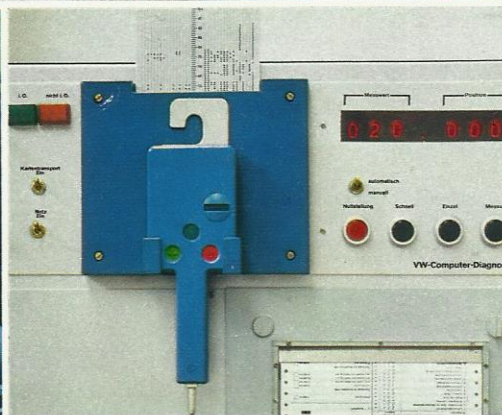
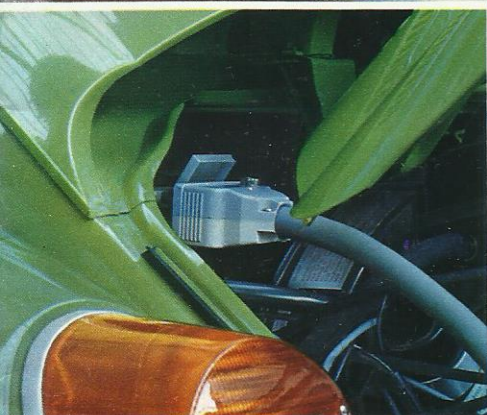
Programme Item No.

When you own a VW, you have more than just a car. You have all the advantages that come with a VW, as well. Behind VW are the experience and the efficiency of a world-wide organization in more than 140 countries, strictly in accordance with its strict quality requirements.

The VW Quality.

It's included in each and every VW. It stands

for maximum care in production, but also for extreme accuracy in inspection. Each VW passes the critical eyes of 8699 inspectors who again are controlled by 639 supervising inspectors before it leaves the production plant. And due to this pedantic control every VW is so reliable. And that's why a VW has got such a high resale value. The proverbial VW Quality does not only apply to



7: VW means more.

a new VW but also to the original VW Accessories. VW is VW — everybody knows its.

The VW Service.

Properly speaking, just VW cars which generally don't need being serviced very often dispose of the densest and largest service networks in the world. VW Service with VW Quality: with original VW Spare Parts that are controlled as strictly as

any VW. And that are guaranteed the same way. This includes checked repair times and perfect maintenance — at the famous VW bargain prices. This sort of check of your VW is a guarantee of reliability: through the famous VW Diagnosis. Thus errors will be almost completely eliminated.

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**Your VW Dealer
is looking forward to your visit.**

