

INFORMATION FOR THE VW PARTS SERVICE

# The Adviser



27

JULY 1962



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July 1962 · No. 27

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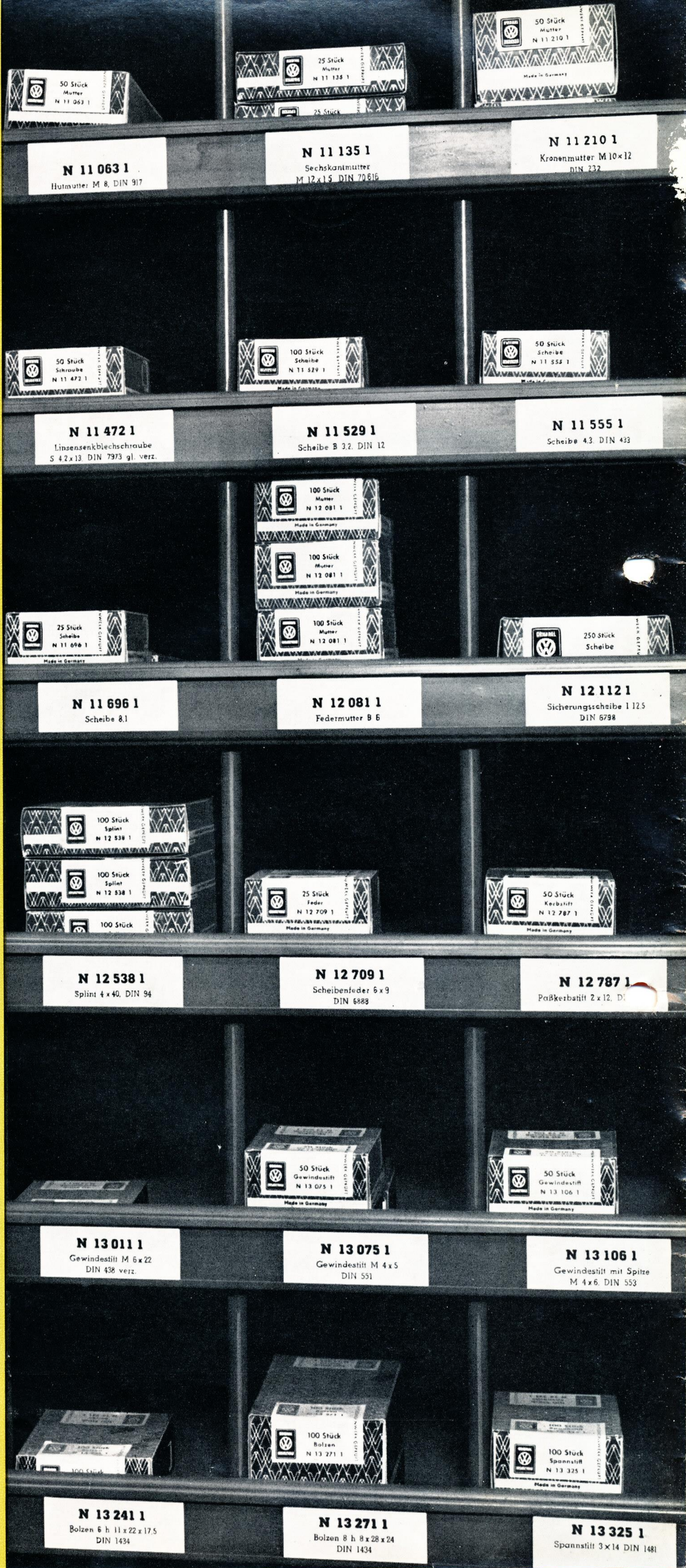
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Cover page photograph:

VW generators on the test stand during  
initial inspection.

Every generator is tested under load.





## Dear Reader

In nearly every country there are authorities which deal with the registration of vehicles and check their roadworthiness. These authorities avail themselves of laws which clearly state how often vehicles are to be tested and what parts have to be examined very closely. Usually these laws are stricter in countries with the heaviest traffic. The lighting, steering, brakes, tyres and chassis are given a close examination and sometimes as well the suppression equipment, noise and exhaust gas emission of vehicles are checked.

Customers do not always look forward to the official examination because it always results in additional expenses and loss of time. In particular the loss of time incurred by the customer who uses his car every day is very annoying.

It is your task, together with the service adviser to help the customers whose vehicles are due for examination.

Do not think that the customer will certainly come to you with his defective vehicle. You

have the opportunity of rendering good service to the customer by drawing these defects to his attention and by eliminating them. This can easily be carried out during the regular inspections and the customer will then not have to come to the workshop after the official examination and then bring his car a second time for checking.

It is, of course, not possible to ask every customer if his car is due for the official examination. The date of examination is often given in the vehicle documents. It is very advantageous to enter it in the customer card index. Another useful method is to display posters which inform the customers that their vehicles are repaired during the inspections with a view to avoiding difficulties later on when the official examination is carried out.

The customer will be grateful that you have saved him time and trouble. It does not put you to any trouble. The result will be satisfied customers and a larger spares turnover.







What do you tell a customer when he asks:

# Factory Rebuilt Engine or an Overhauled Engine?

We are sure that you know all the arguments for the factory rebuilt engine and the exchange system. We assume that you always suggest a rebuilt engine because it makes matters easier for the customers and yourself. But are you so aware of these arguments that you can give the customer the required information without having to think for a moment? The purpose of this article is to refresh your memory and to give you some additional arguments.

All factory rebuilt engines are reconditioned in accordance with a definite pattern. Every engine is disassembled completely. All parts which are not completely up to standard are rejected and Genuine VW Parts used as replacements. Only a large factory can afford all the equipment necessary for such operations.

You probably find that all these details are superfluous. You don't wish to mention this to the customer because you think these facts will bore him. This point of view is not quite correct. The customer does not have your experience and only comes to your workshop after a mileage of approximately 60,000 for a rebuilt engine and he expects to get a reliable one.

You can now base your arguments on the findings of the state court in Nuremberg from July 14th, 1961 which read:

"An exchange engine is superior to an engine which has been overhauled in a small workshop".

Among other things the findings state:

"The defendant's statement during the sales discussions that the vehicle was equipped with a factory rebuilt engine was untrue. The defendant overhauled the engine. Such reconditioning consists of removing all the moveable engine parts and replacing or reconditioning them as necessary, whereas parts such as the crankcase, cylinder head etc. are merely checked. The defendant carried out these operations. Contrary to the findings of the Cologne state court there are not only differences in value but also technical differences between a factory rebuilt engine and an overhauled engine. The repair and replacement operations in the case of exchange engines refer not only to the engine itself but also to units on the engine as for instance, generator, distributor, fuel pump, oil filter, exhaust muffler, spark plugs, heater junction boxes etc. The defendant did in fact examine and repair some of the



parts of the units. The defendant could not, however, prove that all necessary operations had been carried out. More important is the fact that in the case of a factory rebuilt engine all parts are checked for wear and distortion and genuine VW parts adapted to the remaining parts and installed. To this end other tools apart from special service tools and measuring devices such as micrometres connecting rod measuring gauges, dial gauges for cylinder and pistons are required. Special knowledge and experience are also required for carrying out these operations — It is, therefore, quite correct that the factory rebuilt VW engine is rated higher in dealer and customer circles than an engine which has been overhauled in a workshop. Even if the above mentioned details are not known, the conception of a factory rebuilt engine can be associated with the impression of an engine which has been inspected and repaired according to the latest technical standards by skilled personnel in the VW factory. It is up to you to use these arguments which speak for the VW factory rebuilt engine and to convince the customer. Impress on the customer that the reconditioning carried out by Volkswagenwerk creates a completely new

unit whose performance is tested on the dynamometer. When you sell a rebuilt engine you sell the customer the safety and reliability for which all VW products are renowned.

It is true that a factory rebuilt engine can be compared to a new engine. For this reason the factory offers the customer the same warranty terms for the VW engine and for all exchange parts as for new vehicles: 6 months or 6,000 miles. The customer can avail himself of this warranty at all VW agencies at home and abroad whereas in the case of an overhauled engine he can only apply to the particular workshop that carried out the repair.

The customer is, of course, also interested in the price. It can be clearly stated that a factory rebuilt engine is a more favourable solution to a reconditioned one. A factory which manufactures in large quantities and rationally, can supply the engine much cheaper than a workshop which has to buy the individual parts- does not have labour-saving equipment and has higher labour charges.

It is also important for the customer to know that a rebuilt engine can be installed in a short time. Together with the high quality warranty terms and price factor you thus have a series of sound arguments which will help you to convince every customer.





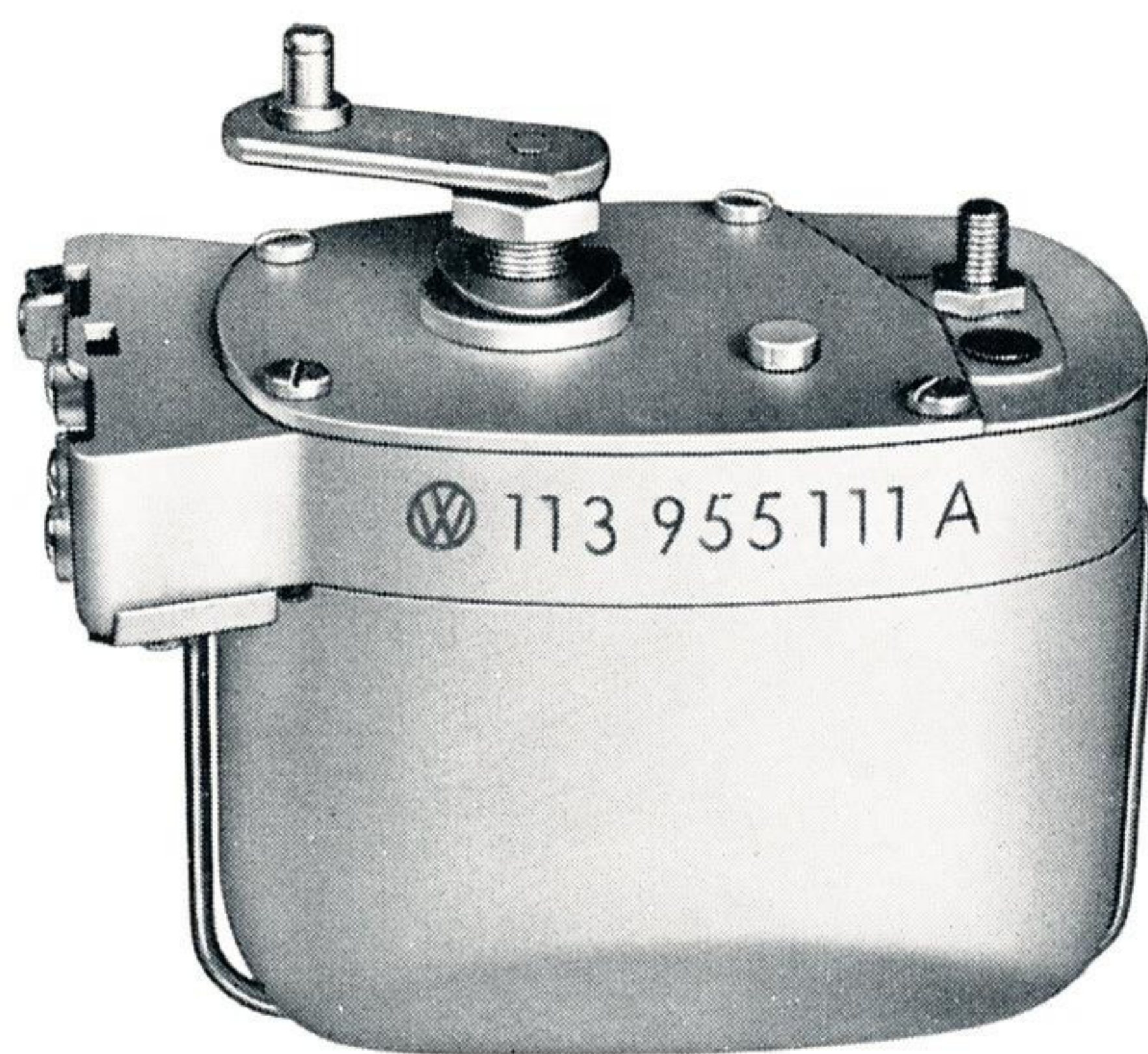
**Windshield  
Wipers**







111 955 111 C



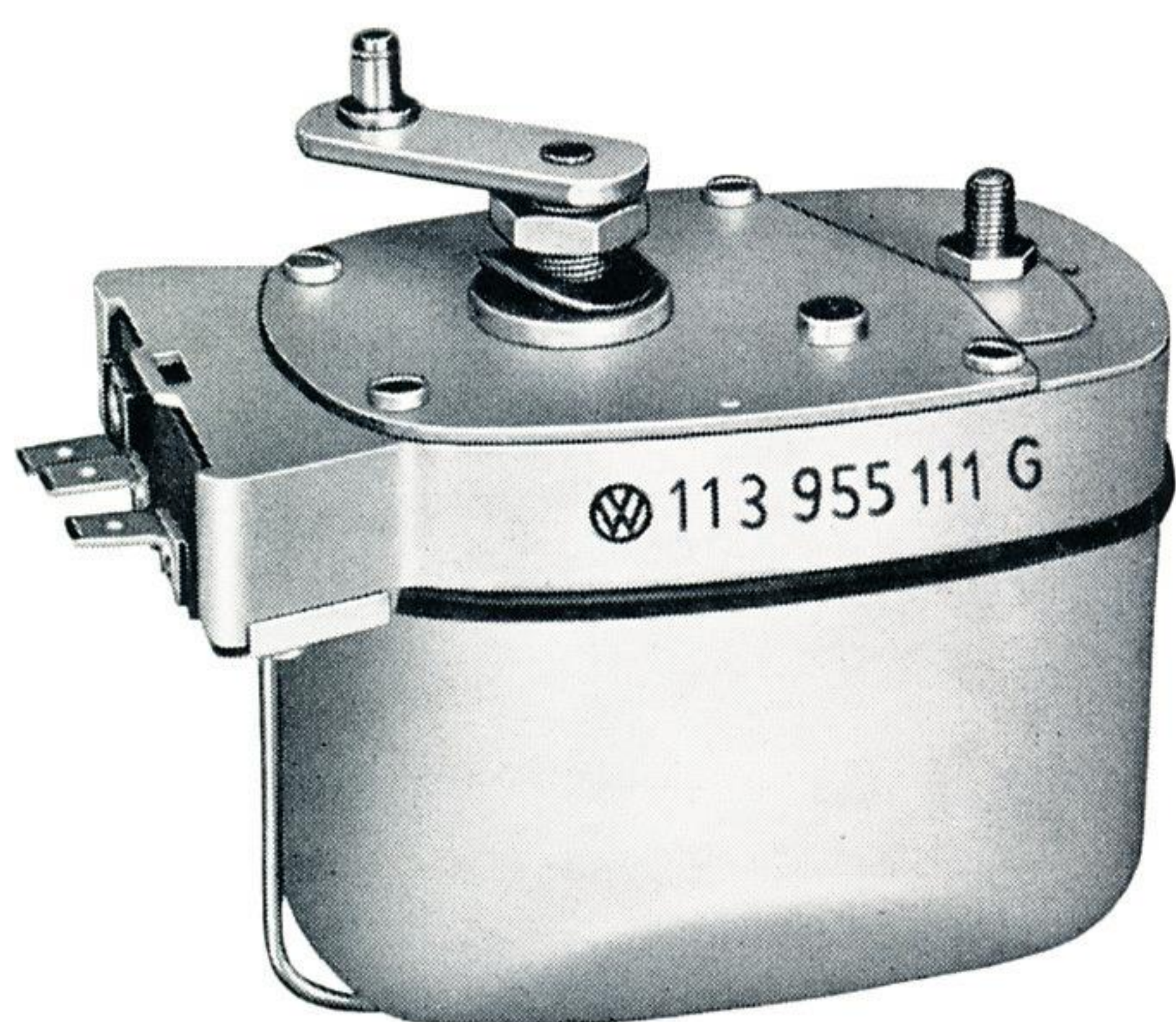
113 955 111 A



111 955 215



111 955 215 B



113 955 111 G



114 955 111 A



113 955 215



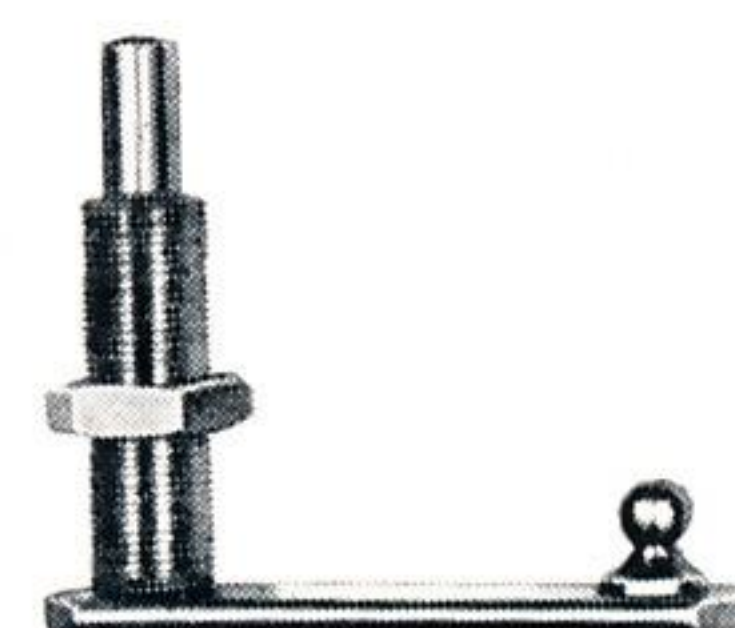
111 955 216



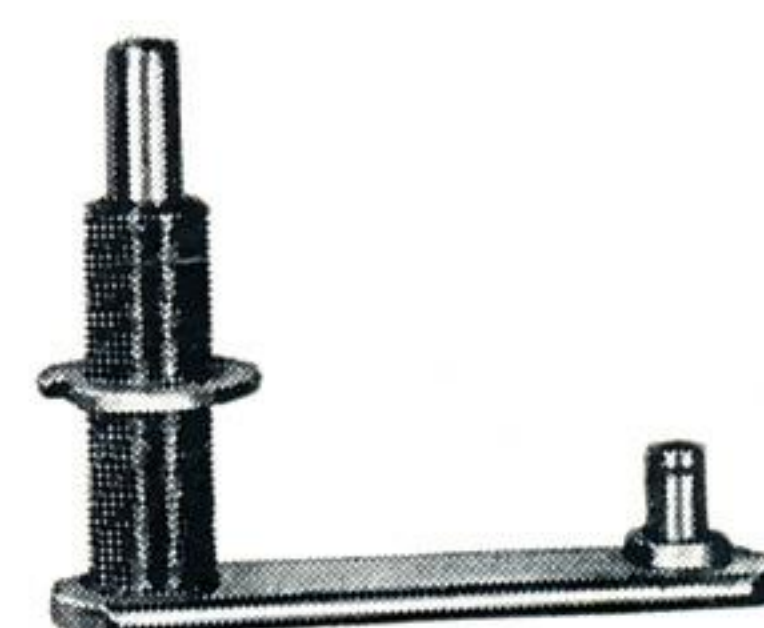
111 955 216 B



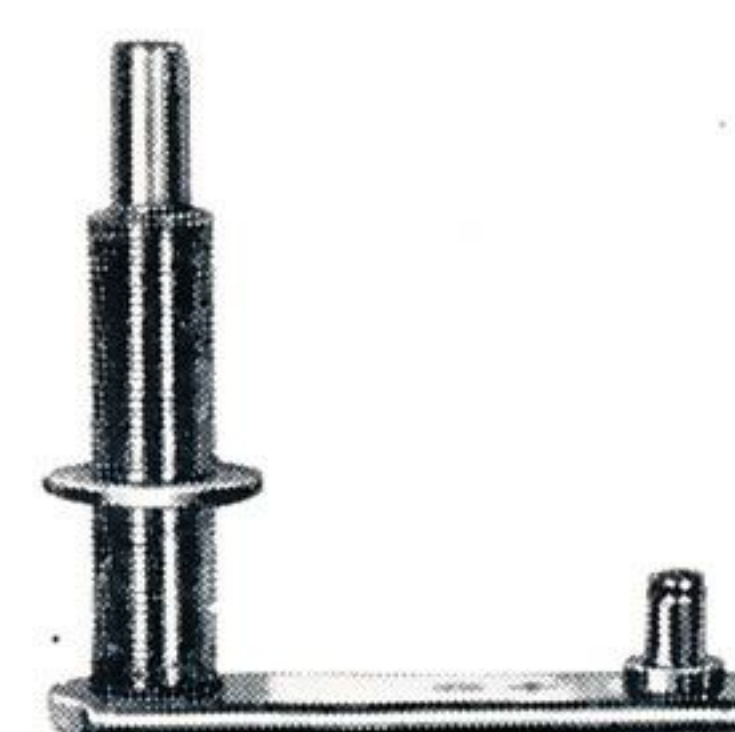
113 955 216



141 955 215



141 955 215 B



141 955 215 C



111 955 265



111 955 261



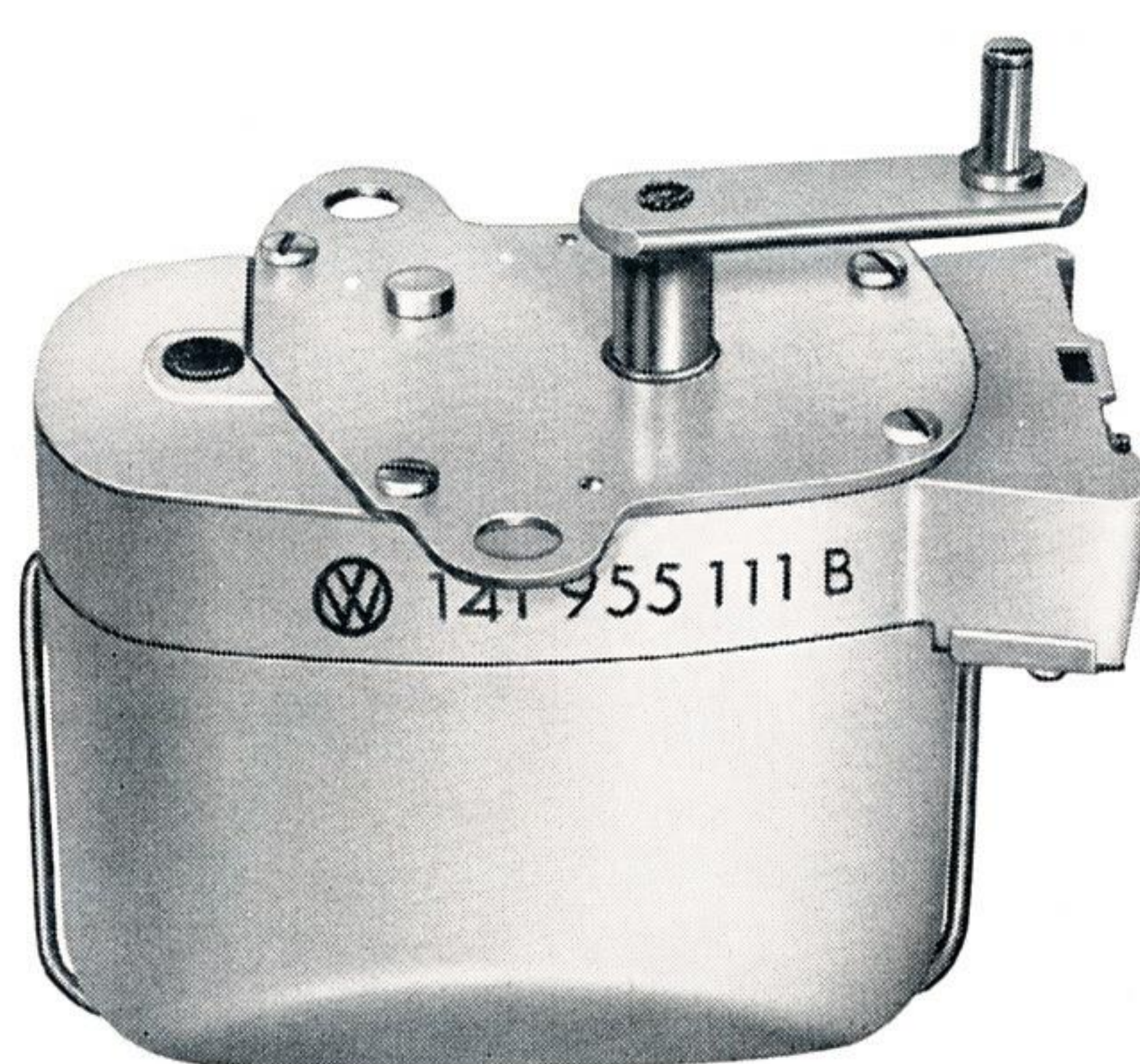
111 955 265 A



111 955 261 A



141 955 111 A



141 955 111 B



141 955 111 D



	from Chassis No.		1-397 023	1-575 415	1-929 746 *	1
	up to Chassis No.	1-397 022	1-575 414	1-929 745	1 600 439	1

Description	Model	
<b>Wiper Motor</b>	111, 112, 115, 116	111 955 111 C
	113, 117, 151	113 955 111 A
	114, 118, 152	114 955 111 A
	141	
	143	141 955 111 A
	142, 144	

<b>Wiper Shaft with Crank</b>	left {	111, 112, 115, 116	111 955 215 a)	1
		113, 114, 117, 118, 151, 152	113 955 215 a)	1
	right {	111, 112, 115, 116	111 955 216 a)	1
		113, 114, 117, 118, 151, 152	113 955 216 a)	1
	left and right {	141		1
		143	141 955 215	
		142, 144		

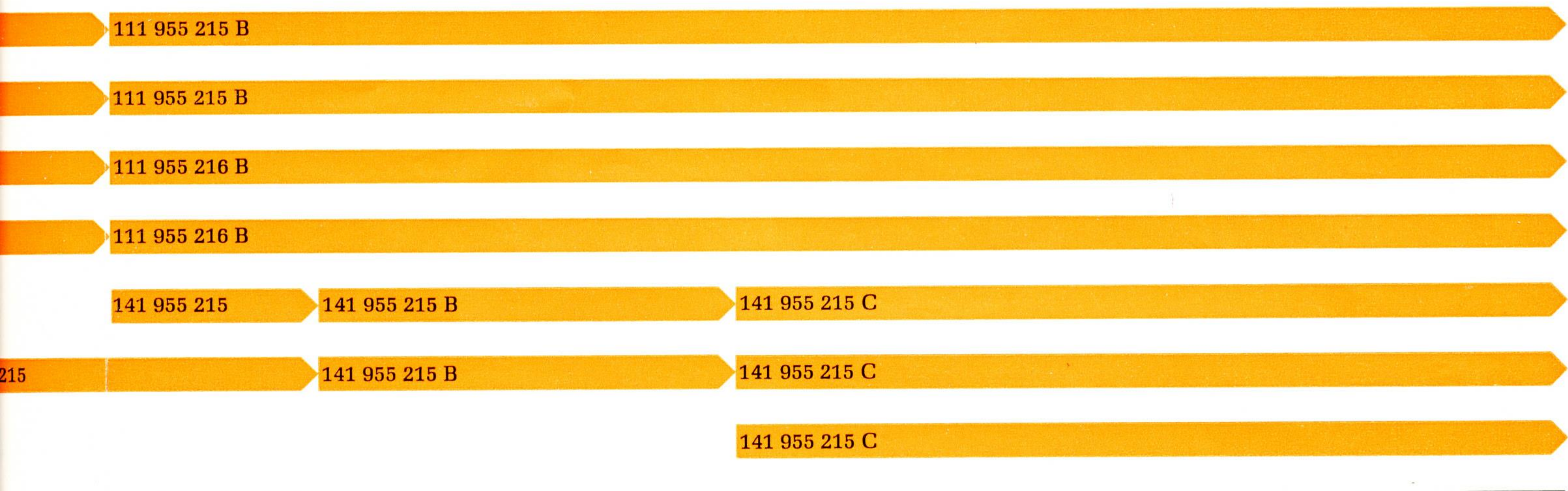
<b>Bearing Seal</b>	inner seal {	111-118, 151, 152	111 955 261	1
		141		*
		143		*
		142, 144		
	outer seal {	111-118, 151, 152	111 955 265	1
		141		1
		143	141 955 265	
		142, 144		

\* The washer 111 955 245 is installed instead of the inner seal

Note on heading:                   \* Model 141 introduced                   \* \* Model 143 introduced                   \* \* \* Models 142, 144 introduced



16 *	1 600 440 * *	1 649 253	2 477 022	2 528 668 * * *	2 626 976	3 192 507
9	1 649 252	2 477 021	2 528 667	2 626 975	3 192 506	



roduced





Wiper Motors  
Wiper Shafts  
Bearing Seals

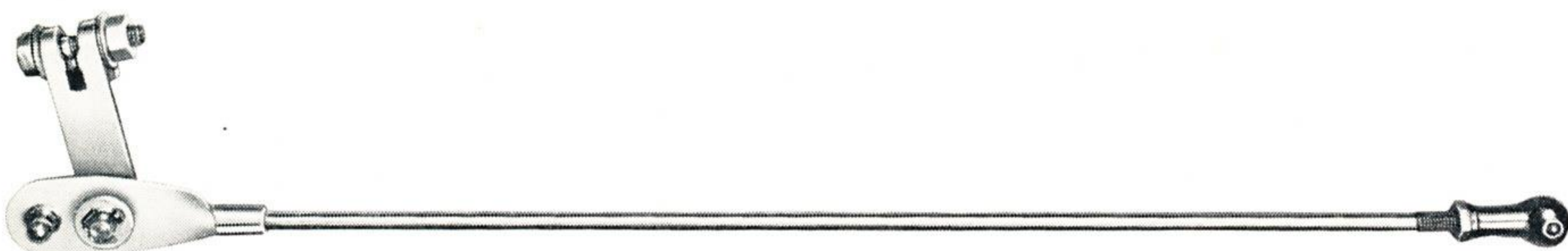




111 955 305 A



111 955 305 B



141 955 319



141 955 320



141 955 325



141 955 326



111 955 325



111 955 325 A



111 955 407



113 955 407 A



113 955 407 B



111 955 411 A



113 955 411 A



141 955 411



Sp 211



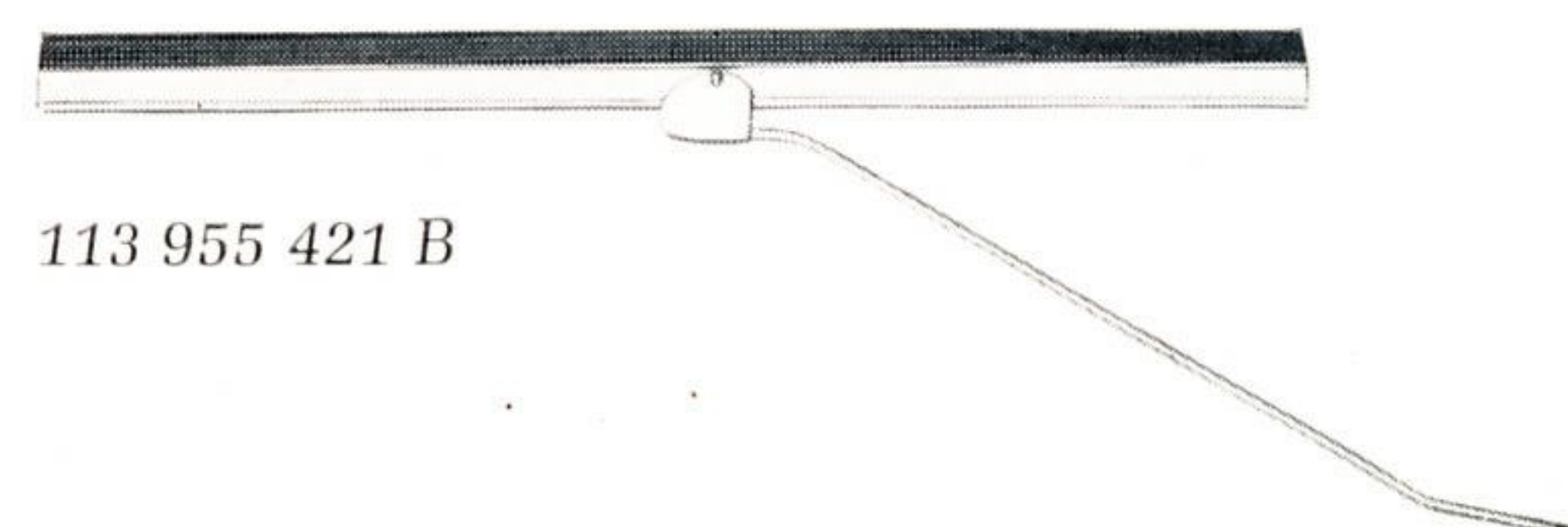
111 955 421 A



113 955 421 A



113 955 422 A



113 955 421 B



141 955 431



141 955 432



	from Chassis No.		1-397 023	1-575 415	1-929 746 *
	up to Chassis No.	1-397 022	1-575 414	1-929 745	1 600 439
Description	Model				
<b>Connecting Rod</b>	111-118, 151, 152	111 955 305 A			
	left 141				
	right 141				
	left 143	141 955 319			
	right 143	141 955 320			
	left 142, 144				
	right 142, 144				
<b>Connecting Link</b>	111-118, 151, 152	111 955 325			
<b>Bracket with Wiper Arm</b> a) aluminium paint	111, 112, 115, 116	SP 211			
	113, 114, 117, 118, 151, 152	SP 211			
	* 111 955 411 A and 111 955 421 A are installed				
<b>Bracket for Wiper Arm</b>	111, 112, 115, 116	SP 211			
	113, 114, 117, 118, 151, 152	SP 211	113 955 411 A		
	141				
	143	141 955 411			
	142, 144				
	* 111 955 407 and 111 955 425 are installed				



746 *	1 600 440 * *	1 649 253	2 477 022	2 528 668 * * *	2 626 976	3 192 507
39	1 649 252	2 477 021	2 528 667	2 626 975	3 192 506	

	111 955 305 B					
	141 955 319	141 955 325				
	141 955 320	141 955 326				
319		141 955 325				
320		141 955 326				
			141 955 325			
			141 955 326			

	111 955 325 A					
	*			111 955 407		
	113 955 407 A a)	113 955 407 B a)				

	111 955 411 A	*				
		* *				
	141 955 411					
411						
			141 955 411			

re installed

	111 955 421 A	*				
	113 955 421 B a)	* *				
	113 955 421 B a)	* *				

re installed

	141 955 431 a)					
	141 955 432 b)					
431 a)						
432 b)						
			141 955 431 a)			
			141 955 432 b)			

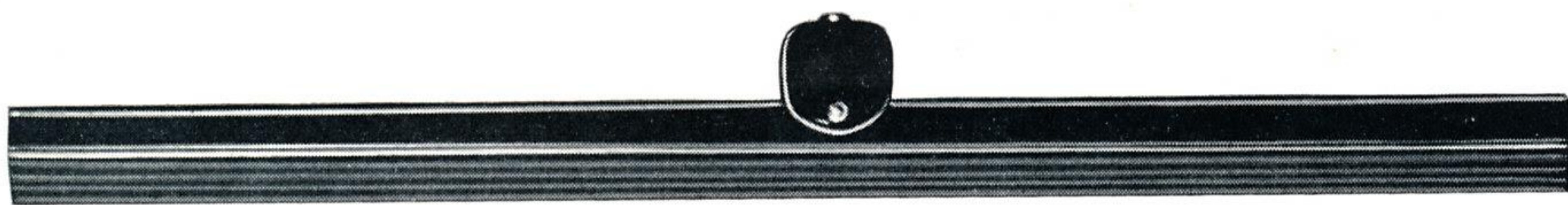
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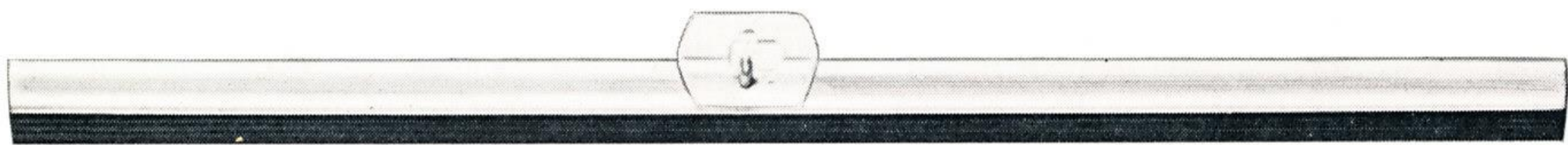


Connecting Rods  
Connecting Link  
Brackets with Wiper Arm  
Brackets for Wiper Arm  
Wiper Arms with Blade  
Wiper Arms without Blade

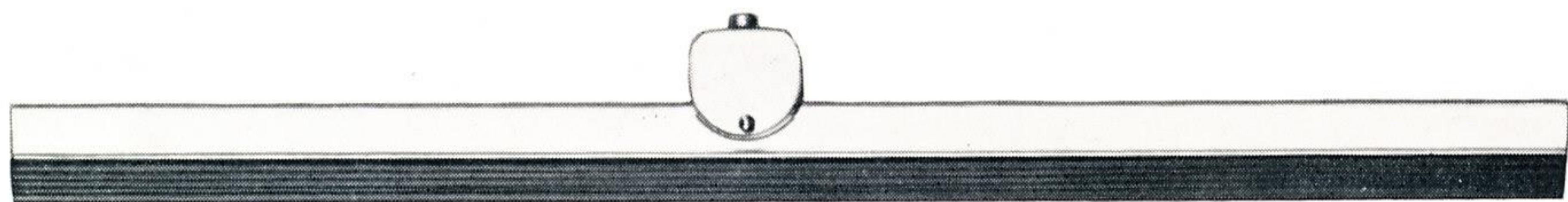




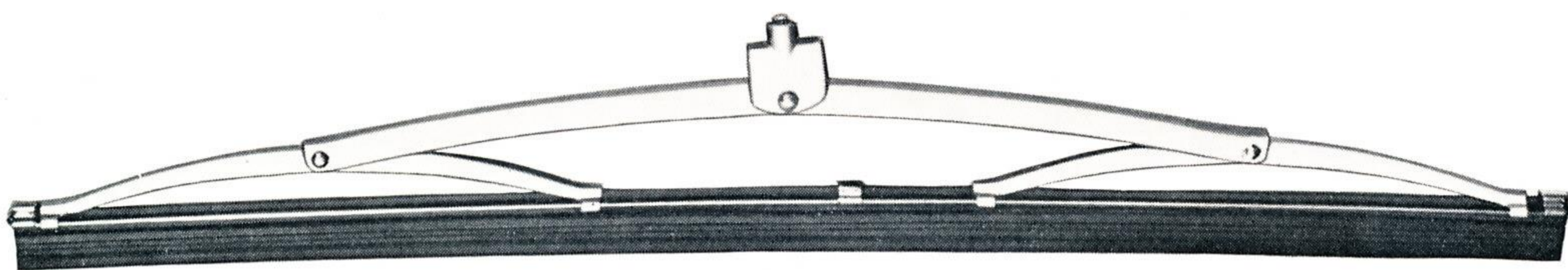
111 955 425



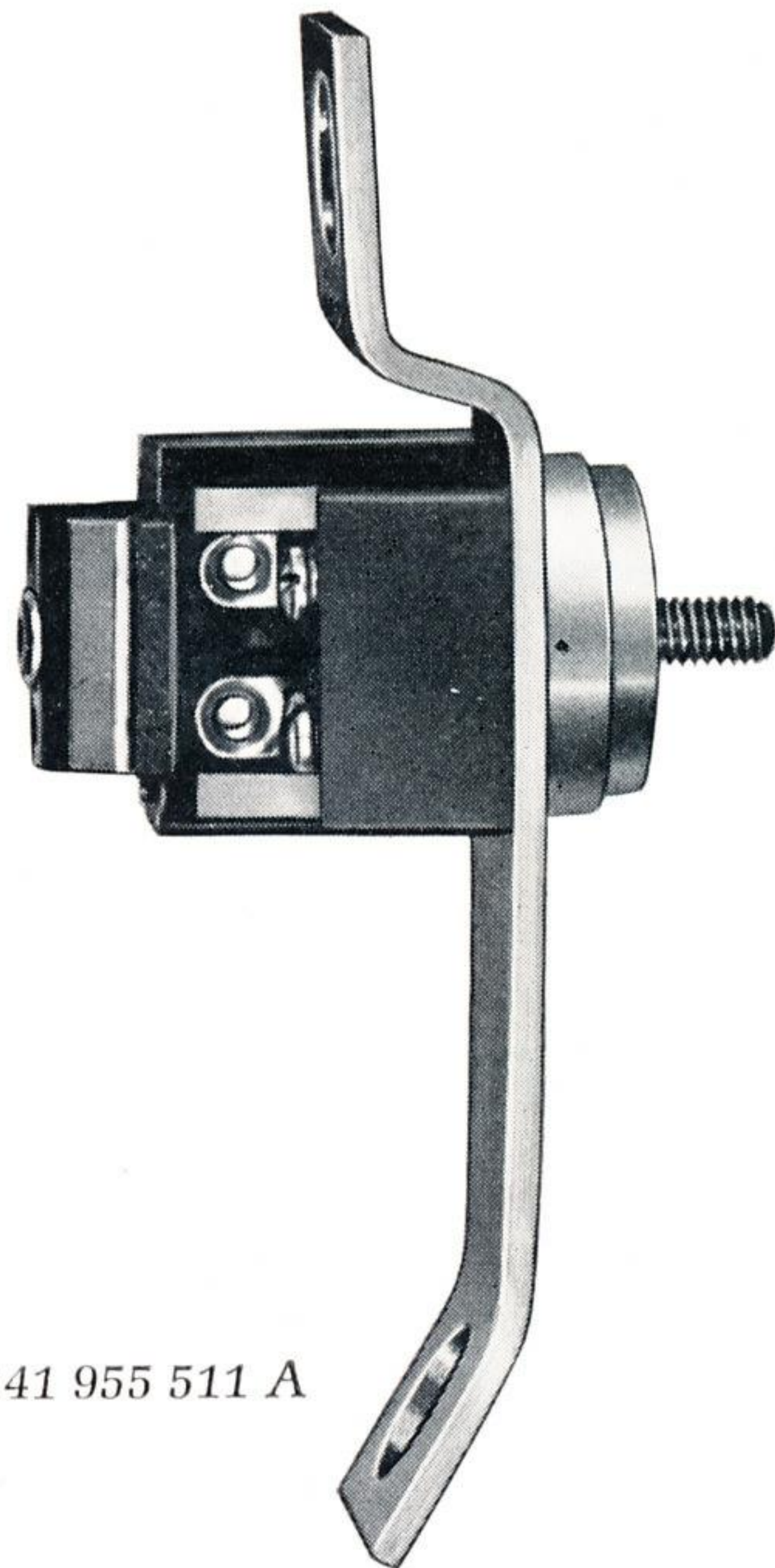
113 955 425 A



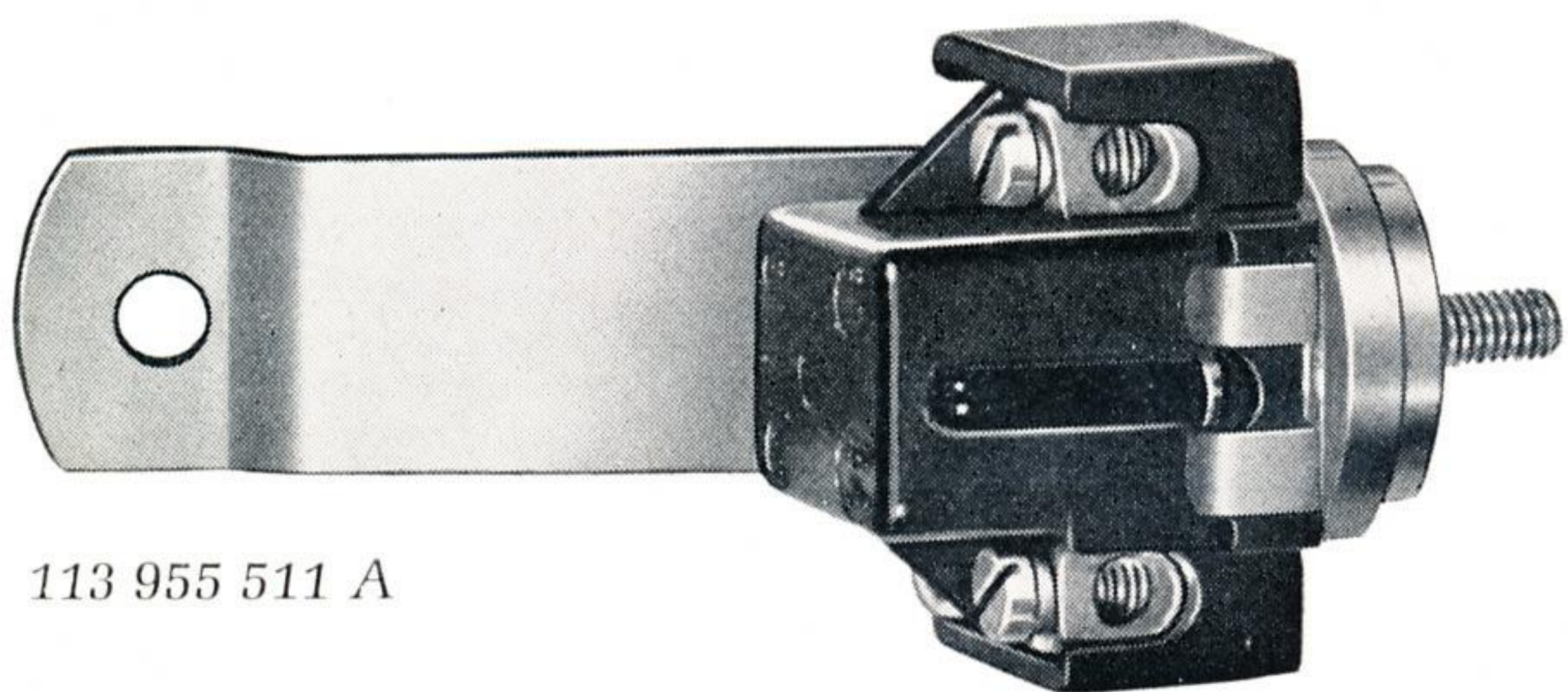
113 955 425 B



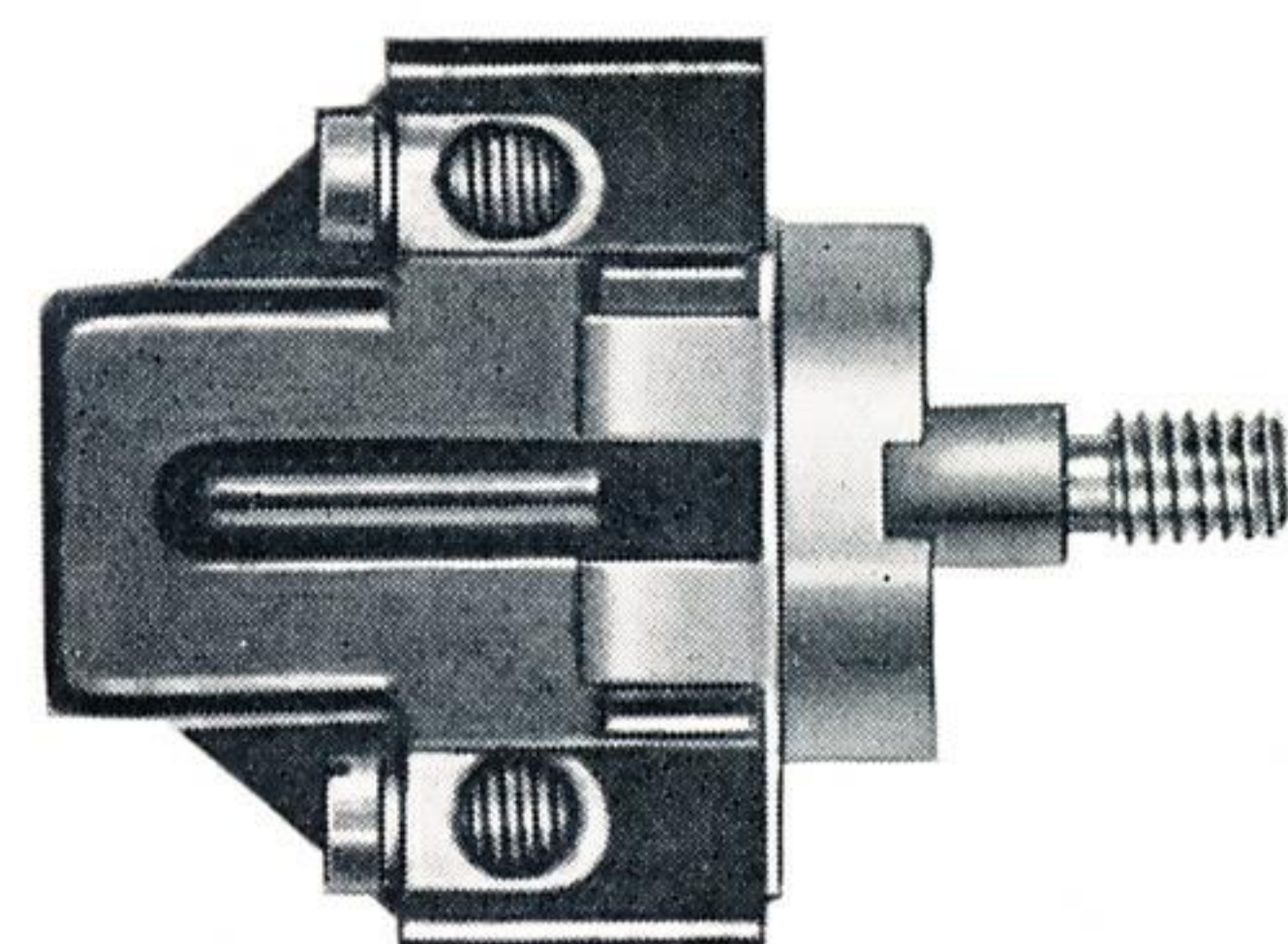
141 955 425



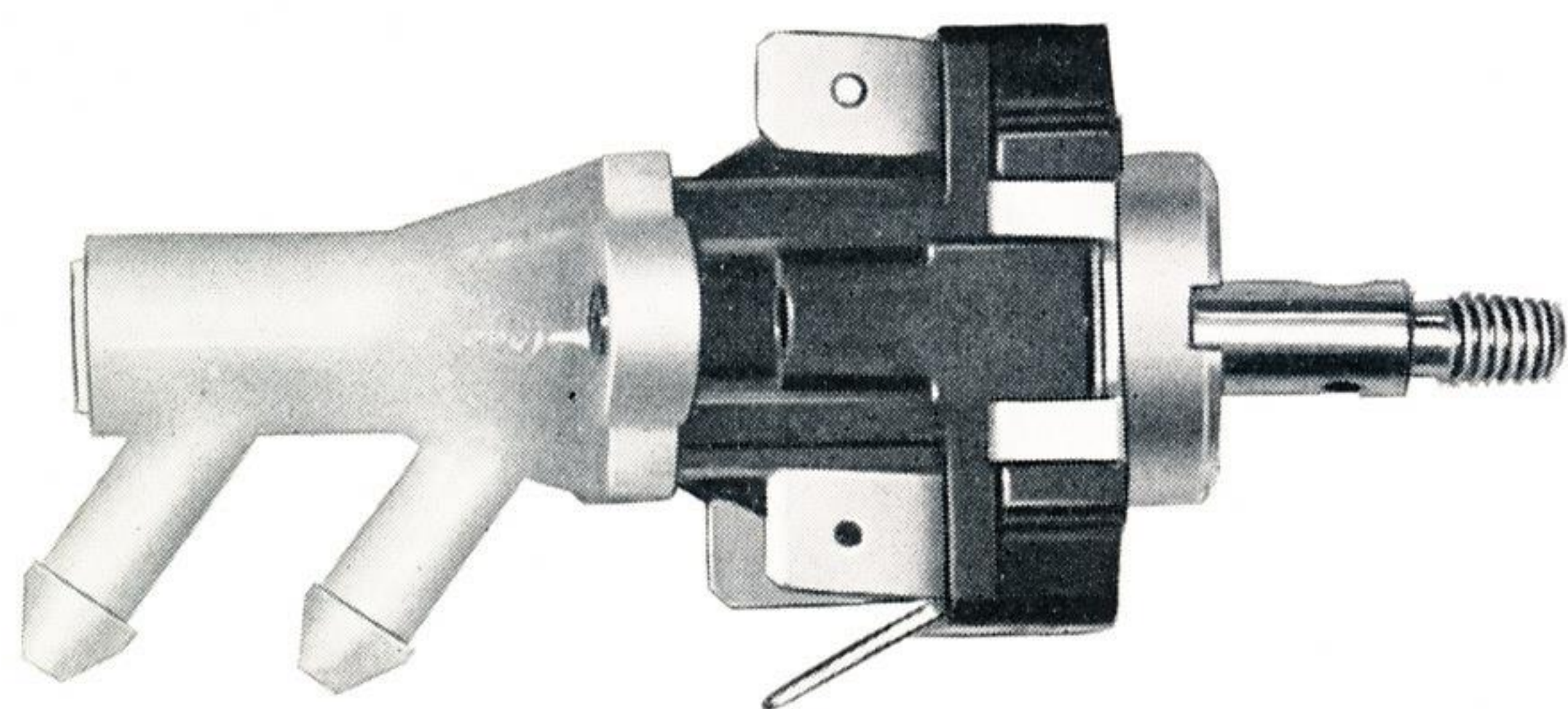
141 955 511 A



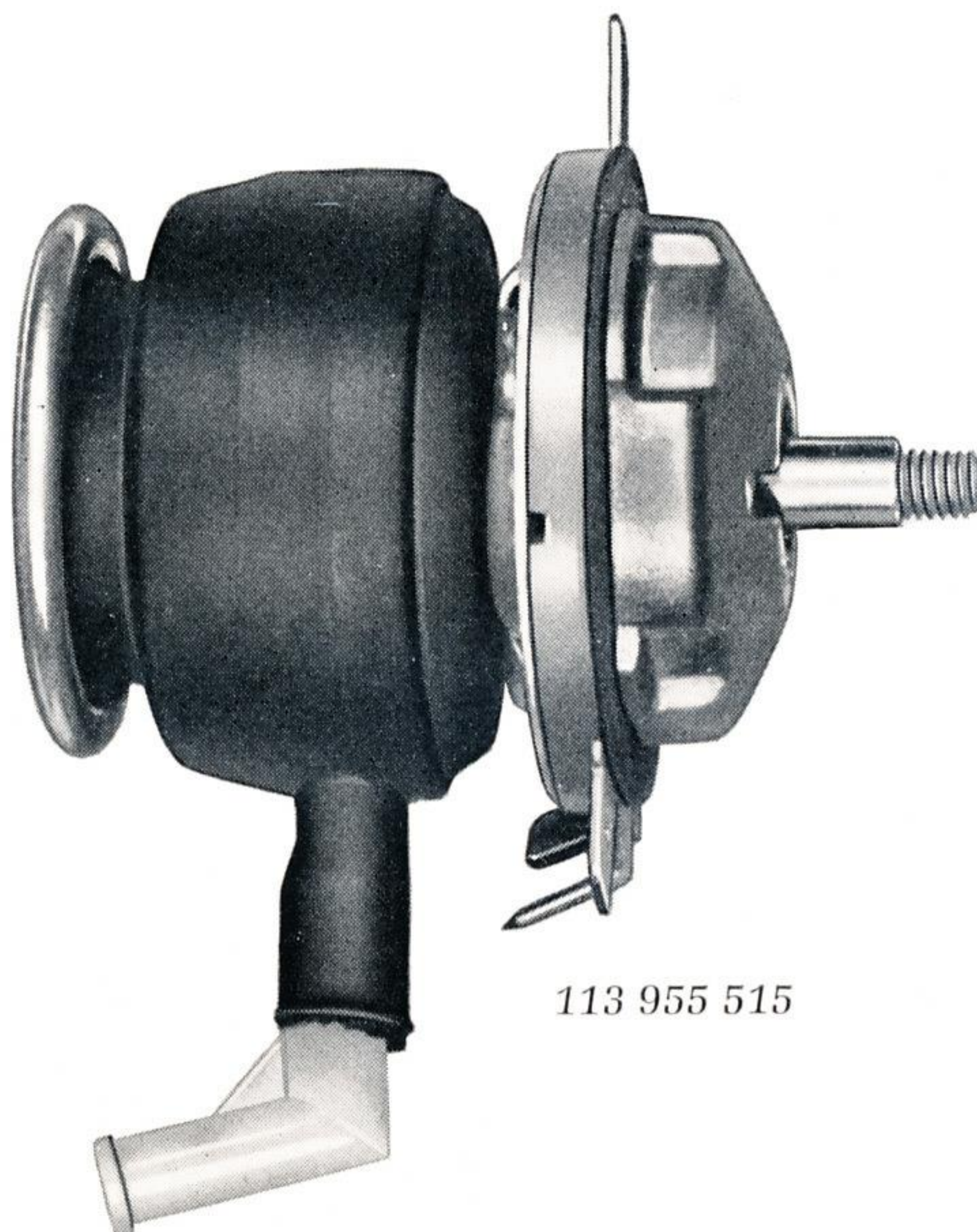
113 955 511 A



113 955 511 B



111 955 517 A



113 955 515



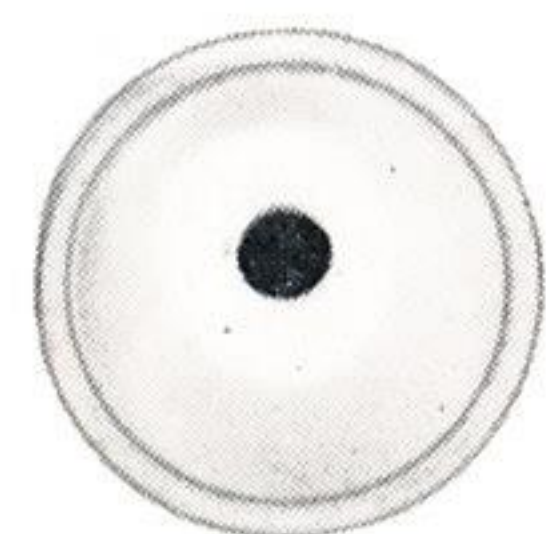
111 955 541



113 955 541



111 941 541



113 941 541



111 955 549



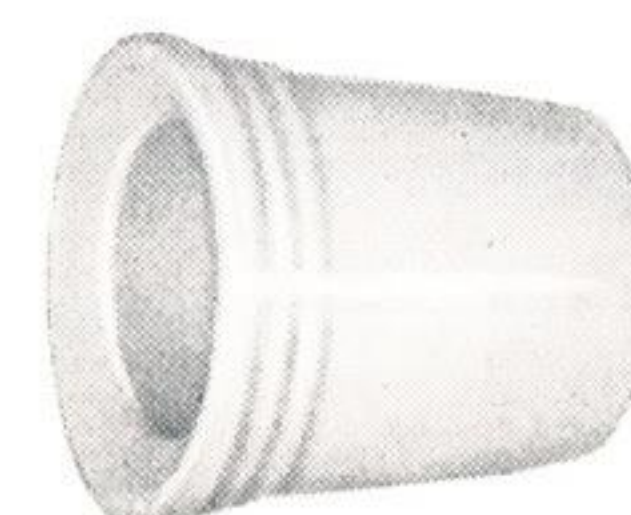
111 955 541 B



141 941 541



113 955 549



113 955 541 B



	from Chassis No.		1—397 023	1—575 415	1—929 746 *
	up to Chassis No.	1—397 022	1—575 414	1—929 745	1 600 439

Description	Model
-------------	-------

<b>Wiper Blade</b>	111, 112, 115, 116	*
	113, 114, 117, 118	*
	151, 152	* * * *
	141	
	143	141 955 425
	142, 144	
* SP 211 (wiper arm with blade) is installed * * 111 955 421 A (wiper arm with blade) is installed * * * 113 955 427 — sprung blade — can be installed optionally		

<b>Wiper Switches</b>	111—118, 151, 152	*	113 955 511 A
	141		
	a) with hand-operated pump	143	141 955 511 A
	b) pneumatic		
	142, 144		
* Instrument panel 111 925 051 for 111, 112, 115, 116 or 113 925 051 for 113, 114, 117, 118, 151, 152			

<b>Switch Knobs</b>	black	111, 112, 115, 116	111 955 541
	ivory	113, 114, 117, 118, 151, 152	113 955 541
	white	141	
	a) ivory	white 143	113 955 541 a)
		white 142, 144	
	* installed together with the knob 111 955 549           * * installed together with the		

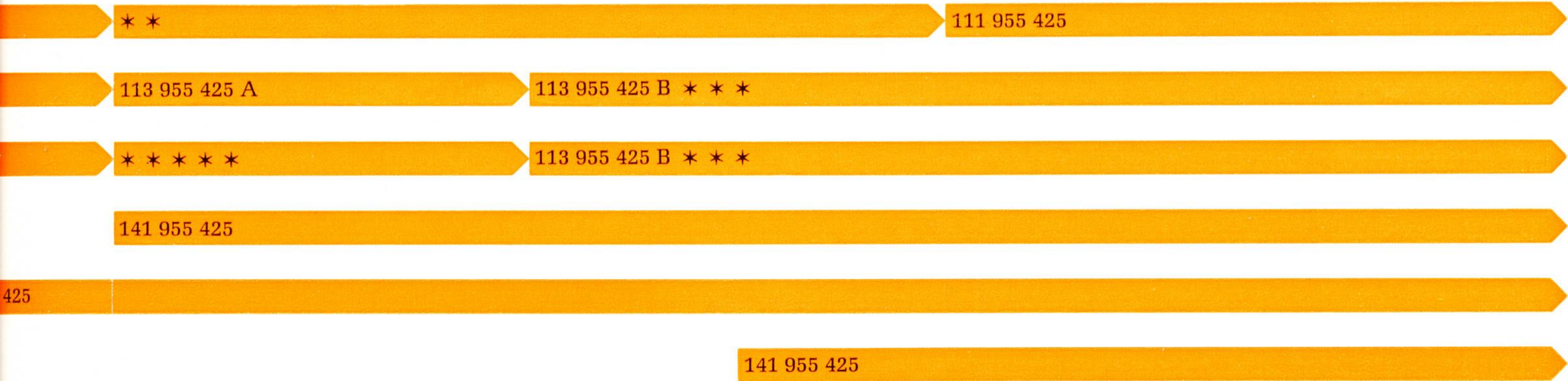
<b>Windshield Washer Switches</b>	black	111, 112, 115, 116
	ivory	113, 114, 117, 118, 151, 152
	white	141
	white	143
	white	142, 144

Note on heading:

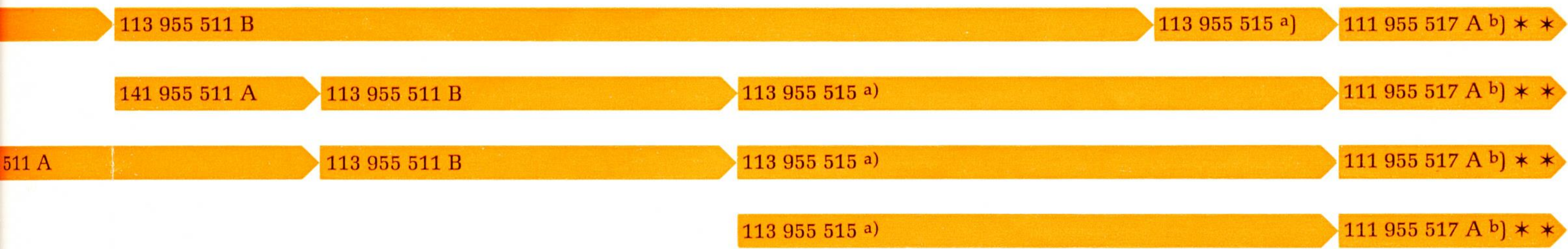
\* Model 143 introduced
 \* \* Model 141 introduced
 \* \* \* Models 142, 143 introduced



46 *	1 600 440 **	1 649 253	2 477 022	2 528 668 ***	2 626 976	3 192 507	4 010 995
9	1 649 252	2 477 021	2 528 667	2 626 975	3 192 506	4 010 994	



\*\*\* 113 955 421 A/422 A (wiper arm with blade, left and right) are installed  
\*\*\* 113 955 421 B (wiper arm with blade) is installed



51, 152 \*\* The windshield washer 113 955 081 A is supplied for service installation in all models



ther with the knob 113 955 549 \*\*\* installed together with the knob 141 955 549



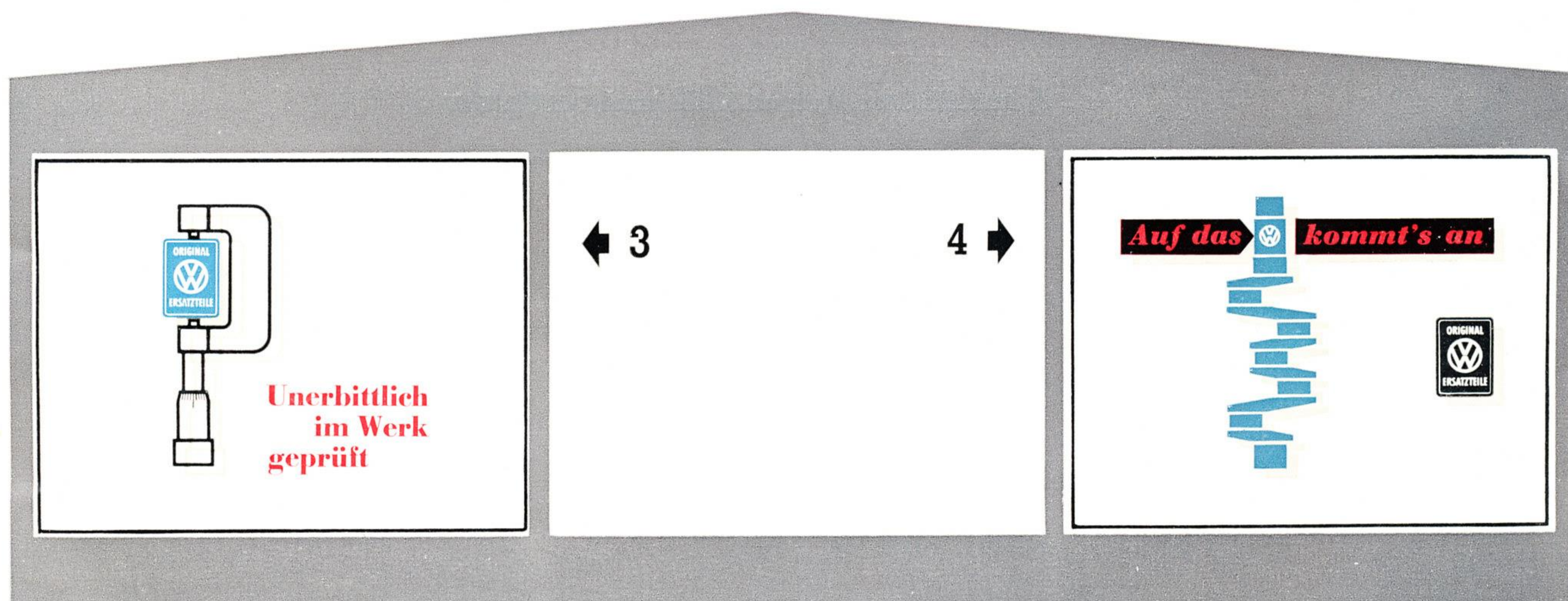




Wiper Blades  
Wiper Switches  
Switch Knobs  
Windshield Washer Switches



# Suggestions for Advertising on the Exterior of Parts Stores





## Translations of Illustrations

- 1 accurate and reliable
- 2 keep your vehicle running
- 3 rigidly factory inspected
- 4 It's the VW that counts

- 5 accurate and reliable
- 6 with warranty for 6 months or 6,000 miles
- 7 you save approximately 50% with the Exchange System



**RELIABLE MOTORS LTD**

MAIN STREET - CARTOWN - PHONE 2110 30

**maßgenau  
und  
wirtschaftlich**



← 5

6 →

**mit Garantie  
für 6 Monate  
oder 10 000 km**

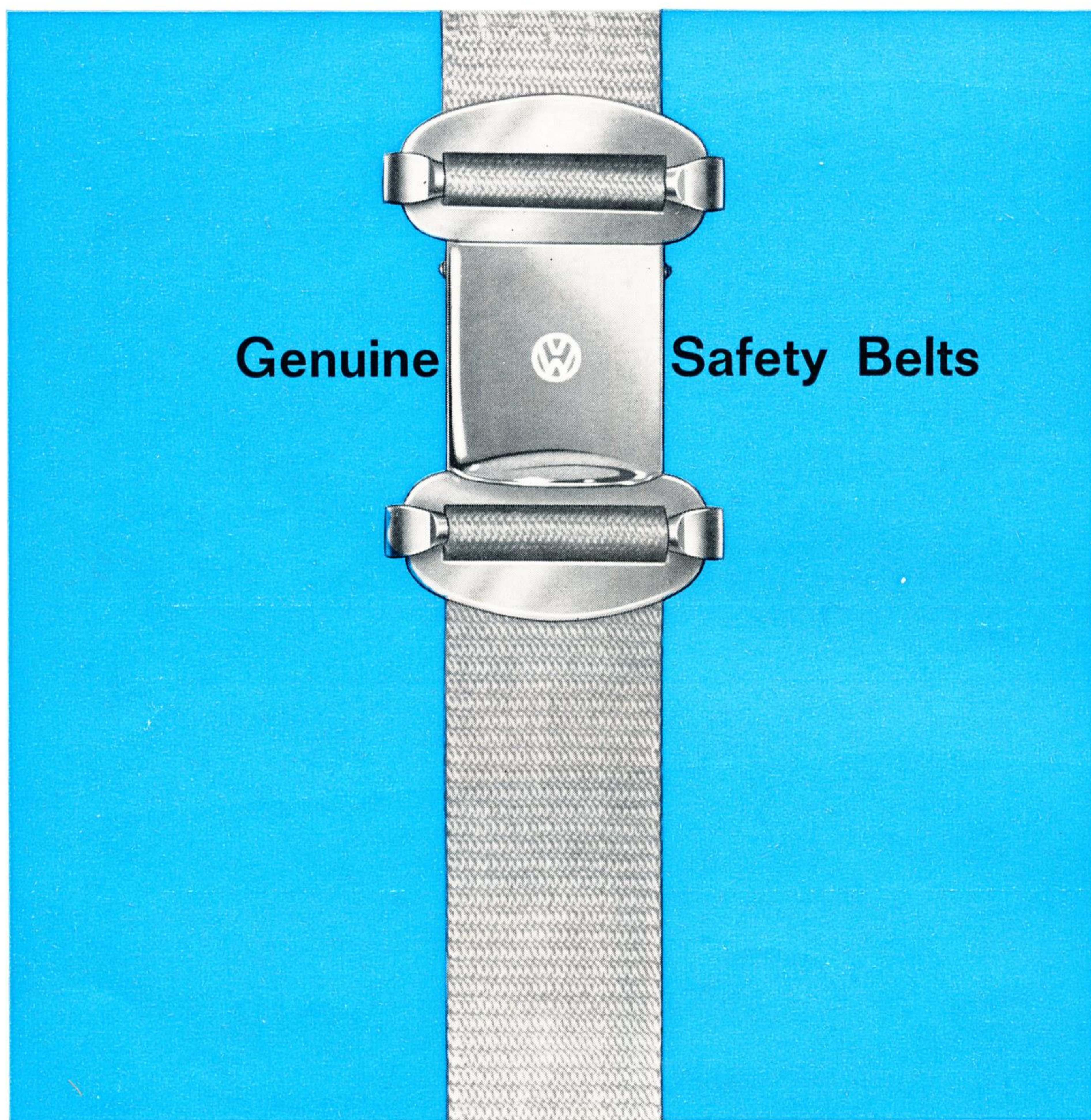
7 →



**Sie sparen etwa 50%  
durch das  
Austausch-System**



Order No. 152 733 20



Prospectus for **Genuine VW Safety Belts**

The above prospectus is supplied free of charge by Volkswagenwerk.  
Make sure that this prospectus is put to efficient use.