

INFORMATION FOR THE VW PARTS SERVICE

The Adviser



28

OCTOBER 1962

Contents

- 3 Dear Reader
- 4 How to become a Parts Specialist
- 11 Windshield Wipers Type 2
- 16 Windshield Wipers Type 3
- 18 New Containers
G 125 – G 807 – G 808/7
- 22 Our Policy:
B. & H. Spindler GmbH, Würzburg,
Germany
- 28 How to sell
GENUINE VW SAFETY BELTS
- 30 Advertising Campaign for the
VW Exchange Service, Autumn 1962
- 32 New Slides
for your Parts Advertising



October 1962 · No. 28

The Adviser

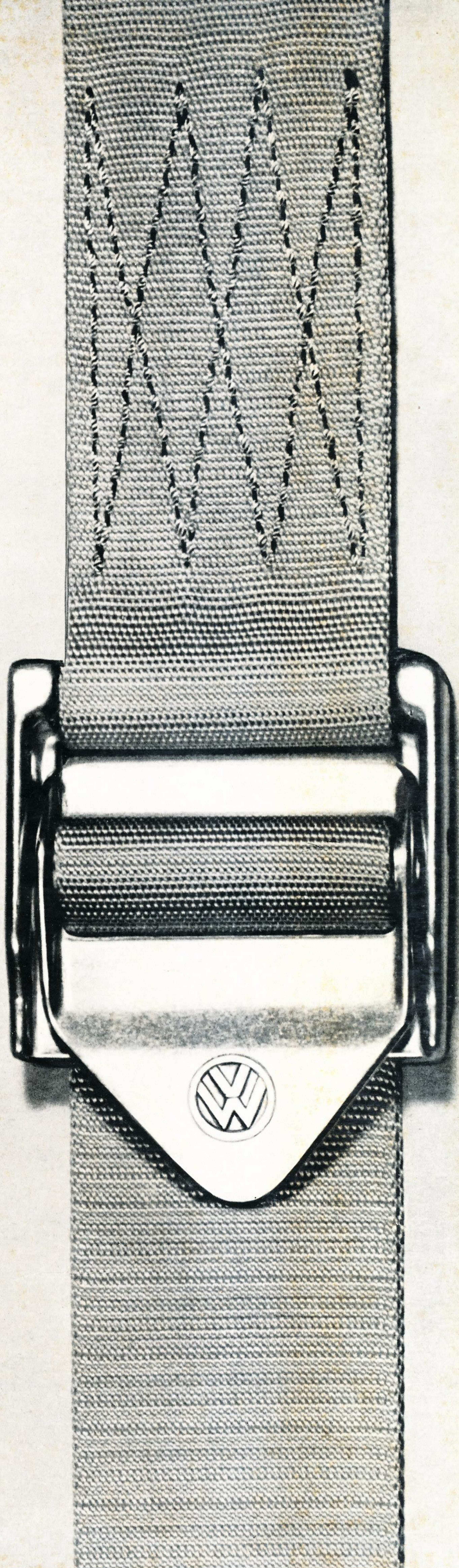
Information for the VW Parts Service.
Issued by the Parts Department of Volkswagenwerk AG. May not be reproduced in whole or in part without the written consent of Volkswagenwerk.
Order No. 714 280 20

© Volkswagenwerk AG 1962

Printed in Germany

Illustration on right:
GENUINE VW SAFETY BELT

Observe the article on page 28
"HOW TO SELL GENUINE VW
SAFETY BELTS"



Dear Reader

Have you ever considered how much time you actually spend at your place of work? Without much trouble you will have realized that most of your time is spent at your place of work. For this reason its layout is of particular importance. You will, therefore, quite understand our asking: Are the surroundings at your place of work such that you like going to work? Naturally the existing surroundings play an important roll. There are, however, other factors too but the surroundings are of such importance that it is worth your while to go into this matter carefully.

One of the first essentials for feeling happy at your place of work is that orderliness exists, that your surroundings create a good impression. This means, for instance, that all the parts are stored correctly and that in the office every file is readily to hand. You must be aware of the various tasks which you have to carry out. In other words one must be in the picture all the time and keep up to date.

Very often one tends to put the blame for lack of order on the lack of space. It is true, however, that a lack of space hampers any efforts made to arrive at orderliness. Sometimes it is sufficient to carry out a tidying-up campaign during which many objects are found which could easily be thrown away. This does not refer to the parts store only but also to the office desks and file cupboards. It does not cost very much to tidy up — all it does cost is a little initiative and will-power. After everything has been properly re-arranged again you can set about making a few decorations. It is not always necessary to clutter up all the

walls with pictures and to pile up the window-sills with flower vases. One good picture and a few flowers are usually sufficient. A good step towards improving the surroundings of the place of work is, for instance, to repair damaged store containers, to repaint rusty bin units, to clean dirty window sills and to tidy up things in general.

Orderliness and cleanliness in the place of work facilitate the work procedure to a large extent. This also has a positive effect on the work output. It is advantageous to everyone if, for instance, the office desk or parts store is clean and tidy. Your superiors will also take note of the fact.

Furthermore any places frequented by the customers must be kept exceptionally clean and tidy. The customer is not in a position to know why the paperwork is all over the place and why spare parts are scattered round the store. The impression he gets, however, affects his view of the type and quality of the work carried out on such a premises. Make sure that he gets a good impression in any event. Here is another tip for you: try to observe your place of work as seen by others. It is not very easy to do this because you have become so accustomed to the existing conditions. We always overlook the unpleasant things. Pretend to yourself that you are a stranger and walk into the office and into the store. You will certainly come across things which require improving. When you do, just don't leave things as they are; make alterations and improvements and you can be assured of having done the right thing.



**How
to become
a parts
specialist?**

If you read a motor magazine you will notice that there are numerous vacancies for members of the parts service.

There is a great shortage of personnel everywhere today. The car business is effected as well. Parts specialists are on demand everywhere. (We don't just mean members of the parts service in general — we mean those members who know all the answers to the parts questions.) This goes to show you that you have placed your money on the right horse and that you have selected the correct job by deciding to join up with the parts service.

This article will show you how to become a parts specialist. A good "parts man" has to fulfil certain requirements. The most important of these are: conscientiousness, orderliness, the ability to grasp situations readily and a good memory.

If you want to become a parts specialist it is obvious that you require a good knowledge of technical and commercial matters. Obviously you are technically-minded as otherwise you would not have decided to become a "part man". We would like to stress, however, that it is absolutely essential to have a good knowledge of business affairs.

All these requirements must be fulfilled if you intend to become a parts specialist. If you have fulfilled these there are numerous other fields which you will have to master as well:

Practical knowledge of the parts and parts lists

Planning and ordering

Purchasing

Calculation, invoicing

Packing, loading, delivering and shipping

Sales

Correspondence

Market observation and sales statistics

Advertising

General business organization

Planning parts stores

Development of store equipment, inventory control.

You certainly will agree that no one can obtain such knowledge and abilities overnight.

The best method is to first of all acquire the necessary parts and parts list knowledge. This means that you will get to know the distinguishing features of the various parts and you will learn how to use the parts lists. The best way to learn this is to work in the stores. All this will come easy to you if you spend some time binning, picking or selling parts at the counter.

If you think that you can now find any part with your eyes closed, why not improve your technical knowledge of the parts. It is very important to know how these parts function and how they are replaced. In the case of exchange parts it is necessary to know to what extent they can be reconditioned. A further useful aid are the parts lists and in particular the illustrations which show the layout of the various major assemblies and parts. In due



course you will have gained a lot of experience and thereby automatically increased your knowledge.

The binder "VW Exchange Service" will give you all the information on the technical aspects of the VW exchange service. This theoretical knowledge will of course, not be of any use to you if you have not had any practical experience on this system.

You should also be interested in why parts come into the store, what parts come in and in what quantities. In the parts section it is of major importance that the customers are in a position to obtain any part on request. If you want to go into the ordering in detail ask your boss for the book "The VW Spare Parts Service". He is sure to have a copy of it and he will gladly lend it to you. This book is the handbook of the VW parts service. Naturally this publication covers the subjects "Ordering and Planning" in detail. After you have read these pages carefully you will have become fully acquainted with the theoretical aspects.



If you are employed in the stock control section you will realize that an order clerk requires years of experience. In other words this means that you will have to supplement your theoretical knowledge with practical experience in this field. Now that you know how the store is supplied with parts it is time for you to turn to



another field. Due to official regulations, some countries buy certain parts locally. As a parts specialist you are also expected to be able to purchase these parts on your own and to carry out the necessary discussions with the manufacturers. But this should not prevent you from acquainting yourself with the terms, prices and discounts. On the contrary, your boss will be even more inclined to let you have a free hand.

As a parts specialist you are also expected to be fully acquainted with all the money transactions — pricing, invoicing etc. Since you have had a commercial training all this will come easy to you.

You will find it easy to grasp how invoices are processed and dealt with. You will also find it useful if you take note of the individual discounts for fleet owners and non VW workshops. It is nothing new to tell you that packing and despatch questions play an important roll.

You may argue that since you are not employed by a distributor the question of despatch does not even arise. But even the smallest workshop occasionally has to despatch parts to non VW workshops. Don't forget that as part of the framework of the Exchange Service you have to return old parts and units to your distributor.

You will have realized what part the direct sale of parts and accessories plays in the business and you will have become aware of the fact that it is very important to satisfy and serve each individual customer efficiently. When the customer buys something he wants to be served individually and he also wants to be given advice. Here you can use your parts knowledge. The theme "Customer Treatment" is very important. Open up the book "The VW Spare Parts Service" again and read the chapter called "AIDA or the art of selling". Another good tip is to observe the "old hands" during their sales discussions with customers.



The boss can expect a parts specialist to be in a position to deal with the correspondence. Some of us don't like paperwork but it is really quite easy because all that is required is that you put your thoughts to paper.

The parts buyer must keep an eye on the parts turnover and the development of the business. He also requires statistics to keep himself informed on the situation of his competitors so that sales promotion measures can be taken if required. In a small establishment the general situa-

tion can be reviewed without the help of extensive statistics.

Market observation and sales statistics are only employed in large parts stores. You should, however, remember that in your firm the parts business is expanding from year to year and that the time will soon come when you too will be obliged to use statistics. You would be well advised to make provision for this at an early stage.

As an expert you are expected to know how to make the most effective use of advertising material. It has often been said that the parts business does not require advertising. People have also been of the opinion that in any case parts are only bought when they are actually required. These statements are not true. We do not have to tell you that it is not merely sufficient to rely on the advertising material which is supplied by the factory to the dealer organization. Every firm should carry out its own advertising for spare parts.

Now turn to the chapter in the book "The VW Spare Parts Service" called "Sensible planning starts at the parts receiving section". This chapter gives details on order procedure etc. A parts specialist should know all about such subjects as order procedure, internal organization and rationalization measures. It is very important that you are fully aware of all the aspects not only of the parts business but also of all the other departments in your firm.

At some time or another a parts specialist will be faced with the task of planning a store, equipping it or, if necessary, designing store equipment. The details of such operations are given in the chapters "Time is money — but so is space" and "How big should a spare parts stockroom be" of the book "The VW Spare Parts Service". You will realize very soon that you



cannot afford to make rough estimations. If you do you waste a lot of your boss's money. All the details have to be worked out very carefully indeed. You, however, have the great advantage because you have gained enough experience from the various sections of the parts department and you can avail yourself of this experience.

You will also have to do some work for your local tax office — i. e. when stock-taking. As a specialist you will be able to appreciate to what extent these measures are advantageous to your firm. However, all this depends on your capability to make the necessary preparations, carry out the stock-taking and evaluate the individual items. During your period of training you will have heard a lot about stock-taking.

If you now read the chapter "Stock-taking" in the book "The VW Spare Parts Service" you should be really and truly in the picture. The best way to learn about the practical aspects of stock-taking, is to observe the steps taken every year in your firm. We also presume that you do your share of work each year during stock-taking.

If a person has reached his goal and now is, for instance, the head of a parts department he will still need more experience in addition to that which he has gained over the years. You will realize that a senior member of the parts department must be in a position to give advice on such matters as terms of delivery and complaints.

If you are a parts manager you will also have a superior — the proprietor of the firm. He expects that you are capable of running the department efficiently.

This depends on the attitude of the individual but it is up to you to ensure that not only are you respected by your fellow-workers but also that they have confidence in you.



You will have noticed that it is not quite so easy to become a parts specialist. You have to rely on yourself and on the helping hand of your boss because you will not always be in



a position to work in the various departments of your firm. You will find that the following aids are very useful:

1. "The VW Spare Parts Service"

Order Number 718 010 20

This is the handbook of the VW spare parts service.

2. "VW Exchange Service"

Order Number 735 902 20

This book deals with all questions relating to the VW Exchange Service.

3. "Genuine VW Parts Adviser"

Order Number 714 . . . 20

These publications deal with technical problems and give you useful tips.

4. Basic course in Volkswagenwerk

(This course is also held at the Importer's premises)

This course will give you the knowledge you require when working in the VW parts service.

The organisation of the VW parts service.

Origin of Genuine VW Parts

Use of the parts lists

Technical aspects

Planning a parts store

Equipping a parts store

stock control and ordering

Sales

Exchange service

(in particular the pre-inspection of parts)

Stock-taking

Advertising

(This programme is rounded off by visits to other sections as well as a talk on the factory and the Volkswagen)

5. Course for parts managers in Volkswagenwerk

It is essential for participants to have attended the basic course before taking part at parts managers' courses. The fact that a wider range of experience is necessary is borne out by the nature of the subjects listed on the programme.



Stock control system and an exchange of views on questions connected with the ordering system.

Psychological talks on customer and staff relationship

General discussion on special questions raised by the participants

Exchange of views on store planning

Discussion on technical questions

Visits to factory and distributor's stores.

After you have read this article thoroughly you will probably ask yourself whether it is worth while going to all this trouble. We are in a position to assure you that many people have gone the right way about things and they are now happy in their job as parts specialists. The

parts business is certainly not monotonous but it is complicated, and because it is, it will give you great satisfaction when you realize that you have mastered the situation. We know too that the business will be a success and that you will be rewarded for your efforts.

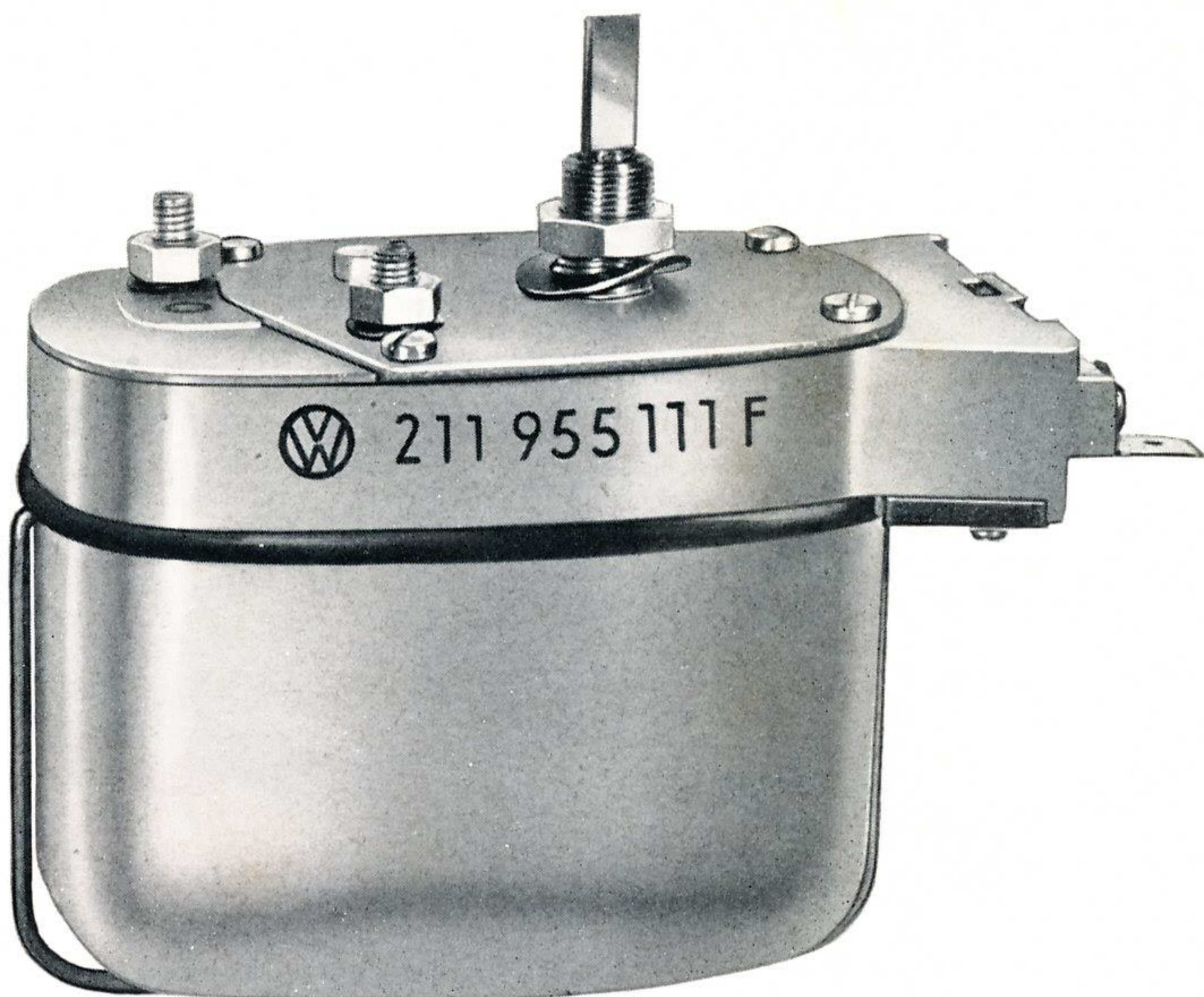


A stylized, minimalist illustration of a car's front end. The car is depicted in a light beige or off-white color against a solid teal background. The car's body is composed of simple, rounded shapes. A large, black, stylized wiper blade is shown in the upper left quadrant of the windshield area. The text "Windshield Wipers" is printed in a bold, black, sans-serif font across the middle of the car's front. In the lower right corner, there is a circular logo containing a stylized "VW" symbol. The overall design is clean and modern, with a focus on geometric forms and a limited color palette.

Windshield Wipers



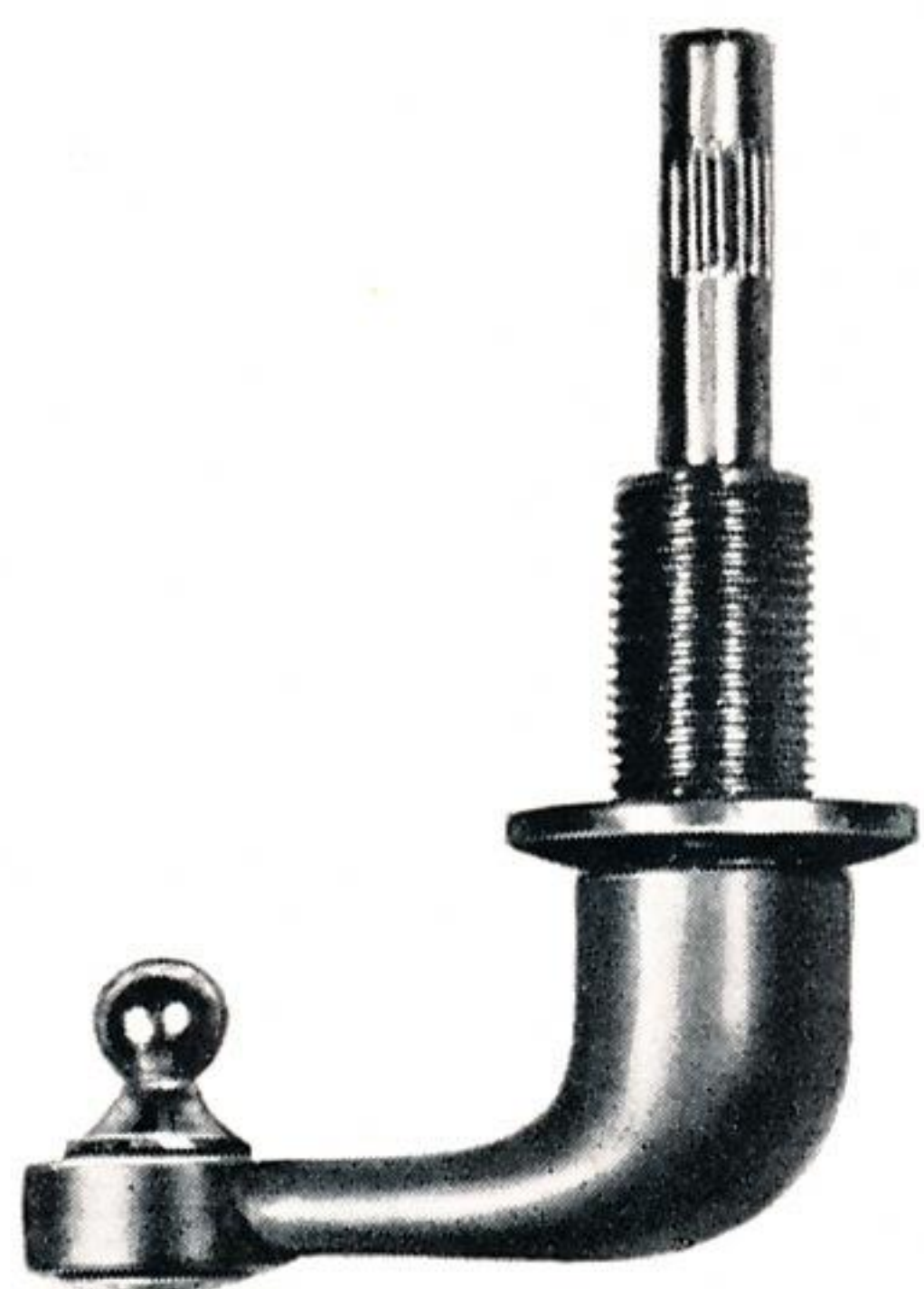
211 955 111



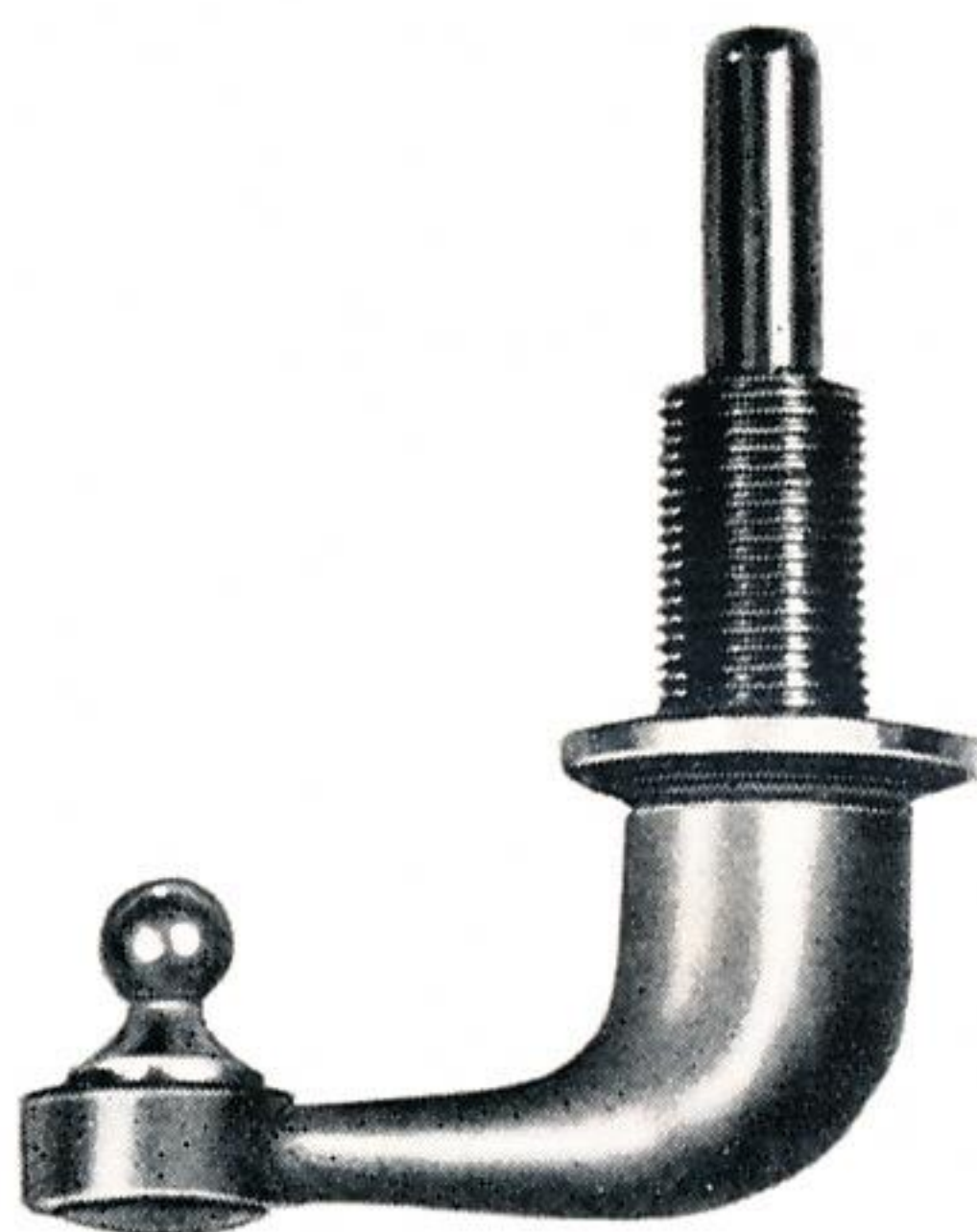
211 955 111 F



211 955 215



211 955 215 B



211 955 215 C



211 955 261



211 955 261 A



211 955 265



211 955 265 A



211 955 319



211 955 319 A



211 955 320 A



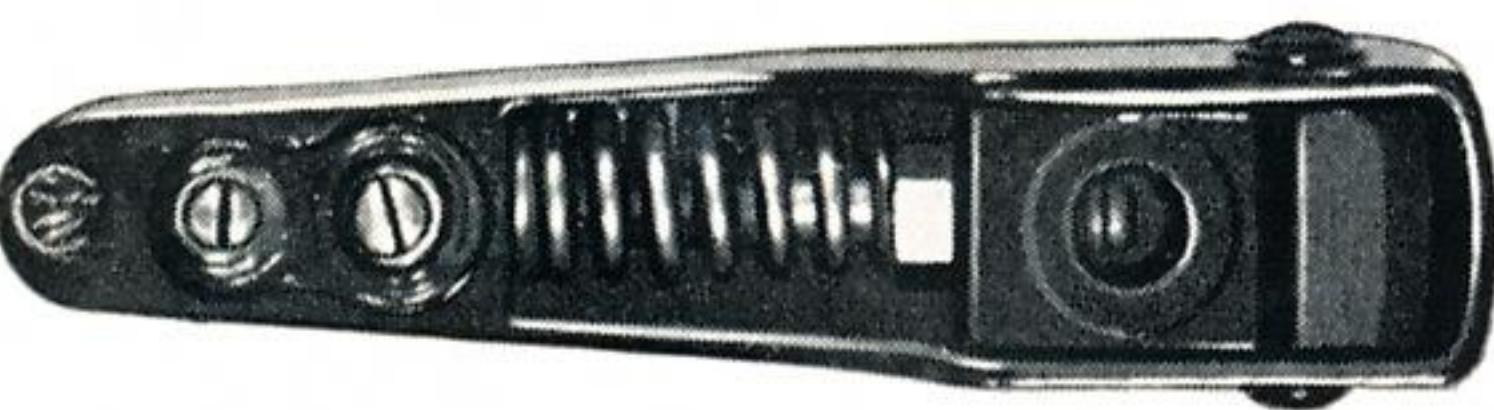
211 955 407



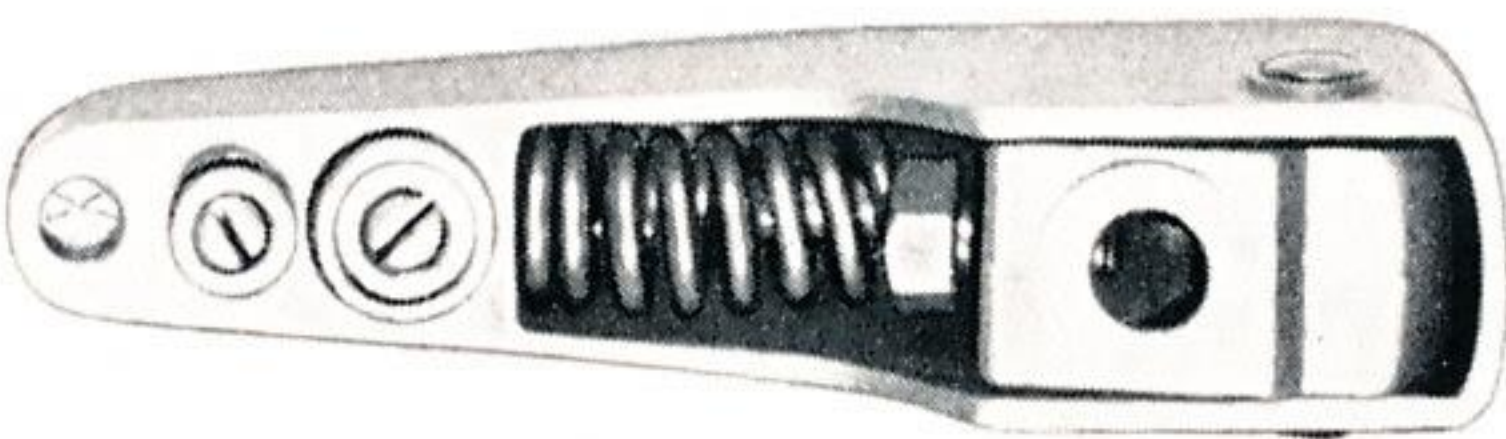
221 955 407

Windshield Wipers Type 2

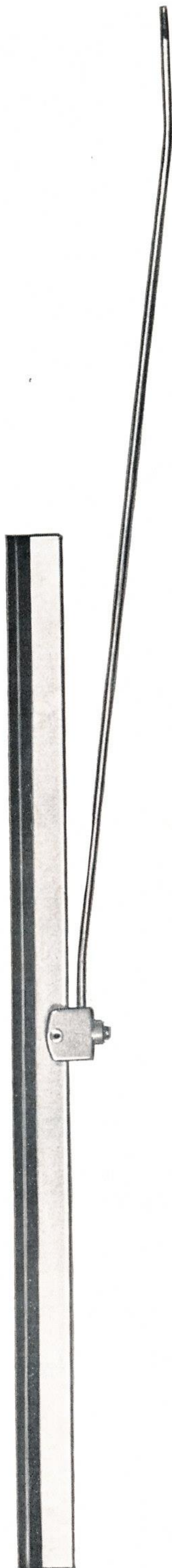
		from Chassis No.		20-117 902	579 519
		up to Chassis No.	20-117 901	579 518	
Description		Model			
Wiper Motor		Type 2 all models	211 955 111	211 955 111 F	
Wiper Shaft with Crank		Type 2 all models	211 955 215	211 955 215 B	211 955 215 C
Bearing Seal	inner	Type 2 all models	211 955 261	211 955 261 A	
	outer	Type 2 all models	211 955 265	211 955 265 A	
Connecting Rod	left	Type 2 all models	211 955 319	211 955 319 A	
	right	Type 2 all models	211 955 320 A		
Bracket with Wiper Arm		211-216, 231-238, 261-274		211 955 407	
		221-228, 241, 244		221 955 407	
Bracket for Wiper Arm		211-216, 231-238, 261-274	211 955 411		
		221-228, 241, 244	221 955 411 A		



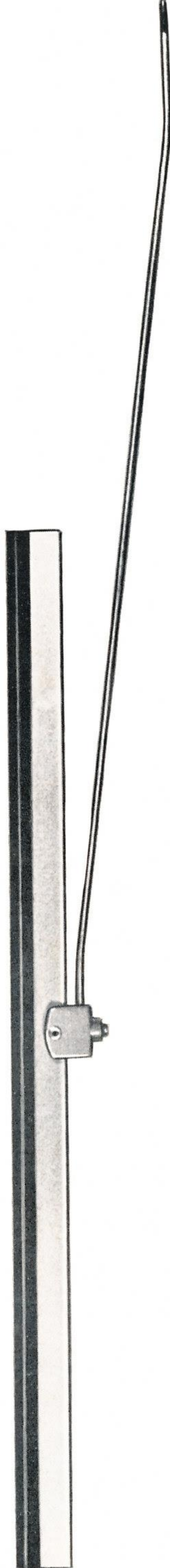
211 955 411



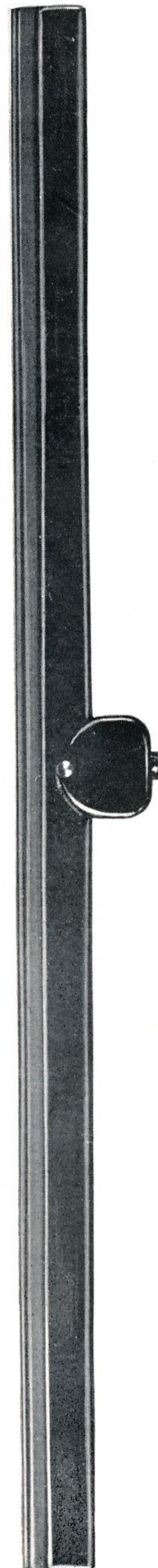
221 955 411 A



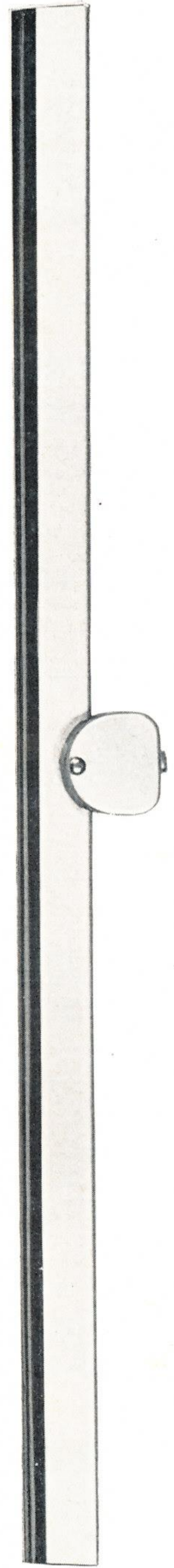
211 955 421 B
(painted black)



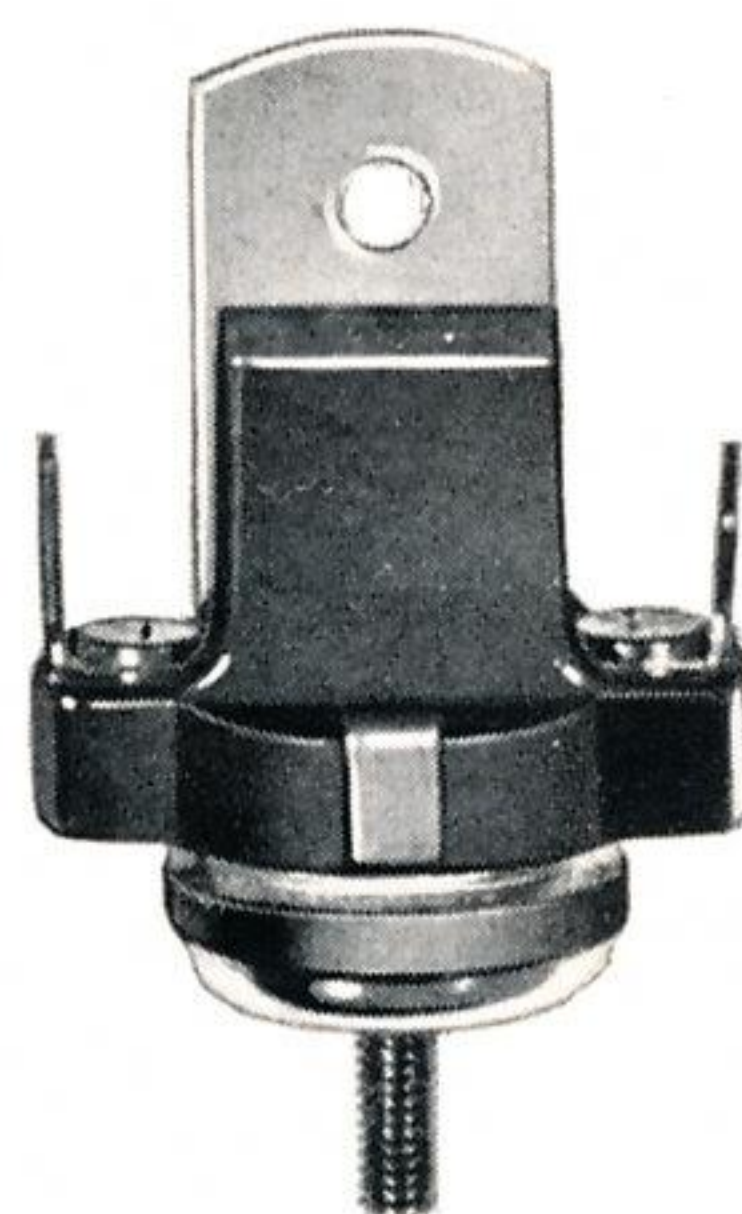
221 955 421 B



211 955 425 A



221 955 425 B



211 955 511 B



111 955 541



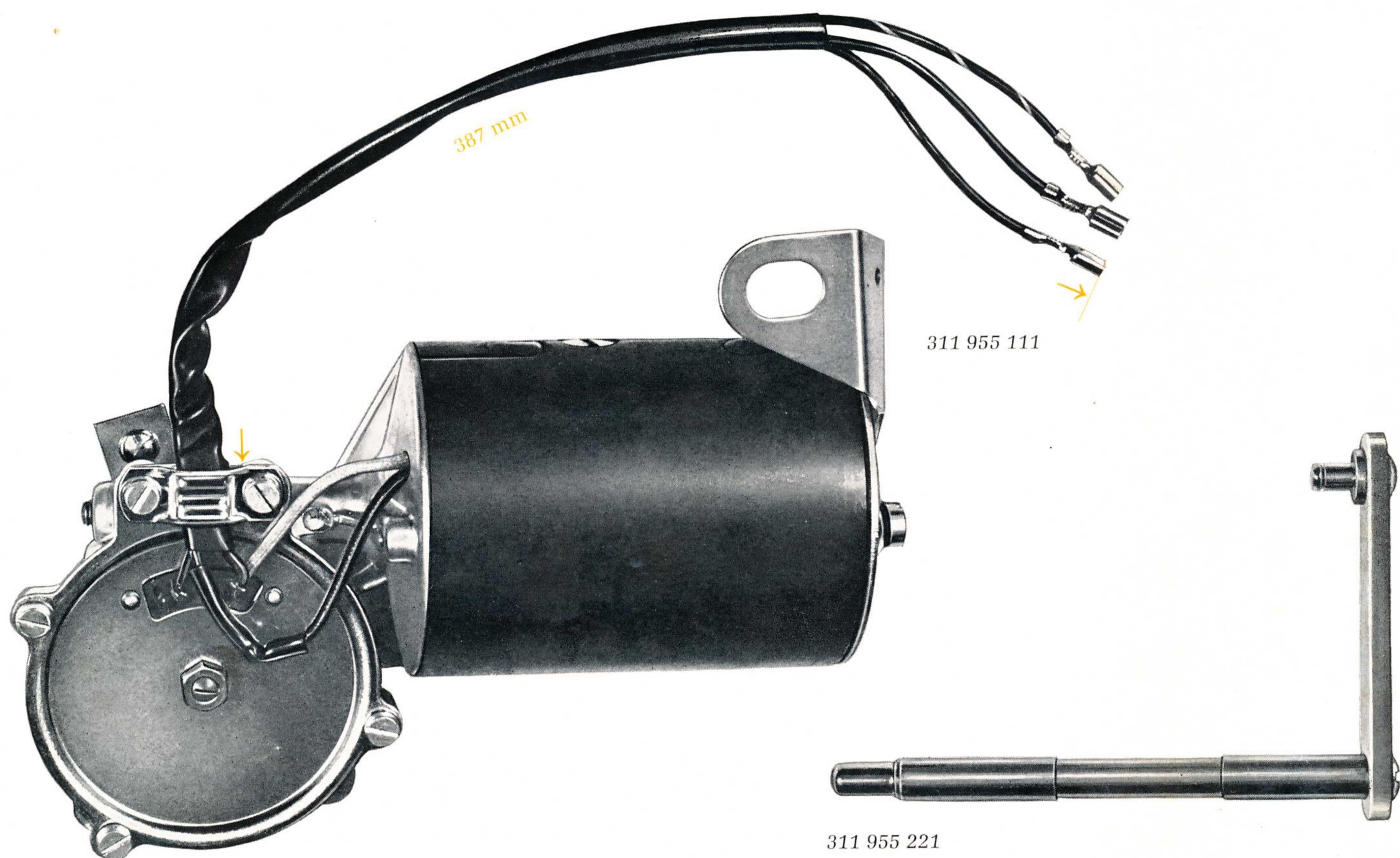
113 955 541

Windshield Wipers Type 2

		from Chassis No.	20—117 902	579 519
		up to Chassis No.	20—117 901	579 518
Description		Model		
Wiper Arm with Blade		211—216, 231—238, 261—274	211 955 421 B	
		221—228, 241, 244	221 955 421 B	
Wiper Blade		211	211 955 425 A	
		221	221 955 425 B	
Wiper Switches		Type 2 all models	211 955 511 B	
Switch Knobs	black	Type 2 all models	111 955 541	
	ivory	Type 2 all models	113 955 541	

Windshield Wipers Type 3

		from Chassis No. up to Chassis No.	
Description		Model	
Wiper Motor		Type 3 all models	311 955 111
		Type 3 all models	341 955 111
Wiper Shaft with Crank		Type 3 all models	311 955 221
Bearing Seal	outer	Type 3 all models	311 955 261
	inner	Type 3 all models	311 955 265
Connecting Rod	left	311	311 955 325
	left	311	341 955 325
	right	341	311 955 326
	right	341	341 955 326
Bracket with Wiper Arm		Type 3 all models	311 955 407
Wiper Blade		Type 3 all models	311 955 425





311 955 265



311 955 261



311 955 325



341 955 325



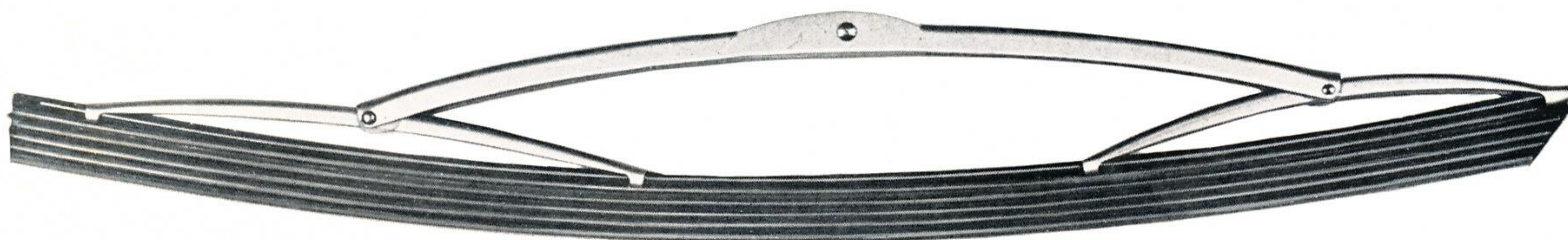
311 955 326



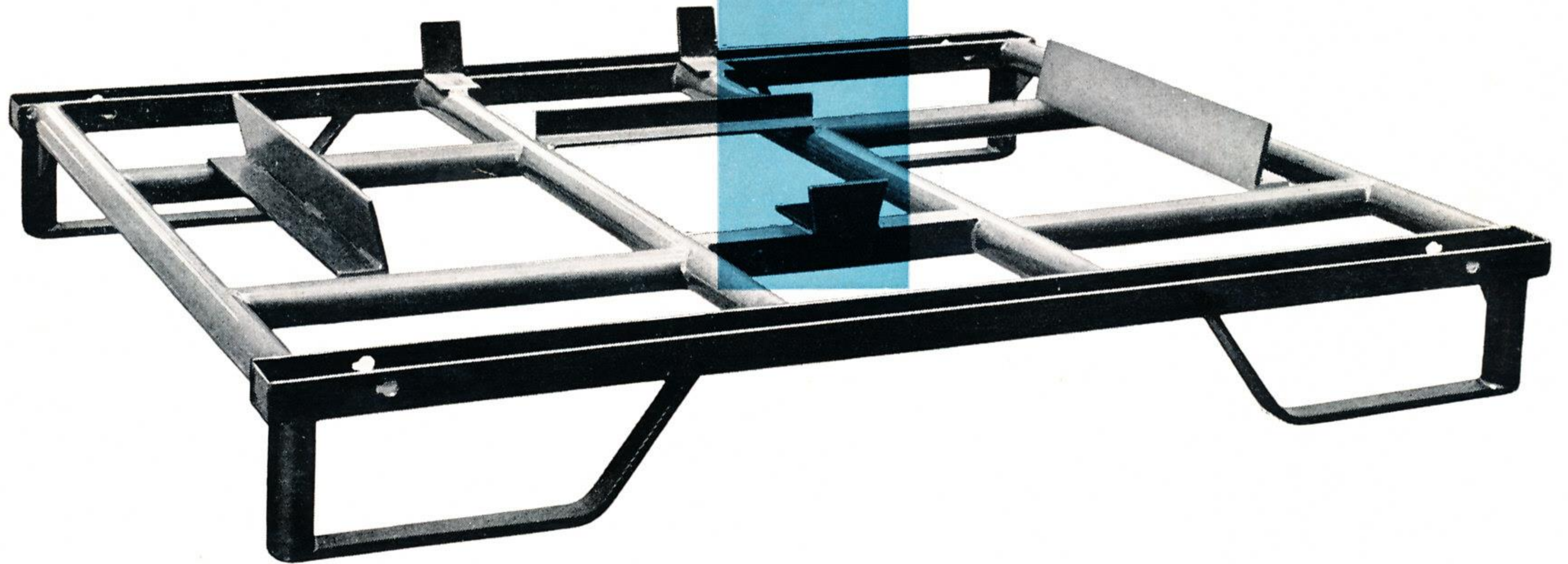
341 955 326



311 955 407



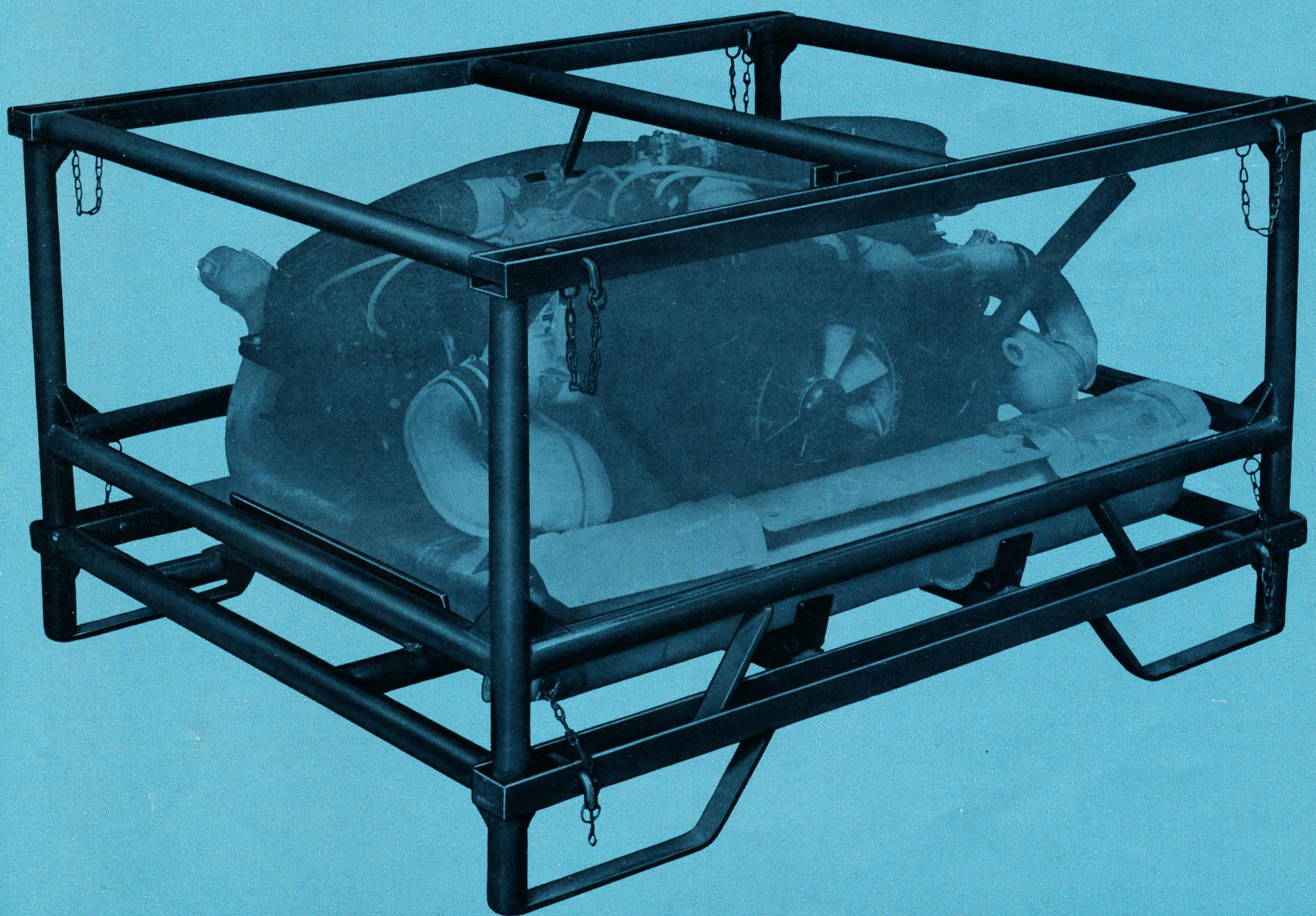
311 955 425



Containers for Genuine VW Parts

G 125 container for VW 1500 engine

Length 1058 mm (41.7")
Width 864 mm (34.0")
Height 583 mm (23.0")
Weight 31 kg (68 lbs.)

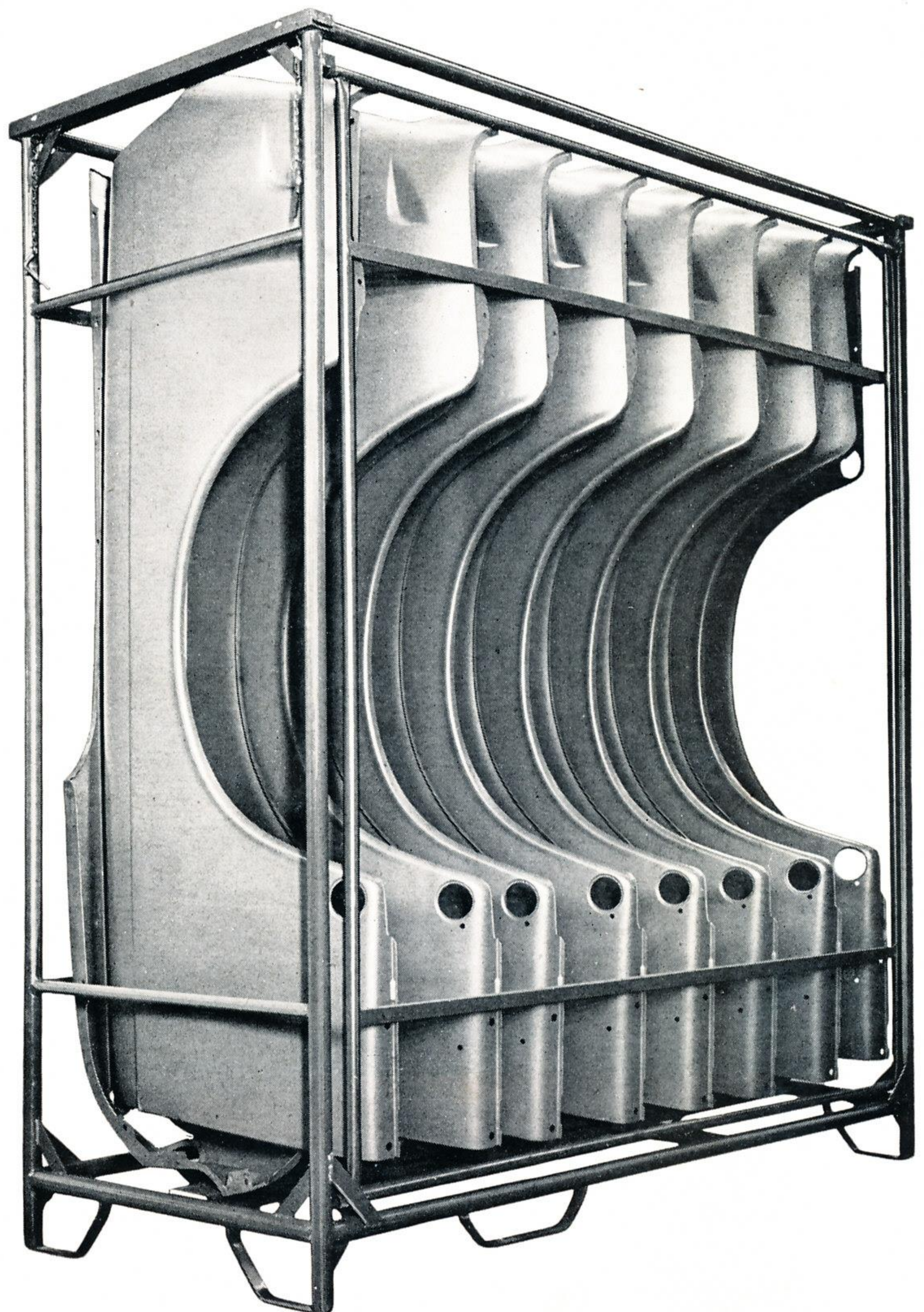


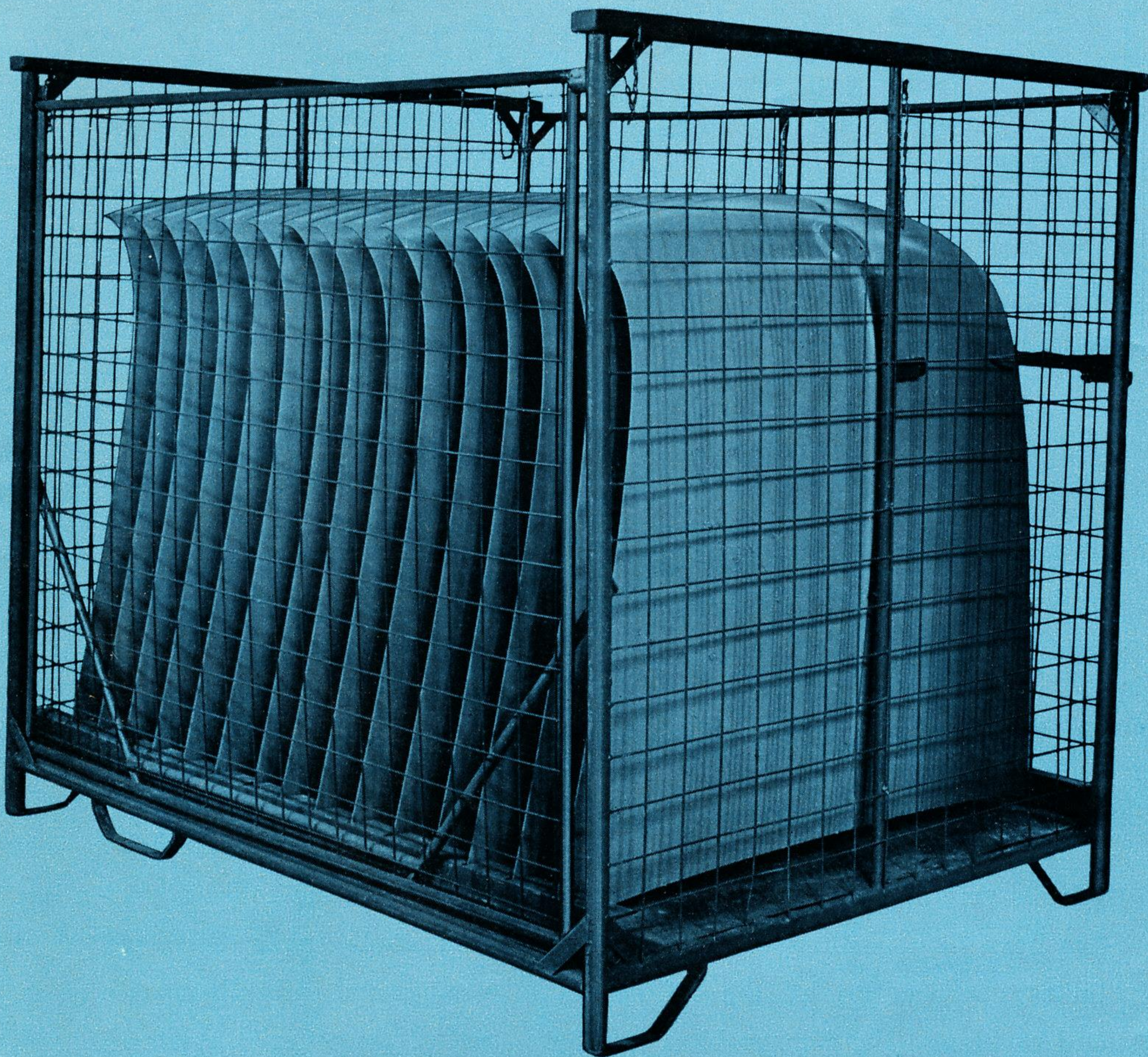
Containers for Genuine VW Parts



**G 807 frame for quarter panels,
VW 1500**

Length 1723 mm (67.8")
Width 790 mm (31.1")
Height 1950 mm (76.8")
Weight 59 kg (130 lbs.)





**Large Container G 808
with Mountings G 808/7
for Front and Rear Hoods
VW 1500**

G 808

Length 1723 mm (67.8")

Width 1313 mm (51.7")

Height 1479 mm (58.2")

Weights

G 808 78 kg (172 lbs.)

G 808/7 12 kg (26 lbs.)

**Medium-sized
Container G 809
with Mountings G 808/7**

Length 1723 mm (67.8")

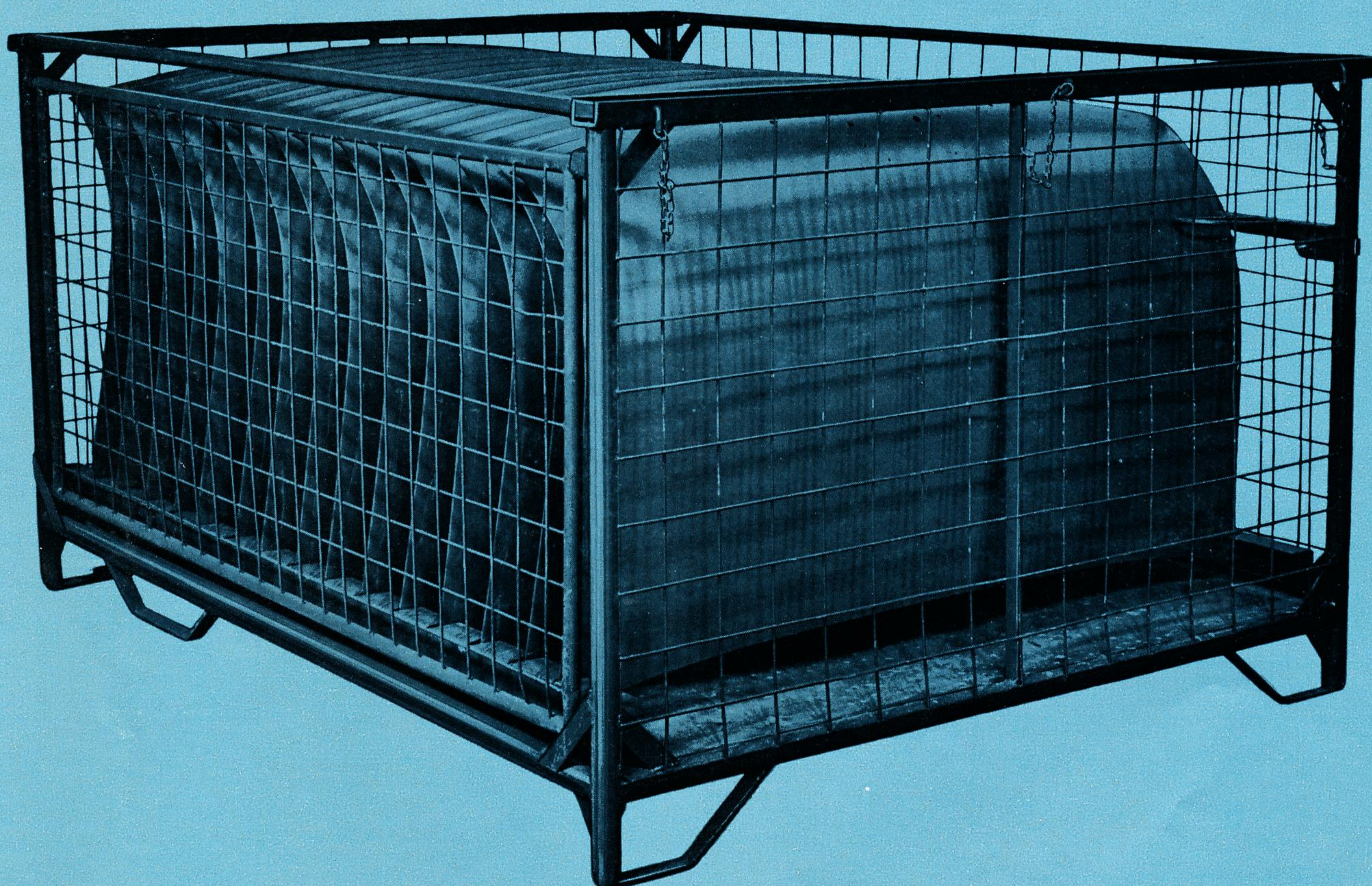
Width 1313 mm (51.7")

Height 933 mm (36.8")

Weights

G 809 65 kg (143 lbs.)

G 808/7 12 kg (26 lbs.)



The
Adviser



Our Policy

Various problems had to be solved prior to the erection of the new Central Parts Depot at

B. & H. Spindler GmbH. Würzburg, Germany

We are very pleased that our Distributor has been in a position to find a satisfactory solution to all the difficulties and problems. The first problem was to find a suitable site. It had to have a railway siding and be easily accessible by car. The town of Würzburg made a site available which is situated on the main road leading to the Autobahn in the direction of Nuremberg. 900 metres (2953 ft.) of railway siding had to be laid down. The loading ramp is sufficiently long to provide for 5 goods wagons to be unloaded alongside.

The parts section is 60 m (197 ft.) long and 30 m (98 ft.) wide. The clear height is 6.10 m (20 ft.) and, if necessary, the bin units can be stacked up to give 3 floors. The floor of the store can carry a load of 615 lbs. per square foot. At the door on the railway siding ramp side there is a store space of 200 sq. m. (2150 sq. ft.) which is kept free for in-coming shipments.

The parts are binned after they have been checked. The packing room is situated on the opposite side near the truck ramp.

Here the orders are assembled and the parts packed, thus ensuring an efficient flow of in-coming and out-going parts.

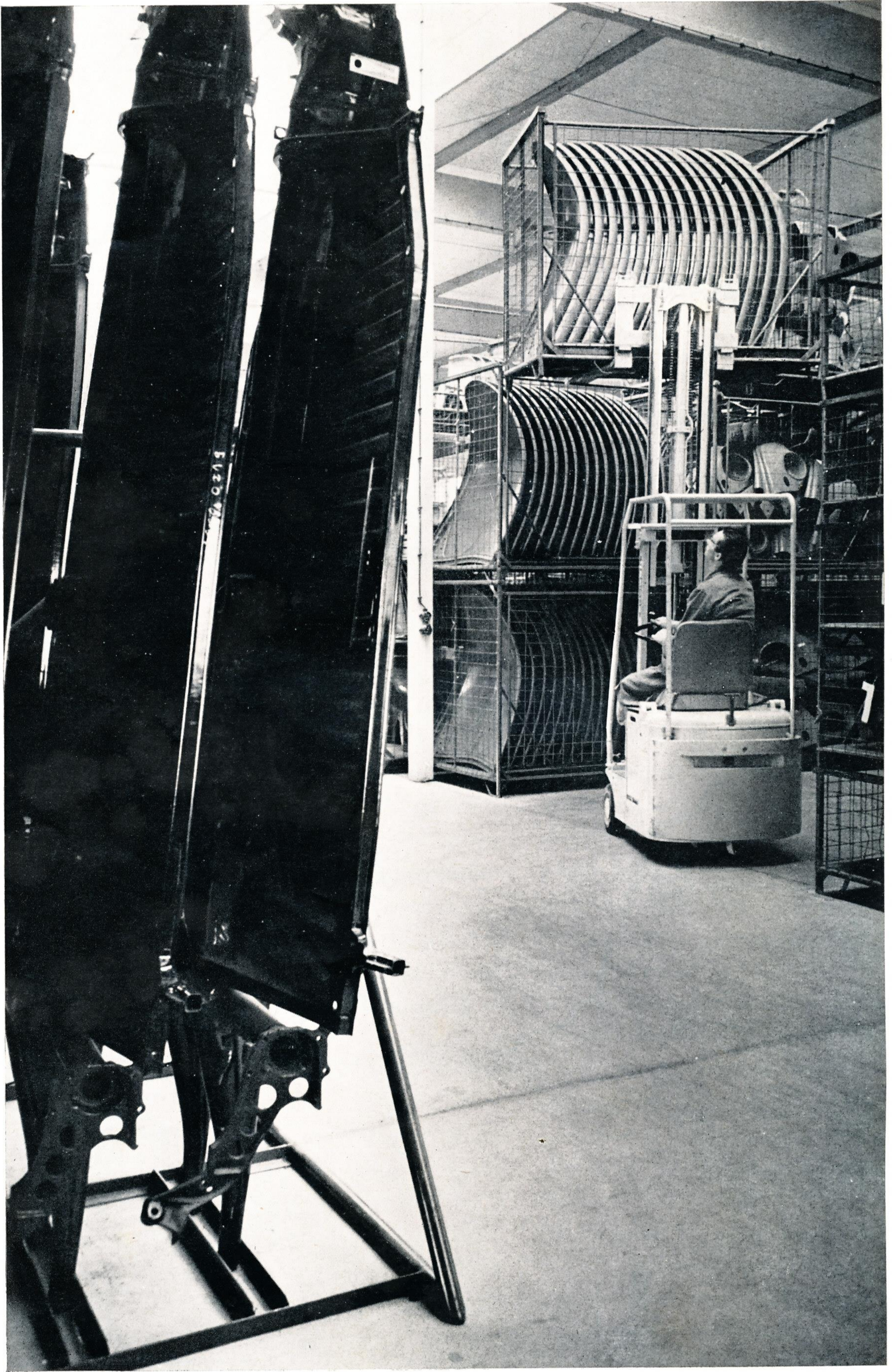
There is a cellar under the complete building. In the cellar provision has also been made for a fire-proof room for storing paint and inflammable goods. The rest of the cellar is at present used as a store room by the sales section. An administration section extends over the full width of the building. On the ground floor there is a large customer waiting room with sales counters which give a good view of the parts store. Beside the waiting room are situated the offices for the parts manager, stock control and order section. The invoicing and punch card machines are located in sound-proof rooms. A communication system links the various sections of the store. Employee rooms covering an area of 15 sq. m (163 sq. ft.) are located on the ground floor.

This new building provides our distributor with the means of supplying his 17 dealers and workshops with Genuine VW Parts for the 28,000 Volkswagens in operation in his area.

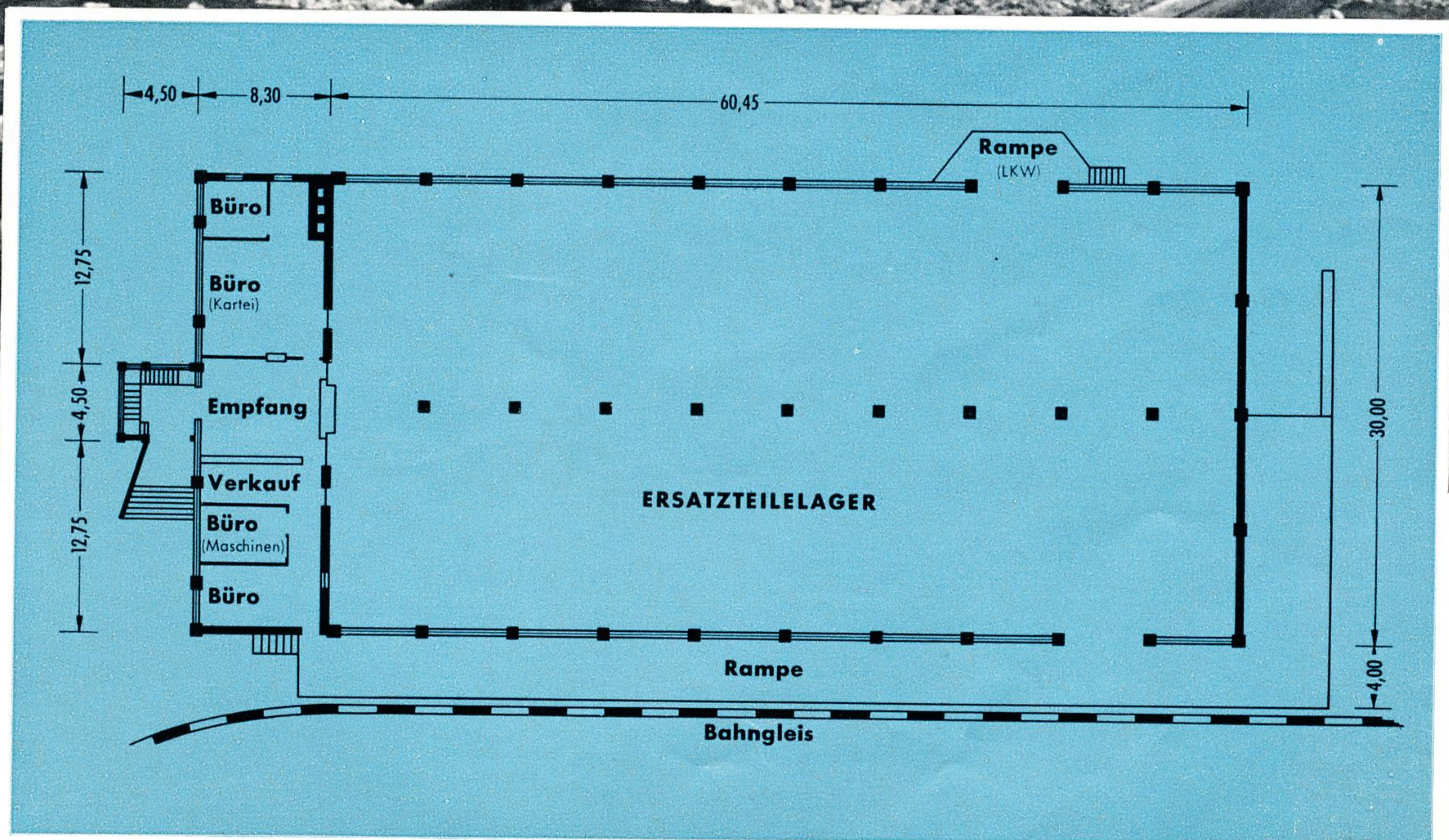
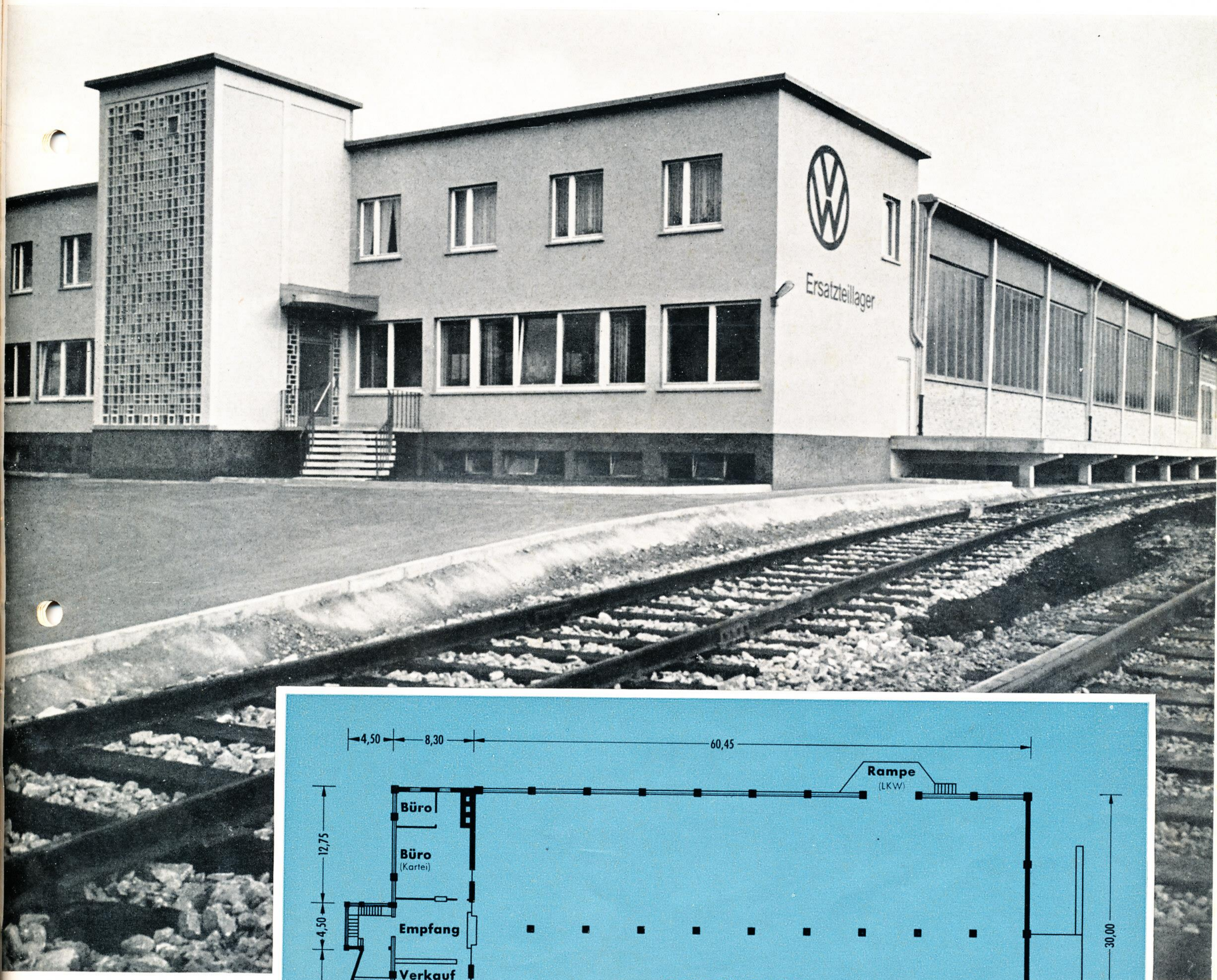


DISTRIBUTOR AREA
WÜRZBURG Scale 1:650,000

 DEALERS  WORKSHOPS



B. & H. Spindler GmbH.
Würzburg, Germany



- Ersatzteilelager = Parts Store
- Rampe = Ramp
- LKW = Trucks
- Büro = Office
- Kartei = Stock control
- Maschinen = Machines
- Bahngleis = Railway siding

The dimensions given are
 based on 1 m (metre)



B. & H. Spindler GmbH.
Würzburg, Germany





How to sell

With effect from August 1961 all VW passenger cars were provided with mounting points for safety belts. By now you will have seen the Genuine VW Safety Belts which were designed specially for the Volkswagen. You will also have acquainted yourself with the brochures which we supply to you. On reading the brochure carefully, you may have noticed that nothing has been mentioned which would draw the customer's attention to the hazards of driving and the possibilities of collisions and injury.

We did that on purpose. It has been proved time and time again that advertising which is based on fear is not half as successful as advertising based on plain facts. All the arguments in the brochures aim at giving the customer a feeling of safety and confidence and thus encourage him to buy Genuine VW Safety Belts.

With a view to providing you with additional arguments we should like to give you some details on the effects of collisions. You should, however, only use these arguments if the customer approaches the subject from this angle, and when doing so you should use your discretion.

Investigations carried out by the Cornell University in Indiana, U.S.A. showed that 12.8% of the people thrown out of cars in accidents were killed, whereas only 2.6% of those who were not ejected were killed. In other words the chance to survive a collision when wearing belts is approximately 5 times greater than when not using belts.

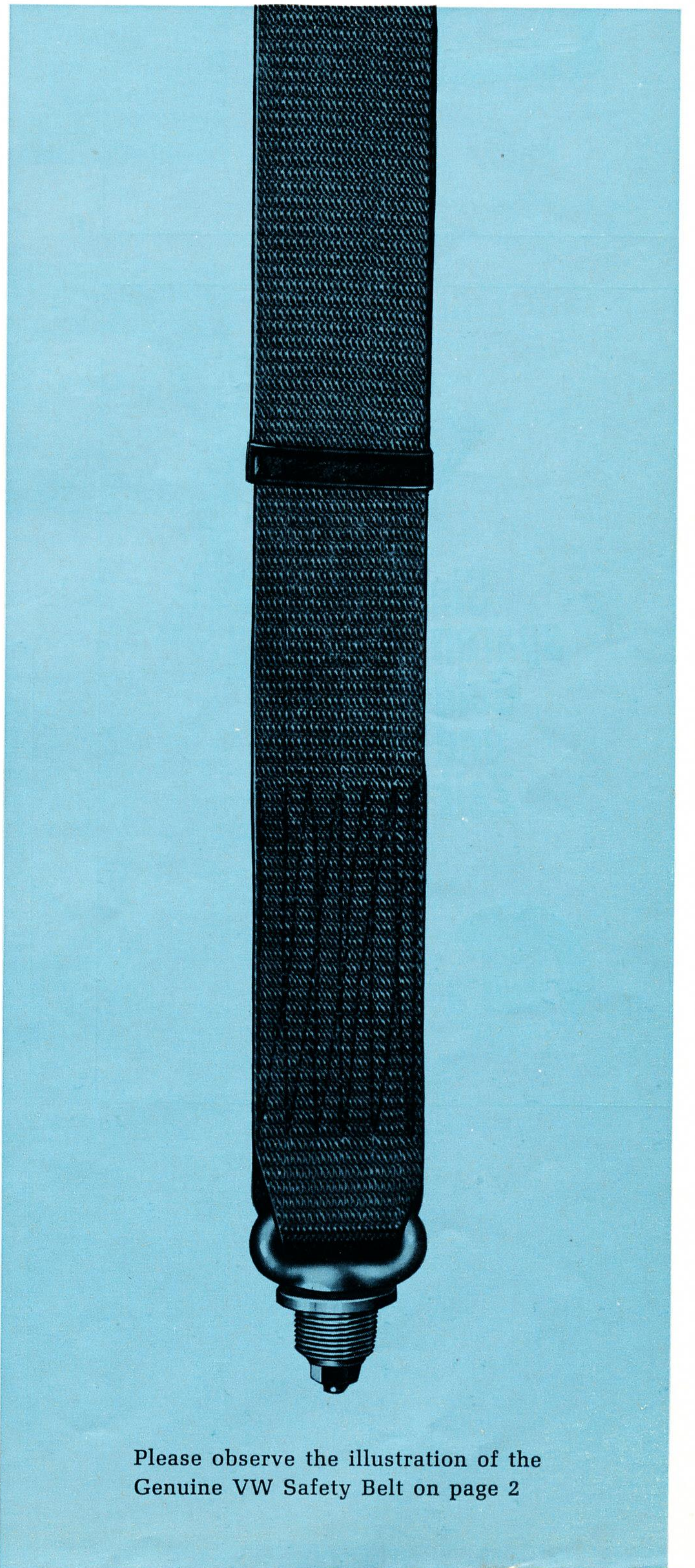
Genuine VW Safety Belts?

The Genuine VW Safety Belts are the diagonal type. They thus ensure that, in the event of a crash, the person's head does not strike either the windshield or roof and cause possible fatal injuries. Even at medium speeds no effect can be achieved if the person supports himself on the steering wheel since the forces created by the collision are so great that the human muscles will not absorb them.

These belts also eliminate the danger of the occupant becoming unconscious due to head injuries. This is very important in the event of the vehicle's catching fire since only when the occupant is conscious will he have the possibility of releasing his belt in time.

If the vehicle gets into a skid, the belt ensures that the driver remains behind the steering wheel and is thus in a better position to keep the vehicle under control. Take notice also of the arguments mentioned in our brochure and keep up to date on all articles published on safety belts. If you do this your sales of Genuine VW Safety Belts will be successful.

By the way, do you know how to fit safety belts? This could be a very important fact if your workshop has no time to do the job and the customer himself cannot install them. As a good salesman you are obliged to help each of your customers.



Please observe the illustration of the
Genuine VW Safety Belt on page 2

Advertising campaign for the VW Exchange Service

a suggestion for our organisation abroad

An increasing number of Volkswagen owners are confronted with the problem of retaining the value and performance of their cars. The VW exchange service is the quickest and most cost-saving way of achieving this. This year our advertising campaign was aimed at convincing German VW owners of the advantages of the VW exchange system. The most important exchange part — the VW factory rebuilt engine — was stressed in the individual advertisements. We introduced this campaign by publishing three factory advertisements — shown on this page — in well-known German car magazines during the months of August, September and October. In this way we have given the German VW dealerships the assistance they need for their own campaign which is planned for the end of October.

Ganz gleich welchen Jahrgang Sie fahren...

wenn Ihr treuer Volkswagen nach jahrelanger Laufzeit — am Berg und beim Überholen — müde wird: Ein VW-Austauschmotor gibt ihm wieder neue Kraft.

Der VW-Austauschmotor ist praktisch ein „neuer“ Motor, der im Volkswagenwerk von erfahrenen Fachleuten fabrikatorisch aufbereitet wurde. Alle zurückgegebenen gebrauchten Motoren zerlegt man dort in sämtliche Einzelteile. Unbrauchbare Teile werden unnachlässig verschrottet. An ihre Stelle treten fabrikneue Original-VW-Ersatzteile. Am Fließband werden nun aus diesen Einzelteilen neue Motoren zusammengebaut — die VW-Austauschmotoren.

VW-Austausch-Motoren sind einbaufertig! Kraftstoffpumpe, Vergaser, Luftfilter, Lichtmaschine, Zündverteiler, Zündspule, Zündkerzen, automatische Kuhlflüßregelung, Auspuffanlage und Kupplung — also alle Aggregate, die zum Motor gehören — sind aufbereitet und im Preis inbegriffen.

Übrigens: Das VW-Austauschprogramm umfaßt Motoren, Getriebe mit Hinterachsen, Vorderachsen, Zylinder, Zylinderköpfe, Stoßdämpfer, Geschwindigkeitsmesser — insgesamt rund 270 Teile!

VOLKSWAGENWERK AG WOLFSBURG




1

Sie sparen Geld und Zeit

wenn Sie Ihren Volkswagen mit einem VW-Austauschmotor ausrüsten lassen:

Geld — weil zum Beispiel der VW-Austauschmotor für einen Volkswagen des Baujahres 1958 etwa 50% billiger als ein neuer ist — er kostet nämlich nur DM 595,—. Und für das Einbauen bezahlen Sie im gesamten Bundesgebiet nur DM 7,50.

Zeit — weil jede VW-Werkstatt „im Handumdrehen“ einen VW-Austauschmotor einbaut, von denen immer genügend auf Lager gehalten werden. Sie brauchen also auf Ihren Volkswagen nicht tagelang zu verzichten.

Übrigens: Das VW-Austauschprogramm umfaßt Motoren, Getriebe mit Hinterachsen, Vorderachsen, Zylinder, Zylinderköpfe, Stoßdämpfer, Geschwindigkeitsmesser — insgesamt 270 Teile!

VOLKSWAGENWERK AG WOLFSBURG




2

Neuwagen-Garantie auch für VW-Austauschmotoren

6 Monate oder 10.000 km Fahrleistung das ist die gleiche Garantie wie für fabrikneue Volkswagen.

Jeder einzelne VW-Austauschmotor läuft zur Leistungsmessung auf dem Prüfstand zur Probe, erst wenn seine Funktionstüchtigkeit feststeht, bekommt er die Plombe mit dem VW-Zeichen. Der Garantieanspruch kann bei jeder autorisierten VW-Werkstatt im In- und Ausland geltend gemacht werden. Im Inland gibt es rund 1600, im Ausland rund 4500 VW-Betriebe. Über 600.000 VW-Austauschmotoren hat das Volkswagenwerk bisher ausgeliefert — über 600.000 Volkswagen konnten dadurch wieder mit frischer Kraft starten — zur Zufriedenheit ihrer Besitzer.

Übrigens: Das VW-Austauschprogramm umfaßt Motoren, Getriebe mit Hinterachsen, Vorderachsen, Zylinder, Zylinderköpfe, Stoßdämpfer, Geschwindigkeitsmesser — insgesamt rund 270 Teile!

VOLKSWAGENWERK AG WOLFSBURG




3

Poster
three-colour offset
60 x 40 cm
120 x 80 cm
for use in customer
waiting rooms, display
windows, display rooms
(in poster frame)

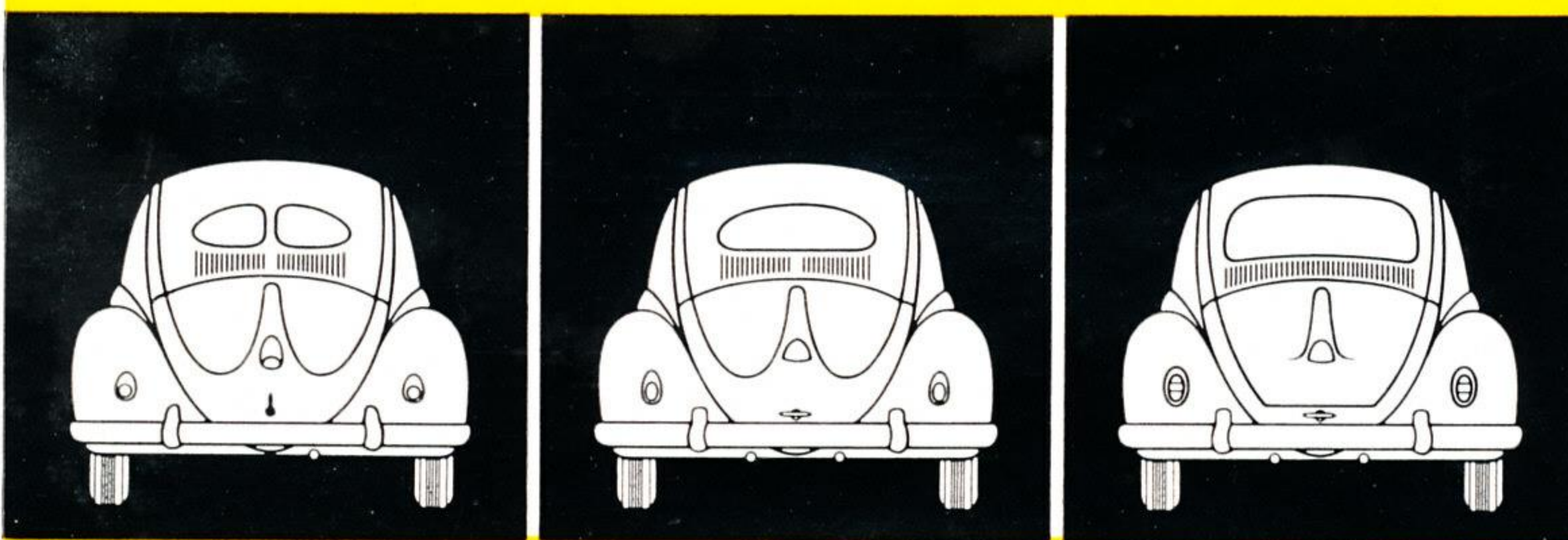


Ganz gleich welchen Jahrgang Sie fahren –
mit einem VW-Austauschmotor wird Ihr Volkswagen wieder jung und leistungsstark

Der komplette VW-Austauschmotor für einen Volkswagen vom Baujahr 1958 kostet z. B. nur DM 595,-, der Einbau DM 7,50



4



Ganz gleich welchen Jahrgang Sie fahren...

Brochure
three-colour offset
size 210 x 297 mm
for use in customer
waiting rooms and as insert
in business letters.

5

Letter Insert
two-colour letterpress
size 210 x 148 mm
for use in
business letters



Sie sparen Geld und Zeit

wenn Sie Ihren Volkswagen mit einem VW-Austauschmotor ausrüsten lassen:

Geld - weil zum Beispiel der VW-Austauschmotor für einen Volkswagen des Baujahres 1958 etwa 50% billiger als ein neuer ist - er kostet nämlich nur DM 595,-. Und für das Einbauen bezahlen Sie im gesamten Bundesgebiet nur DM 7,50.

Zeit - weil jede VW-Werkstatt „im Handumdrehen“ einen VW-Austauschmotor einbaut, von denen immer genügend auf Lager gehalten werden. Sie brauchen also auf Ihren Volkswagen nicht tagelang zu verzichten.

Übrigens: Das VW-Austauschprogramm umfasst Motoren, Getriebe mit Hinterachsen, Vorderachsen, Zylinder, Zylinderköpfe, Stoßdämpfer, Geschwindigkeitsmesser - insgesamt 270 Teile!



AUTOHAUS URBAN
LAGERHAUSEN · STEINWEG 7

6

A suggestion:
New slides
for your
Parts Advertising



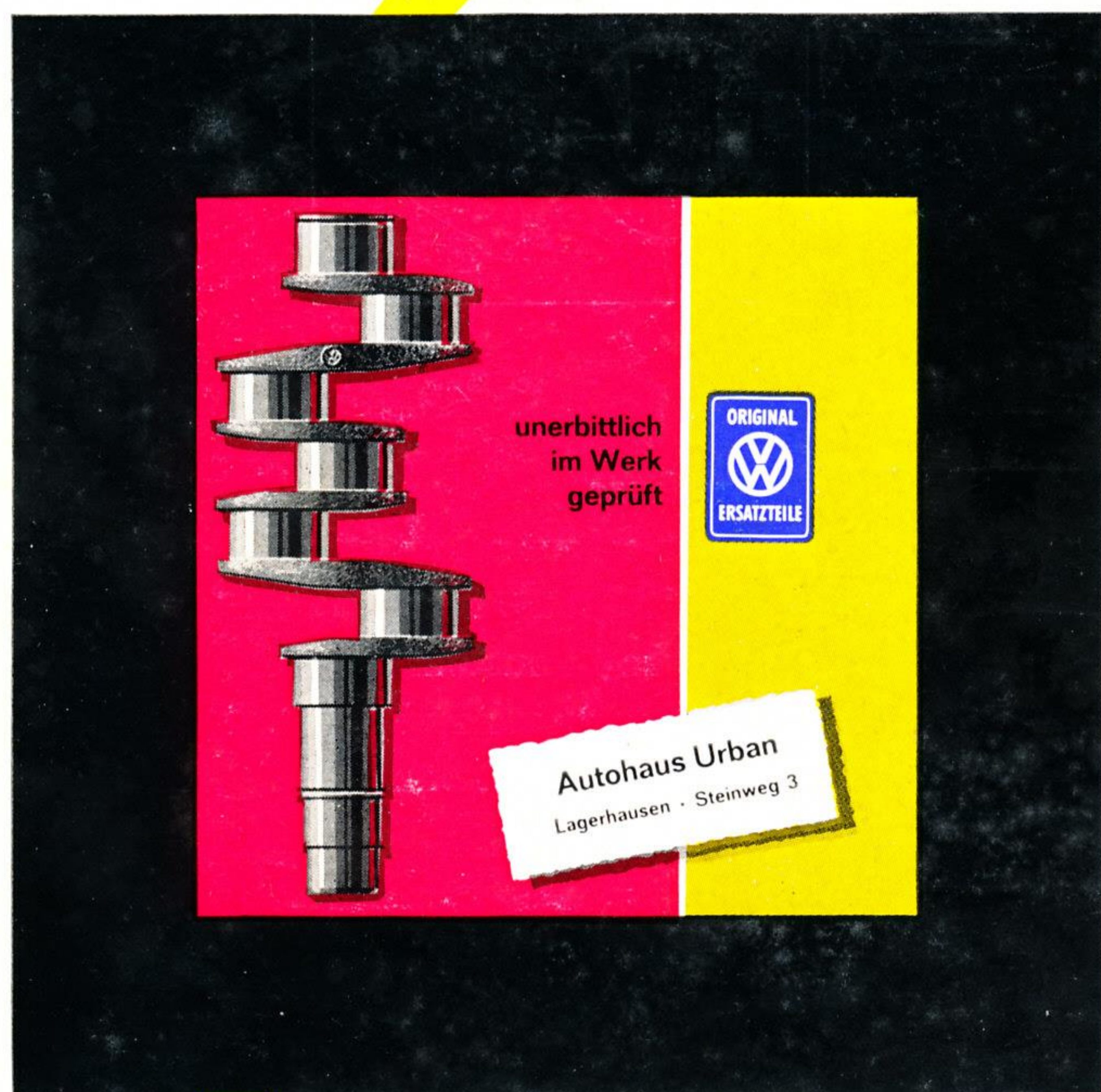
1

The slides shown here will help you to promote your cinema advertising.

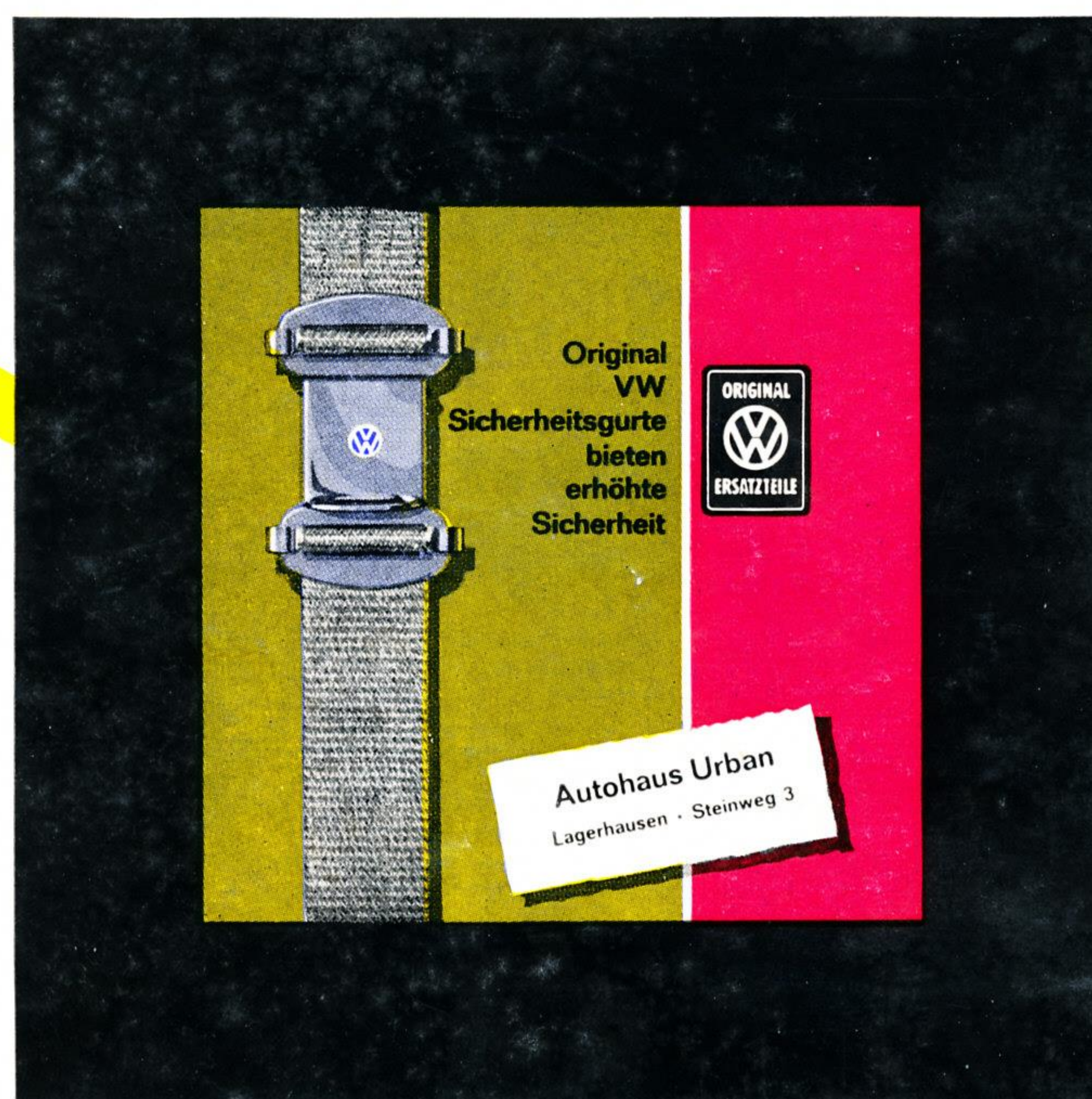
1 — GENUINE VW PARTS
accurate and reliable

2 — GENUINE VW PARTS
rigidly factory inspected

3 — GENUINE VW SAFETY BELTS
offer Increased Safety



2



3

No matter what year of car you drive . . .

A VW factory rebuilt engine can give
your car new life.

The factory rebuilt engine is practically a "new"
engine which is reconditioned by skilled mechan-
ics. All the returned engines are stripped down
completely — unserviceable parts are scrapped and
replaced by new Genuine VW Parts.

VW factory rebuilt engines are ready for instal-
lation. Fuel pump, carburetor, air cleaner, genera-
tor, ignition distributor, coil, spark plugs, auto-
matic cooling air system, exhaust system and
clutch have been reconditioned and are included
in the price.

The VW Exchange System includes engines, trans-
mission with rear axles, front axles, cylinders,
cylinder heads, shock absorbers, speedometers — a
total of approximately 270 items.

1

VOLKSWAGENWERK AG · WOLFSBURG

You can save time and money

by having a VW factory rebuilt engine installed:

from a money angle — because a factory rebuilt
engine for a 1958 Volkswagen is approximately
50 % cheaper than a new one — only DM 595,—. The
installation costs in Germany amount to DM 7.50.

from a time angle — because every VW workshop
can install a factory rebuilt engine immediately.
Sufficient stocks are always available and you do
not have to do without your car for days.

The VW Exchange System includes engines, trans-
missions with rear axles, front axles, cylinders,
cylinder heads, shock absorbers, speedometers — a
total of approximately 270 items.

2

VOLKSWAGENWERK AG · WOLFSBURG

Advertising campaign for the VW Exchange Service

New Car Warranty for VW Factory Rebuilt Engines as well

6 months or 6,000 miles

this is the same as the new car warranty

Each individual VW factory rebuilt engine is given
an output test. Only after the engine is found to
be operating efficiently is it given the seal with
the VW sign. Warranty claims can be submitted
to every authorized VW workshop at home and
abroad. In Germany there are approximately 1,600
— abroad 4,500 VW dealerships. More than
600,000 VW factory rebuilt engines have been
supplied so far. More than 600,000 vehicles have
been given a new lease of life.

The VW Exchange System includes engines, trans-
missions with rear axles, front axles, cylinders,
cylinder heads, shock absorbers, speedometers — a
total of approximately 270 items.

3

VOLKSWAGENWERK AG · WOLFSBURG

**No matter
what year
of car
you drive . . .**

a factory rebuilt engine can give
your car new life.

The complete VW factory
rebuilt engine for a 1958 Volkswagen
costs only DM 595,—,

4 installation DM 7,50

5 No matter what year of car you drive . . .

You can save time and money

by having a VW factory rebuilt engine installed:

from a money angle — because a factory rebuilt
engine for a 1958 Volkswagen is approximately
50 % cheaper than a new one — only DM 595,—. The
installation costs in Germany amount to DM 7,50.

from a time angle — because every VW workshop
can install a factory rebuilt engine immediately.
Sufficient stocks are available and you do not
have to do without your car for days.

The VW Exchange System includes engines, trans-
missions with rear axles, front axles, cylinders,
cylinder heads, shock absorbers, speedometers — a
total of approximately 270 items.

6

VOLKSWAGENWERK AG · WOLFSBURG