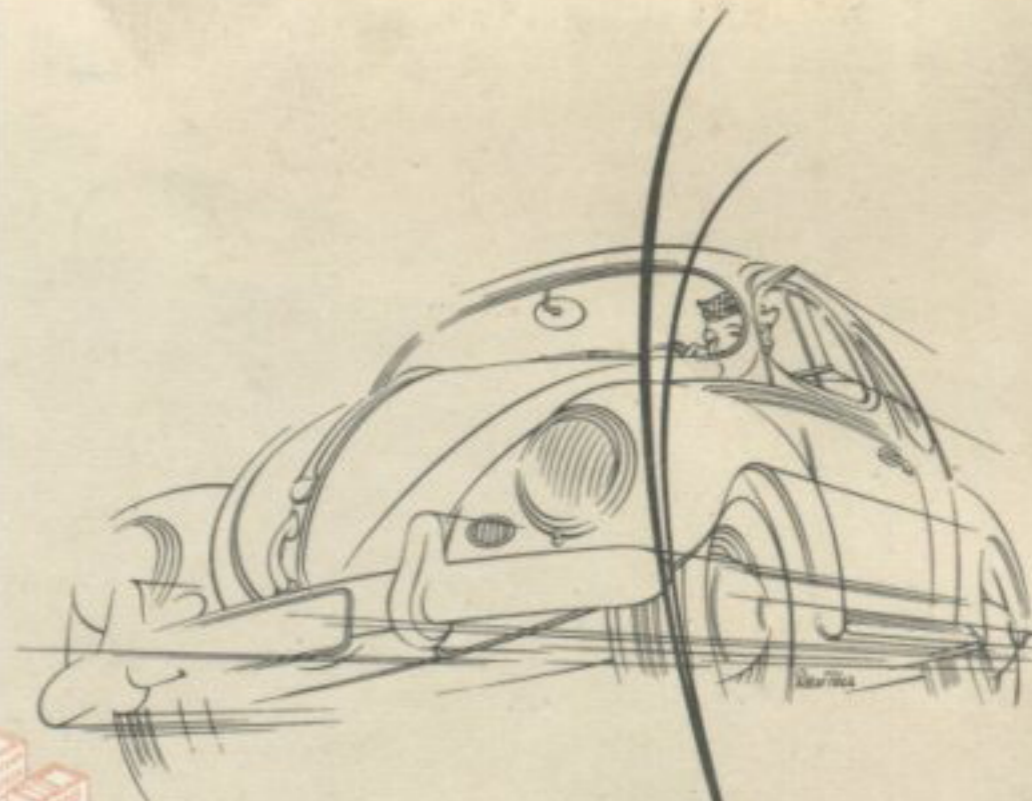




M E E T T H E V O L K S W A G E N

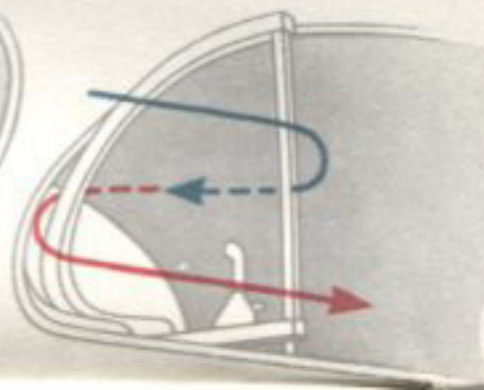
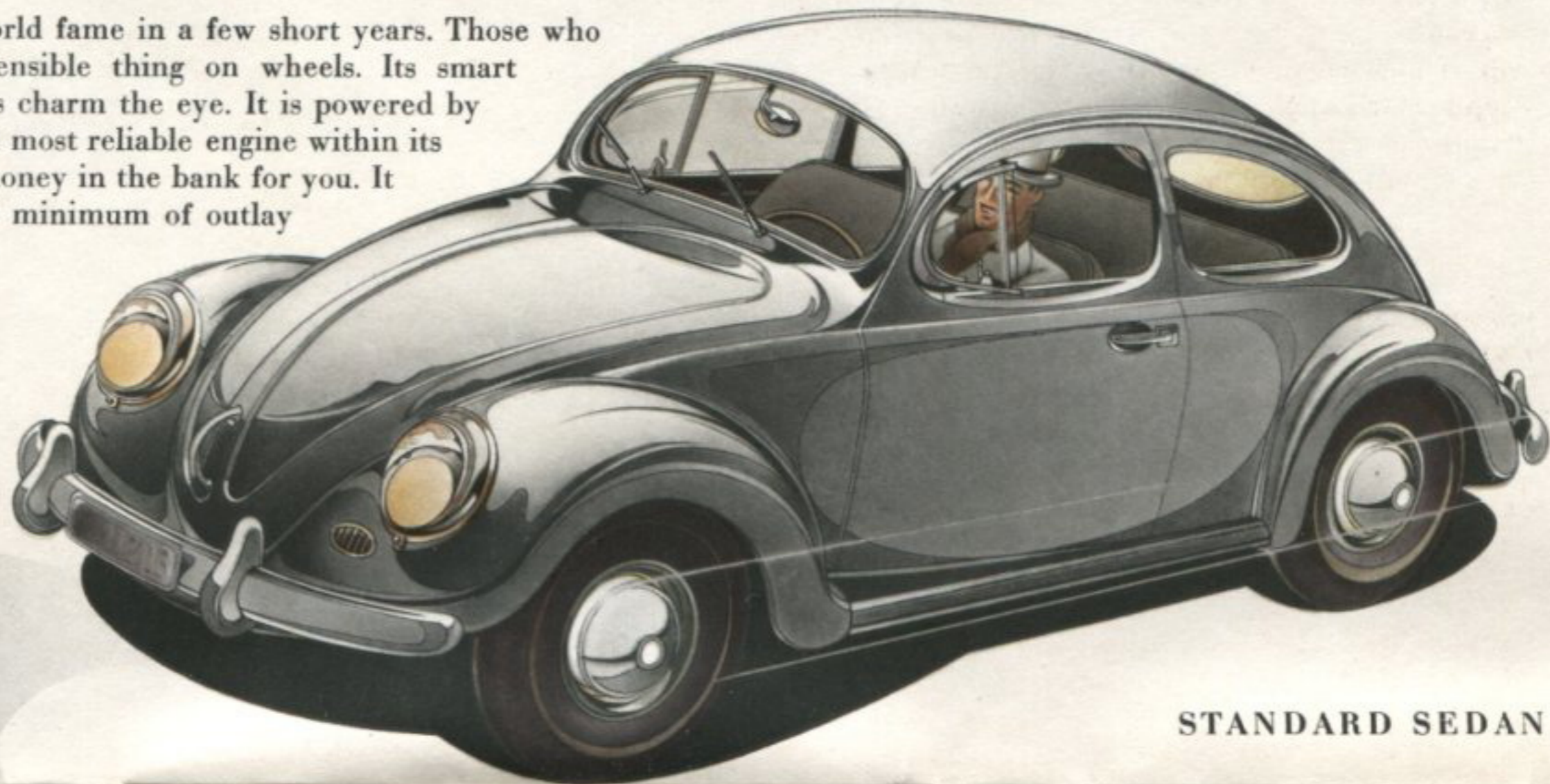




SEDAN

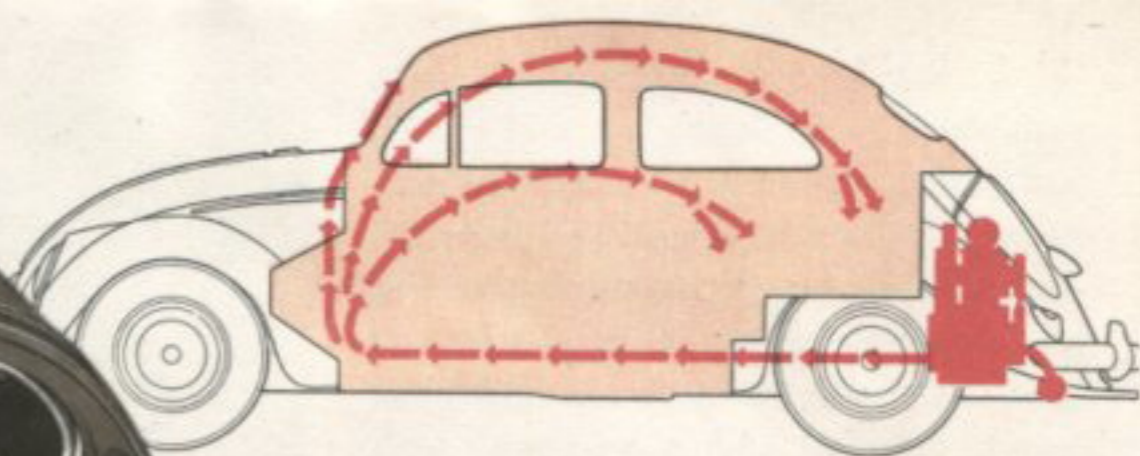
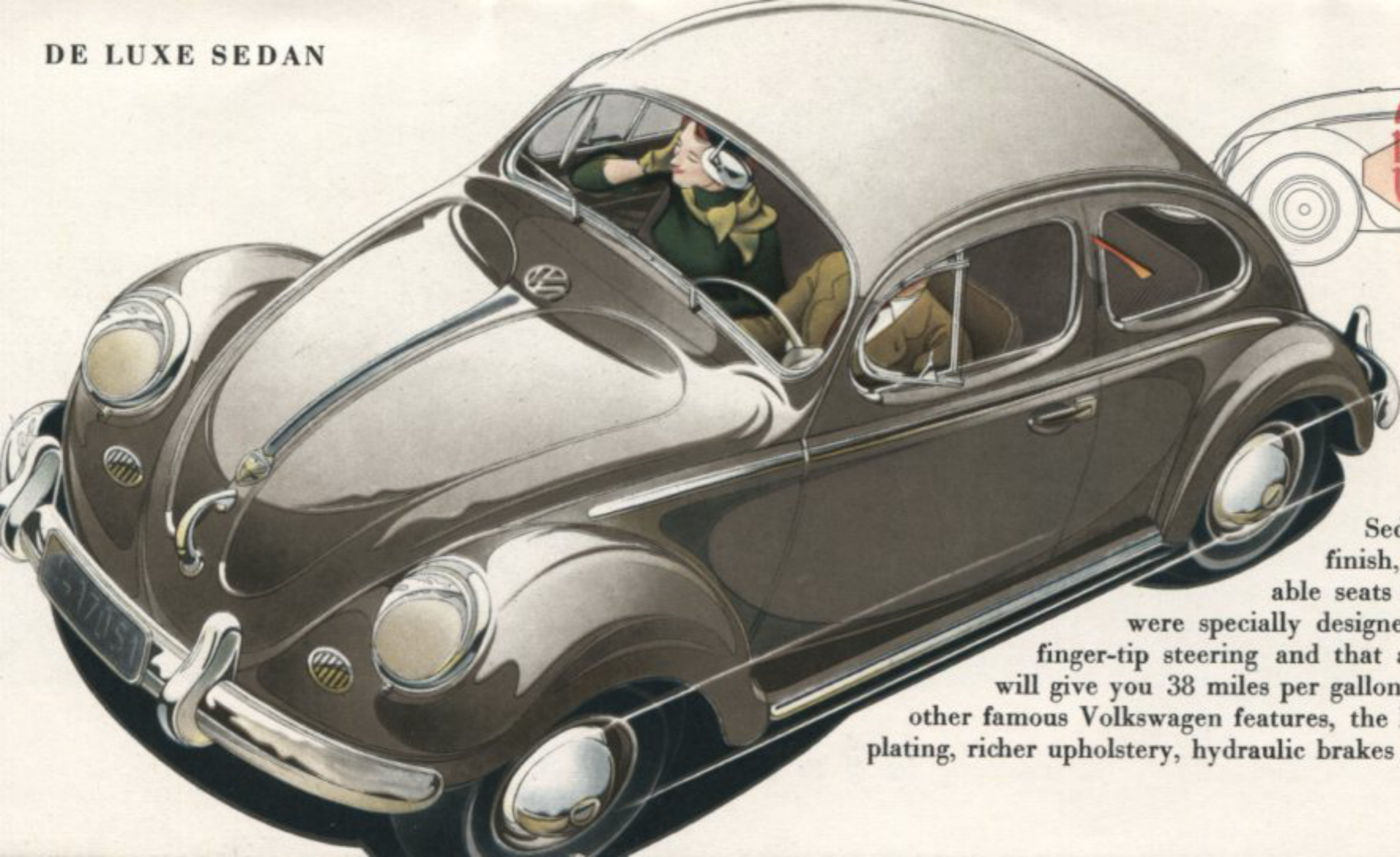
This is the Volkswagen that has won world fame in a few short years. Those who own one claim that it is the most sensible thing on wheels. Its smart appearance and practical European lines charm the eye. It is powered by what people say is the best designed and most reliable engine within its class ever built. It is a car that will put money in the bank for you. It gives a maximum of performance for a minimum of outlay and is sparing of every cent spent on it.

The vent wings in the windows pivot to give the exact amount of draftless fresh air desired



STANDARD SEDAN

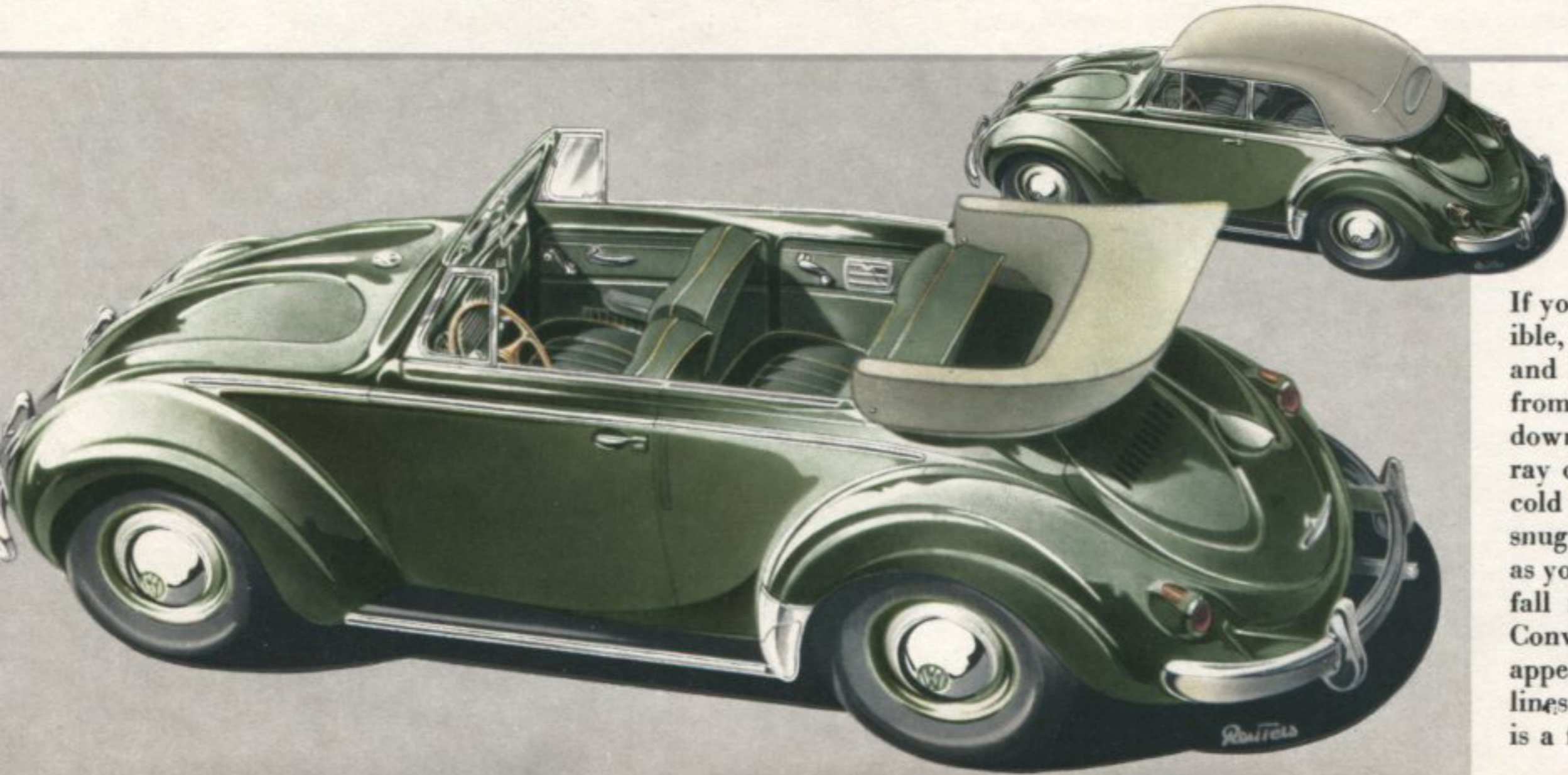
DE LUXE SEDAN



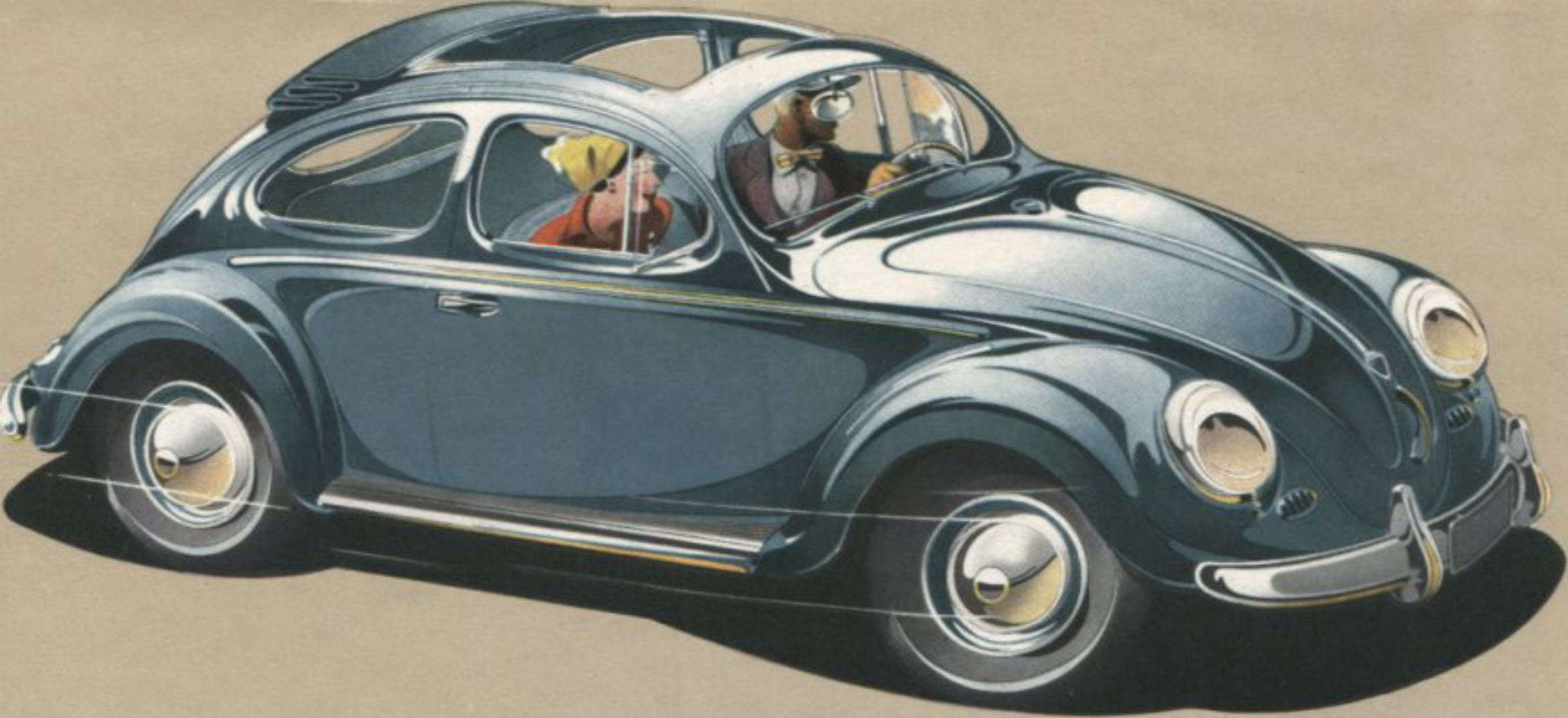
The built-in heater furnished as a standard accessory at no extra cost, can also be regulated to give the exact amount of heat desired

The Standard and the De Luxe Sedans both have a handsome brilliant finish, a remarkably fast get away, comfortable seats for both driver and passengers that were specially designed for tireless long-distance driving, finger-tip steering and that astounding, fast little engine which will give you 38 miles per gallon (Imp.). In addition to all these and other famous Volkswagen features, the De Luxe Sedan has more chromium plating, richer upholstery, hydraulic brakes and ultramodern synchromesh drive

CONVERTIBLE



If you drive a Volkswagen Convertible, you will always look tanned and healthy as if you just got back from a long vacation. With the top down you get full benefit of every ray of sunshine. With the top up in cold or bad weather you are just as snug and warm in your Convertible as you would be in a Sedan. You will fall in love with the Volkswagen Convertible when you see its smart appearance and graceful European lines. The Volkswagen Convertible is a favorite with the ladies.

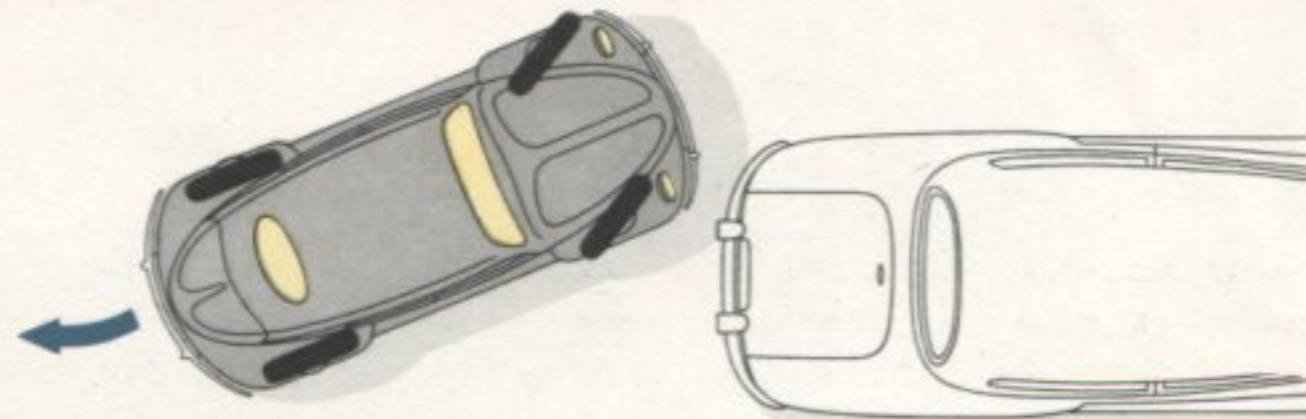
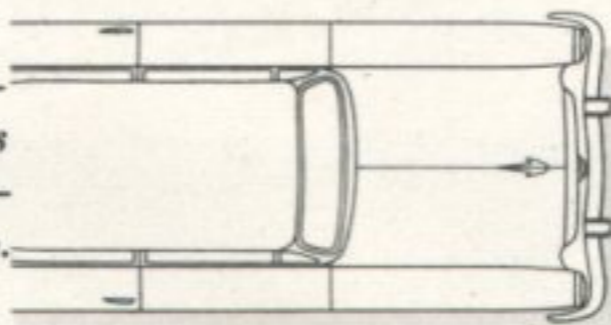


If the sun suddenly bursts through the clouds while you are driving and you want to drink in the sunshine, just reach up with one hand - there is no need to slow down, even if you are doing 65 m. p. h. - and flick the top back. You can adjust the opening as you see fit from a crack to all the way back. The Volkswagen is full of such practical features.

SUN ROOF



Park with a smile! Volkswagens are so compact and maneuverable that you can always find a space large enough to slip your Volkswagen into.



It only took a couple of years for the Volkswagen to win for itself a world-wide popularity such as has never been enjoyed before by any European vehicle.

Volkswagen owners can be seen driving merrily along the highways and byways of 100 different countries scattered all over the world. If you own a Volkswagen, you have the pleasure of driving a car equipped with an amazing engine and a trim streamlined body. You are seated in a rigid all-steel body offering maximum driving safety. The sturdy engine will stand any amount of hard driving. The car is so economical to run that the more you drive it, the greater is your satisfaction at the thought of how much money you are saving.

In city traffic you will particularly enjoy the extraordinary maneuverability of the Volkswagen and the ease with which you can park it in spaces inaccessible for other cars.

On the open road you will especially appreciate the smooth-riding comfort afforded by the Volkswagen torsion bar suspension found in no other car of its class. The smooth cushioning of the torsion bar springs is further increased by double-acting telescopic shock absorbers and low-pressure super-balloon tires.

All of these superlative features of the Volkswagen have won for it such popularity in its native Western Germany and in 99 other countries that already an impressive number of the cars on the road are Volkswagens.

Even in Switzerland, where all makes of the world are in unhampered competition, Volkswagen is far ahead. It appeared on the Swiss market in 1948. The overall sales figures of the following five years reveal that every fifth buyer chose a Volkswagen. All over the

world Volkswagen owners say that the Volkswagen is unique in its field for performance, driving safety, comfort and economy. Volkswagen service, too, is unsurpassed. 24,000 skilled full-time employees take pride in building for you the finest automobile of its class in the world.

The Volkswagen is the masterpiece of masters of precision engineering. It is a sturdy vehicle built for hard service. It has amazing vitality and an exceptionally long service life. It is in all respects in a class of its own.



There is not a mountainous highway in the world too hard for the Volkswagen to negotiate with ease. The steeper the grades and the sharper the curves, the better the Volkswagen can show what it can do. It is particularly when crossing high mountain passes that a Volkswagen is appreciated, thanks to its air-cooled engine mounted in the rear where its weight gives the rear wheels good traction at all times, and thanks to its easy shifting gears with perfectly combined ratios.

1st GEAR
37^o/o = 20.5^o

2nd GEAR
18.5^o/o = 10.5^o

3rd GEAR
11^o/o = 6.5^o

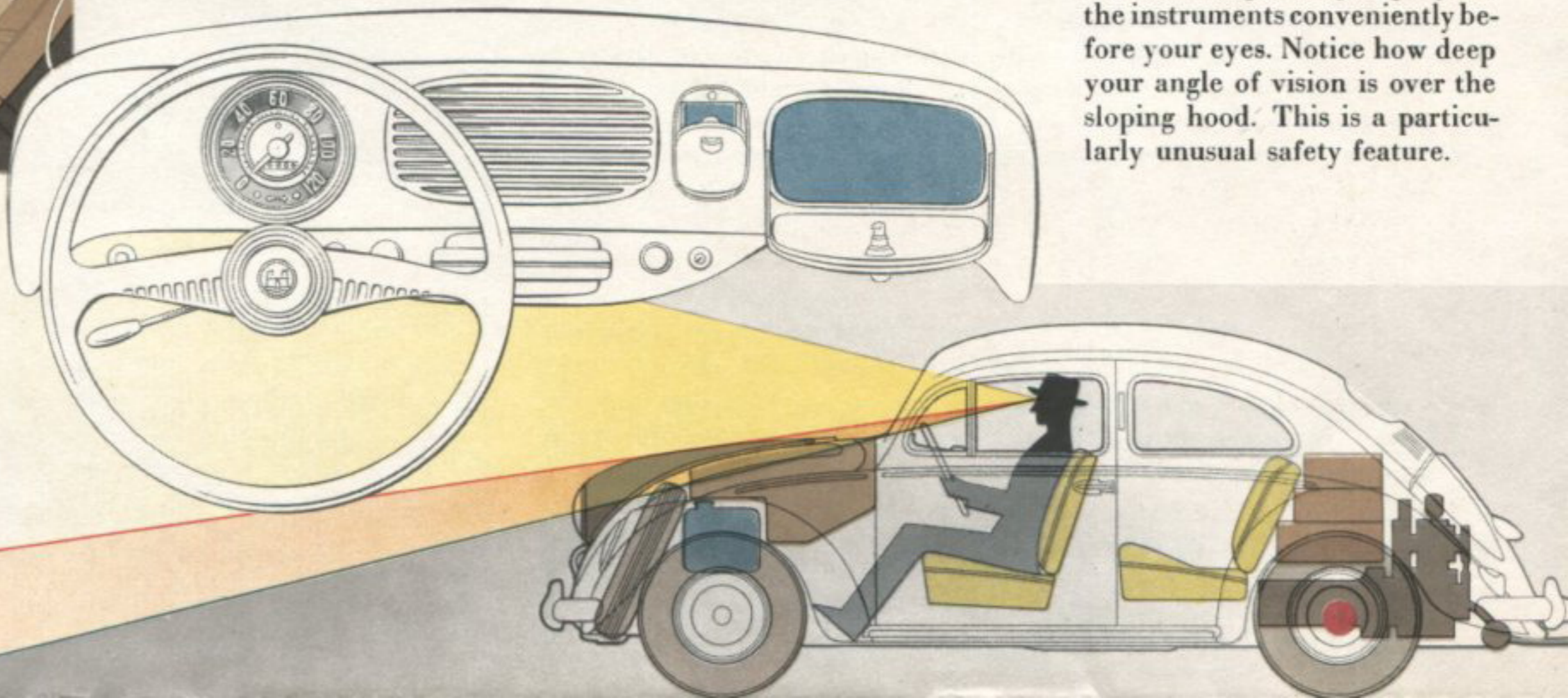
4th GEAR
6^o/o = 3.5^o



Experts in the field say of the Volkswagen: "This is a surprisingly well-balanced construction." Every feature of the Volkswagen has been carefully thought out to give maximum practical service.

Enjoy the bright cheerfulness of the surprisingly roomy interior. While you are sitting in the driver's seat, notice the handsome instrument panel grouping all the instruments conveniently before your eyes. Notice how deep your angle of vision is over the sloping hood. This is a particularly unusual safety feature.

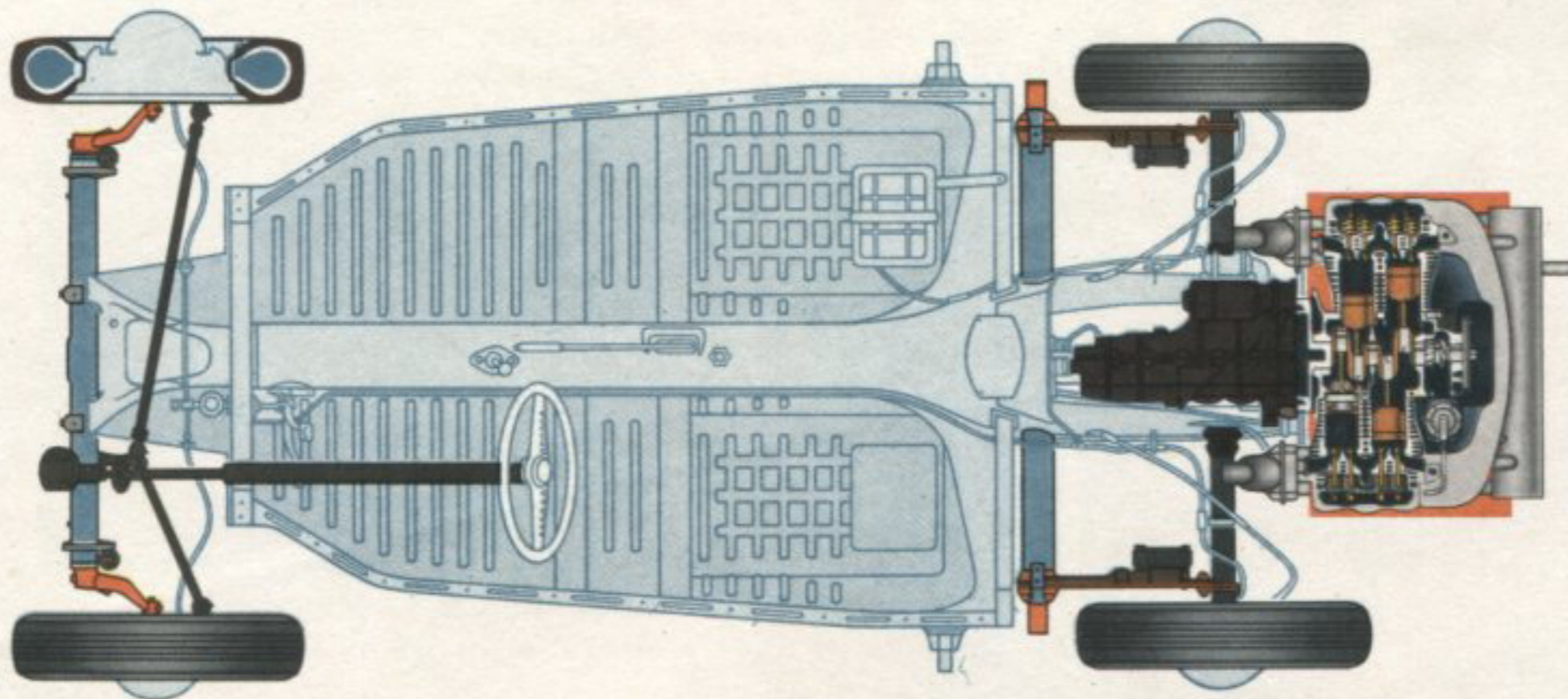
Feel how well cushioned the seats are. Sit in the driver's seat and notice how easy it is to adjust the seat to suit your particular requirements. You can adjust it even while you are driving. Notice, too, the harmonious color scheme of the soft, expensive upholstery.



CHASSIS

Long-life low pressure super balloon tires for the smoothest and safest ride

Finger-tip steering – effortless enough for a child to handle. The steering wheel is inviting to the touch



The ideally chosen ratios of the light-action synchromesh transmission give 4 forward speeds and reverse

The sensational engine – air-cooled, low revving, 4-cylinder horizontally opposed

The 8-leaf torsion bar independent front suspension - unparalleled for reliability

The central tube occupies the middle of a flat platform enclosed underneath, and forms a sturdy backbone

The rear wheels, too, have independent and indestructible torsion bar suspension with telescopic shock absorbers

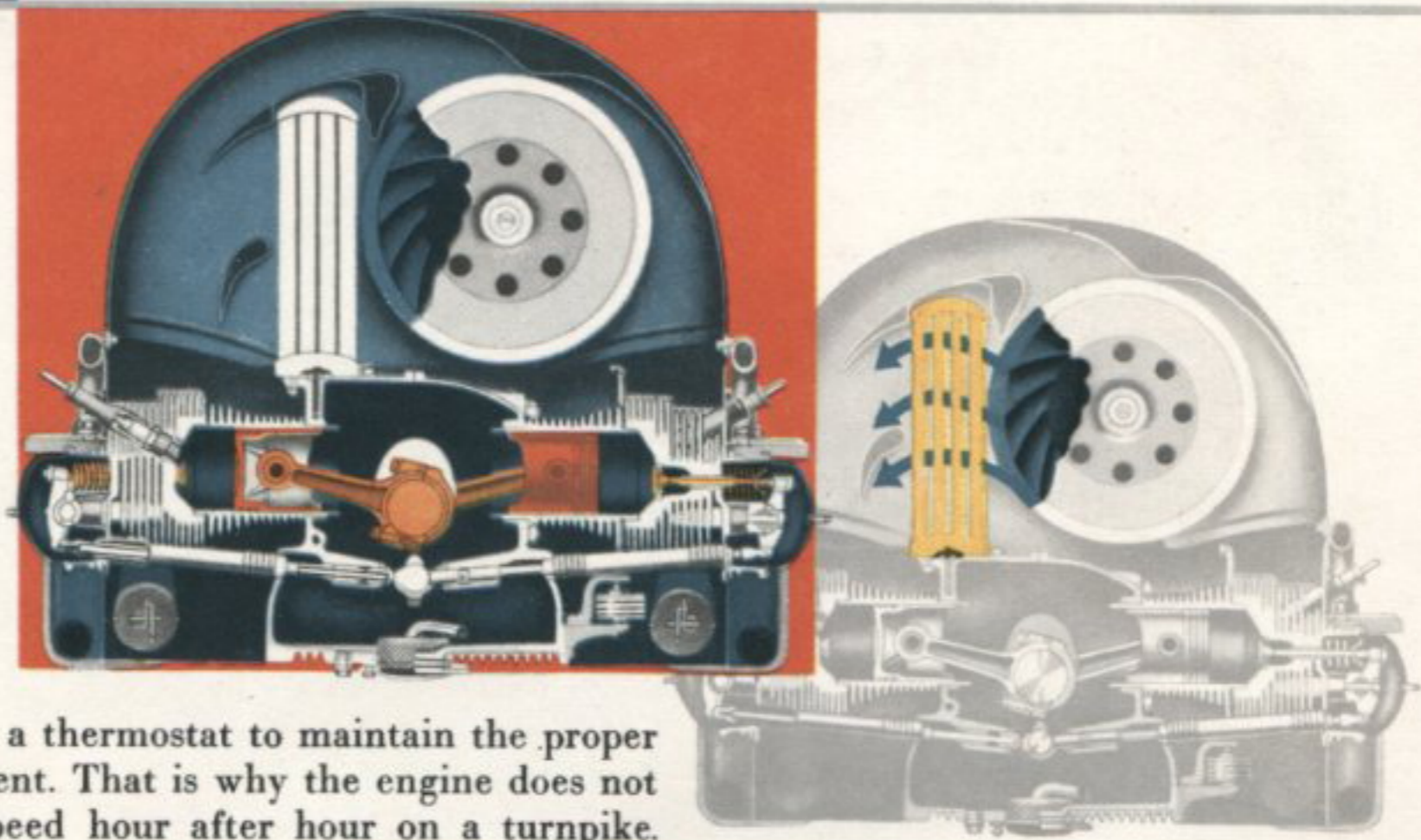


ENGINE

If you happen to be an automotive engineer yourself, or otherwise understand a lot about engines, a glance at the phantom views of the power unit will reveal to you the extraordinary perfection of Volkswagen design. Outstanding Volkswagen features are: ultra-compact engine composed of two pairs of horizontally opposed cylinders – automatically regulated air cooling by fan – four-bearing crankshaft – oil-cooler (a feature normally found only in sport and racing cars) – valve-in-head engine – crankcase requiring only 5 pints oil – low piston speed – low engine r.p.m. and thus minimum wear but maximum efficiency.

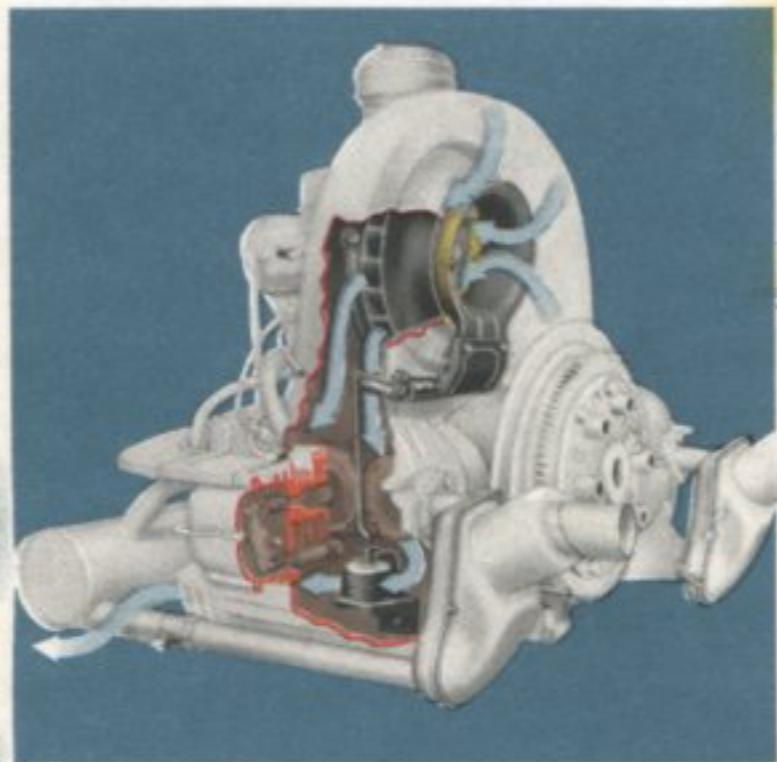
Now you know some of the reasons why Volkswagen engines have such endurance and last so long.

The oil-cooler is automatically controlled by a thermostat to maintain the proper oil temperature for each operating requirement. That is why the engine does not fatigue even if it is driven at maximum speed hour after hour on a turnpike.



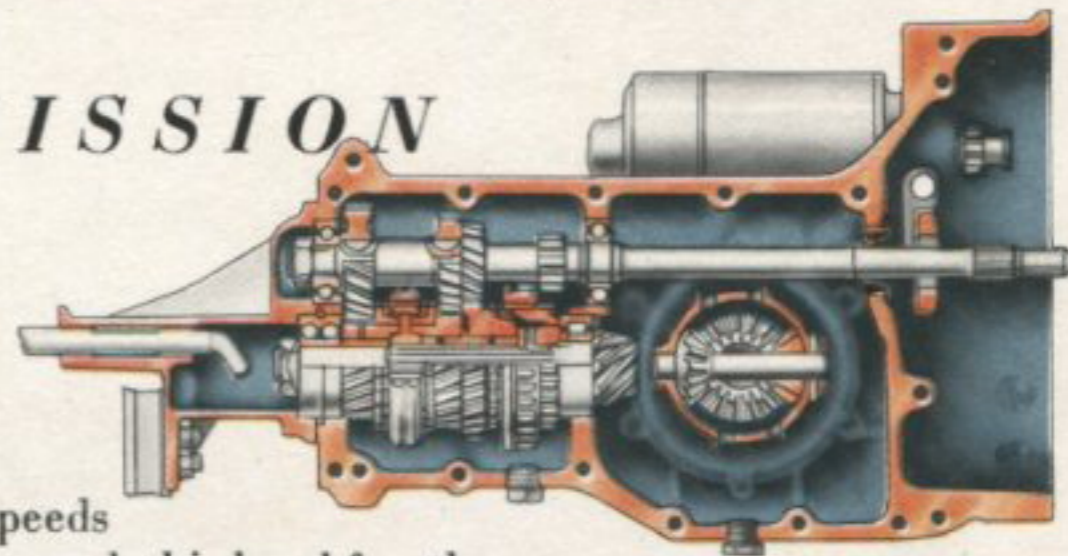
COOLED OIL

AIR COOLING SYSTEM



Until you have driven a Volkswagen under all conditions, you cannot fully appreciate how wonderful the automatically controlled air cooling system really is. A Volkswagen owner is bothered by none of the annoyances inherent to a water cooling system. No mountain road is steep enough and no tropical weather is hot enough to make the engine boil and no arctic cold can freeze it! Under every condition the thermomatic cooling system will supply the proper quantity of air required to cool the engine, which at full speed is about 17.5 cubic feet per second.

TRANSMISSION



The Volkswagen transmission has four speeds forward and one reverse. Synchronized second, third and fourth gears make shifting effortless. The gear ratios are so cleverly combined that with an occasional flick of the gearshift lever you can obtain astoundingly high performance from a Volkswagen.



SPECIFICATIONS

Engine	4-cylinder, 4-cycle engine in rear of car. Cylinders horizontally opposed. Capacity 72.740 cu. in. (1192 c. c.) Max. S. A. E. horsepower: 36 hp at 3700 r. p. m.
Transmission	4 forward speeds, 1 reverse, with synchronous meshing of 2nd, 3rd and 4th. Standard Model: 3rd and 4th gears silent
Final drive	Power is transmitted through helically cut drive pinion and ring gear via two swinging axles to rear wheels. Ratio 1:4.4
Frame	Channel-shaped center section, forked at the rear and welded-on platform
Front axle	Independent suspension through longitudinal upper and lower torsion arms, two laminated square torsion bar springs passing through beams
Rear axle	Independent suspension through swinging half axles with spring plates, one round torsion bar spring on each side
Shock absorbers	Front and rear: double-acting telescopic type
Foot brake	Hydraulic, operating on all four wheels
Hand brake	Mechanical, operating on rear wheels Standard Model: mechanical hand and foot brake operating on four wheels

Wheelbase	94.5 in.	Turning circle	36 ft.	Tires	5-ply, 5.60-15
Track	Front 50.8 in.	Rear	49.2 in.		
Fuel tank capacity	8.75 Imp. gal. incl. 1.1 gal. reserve				
Overall dimensions	Length 160.2 in. (4070 mm)	Width	60.6 in. (1540 mm)		
	Height	59.1 in. (1500 mm)			

	<i>Sedan</i>	<i>Convertible</i>
Net weight	1565 lbs. (710 kg)	1720 lbs. (780 kg)
Weight	1609 lbs. (730 kg) incl. spare wheel and accessories	1764 lbs. (800 kg)
Max. load	838 lbs. (330 kg)	794 lbs. (360 kg)
Total weight	2447 lbs. (1110 kg)	2557 lbs. (1160 kg)
Performance	Fuel consumption: 38 miles per Imp. gal. 32 miles per U. S. gal. Maximum and cruising speed: 68 m. p. h. Climbing ability in 1st gear 20.5° (37 0/0)	

AND EVERYWHERE...

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WESTERN GERMANY

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