

If you are
buying your first car,
this catalogue
will interest you
especially.

(Even if you're about to get your 2nd, 3rd
or even your 4th car there's a good deal to be read here which you perhaps didn't know before.)

Apart from your house, of course, a car is the most important single thing you have to buy.

For this reason you should consider the matter carefully when buying a car. You should have as much information as possible before deciding to buy one make or another.

This is not the place to tell you that on one car this point is good — on another not so good. We don't want to do this (and indeed we can't). It wouldn't be fair.

But we'd like to describe the Volkswagen in enough detail for you to have a yardstick when it comes to comparing other cars in the same price bracket.

Reason? The price tag never shows what a car has to offer for that price. Neither does it show what it costs to run the thing.

That's why you should take your time when you study this catalogue. It could help you to invest your money wisely and well.

You want to buy a car in the 1000 to 1300 cc range?
What should you get for your money, then?

A car which really gives you your money's worth
and meets these 6 requirements.

Requirement 1

A car which, though compact outside, is so roomy inside that four or five persons can be seated in comfort.

A car which offers as many useful

extras as possible without your having to pay extra for them. Extras that make driving more agreeable, more comfortable and safer.

Requirement 2

A car, the design and technical concept of which fully come up to today's requirements and the basic idea of which (mechanical design) places it among the most modern designs.

A car which you can drive at high speed

for hours on end, because it loves full throttle.

A car which, due to its design, is easy to repair and therefore cheap to repair.

A car which is time-tested, which is mature.

Requirement 3

A car which reflects painstaking workmanship inside and outside. (So painstaking that it can be used as a yardstick for first class workmanship.)

A car which will go thousands and thousands of miles without showing its

age and without burdening you with high repair costs.

A car which you can park in the open every day for months on end without your having to worry about its outward appearance.

Requirement 4

A car which uses little petrol and oil and is easy on the tyres even when it's driven fast. And which therefore provides very cheap transport.

A car which has demonstrably low running costs which can be calculated beforehand.

Requirement 5

A car for which service is readily available wherever you happen to be. With service stations staffed by factory-trained personnel, with special tools and equip-

ment and genuine spare parts.

A car which is backed by service acknowledged to be as good as the car itself.

Requirement 6

A car which has an above average resale value even after many years or with many miles on the clock.

What else should you know before you decide?

How has the VW proved itself all over the world? Report in pictures (by Ernst Haas and Dan Budnik).

What are the VW 1300's specifications?

What VW models are there in the 1300 cc class?

And what does the VW 1300 offer you for your money?

That is what we shall go into here. (And on the following pages.)



Does the Volkswagen 1300 meet the 6 requirements you should make obligatory when buying a new car?

How is the Volkswagen 1300 able to meet these requirements?

Does the Volkswagen 1300 have additional good points to offer, perhaps?

You have the opportunity to go into all these matters thoroughly here: By taking a close look at the Volkswagen.

Step by step. Picture by picture.

Afterwards it will be easier for you to reach an objective verdict.

(And then you won't find buying a car so difficult.)



Requirement 1

How big's the VW 1300 — inside and out?

It is exactly 180.6 inches long, 60.6 inches wide and 59.1 inches high.

You've certainly already noticed just how easy it is to park a Volkswagen in a tight space. And how safe and manoeuvrable it is in heavy town traffic.

So it's not too big. But it's big enough to be a very attractive, respectable and comfortable automobile.

And inside? There is plenty of room in the VW 1300. So much room that each of the front seats is 20 inches wide, for example. (A comfortable arm chair is no wider.) So much room that the front seats are individually adjustable and can be

moved 5 1/2 inches backwards and forwards even while driving. (Adjustable in 6 different positions.)

So much room that the backrests of both front seats can be adjusted to three different positions. (Both passenger and driver can adjust their seat the way they like it and the way they are most comfortable.)

There is a lot of room in the rear of the VW 1300, too. The bench seat is 54 inches wide.

That means 27 inches per person when two people are travelling and still 18 inches for each person when three persons are travelling.

How about leg room? Providing you're not six foot six inches tall there is a lot of leg room. And you can keep your hat on, too.

How comfortable is the VW 1300?

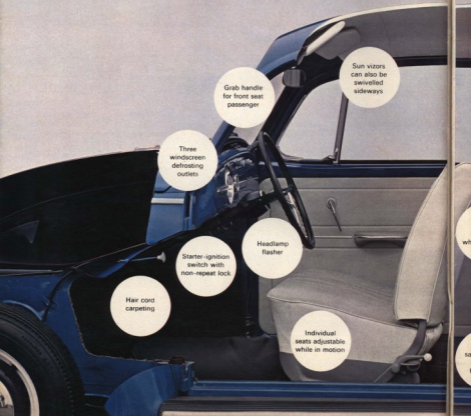
Comfort is much more than length x width x height. You can't simply measure comfort with a ruler. Comfort depends on the way space is used. On the fittings. On the shape and styling of the seats. On the upholstery.

The seats in the VW 1300 are not only covered with hard wearing material in harmonious colours. They are also really well sprung and deeply upholstered.

Why?

Because really deep cushioning and a sufficient seat depth are necessary to give proper support for the thighs. (And that's imperative if you're to sit in comfort.)

The interior has a washable plastic



headlining which is thickly padded. Why? It keeps heat out in summer. It keeps heat in in winter. It deadens noises. (And it looks attractive.)

What extras has the VW 1300 to offer you (at no extra charge)?

You will find ashtrays in the front and in the rear. There are assist straps on both sides. And a grab handle for the front seat passenger.

There are built in mounting points for safety belts for four seats.

The front seat backrests are fitted with a safety locking device.

The floor is covered with hard wearing

rubber matting which can be cleaned easily and thoroughly with a damp cloth.

The VW's glove compartment doesn't only have room for gloves.

You can fold the rear seat backrest forward. This is extremely handy if you are travelling alone or with only one passenger — because it gives you three times as much space in the rear luggage compartment. (It's covered with hair cord carpeting, too.)

And then the heating: There are two openings in the front footwell and two at the rear, which are individually adjustable. There are also three outlets at the windscreen for quick defrosting. By opening and closing the footwell outlets the amount of heat directed to the windscreen can be increased or decreased.

There are padded sun vizors for both the driver and the front seat passenger which can also be swivelled sideways. In addition there is a footrest for the front seat passenger.

And what else has the Volkswagen 1300 to offer?

Vent windows on both sides. And a pneumatic windscreen washer. And an automatically operated interior light.

And a large fully lined front luggage compartment. (The spare wheel has its own space and is easily accessible.)

And a spring loaded luggage compartment lid.

And a spring loaded engine compartment lid.

Do you know any other car at the same price which offers you so many extras at no extra charge?



Plastic head lining

Backrests are also adjustable while in motion

Large load surface with backrest folded forward

Hair cord carpeting

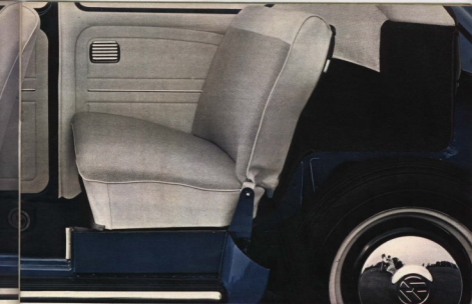
Backrest safety locking device on front seats



The front seat backrests with their special shape give additional knee room for rear seat passengers.

No rear seat passengers? Then fold the rear seat back forward for extra luggage space.





The luggage compartment then extends to the front edge of the rear seat. The backrest is held in position by a strap.

The back of the folding backrest is covered with hair cord material. (Just like the rear luggage compartment.)



Why is the VW 1300 one of the most modern cars there are?

It is not the shape of a car that determines whether it is modern or not.

But its technical features.

And that is why the VW 1300 is one of the most modern cars built in the world today.

Why is the VW 1300's engine so modern?

Because it's in the rear. Directly over the drive wheels. The whole 50 hp VW engine including the clutch and the

exhaust system weighs about 245 lbs. today.

Because it's mostly made of aluminium and magnesium alloy.

Together with the transmission, however it gives the rear wheels improved traction by the additional weight so that they always have sufficient weight on them even on the steepest mountain pass and on loose or slippery surfaces.

Engine and transmission form a compact unit. By having the engine directly above the rear wheels, less power is lost because the need for a long prop shaft is eliminated.

That is modern.

Because it is air-cooled.

If there is no water there can be no ice when there is a freeze-up. (Ice which can cause radiators to burst, cylinder blocks to crack and pipes to leak.)

The air-cooled VW engine needs no

heavy radiator. No hoses. No water pump. No water jacket round its cylinder. (And you know: what it doesn't have and it doesn't need can't go wrong.) That is modern.

At top revs the VW engine blows 20 cu. ft. of air over the cooling fins.

It always knows how much cooling air it needs.

It has a thermostat to do the trick.

In addition this thermostat ensures that the VW engine always reaches the most favourable operating temperature automatically and quickly. That is modern.

And the VW engine has an oil cooler. (Just like expensive sports cars.)

The result?

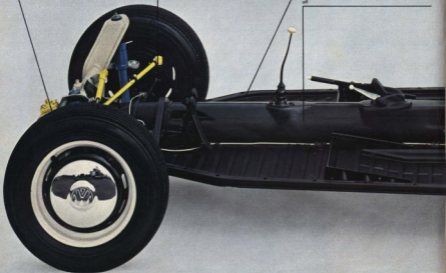
In spite of hours of full throttle driving, in spite of tropical heat: the engine oil always maintains its full viscosity. And that in turn means the engine is reliable, has a

The wheels are extra large (15 inches). Big wheels, big tyres. Big tyres: less wear and tear.

Big wheels mean room for big brakes. Big brakes mean really powerful braking and less wear.

The undersurface of the platform is smooth. It shields against flying stones, branches and snow clearing chemicals.

The central steel frame spread in the floor forms the backbone of the VW 1300. It also protects all the cables and fuel lines. Nothing hangs loose underneath. Nothing can be wrenched off.



long life and uses little oil. And that is modern.

Because it is low revving. It can't over-rev itself. We deliberately kept its revs down. At 4600 r.p.m. it already gives its full output of 50 hp. Being low revving it has a much longer life.

Because it has a low piston speed. The speed of a piston in the VW 1300 engine is only 1811 ft. per minute at 4000 r.p.m. That's very low. And that means little wear.

Why is the VW 1300's fully synchronized four speed gearbox modern?

Because you can change up from first to fourth gear quickly and easily.

Because you can change down from fourth to first gear just as quickly and

easily. That's due to the excellent synchronization.

You can even engage first gear (in heavy town traffic or on a hairpin bend) without stopping first.

What else?

The well selected gear ratios make a lively, sporty driving style possible.

The well-chosen ratios of the VW gearbox enable you to make full use of the engine's power in all traffic conditions and over all types of roads.

And that is modern.

Why are the VW 1300's big wheels modern?

Because big wheels have room for big well-cooled brakes.

Because big wheels don't spin so easily on sand, mud, ice and snow.

Because big wheels also have big tyres which don't even notice bumps on bad roads. And can always carry even more than one would suppose. And make fewer revolutions per mile than the tyres on a smaller wheel. And have a longer life because they wear less.

Big wheels, big brakes, big tyres — that is modern.

Why is the VW 1300's independent suspension modern?

Because jolts to one wheel are not transmitted to the others on bumpy roads.

Result: A smoother ride. The car keeps a more even keel. Journeys are much more comfortable for the passengers.

What would happen if the VW still had a rigid rear axle like a stagecoach?

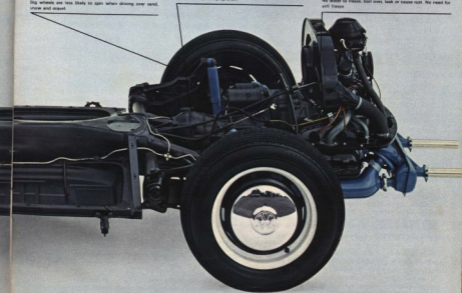
Well, then bumps to one wheel would

The VW 1300 has independent suspension on all four wheels and torsion bar springing. No rigid axle, then. Jolts to one wheel are not transmitted to the others.

Big wheels are less likely to spin when driving over sand, snow and gravel.

The four-speed gearbox is fully synchronized. The gearbox and rear axle are combined in one unit. And so the VW 1300 does not require a prop shaft.

The engine of the VW 1300 is in the rear and therefore gives extra weight on the drive wheels. The engine is air-cooled. No water to freeze, boil over, leak or cause rust. No need for anti freeze.



be transmitted directly to the other. Result: The wheels wouldn't keep such good contact with the road. The whole car would tend to sway.

This doesn't happen with a Volkswagen. The VW has torsion bar suspension. You can't see the torsion bars. They are built into the axle beams at the front and the cross tubes in the rear. They are completely protected there.

The front ones consist of steel laminated leaves forming two tempered steel torsion bars. Almost as long as the wheel track is wide.

At the rear there are solid steel torsion bars.

The suspension is achieved by the torsion bars' flexing movement.

The modern technical concept of torsion bar suspension is ingenious. Because it combines the best possible suspension with the simplest possible design.

Result: The Volkswagen 1300 gives as even and smooth a ride as one usually only experiences in a larger, more expensive car with independent suspension.

What two factors govern the ride a car gives?

Smoothness — where comfort is concerned. Road holding — where safety is concerned.

But the two often come into conflict. For a smooth, comfortable ride a soft suspension is imperative. Yet for good road holding a harder suspension is called for.

And so, sports cars, for which outstanding road holding is especially important concentrate on this factor. Not infrequently at the expense of the other: — smoothness!

So you have to search for the best compromise: by skillfully considering and matching the suspension, the track width, the tyres and many other things. We have done this with the VW for years and years now, making it just that bit better every time.

That is why the VW 1300 holds the road especially well — on bends, too. (Yet another reason why the VW 1300 can return high average speeds effortlessly on long journeys.)

And that is modern.

Why is the VW 1300's body modern?

Because it is undated in its styling. It is as modern or unmodern as the shape of a pencil is modern or unmodern.

It was designed with practical and economical considerations in mind. For

example, you can unbolt and replace all four wings individually without any bother.

That is practical.

Even seen a square egg? Or a square tortoise? Of course not. Nature is full of curves and so is architecture. Our forefathers saw the strength that flying buttresses give a building. The construction of the VW 1300's body is very similar.

The curved construction gives the VW 1300's body its outstanding stability. And that in turn ensures a high degree of safety for the occupants.

That is modern.

The VW 1300 does not seek to be either beautiful or ugly — but rather good-looking and respectable thanks to its commonsense shape.

It has no intention of being fashionable and then ending up old-fashioned later on. That is why the VW 1300 keeps a high resale value.

And that is modern.

Apart from being economical.

Why is the VW 1300's floor gear change modern?

Because the floor gear change lever is more positive in action. It comes naturally to hand — just drop your arm and you've got it. It makes gear changing quicker. Why else would sports cars have floor gear change levers?

A few years ago it was considered modern to have a steering column gear lever.

People had caught on to the idea from the huge American cars. (There was some sense in the idea for those street cruisers because their front bench seats seat three people and a floor gear change lever would get in the way.)

Just recently it became modern to have the gear lever mounted on the floor again.

The Volkswagen has always had a floor-mounted gear lever. Because right from the very start we thought it was a sensible idea.

(And didn't even stop to think that it was "modern".)

Why is the VW 1300's platform modern?

Because the undersurface of the platform is absolutely smooth. Because it's sturdily built.

Because it gives protection against stones, branches, chemical snow clearers and gravel.

The steel tunnel in the centre of the smooth platform forms the backbone of the car.

It also houses the rods and cables for the fuel line, gear change, clutch, brakes and heater.

Nothing hangs loose underneath. Nothing can be wrenched off.

And that is modern.

Does the price tag tell you what a car really costs?

No, it just tells you its purchase price. But not how much it costs when you drive it.

Day in, day out.

Year in, year out.

An example:

You know that the VW 1300 is really sturdily built. But nevertheless, you know how easy it is to get your wing or bumper dented. It sometimes happens while the car is parked and you never even discover who did it. All you know is that it's you who has to foot the bill. (Unless you have comprehensive insurance.)

The conclusion?

Before you buy a car you should make some inquiries. For example, how much you have to pay for various spare parts when repairs are necessary.

Whether a wing can be easily unbolted and replaced or not.

Or whether you can only get it off with the aid of an oxyacetylene cutter (with all the additional expense for labour and material charges involved).

The charges vary considerably from make to make.

Something else, by the way:

Up to now more than ten million people have bought VWs. And we're having to work hard to build enough cars for many more million would-be-owners.

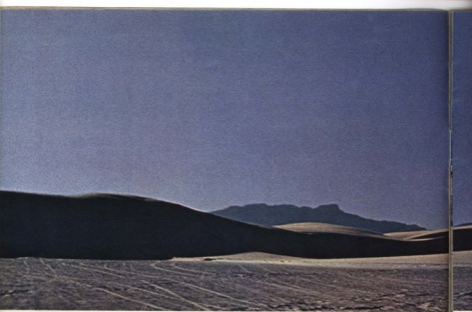
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How does the Volkswagen go
in 136 countries all over the world?

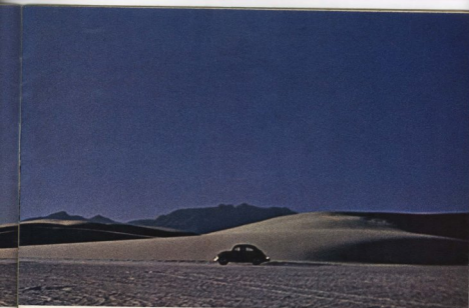
(It goes and goes and goes and goes and goes.)

Ernst Haas and Dan Budnik, the photographers,
followed the Volkswagen trail across the world.



□ Königslutter Cathedral (Germany)





White Sands, New Mexico

Badlands, South Dakota







Beach near Acapulco (Mexico)

Are you looking for roads
in these pictures?

Don't.

You won't find any.
(Because there aren't
any there.)

Instead you can see
Volkswagens.

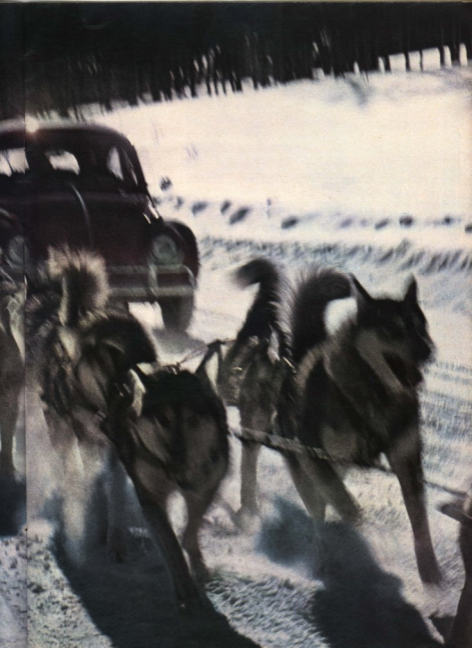
This car even goes where
there aren't any roads.

Perhaps you'll meet the
Volkswagen somewhere
in a valley —
as it conquers the
towering mountains
foot by foot.

Perhaps you'll meet the
Volkswagen somewhere
among the desert sands
as it travels mile after mile.
(Without its air cooled
engine needing a single
drop of water.)

Perhaps you'll meet the
Volkswagen somewhere
in the eternal ice fields.
(But not frozen up —
full of life.)







New York trunk roads



Christmas in Mexico City

If the Volkswagen even goes where there are no roads: How well will it go where there are roads?

Perhaps you know the answer.

It goes for hours at top speed on motorways which stretch as far as the eye can see and farther.

It goes for hours at top speed on asphalt roads over which the summer heat shimmers.

It goes on flat roads and on mountains.

It keeps going on back tracks where cars have never gone before.

It goes reliably on icy slopes which lead only to alpine huts.

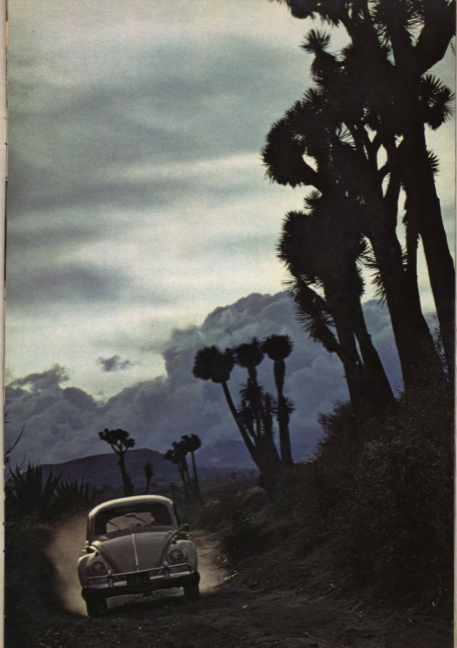
It goes over bridges and through tunnels.

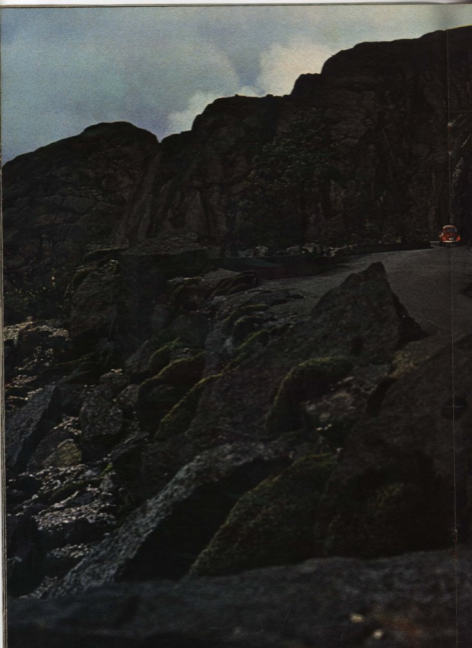
Through mud and mire.

Everywhere.

In the sea of lights of great cities by night with their elegant boulevards, too.

You can see that on the next pages.









Positano (Italy)

◁ Mountain pass in Norway

◁ Lower Saxon landscape



Mexico City

Do you know all the things you can do when you have a Volkswagen?

You can earn money with it, of course.

But that's not all.

(Just as earning money is not everything in life.)

Volkswagen makes life livelier and leisure hours pleasure hours.

It helps the person who wants to find out about the world for himself — at first hand.

Relaxation and excitement, fun and games, the family, holidays. Volkswagen: don't they all go well together?

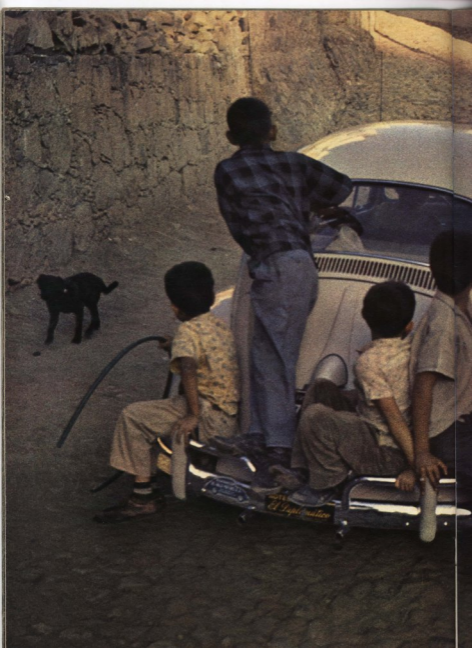
Just how well you can see on the following pages.

Real enjoyment. Quiet humour. Noise and excitement. Peace and tranquility.

Enough of words. See for yourself.



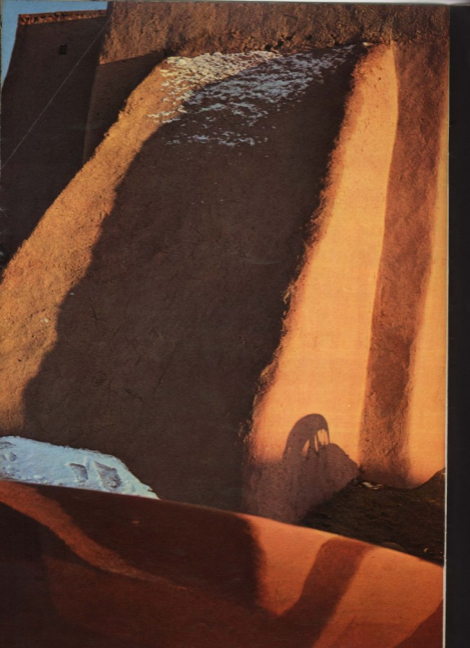
Naples











Church near Taos, New Mexico

< London

<< Taxco (Mexico)

Are there shapes
you can't improve on?



Denver, Colorado

Yes.

The music lover thinks
perhaps of the violin.
The sports fan thinks
perhaps of a ball.

And car drivers?

Car drivers thinks perhaps
of the Volkswagen.
You can't improve
on its shape either.

Because it is practical.
Because it is sensible.
Because it is timeless.

Moreover
it's got character.
The photos prove it.



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The Volkswagen is to be found in 136 countries all over the world.

(It goes and goes and goes and goes.)



Village in Mexico

You've travelled half of the way with it.

You have seen it in different places in a much larger area.

Some you already knew perhaps —

Others were certainly new to you.

And now?

Now perhaps you see why so many people — in every continent — buy it and drive it.

However different they may be, they have something in common: their Volkswagens.



Amalfi (Italy)



Stone walls in Ireland

Should a car be able to go thousands of miles without major repairs?

To go thousands and thousands of miles without major repairs is no exception for a Volkswagen.

If your job makes it necessary for you to do a lot of mileage each year that's a comforting thought, anyway.

But what if you just use the car for pleasure? If the car's only got 30,000 miles on the clock after 5 years? And so you're only using a fraction of your car's capabilities? Does that mean you've got an "old" car?

How much would your old VW still be worth after five years?

(In comparison to other five year old cars?)

Quite a lot of money. And why?

Well, you can't tell how old a Volkswagen 1300 is at a first glance. That's a big advantage to begin with.

But not less important is the good performance which a used Volkswagen will still give for a long time or for thousands of miles. (Without needing expensive repairs.)

The man who buys your car is interested in both these things, after all.

Can the VW really do without a garage?

We realised one point right from the very start: Most Volkswagens would have to do without garages.

Because garages cost money. Whether you build one or rent one. But a VW 1300 is meant to be inexpensive. Not only to buy but also to run and to maintain.

That's why we've given the VW full protection from the elements.

Moreover a car is meant to be driven, not to stand around idle. But when you are driving, the paintwork has to withstand even stronger attacks: Because hail, rain, sand, dust and flying stones all pack a punch at high speeds.

Not only from the front and from above either. They also attack from underneath the car. (That's why the undersurface of our car is not only smooth but also phosphatized, sprayed and given an additional protective coat.)

Compared to the amount of money the VW 1300 costs, we spend a lot of money on its paintwork.

Because we give it four coats. After the body has been completed, cleaned and given a special anticorrosive protective, it is given the first coat. That's the primer.

Then comes the second coat.

Then the third coat.

And then the fourth and final coat.

And then?

Then the inspectors have the final word.

Why do we spend so much money on inspections and inspections of the inspections?

At our factory lots of physicists, chemists, metallurgists, laboratory assistants and inspectors have nothing else to do but supervise the manufacture of Volkswagens: from the raw materials to the car's test run.

In addition thousands of people are entrusted with VW quality control. Because we do not manufacture many of the parts ourselves but have them manufactured (exactly according to the procedures we lay down) in specialist factories.

And these firms themselves have inspectors and checkers too.

For many firms the Volkswagenwerk is a good customer. But at the same time it is not an undemanding customer.

If the (checked) parts they deliver do not pass our inspections, we send them back to them without further ado.

We don't close our eyes to things like that.

We employ 342 inspectors to check the parts workmanship and assembly on every single VW 1300. (It is the job of some of the inspectors to check the work of the other inspectors.)

Such painstaking and detailed inspection costs a mint of money.

But insufficient checks would certainly cost us even more: our reputation. And the satisfaction VW owners expect.

Since every detail's perfect, the VW's perfect. Absolutely.



Every VW receives its weatherproof, four-coat paintwork in six stages.

- 1 bare steel
- 2 phosphatized steel
- 3 first coat of paint

- 4 second coat of paint
- 5 third coat of paint
- 6 fourth coat of paint



A clear view of the instruments is as important as a clear view of the road. You get both in the VW 1300. All the instru-

ments can be read at a glance. The controls are easy to operate and to identify — even in the dark. When it rains the large

windscreen wipers give you a clear view. The three heating outlets at the windscreen ensure rapid defrosting.



There's a practical elastic ribbed pocket in the driver's door of the VW 1300 — ideal for keeping maps and papers handy.



The footwell of the VW 1300 is covered with rubber matting, the sides trimmed with hard wearing hair cord material.





Standing commitments.

The most important of these are, of course, road tax and insurance. However much these may vary from country to country, the VW 1300 always comes out well.

Other commitments — those which are not absolutely essential for car owners — depend very much on your personal inclinations.

For example, automobile club fees and additional insurance.

For example, outlay on garaging your car and keeping it smart.

The VW doesn't need any special attention. It's protected from the weather by its four coats of paint. Its undersurface is sprayed with a protective layer (at no extra charge).

In short:

The VW 1300 is a car that needs little care and weathers the weather whatever the weather.

Depreciation and loss of capital interest.

We are going to mention these financial terms merely to give you the full picture. The people most likely to be interested in these factors are those who use their car in the course of their work.

"Depreciation" is a useful term to describe the process by which the value of a car gets progressively lower as the car's age and the mileage covered increase.

The value of a car is assessed by experience, bearing in mind, among other factors, the market value of a particular make or model. (Experience shows that a model of which a large number are bought when it's new has a high resale value so long as it continues to be manufactured with no radical modifications.) This is very true of the Volkswagen.

You must also take into consideration the interest you lost on the purchase price of the car or, to express it in another way: the interest you lost on the capital tied up in the car. (Provided that if you had not spent the money on buying a car, you would have invested it suitably.)

Running costs.

● Fuel consumption

No other single factor is more variable than the fuel consumption among cars of

the same make and the same model. Why? It can be due to the different driving habits of the owners. Or the prevailing traffic or weather conditions. And the age and technical condition of the car and its engine. And many other factors which a car factory cannot influence.

Considering the relatively large capacity of the engine and the generous amount of equipment the VW 1300 has (the weight of which does, of course, influence fuel consumption), it uses remarkably little fuel.

Its fuel consumption is 34.5 mpg according to the German rating which is calculated like this: actual consumption measured with half payload at a steady $\frac{3}{4}$ of top speed on level roads, plus 10%. It might be that you use more fuel in day to day driving. But it is equally possible (by skilled driving and with other favourable circumstances) to use less.

● Oil consumption

The VW 1300 is very economical on oil. Oil changes are necessary only every 3,000 miles — 4.4 pints. (You may possibly need to top up a little in between, of course.)

And how about the oil for the air cleaner and the gear box on the VW 1300? Well, the gearbox oil — 4.4 pints — needs changing only every 30,000 miles. And the air cleaner oil — just under half a pint — only needs renewing when it is very dirty.

● Tyre wear

Ever since Volkswagens have been made they have been praised for their low degree of tyre wear. And rightly so.

The large 15 inch wheels make fewer revolutions per mile than smaller wheels. And that's not all. They could even carry more than you make them carry when you've got a full load.

What sort of mileage should you expect out of your tyres? Well, with good driving and correct tyre pressures you can expect a good 20,000 to 25,000 miles out of them before you need to replace them. Especially good driving could make it even 30,000 miles. Many VW owners will confirm this.

And some get even better mileage.

● Maintenance and repairs

Volkswagen designed a Service Booklet for VW 1300 maintenance. (With separate coupons for the work to be carried out.)

What point is there in the extremely well organized and regular maintenance for the VW 1300? The first object is to obviate major repairs.

But whether the car is going to need repairs or not depends to a great extent on the design and construction of the car and the workmanship.

Well, how does the VW 1300 stand in this respect?

There is no other car which has achieved such a degree of maturity of design as the Volkswagen — by virtue of years of basic unaltered construction.

Moreover, you must keep in mind that the maintenance costs of a car are not merely calculated by the number of repairs it may need, but to an equal extent by the cost of these repairs.

The easy-to-repair design of the VW 1300 has the following features: Wings that can be unbolted. Door hinges that can be unscrewed. A full-length platform. An extra large gap between the bumpers and the body. Units which can be quickly and easily exchanged like the front axle, rear axle and engine.

These are just a few examples.

And in addition: A close network of VW workshops saves you time-consuming and expensive journeys to them.

VW Service is always just round the corner when you need it so to speak.

Is the VW 1300 inexpensive to run, then?

We believe it is. Its design incorporates everything necessary to make it so.

It is a really economical car. Every single feature is designed to carry out its function in the best possible way.

Your running costs per mile might be more or less than that of other VW owners. Not because the cars are different. But because drivers and driving habits are different.

The most constant factor in any calculation is the Volkswagen itself.

You can count on it.

"How far is it to the nearest VW workshop, please?"

Let us suppose you are driving merrily along and you are some 200 miles from home. Your car's got 12,241 on the clock. And all of a sudden you remember — you've forgotten the 12,000 mile inspection. Well, don't let it worry you. Just continue on your way home. Nothing will happen to your Volkswagen if your workshop doesn't carry out the service until there's 12,441 miles on the clock.

But perhaps you like to have inspections carried out at exactly the right mileage, when possible? When you're at home it's no problem.

But when you are travelling? What would you do in this case? Just stop and ask.

Or you just get your Service Network Map out and see where the nearest VW workshop is.

Whatever you're doing, wherever you are: The nearest VW workshop is not far. (Providing you are not driving across a desert or on a trip to the North Pole.)

We began to build up this world-wide service network in 1947. Today there are a total of 7,708 VW workshops in 136 different countries. And by the time you read this there will be even more.

"Diagnosis —
32 Marks."
None of this with
VW Service.

The following joke has been doing the rounds in Germany recently: A car driver is standing in a workshop looking at his car which has had a breakdown. Extremely puzzled. The garage owner comes up to him. Looks at various parts of the car. Fiddles around a little. Changes one or two small parts. And ten minutes later the car is ticking over again.

When he gets a bill for 36 Marks the customer asks why the charge is so high. Well, it's like this, the parts cost 1 Mark, the labour charge is 3 Marks, and the "diagnosis" costs 32 Marks. That's a total of 36 Marks.

The VW Organisation has never made out a bill like this. And it never will.

There are fixed charges for Genuine VW Spare Parts and labour charges are fixed for most repairs.

And they are low at the same time. If you are not a VW driver (yet), you probably don't know just how low they are. Just ask the price of some part or another in any VW workshop. Then compare it with other prices.

And then you'll see what we mean.

Why is VW Service modern?

Because VW Service is as good as the car.

Service with realistic charges for maintenance and repairs.

With experienced trained personnel.

With special tools.

With Genuine VW Spare Parts.

That is modern.

Why are such good prices paid for used Volkswagens?

You can see for yourself that good prices are paid for used Volkswagens at any time by looking under the heading "Used Cars" in the small ads of a newspaper.

Why do used Volkswagens fetch such good prices?

We believe that it is because we do not change its well-tryed design.

But that's not the full explanation.

Another reason is the Volkswagen's outstanding economy. (To put it another way, the total costs involved in running a Volkswagen.)

That, too, is why the Volkswagen is a car that is not associated exclusively with any particular class of society.

On the contrary, people from every walk of life enjoy driving it. (Which is in turn the reason why there is such a huge demand for used Volkswagens.)

Even in America. (Where, in the last decades, cars which appealed to people's vanity have been bought in ever increasing numbers.)

Anyone who drives a Volkswagen there is thought of as being exceptionally discerning.

There are already over 2,000,000 Volkswagens on the road in the USA. And some 350,000 were sold there in 1965 alone.

And what is the third reason why used Volkswagens fetch such good prices?

Volkswagen's good name and the closely knit VW Service Network. The low prices for spare parts and service and maintenance work.

There are still more reasons to add.

Everyone knows how ingeniously simple the technical concept of the VW is.

Everyone knows how unbelievably robust the VW is and how long it lasts.

Everyone knows how attractive and practical the interior trim is.

Everyone knows how many extras it has at no extra charge.

How to make a trial run

Perhaps you are interested in a certain car and want to take it out on a trial run to get better acquainted with it.

But you also want to try out other cars as well — for comparison. Perhaps you don't exactly know yet what car you will decide on. Since you don't buy a car every day you want to know exactly what you are getting for your money. Later you don't want to say to yourself: "If I had only ..."

What's the best way to make a trial run, then? Many people think you just get in and drive off. And then get out when it's over. Afterwards you've found out what you wanted to know.

Yes, you can do it that way. You even save time by this method. But maybe in the long run this "saving" will be expensive.

We would like to suggest you go about it in a better way — like this:

1
Begin by looking carefully at the outside of the car. First from a distance and then closer. Walk around it.
Is it compact and built for modern traffic conditions?

2
Now draw a little closer. Run your fingers over the finish. Smooth?
Is there also a protective coating on places you cannot see? Under the wings? On the inner surfaces of the paintwork? On the edges where the body parts are joined together?
Find out whether the car has 2, 3 or 4 coats of paint. It should look nice even after years of exposure to the wind and rain.
The VW 1300 has four coats.

3
Look at the wings closely. These are the places most likely to get dented or scratched on the car.
Can the wings be removed quickly and easily without a major operation?
On the VW 1300, the answer is "yes".
That saves you money whenever such repairs are necessary.

4
Are the wheels large enough? If they are, as is the case with the VW 1300, then

there is room for large, well cooled brakes that react immediately but smoothly at any speed. And as frequently as required. Of course, the larger the wheels, the larger the tyres, and the better the ride on bad roads. Larger tyres can also bear more than they have to, and there are fewer wheel revolutions per mile. So you not only get greater riding comfort but also less wear and tear on tyres.

5
The door is open — but wait a moment before getting in. Does the door open wide? And easily? Is it held gently in position by check rods so that it cannot slam shut and lock by itself? Is the edge of the door well painted and properly lined? How is the workmanship of the trim on the inside of the door? Can the door hinges be unscrewed? That would be very practical for making repairs. The Volkswagen 1300 gets maximum marks for its answers to these questions.

6
Now get in and close the door. That should not be difficult. Does it close easily and quietly without your having to slam it?
Is the sound of the closing precise and not too loud — that's how it should be. And it is on the VW 1300.

7
The driver's seat should be fully adjustable even while driving. The passenger seat should also be individually adjustable, so that each person sits how he likes to. The seats should also give side support to the body to avoid undue fatigue on long trips and keep the driver in the seat.

8
What about the backrests? They must also be individually adjustable. So that the driver always sits the proper distance from the steering wheel. And so that the arm length is just right for driving — not cramped too close nor stretched out too far. So that each person can change his body position when he wants on long trips, so staying fresh yet relaxed. So that the passenger can incline the backrest way back when he wants to.

9
Now we can get down to business. But don't start up for a moment. Take a look round the interior first. Does it look bright and comfortable?

Are the seats, backrests and sides upholstered and padded? Is PVC material used for all the places subject to wear and tear as well as the entire headlining? Does the interior trim look as if nothing had been spared?
Check to see if support straps and clothes hooks are there. Are there ash-trays in the rear and are there safety belt mounting points for all four seats? Are there door pockets and is the floor well carpeted — as in the Volkswagen 1300?

10
Can three persons sit comfortably in the back? Are the backrests well contoured and do they give you firm support? On the Volkswagen 1300 the answer is "yes".

11
The instrument panel is directly in front of you. Can you see everything at a glance? Are the instruments properly placed and designed so that they don't distract your attention?

12
Now open the glove compartment. A slight pressure on the button should be enough. Feel round inside. Any sharp edges or corners?
Everything smooth and round?
Good.
Does anything fall out when you open it? On the VW 1300 the answer is "no" because the bottom of the glove compartment is sloped.

13
Take a look at the floor: Is the accelerator in the right place?
The brakes?
The clutch?
When it comes to driving, feet play an important role. Just think how many times you have to move your foot from the accelerator to the brake when driving. Sometimes it's necessary to react quickly too. Well arranged pedals can make the difference. (In the Volkswagen 1300 the pedals are all arranged for optimum efficiency and safety.)

14

Please have just a little more patience before you turn the ignition key. Is the gear lever centrally mounted, where it's most convenient for the driver? Can you take advantage of your natural arm and hand movements, just like you can — for good reasons — in a sports car?

15

Is the handbrake mounted flat next to the driver's seat? Is it also handy when needed? Is it positioned so that your knee never bumps up against it?

16

We don't want to keep you waiting any longer. Unless you want to see the engine or the two luggage compartments. There's time for that afterwards? Turn the ignition switch then and the VW 1300 engine is running already. It starts in all kinds of weather. Even in the hardest of winters with 20 or 30 degrees of frost. The reason: air cooling and automatic choke. The engine runs so quietly that we've installed a non-repeat ignition switch lock. You can't turn the key again when the engine is already running. Up to now, you can be satisfied. But now it's up to the VW 1300 to show its mettle. Clutch, first gear — but please don't drive off yet. How does the gearchange lever feel? Does it glide smoothly and easily from gear to gear or do you have to grope and try again? It glides. You change gears smoothly and precisely.

17

Now drive off. A little acceleration is enough. The car moves evenly without jerks. Put the gearshift lever lightly in your hand again — it's really conveniently positioned — and change into second straightaway. You very seldom need the engine's full power in first gear.

18

Now step on it. You're already doing thirty. Third gear. Goes in as smooth as grease, doesn't it? Please hold it at thirty. Change down for the crossing? Forget it. Try the engine's flexibility. Twenty-five — twenty.

Now step on it again. Notice the quick pickup.

No hesitation. No jerking. Experts call it "high engine torque". For you it's enough to know you have less shifting to do with the VW 1300 because its engine is so flexible.

19

Now we're on the open road. Now you should see how the car really goes. Quickly overtake the lorry. Stay in third gear. That's the best gear for overtaking. Step on the gas — the needle's really moving round the clock, now. Now you've passed it, change into top. (By the way, have you noticed how convenient the short gearchange positions are?) Now really step on it. The speedometer needle is already up to seventy five. That's how quickly the car accelerates.

20

Careful, bend ahead. Nothing to worry about. Slow down a little, turn the steering wheel. Notice anything? Worm and roller type steering, stabilizer, low centre of gravity, excellent suspension — perhaps up to now just so many words to you — contribute to the outstanding roadholding, especially when cornering. A bad stretch of road, potholes! That came suddenly. It doesn't matter, the car absorbs road shocks. You can speed up again, the car irons out all bumps. There's no thumping, bouncing, or dipping. Independent four-wheel suspension, torsion bars, double-acting telescopic shock absorbers, and a hydraulic steering damper make a smooth ride possible even on the worst of roads.

21

What happens if you have to brake sharply? Do it now! Hard to believe, isn't it? Full force on the brake pedal wasn't necessary and you still had something left. Let's stop a moment and take a look at the skid marks. Precise, direct, and most important, even braking action. You're looking at the wheels? Yes — 15 inch — so there's room for large

air cooled brake drums. That means reliability. If you have to, you can brake sharply again and again. The brakes don't heat up unduly and there's no fading. Now take it across an open field. You don't do that every day, of course, but you don't want to get stuck when you do. Remain in third gear. The power and flexibility are sufficient in stop and go driving, you know that already from driving in traffic. A sandy bunker ahead. Drive right into it and stop. Will you get out again? Banks on all sides. First gear, accelerate a little, release the clutch, and presto, you're already free. With large sized wheels (which don't sink in) and the rear-mounted engine (weight on the drive wheels, good traction, no slipping), you can drive on surfaces which you would hardly think you could with such a speedy car at first.

22

Congratulations. You've now driven the Volkswagen 1300 for half an hour and you drive it as if you'd always driven it. You think the car's responsible? Because it reacts so quickly and demands so little, you say?

Now the test-run of the VW 1300 has come to an end. You've become acquainted with this car as you should with any car when you drive it for the first time.

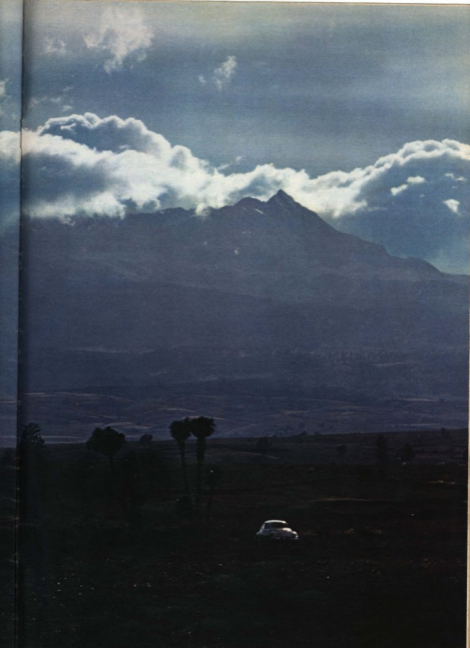
How to make a trial run? We asked ourselves that at the beginning. Perhaps our answer can be of use to you in helping you buy a car. A test-drive should be more than just driving around the block. The more critical and exact you are, the better motoring you will have later on. You will avoid saying to yourself — "But I should have ..."

We have used the Volkswagen 1300 as our criterion. It can also become the criterion for the kind of car you want. One thing we are certain of: after a test-drive in a Volkswagen 1300 you will hardly be able to forget this car.

Either because you have already bought it. Then you find it grows on you day by day.

Or because you haven't bought it yet.





Summary

What should you get for your money when you buy a car in the 1000 to 1300 cc range?

This is the question we asked at the

beginning. And we listed 6 requirements. And went into them in detail on the preceding pages.

Let us summarize them here:

Requirement 1

The VW 1300 has been progressively developed both inside and outside. It's bright, attractive and roomy inside and seats four of five occupants in comfort.

Its body is very compact. And therefore, exceptionally well suited for today's

traffic and economical in every aspect.

The VW 1300 has an unusually large amount of equipment for its price range. With many extras included in the standard purchase price.

Requirement 2

The VW 1300 is well worth having. But it's not an extravagance.

Its shape has become "classic". It is sensible and undated.

At the same time the VW 1300 offers its owner the advantages of a really modern engine and transmission. That's especially true of the air-cooled VW engine. Its outstanding ability to maintain high cruising speeds and its technical characteristics enable the VW 1300 to

return high average speeds for long trips.

The VW 1300 is so constructed that you can remove and replace parts at little expense.

The VW is constantly being improved with all the experience that a very long production run (10 million Volkswagens) gives. Within the limitations that price and technical considerations impose on any car, it is as perfect and mature as a car can be.

Requirement 3

The quality of the workmanship on the Volkswagen is especially good. (Anyone who drives one will confirm that.)

The VW is well-known as an absolutely economical car — and not only in its

particular class.

Its unusually long life, its robustness and the low maintenance costs have all made it a car that sells exceptionally well.

Requirement 4

Running costs for the VW 1300 are low although it is a full-sized car.

Even when something unforeseen happens you don't get a nasty surprise.

Because you know in advance how much it's going to cost you to run (and even repair) the car.

Requirement 5

There is a closely knit VW Service Network throughout the world with 7,708 workshops. (By the time you read this there will already be quite a few more.)

VW Service is as good as the Volkswagen itself. Service that gives you low

charges for maintenance and repairs.

Every VW workshop carries a more than sufficient supply of genuine VW spare parts.

Moreover, VW Service is in the hands of experienced, well-trained personnel. Using special tools.

Requirement 6

The Volkswagen is a car that really retains its value thanks to its characteristic shape which is never changed to suit the whims of fashion and thanks to its

unsurpassed economy and long life.

The prices for used cars will confirm this. Look in any daily newspaper.

Technical Data

VW 1300 SEDAN

Engine: Type: four cylinder, four stroke rear engine · Cylinders: bore x stroke 3.03 x 2.72 ins. (77 x 69 mm). Capacity 78.42 cu. ins. (1285 cc) · Compression ratio: 7.3:1 · Output: 50 SAE bhp at 4600 rpm. Mean piston speed 1811 ft./min. at 4000 rpm. Maximum torque (SAE) 68.7 ft./lbs. at 2600 rpm · Cooling system: thermostatically controlled air-cooling by fan · Carburetor: downdraft with automatic choke, accelerator pump and oil bath type air cleaner · Lubrication: pressure lubrication with oil cooler · Additional features: automatic pre-heating of intake air and mixture.

Electrical system: Battery: 6 Volt, 66 amp. hrs. · Dynamo: 180 Watts · Headlights: with asymmetrical low beam · Horn: operated by ring on steering wheel · Direction indicators: self-cancelling · Headlamp flasher combined with dip-switch on direction indicator lever · Interior light: with automatic door contact switches · Instrument panel lighting: rheostat controlled · Starter: combined starter-ignition switch with non-repeat lock · Windscreen wipers: self-parking. Pneumatic windscreen washer.

Power transmission: Clutch: single plate, dry · Gearbox: fully synchronized, four speed operated by floor gear lever · Ratios: 1st to 4th gears 3.80:1, 2.06:1, 1.32:1, 0.89:1, reverse 3.88:1 · Final drive: via differential and swinging half shaft to rear wheel. Ratio 4.375:1.

Chassis: Frame: tubular centre section forked at the rear and welded on platform · Suspension: independent wheel suspension, trailing arms in front and rear with swing axles; torsion bar suspension, four telescopic shock absorbers, impact limited by rubber stops, stabilizer in front · Steering: roller type, self-centring with maintenance-free track rods and hydraulic steering damper. Turning circle approx. 36 ft. · Brakes: hydraulic, with a total effective braking area of 96.1 sq. ins. · Tyres: tubeless, 5.60 x 15 · Fuel tank: under lockable front bonnet. Capacity 8.8 gallons = approx. 300 miles driving. Fuel reserve indicated by fuel gauge.

Body: Type: five-seater sedan with two 37.4 ins. wide doors · Windows: fully lowerable windows and vent wings in the doors, rear side windows fitted. All windows of toughened glass · Luggage compartments: one under the self-supporting bonnet and one behind the rear seat

backrest. Both fully lined. Total capacity 10 cu. ft., with rear seat backrest folded forward approx. 22.6 cu. ft. · Heating: by warm fresh air supplied by heat exchangers and circulated through three vents on the windscreen and two each in the front and rear footwell. Exact adjustment by means of levers located between the front seats. All footwell vents can be sealed off to give better windscreen defrosting · Instruments: speedometer, mileage recorder, fuel gauge and warning lights for dynamo charging, oil pressure, flashing indicators and high beams · Sliding roof: crank operated steel sliding roof available at extra charge.

Interior trim: Lining: headlining, door and side wall trim of washable plastic. Rubber floor mats · Seats: front seats adjustable over a wide range and backrests with three different rake positions and safety locking device. Two/three seater rear bench seat with folding backrest enlarging luggage compartment. Seating surfaces and front parts of backrests available with cloth or (at extra charge) air-permeable leatherette. Additional features: grab handle and glove compartment in front of front seat passenger, two assist straps and coat hooks in the rear, two ashtrays, two padded sun visors which can also be swivelled sideways, pocket in driver's door, armrest on passenger's door, safety belt mounting points.

Dimensions: Wheel base: 94.5 ins. · Track: front 51.4 ins., rear 51.2 ins. · Overall dimensions: length 160.6 ins., width 60.6 ins., height 59.1 ins.

Weights: Unladen: 1720 lbs. · Maximum load: 838 lbs. · Permissible total weight: 2558 lbs.

Performance: Maximum and cruising speed: 75 m.p.h. · Climbing ability with two occupants: 1st gear 44.5% (1 in 2.25), 2nd gear 23.0% (1 in 4.3), 3rd gear 13.5% (1 in 7.4), 4th gear 8.0% (1 in 12.5) · Acceleration: from 0—50 m.p.h.: 14 secs. · Fuel consumption: 34.5 m.p.g. (German rating — half payload at a steady $\frac{3}{4}$ of top speed on level roads plus 10%.)

VW 1300 CONVERTIBLE

(Variations from VW 1300 Sedan specifications and additional equipment)

Chassis: Anodized wheel embellishers.

Body: Type: four-seater with double lined, padded convertible top · Windows: rear side windows also fully lowerable · Luggage compartment: the rear luggage compartment cannot be enlarged since the rear seat backrest does not fold forward · Both doors lockable from outside. Stoneguards on rear wings.

Interior trim: Seats: upholstered with air-permeable leatherette on request at no extra charge · Additional features: door pockets on both doors. Glove compartment lockable. Hood release catch knob lockable.

Weights: Unladen: 1808 lbs. · Maximum load: 793 lbs. · Permissible total weight: 2601 lbs.

Performance: Climbing ability with two occupants: 1st gear 42.0% (1 in 2.4), 2nd gear 22.0% (1 in 4.5), 3rd gear 13.0% (1 in 7.7), 4th gear 7.5% (1 in 13.0).

VW 1300 KARMANN GHIA COUPE AND CONVERTIBLE

(Variations from VW Sedan specifications and additional equipment)

Electrical system: Horns: matched twin horns.

Chassis: Anodized wheel embellishers.

Body: Type: two-seater Coupé or Convertible with occasional two-seater rear bench seat · Windows: no vent wing windows. The Coupé has hinged rear side windows. The Convertible has no rear side windows and the rear window is of synthetic glass · Luggage compartment: total available capacity with two occupants: Coupé 17.1 cu. ft., Convertible (top closed) 12.9 cu. ft. · Heating: the Coupé has additional outlets for rear window defrosting. Both models have two instead of three outlets on the windscreen · Instruments: additional electric clock · Sliding roof: not available · Additional features: fresh air ventilation. Coupé obtainable in two tone finish on request at extra charge.

Interior trim: Seats: upholstered with air-permeable leatherette on request at no extra charge · Additional deviations: 1 ashtray. No assist straps for rear seat passengers. Convertible glove compartment lockable. Hood release knob on Convertible lockable. Both doors fitted with door pockets and armrests. No safety locking device for front seat backrests. All control knobs chrome-plated. Vanity mirror.

Dimensions: Overall dimensions: length 163.0 ins., width 64.3 ins., height 52.4 ins.

Weights: Unladen: 1830 lbs. · Maximum load: 728 lbs.

Performance: Maximum and cruising speed: 80 m.p.h. · Fuel consumption: 35.3 mpg (German rating) · Climbing ability with two occupants: 1st gear 42.0% (1 in 2.4), 2nd gear 22.0% (1 in 4.5), 3rd gear 13.0% (1 in 7.7), 4th gear 7.5% (1 in 13.0).

These are the VW models in the 1300 cc class

Did you know that there is not only one Volkswagen in the 1300 cc class?

And did you know that there were quite so many different Volkswagens in this class?

There's one to suit every pocket. And one to suit every taste.

For those who want to spend as little as possible both on buying a car and running it, there is the VW 1300 Sedan. It is a comfortable car.

Naturally, it has everything that makes a Volkswagen a Volkswagen.

Air cooling, for example.

Rear engine.

Four coats of paint.

A smooth undersurface.

Good service.

For those who like to enjoy fresh air and the sun in the comfort of a car and who are prepared to spend a little extra, there is the VW 1300 Sedan with steel sliding roof.

But perhaps that's still not enough for you. Perhaps you would really like to have more sun and even more fresh air?

Then we've got something special for you.

The VW 1300 Convertible.

The thing that makes it rather special (in addition to being a Volkswagen, of course) is its top.

It's specially well made.

It is easy to put up or down.

It overlaps the windscreen frame making a perfect fit.

It harmonizes with and even accents the elegant lines of the automobile.

All side windows can be lowered completely.

But we still have two other cars in the 1300 cc class to offer you.

Sporting, elegant two-seaters. And relatively inexpensive, too.

The VW Karmann Ghia 1300 Coupé and the VW Karmann Ghia 1300 Convertible.

What is the special characteristic of these two cars?

Not only that they are elegant cars. Luxurious cars.



Cars of distinction.

But that they are practical cars, too. Because they are so extraordinarily roomy for two-seaters.

Behind the two 24 inch wide, individually adjustable front seats there is an upholstered rear bench seat. (Room for two children, Or a third adult.)

There's lots of room for your luggage. There is a luggage compartment (3.7 cu. ft.) under the front bonnet. And a second luggage compartment (6.3 cu. ft.) behind the rear bench seat.

And on a long journey with two occupants?

Then, you can fold the rear bench seat backrest down to make room for even

more luggage. (An extra 7.1 cu. ft.)

In addition both VW 1300 Karmann Ghias are sporting cars.

Gear changing is smooth and pleasant. Because they have a fully synchronized four speed gearbox.

They are easy to drive. Because the steering obeys the lightest pressure. (A steering damper prevents jolts.)

The 50 hp rear engine gives a top and cruising speed of 80 mph.

And how about the VW Karmann Ghia Convertible's top?

It folds back easily. And then lies so flat that the elegant sporting lines of the car are emphasized even more.

And so now we have shown you the whole range of Volkswagens in the 1300 cc class.

Have you already decided which is the one for you?

Then you've made up your mind quickly.

Or are you still not sure? No need to hurry.

Visit your local VW dealer and let him show you them.

And don't forget to take a trial run. Then it won't be so difficult for you to decide.

You'll certainly choose the right one for you.

Whichever one it is.





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