



Beetle



W. B. JETTIS & DONALD
HAYLEY.



INTRODUCING THE



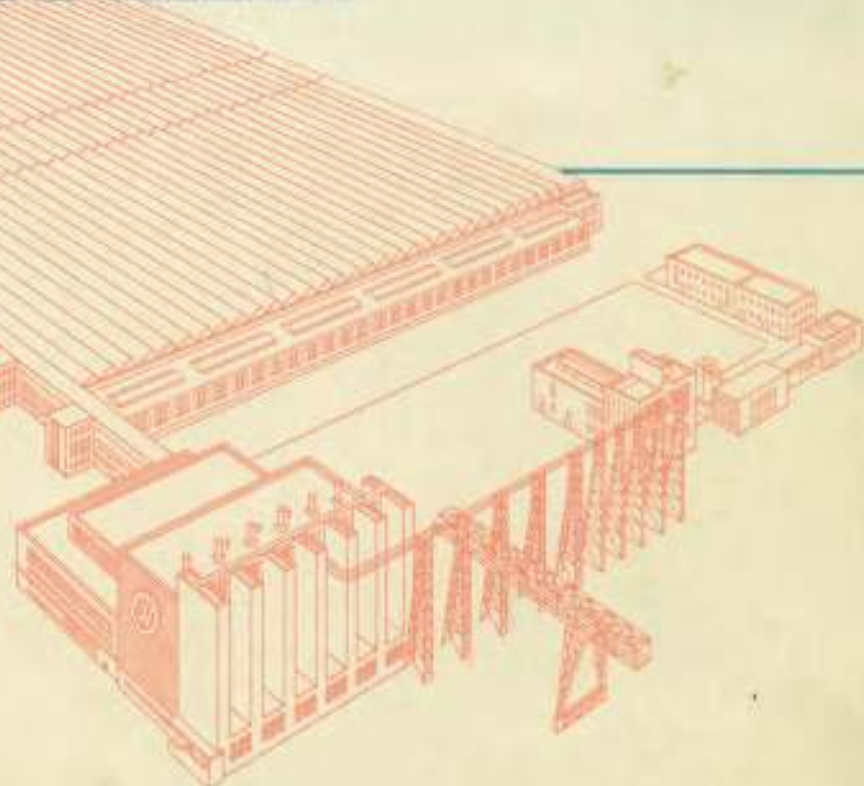
The reputation built up by the Volkswagen Works and their products is something which, in the space of only a few years, has spread to every country under the sun. The fact is that in this age of motorisation there is only one sure way of guaranteeing that an automobile provides quality and value, and that is by integrating the experience and knowledge at the command of large-scale line assembly production. Only in such a setting it is possible for far-sighted design principles, allied to ultra-modern production methods and rigorous inspection of all materials and operations, to unite in a synthesis of maximum achievement. These pre-conditions have already become a proud tradition in Wolfsburg's up-to-the-minute production shops. The automobile produced there enjoys the largest sale of any German car, and the verdict pronounced on it by the multitude of buyers—even in countries accustomed to every refinement in motoring—is highly enthusiastic.

The Volkswagen owes its unique triumph not only to the outstanding features of the basic design, but also to the hundreds of technical innovations with which the Volkswagen—while remaining at all times true to itself—has undergone constant rejuvenation under the inspiration of boldly-conceived development. Combined in it—and 500,000 owners confirm this—is everything that has stood the test of untiring research and long years of experience.

The sturdy Volkswagen Rear Engine designed for maximum life and great reserve of power, and provided with an automatically controlled air cooling system recognised at an early date as an outstanding solution to the cooling problem, is of distinguished performance and

flexibility. The low centre of gravity, balanced distribution of weight, finger-tip steering, smooth torsion bar springing and independent suspension represent a combination of qualities which make for perfect road-holding and complete safety. The sports car enthusiast and the motorist who delights in adept gear-changing are catered for by the Standard Model, while the Volkswagen driver who looks for the highest standard of comfort and performance will find, in the De Luxe Model, a synchromesh transmission which is really a joy to use. While conceding nothing to mere vogue and affectation, the overall impression created by the vehicle, both by its internal and external appearance, is one which satisfies the most critical, and also meets the demand for a high standard of driving comfort and safety.

But the really special feature of the Volkswagen is the way in which it combines high performance with economy. Its astonishingly low fuel consumption, its modest upkeep and maintenance requirements, its ability to keep up its high standard over many thousands of miles, and the advantage of a close-linked and extensive service organisation—these are some of the reasons which have made the Volkswagen the most popular car in Germany and one of the best-known in the world, thereby establishing it in a position of unrivalled eminence. When one considers it from the aspect of running cost and its manoeuvrability in traffic and on the steepest of mountain roads, it may certainly be called a "small car"; but in speed, endurance and general performance it is easily a match for many a larger car. The Volkswagen is "in a class by itself"—it "has something"—and that is why it maintains its lead.



VOLKSWAGEN SEDAN

STANDARD AND DE LUXE MODEL





The problem of parking in the turmoil of city traffic is solved automatically by the Volkswagen; its exceptional manoeuvrability and the small space taken up by it in length and width enable it to be driven without difficulty into the smallest of parking spaces



The Volkswagen Limousine is available in two different basic types: a Standard Model and a De Luxe Model. While the latter is capable of meeting very exacting demands regarding finish and driving comfort and has won many new friends—attracted particularly by the synchromesh transmission and the luxurious warmth of the tasteful interior styling—the

Volkswagen driver who is not averse to gear changing will find that the Standard Model also meets all his requirements. For, indeed, the engine, chassis and suspension, the all-steel body, the synthetic resin finish, and the ventilating and heating systems are identical in both models, as—of course—are all the factors making for economy in upkeep and operation.



One of the advantages of mounting the Volkswagen engine at the rear is that it permits an unusually flat bonnet design. This in turn gives excellent forward vision right down to the front of the car—an important contribution to safe driving



SUN ROOF



Many who like driving in an open car find the ideal solution in the Volkswagen sun roof (Golde type) which is available as an optional extra in both the Standard and De-Luxe Models. The opening extends over practically the full width of the roof. When closed, the flexible folding roof is draft-free and perfectly rain-proof. In winter a Volkswagen with sun roof is as comfortably warm as the Limousine.



Even while driving, the Volkswagen sun roof can be easily opened and closed and fixed in any desired position by using only one hand

AND CONVERTIBLE



Those who like plenty of sun and fresh air while on the road, and at the same time are discriminating in the matter of styling and finish, will find in the Volkswagen Convertible (bodywork by Karmann) an elegant car possessing all the Volkswagen virtues plus a weatherproof, draftless hood that can be opened and closed in seconds. The technical specification is the same as for the Volkswagen De Luxe Model, and a superlative standard of motoring enjoyment and comfort is offered. The Volkswagen Convertible is "two cars in one" in a dual sense. As an open car with the side windows either closed or

fully dropped, it is a true sporting companion for the hardier type of motorist; when closed, the thickly-padded, sound-insulating hood provides the same protection against dust, wind and weather, the same warm seclusion as the steel roof of the Limousine. But this car also combines the qualities of an unassuming and utterly reliable friend to share business trips, with those of a luxurious, versatile, high-class vehicle — and therefore, lady drivers are not the least among its admirers. Wherever fine cars are accustomed to assemble, the Volkswagen Convertible earns unstinted praise and many an envious glance.



MOTORING WITH



MAXIMUM SPEED — SUSTAINED SPEED!
ENGINE r.p.m. ONLY 3000 AT 65 m.p.h.!



Road conditions permitting, the Volkswagen will comfortably hold its maximum speed of more than 60 m.p.h. for hours on end. The low engine r.p.m., even when driven hard, keep wear to a minimum and ensure incredibly long engine life.

RAPID ACCELERATION! — 45 m.p.h. IN THIRD!



The highly advantageous choice of ratios in the four-speed gearbox means that each gear performs its task to perfection. Fourth gear permits sustained high-speed motoring without stressing the engine, while third is remarkable for flexibility and verve when overtaking, cornering, negotiating difficult terrain, accelerating rapidly or driving in sporting events. A gear to depend on—in any situation.

TOP FAVOURITE IN THE MOUNTAINS!
GRADIENTS UP TO 1 IN 3 MASTERED!



The two low gears master the steepest mountain passes with distinguished ease. This sparkling performance of the Volkswagen when climbing has long been recognised, and its superiority in endless successions of hairpin bends is also due to the tremendous adhesion of all wheels, and to the air cooling system which, as engine revolutions increase, automatically intensifies the cooling effect of the air current—and prevents the slightest sign of overheating.

WELL OVER 300 MILES WITHOUT REFILLING THE TANK!

Low fuel consumption and a large tank enable very long distances to be covered without stopping at a pump. However, as a complete insurance against being stranded without fuel, the Volkswagen is provided with a "three-way tap" which gives the driver ample warning (leaving him a reserve of 1 gallon = 38 miles) that it is time to fill up



A GREAT EXPERIENCE



And so the Volkswagen owner is always well prepared, both for flat and mountainous country, for the highways and by-ways, for business trips and long-dreamed-of holiday travel—and not the least important factor is the confidence that comes of being able to trust implicitly in a steadily growing chain of service stations ready at any hour with quick attention and expert help—ready, too, with a welcome for the Volkswagen owner. The Volkswagen Works realise that their success in the export field is largely due to their clear recognition, from the very beginning, of the importance of a sound service organisation, and this is the key to their outstandingly successful record in the export market. A steadily increasing flow of genuine Volkswagen spares goes out to

all parts of the world to make sure that every Volkswagen is constantly at the service of its owner. The comprehensive service school at the works is responsible for supervising and promoting the training of Volkswagen service staff in all sales areas. In addition, service workshops abroad are backed by numerous service engineers whose advice is constantly available. Supervised workshops, centralised control of spares distribution, a fair guarantee system and a progressively-minded solicitude for the genuine interests of the customer—these are the principles which make the Volkswagen Service Organisation a model of dependability, good value and time-saving efficiency in all matters of vehicle care and repair, and in catering for customers' special requirements.

AND EVERYWHERE...



*This shield stands for
genuine Volkswagen spares and expert attention*



THE VISIBLE INTERIOR



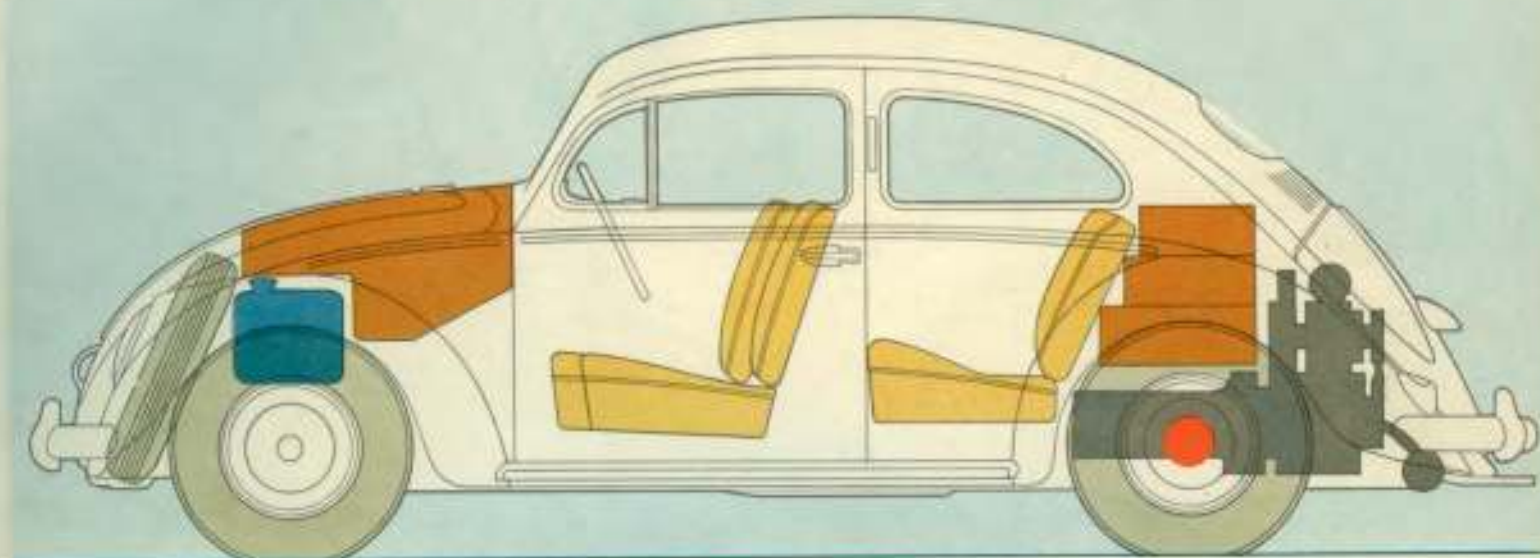
MERELY TO OPEN THE DOOR is to have a fore-taste of the joys of motoring, for the internal lay-out of the Volkswagen is both attractive and practical. The covering material for the seats, which are ideal in springing, upholstery and design, forms part of a balanced colour scheme including

the door and side panel linings, and is carried out in fashionable colours and patterns discreetly enhanced by the standardised ivory-coloured (or, in the case of the Standard Model, dark) control knobs and escutcheons. The separate arrangement of the front seats permits adjustment to individual needs; the wide bench seat at the back can accommodate three passengers if required; even tall passengers are assured ample freedom of movement. At night, good illumination is provided by an interior light recessed in the door pillar at the left above the driver's seat, and at the same time the agreeable glow from the instrument panel heightens the feeling of safe seclusion. The facia, of modern and elegant design, incorporates the following features in a well thought out arrangement:

- 1 STARTER KNOB on the extreme left and easy to reach
- 2 TRAFFICATOR SWITCH on the steering column for convenient finger-tip operation without taking the hand from the wheel
- 3 A large COMBINED INSTRUMENT UNIT containing the speedometer with kilometre or mileage recorder, and the various indicator lamps attractively incorporated in the dial: red for dynamo and cooling system, green for oil pressure, blue for main beam, and a twin arrow for the trafficator
- 4 A stylish, light-toned easy-grip TWIN-SPOKE STEERING WHEEL with horn button featuring the black-and-gold Volkswagen emblem (De Luxe Model)
- 5 Lively WINDSHIELD WIPERS sweeping a wide arc with positive contact pressure. De Luxe Models are fitted with wipers of increased capacity which are self-parking
- 6 Space for the RADIO TURNING SCALE and control knobs; on the left, the push-pull switches for lights and windshield wipers
- 7 Ample room for the installation of a CAR RADIO behind the decorative grille
- 8 Conveniently placed on the right of the instrument panel is the pull-out CHOKE CONTROL to assist starting, and beside it the ignition switch
- 9 Large, hinged ASHTRAY
- 10 Roomy, lockable GLOVE BOX

Directly in the driver's field of view is the neatly designed and clearly laid out combined instrument unit which can be illuminated at night and in which is grouped everything that needs to be watched while driving

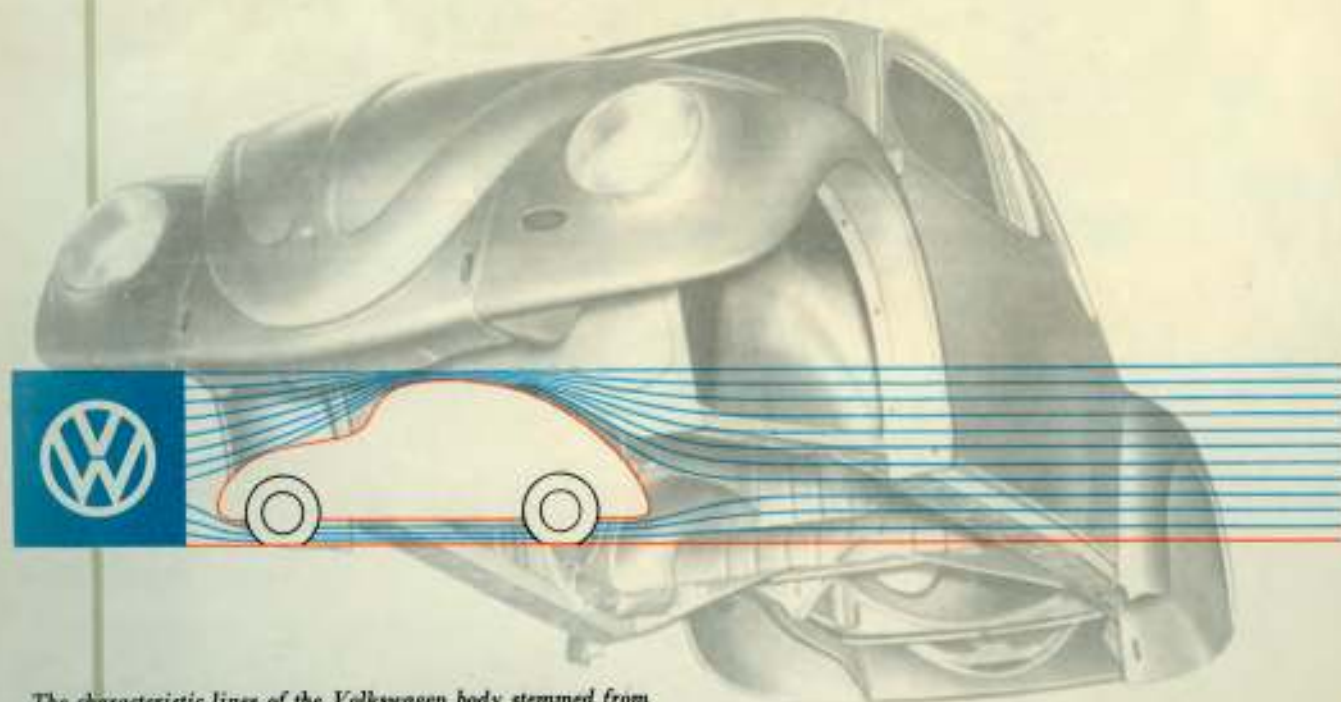
... THE INVISIBLE



This X-ray view of the Volkswagen gives convincing proof of the practical and logical lay-out. The engine-gearbox unit is located directly above the rear axle. No propeller shaft is required and the engine delivers its power straight to the driving wheels which depend on proper loading to give good adhesion. For this reason, the main luggage space is exceptionally well situated between the back seat and the engine. Located over the front axle is the fuel tank, the spare wheel—protected and stowed out of sight—and the secondary luggage space. The whole of the space between the axles, which is therefore in the best-sprung position, is unrestrictedly at the disposal of the passengers who owe it to this design principle that they are able to enjoy a degree of roominess

and riding comfort never before considered possible in a car of this size. Even the back seat passengers are carried in this smooth-riding inter-axle position. Owing to this disposition of the main weight-contributing factors, the car's centre of gravity is remarkably low and in a position giving optimum road behaviour; furthermore it is unaffected by the number of passengers carried.

A high degree of security against possible violent mishap is provided by the distortion-resisting, electrically spot-welded all-steel body which has been developed to give maximum strength by the incorporation of constructional features. Its pleasing lines have won friends all over the world—and it has become an essential part of the European street scene.

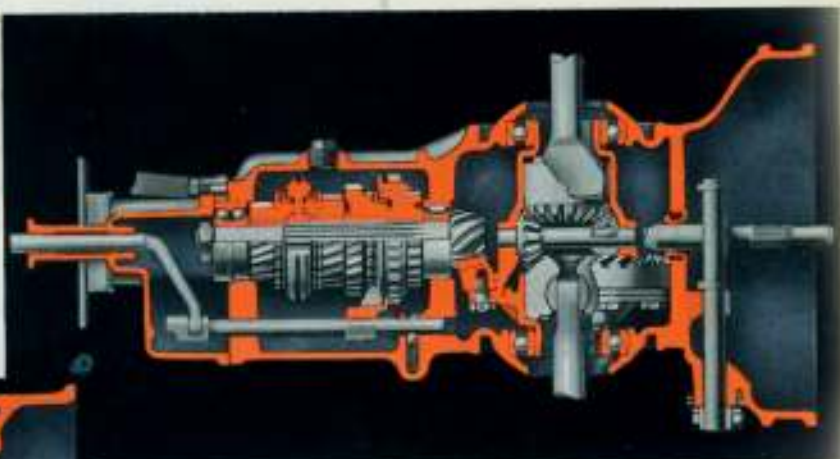


The characteristic lines of the Volkswagen body stemmed from systematic wind tunnel tests. The design unites minimum air resistance and maximum stability of shape

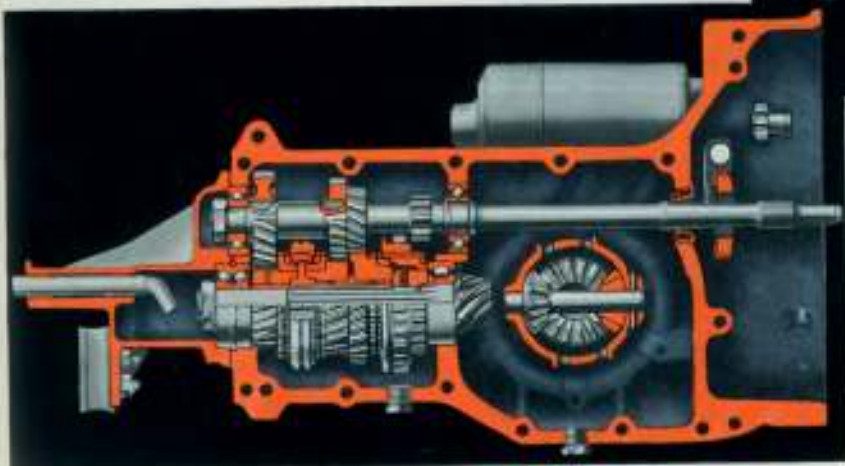


TRANSMISSION AND ENGINE

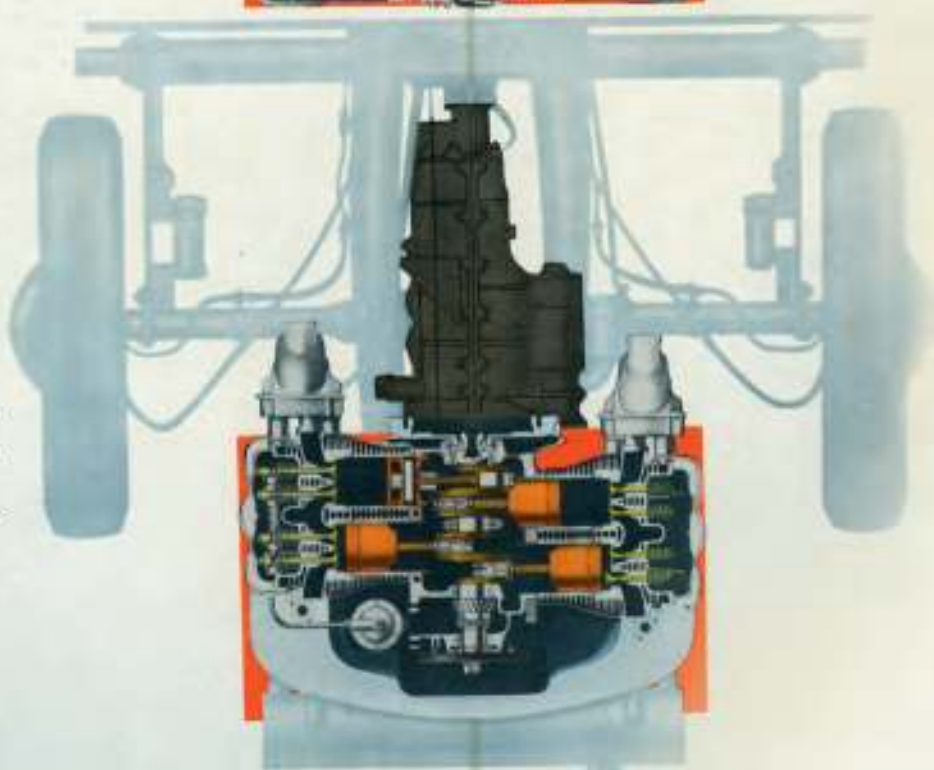
The De Luxe Model has a thoroughly proved synchromesh gearbox of advanced design which is incorporated integrally in the basic lay-out of the Volkswagen and features smooth running, constant-mesh gears. Second, third and top gears have cone type synchromesh which is agreeably smooth and silent



in operation. Gear changing is superbly easy and fast. Compared with the Standard Model gearbox, which has no synchromesh but is equally reliable and time-tested, this new method of gear selection in the De Luxe Model is more convenient—and is a graceful concession to the lady driver.



The famous Volkswagen engine—its success proved by the fact that more than half a million have been made to date—is of the air-cooled, four-cylinder, four-stroke horizontally opposed type with overhead valves. Isolated from the interior of the vehicle, it occupies a rear position and is flange-mounted on the transmission case in a floating arrangement. The two pairs of cylinders are horizontally opposed so that a low centre of gravity and optimum utilisation of space are obtained. The engine has the typical over-square characteristic of exceptionally low piston speed, to which it owes its proverbial longevity. The four-bearing crankshaft is forged from manganese steel, dynamically balanced and hardened at the journals. Lead-bronze big end bearings are used. Engine, gearbox, differential and back axle form a single integrated unit resulting in a considerable saving of space and a conveniently accessible lay-out in the most advantageous position.

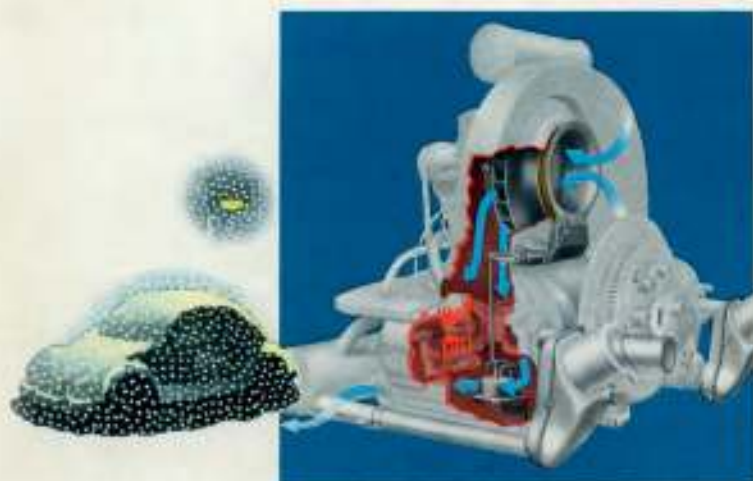




HEATING SYSTEM

An air-heater with precision adjustment is fitted as standard and delivers warmed air to six separate outlets to heat the interior. Two wide vents pass the air over the windshield as a protection against misting and ice-formation

AIR COOLING SYSTEM

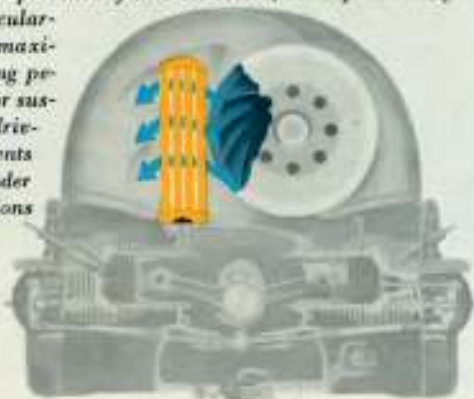


It is the cooling system of the engine which predestines the Volkswagen equally for service in arctic cold and tropical heat and every climatic variation in between. Air is immune from freezing and boiling. The engine is therefore not dependent on the boiling point of water; its operating principle requires much higher temperatures. The air cooling system of the Volkswagen is progressive in action, that is to say, its effect is automatically intensified as the engine revolutions increase. Every second, 18 cubic feet of air are driven through the unique

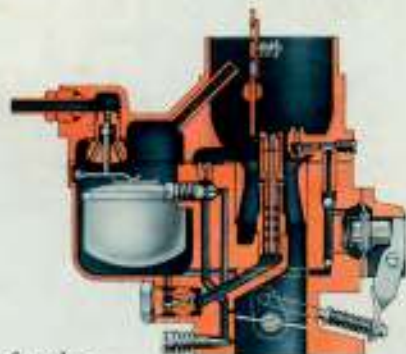
cooling system of the Volkswagen engine. By the provision of thermostatic control the volume of cooling air is automatically adjusted to the required value, the warming up of the engine to its optimum working temperature is brought about very rapidly, and over-cooling is positively prevented when driving at reduced throttle openings (in urban traffic or on long downhill runs). Undoubtedly, the air cooling system is a factor of decisive importance, and knows no substitute, in determining the unparalleled durability of the Volkswagen engine.

THE OIL IS COOLED TOO

The oil content of the engine—only 4½ pints—is in constant circulation. The whole quantity is pumped, up to five times every minute, through a special oil-cooler located in the cooling air flow. As long as the oil is cold, however, the oil-cooler is automatically by-passed and the oil is fed directly to the lubricating points in the engine. Through the presence of this oil-cooler, the dependability of the engine—particularly when running at maximum output for long periods as required for sustained highspeed driving and long gradients—is safeguarded under all climatic conditions



CARBURETTOR



A special Solex downdraft carburettor of the latest type embodying an accelerating pump is fitted and gives the engine excellent response, brisk acceleration, low consumption and a high degree of flexibility. Even at very low temperatures the engine starts easily; for progressive raising of the idling speed, the starter air valve is interconnected with the throttle

SPECIFICATION

Engine

<i>Type</i>	4-cylinder 4-cycle engine
<i>Cylinder arrangement</i>	horizontally opposed
<i>Bore</i>	2.953 in. (75 mm)
<i>Stroke</i>	2.520 in. (64 mm)
<i>Capacity</i>	69.014 cu. in. (1131 c.c.)
<i>Compression ratio</i>	5.8 : 1
<i>Valves</i>	overhead
<i>Maximum b.h.p.</i>	25 at 3300 r.p.m.
<i>Piston speed</i>	1263 ft. per min. (6.4 m/s) at 3000 r.p.m. = 65 m.p.h. (100 km/h)
<i>Lubrication</i>	Full pressure (gear pump with oil-cooler)
<i>Oil capacity</i>	4½ pints
<i>Fuel pump</i>	Diaphragm type
<i>Carburettor</i>	Downdraft type with accelerator pump SOLEX 38 PCI
<i>Cooling system</i>	Air cooling by fan, automatically regulated by thermostat
<i>Battery</i>	6 V, 70 Ah
<i>Starter</i>	Solenoid type
<i>Make</i>	Bosch
<i>Dynamo</i>	Bosch, 130 watt, with voltage regulator

Clutch

Single disc., dry

Transmission

4 forward speeds, 1 reverse

De Luxe Model

2nd, 3rd and 4th gears synchronized and silent

<i>Gear ratios</i>	1st 1 : 3.60	2nd 1 : 1.88
	3rd 1 : 1.22	Top 1 : 0.79
	Reverse 1 : 4.63	

Standard Model

3rd and 4th gears silent

<i>Gear ratios</i>	1st 1 : 3.60	2nd 1 : 2.07
	3rd 1 : 1.25	Top 1 : 0.80
	Reverse 1 : 6.60	

Rear axle drive

Power is transmitted through helically cut drive pinion and ring gear, via two swinging axles to rear wheels

Ratio 1 : 4.43

<i>Oil capacity of transmission and rear axle drive</i>	<i>De Luxe Model</i>	4 pints
	<i>Standard Model</i>	4½ pints
	<i>Refill quantity</i>	3½ pints

Chassis

Frame with channel-shaped centre section forked at the rear and welded-on platform

Front axle Independent suspension by means of longitudinal upper and lower torsion arms and 2 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 hydraulic telescopic type, requiring no attention

Steering Special worm type gear with divided track rod

Turns of steering wheel (lock to lock) 2.4

Turning circle 36 ft. approx.

Tyres 5.60-15

Wheels Disc. type with drop-center rim 4-J x 15

Brakes De Luxe Model

Hydraulic foot-brake (Ate) operating on all 4 wheels. Mechanical hand-brake operating on rear wheels

Brakes Standard Model

Mechanical foot- and hand-brake operating on all 4 wheels

Wheelbase 7 ft. 10.5 in.

Track 4 ft. 3 in. (front) 4 ft. 1 in. (rear)

Overall dimensions

Length: 13 ft. 4 in. Width: 5 ft. 0.5 in.
Height: 4 ft. 11 in.

Weights in lbs.

	Sedan with Sedan. Sun Roof		Cover- able
Net weight	1565	1565	1720
Unladen weight	1609	1609	1764
Maximum load	838	838	794
Max. total weight	2447	2447	2557

Performance

Tank capacity 8.75 Imp. gallons including 1 gallon in reserve

Fuel consumption 32 m.p.g. (US.) 38 m.p.g. (Imp.)

Perman. & max. speed 65 m.p.h.

Climbing ability 1st gear 1 in 3 2nd gear 1 in 6.2
3rd gear 1 in 10.5 Top gear 1 in 20

General data Distortion-proof all-steel body with high-gloss, weatherproof synthetic resin finish • sound-proofing of interior by means of insulating material • rotary knob control for fine adjustment of heating • easy-action window lifters with convenient ratio • door trimming with imitation leather kick pad • unbroken waist line mouldings along both sides of interior • recessed ashtray for rear seats • door pocket beside driver's seat (De Luxe Model) • interior light on left above driver's seat • rubber mats • high, scientifically designed seat backs • large luggage space behind rear seat and under bonnet



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