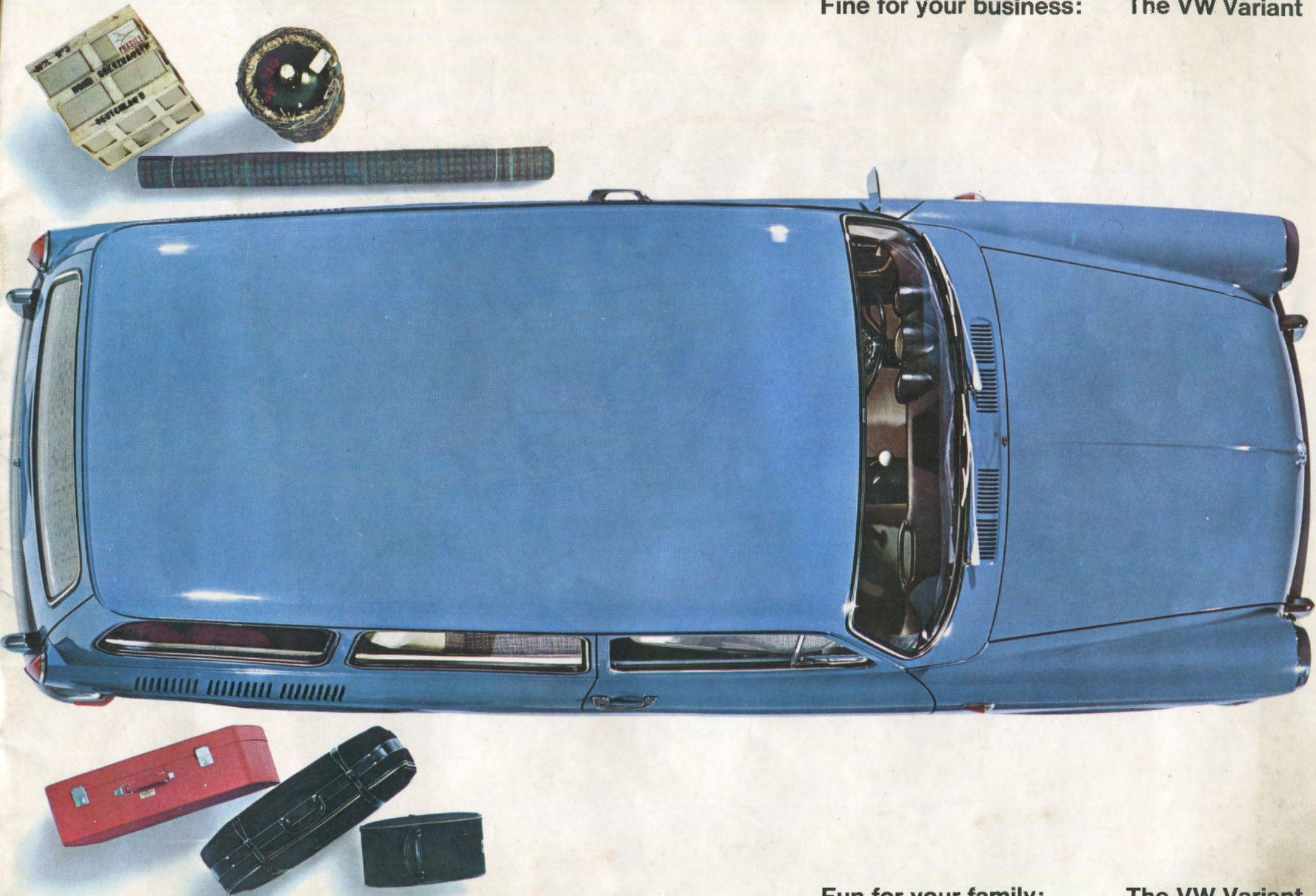


Fine for your business: The VW Variant



Fun for your family: The VW Variant





## What a practical car for the businessman

Practical, because the VW Variant is more than just a thrifty business car.

It is a true family car — trim, elegant, and comfortable. Because it's so spacious, so well-equipped.

But what does it offer you for your business?

- An absolutely flat loading platform of 65."×48.0". Just unfasten the back of the rear seat and flip it down. That's all there is to do to change this car from an elegant 4/5 seater to a practical 2 seater with a loading space of 42.4 cu. ft. Not to mention the additional luggage compartment in the front (another 6.5 cu. ft.)

- A loading capacity of up to 826 lbs.

- A big rear door (42.7"×25.4"). Makes it easy to get at everything.

It can take a big load and deliver it at small cost. Why? Because it goes about 33 miles on a gallon of petrol. And because it has all the other important economy features that made the Volkswagen 1200 so popular.

Consider for a moment how important all of this is for your business.

Its economy makes even small deliveries profitable. That's important to cost-conscious businessmen.

Deliveries can be made quickly with a minimum of loading and unloading effort. You can load for example:

A television set, plus antenna and all the tools to set it up.

Or 160,000 cigarettes.

Or 50 loaves of bread, 300 rolls and 6 cream cakes.

Or 160 bottles of milk or 220 bottles of beer.

Or 160 boxes of shoes.

With this car, you have a sleek-looking passenger car and a thrifty utility vehicle — all in one.

Business and pleasure combined.





## What a roomy car for the business representative and the travelling salesman

Roomy, because the VW Variant offers more room than many large passenger cars.

There is plenty of space for all luggage requirements, naturally.

There is also plenty of space for heavy or over-sized sample cases.

The big suitcase and briefcase can be stowed away in the front luggage compartment. The sample cases (up to 57" x 32") fit easily into the compartment behind the two bucket seats.

Should you have to take along more luggage or samples, just drop it in. This car takes 826 lbs. without complaining. But there are two other factors that are of importance to you. (Apart from the basic advantage that you can use this car for business as well as private purposes.)

You can be seen everywhere in this attractive car, because of its modern styling. Almost classical simplicity, yet elegant.

And:

You can afford to own this car. Because it is so truly economical (like all Volkswagens).

You can go a long way with this unique Volkswagen. With all your luggage, you can still get 33 miles to the gallon. Give or take a couple depending on where you drive and how.

There are no worries about additional luggage, goods, pets, shooting and fishing gear, dogs or children. This car takes them all.





## What a fast car for the weekend What a comfortable car for holidays

Fast, because the new 53 hp VW engine develops a top and cruising speed of 78 mph without strain. And because the roadability of this car is so excellent. (All of the independent test-reports in the Trade Reviews agree on this.) The ideal car for picnics and outings.

Take along a carload of fun. Picnic basket and blankets. Folding table and chairs. Football, badminton set, fishing rod. Even the children's toys. Everything to make an excursion enjoyable.

This car has all the advantages and all the comforts of a passenger car. But you get much more luggage space. Just imagine how many suitcases and bags will fit in this car. Or better — have a quick glance at the cutaway on the page after the next. Quite a load, isn't it? You can take along so many things comfortably, it's hard to decide what to leave at home.

It's a comfortable car for people, too, with its 4 to 5 seats. In the front two bucket seats. Each deeply cushioned. Each body-contoured. Each 21.7" wide. Each individually adjustable, back and forth in seven different positions. The backrests recline at seven different angles. You will appreciate this, especially on long trips.

In the back there is a comfortable bench, also deeply cushioned and 53.1" wide. With two passengers in the back there is as much as 26.5" of space for each person. With three passengers, everyone still has 17.7".

Remember: This VW 1500 is a versatile, everyday business vehicle as well.

What if you don't have a business?

It's a wonderful car for the family anyway — everyday and Sunday.







**What a car for every purpose —  
but especially for you and  
your family**

Because the Variant is so versatile.

It takes the entire family — perfect for weekend excursions, holidays, going to the theatre, or just visits to friends and relatives.

The Variant is especially practical for self-service shopping. You can easily take home a whole week's supply of groceries. Or a garden hose. Or a lawn mower. Or a rocking horse. Or a doll's house. Everything fits into the Variant. The load compartment, with all seats in the normal position, is more than three feet long and two and a half feet wide. That's one of the reasons it's so versatile.

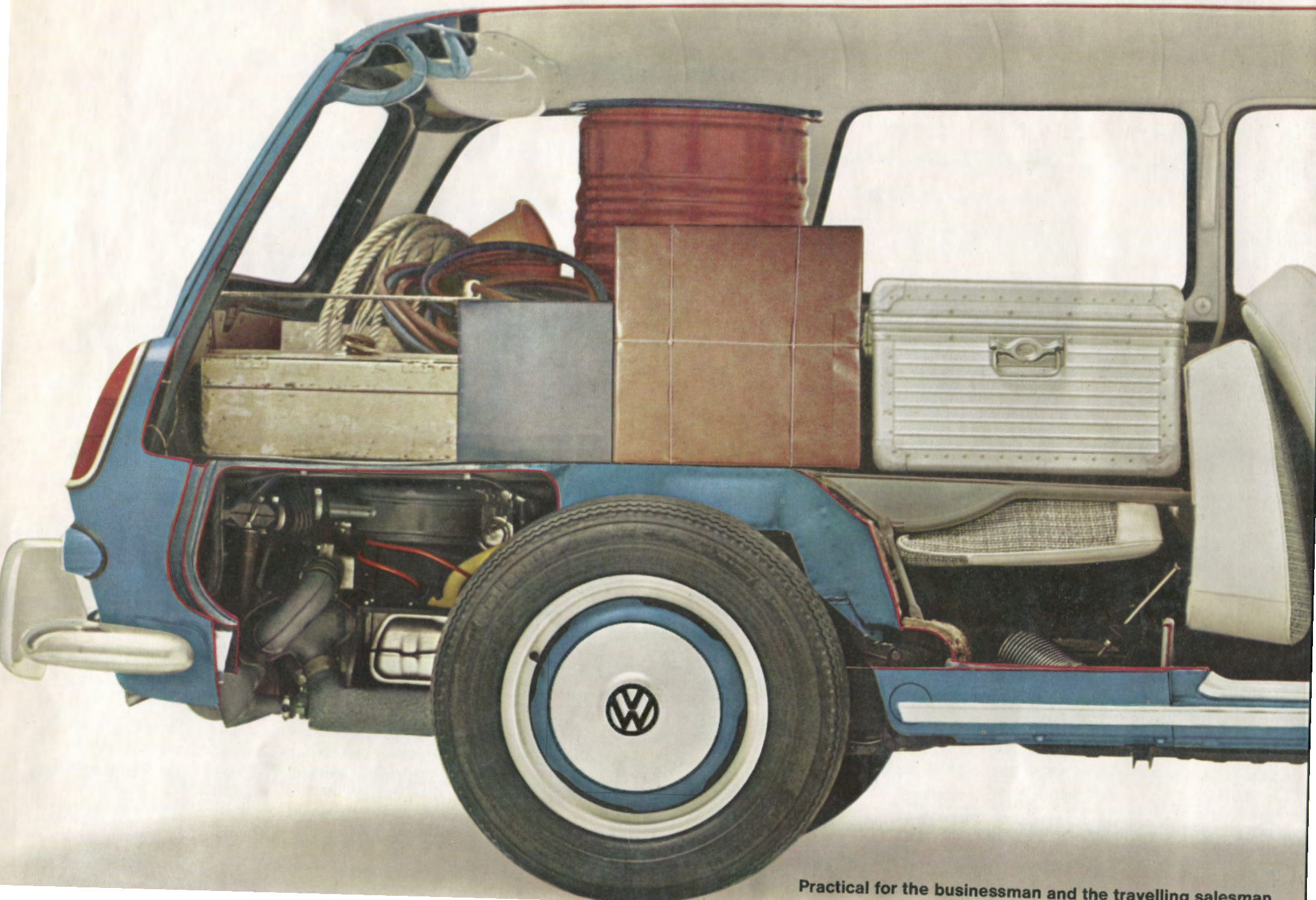
Its rugged construction is another. Because of its unique technical features, the Variant goes anywhere — even on the worst of roads.

Where others get stuck in mud and sand, ice and snow, you keep on going. Because the weight of the rear-mounted engine on the drive wheels gives better traction.

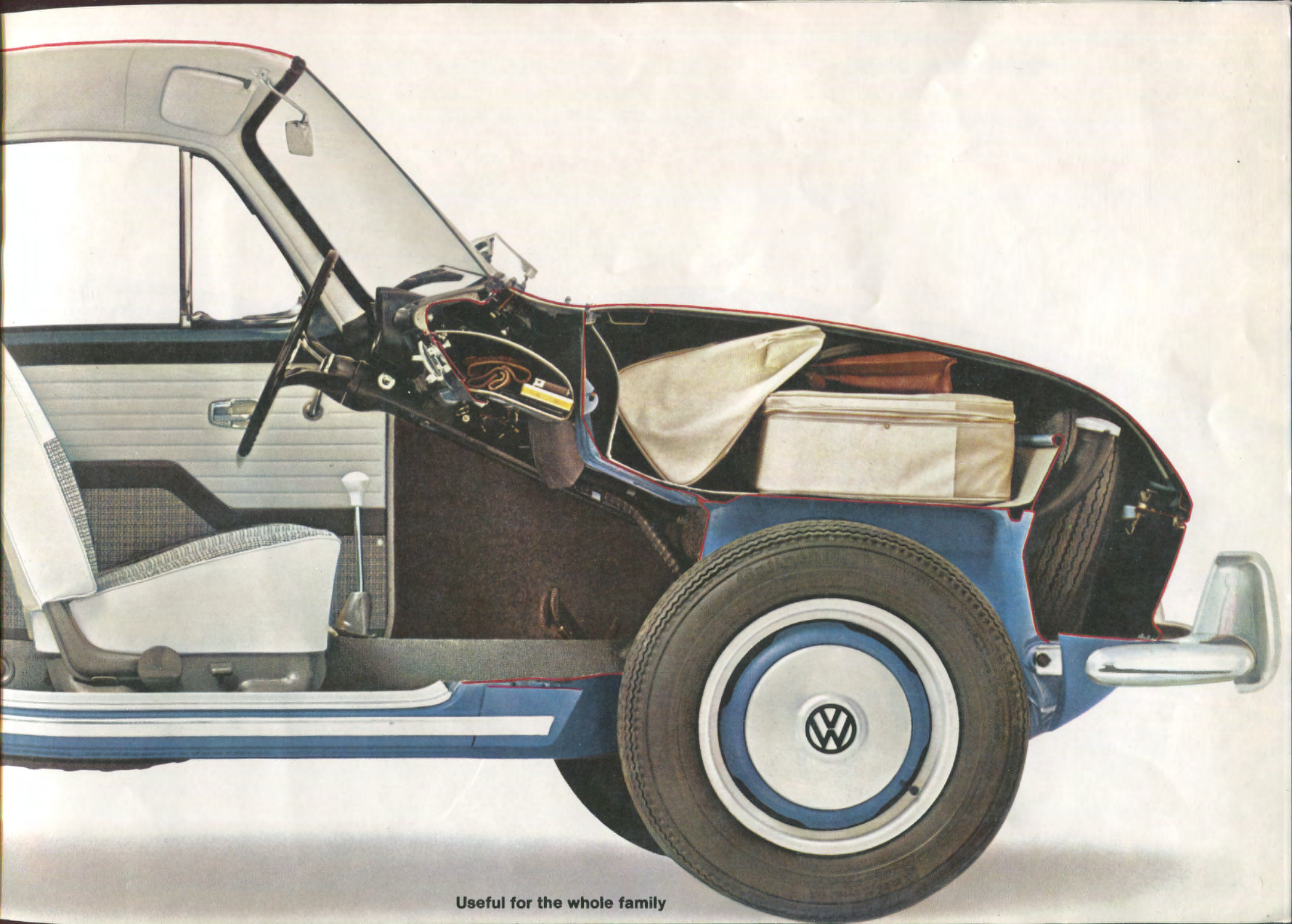
The Variant goes at any time, under all climatic conditions, in the coldest winter, the hottest summer. Because the engine is air cooled. Air cannot freeze or boil.

The Variant gives an exceptionally smooth ride on all kinds of roads. Because of its torsion bars and independent suspension. All four wheels remain in direct contact with the road surface even when driving over potholes. This gives excellent roadability plus additional road safety. Completed loaded, it takes gradients up to 40%. Because the fully synchronized, four speed gear box has ideal gear ratios.

The VW Variant offers even more in the way of technical features, equipment, and quality. More advantages for you. Interested? Then read the following pages.



Practical for the businessman and the travelling salesman



Useful for the whole family

## **What a Volkswagen!** **How economical and long lasting**

The VW 1500 offers everything that made the VW 1200 so popular. The experience of 5½ million Volkswagens has been built into this car.

### **The VW Variant is an economical car (like all Volkswagens)**

Neither a cheap nor a luxury car, it's a good buy for your money. Because it's so well constructed. And because it offers so many advanced technical features, so many extras for your comfort.

It's very economical with fuel if you consider that it carries 4 to 5 passengers and all their luggage. At a top and cruising speed of 78 mph, its fuel consumption averages 33.5 miles per gallon, according to the German official test, measured at ¾ of top speed (58.5 mph) at half load (2 persons and 270 lbs. of luggage). In comparison, the VW 1200 averages 37.5 miles per gallon at a lower speed with less load. In view of its performance, the VW 1500's fuel consumption could be much higher. Its unique technical features (low engine speed, direct power transmission, relatively low curb weight) keep fuel consumption low. The VW Variant also has low maintenance costs. It hardly ever needs oil between changes. It never needs anti-freeze. And, like all other VW models, it has a reputation for staying out of the repair shop.

### **The VW Variant has unique technical features (like all Volkswagens)**

The sturdy 53 hp engine is in the rear. It's air cooled. (No radiator. No water hoses. No water.) And it's ingeniously cast of aluminium and magnesium alloys. All this saves weight, petrol, space and repairs.

Wherever possible light metal alloys are used.

The transmission (its housing, by the way, is also cast in light alloys) forms one compact unit with the engine and the rear axle. (No need for a heavy, power consuming drive shaft.) It's fully synchronized in all 4 gears and the gear ratios were selected to ensure optimal (and most economical) use of the engine's power.

Each wheel is individually suspended and sprung by torsion bars. And each wheel is equipped with large low section tyres. (This means more rubber in direct contact with the road.)

The springing is further improved by double acting shock absorbers and rubber cushions. The torsion bar suspension system is absolutely maintenance free. And it saves weight as well as space.

The body is welded on a twist-proof platform. This steel platform protects the interior of the car. The tunnel in the centre forms the backbone of the car. It also covers the pipes and rods and protects them from flying gravel, mud and moisture. The smooth

underbody cuts wind resistance considerably. And saves pounds of dead weight compared to conventional frame construction. (And petrol.)

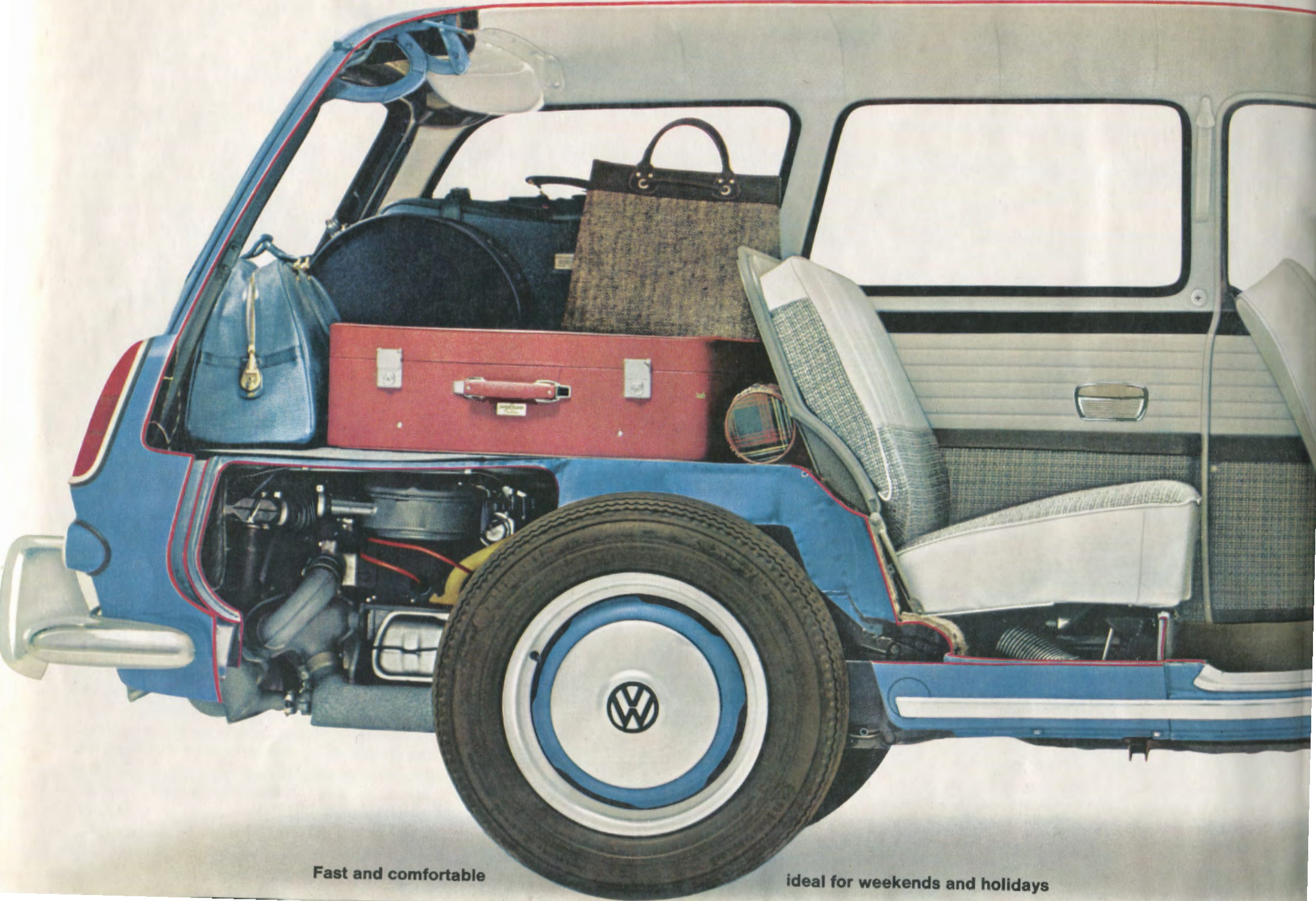
### **The VW 1500 is backed by VW service (like all Volkswagens)**

When we last counted, there were 6,230 VW service stations all over the world. They employ specialists trained by VW factory personnel. They all keep a sufficient supply of genuine VW parts. And they all have only one objective: To service your Volkswagen thoroughly and efficiently.

### **The VW Variant offers unique advantages (like no other Volkswagen)**

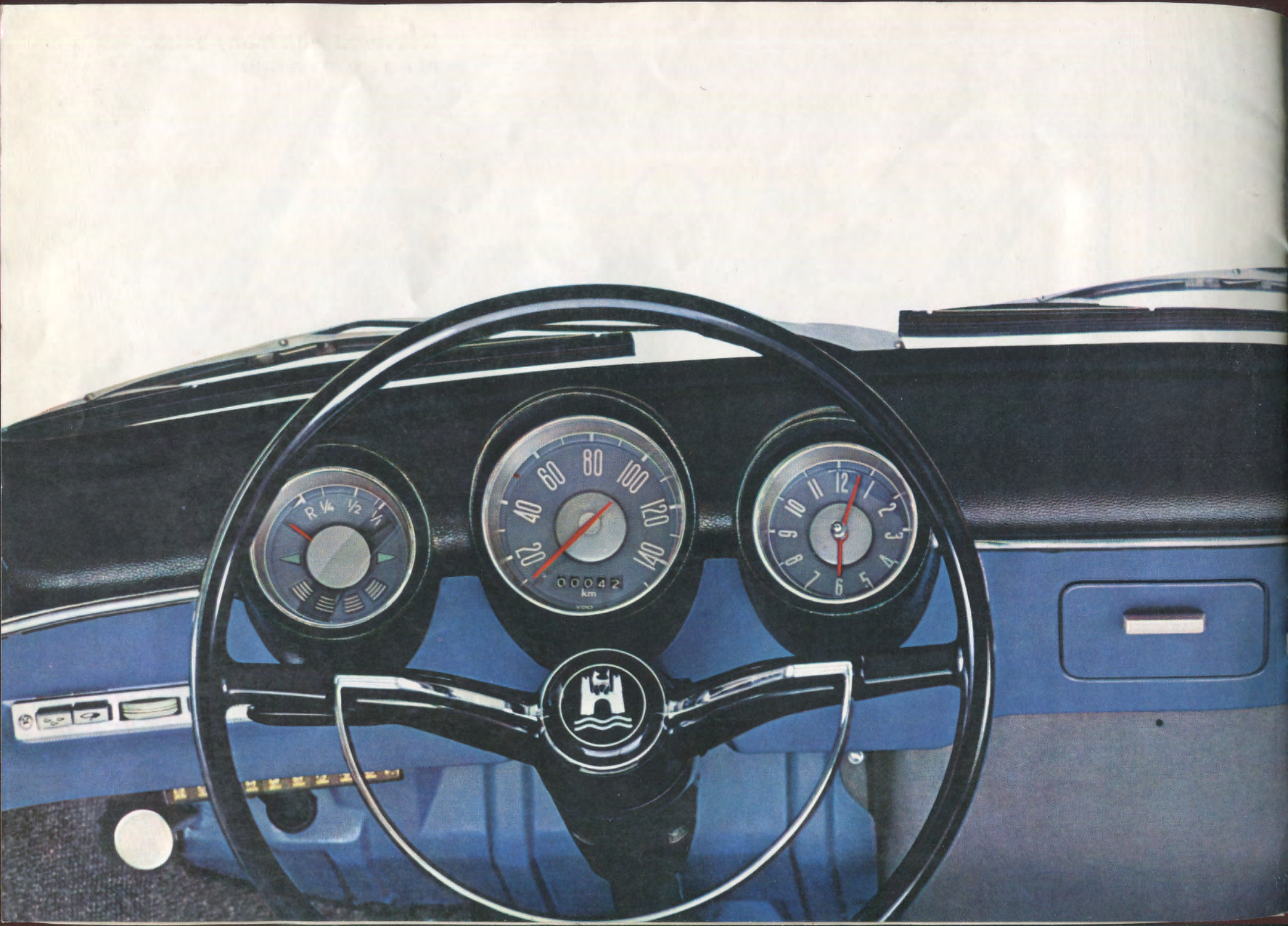
You have seen how practical this car is, how useful it is for your business, as well as for your family. The cutaway shows you how easily you can convert it from delivery car to a family car, and how roomy it is for any purpose. But also have a look at the elegant interior. Everything in this car is washable. Even the luggage compartments are covered with washable material. Everything is either rubber, leatherette, metal, paint or chrome.

The idea behind all this? To make a car that you can be proud and happy to own for many years to come.



Fast and comfortable

ideal for weekends and holidays



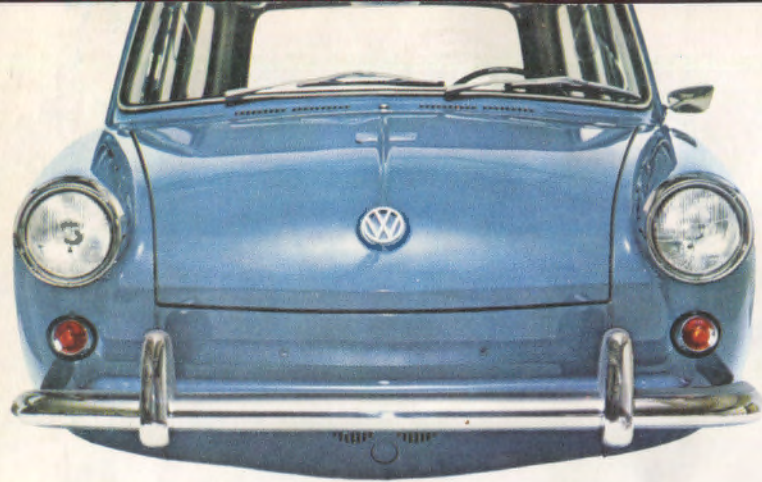
**Delivered with many extras —  
at no extra charge**



Everything is built-in for easy, effortless and safe driving. 2 padded sun visors. 2 rear view mirrors. A pneumatic windscreen washer (just push a button, compressed air does the rest). An adjustable heater and defroster. A fresh air ventilator (can be individually regulated by 3 levers). All instruments are placed directly in front of the driver. A fuel gauge (with control lights for the turn indicators, parking lights, high beam, driving lights, generator charge and oil pressure). A speedometer. An electric clock. (All these instruments have a padded cowl against reflection.) A steering lock with non-repeat ignition switch.

Push button control for the windscreen washer, the windscreen wiper, parking lights and high beams. The headlight dip switch is mounted in the lever for turn indicators. It also controls the low wattage parking lamps on both sides of the car. They turn off automatically as soon as the car is started. Besides, there are twin disks to control the speed of the windscreen wipers and to control the intensity of the instrument lights.

The top of the dashboard is deeply padded and covered with anti-glare leatherette. In front there is a big ashtray designed by a smoker for smokers. (Two more ashtrays are in the back.) A big lockable glove compartment, two roomy door pockets, and a flexible grab handle for your passenger make this car the last word in elegance and comfort.



**Everything is well constructed —  
the way a Volkswagen should be**

You already know about the technical advantages and other practical features of the Variant, after having read all the details in this brochure.

But how is it built?

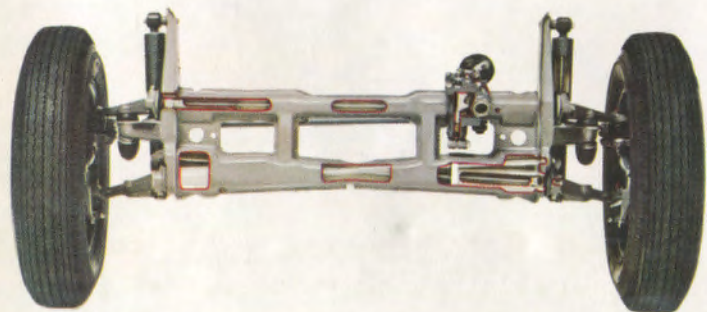
We have taken a car apart not only to show you the engine, gear box, suspension, and body, but also to give you an idea of the superb workmanship that also goes into the parts you cannot see.

Like all automobile manufacturers, we check and recheck every important part on every Volkswagen.

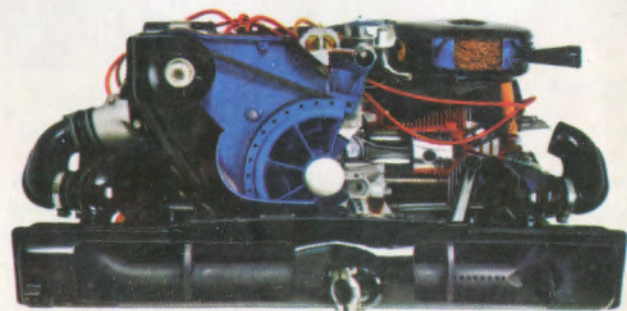
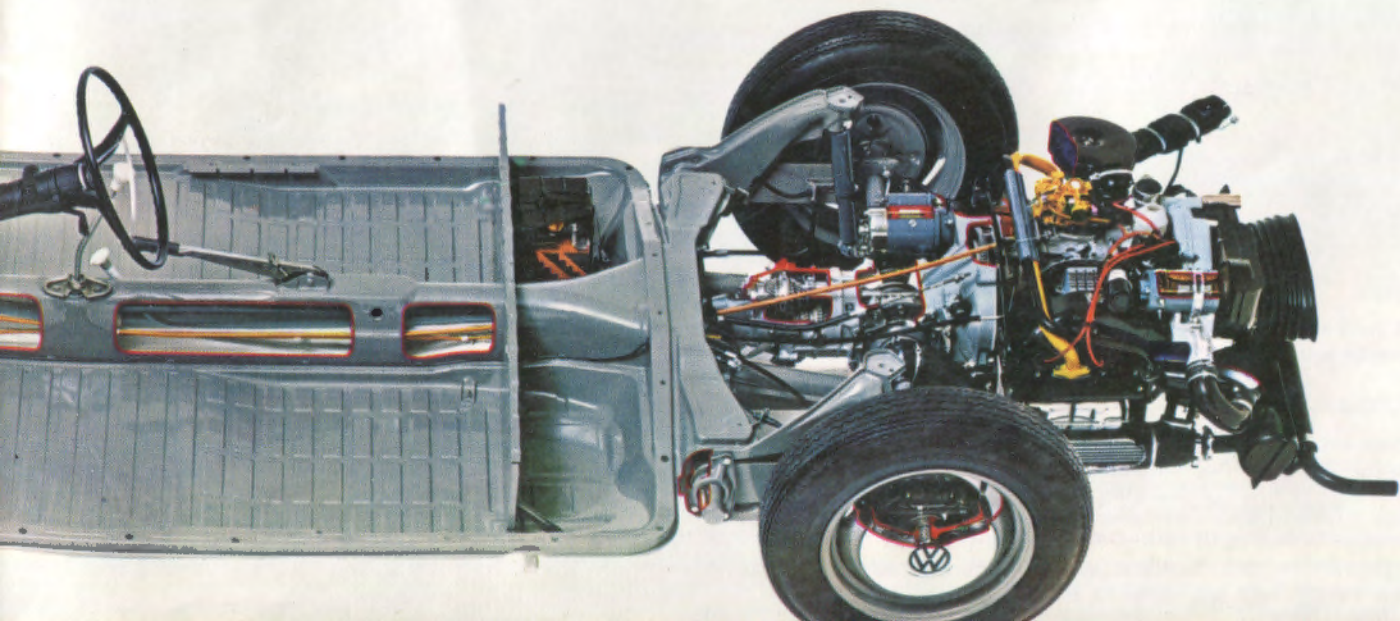
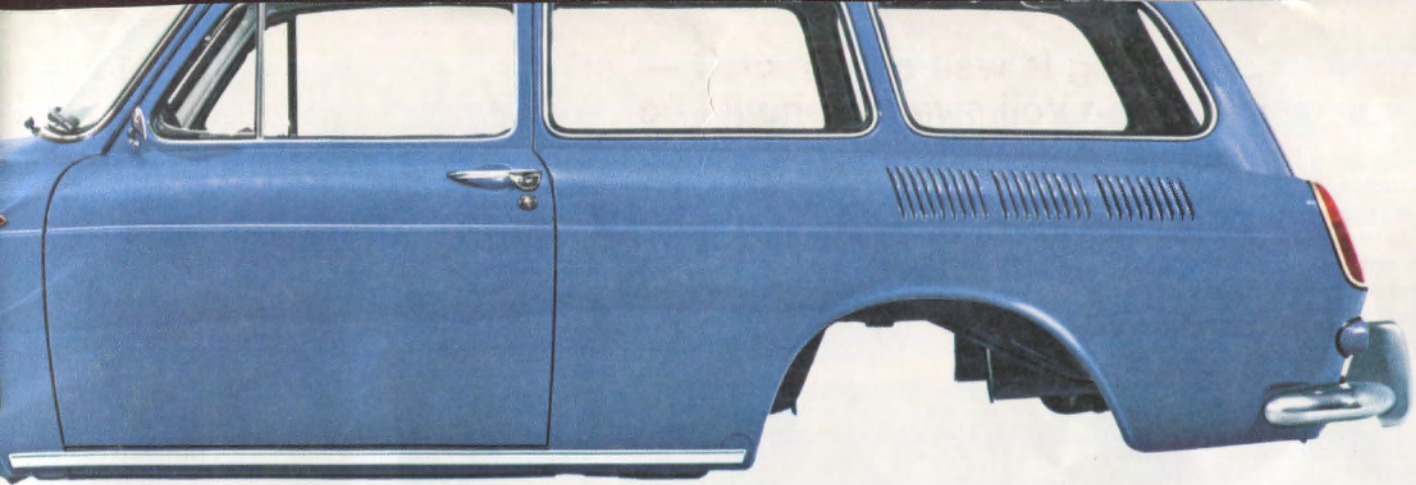
However, we consider the quality of other, less vital parts to be of equal importance. The finish and the chrome. The upholstery and the door handles. The glove compartment. The carpeting. And even what's underneath the carpeting. Take a close look at the finish. Run your fingers over its smooth, lustrous surface, flawless, free from all irregularities.

The VW Variant gets four coats of paint. First the body is submerged completely in primer for the first coating, and baked and sanded. Then dipped again for coating number two. Baked and sanded. Then coating number three. Baked and sanded again. Then finally coating number four, baked, and given a rich gloss.

A finish to last for years. In heat or cold, snow or rain. Of course, it's convenient to keep your car in a garage. What if you haven't got a garage? No problem. Just park your Volkswagen in front of the house. Weather cannot harm it.







## Technical Data

### Engine

**Type** horizontally opposed 4-cylinder engine in rear

**Capacity** 1493 cc (91.10 cu. in)

**Bore and Stroke** 83 x 69 mm (3.27" x 2.72")

**Piston Speed** 1720 ft./min. at maximum speed

**Compression Ratio** 7.8 : 1

**Performance** 53 bhp at 4000 rpm (SAE)

**Torque** over 80 ft. lbs. over a range from 1500 to 2800 rpm

**Crankshaft** four bearing type

**Lubrication** pressure feed by gear pump. Oil cooler in air stream and oil pressure relief valve in crankcase. Oil capacity of crankcase 4.4 Imp. pints.

**Cooling** via crankshaft-mounted fan.

**Fuel Delivery** diaphragm pump with heat insulating plastic cap. **Carburettor, Air cleaner** SOLEX side-draft carburettor 32 PHN with automatic choke and accelerator pump. Oil bath air cleaner with pre-heated air intake.

### Electrical System

**Battery** 6 Volt, 77 Amp. hours

**Dynamo** 200 Watt, with voltage regulator

**Lighting** asymmetrical low beams. Two parking lamps. Flashing indicators, combined with stop/tail lights. Headlamp flasher. One interior light on left above lock pillar and a second one on roof member above rear door.

**Windscreen Wipers** self-parking with rheostat controlled speed range

**Windscreen Washer** pneumatic system with pressurized water container. Optional extra: pressure connection to spare wheel

### Final Drive

single plate dry clutch, fully synchronized gear box, differential and swinging half shafts to the rear wheels

**Ratios** 1st-4th gears: 3.80/2.06/1.32/0.89, reverse gear 3.88. Differential 4.125

**Oil Capacity** 5.3 Imp. pints (4.4 pints refill) in transmission case

### Chassis

**Frame** central tunnel, forked at front, forked sub-frame at rear as well as extended platform

**Front Axle** rubber mounted. Independent suspension via two torsion arms on each side, extra long horizontally crossed torsion bars. Four large rubber stops to prevent excessive spring travel. Double-acting telescopic hydraulic shock absorbers. Stabilizer.

**Rear Axle** rubber mounted in sub-frame, independent suspension via spring plates and swinging half shafts. Two transverse torsion bars. Rubber stops and shock absorbers as in front axle.

**Steering** worm and roller type, self-centering, with maintenance free track rods and hydraulic steering damper. Turning circle: 36.5 ft.; turns of steering wheel from lock to lock: 2.8. Steering ignition lock with non-repeat lock.

**Tyres** tubeless 6.00-15, low section type.

**Brakes** footbrake: hydraulic four-wheel brake, DUPLEX type at front with two brake cylinders per wheel. Total brake lining area 136 sq. in. Transparent brake fluid reservoir. Handbrake: mechanical, acting on rear wheels.

**Fuel Tank** under front luggage compartment; capacity 8.8 Imp. gal., reserve shown on fuel gauge.

### Body

**Doors** two doors 42.1 in. wide each, lockable from outside and inside, with large pockets and padded arm rests.

**Rear Door** max. width 42.7", max. height 25.4" lockable press button lock

**Windows** safety glass, windscreen with three defroster and two ventilation vents. In the doors: wind-down type with vent wings. Two fixed windows on each side. Full width window in rear door.

**Seats** individual in front, fore and aft adjustment to seven positions, seven different rake angles, backrests automatically locked to prevent them from tilting forward, rear seat with arm rests on quarter panels; seat upholstery is a combination of wool material and leatherette. Safety belt mounting points.

**Heating** two openings with slides at foot level in front, two vents at foot level in rear, three defroster vents on the windscreen.

**Ventilation** fresh air enters at the dust-free and exhaust gas free region. Two separately controlled fresh air vents at the windscreen. Two adjustable fresh air vents at foot level in front. Three operating levers on the instrument panel.

**Optional at extra cost** Steel sliding roof. Hinged quarter windows.

### Dimensions

**Wheel base** 94.5 in.

**Track**, front 51.6 in., rear 53.0 in.

**Length** 166.3 in., **Width** 63.2 in., **Height** (unloaded) 57.7 in.

### Weights

**Weight** including 165 lbs. for driver 2172 lbs., **payload** 826 lbs., **permissible total weight** 2998 lbs.

### Performance

**Maximum and cruising speed** 78 mph

**Climbing ability** (with full/half load):

1st gear 34.5% / 40% 3rd gear 10.5% / 12%

2nd gear 17.5% / 20% 4th gear 5.5% / 6.5%

**Acceleration** from 0 to 50 mph in 15 seconds

**Fuel consumption** 33.5 mpg Imp. (actual +10% at half load and at a steady  $\frac{3}{4}$  of top speed on level roads)

### Loading Compartment rear seat backrest up:

Length	42.5"
Width	46.1"
Height	31.9"
Loading area	11.8 sq. ft.
Capacity	24.7 cu. ft.
plus front luggage compartment	6.5 cu. ft.
	31.2 cu. ft.

### rear seat backrest down:

Length	65.7"
Width	48.0"
Height	31.9"
Loading area	19.4 sq. ft.
Capacity	42.4 cu. ft.
plus front luggage compartment	6.5 cu. ft.
	48.9 cu. ft.

### On request (at extra cost):

#### Variant with increased payload

### Variations

**Suspension** additional torsion bar over rear axle

**Wheels** heavy duty tires (6.00-15, 6 PR)

**Weights** weight 2194 lbs., payload 1014 lbs., permissible total weight 3228 lbs.

**Volkswagenwerk AG · Wolfsburg**  
**Germany**