

Volkswagen is more than the beetle.
More than ever.





Volkswagen is ten times the car it used to be.

In 1949 the first Volkswagen arrived in the U.S.A. In 1950, 328 more arrived, but they looked exactly the same. By 1970 we sold over 3½ million Volkswagens. In 10 different models. But they all looked about the same as when they were first introduced. So the rumor started that Volkswagens never change. But that really isn't true. It's just that we don't go twisting ourselves out of shape whenever somebody wants something bigger, smaller, or racier. We just add another car to the line. And leave well enough alone. For example, in 1950 some people

wanted a car that gave them lots of fresh air and sunshine. So we made a VW Convertible. In 1951, we discovered some people traveled with so many other people they didn't need a car, they needed a bus. So we introduced the VW Station Wagon. And that's how it was with the Karmann Ghia. And the Squareback. And all the way down the line until this year, 1971, when we introduced the 411 4-door and the 411 3-door Sedans—our idea of what big cars should be. But these aren't the only changes we've made. Just ten of the more obvious ones. Actually we make about 100 changes every year. Changes like increasing the luggage capacity. Developing a



longer lasting engine. And giving you a smoother, quieter ride. We do everything we can to make sure our cars work better all the time. And after 22 years, we figure we've got some of the most highly developed cars on the road. Not simply making changes isn't enough for Volkswagen. Each new change has to meet certain high standards too. That's why we inspect every car over and over again. From the wheel rim, to the paint job, to every little mechanism that makes up the engine. Then, after it's passed all of these inspections, it's inspected again. By other inspectors. So by the time it reaches you it's already proven that it has what it takes. And to make sure a Volkswagen will lead a long, healthy life, we

developed VW Diagnosis. Or Medi-car as some people call it. It's an exclusive system of checkups where we look for all the things that could possibly be wrong with your VW. That way we can find and fix minor problems before they have the chance to grow into large, costly ones.

So you see, we've taken a lot of time to put each car in its best working condition. And to keep it that way. But it must be worth it because over 3½ million Volkswagens have been sold in the U.S.A. And 12 million throughout the world. All of which seems to show that a lot of people think we're on to a good thing. And that we're making the best of it.

Volkswagen is a big new sedan full of extras at nothing extra.

How many extras can you get in a Volkswagen? Quite a few.

And if the Volkswagen is one of our new 411s, you'll be getting a lot of the extras at no extra cost.

Volkswagen feels that if you're going to spend extra money for a bigger car, you should get more than extra metal and chrome. So here are a few of the things that come with the 4-Door and 3-Door Sedans:

A fully automatic transmission.

Adjustable front bucket seats.

Door-to-door carpeting and metallic paint.

Radial ply tires.

A thermostatically controlled auxiliary heater, as well as a regular heater.

Then there's an extra big engine. The 411s have the most powerful engines ever built by Volkswagen. But that doesn't mean they're not economical. Both the 4-Door and the 3-Door Sedan give you about 22 miles to the gallon. Both need pints of oil instead of quarts. And because Volkswagen engines are air-cooled, they won't boil over in the summer. Or need antifreeze in the winter.

Extra comfort. Both Sedans are equipped with coil spring/shock absorber suspension struts to give you smoother riding, easier handling and better road-holding and cornering.

And they come with an undercoated bottom, which means there's extra protection of the car's vital parts. And an extra quiet ride.

And each has a dual brake system with self-adjusting disc brakes in front and drums in the rear.

Now that you've seen what the 411s have to offer, don't you think it would be silly to pay a lot of money for a big car that's full of nothing?

Come in and size up a 4-Door or a 3-Door Sedan.

You'll find we're really on to something.

The 411 4-Door and the 411 3-Door Sedan.





Volkswagen is a small car with a big back room.

Five years ago Volkswagen joined the race for space. That was back in 1965, when the Squareback Sedan was first introduced.

Today the Squareback is still a leader in the conquest of both inner and outer space. That's because it's basically the same big, small VW it's always been. Small on the outside. Roomy on the inside. Built especially for people who want and need a lot of space, but who don't want a big, cumbersome car.

The Squareback seats 4 comfortably. And even with the back seat up, there's an additional 24.7 cu. ft. of space in the rear.

What if you happen to pick up an extra load? Flip down the back seat, and you have 42.4 cu. ft. of space in the rear. And, of course, there's an additional 8.1 cu. ft. luggage compartment stashed away under the hood. All of which adds up to the Squareback Sedan having almost 50% more space than the largest sedan.

But space isn't the only thing the Squareback has going for it. There's a dual brake system with self-adjusting disc brakes up front and drums in the rear. And a 4-speed synchromesh transmission. Or, the optional fully automatic transmission designed for Squarebacks that'll shift through three forward gears all by itself.

But that's not all. The Squareback also comes with things like carpeting, an electric clock, an electric rear-window defogger, flow-through ventilation, and adjustable front bucket seats—all at no extra cost.

So if you find you and your family are taking up more and more space, but you don't want to spend more and more money on a bigger sedan with a lot less in it, take a closer look at the Squareback Sedan.

When it comes to roominess and economy, the Squareback Sedan makes a little go a long way.

The Squareback Sedan.





Volkswagen is putting one and one together, and coming up with a third kind of car.

Basically there are two types of car owners. Those who like sports cars. And those who like sedans.

Then there's a third type. Those who like sports cars and sedans, but who only want one car. It's for this type that Volkswagen created the Type 3.

To begin with, it comes with some very sporty features. Like a lightweight magnesium engine. Torsion bars and four-wheel independent suspension, and 4-speed synchromesh transmission. And racy sports car styling.

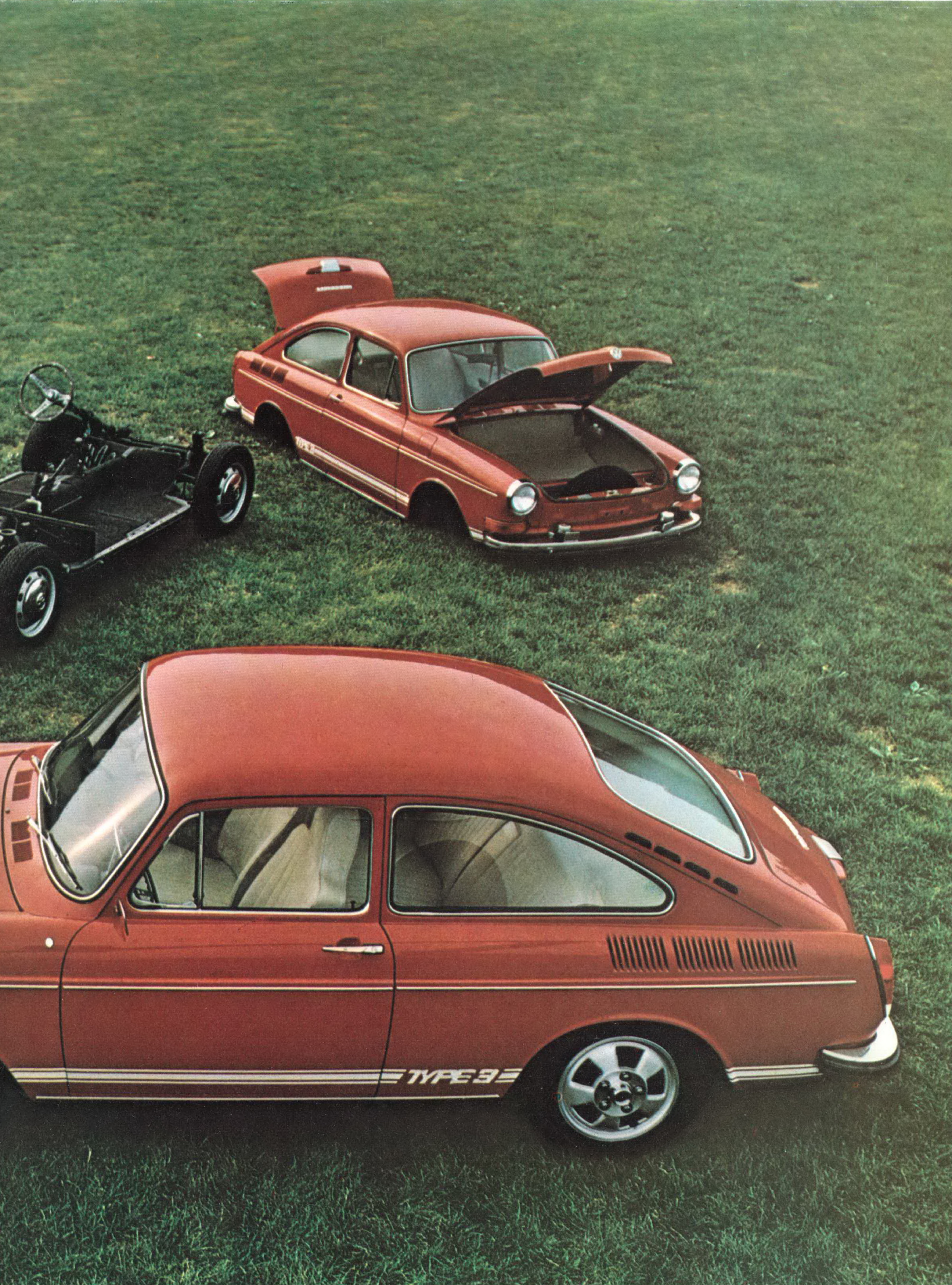
But the Type 3 is also a sedan. With built-in headrests. Center rear armrest. Around 19.3 cu. ft. of luggage space. (That's more than most big sedans.) A roomy rear seat. And an optional fully automatic 3-speed transmission.

And just in case you couldn't tell by looking at it, the Type 3 is also a Volkswagen. Which means it has VW economy—about 26 miles to a gallon of gas. VW Diagnosis. And easy replacement of VW parts.

So if you're the sports car type. Or the sedan type. Or the type who likes both types. Maybe you should take a closer look at the VW Type 3. It's like having the best of both worlds.

The VW Type 3.





Volkswagen is box seats for the gang.

Are you the kind of person who travels with the crowd? Or who packs so many odds and ends that you need more than a car? You need a big box?

If so, maybe it's time you were introduced to the VW Station Wagon. Some people call it the box. Because that's what our Station Wagon looks like. A big box.

But don't laugh. Did you ever notice how many things you can put in a box? Like people. Seven of them. Or an optional eight or nine, if you'd like to have us arrange it that way. And even after the whole gang has been seated, there's still an additional 35 cu. ft. of space in the rear. Not to mention the extra headroom, legroom, and shoulder-room—making for a very comfortable ride.

What if you've got more cargo than people? No problem. Remove the two rear seats, and you have a full 176 cu. ft. of space. And there's a 3½x4 foot wide sliding side door to help you pack and unpack.

But in spite of all its roominess, the box is still easy to handle. And though it holds more than conventional wagons, it takes up less parking space.

Now suppose you're carrying a fragile load. Don't worry. Each Station Wagon has 4-wheel independent torsion bar suspension, combined with a double-jointed rear axle. That means you can expect a smoother, softer ride. Easier road-holding and cornering.

And even if the gang makes you go out of your way, the Station Wagon is still economical. Because like all Volkswagens, it gives you more miles to the gallon, and a longer run for your money.

So the next time you're traveling with the crowd, put them in a box. And give the gang your best.

The Station Wagon.





Volkswagen is home— wherever you take it.

Who said you can't take it with you?

When you travel in a VW

Campmobile, you'll be surprised at how much you can take. That's because we've included all the comforts of home as part of the Campmobile's standard equipment.

For example, there's a back seat that opens up into a double bed. A side bench that becomes a single bed. And for one of the youngsters, a hammock.

There's an icebox. Storage space for groceries and utensils. Work tables. And a 110-volt outlet for appliances, that hooks into an outside power source.

Then there's our homey decor. Curtains on the windows. A 3-way ceiling lamp. Vinyl flooring. Wood paneling on the walls and ceiling. And screens for the side windows and rear door.

Need an extra room? There's an optional pop-up top and tent, complete with extra cot that can be added to the Campmobile—giving you an extra living room or bedroom.

By now you're probably thinking that the Campmobile has everything but the kitchen sink. Right? Wrong. It has that too—complete with running water.

And by the way, when you're not camping, our Campmobile turns into an economical VW Station Wagon including all the advantages you'll find on our regular one. So what else could you ask for.

The VW Campmobile.

It takes the rough out of roughing it.

The Campmobile.





Volkswagen is an Italian designed sports car with a bug in it.

Take away this beautiful Italian designed body and what have you got? A Volkswagen. A Volkswagen Karmann Ghia that is—the Italian-designed sports car with a bug in it. How is the Karmann Ghia like an Italian sports car?

Well for one thing, it looks like one—with sleek, racy lines. And it was designed by the Ghia studios of Turin, Italy.

The Karmann Ghia is built like a sports car. With hand-welded, hand-filled, and hand-sanded seams. All done by the Karmann coach works of Osnabrück.

And, it has more than its fair share of sports-car-like features. Like adjustable bucket seats with padded headrests. A 4-speed stick shift. (Or, if you prefer, an optional automatic stick shift.) Torsion bar suspension on all 4 wheels. And self-adjusting front disc brakes.

And the engine? Well, that's where the bug comes in. It's a Volkswagen engine. Which means it'll give you things other sports cars won't.

Like gasoline mileage.

About 27 miles to the gallon's worth.

And service. The Karmann Ghia is full of VW parts, and can be serviced quickly and inexpensively.

The price? You can almost get two Karmann Ghias for the price of one racy Italian sports car.

Another nice thing about the Karmann Ghia is that you can cruise at its top speed indefinitely. And though you may never enter it in the Grand Prix, you'd never know to look at it.

The Karmann Ghia.





Volkswagen is raising the roof whenever you feel like it.

Some people never seem to be able to get enough fresh air and sunshine. In fact, the mere thought of being cooped up makes them want to raise the roof.

It's for people like that that VW created the Sunroof Sedans and Convertibles.

Take the Sunroof Sedan, for example. It converts from a hardtop sedan to 390 square inches of open roof. All it takes to slide open the steel door is a quick turn of the crank. And that's enough to let a whole lot of fresh air and sunshine in.

Now suppose that you're looking for more sunshine than 390 square inches worth. If that's the case, you can raise the roof all the way in a VW Convertible.

The folding top is made of three layers. Vinyl on the outside. Leatherette inside. And an insulated padding in between—keeping the outside out and the inside in.

The rear window is made of real glass. Which means there's no yellowing. Or splitting.

And you don't have to pay for expensive automatic operating mechanisms either. Because on the VW Convertible they don't exist. You open and close the top yourself. By hand.

Both the Convertible and the Sunroof Sedan have just about everything the 1971 Super Beetle has. So whichever species of Bug you choose, you'll be getting the latest VW improvements along with it. Like coil spring/shock absorber suspension struts, for a smoother, quieter ride. An easier handling steering wheel. A longer lasting engine. And, of course, good old-fashioned VW economy.

So if there are times when you feel like raising the roof, Volkswagen will let you raise it—two ways. The Sunroof Sedan. And the Convertible. Either way, you'll have an open and shut case for fresh air and sunshine.

The Sunroof Sedan and the Convertible.





Volkswagen is improving on everything but its looks.

Remember the Beetle? It looked the same, year after year after year. And some people even went so far as calling it ugly.

Well surprise. This year the Beetle is different. We've made a lot of improvements on it. But in spite of everything we did, it still doesn't look any more beautiful.

But then looks never were important to Volkswagen. What is important is a different story. An inside story. That's where some important improvements have taken place—inside.

For one thing, the 1971 Super Beetle has coil spring/shock absorber struts, giving it a smoother ride. Its turning circle has been reduced to 31.5 ft. It's easier handling. Quieter. And more stable.

Then there's a longer lasting engine. We built it out of stronger materials. Improved the cooling and fuel distribution. Added extra horsepower so it wouldn't have to work as hard. But we kept the gas mileage and economy the same.

We also added a smoother handling steering wheel, with a double-jointed column for extra safety. A wider front track, so you'll hold the road better.

And this year's Super Beetle is a couple of inches longer, increasing the front luggage capacity from 4.9 to 9.2 cu. ft.

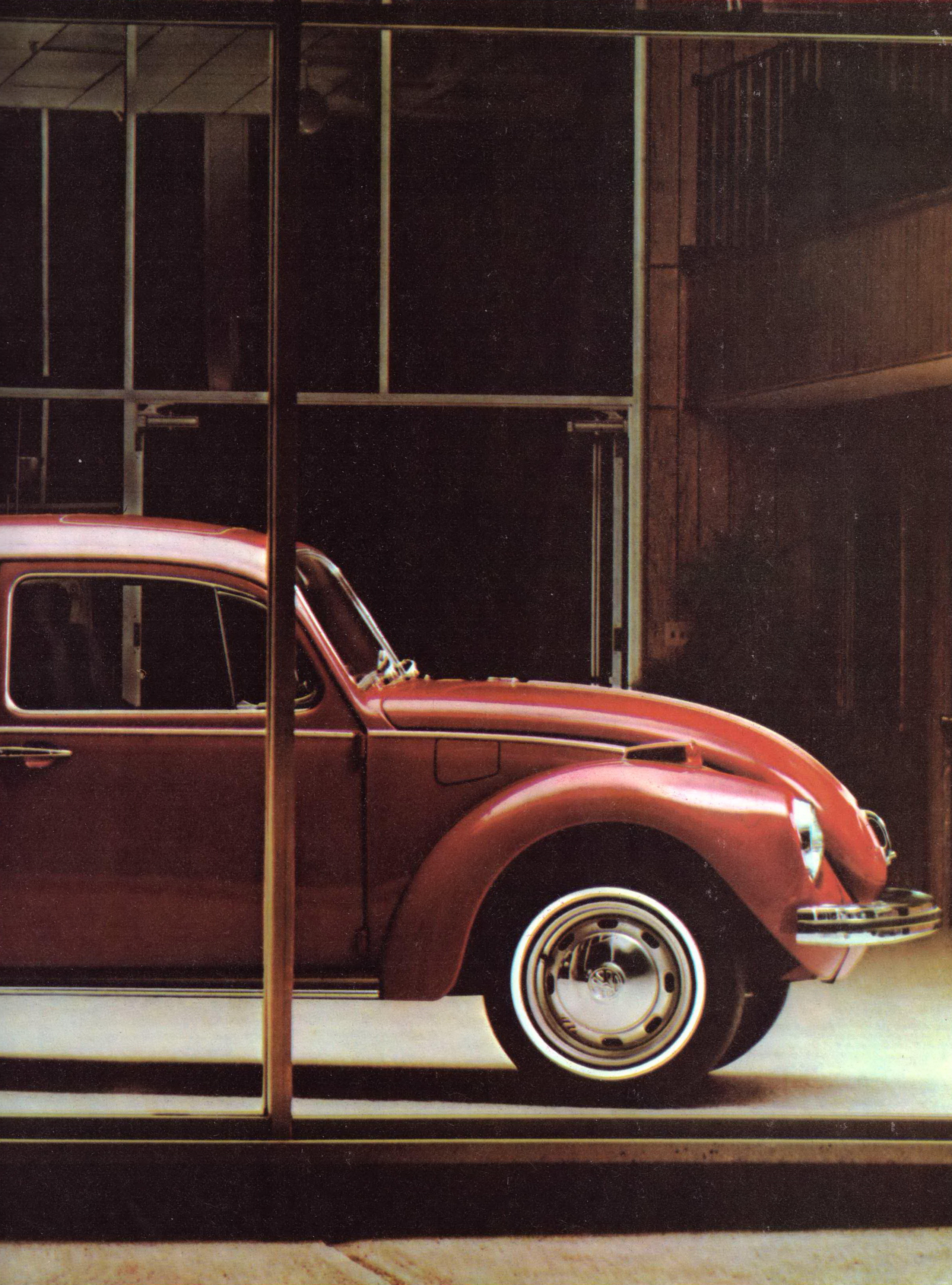
All in all we made about 90 improvements on the 1971 Super Beetle.

But that really isn't anything new. We've been improving the Beetle since the day it was introduced—22 years ago. To make it the highly developed car it is today.

And though we doubt it will ever be voted prettiest car of the year, people don't seem to mind. Because a funny thing happens when the time comes to trade one in. When people see how little it has depreciated through the years, they seem to find it very beautiful.

The 1971 Super Beetle.





Volkswagen is knowing how to keep a good thing going.

Even the best of cars can run into trouble. But Volkswagen has an exclusive way of finding trouble before it finds you. We call it VW Diagnosis.

Our diagnosticians can detect dozens of problems that even the best mechanic's eyes can miss, but if caught in time can save you money. As well as extend your VW's life.

And whenever they do find anything wrong with your Volkswagen, they won't do a thing. Not until you're told what it is. And how much it will cost to put it back in order again.

When you buy a new Volkswagen you get 4 such diagnoses free.

Plus one free maintenance.

Plus a 24/24 Warranty.* Which means you service and maintain your car according to the VW maintenance schedule. Then if a problem due to defective material or workmanship at the factory is spotted during the first 24 months or 24,000 miles (whichever comes first), the repair won't cost you a cent. During that time whatever VW Diagnosis uncovers, that's covered by our Warranty, gets fixed free.

And Volkswagen is the only one in the world that'll give you a 24/24 Warranty *plus* 4 free checkups to back it up.

Suppose your VW happens to run into trouble away from home. Don't worry, there are over 1,100 Volkswagen dealers all across the country. All are equipped with genuine VW parts. And specialized tools. And specially trained personnel who know how to use them.

So you see, even if your VW has a bad day, that doesn't mean that yours will be ruined. Because every new Volkswagen is automatically enrolled in the Medi-car program. And Medi-car is our way of keeping a good thing going.

Medi-car



Volkswagen is something extra for a little extra.

If you're the kind who likes to take a good thing and make it even better, here are some of the accessories that can be added to your new Volkswagen.

But that's not all...

There are lots of other accessories that we didn't have room to show. Like Wheel Trim Rings. Cigarette Lighters. Ventshades for front windows. Formula Vee accessories. Taper-tip exhaust pipes. Luggage-rack ladders. And gravel guards (for Sedans only).

Ask your dealer to show you our many VW accessories. And feel free to exercise your option.

Options and Accessories.



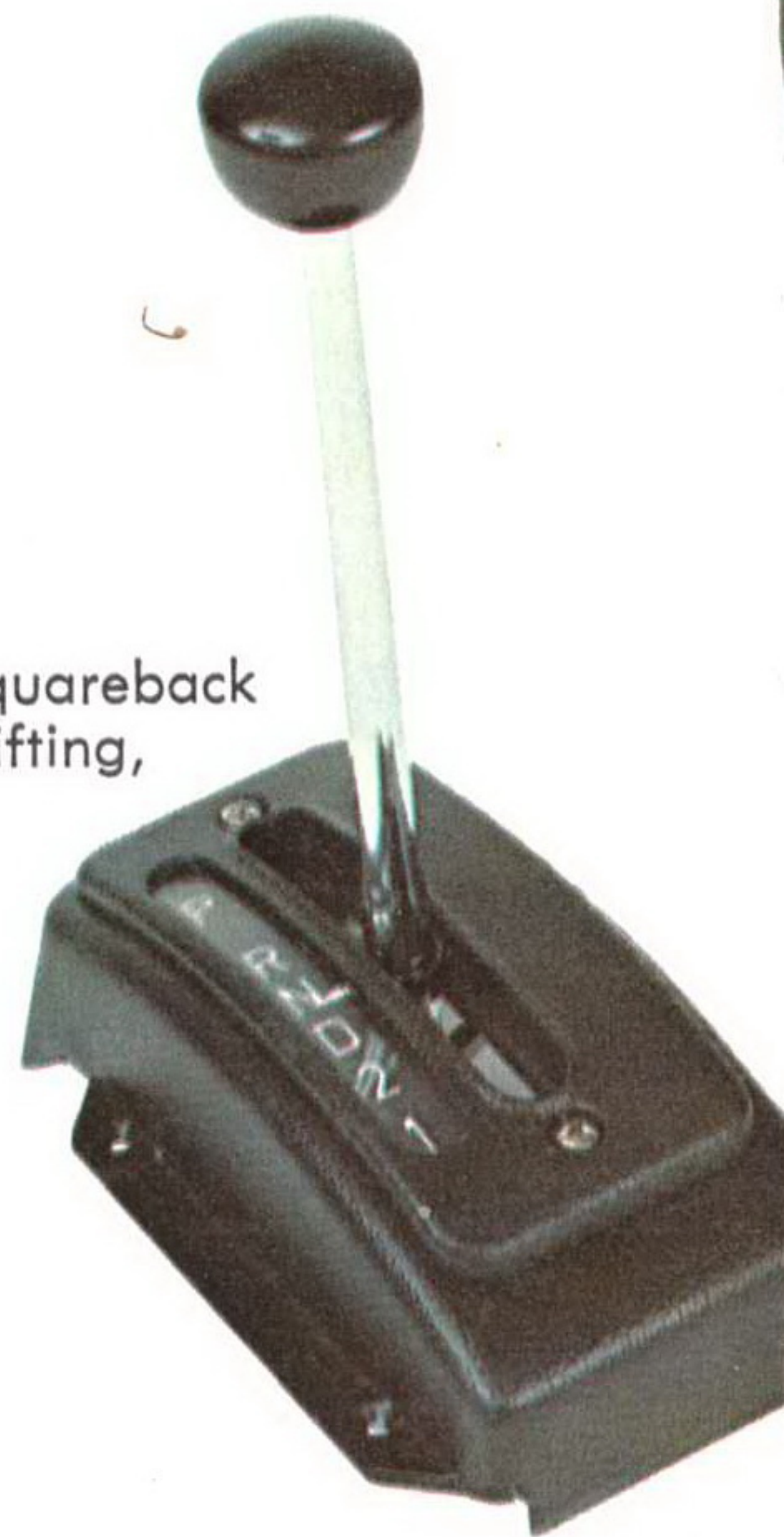
Air Conditioners.

Keep your cool in any weather, with automatic temperature controlled air conditioners, designed exclusively to fit all models of VW.



Trailer Hitches.

Steel, chrome and aluminum finish. For all VWs. (Ask your authorized Volkswagen dealer for detailed information.)



Fully Automatic Transmission.

3-speed optional drive for the Squareback and Type 3. Light, smooth shifting, designed by Volkswagen, for Volkswagen.



Luggage Racks.

Pick up extra space.

We have racks made of polished metals in all sizes for all VWs, except convertibles.

Radios.

You have your choice of AM or AM/FM, transistorized, push-button tuning. Even cassette tape decks. We have them to fit all VWs.



Sport Steering Wheel.

Simulated walnut with deep finger grips for a comfortable hold.



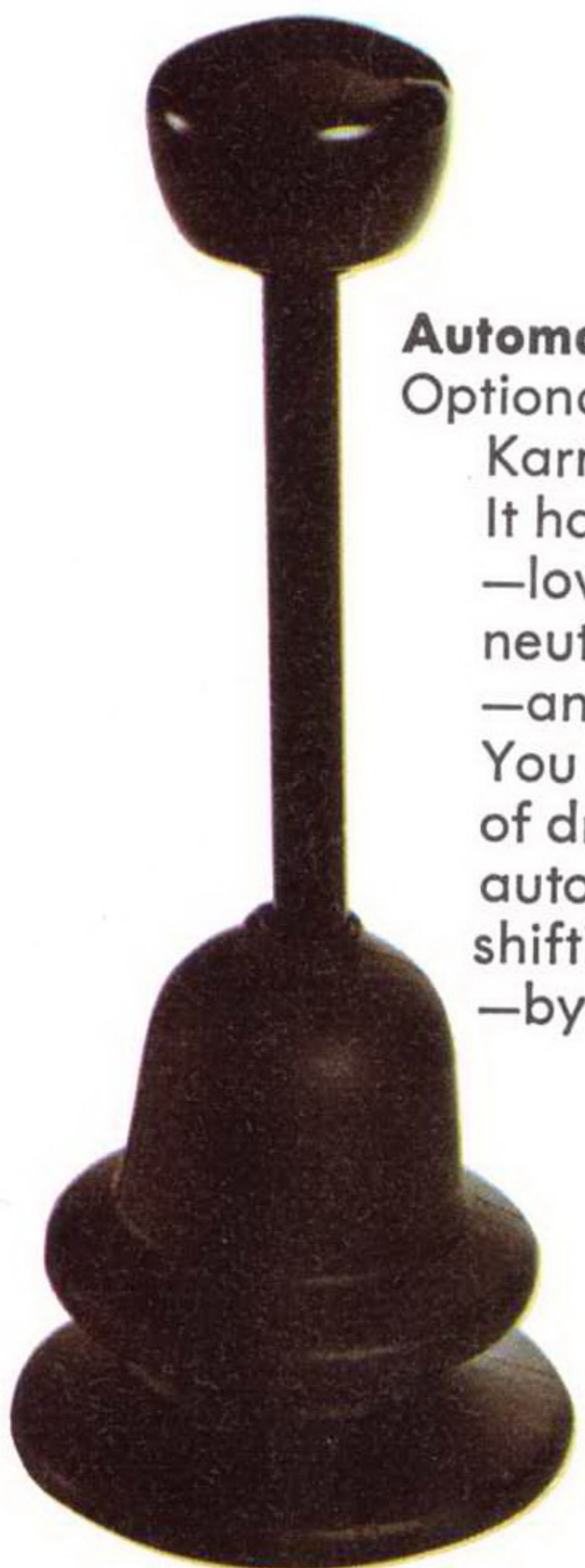
Radial Tires.

For sure traction in any kind of weather or road condition.



Automatic Stick Shift.

Optional for the Super Beetle, Karmann Ghia, and Convertible. It has automatic driving —low, drive 1, drive 2, neutral, reverse —and no clutch pedal. You have the choice of driving your VW automatically or shifting for yourself —by hand.



Floor Mats.

In your choice of rubber or Cocoa Fiber (for all VWs except boxes).

Specifications

Engine:

Air-cooled, horizontally opposed, 4-cylinder, 4-cycle, rear-mounted engine. Pressure lubrication by gear pump and oil cooler. Air cooling by fan, thermostatically-controlled. Downdraft carburetor with automatic choke. (Electronic fuel injection—Type 3—Squareback-Type 411 3- and 4-door sedan), 12-volt battery ignition

Transmission:

Four-speed, fully synchronized. (Type 411—Fully automatic transmission.) Optional transmission—automatic stick shift—torque converter and fully synchronized 3 speed transmission (Super Beetle, Convertible, and Karmann Ghia). Fully automatic transmission: Torque converter and 3-speed planetary. (Type 3 and Squareback.)

Suspension:

Four-wheel independent suspension, stabilizer on front axle. Hydraulic steering damper. Dual hydraulic service brake. Mechanical hand brake operating on rear drums. Double jointed half axles with constant velocity joints.

Warranty

OUR 2-YEAR/24,000 MILE WARRANTY.

If the owner maintains and services the vehicle in accordance with the Volkswagen maintenance schedule and if any part of a new Volkswagen becomes defective within 24 months or 24,000 miles after delivery, whichever comes first, any authorized United States or Canadian Volkswagen dealer, to which the customer delivers the car, will repair or replace the defective part free of charge for material and labor with a new or factory reconditioned part, provided, that the defective part has not become so due to wear and tear, exposure, misuse, accident or by the installation of non-genuine Volkswagen parts, or by the repair of the car by someone other than an authorized Volkswagen dealer; nor does warranty cover normal maintenance service such as fuel system cleaning and wheel, brake or clutch adjustment, replacement of service items such as spark plugs, ignition points, V-belts, wiper blades or brake and clutch linings and the deterioration of upholstery, soft trim or appearance items.

All specifications described in this catalog are subject to change without notice. Latest colors and interior appointments may be seen at your Authorized Volkswagen Dealer.



1971