


1970s




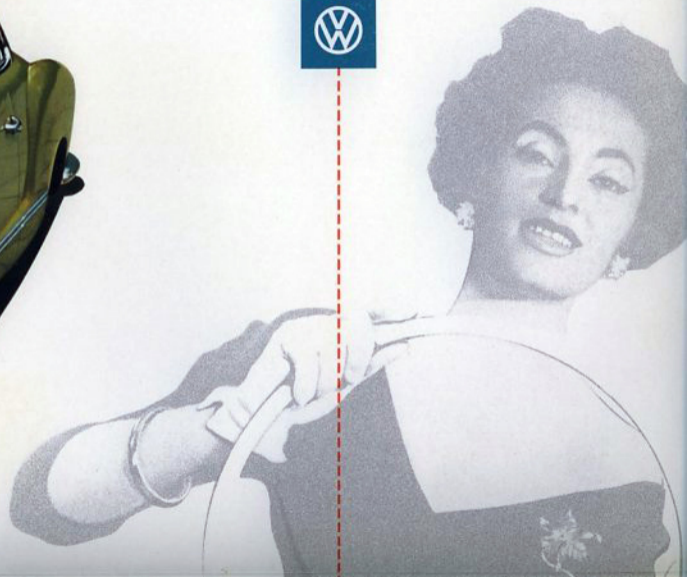
KARMANN  
*Ghia*

A white line drawing of a car's interior, showing the steering wheel, dashboard, and front seats, positioned in the upper left corner of the page.

*Every flowing, graceful line . . . every breath-taking detail . . . every magic touch of luxury and comfort of the beautiful Karmann-Ghia Coupe has a truly "Continental" accent. And with good reason: Ghia of Turin, Italy — one of Europe's most renowned designers — conceived this striking and original automobile! Karmann of Osnabrück — Germany's foremost custom-body builder, world-famous for painstaking workmanship and attention to detail — interpreted Ghia's unique, thoroughbred design! Finally, the distinctive body was mounted on a sturdy Volkswagen chassis with the rugged VW engine as its heart — the same ultra-reliable engine that's proven itself the world over in more than one and a half million Volkswagens! The result? Superb beauty and smartness combined with utmost comfort and dependability — the Karmann-Ghia Coupe; beauty that can take abuse day-after-day, year-in-year-out — and like it! For example, this spirited, lively car can be driven at full throttle for just as long as you like. Its top speed and its*

*recommended cruising speed are the same — well over 70 miles per hour! Of course, the Karmann-Ghia, like all Volkswagens, is very economical to operate. Even at sustained cruising speeds you get a king-size 32 miles per gallon. Maintenance costs are phenomenally low, too — 75,000 miles without any major repairs is common! And completely complementing Karmann-Ghia's low cost of operation is its delightful ease of handling. Here you are master. Compact, highly-maneuverable, the ground-hugging Karmann-Ghia responds instantly to a touch on the wheel . . . almost makes driving in congested city traffic a pleasure . . . permits effortless parking . . . lets you gobble-up mile after magnificent cross-country mile in relaxed, contented comfort. Truly, here's the automobile connoisseur's dream come true — rare beauty, ease of handling and common-sense economy all in one perfect car! Don't you think YOU should take a look at this masterpiece of Continental styling and engineering — soon?*

A white line drawing of the front exterior of a car, showing the headlights, grille, and hood, positioned in the lower right corner of the page.



*In the rear, bench-type jump seat  
cushioned with foam rubber;  
storage compartment and deep,  
full-width parcel tray behind backrest.*



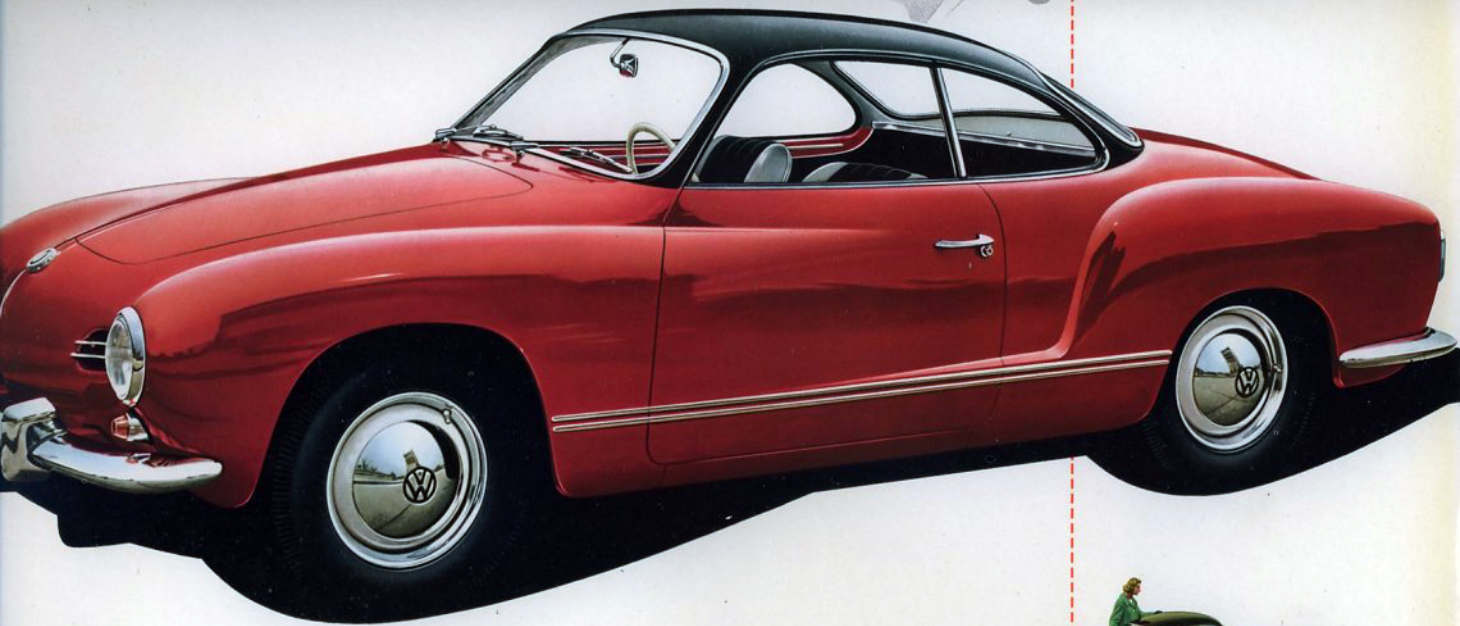
*Wide doors—fitted with big pockets—  
provide easy entry and exit.  
The two upholstered  
“bucket-type” front seats  
are independently adjustable.*

*The back of the upholstered  
rear seat folds down. It thereby provides a  
platform which more than doubles the capacity  
of the storage compartment.*



K A R M A N N

*Guia*

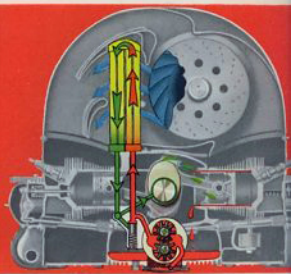
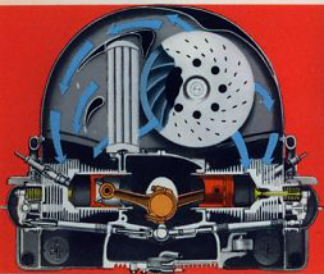


*Carpe*



Beauty is definitely not just "skin deep" with the Karmann-Ghia • Take a good look at this truly personal car and see why • You'll find that top-notch engineering skills and careful consideration have been lavished on each detail • Notice, for instance, how snugly the extra-wide doors fit; open and close one—you can actually hear the difference • Note, too, the splendor, the last-forever durability of the finish—no run-of-the-mill paint job this • Ease yourself into one of the two deeply upholstered "bucket-type" front seats • See how easy they are to adjust—forward and backward, up and down •

Feel the way they allow you to seat yourself in the most comfortable position in relation to the steering wheel and foot controls • Check, too, the small bench-type jump seat in the rear which can, on occasion, accommodate two additional passengers • Notice, when it's not in use, how the back folds down, doubling the capacity of the large storage compartment in the rear • Up front, under the hood, you'll find another spacious storage compartment • In fact, study every remarkable detail of this custom coupe—you'll agree it's the last word in smartness, luxury and engineering perfection



**Engine** 4-cylinder, 4-cycle, overhead-valve, VW engine, rear-mounted, air-cooled, horizontally opposed; bore 3.031 in. (77 mm.), stroke 2.520 in. (64 mm.), displacement 72.740 cu. in. (1192 c. c.), S. A. E. h. p. 36 at 3700 r. p. m., compression ratio 6.6 to 1

**Carburetor** Downdraft carburetor with acceleration pump

**Cooling system** Air cooling by fan automatically controlled by thermostat

**Lubrication** Pressure lubrication with oil cooler in air stream of fan

**Transmission** Synchromesh on 2nd, 3rd, and 4th gears

**Power transmission** Through spiral bevel gear, two-pinion bevel differential gear and swing axle shafts to rear wheels

**Chassis** Tubular center section forked at rear and welded-on platform

**Front axle** Independent suspension of wheels through trailing arms; 2 laminated transverse torsion bars protected in tubes

**Rear axle** Independent suspension of wheels through swing axle shafts mounted on trailing arms; one torsion bar on each side protected in transverse frame tube

**Shock absorbers** Front and rear: double-acting hydraulic telescopic type

**Foot brake** Hydraulic, operating on all 4 wheels (Lockheed)

**Wheelbase** 94.5 in. (2400 mm.). **Turning circle** approx. 36 ft. (11 m.)

**Tires** 5 tubeless super balloon tires 5.60 x 15

**Track** Front: 50.8 in. (1290 mm.), rear: 49.2 in. (1250 mm.)

**Weights in lbs. (kgs.)** Unladen weight 1786 (810), payload 661 (300), permissible total weight 2447 (1110)

**Overall dimensions** Length 163 in. (4140mm.), width 64.2 in. (1630mm.), height 52.2 in. (1325 mm.)

**Fuel tank capacity** 10.6 U. S. gal., 8.75 Imp. gal. (40 liters) incl. 1.3 U. S. gal., 1.1 Imp. gal. (5 liters) reserve

**Performance** Average fuel consumption 32 m. p. g. (U. S.), 38 m. p. g. (Imp.), 7.5 l/100 km. Max. and cruising speed over 70 m. p. h. (115 km./h.)

**Climbing ability** 1st gear 18.5° (34%) 2nd gear 9.5° (17%) 3rd gear 6° (10.5%) 4th gear 3° (5.5%)

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