



Some of our improvements may have passed you by.

The '68 Beetles could have passed you by at a breathtaking 78 mph.



Since you bought your VW, we've put a bigger, stronger engine in the bug. 53 hp. For better hill climbing. And passing. And longer wear.

But that's not all.

We've upped the electrical power, too.

With a new, 12-volt battery (spill-proof). And a new early-charging generator.

The Beetles even start faster now. With a new, stronger starter-motor.

And they ride smoother. With the new equalizer spring in the suspension system.

THE '68 VOLKSWAGEN SEDAN

And the softer rear torsion bars.

And they stop. When they're supposed to. We've added a dual brake system. One set works, even if the other fails.

We've added lots of other new safety features. Like the new, padded dashboard. Brighter headlights. New backup lights. Pushbutton doorlocks.

And like the 2-speed windshield wipers. A telescoping steering column. A seat belt for every passenger. And headrests built right onto the front seats.

As the new Beetles pass you by, you may notice the higher bumpers (to meet the big guys without locking horns). And the "Volkswagen" name we put on the hood.

What you may miss are the new locking devices on both the front and rear seats. And the new ventilation system. With 2 separate control levers.

If that doesn't give you enough air, pick the VW Sunroof Sedan. It's got all the same Beetle improvements. And it's still got the sliding steel sunroof (390 sq. in. worth). It

still cranks open (for that extra air). Or closed (if you sunburn easily).

And if that's still not enough air, you can



THE '68 VOLKSWAGEN SUNROOF SEDAN

go all out for the VW Convertible. The roof mechanism still doesn't jam. (You still work it by hand.) It's still double covered, with 1" padding between. Still seals out heat in summer, cold in winter.

But even with all our changes, we've kept the Beetles' gas economy. You can still get up to 27 mpg. On regular.

So when a Beetle passes you by, you won't mind. It's an old friend.



THE '68 VOLKSWAGEN CONVERTIBLE

**You may not recognize
the '68 Station Wagon
if it passes you by.**

**Unless you notice
the VW emblem.**

The old Box isn't the old Box anymore. It's a new Box now. We redesigned it. Bumper to bumper.

It's longer. And wider. With a bigger windshield. So visibility's better. And we added larger wipers (there's more windshield to wipe).

The new side windows aren't just wide. They're

panoramic. And the side passenger door doesn't swing open. It slides.

The new, brighter headlights won't help you recognize the Box, either. Or the recessed backup lights. Or the seat belts for each passenger. Or the ventilating system with 6 individually adjustable jets.

And we added a new, double-joint rear axle to our independent torsion bar suspension system. So each rear wheel holds the road better.

We've even changed the engine. Made it bigger. 1600 cc's. And stronger. 57 hp. And put the extra power in the lower gears. Where it's needed most. And increased the gas tank capacity. So you go further without refueling. Because you still get up to 23 miles on a gallon. With regular.

But we still kept the engine in the rear. For better traction. And it's air-cooled. To start in any weather. And we kept the Box roomy. 28 cu. ft. of luggage

space in back. Or remove the center and rear seats and there's 176.6 cu. ft. of cargo space. That's 6.6 cu. ft. more than last year's.

Old or new, that's what makes our Box the Box.

And we've kept the Campmobile version.

With space for a family to eat (at a table) and sleep (on a bed). And special spaces for clothes, linens, groceries and whatever. And an icebox. Everything you'll need. Including the kitchen sink.

So when the new Box passes you by, you'll know the old one hasn't passed away. Not entirely.



THE '68 VOLKSWAGEN STATION WAGON

The Karmann Ghias may not pass you by at all. That's only because we don't make many of them.

But the 68's have a bigger (1500 cc's) and stronger (53 hp) engine.

And a new gear ratio. So you can shift into third sooner and stay in it longer. And in high, you can get 82 mph.

So KGs could pass you by easier than ever. Even in third gear.

We've added a stronger starter-motor, too. To get away faster. And a stronger clutch plate. To take the beating. And we built in a more comfortable ride. With the new equalizer spring in the suspension system. New, softer torsion bars.

And a ventilating system with dual controls.

And a safer ride. With things like the dual brake system.

With disc brakes in front. The telescoping steering column.

New seat belts (on redesigned bucket seats).



THE '68 VOLKSWAGEN KARMANN GHIA

Bigger windshield wipers. And built-in headrests.
But we didn't change the things that were too good to change.
Like the body. It's still the same sleek design created by Ghia of Turin.
To look like what it really isn't. An expensive sports car.
And it's still hand shaped by Karmann. Still hand welded, hand filled, hand smoothed and hand painted.
The convertible top is still hand cut, hand sewn, hand fitted (so it keeps out the weather you want kept out).
And we've kept the most beautiful part of all. The VW economies.
Like getting up to 28 miles on a gallon. With regular.
And still having easily replaceable parts. In stock.
All that handwork is why we can't produce many KGs.
But you can see them in the showroom.
If the opportunity doesn't pass you by.



THE '68 VOLKSWAGEN KARMANN GHIA CONVERTIBLE

The Fastback and Squareback may pass you by too fast That's bad. You could miss seeing what's inside them.



They may not look familiar as they pass you by. But take our word. They're really Volkswagens.

We designed the Fastback for those people who prefer beauty to Beetles. And who need more room. So we gave them a 10.2 cu. ft. luggage space in back. And a 6.5 cu. ft. trunk in front.

The Squareback looks like a station wagon. And has twice the luggage space of most regular sedans. But only $\frac{1}{2}$ as much as some regular wagons. So we compromised. And called it the Squareback Sedan.

They're both 6 in. longer than the Beetle (but still park in tight spots). Both have bigger engines. 65 hp. And are faster. 84 mph (but still get up to 27 mpg). And both have independent wheel suspension (if one

THE '68 VOLKSWAGEN FASTBACK SEDAN

wheel hits a bump, it keeps it to itself).

Even if you have seen the Fastback and Squareback before, we'll let you in on the improvements.

The engine has a new fuel injection system. To reduce air pollution. And accelerate smoother. And we put in a new 12-volt battery. Just to keep things going.

We've added comfort features. Like a new fold-down armrest in the back seat (of the Fastback). And a new equalizer spring and softer torsion bars. To make the bumps less bumpy.

You'd probably miss some new safety features. Like a larger outside mirror (two of them on the Squareback). New backup lights. A new outside position for the gas-tank cap. And reinforced bumpers.

At such speed, you'd surely miss the telescoping steering column. The four seat belts. Dashboard padding. And dual brake system with disc brakes in front.

But if you want to see for yourself, better come to the showroom. Where they're standing still.



THE '68 VOLKSWAGEN SQUAREBACK SEDAN

You can even see how to improve on our improvements.



AIR CONDITIONERS

Whatever passes you by,
keep cool. Made especially for VWs.
No loss of legroom. 3-speed blowers,
automatic temperature control.
For all VWs except the Box.



COCO FIBRE FLOOR MATS

Protect floors. Fade-proof,
moisture-resistant. Edges bound in leatherette.
Variety of color combinations.
For all VWs except the Box.



GRAVEL GUARDS

Fenders for the fenders.
For front and rear.
For Bugs only.
Stainless steel, polished.



RADIOS

Keep up with everything on the road.
AM and AM/FM models.
With antenna. Fully transistorized
(no warmup time). Push-button tuning.
Fit all VWs.

If you pass by our accessories display.



LUGGAGE RACKS

Space problem?
You can get out
from under.

Made of polished metal.
Mount on rain channels.
No holes to drill.
All sizes, to fit all
VWs except convertibles.
(For Squarebacks, there's also a
permanent-mount model.)



WHEEL TRIM RINGS

Make gorgeous Bugs more gorgeous.
In polished aluminum, chromed steel
or stainless. Slotted.



TRAILER HITCHES

There are things you can't expect to pull without
a hitch. Like boats. Or trailers. Steel, with chrome and
aluminum finish. Simple, fast locking device.
Fit all VWs.

If you want to make a VW jazzier or cooler, more comfortable or more convenient, your VW Dealer's full line of accessories can go a long way.

Just to mention a few of his additional accessories: Automatic Cigarette Lighters. That work. Automatically. Ventshades, for front windows, that give draft-free ventilation. And reduce window fogging. And doll up your VW. Rubber Floor Mats. Where coco mats don't suit. Even an emergency gas can (with the mileage you get with VWs, you probably won't use it).

In passing, we'd like to mention VW insurance.

Volkswagen Insurance Company sells automobile insurance designed for VW customers. At economical VW prices. And only VW dealers (or their agents) do the selling.

And if you do have an accident, any VW dealer can give you an estimate (no

shopping around). And make the repairs (with VW-trained mechanics). And handle your claim* (so there won't be any argument).

So all of your auto insurance problems can be solved in one place. In one economical package.

**where permitted by state law*

And our 2-year/24,000-mile warranty.

"If the owner maintains and services the vehicle in accordance with the Volkswagen maintenance schedule and obtains a validation stamp on his Maintenance Card every twelve months, 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 de-

livers the car, will repair or replace the defective part free of charge for material and labor with a new or factory reconditioned part, provided the customer presents the dealer with the validated Maintenance Card and provided, further, that the defective part has not become so due to normal 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 for 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."

Your authorized Volkswagen dealer.