



What has the 1966 Volkswagen got to offer?

More comfort and more horsepower

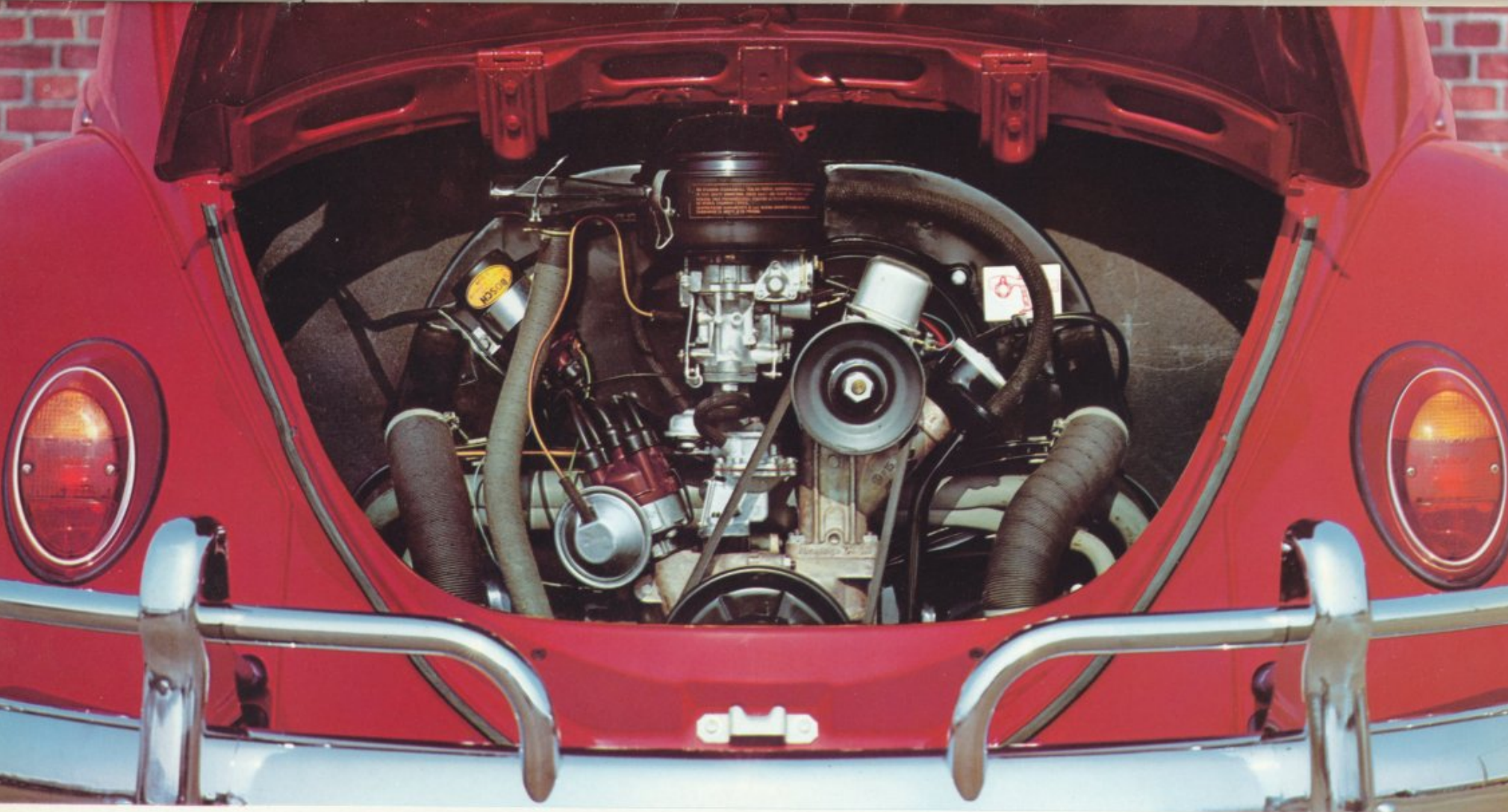
Plus all the outstanding features which have made Volkswagen so popular in Canada:
the unmistakable, characteristic shape.
the smooth platform underneath.
the extra large wheels, with independent suspension.
the torsion bar springing.

the rear engine.
the air-cooling system.
the two luggage compartments.
the four coats of paint.
the bolted-on fenders.
the folding rear seat backrest.

the washable vinyl headlining.
the individually adjustable front bucket seats.
the washable lining of the sides and doors.
And this. And that. And the other.

On the following pages you'll find a detailed answer to our title page question:

"What has the 1966 VW got to offer?"



It has a more powerful 50 hp engine

The VW 1300 Deluxe has a more powerful 50 hp rear engine with a capacity of 1285 cc. That's why we renamed it. But the basic design of the 50 hp engine remains the same as the 1200 cc engine. And it's just as robust and reliable, too. And built to last just as long.

It's a flat four engine, an arrangement of two pairs of

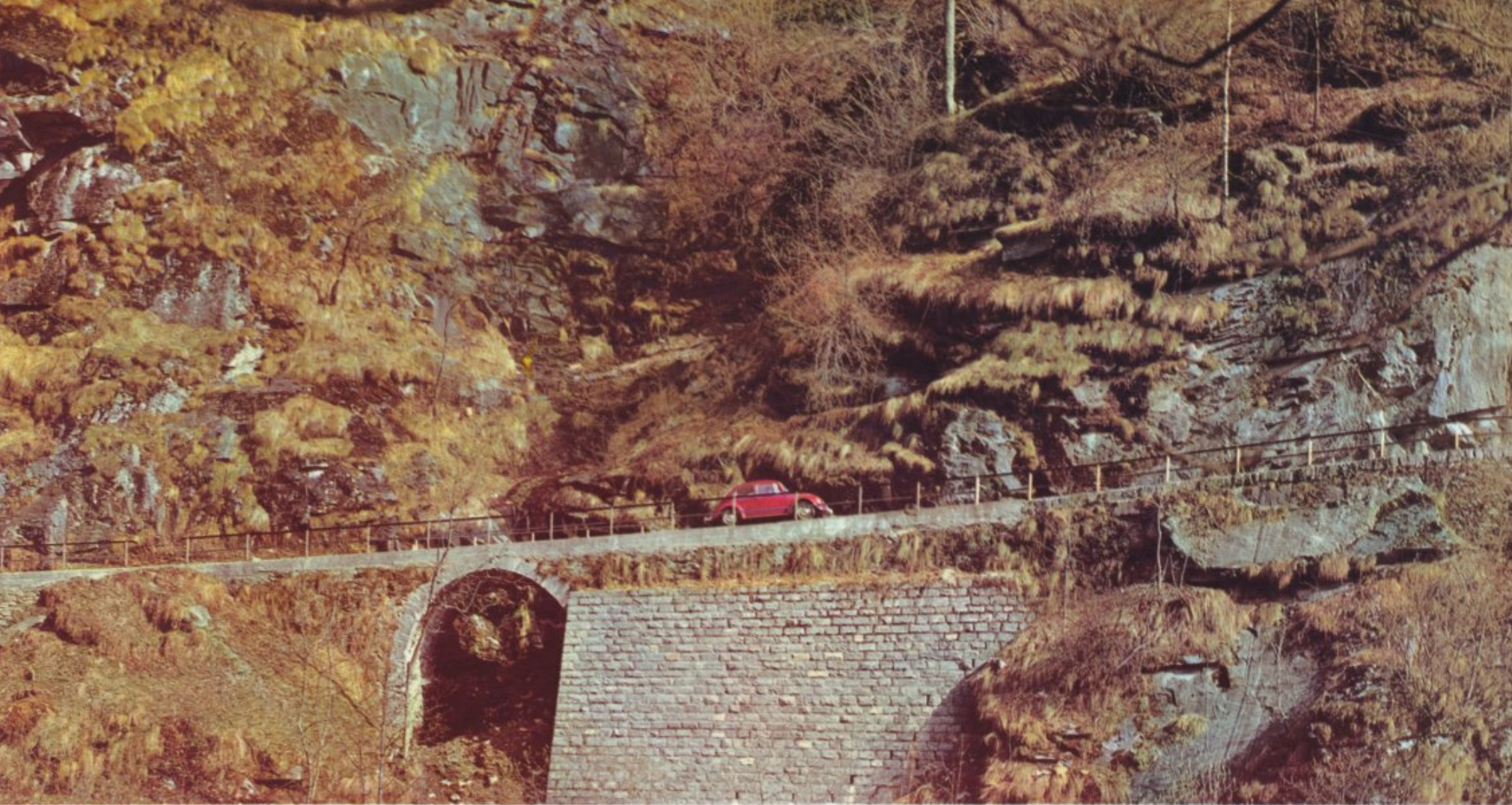
horizontally opposed cylinders which makes it quiet and smooth running and gives it a low centre of gravity.

It's air-cooled. Air cannot boil over when it's hot and can't freeze up when it's cold. And so the VW engine is untroubled by temperature extremes.

It's an oversquare engine which means it has a short

piston stroke which, coupled with low revolutions, means a low piston speed — which in turn means less wear and tear and a longer life.

We didn't increase the power of the engine by $8\frac{1}{2}$ hp by high tuning but by increasing the capacity — and that extra space can't wear out.



It is faster on hills

The VW 1300 Deluxe with its sensibly chosen gear ratios and powerful engine is a talented mountain climber. (People in mountainous districts get to really appreciate this.)

Another important factor is the air-cooling. The engine can't boil over even on the steepest and longest ascents.

And the engine's position is equally important. It's at the rear.

Does it matter where the VW engine is? At the front or at the rear?

Well, it does matter.

At the rear it's directly above the drive wheels with all its weight on them.

The result: Easier to move off when you start. Easier hill climbing. Easier to drive on sand and through mud.

But better road grip is not the only advantage of having

the VW engine at the rear.

It needs no driveshaft. (The engine's power is transmitted direct to the drive wheels.) Nor does it need a long exhaust pipe.

The undersurface of the car is completely smooth. It consists of a single metal platform which protects the car against flying stones, snow, sand and water. (Even underneath the VW 1300 is tops.)



It accelerates rapidly when passing

Not only because the VW 1300's engine torque is so great thanks to its large capacity. (And needless to say this means that the engine provides real pulling power even at low revs.)

Not only because the VW 1300's unladen weight and the engine's powerful 50 hp output are so well matched. (Even with all the extras that are provided, the car is not too heavy.)

Not only because the VW 1300's fully synchronized gearbox has such well chosen gear ratios. (The VW 1300's snappy getaway in traffic is a joy to any driver.)

Not only because it's childishly simple to change with the precise, short-travel gearbox. Even women who normally shy away from manual gear changing are delighted at the way it floats from gear to gear. (No complicated shift mechanism.)

Not only because the sports-type floor-mounted gear lever makes it possible to get the most out of these advantages by rapid and easy manual changing. (No need to search for the gear lever each time — it's right under your hand.)

No, the VW 1300's rapid acceleration is really due to the harmonious way in which all these sensible technical features are combined.



It has stamina for long trips

Propel the VW 1300 along the highway for hours at top speed. It likes it. It doesn't get tired.

It goes and goes and goes.

Why can you drive the VW 1300 at top speed for hours on end? Why is the engine such a marathoner? And so very robust?

Firstly because not a single moving part is abused even

when high speeds are maintained for hours on end thanks to low piston speeds (short stroke engine) and low revolutions. Secondly because the air-cooling is always effective enough. Thirdly the engine design is basically simple. That's why it's not a delicate car but one with real backbone.

On non-stop trips you see it doesn't need stops. You

can hear that by the steady hum of the engine. (And that's comforting.)

Going on a long trip in the Volkswagen 1300, soon?

Perhaps in a very warm climate? Or to a land of ice and snow?

You won't have to take any special precautions with the VW engine. It just keeps going. Everywhere.



It's easily manoeuvrable in city traffic

What's it really like driving the VW 1300 Deluxe in the city? You soon note how responsive the VW engine is in heavy city traffic. You note its power too. Starting is easy with the automatic choke and if you like to show a little dash in your driving and like changing gear, so much the better. All four forward gears are fully synchronized.

The gearbox is as strong as the VW engine is.

The floor gear lever is sensibly placed, within easy grasp and smooth to operate. (Perhaps that's why so many women like driving VWs.)

You don't like changing gears that much? Or you forget to from time to time? Well, the engine doesn't stall then.

It is so flexible that you can let your speed drop to 30 mph in top gear.

And how manoeuvrable is it? The Volkswagen is sensibly designed for traffic. It can slip in and out of heavy traffic. It is easy and pleasant to steer.

With a VW 1300, parking is no problem. Even when the spaces are quite small.



It goes well however hot the climate

In the desert. At the equator.

At the height of a hot Canadian summer. When everything is parched and arid and thirsts for water the VW still needs none. Not a single drop.

Yet, it goes and goes and goes.

Why isn't the VW 1300 ever thirsty? Because its engine is air-cooled. Air is to be found everywhere in the world. Water isn't. Moreover water can boil over.

(Whereas air can't.)

And how does VW air-cooling work? The engine draws in air through vents. The higher the engine revolutions, the more air drawn in by the fan. This guarantees proper operating temperatures at all times. The oil is air-cooled in a special oil-cooler too.

The most difficult and longest reliability rallies in the world are held in Australia: right round the whole con-

tinental. Across deserts, through clouds of dust, in burning heat.

Volkswagen have been overall winners of this strenuous test eight times so far. And in addition Volkswagen were class winners ten times.

Do you see now what we mean by: it goes well however hot the climate?



It goes well however cold it is

In the Far North. In the Antarctic.

In the middle of winter. Why is the Volkswagen 1300 never too cold — however cold it is?

Because it is air-cooled. And because air can't freeze. But you can warm air. And the VW engine does just this. Heated fresh air makes the interior of the Volkswagen warm and comfortable.

Control levers for the heater are conveniently located between the front seats. You pull the right one upward

to turn the heating on . . . all the way for full volume. There are two heating vents in the front foot well, two at the rear and three defroster vents on the windshield. The second lever enables you to open and close the heating vents at the rear making for faster defrosting of the front window.

And a special heater booster provides quick extra heat when required during winter driving. This is standard equipment on all 1966 Deluxe and Custom Volkswagens.

Has air-cooling any other advantages? Yes. As the Volkswagen 1300 is air-cooled it has nothing that can't withstand extreme cold.

It has no radiator.

It has no radiator water.

It has no water pump.

It has no water hoses.

That's why a VW is at the South Pole driving across snow and ice. And being used on reconnaissance trips at an Antarctic research station.



It has generous equipment and attractive trim

That is, it has a lot to offer as standard equipment. Let's begin with the seats. Both front seats are individually adjustable over a wide range. And the backrests of the front seats are also individually adjustable — in three different positions too.

Thus in the VW 1300 you can sit sometimes with an upright backrest and sometimes with a reclining backrest.

You can sit close to the steering wheel for a time and then farther away for a change.

The result is you are fresher on long trips.

And the front seat backrests have a safety locking device which has to be tripped before the seats will fold forward. This prevents rear seat passengers from jarring the driver during sudden stops.

The equipment and fittings of the VW 1300 are generous thanks to other items. A powerful heater booster which supplies a quick blast of warm air, even on the coldest winter mornings. Two sun visors swivel up and down and sideways. Washable roof lining. Two assist

straps. A grab handle and armrest for the passenger. An ashtray at the rear. Mounting points for safety belts. Coat hooks. Large glove compartment. No-draft windows. Windshield washer. Heating vents at both front and rear. Full interior trim with durable carpeting, vinyl lining and rubber mats. Non-repeat starter-ignition switch. White-wall tires. Ring-operated horn. Plus an important safety feature: 4-way emergency signal lights. Safety door latches. Lots of extras at no extra charge.



It has room for lots of luggage

The VW 1300 has two luggage compartments. One luggage compartment under the front hood: room for a large suitcase, a travelling bag and lots of odds and ends. (For the spare wheel, jack and tool kit, too.)

A second luggage compartment at the rear: room for another large suitcase and smaller items of luggage.

Assuming that there are 4 or 5 people travelling in the car.

Assuming that the rear seat backrest is in the upright position.

But isn't it often the case that there is no one in the back seat? Yes. Shouldn't you be able to use half the car as a luggage compartment then?

You can with the VW 1300.

How? By folding the rear seat backrest down and securing it with a strap.

That way you get a luggage compartment 39 inches long, 49 inches wide and 17 inches high.

(Without affecting the visibility through the side and rear windows.)

The back of the rear seat backrest is covered with attractive carpeting like the rest of the luggage compartment. When the backrest is folded down it slopes slightly so that the luggage can't slide forward.

1. bare steel

2. phosphatized steel

3. first coat of paint

4. second coat of paint

5. third coat of paint

6. fourth coat of paint



It's built to last for years

And the VW does last for years. Many VWs from the early 1950's are still on the road. (They have got 10 to 12 years in, then.) That's almost an eternity for cars.

Why do Volkswagens have such a long life?

Firstly because we pay attention to the materials we use. From the metal to the very last screw.

Secondly because we pay attention to the quality of the workmanship.

Take for example the way we go about painting the car. First we remove the grease that gave the sheet metal anti-corrosive protection in storage. Then the body is phosphatized. That means, it is given a coat of special anti-corrosive which also improves bonding of the other coats of paint.

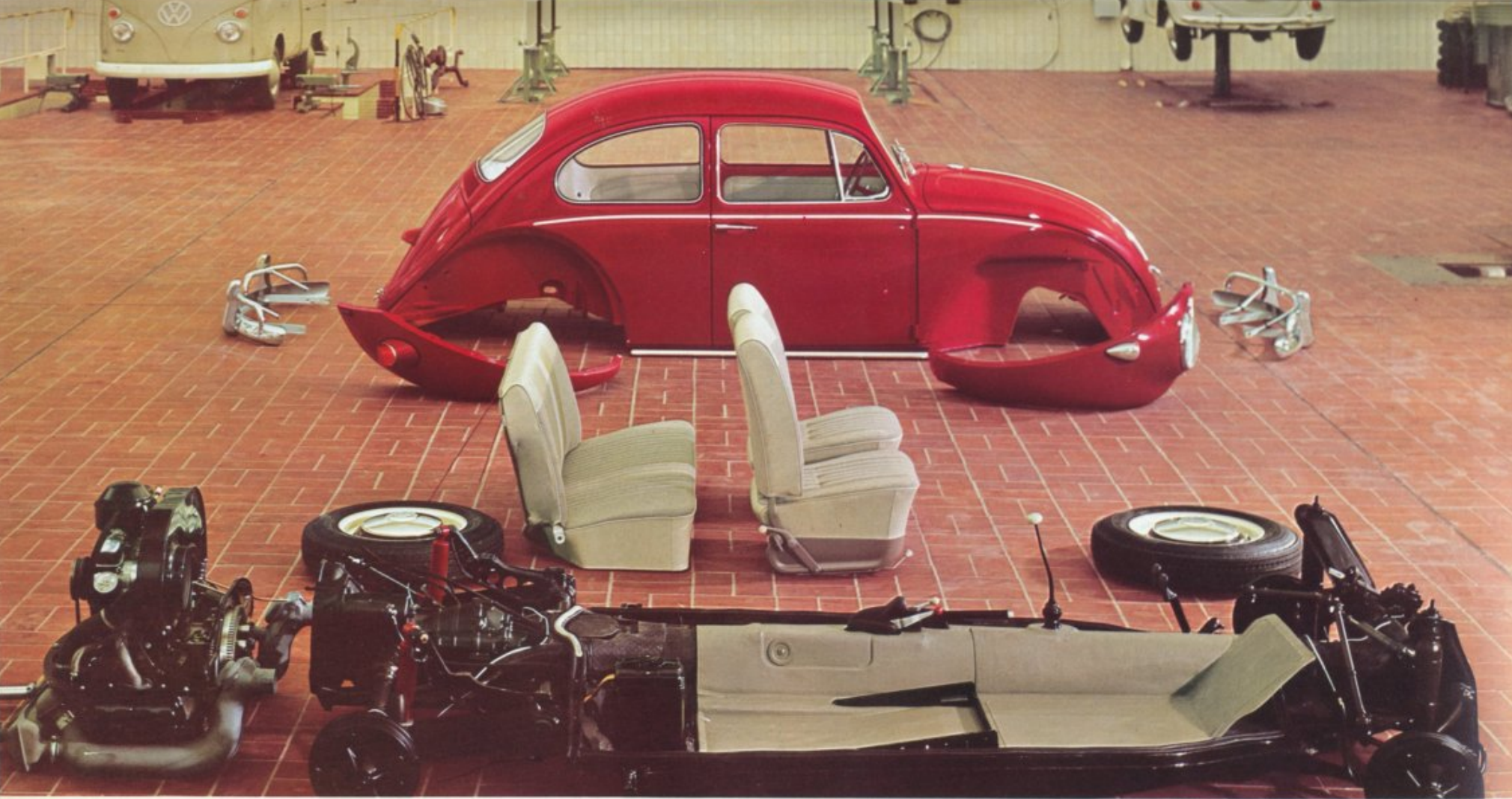
Then it receives the prime coating: following which it is oven baked and sanded.

Then comes the second coat which is sprayed on. After which it is dried and sanded.

Then comes the third coat. Also sprayed on. And oven baked again and sanded.

Then the body is sprayed with a final coat — the fourth one — and dried in the oven.

Then it is ready. Providing the inspectors find no faults with the finish.



It is sensible

What does that mean?

Firstly: it is designed so that it's easy to repair. An example: each fender can be unscrewed separately. And so if you dent your fender you don't need to renew half the body. It doesn't call for a welding operation either. Just remove 10 screws and that's all. You save a lot of time too. And a lot of money. And a lot of bother.

Secondly: the VW 1300 is a practical car. An economical car. A car that will last for years.

Thirdly: the VW 1300 is a car that offers its purchaser as much as possible for as little money as possible.

Fourthly: the VW 1300 is a car which is continually in style.

There are no annual fashion trends. But it is constantly

being improved inside.

How many improvements have already been carried out to the Volkswagen do you think? A hundred? No, over 2,100. So far, that is.

We believe that anyone who manufactures a sensible car and wants it to stay sensible has to continually make improvements.



It is available in the low cost Custom model

Custom 1200: Economy model.

It's almost the same as our Deluxe 1300 model. Except not so deluxe. There's less chrome outside and fewer appointments inside.

Don't get the impression that the Custom is a stripped down model. Far from it. You get fully adjustable bucket seats. Twin padded sun visors. Side view mirror. Seat

belt anchors. Windshield washers. Fully synchronized transmission. Automatic choke. Etc.

Except for 100 cc's difference and a few minor variations in the engines, the Custom and Deluxe are mechanically identical. The Custom has 41.5 horsepower.

The Custom, of course, costs less. So it's just the thing for people who want economical and dependable trans-

portation. Without the extra trimmings.

Why do you think the Volkswagen is such a technically mature car. You are absolutely right: because of the many improvements which we have carried out. And the many extras that we've put on it. That extra weight tells. Very much so when buying a car. Perhaps it even tips the scales.



Its running cost? Low

There is no price ticket that tells you what a car really costs. You only find that out when you've driven it. Day after day. Year after year. That's what shows how economical a car really is.

And what makes a car economical? Its low fuel consumption? Or that it's cheaper to tax and insure?

That's part of the story.

But much more important is that it is well constructed

and lasts a long time. Is easy to repair and service. And has a high resale value even after many years. And has a good service organization behind it. Volkswagens are famous for their long life. The VW only needs lubricating every 6,000 miles.

But if a VW has to be serviced or needs repair the work is carried out quickly and cheaply.

Because there is a close network of VW service work-

shops — over 7,700 in 136 countries all over the world (more than 300 in Canada from coast to coast and 5 Regional Offices) — with experienced personnel, special modern tools and genuine VW spare parts. VW service is as good as the Volkswagen itself.

And when the time comes to sell it? Volkswagens are worth a lot of money even after many years. Look at the classified ads in your daily newspaper. There you can see it in black and white.

Specifications

ENGINE: 4-cylinder, 4-stroke (flat four) rear engine. Bore x stroke 77 mm x 69 mm (3.03 x 2.72 in.). Piston speed 1811 ft./min. at 4000 r.p.m. Capacity 1285 cc (78.42 cu. in.). Compression ratio 7.3:1. SAE output 50 b.h.p. at 4600 r.p.m. Maximum torque (SAE) 68.7 ft./lbs. at 2600 r.p.m. [CUSTOM MODEL — Bore x stroke 77 mm x 64 mm. Mean piston speed 1512 ft./min. at 3600 r.p.m. 1192 cc. Compression ratio 7.0:1. SAE output 41.5 bhp at 3900 rpm. Maximum torque (SAE) 65.1 ft./lbs. at 2400 r.p.m.)] Pressure lubrication with oil cooler. Thermostatically controlled air cooling by fan. Down-draft carburetor with automatic choke, accelerator pump and oil bath air cleaner. Mixture preheating and automatically regulated air intake preheating. Anti-smog crankcase ventilation.

ELECTRICAL SYSTEM: 6 volt, 88 amp. hrs. battery. 180 watt generator. Headlight dimmer switch on turn indicator lever. Self-cancelling flashing indicators. Starter-ignition switch with non-repeat lock. Interior light with automatic door contact switch. Rheostat controlled instrument panel lighting. Ring operated horn on steering wheel. Self-parking windshield wipers and pneumatic windshield washer. 4-way safety flasher lights.

FINAL DRIVE: Power transmitted through single plate dry clutch, fully synchronized 4 speed gearbox, differential and swing axle shafts to rear wheels. Gear ratios: 1st to 4th gears 3.80:1, 2.06:1, 1.32:1, 0.89:1, reverse 3.88:1, final drive 4.375:1.

CHASSIS: Tubular centre section frame with frame head, forked at rear and welded-on platform. Independ-

ent wheel suspension, trailing arms in front and rear with swing axles; torsion bar springing front and rear, 4 telescopic shock absorbers, impact limited by rubber stops, stabilizer in front. Roller type steering, self-centering with maintenance-free track rods and hydraulic steering damper. Turning circle approximately 36 ft.; 2.6 turns of steering wheel from lock to lock. Tubeless tires 5.60 x 15. Hydraulic brakes with a total braking area of 96.1 sq. in. Translucent brake fluid reservoir. Mechanical parking brake operating on rear wheels. Fuel tank under lockable front hood. Capacity 8.8 gallons. Gas gauge.

BODY: Five-seater sedan. Two doors 37.4" wide with no-draft windows and fully lowerable door windows. All windows of toughened glass. Two fully lined luggage compartments, one under the self-supporting hood and one behind the rear seat backrest. Total capacity 10 cu. ft., with rear seat backrest folded forward approx. 22.7 cu. ft. Warm fresh air supplied by heat exchangers and circulated through three vents on the windshield and two each in the front and rear foot wells. Exact adjustment by means of levers located between the front seats. All foot well vents can be sealed off to give better windshield defrosting. Heater booster. The instruments consist of speedometer, fuel gauge as well as warning lights for generator charging, oil pressure, flashing turn indicators and high beams.

INTERIOR TRIM: Headlining, doors and interior trim as well as backs of seat backs covered with washable vinyl. Seating surfaces and front sides of backrests available with cloth or air-permeable leatherette (at extra

cost). Front seats adjustable over a wide range and backrests with 3 different rake positions and safety locking device, rear seat for three. Two ashtrays. Two coat hooks. Two assist straps. Grab handle and glove compartment in front of passenger seat. Two padded sun visors which can also be moved sideways. Pocket in driver's door. Armrest on passenger's door. Four safety belt mounting points.

DIMENSIONS — WEIGHTS — PERFORMANCE: Wheelbase 94.5". Track front/rear 51.4"/51.2". Length/width/height 13'4"/5'0"/4'11". Unladen weight/max. load = permissible total weight 1720/838 lbs. = 2558 lbs.; maximum and cruising speed 75 mph. Climbing ability (with two occupants) in 1st, 2nd, 3rd and top gears 44.5% (1:2.25); 23.0% (1:4.3); 13.5% (1:7.4); 8.0% (1:14.0). Acceleration from 0 to 50 mph 14 seconds. Nominal fuel consumption 34.5 mpg. (Rating — half payload at a steady ¾ of top speed on level roads.)

OPTIONAL EQUIPMENT: Sliding Sun Roof.

DIFFERENCES ON CONVERTIBLE: Body: Four seater convertible. Roof lined with cloth. Chrome wheel rims and stoneguards on the rear fenders. Whitewalls. Roll-down rear windows. Glove compartment and hood release lockable. Locks and pockets on both doors. Unladen weight/max. load = permissible total weight 1808/793 lbs. = 2601 lbs. Climbing ability in 1st, 2nd, 3rd, and top gears: 42.0% (1:2.4); 22.0% (1:4.4); 13.0% (1:7.6); 7.5% (1:13.0). Backrest of rear bench seat cannot be folded down.