

The '73 Beetle.

All small cars are not created equal.



Look into the '73 Beetle. When it comes to quality, no other small car comes close.

One look at the new Super Beetle for '73 tells you something extraordinary is going on. And in.

It's quality. More of it. To give you more car.

To make driving it more of an experience in every way.

Get in, stretch out, and feel the difference for yourself.

You'll discover that VW is thinking bigger than ever before.

The windshield is curved outward and cut higher into the roofline to let in more light and open up the interior. The dashboard is farther away for a feeling of freedom. But the instrument cluster is higher and within easier reach.

Our snazzy new bucket seats are deeper and hold you better on turns. Even the seatbelts are an innovation: they "give" to give you room to move when you're just riding along. But tighten up automatically when driving conditions tell them to. Our competition can't tell you that.

Outside, the taillights have grown to nearly the size of headlights.

Big changes. Small changes: easier to read heating and defrosting controls, better hot and cold air mix and even an auxiliary gas heater, which delivers instant heat. Changes you can't see, like the reinforced bumpers. Plus features we didn't change, features that have already put over 4 million VW's on the roads in Canada and the U.S.

We want to give you quality performance and a quality car.

Only this year, we have more to show for it.





When it comes to check-ups, only VW Computer Diagnosis lets your car keep a check on itself.

If only cars could talk.

Ours write.

That's right. Each VW is now built with a system of probes and sensors that monitor critical areas of the car.

These sensors are connected to a special socket. When a computer* (soon at VW dealers) is plugged into it, your car sends messages about its condition.

Vital service points will be checked. And the results are printed up in plain English for you to read.

Chances are, you'll like what you read because of the way we make our VW's in the first place.

We put on a sealed steel bottom. (Completely sealed, concealing brake and heating control lines and leaving nothing on the bottom but the bottom.) That keeps water, salt, dampness, and anything else outside, outside.

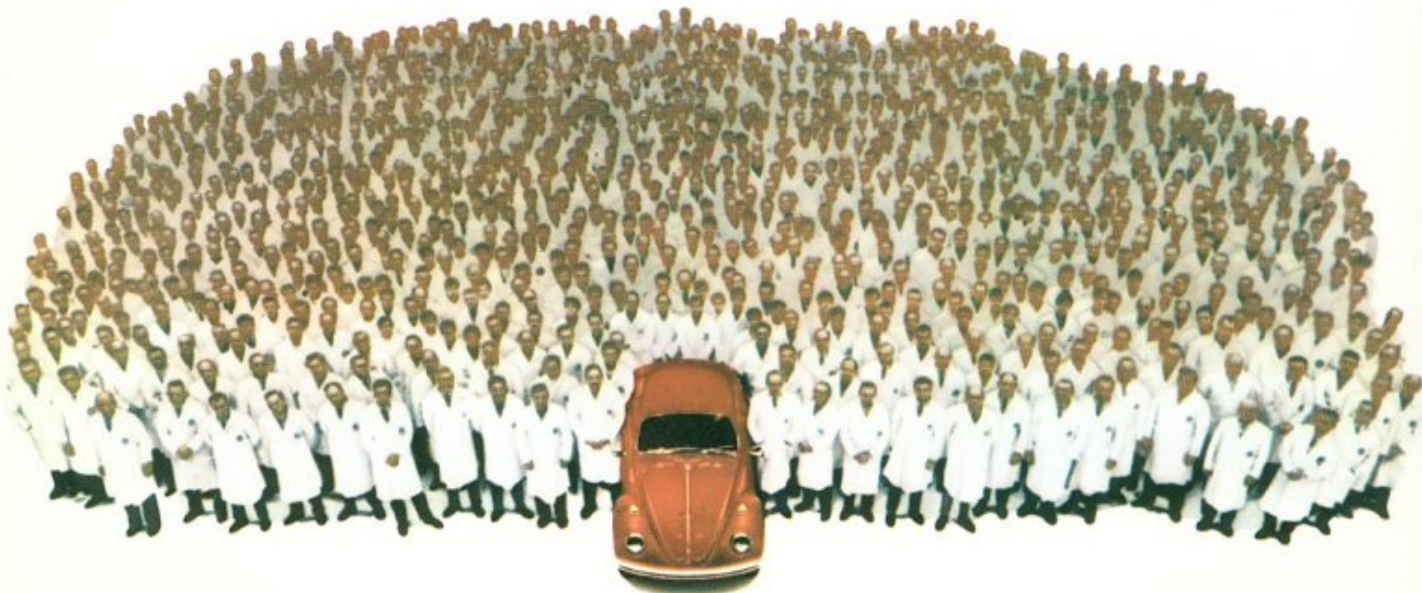
We apply 13 pounds of paint, outside, inside, in spots you can't see but that corrosion can find.

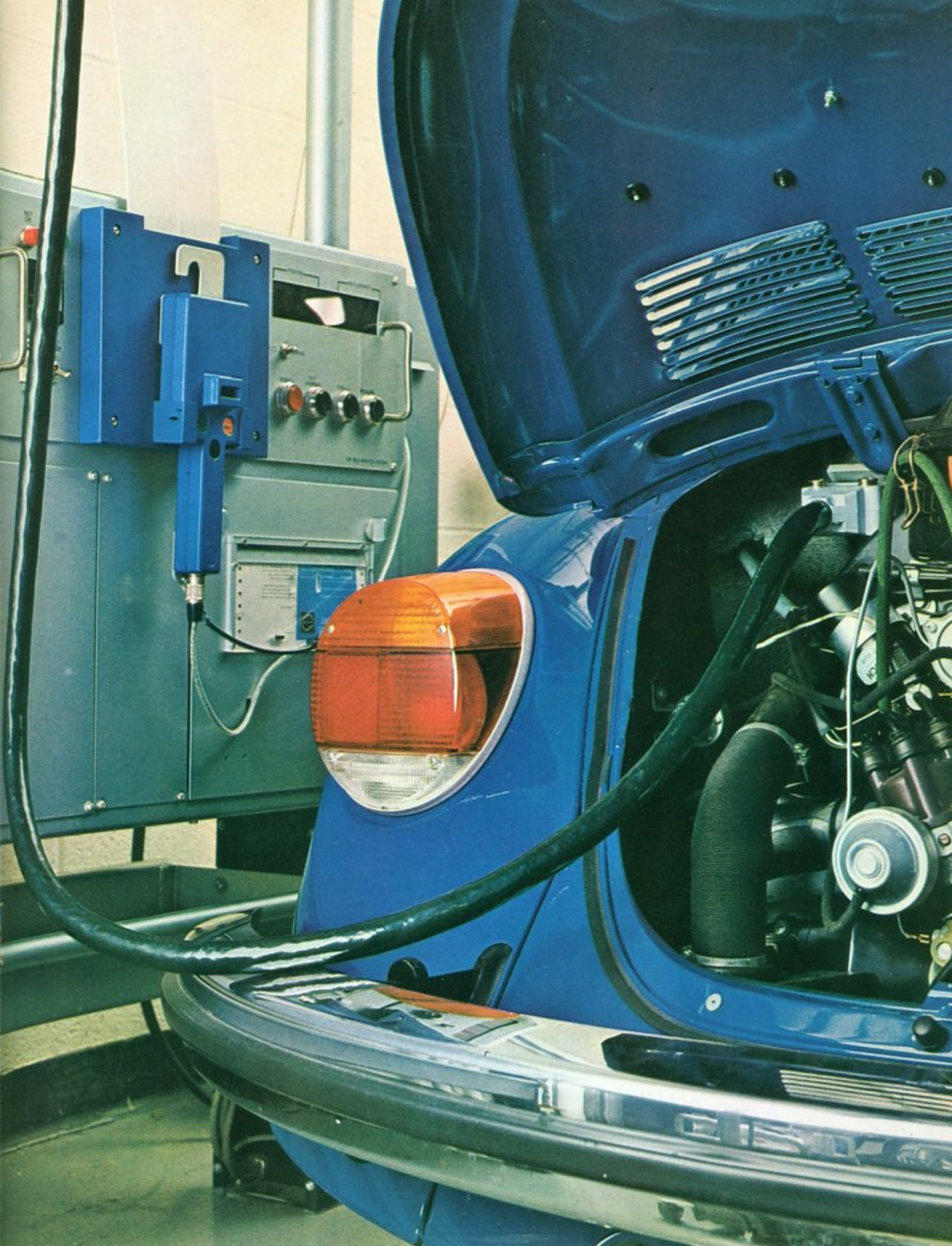
We have about 1100 checkers to check Super Beetle quality. Two torture tracks. Window tests. Seat tests. Engine tests. Tests for the tests.

If it sounds like we overdo it, we do. So that when your new Super Beetle writes to you via computer, it won't give you any back talk.



*Computers will be installed in most major VW dealerships during 1973.





When it comes to economy, it goes for less, and is guaranteed for more.

You'll get a lot on a '73 Super Beetle you could never get before.

And something you could always get:

A lot for your money.

Our price tag is one of our most attractive features.

And, to make the Super Beetle even more attractive, it won't turn into an expensive, gas-eating monster on you. It's happy on pints, not quarts of oil, And uses only 4 spark plugs, not 6 or 8.

It goes for less when you buy it. Keeps right on going for less after you've got it. Which brings us to maintenance.

We'll give your VW four free diagnosis check-ups to discover problems before they become a problem.

When you buy a '73 Super Beetle you're getting something no other car maker (with the singular exception of the Rolls Royce) is willing to give you. A 24 month 24,000 mile warranty.*

And there are 1400 VW dealerships in Canada and the U.S.A. to take care of your '73 Super Beetle. All have genuine VW parts on hand or on tap so you never have to wait months for parts to come in. All have specialized tools and specially trained technicians who only work on VW's.

So not only does our warranty go farther than anybody else's, but our resources in manpower, equipment and parts can back it up. And that's what counts.

*See specifications page



When it comes to options, you even have the option of buying the Basic Beetle.

Now that you know how we make the Super Beetle, we'd like to remind you that we also make the Basic Beetle.

Basically, you get most of the things you'd expect in a Super Beetle (except for the curved windshield and other modifications up front. Even though you can't have everything, you get pretty much everything else): 24/24 Warranty, computer diagnosis, high resale value, rigorous factory testing.

This year, you'll also get bigger taillights, bucket seats, the new inertia seatbelts, just like in the Super Beetle.

The air-cooled, hand assembled, magnesium-alloy engine is as powerful as ever. The platform

steel bottom, strong as ever.

We know when we've got a good thing going. So we kept the prices as economical as ever, too.

Both Super and Basic Beetle make choosing your next economy car a cinch.

And our options, available for both, make choosing even more fun:

Ski rack, luggage rack, mag-type wheel covers, coco floor mat, formula vee sports gearshift lever, steel trim rings, mag wheels, radio, 8-track stereo tape system. And more.

This year, think about a Beetle.

We're thinking big.



1973 Specifications

	SUPER BEETLE	BASIC BEETLE* (DIFFERENCES)
ENGINE:	Type	4 cycle, air-cooled, rear mounted
	No. cylinders	4 cyl., opposed
	Bore	3.36 inches
	Stroke	2.72 inches
	Displacement	96.66 cubic inches
	SAE Net H.P.	46/4000 rpm
	Max. Torque, SAE Net	72 ft. lbs./2800 rpm
	Compression ratio	7.3:1
TRANSMISSION & DIFFERENTIAL:	Carburetion	Single downdraft, automatic choke
	Type	Fully synchronized, double jointed transaxle rear
	No. speeds	4 forward, 1 reverse
	Gear ratios 1-4 standard transmission	3.78/2.06/1.26/0.93/R-3.78
	Final drive	3.875:1
	Clutch	Single disc, dry, Diaphragm type
CHASSIS & SUSPENSION:	Frame	Semi-unitized, Platform with centre tube
	Independent suspension — Front:	Coil, shock absorber struts
	Independent suspension — Rear:	Torsion bars, trailing and diagonal arms
	Service brake	Dual brake drums, front & rear
	Parking brake	Cable operated, rear
	Rim size	4-1/2 J x 15
	Tire size	6.00 x 15L
	Steering	Roller type
ELECTRICAL SYSTEM:	Rated voltage	12 Volt (generator 30 amp. max.)
	Battery	12V/45 Amp-h.
	Ignition	Battery
DIMENSIONS:	Wheelbase	95.3 inches
	Track, front	54.6 inches
	Track, rear	53.6 inches
	Length	163.0 inches
	Width	62.4 inches
	Height (unloaded)	59.1 inches
	Ground clearance (loaded)	5.9 inches
	Turning circle (approx.)	31.5 feet
WEIGHTS:	Gross vehicle weight	2844 pounds
	Payload	860 pounds
PERFORMANCE:	Top speed	81 mph
	Fuel consumption (DIN 70030)	30 mpg Imp.
	Acceleration 0-50 mph	12 seconds

*Basic Beetle is available with and without auxiliary heater and rear window defogger.

OUR 24 MONTH/24,000 MILE WARRANTY*

All you have to do is maintain and service your vehicle in accordance with the Volkswagen Maintenance Schedule. Any factory part found to be defective in material or workmanship within 24 months or 24,000 miles, whichever comes first (except for normal wear and tear and service items), will be repaired or replaced by any Canadian or U.S. Volkswagen Dealer free of charge.

*The terms of this warranty are clearly defined in the owner's manual and will be explained by any authorized Volkswagen dealer.

KERV JOHNSTON MOTORS LTD.
17 GOWAN ST. BARRIE, ONT.