

IF YOU WANT TO CARRY THE MOST FOR THE LEAST

IT'S MORE FUN TO TAKE THE BUS.

THE 1978 VOLKSWAGEN BUS.



If you've let the size of your family cause you to make the wrong choice in family transportation, you've missed the Bus. The 1978 Volkswagen Bus.

For all around economy and sheer driving pleasure, you just can't beat the Bus. Nothing else lets you move so much for so little.

The '78 Bus was made for dozens of sensible reasons, as well as for some wonderful fun ones.

The fun starts as soon as you get behind the wheel of your '78 VW Bus. You'll get a good view of the road ahead and the family fun behind.



You'll also get a good feeling knowing that the Bus' peppy fuel-injected engine can give you group rates every time you travel. Because although the Bus is big and quick, it's very economical to operate. In fact, the VW Bus delivers 25 miles per gallon on the highway, and 17 in the city with standard transmission in the 1978 EPA tests. (Of course, your actual mileage may vary depending on where and how you drive, your

Bus' condition and whether you choose optional equipment such as an automatic transmission.)



And what's more, the VW Bus delivers more smiles to the gal-

lon than any other vehicle on the road.

The '78 Bus has hydraulic valve lifters, which give you a quieter engine so your entire gang can sing along with a quiet hum instead of a loud noise.

The '78 VW Bus costs only a little more to buy than the average domestic sedan and less than most big station wagons. For all-around economy, the VW Bus is out in front by miles.

ECONOMICAL FAMILY TRANSPORTATION DOESN'T HAVE TO BE DULL.





The VW Bus makes even your shorter trips a lot more fun. Because the Bus gives everyone in your family the elbow room they need to relax in complete comfort. In fact, the Bus gives you room for up to 18

elbows. That's right, it carries as many as 9 people in comfort and style.

The Bus actually gives you 70% more room inside than a full-sized domestic station wagon. And almost as much

room as a van. But riding in the '78 Bus is a completely unvan-like experience. Like a van, the Bus has enough interior room to let you get away with everything. (Luggage, dogs, and gerbils go to the back of the Bus.) But unlike a van, the Bus lets you do it in luxury. Comfort to us is not an option.

In the Bus you'll find softly padded leatherette upholstery. Eight picture windows to let you see exactly what you're surrounded by.



IT'S MORE FUN WHEN YOUR CROWD CAN SPREAD OUT-



And to give you a smooth ride down even the roughest road, the VW Bus has independent suspension on all four wheels and radial tires. The Bus has 10-inch power-assisted front disc brakes for sure stops when you need them. And you can take the Bus with the optional automatic transmission.

The VW Bus also comes with an electric rear window defogger, a fold-down rear seat, and cushioned and insulated floor mats.



From the big, comfortable driver's seat you'll get an unobstructed view of the road ahead and a close-up one of the heavily padded dashboard. And just by putting your hand on the steering column you can control five different functions: turn signal/lane changer, high/low beams, ignition/steering/starter lock, horn button, and windshield wiper/washer. And by glancing forward into the rear view mirrors get three unobstructed views of what's behind.

For a combination of room and comfort, nothing matches the '78 VW Bus. And nothing compares to the Bus' grand opening. Through that cavernous 41" X 48" sliding side door you can fit almost anything. (Remember, a baby elephant



once walked through those doors.)

So if you're looking to uncramp your family's style, why not slip them into something a little more comfortable. The '78 VW Bus.

AND STAY TOGETHER.





The Bus' rear hatch and big sliding door mean you can use the Bus like no other vehicle. Just by folding down the rear seat you practically triple the cargo area, so you have plenty of room for groceries and luggage while still carrying four passengers in comfort.

Or if you want to carry things like bushes, trees, tables and chairs, just take out both rear seats. Now your Bus will have as much deck area as a small truck. In total, the Bus has 176 cubic feet of space. That means it carries more cubic feet per mile per gallon than any other



family vehicle. In other words, the most for the least.

So whether you want to do some Little League or big league hauling, nothing compares in size, comfort, and versatility to the '78 VW Bus.

**IT'S FUN TO CHANGE YOUR BUS
INTO ANYTHING YOU WANT.**



Some people call it a vacation cottage. Others call it a motor home. Even a funhouse. VW named it the Campmobile Bus because it makes going camping more fun than you've ever imagined.

For a second car or a second home, it's practically perfect. In fact, the VW Campmobile Bus may just be the most comfortable and versatile family vehicle ever.

Use it during the week to carry your crowd to and from home. And on the weekend and vacations turn it into your home away from home.

Not only does it save renting a cottage, but it saves plenty on fuel, too. The 1978 VW Campmobile Bus has a fuel-injected two liter engine which gets an estimated 25 miles per gallon on the highway, and 17 in the city with standard trans-

mission in the 1978 EPA tests. (Of course, your mileage may vary depending on your driving habits, your Bus' condition and whether you choose optional equipment such as an automatic transmission.)

So make your vacation more fun, relaxing and hassle-free. Get all the comforts of the Bus. The 1978 VW Campmobile Bus.

**IT'S EVEN MORE FUN TO
TAKE THE BUS WHEN YOU GO CAMPING.
THE 1978 VW CAMPMOBILE BUS.**





The '78 VW Campmobile Bus has room for three with a big double bed for the two of you. And when you decide to take

the kids, there's the optional pop-up top that gives you accommodations for up to five.

And the Campmobile Bus is designed to be your home away from home. It includes everything. Even the kitchen sink.

There's also an ice box or optional 12-volt refrigerator. An optional 2-burner gas stove. A front passenger seat that swivels to become either a dining room or living room chair. A dining table. A plug for your

TV set, a 110-volt external receptacle for connecting to an electric source, a 7½ gallon water tank, and facilities for hooking into outside water.



And what's more, the VW Campmobile Bus is decorator-finished. With color-coordinated curtains on the windows. Louvered side windows with

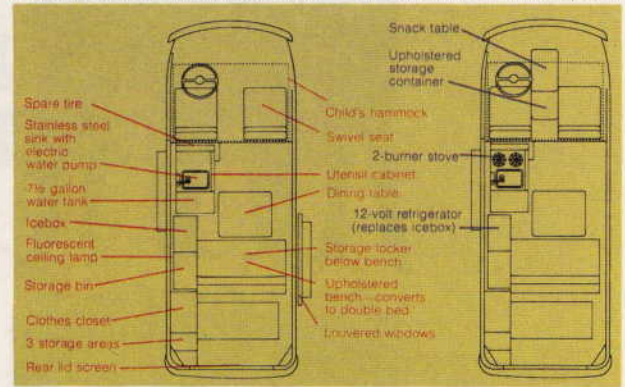


screens, plus screening for the rear door, and insulated wood panelled walls.

The '78 VW Campmobile Bus. Home never looked so good.

Interior features of the Standard Campmobile Bus and Pop-up Top Campmobile Bus.

The Deluxe Campmobile Bus has all the features of the Standard model, plus:





The team of Volkswagen engineers, designers, and technicians have employed much talent and imagination to bring you the Bus. In fact, they spend so much time on the Bus before you get it, that you won't have to spend time working on it after you own it.

But if at any time you find your Bus running off schedule, you'll get all the help you need at any of our more than 1000 Volkswagen dealerships located in every one of the fifty states.

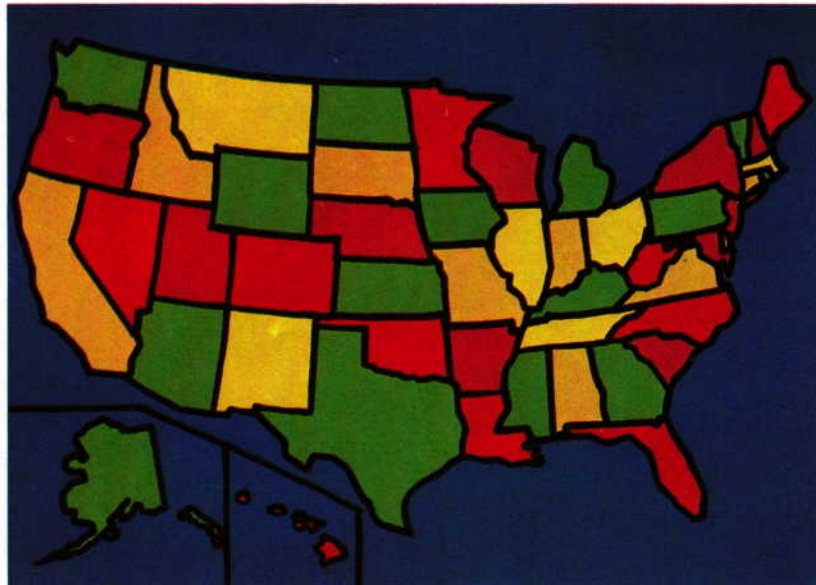
Volkswagen dealers are professionals who dedicate themselves to keeping every

Volkswagen Bus in shape. So that your Volkswagen Bus is not only always long on mileage, but also long on years. The Volkswagen dealer service team is the one best qualified to give your VW the specialized care it needs.

The service team includes the service manager, service adviser, parts manager, mech-

anic, and dealer himself. Probably the hardest working family you'll ever find. They've been trained by Volkswagen. And receive updating by experts from Volkswagen headquarters.

Your VW Dealership service family has the tools and the know-how. What's more, they care. And that's one of VW's most comforting features.



YOU GET FAST, EFFICIENT BUS SERVICE.



YOU CAN ALSO TAKE THE BUS OR CAMPMOBILE BUS WITH THESE ACCESSORIES.



There's a compact Air-Conditioner that makes traveling on even the hottest days a really cool experience.



And far sighted Fog Lights and sturdy protective Bumper Overrides with rubber strips.



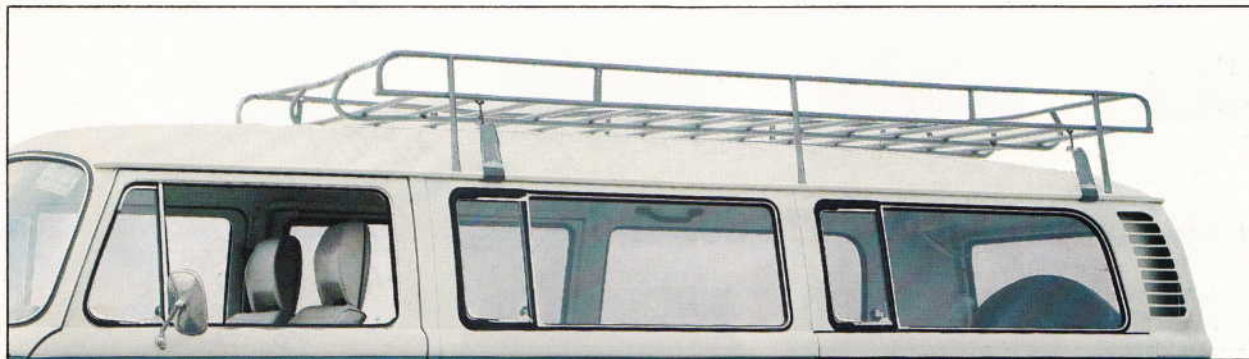
With the Trailer Hitch you can get away with anything, including your boat or motorcycle.



For the fun of it, add an AM/FM Radio/Tapeplayer to fill your Bus with music the whole family will love.



Add a plush touch with a set of color-coordinated Floor Mats.



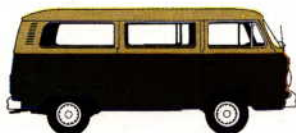
You can also add a Roof-Carrier big enough to carry a sofa.

1978 VW BUS AND CAMPMOBILE BUS SPECIFICATIONS AND COLOR CHART.

ENGINE:	Type	Air-cooled, rear mounted
	Cylinders	4 cylinders, opposed
	Displacement	120.2 cubic inches (1970 cc)
	SAE Net HP	67 @ 4200 rpm
	Fuel/Air Supply	AFC fuel injection
TRANSMISSION & DIFFERENTIAL:	Type	Fully synchronized, transaxle
	No. Speeds	4 forward, 1 reverse
	Final Drive	Rear wheel drive, double-jointed axles
	Clutch	Single disc, dry
CHASSIS & SUSPENSION:	Frame	Unitized body/chassis, box-shaped side and cross members
	Front suspension	Independent, torsion bars with trailing arms and stabilizer
	Rear suspension	Independent, torsion bars with trailing and diagonal arms
	Service Brake	Dual brake circuit, power-assisted discs/drums. Inertia controlled pressure regulator, rear.
	Parking Brake	Cable operated on rear wheels
	Rim Size	5-1/2J x 14
	Tire Size	185 R14
	Steering	Roller Type
ELECTRICAL SYSTEM:	Rated Voltage	12 Volt, 55 Amp alternator
	Battery	12 Volt, 54 Amp/hour
DIMENSIONS:	Wheelbase	94.5 inches
	Length	177.4 inches
	Width	67.7 inches
	Height (Unloaded)	77.0 inches (Campmobile Models P22, P27 — 81.0 inches)
	Ground Clearance (Loaded)	7.9 inches
PERFORMANCE:	Turning Circle	37.1 ft. (curb to curb)
	Top Speed	75 mph
	Fuel Consumption*	Highway: 25 mpg
		City: 17 mpg

*Based on 1978 EPA estimated mileage with manual transmission. Your actual mileage may vary, depending on where and how you drive, your car's condition and optional equipment.

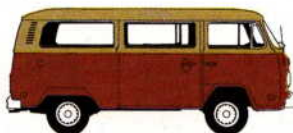
VW BUS 1978 COLORS



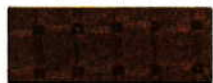
Agate Brown/Dakota Beige



Canyon Brown Leatherette



Panama Brown/Dakota Beige



Canyon Brown Leatherette



Sage Green/Pastel White



Canyon Brown Leatherette



Reef Blue/Pastel White



Alabaster Leatherette

VW CAMPMOBILE BUS 1978 COLORS



Pastel White
Standard Model Only



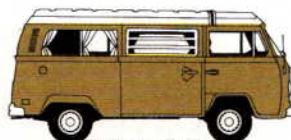
Orange Plaid



Sage Green
Pop-up Model Only



Green Plaid



Dakota Beige
Deluxe Pop-up Model Only



Beige & Brown Plaid

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