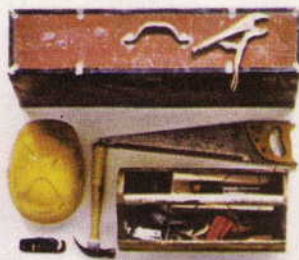
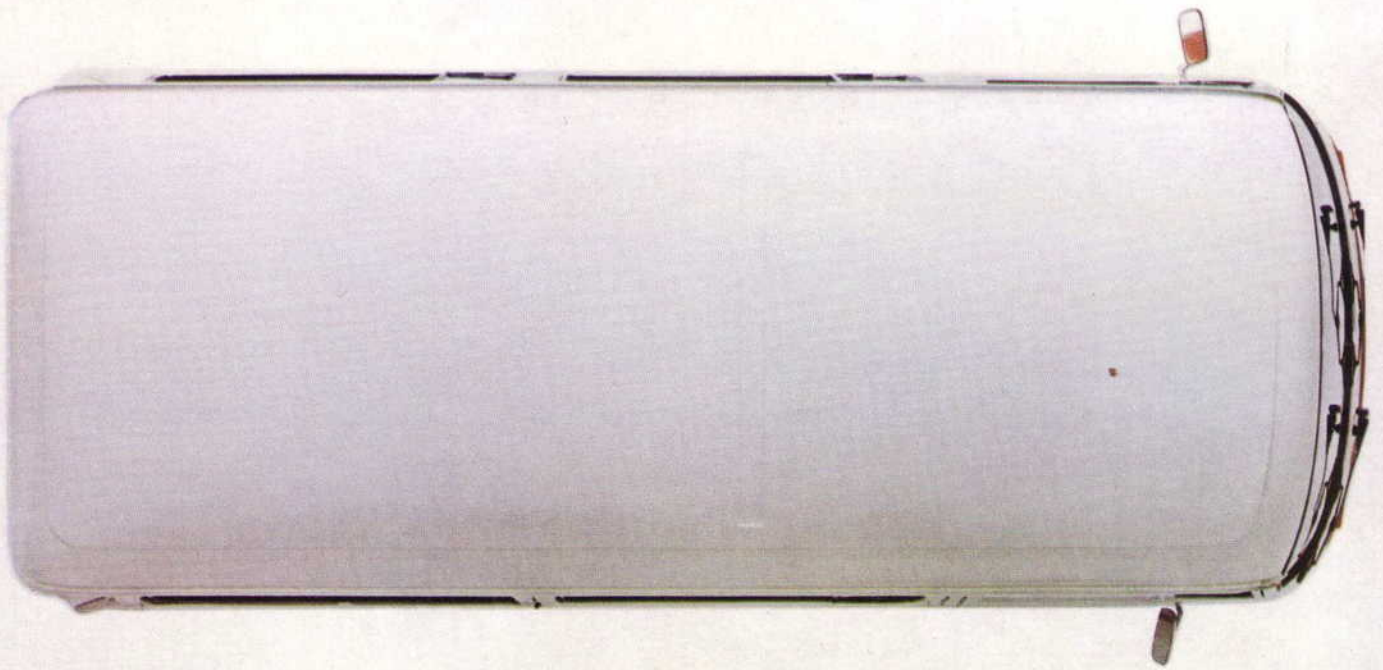


THE GEAR BOX





THE FLOWER BOX



THE BATTER'S BOX



THE ICE BOX



THE MUSIC BOX



THE TACKLE BOX



THE TOOL BOX

THE 1974 VW STATION WAGON. WHO EVER SAID YOU CAN'T TAKE IT WITH YOU?

You've got a problem.

Your life is filled with places to go and things to do. But how can you carry all the things you need in a car that's shaped like . . . a car? What you need is a car that's shaped like a box. A box big enough to take you, your family, your friends and your things wherever you want to go.

Easily. Comfortably. Economically.

Try the 1974 VW Station Wagon for size.

With 176 cubic feet of cargo space, you've got room for up to nine people,* a whole lot of gear, or any combination thereof. And nothing was ever easier to load—especially so, with the new fold down rear seat. Slide back the huge side

door and start packing. Whether it's a day in the country or a month cross-country you'll have the pleasure of knowing that there's plenty of room for everything and everyone.

And speaking of pleasure, wait 'til you get behind the wheel. First thing you notice is that instead of looking around the car in front of you, you're looking right over it. Now look around you. What do you see? Everything. Eight big windows give you the kind of visibility you've never had before. Three rear-view mirrors allow you to give gas stations a passing glance. That's because your 4-cylinder power plant takes you farther down the road than other wagons. And at today's gasoline prices, that's not just a feature but a blessing.

1974. This is the year you *can* take it with you.

Everything. Everybody. Everywhere.

*Optional seating configuration



THE LUNCH BOX



**THIS YEAR'S VW
STATION WAGON.
A GOOD THING
MADE BETTER.**

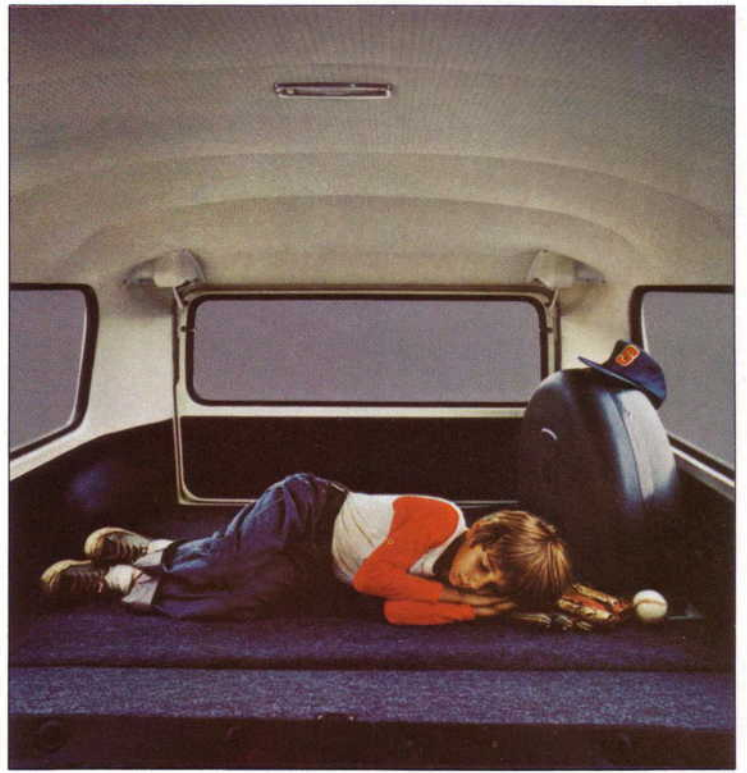
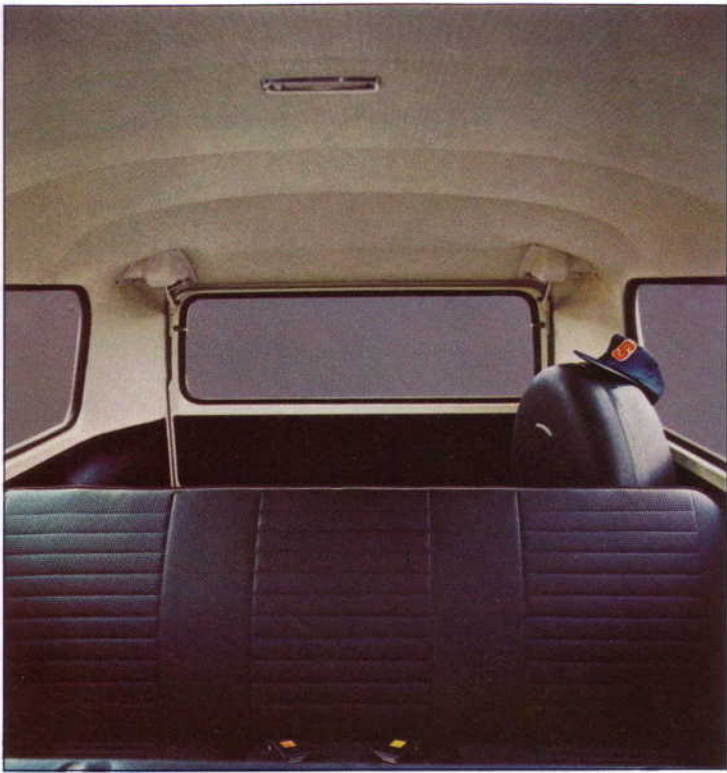
Of course, there are some things that would be hard to improve. Like the welded and unitized body and chassis for a smooth, solid ride. Front disc brakes. The reassuring dual braking system with power assist. Triple-coated body, with primer and anti-corrosive underneath the finish. And the world-famous VW testing and inspection system that solves little problems in the factory so they won't become big problems on the road.

But we wouldn't be VW if we weren't always trying to make a good thing better. Last year, we offered automatic transmission as an option in the Station Wagon. This year we've

added more displacement for greater torque, flexibility and power. We've simplified, modernized, enlarged and generally improved such things as light switches, door handles, locks, fuel caps and instrumentation symbols for your convenience. And we've given you even more deck space with a new optional folding rear seat.

Where do we go from here? We've taken a simple box and turned it into the handiest thing on wheels. The important question is, where do *you* go from here? To the mountains? The shore? The desert? Or just a night out on the town?

Whatever you do, the new 1974 VW Station Wagon is yours. For the taking.





THE '74 VW CAMPMOBILE. SLEEPER OF THE YEAR.

If you're used to ordinary wagons, experience has taught you that setting up camp is no picnic. But why struggle with the great outdoors when you can take the great indoors with you. It's our Campmobile, the station wagon that's just like home.

This year there are three models to choose from. All have a kitchen sink, food storage bin, work counter, icebox, dinette table and clothes closet.

Want to set up light housekeeping for two? Stick with the standard Campmobile and get everything you need, plus a few things you never knew you needed, like louvered windows, curtains and a smart looking carpeted floor.

Maybe you'd like to

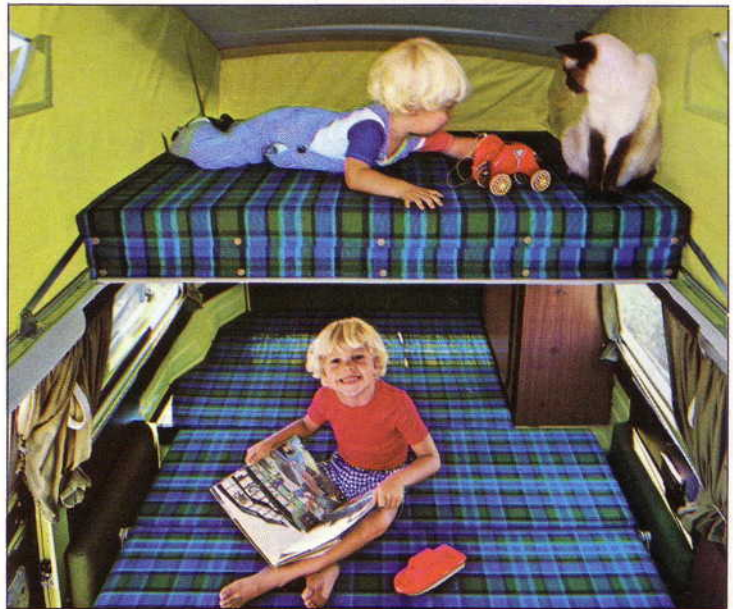
raise the roof. You'll find VW's pop-up top very accommodating for a family of five. Sets up in seconds and makes sleeping room for two more adults.

Perhaps you'd like to try roughing it with wall-to-wall carpeting, a propane gas stove and combination 110 or 12V refrigerator. Not to mention a whole new look, with rich wood grain and color-coordinated furnishings for camping in the style to which you'd like to become accustomed.

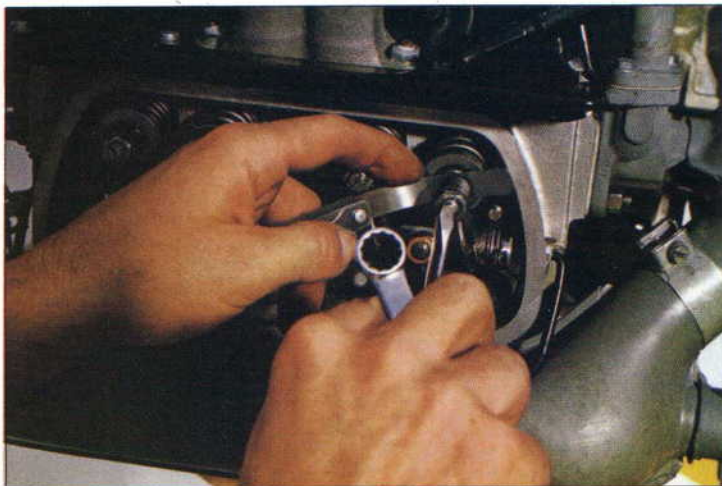
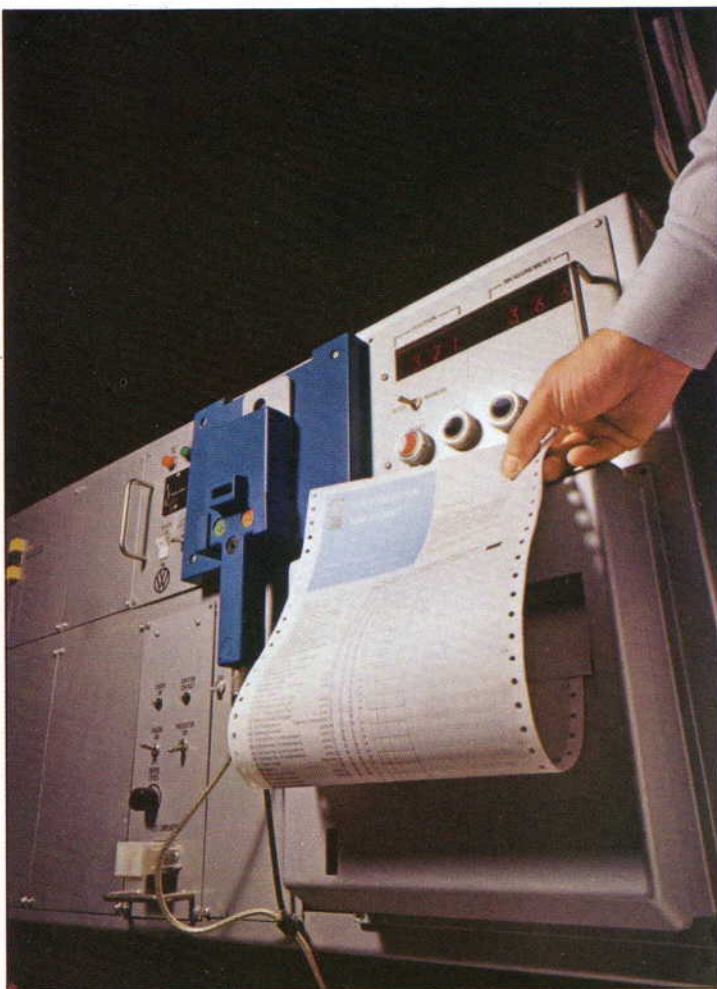
Extra luggage? Additional gear? The Campmobile comes with car-top trunk. And there's an optional tent with floor and screens if you need a family room.

Pound for pound, feature for feature, the newly-decorated Campmobile has what it takes to put the fun back in driving, camping and living.

You might say we've built a sleeper that'll open your eyes.







OWNER'S SECURITY BLANKET

WITH COMPUTER ANALYSIS

WHEN IT COMES TO SERVICING YOUR VW, WE'VE MADE A GOOD THING EVEN BETTER.

We call it the VW Owner's Security Blanket with Computer Analysis, and it's just about the best coverage you can find.

For 12 months or 20,000 miles we'll fix or replace anything—right down to the lightbulbs — provided you've followed your VW maintenance schedule. What's more, if the obligation is ours and it takes us more than a day to fix your car, you can take one of ours with no obligation. (Of course following the maintenance schedule almost covers you against ever having to use our coverage.)

But even if you forget about the maintenance

schedule, we won't forget about you. If something goes wrong as a result, we'll still rent you one of our bugs (for ridiculously low rates) while we're getting the bugs out of yours.

The coverage comes equipped with our brand new computer. Though there's no such thing as the perfect car, we're getting close. In the meantime, we may have come up with the perfect car checkup: VW Computer Analysis. When you come into your dealer's for a check (you get three free) we plug your VW into our computer. A written printout reports any little problem. Long before it has a chance to become a big one.

And the computer comes equipped with a lot of familiar faces. Namely, the VW service and parts team. A bunch of dedicated guys who are almost as efficient as our computer. And certainly more friendly.



A BOX OF A DIFFERENT COLOR.



SPECIFICATIONS

Engine:

Type4-cycle, air-cooled, rear-mount
No. cylinders4-cyl. opposed
Bore3.66 in.
Stroke2.59 in.
Displacement109.5 cu. in.
SAE Net HP65/4200 rpm
Max. torque, SAE Net91 ft. lbs./3000 rpm
Compression ratio7.3:1
CarburetionTwin downdraft carburetors
with automatic choke

Transmission & Differential:

TypeFully synchronized, transaxle
No. speeds4 forward, 1 reverse

Chassis & Suspension:

FrameUnitized, with box-shaped side and
cross members
Independent Suspension—
Front:Torsion bars, trailing arms and
stabilizer
Rear:Torsion bars, trailing & diagonal
arms
Service brakePower assisted. Disc front.
Pressure limiting valve rear.
Parking brakeCable operated, rear
Rim size5½ J x 14 steel
Tire size185 SR 14 (reinforced)
SteeringRoller type

Electrical System:

Rated voltage12 Volt (55 Amp Alternator)
Battery12 V/45 Amp/h

Dimensions:

Wheelbase94.5 in.
Track, front54.9 in.
Track, rear57.3 in.
Length179.0 in.
Width69.3 in.
Height (unloaded)221—77.0/231—77.0/
2319—80.0/211—77.0
Ground clearance (loaded)7.8 in.
Turning circle (approx.)41.0 ft.

Performance:

Top speed79 mph. With automatic 76 mph
Fuel consumption (DIN 70030)18 mpg

VOLKSWAGEN OWNER SECURITY BLANKET WITH COMPUTER ANALYSIS.

If an owner maintains and services his 1974 Volkswagen as prescribed in the Volkswagen Maintenance Schedule, any factory parts found to be defective in material or workmanship within 12 months or 20,000 miles, whichever comes first (except tires and filters), will be repaired or replaced by any U.S. or Canadian VW dealer. And this will be done free of charge.

An additional policy covers major internal engine and transmission parts for 24 months or 24,000 miles, whichever comes first. See your dealer for details. VWoA warrants every new and factory rebuilt part and accessory distributed by VWoA and sold by authorized VW dealers in the U.S. and Canada to be free from defects under normal use for a period of 6 months or 6,000 miles, whichever comes first (excluding normal wear and tear, maintenance and service items). Any authorized VW dealer will replace or repair defective parts free of charge including labor cost.

In addition, authorized VW dealers in the U.S. and Canada will guarantee their workmanship on all repairs for a period of 6 months or 6,000 miles excluding service, maintenance items and normal wear and tear. This workmanship guarantee is extended by the original servicing dealer who will arrange for corrective repairs. As a part of the VW Owner's Security Blanket, VW dealers will make every effort to provide qualified owners, by appointment, with substitute transportation without charge (subject to availability) whenever a new vehicle warranty repair cannot be completed on the day scheduled.

In this event, authorized VW dealers will provide to the owner of the car being repaired a courtesy vehicle for local use until the repair has been completed.

TOM SULLIVAN VOLKSWAGEN CO.
25400 W. EIGHT MILE RD.
SOUTHFIELD, MICHIGAN 48075
353-6900

