



Is Volkswagen changing?

Have we decided to replace our familiar beetle-shaped car?
No.

Are we going to stop making it? Definitely not.

In 131 countries around the world, Volkswagens are still being sold faster than we can make them. Once more our factories are being expanded so that production can be increased.

No, we are not discontinuing "old faithful". But we are changing our one-model policy. From now on you will have a choice of two models—our famous 1200 model and the new VW 1500.

IS THE VW 1500 REALLY A VOLKSWAGEN?

The VW 1500 is like its stable mate. It has an air-cooled engine in the rear, of course. It has a solid platform chassis. It has oversize wheels and tires. And it is independently sprung front and rear by torsion bars. In other words, the VW 1500 has all the features which have made the VW 1200 a world success.

THE VW 1500 IS A BIGGER, MORE POWERFUL CAR.

There is no doubt that our new car is a Volkswagen. But it is bigger, livelier, and offers more comfort. Once you have

driven the VW 1500 (not just around the block, but over a longer distance) you will discover that it offers a whole new standard of driving performance. It has the responsiveness and road holding qualities of a sports car, and yet it has the comfort and convenience of a full-size family sedan.

The transmission, (synchronized in all four gears) is a pure delight to shift. Bucket seats (only recently rediscovered by so many automobile manufacturers and delivered as an option at extra cost) are standard equipment and can be adjusted to 49 different positions.

LUXURY APPOINTMENTS INCLUDED IN THE BASIC PRICE.

The VW 1500 is loaded with extras: heater, windshield washer, padded dashboard and sunvisors, armrests for all four seats plus a comfortable centre armrest in the rear, and many other items for which you would expect to pay extra. But they are all standard equipment. And you can trust us not to re-style the body each year to make your VW 1500 obsolete.

You can also expect to find the high standard of quality for which the VW 1200 is rightly known. After all, you don't

build five million cars of one model without learning how to do it the best way. It is this constant improvement, rather than change for its own sake, that has made Volkswagen the third largest automobile producer in the world.

HOW VOLKSWAGEN HELPS CANADA'S EXPORT TRADE.

Volkswagens play a very important role in the trade relations between Canada and West Germany. Every Volkswagen sold in this country helps Canada to sell more goods to West Germany, and in this sense the additional Volkswagen model will make another contribution to the flourishing interchange between two good trading partners.

SEE THE VW 1500, AND DRIVE IT.

Our 346 Volkswagen dealers, already service trained and supplied with parts for this new model long before the arrival of the first vehicle, are eager to show you the new VW 1500. If you would like to meet a car which combines sensible design, excellent roadholding and low operating cost, test-drive the VW 1500 soon.

VOLKSWAGEN CANADA LTD.

These are your nearest Volkswagen dealers.



W. R. JENKINS LTD.

PROVINCIAL DISTRIBUTOR

St. Peters Road, Parkdale

Box 1055

Phone 4-6563

Pope Motors, Summerside, Authorized Dealer, Phone 6-3117