

**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. Most of 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. Changes you can't see, like the reinforced bumpers. Plus features we didn't change, features that have already put over 4 million VWs on the American road.

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

Always have.

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 your VW dealer) 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.

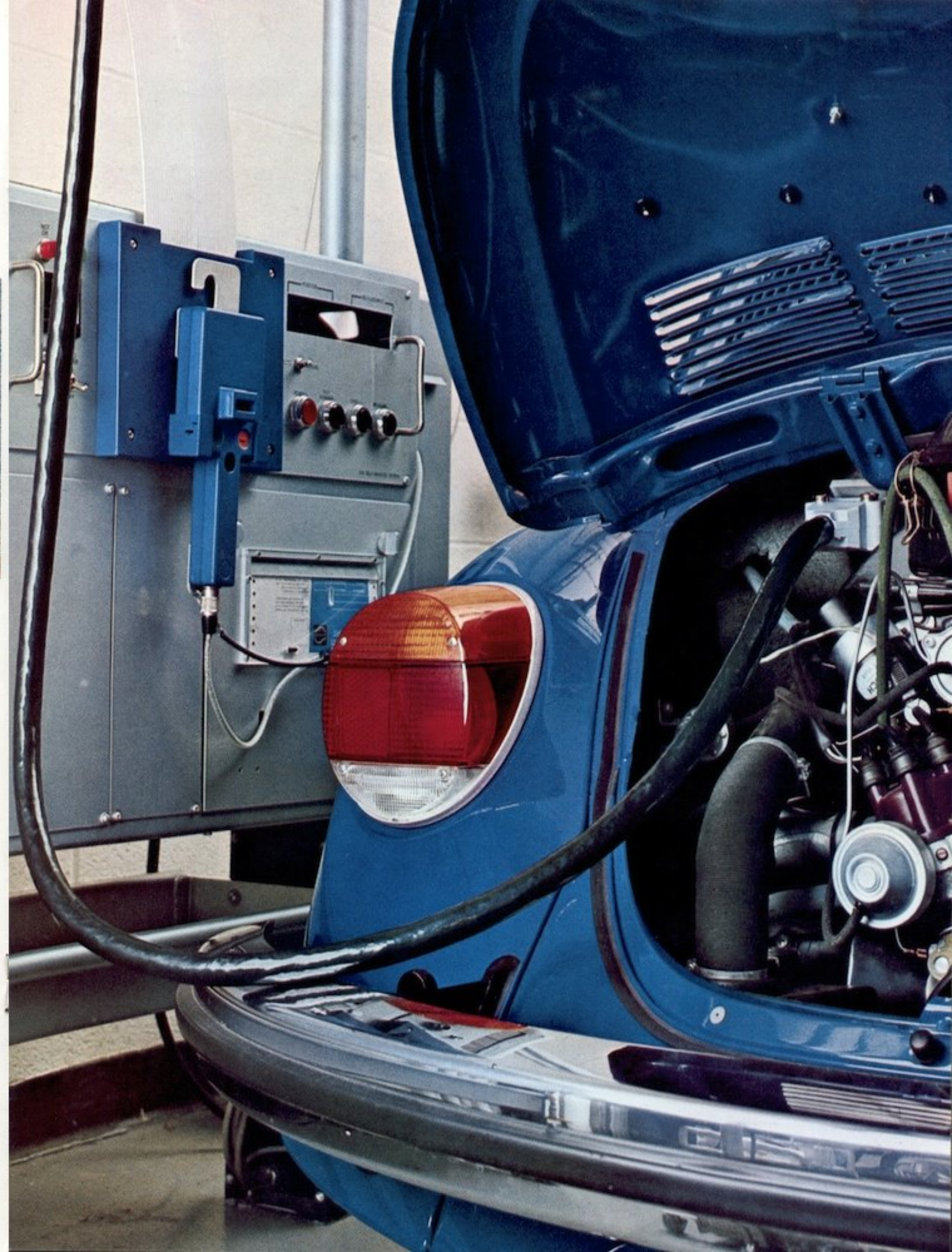
Chances are, you'll like what you read because of the way we make our VW's in the first place.

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.



## When it comes to economy, it goes for less, is guaranteed for more, and resells for the most.

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.

Our warranty is good for 24 months or 24,000 miles, whichever comes first. (Only Rolls-Royce has a longer one.)



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

Could you ask for more?

Yes. Because when it comes time to trade-in your Super Beetle, you can ask for a lot more. Based on trends over the last 3 or 4 years, no other economy car brings you a bigger return on your investment than the Beetle.\* So the difference between what you pay at first, and then sell at later, isn't so great.

Which is great.

\*Source: 1969 manufacturers' suggested retail prices and 1972 average used car lot retail prices as quoted in NADA Official Used Car Guide, Eastern Ed., June, 1972, and Kelley Blue Book, Western Ed., July-August, 1972. Official Used Car Guides.



## 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 efficient 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 Beetles 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, air conditioner, radio, 8-track stereo tape system. And more.

This year, think about a Beetle.

We're thinking big.



# Specifications

	Basic Beetle	Super Beetle
<b>ENGINE</b>		
Type	4-cycle, air-cooled, rear mount	4-cycle, air-cooled, rear mount
No. cylinders	4, opposed	4, opposed
Bore	3.37 in.	3.36 in.
Stroke	2.72 in.	2.72 in.
Displacement	96.66 cu. in.	96.66 cu. in.
SAE Net HP	46/4000 rpm	46/4000 rpm
Max. torque	81.7 lbs. ft./3000 rpm	81.7 lbs. ft./3000 rpm
Compression ratio	7.3:1	7.3:1
Carburetion	Single downdraft-automatic choke	Single downdraft-automatic choke
<b>TRANSMISSION &amp; DIFFERENTIAL</b>		
Type	Fully synchronized, transaxle rear	Fully synchronized, transaxle rear
No. speeds	4 forward, 1 reverse	4 forward, 1 reverse
Gear ratios 1-4	3.78/2.06/1.26/0.93/R3.78	3.78/2.06/1.26/0.93/R3.78
Final drive	3.875:1	3.875:1
Clutch	Single disc, dry. Diaphragm type	Single disc, dry. Diaphragm type
<b>CHASSIS &amp; SUSPENSION</b>		
Frame	Semi-united. Platform, center tube	Semi-united. Platform, center tube
Independent front suspension	Torsion bars with trailing arms	Coil, shock absorber struts
Independent rear suspension	Torsion bars with trailing and diagonal arms	Torsion bars with trailing and diagonal arms
Service brake	Dual tandem. Drums front and rear	Dual tandem. Drums front and rear
Parking brake	Cable operated on rear wheels	Cable operated on rear wheels
Rim size	4 1/2 x 15	4 1/2 x 15
Tire size	6.00 x 15L	6.00 x 15L
Steering	Roller type	Roller type
<b>ELECTRICAL SYSTEM</b>		
Rated voltage	12 volt, 30 Amp max.	12 volt, 30 Amp max.
Battery	Generator	Generator
Ignition	12V/45 A/h Battery	12V/45 A/h Battery
<b>DIMENSIONS</b>		
Wheelbase	94.5 in.	95.3 in.
Track, front	52.0 in.	54.6 in.
Track, rear	53.6 in.	53.6 in.
Length	159.8 in.	163.0 in.
Width	61.0 in.	62.4 in.
Height-unloaded	59.1 in.	59.1 in.
Ground clearance-loaded	5.9 in.	5.9 in.
Turning circle (approx.)	36.1 ft.	31.5 ft.
<b>WEIGHTS</b>		
Unladen vehicle weight	1826 lbs.	1984 lbs. Conv. 2070 lbs.
<b>PERFORMANCE</b>		
Top speed	81 mph	81 mph
Fuel consumption (DIN 70030)	25 mpg US (30 mpg Imp.)	25 mpg US (30 mpg Imp.)
Acceleration 0-60 mph	19.5 sec.	19.5 sec.

**OUR 2-YEAR/24,000 MILE WARRANTY.** If the owner maintains and services the vehicle in accordance with the Volkswagen maintenance schedule and if any part of a new Volkswagen becomes defective within 24 months or 24,000 miles after delivery, whichever comes first, any authorized United States or Canadian Volkswagen dealer, to which the customer delivers the car within set period, will repair or replace the defective part free of charge for material and labor with a new or factory reconditioned part, provided that the defect is not due to wear and tear, exposure, misuse, accident or due to improper repair of the car; nor does warranty cover normal maintenance service such as fuel system cleaning and wheel, brake or clutch adjustment, replacement of service items such as spark plugs, ignition points, wiper blades or brake linings and the deterioration of upholstery, soft trim or appearance items.

All specifications described in this catalog are subject to change without notice.

# The 1973 Volkswagen Colors

## Sedan

Body	Cloth with leatherette trim	Leatherette
Biscay Blue	Silver Grey	Silver Grey
Sumatra Green	Beige	Beige
Bright Orange	Black	Black
Marina Blue	Blue	Blue
Kasan Red	Black	Black
Texas Yellow	Black	Black
Kansas Beige	Beige	Beige

## Convertible

Body	Convertible top	Leatherette
Olympic Blue	Black	Black
Amber	Black	Black
Phoenix Red	Black	Black
Bahia Red	Black	Black
Saturn Yellow	Black	Black
Ravenna Green	Black	Black

## Basic

Body	Cloth	Leatherette
Texas Yellow	Grey	Black
Pastel White	Grey	Black
Kasan Red	Grey	Silver Grey
Marina Blue	Grey	Black