

INTRODUCTION

Since the introduction of Chevrolet and Ford compact trucks, comparison shoppers are entering Volkswagen showrooms after looking into the Corvair 95 Series and the Ford Econoline vehicles. They are interested in buying a workhorse vehicle—an economical, durable, maneuverable lightweight truck that can easily be adapted to their individual needs. They have seen the competition and now want to know what Volkswagen trucks have to offer. How does our product compare to the products of the well-known Ford and General Motors companies?

The first, most obvious answer is that while these two companies are well-known and relatively experienced in the transportation industry, they are newcomers in the field of compact trucks; Volkswagen, the world's fourth largest automotive manufacturer has 11 years experience producing economy trucks. In that 11 years of concentrating on one design without yearly model change, Volkswagen has produced three quarters of a million trucks; more than 110,000 of these proven vehicles are daily serving American businessmen, saving them money every time they're used.

But this is only part of the whole story. Imitation may be the sincerest form of flattery, but it may also sell vehicles, *if* they are as good as the original—an original that has been progressively refined for more than a decade.

The competition does have disadvantages however, and this book contains a bagful of arguments that can be used to help sell to comparison shoppers who may be full of half-truths told to them by the competition.

This book contains the information you'll need to talk in terms of your prospect's self-interest. With these facts you can answer the prospect's questions; gain his confidence and make comparisons so that you can close the sale.

The information contained in this book does not change the basic Volkswagen sales philosophy of not running down the competition, however—it is only to be *used* if the prospect brings up the subject of the competitive vehicles in the course of your sales presentation.

FORD ECONOLINE—Van

Price:

"I understand the VW Panel lists for one hundred dollars less than the Econoline Van." The customer's arithmetic is not quite correct. Our vehicle lists for \$86.00 less than the Ford Econoline Van. The Ford truck has a suggested factory list price of \$1981.00.* The VW Panel has a suggested POE, East Coast, list of \$1895.00. But let's look a little closer at these figures to determine just what the customer gets for his truck dollar:

<u>FORD VAN</u>	<u>COST</u>	<u>VW PANEL DELIVERY</u>
\$1981.00	Initial Cost	\$1895.00
68.20	Heater	STANDARD EQUIP
4.30	Loading Light	STANDARD EQUIP
35.40	Passenger Seat	STANDARD EQUIP
12.80	Rear Windows	STANDARD EQUIP
2.90	Inside Rear View Mirror	STANDARD EQUIP
34.20	Five Tires of comparable VW carrying capacity	STANDARD EQUIP
NOT AVAILABLE	Synchromesh First Gear	STANDARD EQUIP
NOT AVAILABLE	4-Speed Transmission	STANDARD EQUIP
NOT AVAILABLE	Three-Passenger Front Seat	STANDARD EQUIP
NOT AVAILABLE	Bumper Overriders & Guards	STANDARD EQUIP
NOT AVAILABLE	Cab-Load Space Partition	STANDARD EQUIP
NOT AVAILABLE	Cabin-width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
\$2138.80	TOTAL	\$1895.00
	DIFFERENCE—\$243.80	

The customer who buys his truck on a price basis can't help but be impressed with the number of factory-equipped extras included in the advertised price of the VW Panel. And there are many more extras you will see as you go through this book. The equipment list above just brings the Econoline Van up to a comparative level with our panel. A good example of this is the five tires. The Econoline comes equipped with five 6.50 x 13, 4-ply tires which give it a maximum *advertised* carrying capacity of *only* 900 lbs. . . . 930 lbs. less than the standard VW can carry.

We have a favorable price comparison with the Econoline Van—and the potential economy truck owner is, as he should be, cost conscious, but now let's look a little closer at the vehicles; going from detail to detail, just as the prospect would:

* All competition prices do not include freight charges. See Price Source and Listings, page 43.



Ford Econoline vehicles do not come equipped with bumper guards and overriders, and they are not available as an option, while these items are standard equipment on the Volkswagen. Ford's combination parking lights and turn signals are placed low where they are vulnerable to damage and hard to see. The lower front door hinges stick out unprotected on the Ford. The VW hinges are shielded by the bumper guards.



Ford boasts about their wraparound, panoramic windshield which has more square inches than the VW windshield. This may be true, but it provides no better view of the road and also distorts vision somewhat. Should the Ford windshield ever break, it would cost many times more than the VW glass to replace; curved windshields are more costly to buy and install, and of course, since the Ford windshield is one piece, the whole glass must be replaced.

A glance through the VW windshield shows the cab-load space partition, a no-extra-cost option, which not only concentrates the heat in the cabin for comfortable winter driving, but shields the driver and passengers from load shift in the event of an emergency stop. Ford offers no such partition;

for pickup and delivery operations where access to the load compartment is important, split seats are available for the VW with no partition. Fresh air enters the VW cabin through two grilles above the windshield. The driver can regulate the air flow and direct it either into the cabin or the load compartment, changing all the air in the vehicle once every minute. The grilles next to the headlights on the Econoline are the air intakes for the ventilation system. They are placed low where water, dirt and exhaust gas fumes can more easily enter—this can be an annoying and possibly dangerous problem in stop and go city traffic. On the Volkswagen the inside rear view mirror together with the glass in the cab-load space partition gives the driver good visibility for backing up and normal rear-viewing. Not so on the Ford Van. Notice the outside rear view mirror extending from the cab? It is extremely important because . . .



. . . the Ford Van does not come equipped with rear windows. These, too, are extra cost items (\$12.80), and still the normal rear view is partially blocked because of the post between the split rear windows. Of course, with rear windows the driver will need an inside rear view mirror . . . ring up another \$2.90 for this item which is standard on the VW Panel. No bumper guards or overriders are available for the Ford rear bumper, other items of standard equipment on the VW. The two large looking rivets on the Ford bumper are really the lights for illuminating the license plate and these, too, are comparatively vulnerable to damage. The VW Panel is nine inches narrower than the Econoline Van. This allows for better maneuverability in traffic and ease of parking.



Within a fraction of an inch of the height and length of the Ford, the VW's superior body construction can support left side double loading doors; an important convenience for delivering and loading on one way streets. Left side loading doors are not available on the Econoline. Note the VW's wraparound bumpers, front and rear, a safety feature for fending glancing blows. Vents on top rear of the VW provide for adequate air circulation in the load space and concealed gas tank filler minimizes pilferage and gas spillage on the body. Jacking ports, visible on underside of VW, permit rapid, convenient jacking of the vehicle. The Ford must be jacked from under the vehicle via its axles.



The housing for the Ford's front-mounted engine and radiator intrudes into the driver's cabin, severely limiting freedom and access to load area. The forward engine also prevents the installation of a three-passenger seat. A single, right front, non-adjustable passenger seat for the Econoline adds \$35.40 to the customer's purchase price. The Ford's heater, another extra-cost option, intrudes into the customer's pocketbook by \$68.20 and also into the driver's cabin, further limiting freedom of movement. The Volkswagen's cabin-width parcel shelf and door pockets provide ample storage space for



the many small items needed by routemen. The bench seat and the clean and uncluttered cabin are, of course, standard for the VW. The entrance step shown in the foreground of the Econoline picture can be a safety hazard as it becomes slippery when wet; with the door shut, it forms a hole in the floor into which items can fall. Volkswagen's automatic choke and non-repeat starter switch are two driver conveniences not found on the Ford product.



The Ford driver obviously needs a durable knee for shifting from second to third. The steering column mounted Ford gearshift is slow, unresponsive and cannot quickly be downshifted into first gear while the truck is in motion. The VW driver finds his gearshift falls naturally to hand and is fast, easy and accurate to use; synchromesh on all four forward gears permits downshifting into first gear, a convenience, especially in city traffic. Volkswagen's handbrake is a true, positive, lever and ratchet-type emergency brake as well as a parking brake compared to the Econoline's vague-acting pull and twist type.



Headroom, a pain in the neck if you don't have it, as evidenced in the Ford picture, is clearly superior by two inches in the Volkswagen. The VW driver has plenty of room for his left arm compared to the cramped quarters of the Ford. A natural relaxed driving position is further aided in the VW by the almost horizontal steering wheel. The passenger seat is a \$35.40 extra on the Ford.



Lower floor line on VW Van facilitates loading; though lower by five inches, VW's ground clearance is $2\frac{1}{2}$ inches greater. Overall lengths of the vehicles are the same (168.4" Ford, 168.9" VW); however, the VW's wheelbase is 4.5 inches longer, producing less overhang, and a better ride.



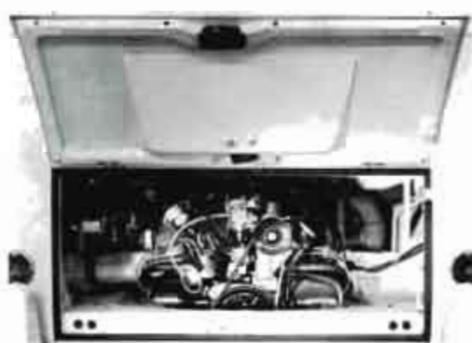
Length and width of the side loading doors (Height 47" Ford, 47" VW; Width 49" Ford, 46" VW) indicates that our vehicle's entry is slightly narrower, but protruding 26 inches midway into the Econoline Van's load area is the truck's engine. This not only obstructs entry and loading of large crates but also takes up load space. An actual look at both of these vehicles at this point would show obvious differences in quality of workmanship: everything from welding to forming and installation of sheet metal, to paint and tightness of screws, is comparatively poor in the Ford when matched with the renowned Volkswagen quality.



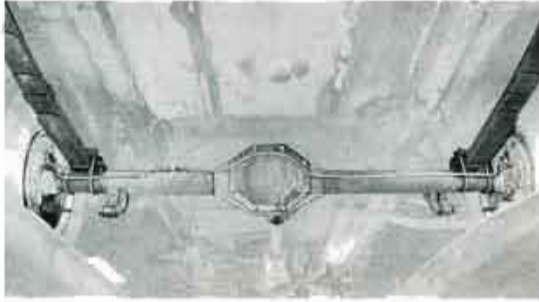
The Econoline's rear entry, 25 inches from the ground, offers somewhat easier loading from street level than the VW Panel, while dock-loading the VW Panel is relatively easier than on the Ford Van. Placement of the spare tire within the Ford Van necessitates unloading the truck to change a flat. In spite of similar loading space volume, the VW's payload capacity exceeds the Econoline Van by 930 lbs.



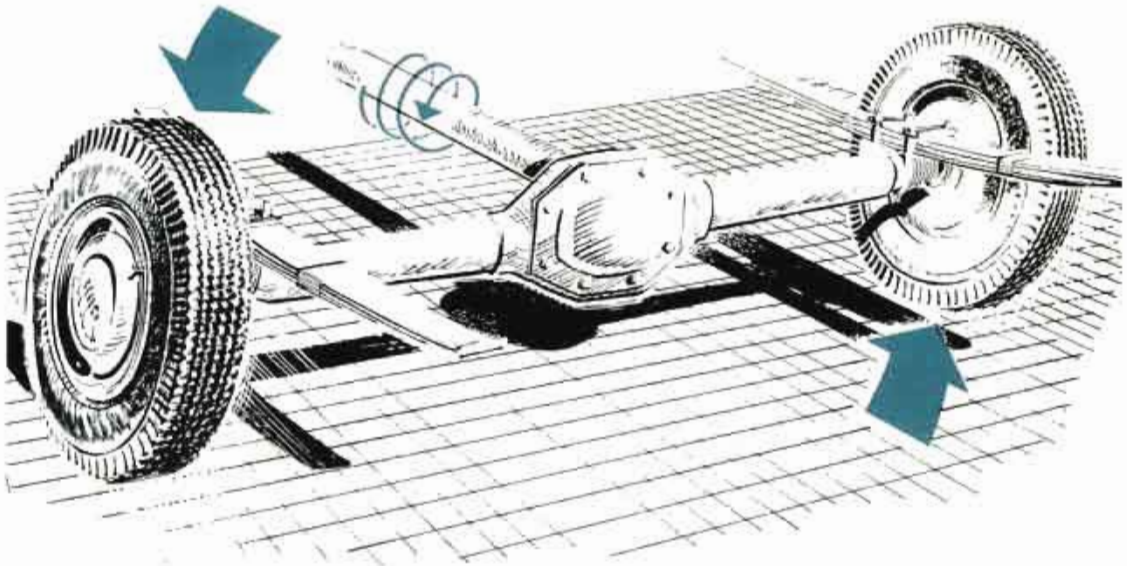
“Why feed ‘em if you don’t need ‘em?” The six-cylinder Econoline engine, combined with its three-speed gearbox, uses 85 horses to move a much lighter cargo load than the VW with its 40 hp engine and four-speed transmission. Naturally, the Ford will consume much more gasoline feeding its 85 horses. Then there’s water-cooling! The Ford engine’s diet also requires water and anti-freeze—and then there’s all the attendant nuisance of hoses and a radiator that can leak, boil over and freeze. No water, no water manifold and the use of modern magnesium alloys also equals less dead weight in the VW; light weight and air cooling keeps the VW engine’s maintenance and repair time to a minimum.



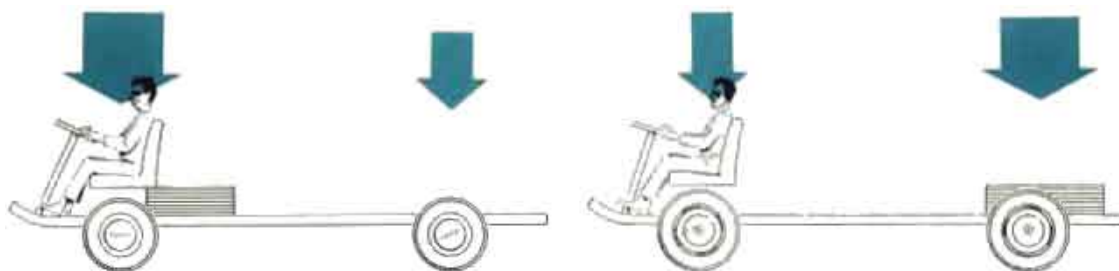
Servicing the Ford engine requires a mechanic to work within the limited confines of the truck’s cab. The built-up engine housing and large carburetor air filter make simple operations such as reaching the fan belt, generator, carburetor, distributor, fuel pump and oil filter difficult. All these are relatively simple operations on the VW. The long, complicated muffler and exhaust system on the Ford makes its repair more costly as will be engine removal and installation. Engine heat in the cab is another factor to consider during hot weather operation. The hinged engine cover prohibits any permanent installation such as racks and shelves from being located forward of the rear of the engine housing. Any engine service that requires flopping back the hinged cover, necessitates partially unloading the vehicle. One simple door on the outside of the VW truck permits easy access to the engine for servicing.



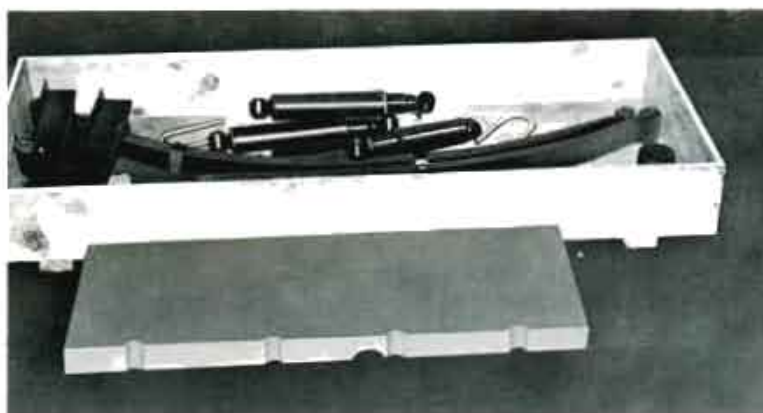
Here you see the secret of Volkswagen's famous ride—trailing link, torsion bar, independent suspension. This means that when any one wheel hits a bump, only that wheel is affected, and the body of the vehicle remains level: unsprung weight is at a minimum as a result of VW independent suspension, further smoothing the ride and increasing stability. On the other hand, the solid rear axle of the Ford vehicle readily transmits bumps and jars to the passenger and load. Again, the Ford's solid rear axle is prone to *driveshaft torque*, that is . . .



. . . the rotating driveshaft tries to turn the whole rear axle as a unit, thus lifting the Ford's right rear wheel off the ground, particularly on right hand turns. With one wheel off the ground, traction is lost, and this is especially noticeable in the Econoline on ice or snow, even in straight ahead driving. None of this can happen in the VW, because the differential-transmission is solidly bolted to the chassis.



With the load cradled between front and rear axles, VW places the greater part of its weight where it's needed—over the driving wheels. Thus the rear engine supplies weight to give the rear wheels traction. Volkswagen is well known for its ability to negotiate ice, snow and mud without the use of chains or special tires. Ford, however, concentrates approximately 60% of the vehicle weight (depending on how it's loaded) on the front axle, leaving the rear wheels without the necessary weight for traction. Even a light snow immobilizes this vehicle and the situation was so bad that . . .



. . . in February 1961, the Ford Motor Company notified its dealers throughout the country to summon all owners of Econoline vehicles produced before January 16, 1961 to return to the dealerships to pick up the rest of their truck. The part left off was the "Traction Kit" pictured here. It consists of a 250-pound metal slab, four heavy duty springs and shock absorbers. Installed above the gas tank in the rear, the 250-pound ballast is supposed to increase traction by adding weight to the rear and the stiffer springs are intended to prevent wheel lift. In any case, it does add dead weight to the vehicle, and does highlight the experimental, unproven nature of this truck. Without going to the extra cost of equipping the vehicle with optional larger tires, however, this kit does not increase the payload.



The heavy, solid front axle (an obsolete design) on the Ford, has the same disadvantage as the one on the rear—unsprung weight is greater, producing a jouncy ride, and either wheel hitting a bump affects the other, reducing stability and further impairing riding qualities. Volkswagen's trailing link, torsion bar independent front suspension has none of these troubles.



Look closely and you'll see an exposed gas tank hanging down below the Ford rear bumper where it is vulnerable to curbs, rocks, stumps, etc., a factor especially important to those who frequently use the vehicle off the road. The hydraulic brake line to the rear wheels is also so exposed. Combine this with the fact that the ground clearance on the Econoline is only 6¼ inches and you have a vehicle not too practical for farmers, construction workers, rural deliverymen, etc. Volkswagen's gas tank is well protected as are the brake lines and its ground clearance (9.5") is comparable to much larger trucks.

FORD ECONOLINE—Pickup

Price:

At a suggested list price of \$1858.00, the Ford Econoline Pickup is \$27.00 lower than our vehicle; but when you add the price of the optional extras necessary to make the Ford an equivalently equipped truck, the price advantage swings in our favor:

<u>FORD PICKUP</u>	<u>COST</u>	<u>VW PICK-UP</u>
\$1858.00	Initial Price	\$1885.00
68.20	Heater	STANDARD EQUIP
34.20	Five Tires	STANDARD EQUIP
4.90	Left-hand Rear View Mirror	STANDARD EQUIP
14.20	Rear Bumper	STANDARD EQUIP
NOT AVAILABLE	Bumper Overrides & Guards	STANDARD EQUIP
NOT AVAILABLE	Lockable, Weathertight Compartment	STANDARD EQUIP
NOT AVAILABLE	Three-Passenger Front Seat	STANDARD EQUIP
NOT AVAILABLE	Cabin-width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
NOT AVAILABLE	Cab Light	STANDARD EQUIP
NOT AVAILABLE	Synchromesh First Gear	STANDARD EQUIP
NOT AVAILABLE	Dropsides	STANDARD EQUIP
\$1979.50	TOTAL	\$1885.00
	DIFFERENCE—\$94.50	

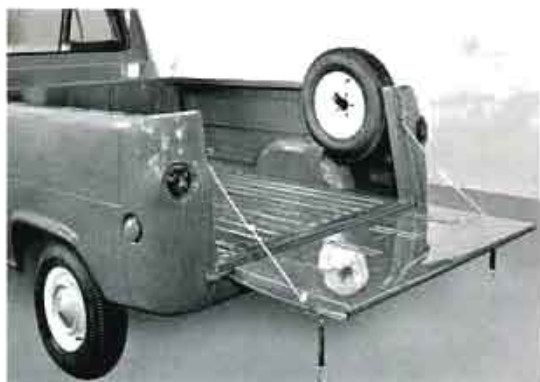
Many of the disadvantages found in the Ford Econoline Van also apply to the Ford Pickup—water cooling, poor gas mileage, inaccessible engine, engine heat in the cab, limited space, obstructed cabin, little headroom and ground clearance, solid axle suspension system, lack of traction, and the many others—and will not need repeating in this section. Comparisons will be confined to specifics of the pickup body type.



The VW Pick-up offers hinged sides that drop down, as well as the tailgate, converting it in seconds to a roomy flat-bed truck with 45 square feet of perfectly level floor space. The Econoline pickup bed, 17 inches shorter than the VW, is interrupted by two wheel housings and a spare tire. Access to the Ford bed is limited to the rear. Wooden runners, standard equipment on the VW Pick-up protect the truck bed.



Bulky crates, difficult to load, will not sit flat in the Ford bed. A load such as this necessitates an outside rear view mirror, standard equipment on the VW Pick-up.



The Volkswagen is just as easily unloaded from sides or rear. The Ford tailgate does not drop down vertically, making loading and unloading awkward, and preventing the vehicle from being backed up flush against loading docks. The rear bumper, without guards and overrides, is an optional extra. Subject to pilferage and sunlight deterioration, the outdoor Ford spare tire is strategically located in an attempt to add additional weight to the previously mentioned misbehaving right rear wheel. The Ford Pickup is particularly sensitive to wheel spin.



Volkswagen's Pick-up bed is more easily loaded and unloaded from standard height loading docks—particularly convenient for farmers and tradesmen who regularly pickup and deliver at truck terminals.

Only the VW Pick-up offers a lockable, weather-tight, additional 23 cubic foot compartment. The 20 square foot area found in this compartment, coupled with the 45 square foot load bed, gives the VW Pick-up a floorspace unequalled in its weight class.

FORD ECONOLINE—Station Bus

Here we have the problem of choosing the right Volkswagen vehicle to compare with Ford's Station Bus. The Ford, a passenger vehicle, comes equipped with only one seat for the driver and one for a front passenger. We offer two station wagons, fully equipped with seats, and two Kombis, one with and one without seats. Probably the closest comparable VW passenger vehicle is the Standard Station Wagon; when comparing the base prices of both vehicles, remember that the Volkswagen contains three bench seats as standard equipment.

FORD STATION BUS	COST	VW STATION WAGON
\$2092.00	Initial Price	\$2245.00
68.20	Heater	STANDARD EQUIP
154.50	*Custom Equipment Package	SEE BELOW
141.30	**Second and Third Seat Package	SEE BELOW
NOT AVAILABLE	Cabin-width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
NOT AVAILABLE	4-Speed Transmission	STANDARD EQUIP
NOT AVAILABLE	Three-Passenger Front Seat	STANDARD EQUIP
NOT AVAILABLE	Synchromesh First Gear	STANDARD EQUIP
NOT AVAILABLE	Bumper Overriders & Guards	STANDARD EQUIP
\$2456.00 . . .	TOTAL	\$2245.00
	DIFFERENCE—\$211.00	

* The custom equipment package on the Ford offers "extras" at an additional cost. Many of these "extras", the VW Station Wagon offers as standard equipment (indicated by blue asterisks), in its *equivalent or better*. Ford's Custom Equipment Package consists of: Twill Stripe Woven Plastic Seat Upholstery*; Chrome Horn Ring; Air Duct*; Right Side, Black Vinyl Arm Rests; Cigar-Cigarette Lighter; Coat Hooks*; Dome Light—Passenger Area*; Door Lock—Driver's Side; Hardboard Trim—Sides and Doors*; Full-length Headlining*; Dual Electric Horns; Bright-Metal Hub Caps*; Chrome Window Latches*; Fiberglass Molding*; Interior Window Surrounds*; SunVisor—Right Side and Full-Length Floor Mat*.

** Ford's second and third seat package consists of the two rear bench seats, four heavy-duty springs, and 7.00 x 13-6-ply BSW tires. Without the special springs and tires in this package, the Ford Station Bus would be unable to safely transport the additional passengers with a minimum of tire wear.

Again, many of the disadvantages found in the Econoline Van also apply to the Ford Station Bus—water cooling, poor gas mileage, inaccessible engine, engine heat in the cab, limited space, obstructed cabin, little headroom and ground clearance, solid axle suspension system, lack of traction, and the many others—and will not need repeating in this section. Comparisons will be confined to specifics of the Station Wagon body type.



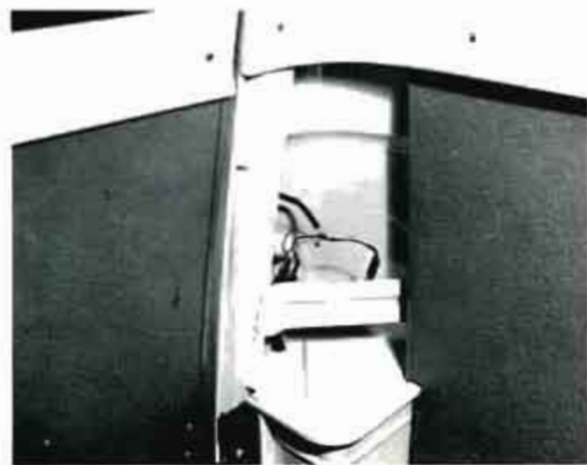
The Volkswagen Station Wagon is a true passenger vehicle. Its independent suspension imparts a comfortable ride with none of the left to right undulating motion and other disadvantages experienced with the rigid suspension of the Ford Station Bus. Nine people plus luggage comfortably fit in the VW, while only eight (with the two optional-extra rear seats) fit the Ford; seats, arm rests, heater-defroster, ash-trays, as well as quality workmanship are standard only on the VW Station Wagon.



That "bugaboo", engine up front, found in the van and pickup is even more obviously an inconvenience in the Ford Station Bus. Even with the second row seat located more than halfway to the rear of the Ford Bus, passengers have to straddle the "horsepower" compartment. While in the Volkswagen Station Wagon substantial passenger legroom is provided.



Just as the Ford Van is harder to load because of the five-inch higher floor line, so is entrance to the Ford Station Bus—especially for the ladies.



One of the intangibles that doesn't show up on a price list . . . quality of workmanship and material. Pictured is the left rear corner of the Ford Station Bus with the extra-cost Custom Equipment Package—wires are exposed, sheet metal welds are showing, screws are halfway installed, body-work and hardboard lining do not meet correctly, etc.