

# SAFER MOTORING

JANUARY 1973 15p

The INDEPENDENT magazine that concentrates on the VW

- Turbo-engined Beetle
- New VW prices
- Renault 17 test
- Non-authorised VW caravans warning

# VOLKSWAGEN



# SAFER MOTORING

Volume 12 Number 1

## Selling your Beetle?

One of the bonuses you buy with a Beetle is that it will command a higher secondhand value than almost any other make of car — that is the enviable reputation that has surrounded Beetles ever since they were first imported into Britain in 1953. A secondhand Beetle is a value-for-money proposition for the purchaser because of the superior design, quality of materials, and production methods — and the fact that the engine is never over-revving (maximum speed is cruising speed). But, according to a reader's letter published elsewhere in this issue, there are two secondhand values — the part-exchange price offered by a VW agency against another secondhand or new VW, and the retail price when the same car is offered for general sale. This particular reader says that the best trade-in price he was offered for his 1964 1200 Beetle against a new 1200 was £200, that he failed to get £240 for it when he advertised it privately, and that the car was ultimately offered for re-sale by the VW agency concerned for £375 — and it was sold very quickly! In fairness to VW dealers generally it must be said that it is strict Volkswagen policy that all Beetles accepted as trade-ins undergo a very thorough check-up, and any necessary replacements or repairs are made before the vehicle is offered for re-sale under guarantee. Trade-in Beetles in exceptional condition obviously require only the minimum of workshop attention, but equally obviously an exceptionally well maintained car will command a higher trade-in price. If you can't get what you consider a reasonable trade-in price then your next best bet is to advertise it privately — free up to 20 words in *Safer Motoring*. But in order to avoid giving the impression that 'there must be something wrong with it' — that is why the reader estimates he was unable to sell his car at the advertised price of £240 — it is in your best interests to state clearly and concisely in your Compact Ad any outstanding features about the car, and any possible deficiencies. If your Beetle is that good — don't be afraid to say so!

### QUICK QUOTE...

...from 'Third director resigns from Volkswagen' by Christopher Lorenz, *Financial Times* (Dec 1): 'Frankfurt, Dr. Carl Hahn, marketing director of Volkswagen, Europe's largest motor company, is to resign at the end of this year. He thus becomes the third Board casualty in 14 months, following Dr. Kurt Lotz (chairman) and Professor Werner Holste (research and development)... 'Dr. Hahn's departure follows a number of reported disagreements with Herr Rudolf Leising, who took over from Dr. Lotz in September 1971.'

## THE FIRST AND LAST WORD ON THE VOLKSWAGEN an INDEPENDENT MAGAZINE

EDITOR: Robert Wyse  
TECHNICAL EDITOR: Murray Crawford  
TECHNICAL ADVISER: David Hamilton  
TECHNICAL TESTS: Ian North  
LONDON EDITOR: Kenneth Howells  
CHIEF CAMERAMAN: Ron McFarlane  
ROVING CAMERAMAN: Ray Sargent  
GUEST EDITOR: Bill Boddy  
EDITORIAL ASSISTANT: John Rennie  
ADVERTISEMENT MANAGER: Colin Pegley

## OUR COVER PICTURE

**BELGIAN BEETLES:** Bird's-eye view of one comparatively small section of a vast multi-coloured army of brand-new Beetles — LHD and RHD — temporarily on parade soon after leaving the end of the production line at the D'Jeteren VW assembly plant in Brussels. All the righthand-drive models will eventually be shipped to Britain. Picture by Ray Sargent. See also Pages 13, 30 and 31.



## 300,000th Beetle for Britain

Douglas B. Miller, recently appointed Managing Director of Volkswagen (GB) Ltd, drives the 300,000th Beetle for Britain off the end of the production line at Wolfsburg after the car had been officially handed over to him at a Volkswagenwerk factory ceremony. The number of VWs imported into Britain since 1953 is now estimated to exceed 400,000.

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SAFER MOTORING is published on a fixed date — the 15th of every month, or the 16th if the 15th is a Sunday. The Jan 1973 issue will be available on December 15. COMPACT ADS for the Jan 1973 issue, 'Private' readers' ads FREE up to 20 words, then 5p per word. Trade semi-display 44 per single-column inch, should be sent to: Compact Ads, Safer Motoring, Lloyds Bank Chambers, Cusance, Glos. GL7 1BR, to arrive NOT LATER THAN January 1.

BLACK AND WHITE PHOTOGRAPHS can be accepted for reproduction with an accompanying 'Private' Compact Ad at £1 for up to one single column inch, and £3 for reproduction up to one single column inch with an accompanying Trade Compact Ad. Display advertising inquiries to: COLIN PEGLEY, ADVERTISEMENT MANAGER, SAFER MOTORING, MARTIN HOUSE, 84/86 GRAYS INN ROAD, LONDON WC1 (TEL 01-405 2860).

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# OK FOR THE UK!



Rolling road test at the D'Jeteren Volkswagen assembly plant on the outskirts of Brussels for an immaculate 1973 new look righthand-drive Beetle — all righthand-drive models produced in Belgium are exported to Britain. See also pages 30/31.





Above and right, the eye-catching D'Iteren administrative offices in the centre of Brussels — note the VW and Porsche signs.



New Beetles — 96 in each trainload — leave the D'Iteren factory at the start of their journey to Holland, France or Britain.

## MADE-IN-BELGIUM VWs... ...FOR EXPORT TO BRITAIN



ABOVE LEFT: Roof car park and street level garage at D'Iteren's Brussels HQ. ABOVE: Cut-price austerity Beetle — vivid yellow body with black matt fittings instead of chromework — exclusively for the Belgian market. BELOW: Another trainload of lefthand-drive Beetles — 12 cars per 'double-jointed' truck". EXCLUSIVE PICTURES BY RAY SARGENT.



Beetles identical with those that roll off the production line at Wolfsburg are being assembled in Belgium at the rate of a day destined for Holland, France and Britain — and Belgium.

The Belgian Beetle bodies are painted on the outskirts of Brussels, and then assembled — (supplied from VW's Hanover plant) raised (supplied from Wolfsburg) lowered to the chassis.

Production alternates between lefthand and righthand-drive models, and all Volkswagenwerk technical experts ensure that Wolfsburg standards are maintained.

Approved factory enlargement plans which ensure that Wolfsburg standards are maintained. The D'Iteren plant is run on a two-shift basis — all the factory workers are Belgian nationals, and most of them travel to and from the factory in special buses. Working conditions are good.

The vast warehouse and vehicle storage depot at Erps-Kwerps, about 15 miles north-east of Brussels, covers an area of 19,000 square metres. A reserve of about 4,000 Beetles are kept there ready for despatch, in addition to 80 Porsche models — D'Iteren are Porsche concessionaires for Belgium, and they export about 500 Porsches a year.

All the spares at Erps-Kwerps are catalogued on microfiche, and one department there displays VW-Type accessories, including Blue radios and Cible lamps.

— 6 am. to 2 p.m., and 2 p.m. to 10 p.m. — and most of them travel to and from the factory in special buses. Working conditions are good.

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ABOVE: A Beetle for Britain parked at an angle to a line of lefthand-drive models. RIGHT: Beetle back axles are hand-sprayed with a sealing compound. BELOW: Aerial view of the D'Iteren warehouse and storage depot at Erps-Kwerps, where about 4,000 Beetles are parked.



The luxury route to Belgium — aboard the EBU Zeebrugge. Two- or four-berth cabins, value-for-money colour TV.



Wilson Line MV Spero, sailing from Hull to Belgium. Restaurant (dinner, £1.20), bars, dancing, and colour TV.







Administrative offices in the centre of Brussels —



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## -BELGIUM VWs... ...FOR I



**BOVE LEFT:** Roof car park and street level garage at D'teren's Brussels HQ. **ABOVE:** Cut-price austerity Beetle — vivid yellow body with black matt fittings instead of chromework — exclusively for the Belgian market. **BELOW:** Another trainload of righthand-drive Beetles — 12 cars per 'double-jointed' truck. **EXCLUSIVE PICTURES BY RAY ARGENT.**

Beetles identical with those that roll off the production line at Wolfsburg are being assembled in Belgium at the rate of 350 a day destined for Holland, France and Britain — and Belgium.

The Belgian Beetle bodies are painted at the ultra-modern D'teren factory on the outskirts of Brussels, and then assembled — on the Wolfsburg principle — with the engine (supplied from VW's Hanover plant) raised to the chassis, and the body (supplied from Wolfsburg) lowered to the chassis.

Production alternates between lefthand-drive and righthand-drive models, and all righthand-drive models are exported to Britain.

Volkswagenwerk technical experts inspect the D'teren factory from time to time, to ensure that Wolfsburg standards are maintained in detail, and they have now officially approved factory enlargement plans which will double the D'teren daily output to 700 vehicles in April.

The D'teren plant is run on a two-shift basis — 6 am. to 2 p.m., and 2 p.m. to 10 p.m. — all the factory workers are Belgian nationals, and most of them travel to and from the factory in special works buses. Working conditions at the D'teren plant are first-class, and labour relations are good.

The vast warehouse and vehicle storage depot at Erps-Kwerps, about 15 miles north-east of Brussels, covers an area of 19,000 square metres. A reserve of about 4,000 Beetles are kept there ready for despatch, in addition to about 80 Porsche models — D'teren are Porsche concessionaires for Belgium, and they sell about 500 Porsches a year.

All the spares at Erps-Kwerps are catalogued on microfilm, and one department there displays VW-Type accessories, including Blue Spot radios and Cible lamps.

**ABOVE:** Line of 1 axles are **BELOW:** storage of Beetles at



The luxury route to Belgium — aboard the Ellerman Wilson Line MV Spero, sailing from Hull to Zeebrugge. Two- or four-berth cabins, value-for-money restaurant (dinner, £1.20), bars, dancing, and colour TV.







