

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 Peter Rudolph Leasing, who took over from Dr. Lotz in September 1971.'

THE FIRST AND LAST WORD ON THE VOLKSWAGEN on INDEPENDENT MAGAZINE

EDITOR: Robert Wyse
TECHNICAL EDITOR: Murray Crawford
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GUEST EDITOR: Bill Boddy
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OUR COVER PICTURE

BELGIAN BEETLES: Bird's-eye view of one comparatively small section of a vast multi-coloured army of brand-new Beetles — LTD and RHD — temporarily on parade soon after leaving the end of the production line at the D'Etteren 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, gives the 300,000th Beetle for Britain off the end of the production line at Womburg after the car had been officially handed over to Ron 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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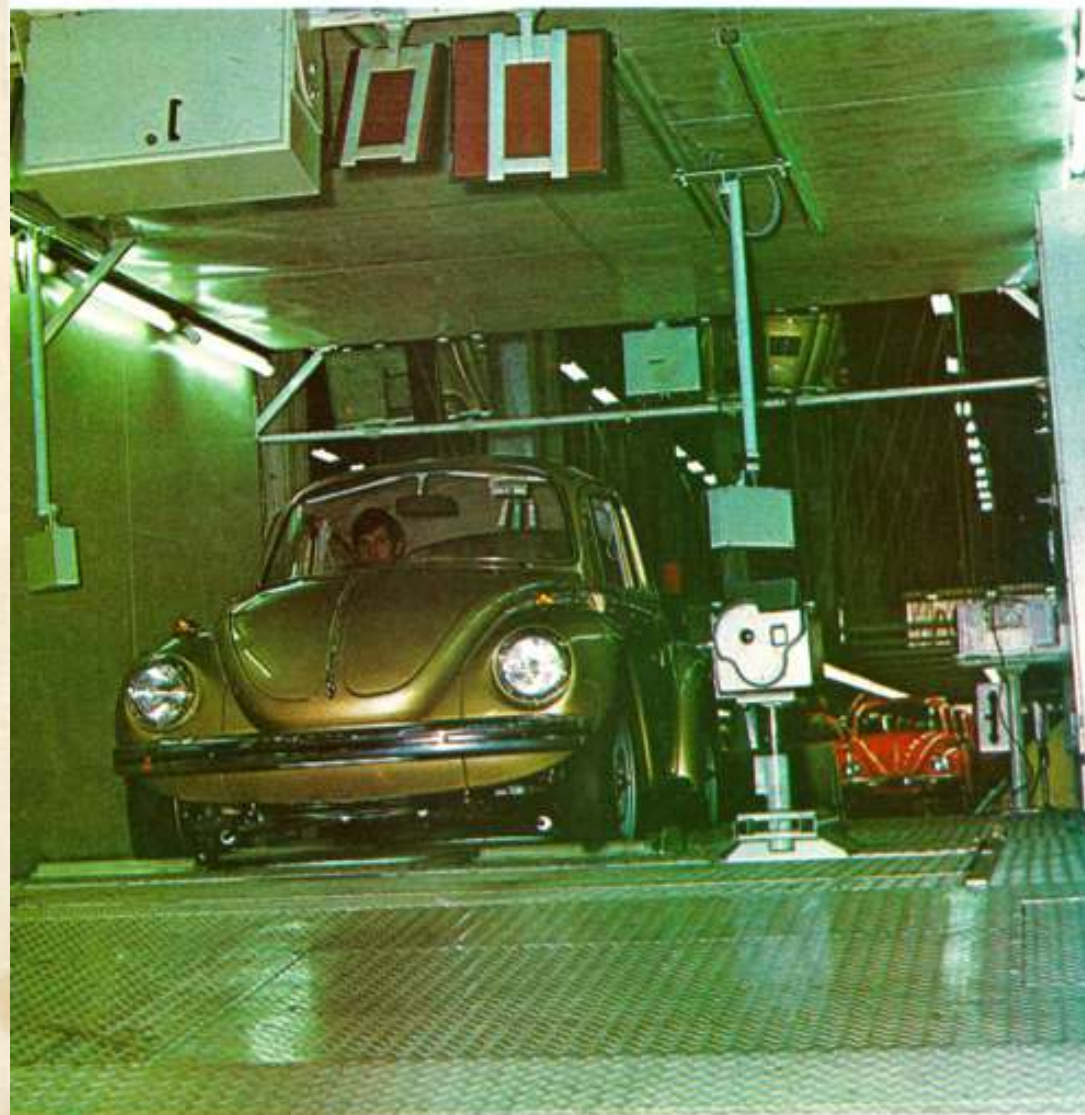
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SAFER MOTORING is published on a fixed date — the 15th of every month, or the 16th if the 15th is a Sunday. The Jan 1973 issue will be available on December 18. COMPACT ADS for the Jan 1973 issue, Private readers' ads FREE up to 20 words, then 5p per word, Trade semi-display 44 per single-column inch, should be sent to: Compact Ads, Safer Motoring, Lords Bank Chambers, Charnock, Glos. GL7 1BB, 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 2886).

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OK FOR THE UK!



Rolling road test at the D'Etteren 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'Ieteren administrative offices in the centre of Brussels — note the VW and Porsche signs.



New Beetles — 96 in each trainload — leave the D'Ieteren 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'Ieteren'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 left-hand-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 100 per day destined for Holland, France and Britain.

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

Production alternates between left-hand and right-hand-drive models, and all Volkswagenwerk technical experts inspect every car to ensure that Wolfsburg standards are maintained. Approved factory enlargement plans which will double the D'Ieteren daily output to 700 vehicles in April.

The D'Ieteren plant is run on a two-shift system — all the factory workers are Belgian nationals, and most of them travel to and from the factory in special motor buses. Working conditions and labour relations are good.

The vast warehouse and vehicle storage at Erps Kwerps, about 15 miles north-east of Brussels, covers an area of 10,000 square metres. A reserve of about 4,000 Beetles are kept there ready for despatch, in addition to 80 Porsche models — D'Ieteren are the sole Belgian Porsche concessionaires for Belgium, and the only ones in the Benelux area.

All the sports at Erps-Kwerps are catered for on microfilm, and one department these days displays VW-Type accessories, including Blue

and right-hand-drive models, and all Volkswagenwerk technical experts inspect every car to ensure that Wolfsburg standards are maintained. Approved factory enlargement plans which will double the D'Ieteren daily output to 700 vehicles in April.

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The D'Ieteren plant is run on a two-shift system — all the factory workers are Belgian nationals, and most of them travel to and from the factory in special motor buses. Working conditions and labour relations are good.



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



The luxury route to Belgium — aboard the EL Zebruggen. 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 of D'teren's Brussels HQ. **ABOVE:** Cut-price utility Beetle - vivid yellow body with black matt fittings instead of chrome work - 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) mated 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 foot radios and Cible lamps.

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BELOW:
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Beetles a



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, £1.29), bars, dancing, and colour TV.

