



Do you think the Volkswagen is homely?

The Volkswagen was designed from the inside out.

Every line is a result of function. The snub nose cuts down wind resistance. The body lines hug the interior workings. Nothing protrudes.

One Briton called the Volkswagen "a marvelous economy of design."

An American owner put it differently. "It's

funny," he said, "how she grows on you. At first you think she's the homeliest thing you ever saw. But pretty soon you get to love her shape. And after awhile, no other car looks right."

The VW defies obsolescence. You can hardly tell the doughty shape of a 1950 model from a '60. To suggest altering it is heresy to owners. (Would you change the

perfect form of an egg?)

But we continually make changes you cannot see. Example: new synchromesh first gear; you now shift into low without stopping. Over a thousand such changes since 1950, but never in the basic design.



Is the Volkswagen homely? It depends on how you look at it (and how long).