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Never.

We'd no sooner make an over-chromed, two-toned Volkswagen than we'd change the classic beetle shape.

It's not that the chromed version looks so bad; it just doesn't make the car work any better.

That's the rule of thumb we go by: we change the VW only to improve it, not to

make last year's model look obsolete.

In 1961, for example, we were able to get more horsepower from our air-cooled engine without making it any bigger or less economical.

(One thing did get bigger this year: the tail lights.)

Everything on the VW happens for a

reason; nothing is for show.

We don't even have a chrome piece that spells out our name.

We do have a little round emblem with our initials on it, though.



After all, we can't let 600,000 Americans go riding around in unidentified cars.