



*SUGGESTED RETAIL PRICE ©1962 VOLKSWAGEN OF AMERICA, INC.

A Volkswagen dealer is a man of many parts.

5,008 parts, to be exact.
And most of them fit any VW ever made.
(Because most parts are interchangeable
from one year to the next.)

Which gives the VW dealer an enormous
edge.

He can repair any year Volkswagen you

happen to drive up in.

All the parts are on hand or on tap.
This system also helps to explain why VW
service is fast and cheap.

A fuel pump is \$9.95* A rear fender, \$17.50*
Plus installation.

(And that new fender doesn't mean major

surgery, either. Just 10 bolts.)

But what impresses people most about
VW service is how the dealer treats them.
Like a customer. Even for a 10c fuse.

We build the Volkswagen like a
\$5,000 car, so why shouldn't it get
serviced like one?

