



VintageVoice

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The Vintage Volkswagen Club of America Newsletter • Established 1976



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Feliz Ano Nuevo! Happy New Year!

All of us here at the VVWCA would like to wish everyone a very happy & prosperous new year. I hope everyone had a good holiday. They always go by so quickly, what a shame it takes a holiday like Christmas to get families and friends together when we should be doing that all year around.

Wondering what to do with that holiday cash you got this last year, take a look at the VVWCA website and check out the regalia. Every member whether you paid for the printed version of the *VintageVoice* or the e-edition gets 10% off VVWCA made club regalia. If you don't see what you want there, check out the Café Press link on the regalia page. We've got some great items to cheer you up like this embossed tin sign for your man cave or garage, got one in my front room! Put the "Flower Power" back in your Bug or Bus with these original "Love Bug" stickers from 1969, and many more, check it out and don't forget to log into the "member's only" section before you go to the regalia page to get your discount.

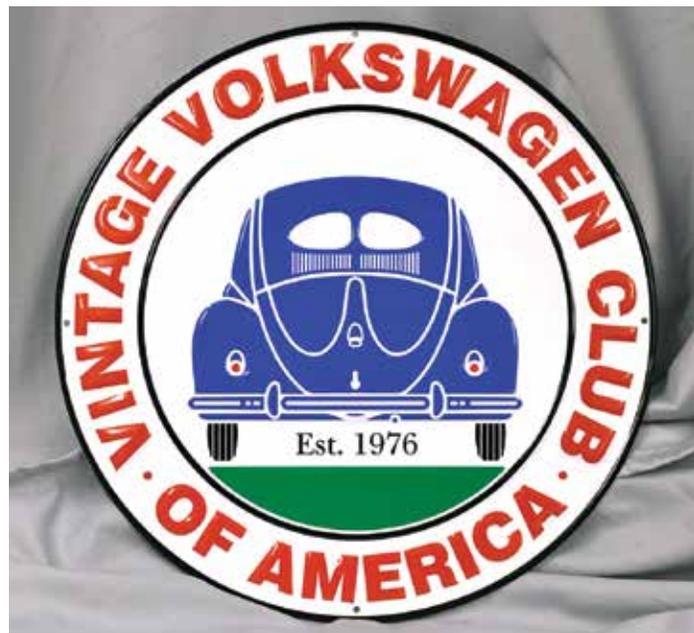
How many of you have a local club that puts on a show each year, chances are they need an insurance policy of at least 1 million dollars in liability coverage. Bring us a new chapter, in good standing, and earn a free 1 year subscription, printed version!

By becoming a chapter of the VVWCA, you can get your coverage for that show and anything else you do for the year that requires insurance. The president of the chapter gets a free subscription by e-mail, of the *VintageVoice*.

The chapter receives 6 free e-edition memberships to give out, to be sold or auctioned so the chapter makes a little of their money back. Also, by writing stories and sending in pictures with them, it earns the chapter money back. The chapter can earn cash back up to \$100 a year for the stories they send in, more details online on our web page or contact me at president@vwwca.com.

All members receiving the *VintageVoice* by mail or internet and can take advantage of our members only area of the website as well as a 10% discount on our own regalia on our online shop. More items are available through Cafe Press, just click the link on our regalia page.

When a member calls us, the number you're calling is our personal phone, so don't be discouraged when we don't answer during the day when we're all at work, just leave a



clear and concise short message with your phone number and the spelling of your last name please and we'll reply at our earliest convenience.

It's time to revisit the question, printed or electronic versions of the *VintageVoice*. I already know that many of you out there my age or older love the printed version. But even as this idea has taken hold everywhere on the market, I hate to lose old members just because of that. Our local club did that a few years ago and you know for a year or two I printed out 30 pages in full color from home because I wanted to printed version, then I got smart, and you know, it take less room in my basement to store these things and they always have bright colors and never get coffee stains on them!

This is reality, it's becoming difficult to maintain the quality of newsletter we put out as well as have an inventory of product to sell and pay for an ever increasing insurance policy for our chapters to use as well as us.

There's two ways this can go, we either get the help we've always asked for from the chapters by making sure that our logo is in every publication they put out, every poster for an event where we provide the insurance and most importantly, pushing membership in the national club. All newsletters need to have a blurb in there with our logo allowing people to know how to reach us and join us and that's part of your commitment to the VVWCA for being a representative of this fine old established automobile club. At least one story a year is required to renew your chapter membership! That's a big deal, so put your writers on the job.

Secondly, we can raise rates all the way around, membership, advertising and regalia. There may not be a way out of either situation at some point. Opinions everyone please. president@vvwca.com.

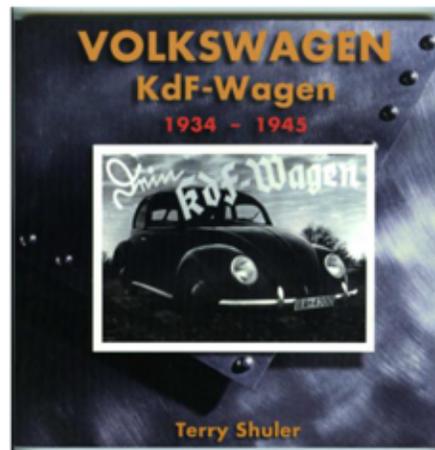
On a brighter note, do you have interest in a well located show put on by the VVWCA for it's members and anyone who wants to come of course. A nice location somewhere and at a time when it would be nice, not too hot or cold and good facilities, maybe? Do we have enough interest in something like that, would people travel to it, once again, I would love your input. There is a possibility that we may be able to share the show in Ohio later this summer with the Arthritis Foundation. I haven't talked to them about it, but since they already contacted us for some help and they are celebrating the VW GTi and Herbie's birthday along with VW's 80th, I thought they might go for it. It's in Dublin Metro Center, July 6 & 7, 2018.

That's it this time around except get ready, the season is upon us and a happy early 42nd Birthday to the Vintage Volkswagen Club of America!

Keep us strong, make it Vintage! ■

Moving?

Don't move without telling us! We don't want you to miss a single issue of the *VintageVoice* and get left behind wondering what happened to your membership. Please send your change of address and e-mail to: Jim Howland, Membership Coordinator, P.O. Box 119, Mclean, VA 22101, or e-mail Jim at membership@vvwca.com first, we'll work out the rest. Thank you for making our job a little easier.



**Volkswagen
Kdf-Wagen
1934 - 1945**
By Terry Shuler

The story of design and development of the world's most recognizable automobile, including the prototypes and early production models is told with large

historic photos and text by Terry Shuler.

Included are photos of prototype production and rigorous testing program before the war and the many wartime models and modifications to Hitler's Strength Through Joy car. Exclusive Porsche family insider photos never previously published are also contained. The book concludes with the British Army's restarting of the makeshift VW assembly line in the bombed out Wolfsburg factory in occupied Germany. A must for any VW enthusiast or automotive history buff. Almost sold out!

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About 20 years ago I started writing for the VintageVoice a series of articles about "Volkswagen by the Years", covering the history of the Volkswagen organization and its cars, from 1931 until the end of Beetle production in 2003. Since then I have continued researching the VW history and have found details not included in my original articles. Now I am in the process of updating the original information, encouraged by our club's president and by others. We know there are members new to the VVWCA and others who missed the stories the first time around and may be interested in updated versions.

Volkswagen in 1935

FIRST PRE-PROTOTYPE VOLKSWAGEN, THE V1 RUNNING FOR THE FIRST TIME

It has always been claimed that Porsche had a clear vision of how an affordable car should be like. The struggle he had to come up with the Volkswagen shows otherwise. It also confirms the statements his son made in his autobiographies that his father was more interested in race cars. Of the two small cars he had designed before he signed the contract to design the Volkswagen, the one for Zündapp was a big failure and his plans submitted to NSU the other one, were extensively reworked at NSU. In his proposal to design a Volkswagen he had just put his ideas in general terms. For that reason his team was busy for the first few months after signing the contract, to exploit different ways to put Porsche's ideas into reality.

At the end of the previous year Porsche did finally agree on December 14th 1934, to inform the German Automobile Association, the RDA, the people who paid for his work, about the progress made about his work on the first Volkswagen pre-prototype, the V1. The promised report was submitted on January 31st 1935 to the RDA. Detailed information about this report has never been published; neither do we know how Porsche explained his need for a third prototype since the first one was not even running. There is also no information why Porsche was working on a convertible, the V2. He was starting on the convertible and now on a third prototype, despite his continuous complaints about not getting paid enough. No account was ever given on how he had spent all the monies he had received so far was one of the criticism by the RDA.

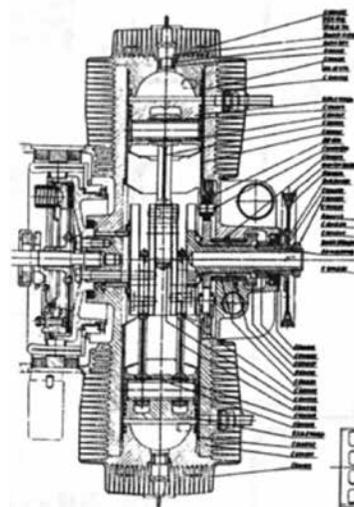
Two weeks after the submission of the above-mentioned report, Hitler opened the 1935 Automobile Show in Berlin on February 14. From now on, at his annual speeches at the national auto show were usually a good indicator

on how the Volkswagen project was moving along. He always spoke in general terms. As far as the German people were concerned they only heard rumors about the details. Here in 1935, at the Auto show, Hitler however publicly expanded on the Volkswagen idea, which he had mentioned for the first time the year before. He mentioned Porsche's name for the first time announcing that work had commenced by this brilliant engineer on the design of an affordable car, a car that would cost no more than an affordable motorcycle. Many Germans at the time believed that this was just another promise from a politician, since no other information was forthcoming. Detailed information was a state secret and the media was controlled by the government.

As an aside: At the 1935 Berlin Auto Show a still existing picture shows Heinrich Nordhoff, the man who would eventually run Volkswagen from 1948 to 1968, explaining to a group of media people the Opel P4, a small car built by his then-employer German General Motors.

On March 25, Porsche attended a meeting held by the government regarding the Volkswagen, held at the defense department in Berlin. No further details are known about these discussions either. On the same day, the auto manufacturer's association, the RDA, installed a motor test stand in Stuttgart to enable Porsche to test the many different experimental Volkswa-

gen engines he wanted to try out. To come up with the right engines was the major problem the Porsche office had. Many different variations had been considered. Two stroke with two directly opposed cylinders engines having three connecting rods were built, as the drawing shows. It shows clearly the two cylinders positioned directly opposed to each other with one having two connecting rods. It is one of the many weird engines considered. As well as four strokes ones and tandem cylinder engines also but no four cylinder ones. Different numbers are given of how many engines were actually tried out. All failed because they were either too complicated or too expensive to build, besides neither one produced enough power to maintain Hitler's mandated top and cruising speed of 100 km (62 MPH). After Xavier



Reimspiess joined the Porsche office in 1935, he modified the four cylinder NSU engine for the testing to begin. At first it was to be only a temporary engine and Porsche had his engineers keep on working on simpler low cost engine. But the Reimspiess engine worked too well and became the final engine. Later the head of NSU would claim that Volkswagen had it just copied from NSU to become the final Volkswagen engine.

More discussions were held April 11th between the RDA and Porsche on how to compensate Daimler-Benz for the work they had offered to do on the bodies for additional Volkswagen prototypes. This is an indication on how much Mercedes was getting involved with the development of the V3 prototypes. Even though, it has not been documented anywhere, it appears that Mercedes took over the building of the bodies after the first two, the V1 and the V2, built at Reutter. The Reutter built cars were not suitable for mass production and this had created many problems. These first bodies did not allow for proper price calculations. Not only did Daimler Benz build an all-metal third prototype, the V3 in 1935, they also worked over the first two, the V1 and V2. Apparently, Mercedes had decided to get more involved with the Volkswagen project. Hitler had by now solidified his position in Germany and Mercedes found it expedient to help him with one of his pet projects. Easy for Mercedes to do because Volkswagen would not be a competitor to Mercedes's trucks and luxury cars.

April 15th representatives of the RDA, the people who paid for Porsche's work on the Volkswagen showed up at the Porsche offices and spent three days going over his calculations. No final report or conclusion have ever been published.

April 22nd, was the day, that according to the contract signed by Porsche, the first prototype should have been delivered for extensive testing but no car was even close to being ready. It existed only on the drawing board at Porsche's office. As a result the car manufacturers did not waste any time and sent a letter to Porsche the next day reminding him of his failure to deliver.

Somehow, this must not have gone over too well with Porsche, because on May 17th Porsche threatened the car manufacturers that he would recommend to Hitler to put up a factory for the Volkswagen without them sharing in the manufacturing of the Volkswagen as it was originally contemplated. Next day the manufacturers held an internal meeting about how to proceed in light of Porsche

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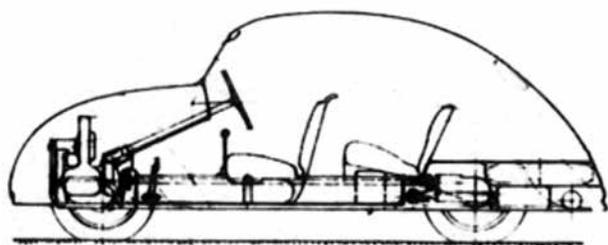
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TYPE 61 WITH FRONT ENGINE

not coming through with his contractual obligations. As it is usual in cases like this, they formed a commission to study Porsche's progress and make a report. In the meantime, on June 1st the first body built by Reutter for the V1 was delivered to Porsche. Finally Porsche delivered a set of drawings and a progress report to the RDA June 11.

Since it was realized that the cost of manufacturing the Volkswagen and therefore its price, would have been ex-



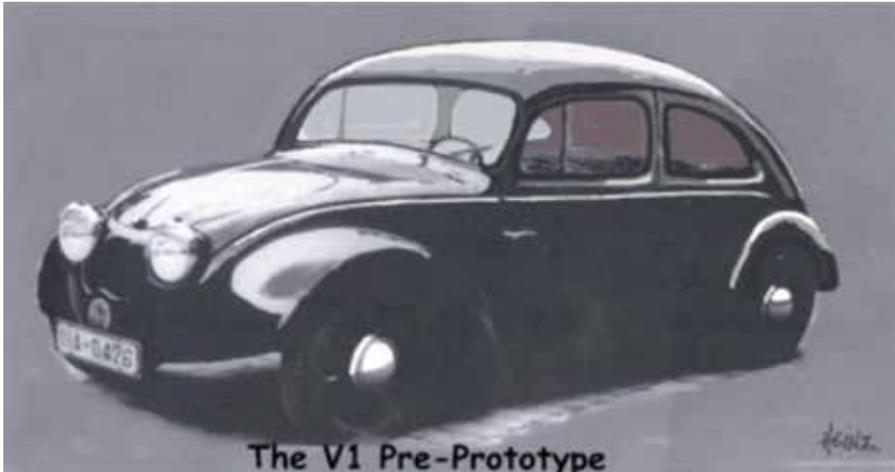
cessively high, in fact much higher than Hitler requested, the idea of a smaller Volkswagen was entertained. The Porsche office made some drawings for this smaller car, which became the Porsche project # 61. A drawing of the Type 61 still exists. It shows a car with an air-cooled front engine. The Type 61 never got off the drawing board however. Calculations showed that there was no real saving building a smaller front engine car.

During the rest of 1935, many meetings between the RDA and Porsche took place, some lasting days. Everybody realized that the cost of developing the car was getting out of hand and the RDA complained that Porsche charged too much for salaries and paid too many generous bonuses to themselves. However Porsche kept one person happy and promised Hitler that he would eventually resolve all problems.

According to the official Volkswagen historian, Doktor Bernd Wiersch, from the Volkswagen Museum in Wolfsburg, the V1 ran for the first time under its own power between August 15th and October 30th 1935 using an underpowered two cylinder engine. It is very indicative of how confused everything was at this stage of the development that we do not even know the exact date of this historical event. It still took more than one another year to get a car ready to start official testing.

After many more discussions and arguments eventually even Hitler was getting impatient. A message relayed to Porsche indicated that he wanted to see one of the cars

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The V1 Pre-Prototype

Porsche had partially finished to see whether all the complaints made by the RDA were justified. The V1 was driven to Hitler's mountain retreat the Eagles Nest retreat in Berchtesgaden a distance of 120 miles. No reaction of this has ever been officially reported.

As an aside and to give the reader an indication of the economic situation in Germany at that time and make a price comparison: a worker in the USA could buy for one hour wages almost ten gallons of gasoline, while in Germany for one hour's salary could not even buy one gallon.

By 1935, the project 32 for NSU that Porsche had worked was given up. NSU, being aware of the Porsche and Hitler discussions about a Volkswagen did not want to compete with that project and lost all interest. It was a decision made easier by because of the increased sales of their NSU motorcycles resulting in the lack of having enough manufacturing space. All paperwork for the Type 32, the NSU car, were returned to Porsche. Many historians make the unconfirmed claim that the 3 finished Type 32 prototypes were given to Porsche. One of these cars, the one with body by Drauz, did somehow end up in the hand of an NSU employee and survived the chaos of the war. Volkswagen purchased it in 1956 and it is now displayed at the Volkswagen AutoMuseum in Wolfsburg.

In a book "Porsche's Volkswagen" in process of being written right now by two young Dutch brothers, Patrick and James Granger, the authors found it intriguing that just at the time the paperwork for the Type 32 were handed over to Porsche, many of the technical problems Porsche had were resolved

1935 DATES

February 15: At the national Auto show Hitler publicly confirms widely spread rumors and announces that the great designer Ferdinand Porsche is working on a Volkswagen.

April 22: The date Porsche had promised in his contract to have a Volkswagen ready to be tested.

October 30: A Volkswagen the V1 was supposedly running for the first time, however this date has not been officially confirmed. ■

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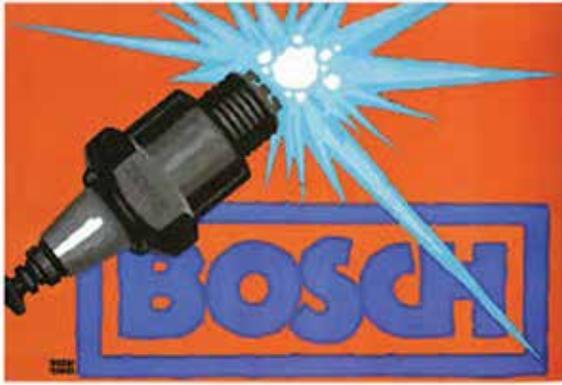


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BOSCH

Automotive History

BOSCH Invented for Life

By Unknown Source & Mike Epstein

Bosch has been around for 125 years and Bosch automotive technology has a history stretching back 114 years. At first, the company's success was modest. The automobile was still in its infancy. Indeed, in 1897, Robert Bosch himself could not have imagined just how important his first automotive product—the magneto ignition device—would become.

Since then, what was a small sideline product has grown to become the company's largest and oldest business sector.

As you follow the three paths that document the company's progress from its beginnings, you will find numerous milestones. They show how Bosch technology has helped automobiles become more economical and environmentally friendly, how it has improved safety for vehicle occupants and other road users, and how it has made driving a more comfortable experience.

1897 MAGNETO IGNITION FOR AUTOMOBILES

The origins of Bosch as a supplier of automotive equipment go back to 1887. This was the year in which, on behalf of a customer, the 25-year-old electrician and precision mechanic built a product that

was later to play an important role in the automobile – a magneto ignition device for a stationary engine. In 1897, Bosch installed one of these devices in a three-wheeler to see whether it was suitable for everyday use in motor vehicles. This unwieldy apparatus became a key product of the company. The high-voltage magneto with spark plug, presented five years later, turned Bosch



into an automotive supplier both inside and outside Germany. Ignition systems have undergone further development since then, and are now a part of complex engine management systems. But one thing has remained the same. Even today, an electric spark ignites the air-fuel mixture and keeps gasoline engines running.

1902 HIGH VOLTAGE MAGNETO IGNITION WITH SPARK PLUG

In the summer of 1901, Robert Bosch gave his colleague Gottlob Honold the brief of designing a magneto ignition system without the break-spark rodding which was unreliable. After just a few months, Honold presented his high-voltage magneto ignition system, based on what was known as electric arc ignition. By means of two coils on the armature, it generated a high-voltage current. This was conducted to a spark plug via a simple cable connection. The high-voltage current jumped the gap between its electrodes in the form of a spark.

1909 LUBRICATION PUMP

On June 5, 1909, Robert Bosch entered into an agreement with Eugen Wörner, from Cannstatt near Stuttgart, allowing Bosch to build central lubricating devices for engines, so-called "oilers". With this product, Bosch learned how to deal with high pressures in lines and with metering the flow of fluids. This knowledge was essential in the later development of injection systems for diesel and gasoline engines. Today, Bosch is a global market leader for these systems.

1913 BOSCH AUTOMOTIVE LIGHTING SYSTEM

Up until 1913, Bosch manufactured practically nothing but ignition devices or systems. This focus on a single product was a very risky business strategy. At the same time, the automotive market was changing – luxury vehicles and sports cars were becoming everyday items. Robert Bosch recognized that the prospects for electric automotive light-

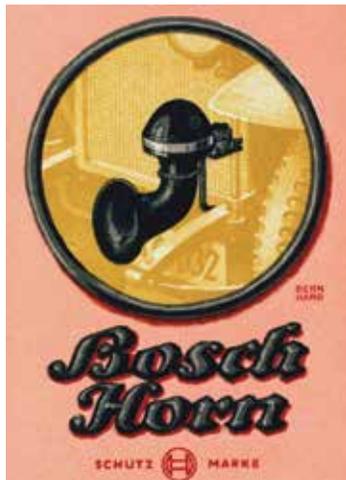
ing were good. Development work started in 1910, and the Bosch automotive lighting system was ready for series production in 1913. The system comprised headlights, a generator, a battery, and a regulator. This lighting system paved the way for Bosch as a universal automotive supplier and formed the basis for today's vehicle electrical systems.

1914 STARTER MOTORS

Electric starter motors made life very much easier for motorists. Firstly, drivers were spared the strenuous task of cranking up the car. Secondly, after 1900 there was a significant rise in the number of drivers who, despite not having a chauffeur, were not prepared to crank up the car themselves. Thirdly, when cranking up the car, there was a risk that the starter crank could fly back in the opposite direction. This was known as "crank kickback" and led to numerous fatal accidents. The electric starter, on the other hand, was initially activated at the press of a pedal and later at the touch of a button. This made it an innovation with a real future.

1921 ELECTRICAL HORN

"Clear sound, immediate reaction, wide range, low energy consumption, reliability and agreeable shape" – these were the requirements for the new "Bosch-Horn", which Bosch applied for patent on April 12, 1914. It was supposed to replace the usual squeaking manually operated horn signals, the dreadfully croaking Klaxton horns and the tweeting engine pipes. The basic principle of the "Bosch-Horn" construction was known from organ building. The result was a pleasing and powerful tone with a range of more than one kilometer – and a construction principle which defined the standards of horn technology until today.



1923: TIRE PRESSURE SENSOR

Around 1920, natural rubber was in scarce supply, which made car tires very expensive. To protect against low tire pressure and the resulting costly tire damage, Bosch launched the "Bosch bell" in 1923. If the tires lost pressure they became wider and pressed against a lever, which activated the control unit, thus setting off the alarm. The Bosch bell is the predecessor of the sensor technology that has become irreplaceable in today's automobiles.

1926 WINDSHIELD WIPERS

The history of the electric wiper from Bosch starts in

1926. "We are convinced that the small Bosch wiper, our 'baby', will soon become the friend of every car driver." The confidence exhibited by the author of these words in the "Bosch-Zünder" staff newspaper in the summer of 1926 was not without justification. Comprising an electric motor, which powered a rubber-lined lever via a worm and gear mechanism, the wiper finally delivered a solution for the problem of bad visibility during snowfall or rain.

1927 PNEUMATIC BRAKES FOR COMMERCIAL VEHICLES

In the 1920s, cars were already reaching speeds of 80 kilometers an hour and more, and brakes were finding it hard to keep up. Bosch addressed this problem in 1927, bringing out the "Bosch servo brake," which reduced braking distances by one-third. To help increase the braking effect, the system used the vacuum that arises in the induction tract of the engine when the driver releases the accelerator. One year later, Bosch presented the "Bremshelf" brake assistant for passenger cars, and in the following decades, Bosch went on to systematically expand its work on brakes and braking systems.

1927 DIESEL INJECTION SYSTEM FOR COMMERCIAL VEHICLES

Around 1920, experts were vaunting the diesel engine as the power train of the future. Bosch realized how significant it was. The electric ignition, the most important part of the product portfolio, was not necessary in a diesel engine. Bosch faced a dangerous situation for his company and made a decision: He officially started developing diesel injection pumps in 1922. The first diesel truck was rolled out in Germany in 1924, enabling Bosch to test its new pumps under normal driving conditions. Bosch gave the go-ahead for the series production of in-line injection pumps for trucks on November 30, 1927.

1928 DIRECTION INDICATOR

In the early age of automobiles, the driver had to indicate changes of direction with one of his arms. In 1928, the development department at Bosch turned its attention to the problem. The Bosch trafficator basically consists of an electromagnet which, when the switch is activated, swings the trafficator arm out of its housing. At the same time, the trafficator arm is illuminated by a bulb in order to make it clearly visible in the dark. From 1949 on, the trafficator was replaced by the turn signals of today.



1930 FOG LAMPS

After 1900, the automobile not only became increasingly possible, it also became increasingly fast.



Accordingly, fog posed a real risk to road users. The first Bosch fog lights, launched in 1930, offered an excellent remedy to this risk. They provided good illumination of the road immediately ahead of the car. The successor product, known as “broad-beam headlights,” was often used in the 1950s and 1960s to adorn the Baroque-style front fenders of vehicles of the time. Today, fog lights are standard equipment in most cars and integrated in the car front side.

1932 CAR RADIO

In 1932 the Auto-super 5, or AS5 for short, marked the first step in the long history of the Blaupunkt car radio. Premiered in August at the radio exhibition in Berlin, it was the first series-produced car radio in Europe, and was developed at Bosch headquarters in Stuttgart. The AS 5 could be installed in cars, aircraft, or motorboats. The entire number of AS 5 radios produced is estimated at just 400, making it a luxury article, five of which cost as much as a small car.



1936 DIESEL INJECTION SYSTEM FOR PASSENGER CARS

The most lucrative diesel equipment for Bosch was the injection technology for passenger cars. But injection pumps were too large for this application, while smaller engines with smaller pumps would not have been sufficiently powerful. But Bosch was working in this area, and in 1927, unbeknown to the public, a Stoewer sedan car converted to Bosch diesel technology clocked up more than 40,000 kilometers. It was not until 1936, however, that the first manufacturers ventured onto the market. Mercedes-Benz presented its 260 D car and Hanomag a 1.9 liter diesel car engine, but it was 1938 before the latter was first installed, in the Hanomag “Rekord” car.

1936 CAR HEATING SYSTEM

In the 1930s, series-produced cars were usually not equipped with heating systems except they were expensive luxury vehicles. Installed in the car, the Bosch electric car

heater created warmth for comfortable driving. Besides warming up the interior, the car heater cleared fogged windshields and helped for better view. The car heater was installed under the dashboard and connected with tubes which transported warm air to the windshield.

1951 GASOLINE INJECTION SYSTEM FOR PASSENGER CARS

In 1951, Bosch gasoline injection was presented in a two-stroke Gutbrod Superior 600 and a Goliath GP 700 at the Frankfurt auto show. With its precise fuel metering, it reduced the vehicle’s gasoline consumption by some 20 percent and increased its power - from 23 to 28 horsepower in the Gutbrod Superior. The increased power that the fuel-injected four-stroke engines delivered was also the main selling point of the sports car Mercedes-Benz 300 SL, the first series-produced four-stroke vehicle with direct gasoline injection that was introduced in 1954. Followed by an indirect injection system for large-series engines, the fuel injection system was established in the car and replaced the carburetor.

1951 HEADLIGHTS FOR ASYMMETRICAL LOW-BEAM LIGHT

Since Bosch had presented the “Bosch-Lights” in 1913, engineers improved front lights step by step. But as continuous improvements were made to headlight systems such as stronger bulbs, better reflectors and wider light cones, a problem emerged which became particularly troublesome as mass motorization took hold from the early 1950’s: the glare from the headlights, which dazzled oncoming traffic. In 1957, Bosch introduced a solution to this problem that has not been bettered to this day – asymmetric low-beam headlights. This system causes less dazzle for oncoming traffic and illuminates the driver’s own side of the road better.

1958 VARIODE, FIRST SEMICONDUCTOR FOR PASSENGER CAR.

The first automotive electronic component produced in series by Bosch was a pea-sized cylindrical device known as a variode, which was installed in alternator regulators from 1958 on. The variode was 200 times smaller than the conventional mechanical solutions it replaced. Nonetheless, it was technically sophisticated. The variode was designed to allow just the right amount of electricity to flow into the power storage system (the battery) regardless of the vehicle’s operating status. In other words, the amount of current should be as high as possible, but not so high that the battery is overcharged.

1958 WINDSHIELD WASHER

The electric windshield wiper had been presented in 1926.

But decades later, removing not only water but also dirt, was still a problem. In the 1950s, windshield wash devices entered the market – mechanically driven with manual pumps of foot pedals. To make things easier, Bosch developed an electrical system to wash the windshield more efficient and comfortable. By pushing a button, the driver activated an electrical pump. Then, nozzles installed on the engine hood sprayed water precisely all over windshield surface.

1959 ALTERNATOR FOR COMMERCIAL VEHICLES

It was designed as a more powerful source of electrical power compared with his predecessors, requiring less maintenance. Even at idling speeds, this new generation of alternators produced enough electrical energy to recharge the battery. This innovation was necessary at a time when the increasing number of vehicles on the road was leading to stop-and-go conditions and to more frequent traffic jams. Besides, with a growing number of energy-consuming devices being installed in cars, alternators needed to produce more electrical power in general.

1967 JETRONIC, ELECTRONICALLY CONTROLLED GASOLINE INJECTION

In 1959, Bosch started developing an electronically controlled gasoline injection system. It took six years until the technology was ready for the market. Launched in 1967, the pressure controlled Jetronic was the world's first large series-produced electronic gasoline injection system. It premiered in the U.S. version of the Volkswagen 1600 LE and TLE models. Thanks to the Jetronic, the VW 1600 LE and TLE were able to meet the Californian environmental standards, the toughest in the U.S. and worldwide.

1971 HEADLIGHTS WITH H4 TWO-FILAMENT BULB

Fog lamps with halogen technology were available from 1966, but in 1971, Bosch introduced halogen “H4”-lamps with combined high-beam and low-beam bulbs. As with the forerunner double-filament lamps, light was produced using a glowing tungsten wire. However, in halogen lights the glass bulb of the light bulb was filled with a halogen (iodine or bromine). This allowed the filament to reach a temperature close to the melting point of the tungsten wire, thus producing greater and constant light efficiency and increasing the service life of the light.



1974 TRAFFIC INFORMATION SYSTEM ARI

Traffic news was first broadcast in 1969. An ARI decoder,

available separately from 1974, integrated in various car radio models from 1976, located stations with traffic news so that the driver could always preset the stations that regularly broadcast traffic news. These stations sent traffic messages every 30 minutes.

1978 ABS ANTILOCK BRAKING SYSTEM

The success story of ABS, the first electronically-controlled four-wheel anti lock braking system for passenger cars, began in autumn 1978, nine long years after Bosch had started developing the system. This ground breaking Bosch technology was the departure point for all modern braking control systems. The ABS anti lock braking system uses sensors to identify when the wheels are locking and intervenes in the brake system to prevent this locking. That keeps the car on the track even on slippery ground.



1979 MOTRONIC: L-JETRONIC AND FULLY ELECTRONIC IGNITION SYSTEMS IN A SINGLE CONTROL UNIT

When it was launched in 1979, Motronic was the world's first large-scale series-produced hybrid electronic gasoline injection and ignition system – introducing the first microprocessor in a car. It controlled the amount of fuel injected, the ignition timing, and other parameters by using a large number of criteria, e.g. gas pedal position and engine temperature, which had to be recalculated for each and every ignition process. The result was optimized fuel consumption and emissions, and smooth running. The first car to feature Bosch Motronic was the BMW 732i.

1980 ELECTRONIC AIRBAG CONTROL

Bosch set a milestone in the history of road traffic in 1980, becoming the first manufacturer of electronic triggering units for passive safety systems. The triggering unit, which consisted of three components having a total of 170 parts, ensured that the driver's airbag would inflate in emergency situations. It was used for the first time in the Mercedes S-Class. Cars of today have up to eight air bags with separate triggering units.



1983 “EVA” ELECTRONIC NAVIGATION GUIDE PROTOTYPE FOR DRIVERS

It was the first experimental system for independent navigation using an electronic map, entry of destination, and route guidance with speech output. EVA was not ready

for series production, as it would have been necessary to create digital data for large areas, which would have been too expensive. Also, high-volume, high-performance storage media were not available until later. After entering the start and destination, the route was calculated. The system recorded the vehicle's movements (speed and change of direction) via sensors on the wheels. By comparing the route calculated by the system with the movement of the vehicle, it was also possible to update the data in response to driving errors. The fundamental principle of EVA is the basis for all navigation systems used today.

1986 TCS TRACTION CONTROL

Bosch traction control prevents the driven wheels from spinning. The electronic control unit reduces the speed of spinning wheels until they recover their grip. Traction control is an early example of networking diverse electronic control units. When traction control is activated, it intercepts the engine management or brake control system. Despite actuation of the accelerator, engine power is thus continuously lowered, or the brake is actuated, until the wheels recover their grip. Traction control can also brake one drive wheel individually in order to divert engine power to another drive wheel if the latter offers better traction.

1986 ELECTRONIC DIESEL CONTROL

A good 19 years after electronic gasoline injection hit the market, its counterpart for diesel engines went into series production – for distributor pumps in 1986, and for in-line pumps one year later. Fuel economy had previously been the selling point of diesel engines, but customers were now demanding better performance and a smoother ride as well. The time was thus ripe for electronic systems in diesel engines.

1989 NAVIGATION SYSTEM TRAVELPILOT

Bosch had already played a pioneering role in the 1970s with ALI, its driver guidance and navigation system. The next prototype, presented in 1983, was EVA, an “electronic pilot for drivers” that used an electronic map to guide drivers from one destination to the next. The series-produced TravelPilot IDS followed in 1989 – indicating the vehicle position on a display with a digitized map. But the breakthrough for commercial success was not to come until 1995 with the introduction of the TravelPilot RG 05 with satellite navigation, route guidance, and speech output.



1991 LITRONIC HEADLIGHT SYSTEM WITH GASEOUS- DISCHARGE LAMP

The Litronic system works by creating a voltage of 12,000 volts between two electrodes in a glass bulb filled with xenon gas. The gas atoms excited by the voltage release energy in the form of light. Litronic generates by far more light than halogen lights, but with lower energy consumption. The light has a high color temperature similar to sunlight, but with larger portions of blue and green. The service life of the light is long enough for the total operating life of a car.



1993 PARKPILOT PARKING AID

The parking aid makes parking maneuvers – where a few centimeters can sometimes be crucial – much easier and prevents damage to vehicles. With this system, sensors sent out ultrasound signals and pick up their echo. The system then uses the time difference between these two signals to calculate the distance between the vehicle and obstacle and informs the driver using visual or audible signals, thus making it possible to navigate even the smallest of parking spaces.



1995 ESP, ELECTRONIC STABILITY PROGRAM

The ESP® electronic stability program uses sensor signals to continuously compare the actual movement of the vehicle with the direction specified by the driver. If a rapid analysis of this data in the control unit indicates that a dangerous – and uncontrollable – situation is imminent (e.g. skidding), ESP® intervenes to correct this. By reducing the engine torque and braking each wheel individually, the system helps to avert accidents by preventing the vehicle from breaking away or skidding and to stabilize the car.

1997 COMMON RAIL DIESEL INJECTION SYSTEM

The high-pressure diesel injection system common rail makes cars more powerful and reduces emissions and fuel consumption. In contrast to competing technologies like distributor pumps and unit-injector systems, the consistently high pressure at which the fuel is stored in the common rail for all cylinders enables up to eight injections in a single injection – for quieter performance and for reducing emissions: up to 96 percent compared with a car from 1990. Every second newly registered car in western Europe was a diesel by 2006. This made a significant contribution to reducing CO2 emissions from cars.

BOSCH continues to reach more milestones in the 21st century. ■

Ten Questions with Peter Triandafillou

1. What got you started in the VW hobby?

I had a series of beloved VWs when I was a starving student. Those vehicles kept me on the road with enough money left over for beer and food, and I courted my wife and met some of my best friends when I drove a 1970 Bus. Some decades later, I decided I been without a VW long enough, and since I had never owned a Karmann Ghia, I found one to take care of.

2. What was your first VW?

My first VW was a 1970 Bus that took me to forestry school and numerous adventures (*VintageVoice* Vol 39 Number 1).

3. What VW(s) do you currently own?

I have a 1972 Karmann Ghia that's in pretty good shape. I painted it myself (*VintageVoice* Vol 39 Number 4, and Vol 41 Number 1), and I've enjoyed making a tired car look good. It's not perfect or a top show car, but I'm having a lot of fun with it.

4. What are your favorite VW years/models?

Late '60s Beetles – I had a '69 that I drove for over a decade before it succumbed to rust. Karmann Ghias and split window Buses.

5. What VW would you like to own if you could have any VW ever built?

An all-original mid '60s Westfalia camper.

6. What other hobbies do you enjoy?

Woodworking, wood turning, fencing and sailing, to name a few—my spouse says I have way too many hobbies.

7. What would be your best VW day ever?

The day the auto delivery truck dropped off my Karmann Ghia at 6 a.m., the day before I had to leave town on a trip. It's the only car I've purchased via eBay, and it was a relief to see it in person. The driver blew his air horn when he left, startling the neighborhood.

8. Do you know or have you ever owned a copy of John Muir's idiot book?

I have three! I still have the tattered, grease stained copy from my youth, and it's still my go to version when I'm working on the car. I have a brand new edition neatly bound in a three ring binder that I use for reference before getting greasy, and the seller kindly included a copy in the Ghia. I'm glad the book is still in print! Every VW owner should have one.

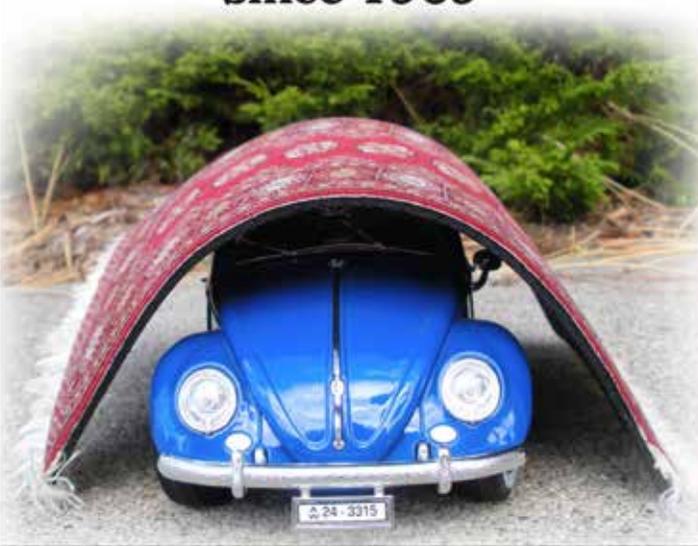
9. What is your pet peeve that people do to their cars?

Neglect. Letting a vehicle deteriorate to the point of no return is a shame when no more are being made.

10. What is the most treasured VW part, book, or toy?

A wooden toy car cut in the silhouette of a Beetle. My wife bought it for me when I bought my '69 Beetle. ■

Vintage Munk's:
Snug as a Bug in a rug
since 1969



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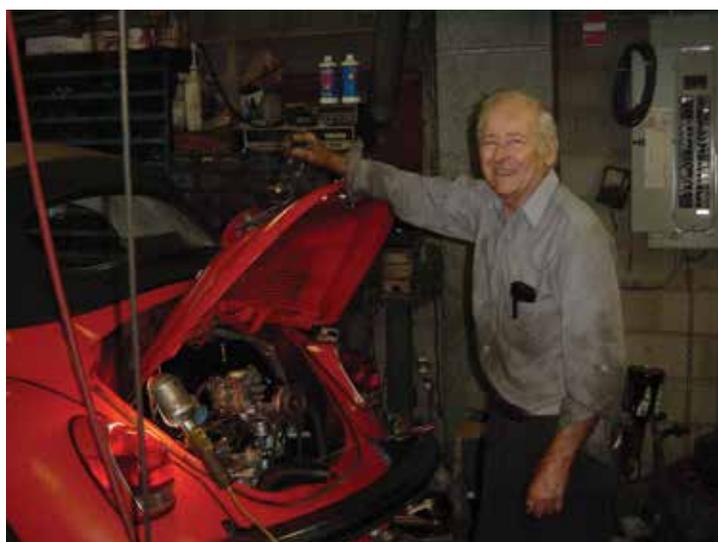
Fishheadlouie's Funnies

Once upon a VW...mechanic, that is, there was a old-timer who went by the name of "Smitty." Arthur Smith was located off Jefferson Davis Highway just passed the Philip Morris cancer-stick factory in Richmond, Virginia. I called on him first in the fall of 2002 when I wanted work done on my 1962 grey sunroof bug. Smitty reported that an unscrupulous mechanic from N.J. had rebuilt my engine incorrectly and he remedied the problem for a mere fraction of the cost. On another occasion, he asked if I wanted heat and installed a later fan housing with forced air heat exchangers as the original stale air ones didn't offer much warmth. On another visit, he helped me pop rivet and seal with roofing tar, the holes in my front fender wells to keep the rain out. I had him rebuild my engine on my tired VW '71 orange super beetle convertible, twice, along replacing the tie rod ends, greasing the front end and replaced bushings which are often neglected! He also made my 21 window run like it never had before and rebuilt a spare engine, I had from my '71 orange super beetle sedan that I had kept for so many years. We stuck it in the 21 window between the middle and front seat for safe keeping. He even riveted hubcap new clips on my rims for \$20.

I remember bringing this coral red (faded to pink) 1957 bug I found, that hadn't run for decades. Since he didn't have the old type of wheel cylinder, he rebuilt mine—who does that anymore? The last job he did for me was to rebuild the engine on my '73 Thing. He also did the brakes. I thought it interesting that when he did brakes, he would leave the wheels on the drums when he pulled them off as one piece. Why do two steps when you can do one? When he I picked the car up, he gave me a hot wheels version of my thing for the dashboard. At \$20/hr., he was the best deal around for a decade that I enjoyed his service.

Then, when I couldn't reach him in the summer of 2013. His number was disconnected. I had my stepfather stop by and his garage looked deserted. A year or two later, I finally called the BAP/GEON that he used to get some parts from and they said he had passed away in the fall of 2015. Here are some photos of him and at his place. I also have some video Smitty in case his widow or family is interested. I can be reached at 540-358-0330. There is nothing like the older generation who know their craft and don't charge an arm and a leg to keep your air-cooled engine running.

P.S. just as the old VW ad from *LIFE* magazine asked, and make sure you ask yourself, "is someone learning to fix Volkswagens on your Volkswagen?" Until Soon, TM ■



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Password: NewYearNewVW

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COST: Members receive 2 free classified ads. Limit of two per issue. Non-members: \$10.00. Each ad will appear in two issues of the *VintageVoice*.

PHOTOGRAPHS: 1 photo per advertisement please. Photos cannot be returned, digital preferred.

LIMITATIONS: Ads are published on a space available basis. Copy submissions must be typed or legibility hand written. ONLY VW parts, cars, toys or literature will be accepted. No cars for sale newer than 1991 can be accepted. VWCA accepts no liability relating to the purchase of an item.

ADVERTISING DEADLINE: All advertisements must be received prior to the 15th of the Jan, Mar, May, Jul, Sep, Nov for the following newsletter.

SUBMIT YOUR AD TO: editor@vwca.com

WANTED

Porsche 911, 912, 914-6, or 356-any model. Serious buyer. Rusty or no title or parts cars ok. Also interested in misc wheels, engines, & trans. Tony, 540-358-0330

CARS FOR SALE

1950 "Hoffman" split Beetle. Pearl Gray. standard. older restoration. head turner. rebuilt 36hp, \$45,000 **obo Tony, 540-358-0330**

1972 VW Super Beetle Limousine. Champagne gold paint with black mask around windows. Stretched 4 feet in the late 1980e. Total length 16'3". Starts fine, runs fine, steers fine, stops fine. Stock 1600cc engine rebuilt in late 1990s. Approximately 450 miles on rebuilt engine. 68,376 miles on chassis. With approx 300 lbs of structural steel added in the reconstruction, the body and chassis are more rigid than the original vehicle. That is, no flexing in the reconstructed area. An upholstered roll bar houses an electrically operated glass privacy divider that separates the front and rear compartments. Phone intercom allows passengers to communicate with chauffeur. Presented in several auto shows in



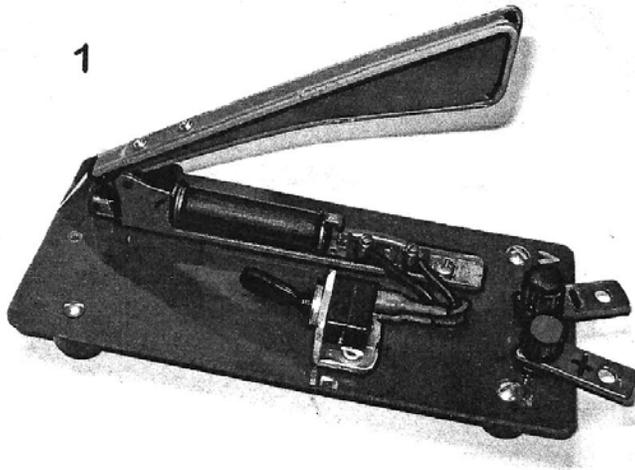
mid 1990s. More photos and info available. Asking \$16,900. Serious inquiries only, please. ppentium100@sbcglobal.net

PARTS, ETC. FOR SALE

Bumper & Body Badges, Large selection to choose from, (1950-1985), Condition 9. Early, front & rear bumpers with overriders, C-9, Outside sunvisors, C-9.5, 36hp Pot A/el, C-9 (Call about this item). Hella Rear lights, look like Reverse lights with hoods, Red and Yellow fluted lenses, not "in the box", C-10, Tail; pipes, real nice, C-9.5. The Arm Rest, Red and Blue, (wide) so your arm doesn't fall off. Chrome pipe and chrome clamp with white piping. (KILLER), 50 years of collecting. Call us for prices, VWCA members always get a 10% discount. The Weiner Foundation, Phil Weiner, 9625 SW 15th St., Miami FL 33174, 305-552-0982

SOLVING SEMAPHORE STRANGENESS

By Jack Ashcraft



In the beginning, there were semaphores. People were too dumb [or lazy] to stick their arm out the window and signal for a turn, so some sort of signaling device [that some people were still too dumb or lazy to use] was needed. This was an interesting [partial] solution. I say partial because the area of the signaling light was quite small. Still...it was a start. Figure 1 shows a working semaphore in a display mount that I built for a good friend.

Let's see how the device works. First, the components... [See Fig. 2] A small solenoid activates the swing arm when the switch is moved to activate the semaphore. Note the location of the light bulb, the contacts for the light, and the black [ground] and red [6 volt] wires and their connector posts.

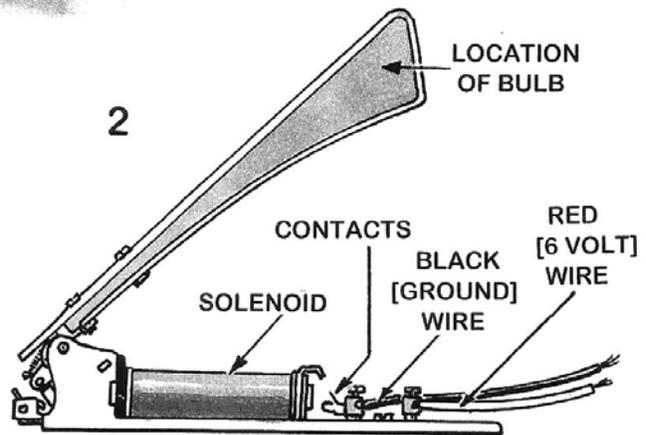
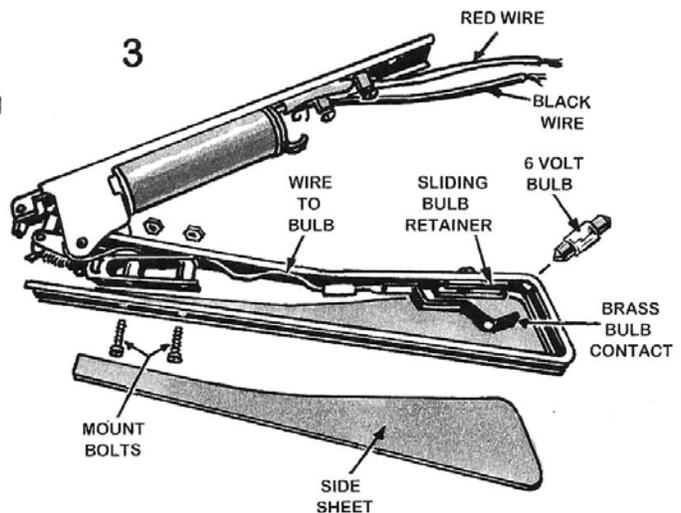


Figure 3 shows the semaphore partially dismantled. Note the mount bolts and nuts. **SOME** semaphores use these, some are riveted together. This one was riveted and I simply [carefully] drilled out the rivets, then used bolts for reassembly. Note the small wire that connects to the brass bulb contact. That wire runs around the pivot and to the red contact post. You must carefully pry the sides of the long "U" shaped signal arm apart just a bit to get one of the opaque orange plastic side sheets out of the assembly.



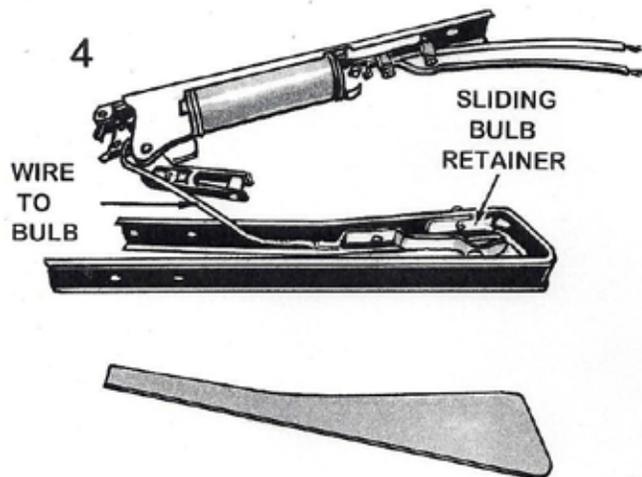


Figure 4 shows the sliding bulb retainer and the brass bulb contact a little better. Sometimes the brass bulb contact loses a bit of its tension and must be sprung UP, toward the bulb location, to insure good contact. The bulb can actually be installed through the hole in the corner of the swing arm frame without taking the assembly apart. The sliding bulb retainer must be pushed firmly against the installed bulb, then its securing screw tightened .

Figure 5 shows that the movement of the swing arm physically begins to push a contact peg out of the solenoid. Note that the swing arm has to rotate a good bit before the peg emerges from the solenoid.

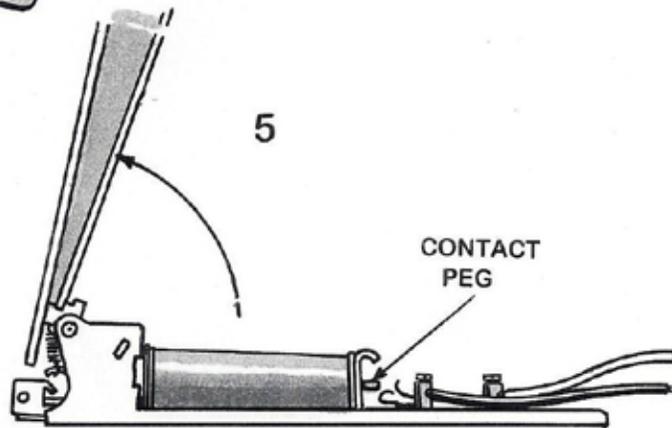
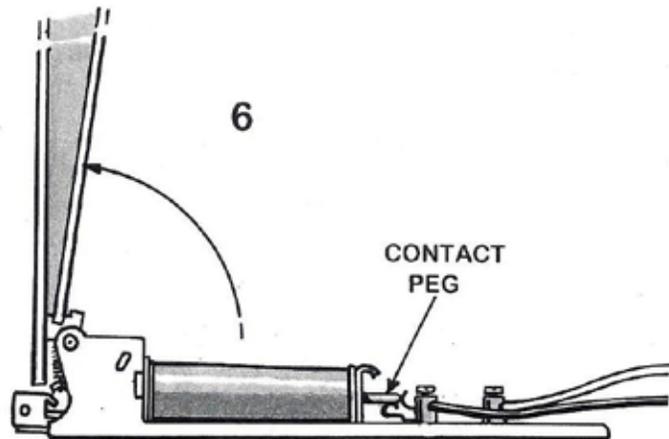


Figure 6 shows the swing arm fully rotated. Now the extended peg has engaged the contacts and current can flow to the bulb in the swing arm, and the signaling device is doing its job.



NOTE: If you have taken the semaphore apart, be careful—and patient—as you reassemble it. Install the new light bulb first. The plastic side pieces of the swing arm will fight you, but you just have to be gentle and take your time with it. Line up the parts and install the bolts. Recheck the position of the plastic side pieces, then tighten the bolts.

ANOTHER NOTE: If you set up a display like the one shown in Figure 1, remember that the FRAME itself must be GROUNDED, and that you must only use a SIX VOLT source to make the device function! If you use 12 volts, Vatch out for za fire und geschmoke! ■

FASTER, HIGHER, FARTHER

The Volkswagen Scandal

By Jack Ewing,

Published by W.W. Norton Company Ltd.

www.wwnorton.com

ISBN 978-0-395-25450-1

Hardcover 337 pages, 20 pictures.

A short time ago I wrote that I was wondering how Volkswagen would survive all the present turmoil and stated much will be written about the Diesel scandal. Here is the first book trying to clear up some of what really happened.

Like all books about VW this one starts with a short oversight of the genesis of Volkswagen, more precisely about the creation of the Beetle. There are many books out there describing that part of the VW history more accurately. However that is not the purpose of this book anyway.

I soon realized that it gives us an excellent oversight of Porsche's grandson, Ferdinand Piëch, who ran Volkswagen for many years. Actually the author seems to think that he is the one responsible for the dilemma Volkswagen is in today, because of his drive for the Volkswagen Company to go faster, higher and farther as the book's title states. The author is not alone in this opinion. Regarding Piëch we learn a lot more about him, as is generally known, especially here in the US. He is a most interesting and very ambitious character. A talented top mechanical engineer, unlike the rest of his family and unlike his grandfather, Ferdinand Porsche. This part of the book is reason enough to acquire this book. Piëch must have realized what was coming early on. About 6 months before the scandal broke, he asked Mr. Winterkorn, the man in charge of the Volkswagen division, of the Volkswagen Group, "what is going on with VW's pollution problem in the US", to which Winterkorn answered "Everything is under control."

I also learned for the first time from this book what the chemical makeup is of the pollution Volkswagen is accused of their cars emitting excessively, it is nitrogen oxides. That is what created all the controversy and put Volkswagen in so much trouble. And we learn in this book that General Motors in 1993 already installed modified pollution controls on their Cadillacs to fool the EPA and had to pay a 45 million dollar penalty. Diesel motor manufacturers, like Cummings and others paid a combined settlement of 1 billion dollars as early as 1998 for using illegal pollution controls as explained by the author. Little known facts. Who ever heard of that? It should have been a warning to Volkswagen that eventually you cannot

get away with it. According to the author, one reason VW went on with the cheating is because as one VW manager mentioned "Everyone is doing it."

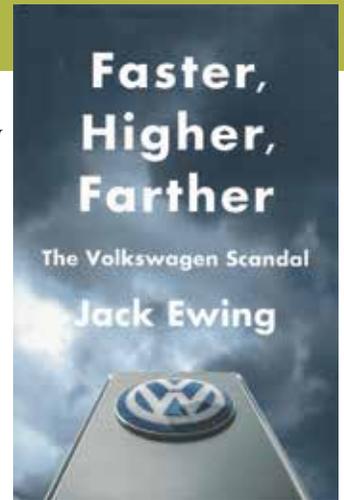
The author documents his research very well. From the time two students at West Virginia University became suspicious in 2013 because VW Diesels were putting out much more nitrogen oxide under real world driving conditions than in EPA tests. They got the stone rolling as they say until the time VW had to finally admit to the cheating in 2015.

There are 39 pages where the author lists all of his sources. It is mind boggling to read how many people at Volkswagen knew about the cheating. Management at VW approved the cheating device and in many meetings discussed whether more should be done to meet US regulations but were shut down because of its cost. Instead, like good politicians they decided not to call it by its real name but an "Acoustic Function." And it is obvious from all that is presented in this book the whole story is not even over yet.

The book has other insights into the mindset of Volkswagen management, like for instance their strange ignorance of how of the American automotive market functions. Which, in my opinion, they never really understood. After their initial fantastic success of their air cooled cars with exception of the 411 and 914 failures, they never were able to comprehend the US. The early Beetles and the cars based on it, like the KG and Transporter sold themselves, as I have stated before. These cars did not take much of an effort to sell, they just had to be handed over to willing buyers.

Over the years the only thing VW managers in Wolfsburg were doing to overcome their dilemma in the US was to fire the managers in charge of Volkswagen of America every few months instead of revising their model policy.

It is impossible in a review to go into all the many details of the cheating outlined in this book. After at first being skeptical about having so much material about the scandal this early I really was impressed by the quality of all the interesting information. ■



This Short Documentary Tells The Story of the Great Volkswagen Ads of the '60s

Joe Marcantonio's "Passion Project"

By David Gianatasio
October 20, 2016

In his delightful and insightful documentary “Remember Those Great Volkswagen Ads?” British filmmaker Joe Marcantonio explores the transcendent power of advertising to help brands overcome their limitations and—in the case of DDB’s groundbreaking 1960s work for the German automaker—establish an enduring, vibrant image in the hearts and minds of consumers.

“The piece wasn’t commissioned by DDB or VW,” Marcantonio tells AdFreak, “I just made it for the love.” His father Alfredo served as VW’s advertising manager in the 1970s, and in 1982, the elder Marcantonio co-authored an acclaimed book about the history of the brand’s marketing (from which his son’s project lifts its title).

Clocking in at just under 20 minutes, the film mixes archival footage with interviews to present a brisk, bouncy stream of fun and incisive commentary from Alfredo Marcantonio and numerous Mad Men-era luminaries who either contributed to DDB’s VW work or were influenced by its style.

“I thought that maybe they’d be polite and spare me a few minutes,” Joe Marcantonio says of the filmed chats he conducted with John Hegarty, David Trott and Alan Parker (as well as his father). “But each of them was so passionate about the influence it had on their careers, they spoke for much longer than I thought. I thought initially that the film could be five minutes long, but



Joe Marcantonio



33 years later, he got the bug.

We're glad that most people don't wait 33 years to buy their first Volkswagen. But Albert Gillis did, and maybe he had the right idea all along. He didn't buy a new car for 33 years because he didn't happen to need one. He and his 1929 Model A Ford did just fine by each other.

He always did his own repairs and even jacked it up at night to save the tires. When he finally did need a new car, he went out and bought a Volkswagen. "I heard they hold up," he explained. Does he like the VW? Mr. Gillis is 79, a Justice of the Peace, and not given to hasty decisions.

"Your inspectors sure do a good job of inspecting," was as far as he would go. But he did mention that he and Mrs. Gillis took a trip for their 54th anniversary. They drove 6,750 miles and spent 162 on gas and 55¢ on oil. "I didn't think they were supposed to burn oil," he said.



my first cut was 48 minutes. It was really tricky to get it down to 18 minutes.” (Conversations with other ad legends, including Helmut Krone and George Lois, were culled from clips dating back to the 1980s.)

VW’s ride into the American zeitgeist got off to a bumpy start, given the nameplate’s genesis in the 1930s as a form of affordable, reliable transportation for working-class Germans living under the Third Reich.

“To be completely honest, I was wondering what was going on in [former DDB chief Bill] Bernbach’s head, because it really had Nazi connotations to it,” Krone—the art director

behind the campaign's sleek, trendsetting style—explains in the film. “I didn’t think it was something that we should do.”

Apart from VW’s Nazi ties, some members of DDB’s creative team initially believed the compact, oddly shaped, sparsely appointed Beetles of the era were simply too alien to succeed in the U.S. market of the early 1960s, where fancy, finned, fully loaded vehicles were all the rage. “I felt the car was so utterly preposterous,” says Krone. “We had to Americanize it as quickly as possible, and maybe get somebody like Dinah Shore to do a singing commercial like she was doing at the time: ‘See the USA in Your Chevrolet.’ “ Such schlocky notions were dismissed in favor of a more “intelligent, don’t-underestimate-the-public type of advertising” that became DDB’s trademark, Krone says.

Simplicity was key. The car itself offered basic, no-frills functionality. Likewise, its advertising was in most respects bare bones. This was especially true of print efforts, defined for a decade by monochrome executions in newspapers and magazines. These often used self-deprecating headlines—”Lemon” and “Think small” rank among the most renowned—and a shot of a single Beetle (either unadorned or, in some cases, satirically in sync with the surrounding copy).

After putting together the first few ads along these lines, Krone left New York for a brief vacation, “rather depressed” about VW’s domestic prospects. But when he returned, “people were talking about it—at parties, everywhere, they were talking about these Volkswagen ads!”

Parker, a former copywriter who later became a Hollywood director, distills the campaign’s appeal: “I don’t think people realized quite how vulgar advertising had become at that time ... and therefore, how amazing a Doyle Dane ad, particularly a Volkswagen ad, looked in a magazine filled with rubbish.”



Joe & Alfredo

A Volkswagen, obviously.

It's easy to spot a Volkswagen. Even with enough snow on it to hide the beetle shape.
It's the one that keeps moving.
A Volkswagen will even go up icy hills when other cars won't go at all because we put the engine in the back. It gives the rear wheel's much better traction.

That's half the problem. But the engine can't just be there. It has to keep working.
So we cool the VW engine with air, not water. There's no need for anti-freeze, no chance of the block cracking. (No possibility of boiling over in summer, either.) And there's no draining. No flushing. No rust.

You can park a VW outdoors in sub-zero weather or dig it out of a snowbank; it's ready to roll as soon as you turn the key.
If you happen to live where ice and snow are no problem, don't think you can't judge the VW's extraordinary abilities.
Just try it in sand or mud.

© VOLKSWAGEN OF AMERICA, INC.

Volkswagen doesn't do it again.

Beautiful. It's not any longer. It's not any lower. And it's not any wider. The 1969 Volkswagen. 13 improvements. Ugly as ever. Beautiful. Just beautiful.

The film traces the campaign's successful transition into television. In one vintage spot, a snow-plow operator drives his trusty Beetle through brutal weather ... to get to his plow. Another presents next-door neighbors, each with \$3,000 to spend. One buys a brand-new \$3,000 car (it looks like a big American model). For the same price, the other purchases a refrigerator, a range, a washer, a record player, two TVs ... and a brand-new Volkswagen.

"It is miles better than anything out there at the moment," filmmaker Joe Marcantonio says of these classic campaigns. "Pretty much every car ad you see these days looks the same. The cars are shot at the same angle, same height, all are clean, usually in a nondescript cityscape. The ads are made to be safe, to not offend, to appeal to the masses—but that means that they have no honesty to them."

For honest work to emerge, clients must be willing to take a few risks, the filmmaker says. "The bravery of VW can't be underestimated," he says. "They were daring enough to put their complete faith in Bernbach, and were richly rewarded."

Likewise, Bernbach's DDB reaped its own rewards, riding the success of VW (among other clients) to the pinnacle of the '60s Madison Avenue scene. In a broader sense, the campaign elevated the industry as a whole, demonstrating that agencies could indelibly imprint brands across our shared cultural psyche and build long-lasting trust, goodwill and a sense of coolness and fun.

For VW, the positive vibes resonated for five decades. Though at times diminished, they always seemed to rev back up to speed—until September 2015, that is, when VW's emissions scandal began making headlines. Now, more than a full year later, bad feelings from that episode linger.

Given the fragmented media landscape and jaded nature of today's consumers, it's unclear if advertising, no matter how quirky or inspired, can help put the brand's image on the road to recovery. ■

URL for film: www.adweek.com/creativity/short-documentary-tells-story-great-volkswagen-ads-60s-174168/

Letters

Letter to Heinz

Thanks for your prompt reply to my age question. The old VW is a joyful possession and gives me good reaction when we go out among the public. I was/am curious about the Import data and may have to justify a trip to Wolfsburg in order to get the details. But your suggestion that someone who also reads the Vintage Voice may have had the same question and found the facts has got me thinking of that direction. It may be a few months before I get the inquiry prepared, and an issue or two before it gets printed, but don't be surprised if you note this subject in the near future. I'll be pleased to see the request printed - just as I am pleased to note an article by YOU as I open the latest arriving edition.

Thanks for using your good skills on a subject that's interesting to a lot of people besides yourself. I look forward to your next piece.

Raymond R. Sullivan

The new HOFFMAN Registry

I have a 1950 Hoffman Standard Split. And like all of you have been disappointed that there isn't a more complete Hoffman Registry out there, so I am starting one myself. I want to thank Kevin for adding a section of his full registry on www.TheSamba.com to the Hoffman cars. And I am counting on him helping me, to make a more in-depth Hoffman registry for all of us to be proud of. I am not an

expert on Hoffman cars, so I need, and want, all of the Hoffman owners to help me by donating any extra info to me so I can post it. Let's make this a great HOFFMAN registry!

Even if you are listed on the Samba I need each owner of a Hoffman VW to email me at VWbooks@aol.com with the following information (by doing this your picture will be listed along with all your information): Year/Color/Model/Vin #/Body #/Engine #/Your name/Your State/Any special info you have about your car, include a rear side shot of your car that I can post, and a photo of your car's Birth Certificate stating New York.

Last but not Least: I am having special HOFFMAN badges made. That will be for sale to mount onto the front passenger quarter panel of your VW. Once you contact me with your information I will have your email, and you will be contacted as soon as the badges are done. You will be proud to add it to your car. ONLY HOFFMAN CAR OWNERS CAN BUY 1 BADGE. I am NOT making any profit for doing this registry.

Thank you

Bob Cropsey, www.JerseyClassic.com

HOFFMAN Registry:

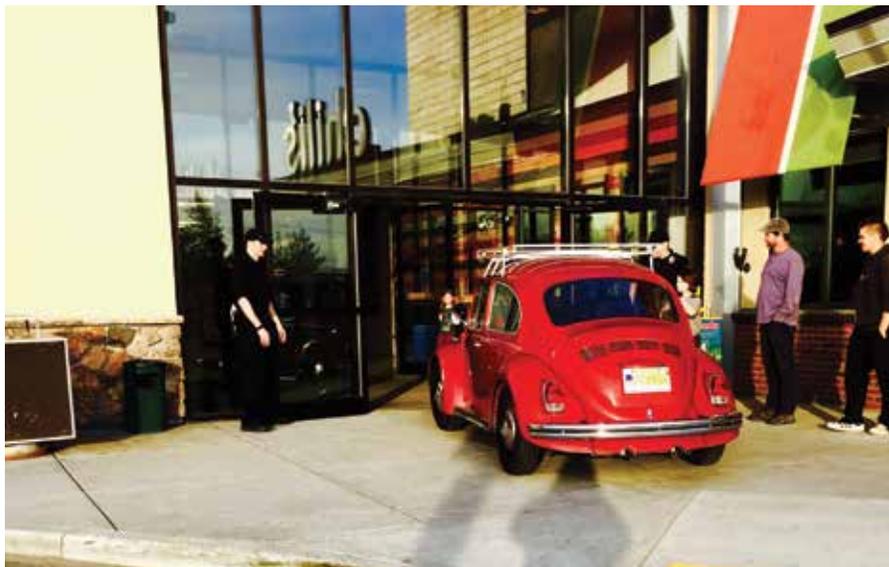
www.jerseyclassic.com/hoffman-vw-registry.html



Volkswagen Family Reunion Car Show, Truly A Family Reunion

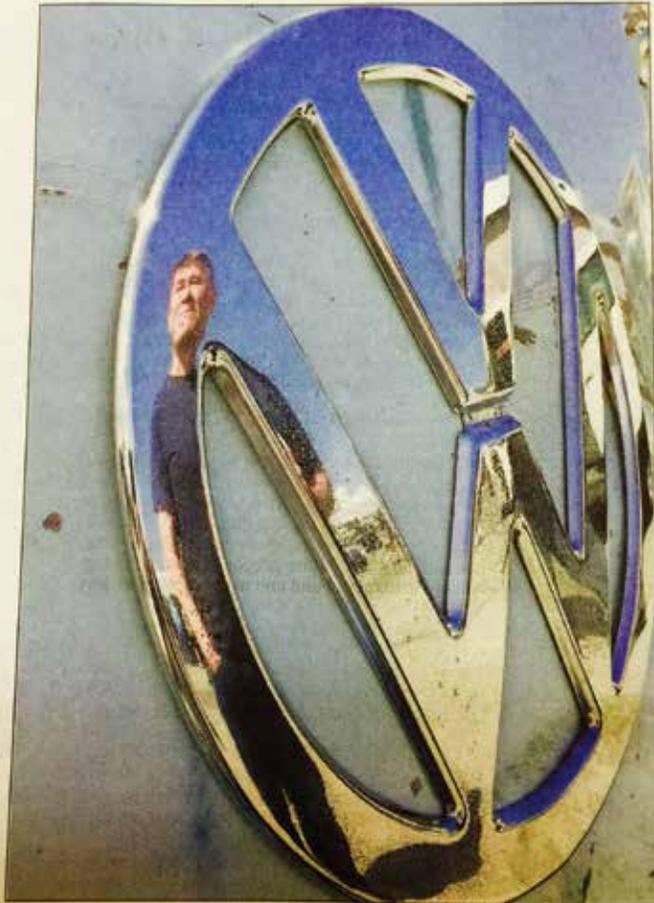
If you happened to be in Anchorage, Alaska on June 17th, 2017, and are a fan of all things Volkswagen, then Arctic Air Cooled Volkswagen Club's 12th annual car show was the place to be. Hosted at the Diamond Center Shopping Mall, The VW Family Reunion Car Show brings together both old and new, and includes all three branches of the Volkswagen family tree—VW, Porsche, and Audi.

Preparations for the car show start weeks ahead of time, and include displaying a vintage VW right in the Diamond Center Shopping Mall. This year Greg Kalal displayed his beautifully restored 1968 VW Beetle. And as you might expect, Greg's Beetle brought many smiles to the folks that happened to come across it while shopping in the mall, and helped stir up interest for our VW car show.



Greg Kalal's 1968 Beetle heading into the Diamond Center for display prior to The 2017 Family Reunion Car Show

VOLKSWAGEN FAMILY GETS TOGETHER



BOB HALLINEN / Alaska Dispatch News

Richard Pattee is reflected in the chrome logo on the front of his 1964 21-window Deluxe Volkswagen van at the VW Family Reunion Car Show at the Diamond Center on Saturday. Pattee bought the VW from a seller in Takotna. The VW started its life in Ransgate, England, with its airman owner, who then moved it to McClellan Air Force Base in California before bringing it to Tatalina Air Force Station in Alaska, site of a White Alice communications system.

On the automotive side of this year's VW Family Reunion Car Show, as expected there was a strong showing from the VW air cooled crowd. With models ranging from Meyers Manx, to Squarebacks, Beetles and Buses, there were over 40 vintage VWs making the trip to Anchorage.

AACVW club member Sam Taylor, driving his 1962 single cab, drove the farthest to attend the show. Sam drove all the way from Copper Center, Alaska, which is just under 200 miles from Anchorage. And at 50 mph in his single cab, Sam put in a good half day's work just getting to the show on time! But it was worth Sam's time and effort to bring his '62 single cab to Anchorage as he walked away with this year's Best Beater trophy.

As you might expect, a car show featuring "The People's Car", is very inclusive of the people attending the show. This is accomplished by allowing the folks attending the car show to pick the winners. The only award not decided by 'the people' is Best Of Show, which is decided by AACVW's board of directors.



Greg's 1968 Beetle at home on display in the Diamond Center Shopping Mall





Taking top honors for the The People's Choice Best VW was Bill Crawford with his 1960 Karmann Ghia. And my-oh-my, were the people correct! Bill's Ghia sports an original Judson Supercharger on a number's matching engine and chassis that was rebuilt by none other than Okrasa Motor Works.

As Bill explains, he's the second owner of this amazing Ghia, the first being Bill's uncle. Since receiving the car from his uncle, Bill has gone to great lengths to keep it looking and running in first class shape!

Another car in first class shape, as voted on by the people, was Don Faulkenburry's 2008 Porsche Boxter LE. Don took home The People's Choice Best Porsche with his beautiful orange Boxter LE. And while Don was thrilled to get the top Porsche award, he was more excited to road trip with a local group of Porsche enthusiasts from the Alaska chapter of The Porsche Club of America. Don and his group are driving their Porsches from Alaska



to Washington and back to Alaska! What an amazing trip! Hopefully next year Don will give us some details about this mammoth of a road trip.

And finally, the people saw fit to give Best Audi to Lee Metcalf. Lee brought his nicely detailed 2016 blue S3 and ran away with the people's votes for the best Audi trophy.

After much debate among AACVW's board of directors, The Best Of Show came down to Richard Pattee's 1964 21-Window, and Jerry Ulmer's meticulously restored 1963 Beetle. While Richard ended up with a photo of himself



reflected in the shiny logo of his 21-Window in the local newspaper, Jerry's Beetle took The Best Of Show trophy.

In the end, it was Jerry's attention to detail with his body-off restoration that swayed the vote in his favor. With too many details to list, the photos will have to do the talking for Jerry's amazing '63 Beetle!

After all the great swag from our sponsors was given away, the votes were tallied, and trophies awarded, the 2017 show came to an end with an overnight camping trip. This year's camping trip was 25 miles north in Eagle River and was organized by AACVW's Vice President Daniel Montgomery. Camper's enjoyed a nice evening at the scenic Eagle River Campgrounds with a great fire, good beverages and fantastic company. The relaxed atmosphere and scenic views gave everyone a chance catch up with fellow VW enthusiasts and share inspiring stories of restoration and the instant friendships VWs often create.

But that's just a recap of the automotive side of this year's Volkswagen Family Reunion Car Show. On the human side, we had a very special family reunion which brought AACVW's past president Eddie Hoecher home to Alaska for a Father's Day reunion with his mom, dad and two brothers. During Eddie's tenure as President of the AACVW Club, his emcee abilities took our annual car show to new heights. However, due to work circumstances, Eddie had to relocate to Lake Charles, Louisiana in 2015, and his absence was felt in many ways - especially at our car show.

Fortunately for everyone, this year a generous AACVW Club member flew Eddie home for a Father's Day reunion with his family, and The Volkswagen Family Reunion Car Show.

With Eddie behind the microphone working the crowd with VW trivia, and giving out loads of goodies from our fantastic sponsors which include The Diamond Center Mall, Kendall Volkswagen of Anchorage, and The Vintage Volkswagen Club of America, this year's car show was a real success and a true family reunion. ■



Award winners, left to right, Bill Crawford Best VW, Don Faulkenburry Best Porsche, Lee Metcalf Best Audi, Sam Taylor Best Beater, Jerry Ulmer Best Of Show, and current AACVW President Mark McArthur

Brake Maintenance & Rebuilding Those Calipers

I am going to take a leap of faith. Many of us service our own brakes. We change pads, linings, and rebuild or replace wheel and master cylinders. Some of us are daily drivers and put on enough miles to let us know if something is going wrong by the way they sound or feel. But if our collectors are driven to shows, are in parades, or make the trip to the local ice cream parlor, it is prudent to inspect the entire system when we take to car cover off at the beginning of the driving season to preclude failure. My 1970 KG Cabrio was in storage for 8 years before starting the restoration from top to bottom, fore to aft. When it came to the brakes I pulled the wheels to inspect the rotors, pads, drums, their seals and bearings, I found the front pads worn and calipers to be in a state of replacement –or- rebuild. In not assuming anything, I could not support replacing the calipers with anything but German OEM quality. I then planned on replacing all brake hardware, lines, rear shoes and brake cylinders. With budget restrictions, I decided to tackle rebuilding the front calipers. Three different Disc Calipers were used on Karmann Ghias from 1970 to date, either an ATE or Girling with a 1 or 2 pin design, but they all mount and operate the same way. I ordered my parts from M&T Manufacturing of Rhode Island – Ken and the rest of their customer service personnel are great.

Assemble parts, tools and equipment:

- Safety Glasses
- Small punch to press retaining pins thru caliper
- 2 Large ‘C’ clamps
- Compressed air line with a needle-style air chuck
- Socket & Wrench Set to remove Caliper
- Flat Head Screwdriver
- Prick tool to remove retaining ring that secures Dust Boot
- Rubber Mallet
- Popsicle Sticks for making shims
- Brake Fluid



So what's in the box for each side?



- Steel Backup plate or Old Brake pad
- Scotch bright, Brake Clean, SiliKroil– absolutely the best on the planet (Knao Labs)
- High Temperature (Red) Grease for the caliper piston
- Brake Pads
- Brake Bleeder System
- Caliper Rebuild Kit (dust boot and seal)

Steps:

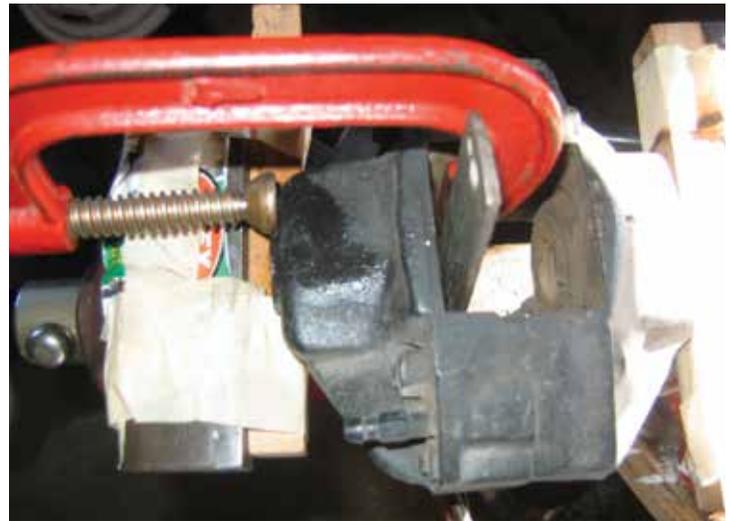
Removing the Caliper is straight forward using any Type 1 Service Manual.. Accordingly, the procedure is also straight forward. What I want to share with you here in this article are some hints in addition to the Manual. I hope this will be helpful should you want to do the job yourself. Start by removing the old brake fluid from the reservoir using a siphon or a turkey baster to ensure a complete brake fluid system flush when we're done.



The removed parts.



Ready for rebuild.



Install caliper in a vise with backing plate/brake pad.

Note the position of the dust boot retaining plate and orientation of the piston.

Place an oil catch pan beneath your work area, with rags beneath to catch the old brake fluid, remove the bleeder valve, and position a 'C' clamp against one of the pistons, using an old brake pad or piece of scrap steel to keep that one piston from coming out. We are going to use the air source to pressurize the other piston out its' bore while keeping the other from moving out of its' bore.

Using a large C-clamp, slowly push the piston back into the caliper. Have one end of the clamp against the caliper piston while the other is clamped on the back side of the outer caliper. Slowly compress the piston pushing one piston all the way back into the caliper. It should compress smoothly. You may find here that the piston will not move easily, which means that moisture has compromised the system, and the piston is froze in the bore, like mine was. With the bleeder valve removed, press and hold the compressed air hose into the brake bleeder hole. Here we are trying to push out one piston, holding the other in its' bore. Pressurize the

caliper and the piston will/should pop out. Be patient. If the piston is froze in the caliper, you may need to raise air pressure until it starts to move. Stuff a rag or piece of wood in between. BE VERY CAREFUL and DO IT SLOWLY – DO NOT HAVE ANY FINGERS IN THE WAY as using the compressed air, the other piston can shoot out with a lot of force. Set the air line aside and remove the piston. I used SiliKroil and a pad of Scotch Bright to clean the piston. Next step is to remove the old dust boot, its' retainer ring/clip and the inner rubber brake seal. Take a good look at the inner piston bore. If the drained brake fluid was old, you may need to remove any rust or imperfections within the piston bore. Here I used SiliKroil again with a Scotch Bright Pad.

After you clean the caliper inner bore inspect the square groove where the rubber brake seal seats inside the bore. This inner bore needs to be perfect with 90° edges where the seal fits into. I found my dust boot on my first caliper cracked which allowed moisture to leave slight marks, leaving slight marks within the inner bore and in the dust seal groove. This caused the caliper to 'stick' and bind, not al-



lowing to release. Coat the new seal with High Temp (RED) Brake Grease or a recommended VW grease. Coat the inner bore with brake fluid for the piston to slide in.

Install the dust boot on the piston so that the dust boot fits in the groove at the piston. Make sure the dust boot is put on and facing the correct way so that it will fit in the inner groove of the caliper. Lubricate the piston with VW Red grease. CAREFULLY press the piston back into the caliper BY HAND. Make sure the piston is straight as it will not go in if it is crooked. You can use a bar to SLOWLY and GENTLY press the piston in. Alternate 90* if the piston doesn't slip in to alternate the angle of the piston so it does not jam. Eventually it will slide in all the way. Tuck the dust boot back into the groove on the caliper. Use a flathead screwdriver and make sure the dust boot is all the way in the groove; otherwise it will corrode and cause problems in the future. The Piston retaining plate is next, referring to its' orientation on disassembly. To install the retainer ring/clip in the groove I made this simple tool using 3 popsicle sticks glued together to aid in spreading the clip enough to aid in setting it home into the groove that holds the rubber seal.



Here the dust boot and retaining ring/clip are installed.

To repeat the procedure for the remaining piston, make another simple tool to keep the rebuilt piston/seal assembly from moving out of the caliper while applying pressure. Clamp goes between the blocks of wood, and against the installed piston. Repeat the removal, overhaul and rebuild on the remaining side.



The caliper is now rebuilt and ready for install, fill and evacuation of the system. Harbor Freight has a Pneumatic system that is very slick and effective to perform the evacuation and system bleeding. It has a canister that you fill with fresh fluid, mount it on top of the Brake reservoir, and uses your air source attached to the bleeder valve to evacuate the system. Instructions are straight forward. Info is listed later in the article.

So why did I need to do this?

Let's talk about why I had to rebuild the brake calipers in the first place. With old age the rubber seals inside of the calipers aged, the materials became hard and lost their elasticity. I found the piston sticking inside the bore, causing the brake pads not releasing or meet the rotor at all. Found slight corrosion inside the piston bore and a bit on the piston itself causing the seal wear to accelerate. I found the surface of the rotors themselves to be fine.

Brake Fluids

Our Vintage gems carry a recommended use of the conventional DOT 3 or DOT 4 brake fluids, which is essentially glycol ether. This regular brake fluid is hygroscopic, which means it absorbs moisture which then accumulates in the lines and pistons and corrodes them. So you should purge your brake fluid every couple of years to get rid of the moisture that accumulates due to the fluid type. The alternative is to use DOT 5 silicone brake fluid which was developed for the Government vehicles and military. It is expensive, but does not need to be changed as much. The only catch is that for it to be effective, the old fluid must be completely purged. It is compatible with our DOT 3 and DOT 4, but in mixing both fluids, it compromises the anti-rust effort. Though it cannot be used on ABS systems, for our classics, it is great stuff.

Products I used:



SILI KROIL



HARBOR FREIGHT SYSTEM
item # 92924.

I highly recommend the use of this product, as I found it to far exceed any other on the market. In removing a frozen Brake Drum, none does the job better. I purchased it online from the manufacture KANO LABS. Check it out. ■

Karmann's Unknown Treasures

By Collector's Carworld Magazine

The elegant Karmann-Ghia, a Volkswagen designed to appeal to women. The original Golf, called the "strawberry basket". And, of course, a perennial favourite: the Beetle convertible. This is what comes to mind when we think of the name Karmann. A connoisseur would add that the body factory, headquartered in Osnabrück, also manufactured the quirky Porsche 914, dubbed the "People's Porsche" in addition to BMW's outstanding 70s era CS coupés. And that was about it – if you follow the general way of thinking. "The Bremen Classic Motor-show, from Friday to Sunday, 3 to 5 February at the Bremen Fair, will add new insights", promises project manager Frank Ruge.

The fact that the company, which went bankrupt in 2009, was Germany's most important in-dependent think tank for developing the vehicle bodies of the future. Karmann's creativity was second to none, not even the major luxury designers working in the medium of sheet metal, such as Pininfarina or Bertone. Above all, Karmann avoided distributing its rare and unique creations, prized as highly as the family silver, among the general population. In fact, this is why the collection of the former family company, the majority of which was taken over by Volkswagen in 2010, is still intact today – and, with its wealth of one-of-a-kind pieces, is one of the most spectacular automotive treasure troves in the world.

The Bremen Classic Motorshow, traditionally seen as the opening event for each new classic car season, gives visitors an up close and personal look at this treasure trove. In



addition to exhibits from the Karmann collection, some of which have never before been available for public viewing, the special exhibition will be presenting other rare automobiles by the Osnabrück manufacturer.



Their history stretches back 115 years – back to the year 1901, when Wilhelm Karmann took over a coach and wagon building company. He manufactured his first motor vehicle body one year later. One of the very few surviving artifacts from this era is the Dürkopp 8/18 HP double phaeton from 1910, the oldest automobile in the special exhibition.

Many car brands were among Karmann’s clientele at the time, such as the Adler plant in Frankfurt am Main. Starting in 1936, the top model was the stately Adler Diplomat, with Karmann producing the body for the gorgeous convertible version. The special exhibition considers it an honour to display this fascinating luxury vehicle. A few steps down on the modesty scale, but all the more charming for it, is the 1939 Ford Eifel Roadster with Karmann body, which will be featured in Bremen in early February.

The post-war years rung in a true legend: the Hanomag Partner, a highly modern car the commercial vehicle manufacturer planned to use to get back into passenger car construction in 1951. The project was scrapped, along with all 20 of the prototypes made by Karmann ... at least, that’s what people believed for decades. Actually, one single model escaped the crusher – and will be on display in Bremen as a one-of-a-kind original piece.

In the era that followed, custom bodies for Volkswagen filled the Osnabrück manufacturer’s portfolio. Series production models are well known. The studies and prototypes that the special exhibition will be spotlighting, however, are less so. The formal archetype of the VW Karmann-Ghia from 1953, the “bug coupé” (1962), discarded at the concept stage, the “big Karmann” type 34, a one-of-a-kind piece from 1965, 1600 TL with hatchback, the exotic sports car stylistic study type 1 convertible from 1965. These and other little-known conceptual models Karmann originally created for its major customers are finally going to be on display on the Weser.

In addition, a couple of vehicles will offer surprises of a different sort; who knew that Karmann once also worked



for Opel, Volkswagen’s largest competitor? Witnesses of this era include convertible prototypes of the Opel Commodore (1967) and Manta (1970) – in addition to the car that was once the fastest German series production vehicle, the extremely rare Opel Diplomat coupé from 1965, that also bears the distinction of being “Made in Osnabrück”. The “Pik As”, the vision of a racy Audi sports coupé designed in 1973, serves as the chronological finale of the show.

The Bremen Classic Motorshow runs from Friday to Sunday, 3 to 5 February 2017 in all halls at Bremen Fair plus the Hall 8 modular unit. The halls are open from 9 a.m. to 6 p.m. A day pass costs 16 Euro. More info at www.classic-motorshow.de. ■

Did you ever wish there was a book...

that could explain to your friends and family (and maybe yourself) what’s so fascinating about these old cars?

This just might be that book.

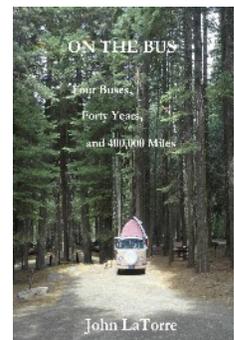
Available as a Kindle e-book for \$9.99, or a paperback for \$16.00.

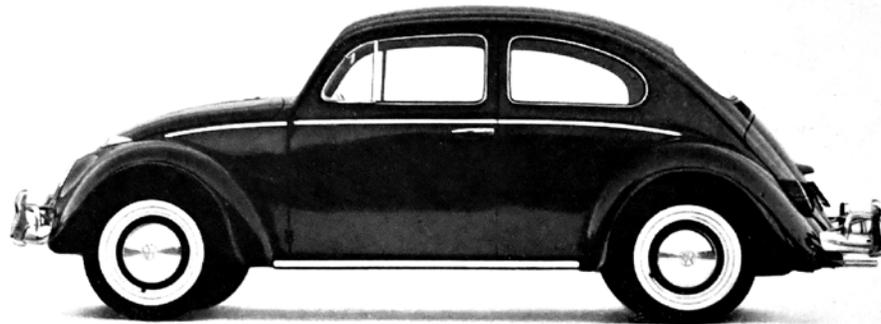
ISBN 9780979063510

For more information, visit

[http://midtown.net/dragonwing/On the bus.htm](http://midtown.net/dragonwing/On%20the%20bus.htm)

Dragonwing Publications – Sacramento, CA





Presenting America's slowest fastback.

There are some new cars around with very streamlined roofs.

But they are not Volkswagens.

They are called fastbacks, and some of them are named after fish.

You can tell them from Volkswagens because a VW won't go over 72 mph. (Even though the speedometer shows a

wildly optimistic top speed of 90.)

So you can easily break almost any speed law in the country in a VW.

And you can also cruise right past gas stations, repair shops and tire stores.

The VW engine may not be the fastest, but it's among the most advanced. It's made of magnesium alloy (one step better than

aluminum). And it's so well machined you may never add oil between changes.

The VW engine is cooled by air, so it can never freeze up or boil over.

It won't have anything to do with water.

So we saw no reason to name it after a fish.

