

On the occasion of the
100,000th
VOLKSWAGEN
IN CANADA

A few days ago, a Volkswagen was unloaded at Toronto from an ocean-going freighter which had just passed through the great St. Lawrence Seaway. In appearance this Volkswagen did not differ from all those which had preceded it since the first of these revolutionary automobiles came pioneering to these shores, only seven short years ago. This, however, was no ordinary Volkswagen, this was a milestone in the history of Volkswagen in this country, for this was the one hundred thousandth to be imported into Canada.

100,000 Volkswagens in seven years! What finer testimonial could there be for the wholehearted acceptance of this remarkable car by the discerning Canadian public. For this we shall always feel indebted. Tribute is also due to the splendid cooperation of our 286 dealers from coast to coast who have set an example for efficient service which has yet to be equalled for an imported car.

Like the millions of Volkswagen owners in 110 countries, Canadians have been swift in acclaiming with genuine enthusiasm an automobile which they find unique. This is a car which makes no false or extravagant claims, a rational car which has only one aim—to provide honest, reliable and sensible transportation, year in, year out—a car which truly “brings fun back to motoring.”

The quality and superb workmanship are universally recognized, and these, together with Volkswagen's policy of maintaining basic design throughout the years, are major reasons for its remarkably high resale value. Europe's largest automobile factory, instead of spending money on superficial yearly changes and

artificial obsolescence, concentrates its efforts on making more and more cars in ever improving quality. Today, Volkswagens constitute almost one third of all West German exports to Canada, thus enabling West Germany—one of Canada's largest customers—to purchase ever increasing quantities of Canadian wheat and other export goods.

The Volkswagen success is based on a design which is as modern today as when it was conceived many years ago by Professor Porsche, the brilliant automotive engineer. At this moment, when, for the first time in many years, fundamental changes in design are being made by leading North American automobile manufacturers, it is well to remember that it was Volkswagen who first mass-produced a car with a rear-mounted engine, first used in mass production an air-cooled engine and first used torsion bars for independent springing front and rear. Again, it was Volkswagen who first used in the engine a larger proportion of aluminum and magnesium alloys than other automobile manufacturers.

In view of the many conflicting claims being made today by various manufacturers, we feel more than assured by the high tribute paid to us recently when two thousand leading North American engineers honoured Volkswagen with the highly coveted Sperry Award for, as the citation reads, “...advancing the art of transportation.”

This then is the motto under which we and our dealers shall proudly continue to serve the Canadian motoring public ☺ VOLKSWAGEN CANADA LTD.



VOLKSWAGEN “...advancing the art of transportation”



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