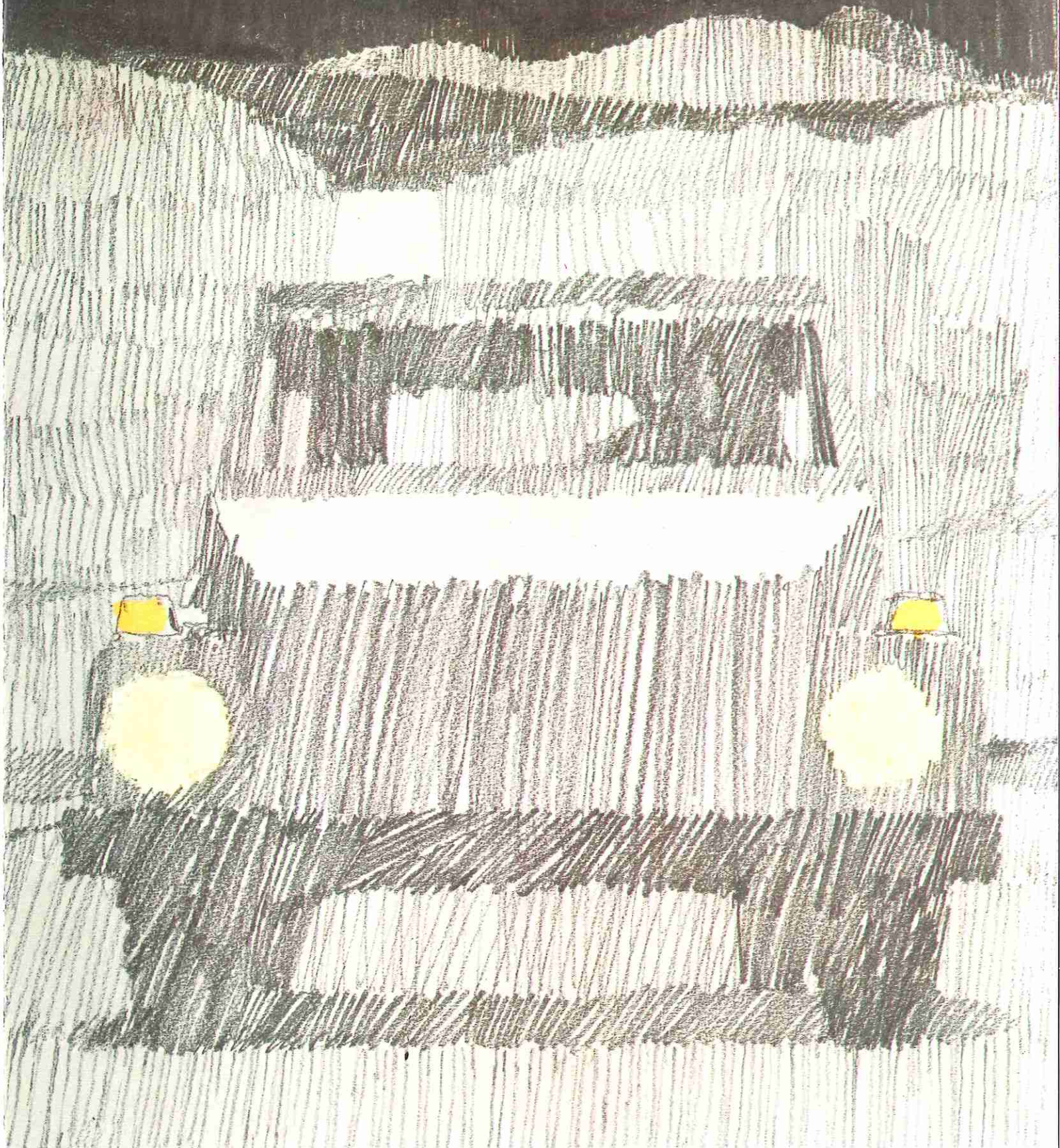


THE THING





Good for fun and good for work. Good for the city and good for the country. Good off-the-road and good on-the-road. For the shopping, the chauffeuring, the hauling – all the things you need a good passenger car for. “The Thing” parks like the Beetle. (It has the same suspension and quick responsive steering.) Averages 21 miles per gallon.* And it has the 24/24 Warranty [see specifications on back cover] like all Volkswagens. It’s “The Thing” – the car that can be anything.



**At last, a car
that can be
anything.**

Trailer Hitch shown is an optional accessory.




Special Wheels, Racing Stripes and Overriders shown are optional accessories and will be available soon.



**A car that
goes just about
anywhere.**

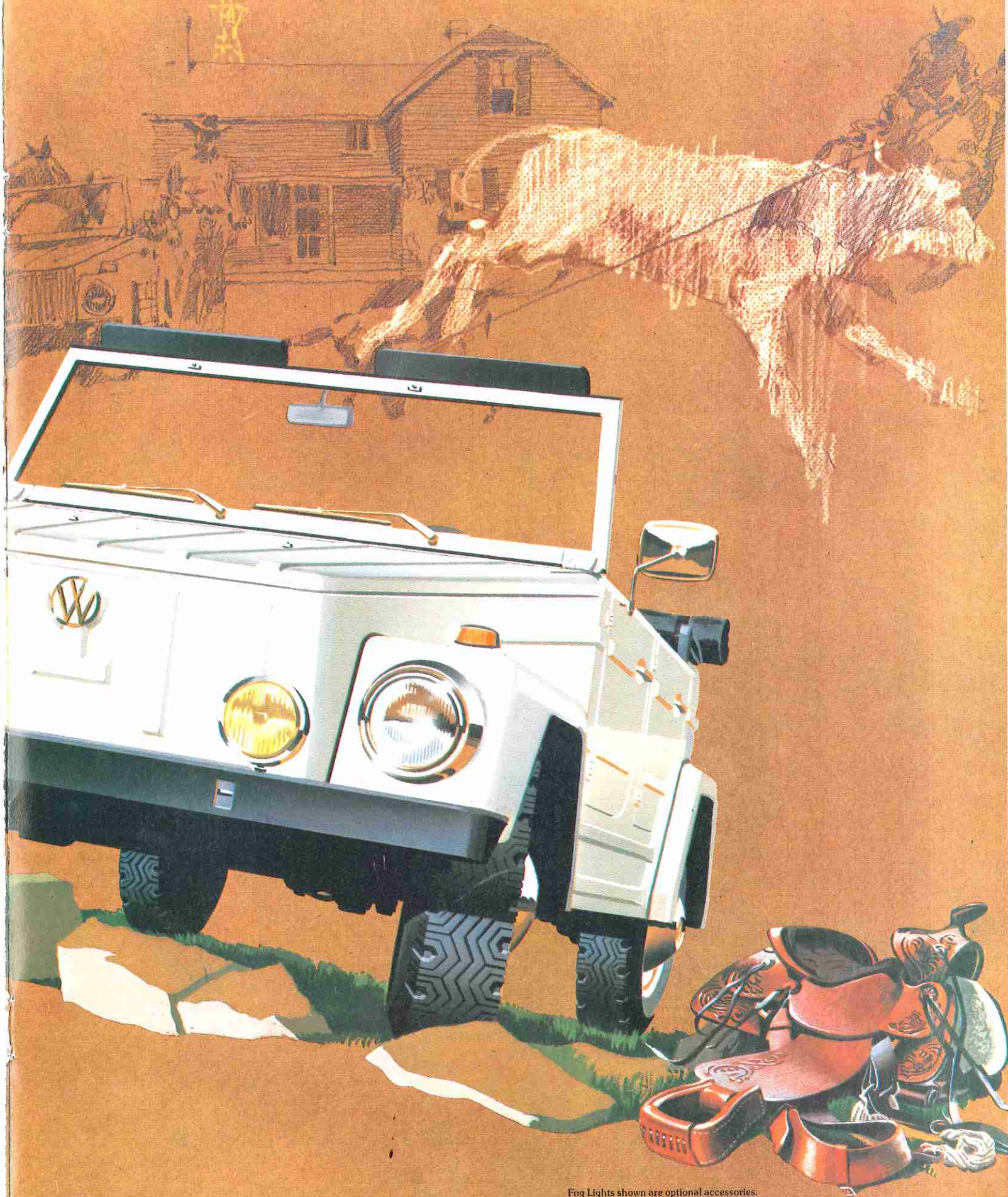
Use it on the beach, dune buggy style. Take the doors off, take the windows out, fold the windshield down, fold the backseats down (and load up your gear), lower the top and let the sunshine in. If it rains, don't worry. Water drains out.

Seats dry out without mildewing. And to help you get in and out of the dunes, its air-cooled engine is mounted over the drive wheels for better traction. Leave it to Volkswagen to help you make a good thing even better.

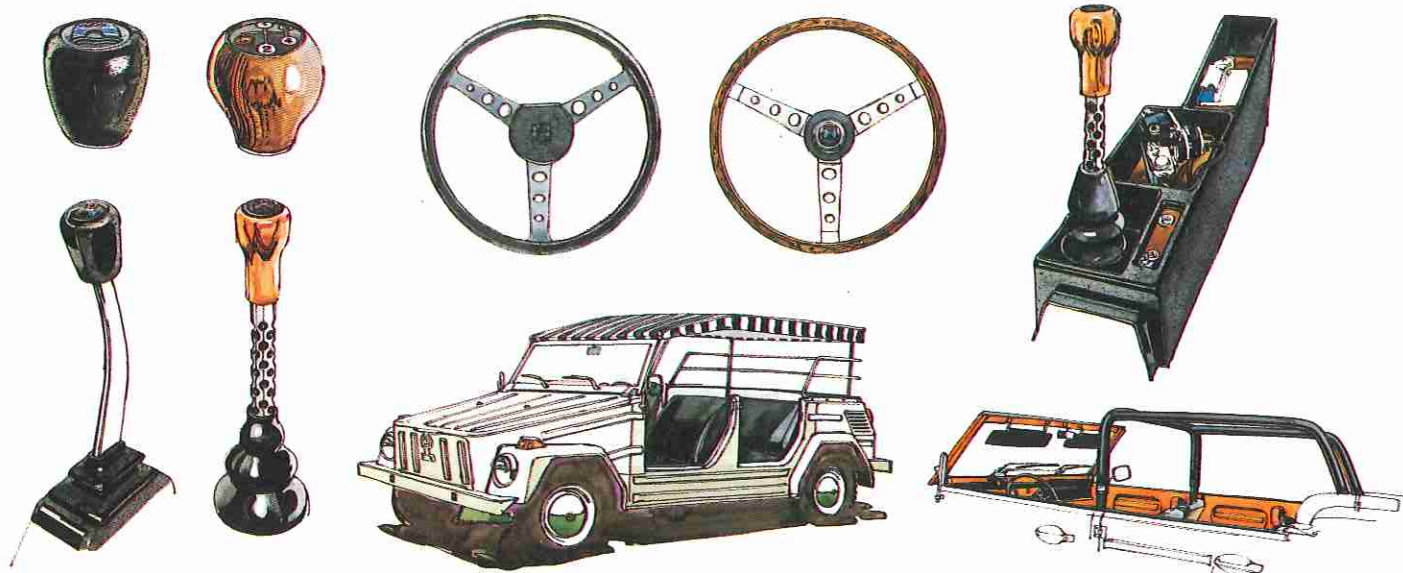


**A car ready
to take on
almost
anything.**

Ready to take the bumps, the lumps, the rocks and the ruts. It's got a high ground clearance. A platform frame that shields the underparts from flying stones and debris. A four-wheel independent suspension so that each wheel takes bumps separately. And a double-jointed rear axle that makes the rear wheels hug the ground. It's a car built tough, but isn't tough to drive.
For a small car, it's a heavyweight.



Fog Lights shown are optional accessories.



You may decide to add to "The Thing." To make it even more sporty. Even more comfortable. Or even more unusual. So we've got a lot of little things and big things to choose from. Sporty gearshift knobs in leather-grained or walnut. A sporty gearshift lever with a chrome steel shaft and walnut knob. Or a chrome-plated shifter with a black leather-grained knob. Deluxe leather-grained

steering wheel. Deluxe wood-rimmed steering wheel. Handy tunnel console that makes sunglasses, maps and change easier to get at. Racing Stripe kit for the look of a Baja competitor. And to top it all, a surrey top. Even a roll cage. And your Volkswagen Dealer has even more accessories and optional equipment for "The Thing" to show you. Just tell him you want to make more out of a good thing.

Specifications "The Thing"/1973

Engine:	Type	4 cycle, air-cooled, rear-mounted
	No. Cylinder	4 cyl. opposed
	Bore	3.37 in.
	Stroke	2.72 in.
	Displacement	96.66 cu. in.
	SAE Net H.P.	46/4000 R.P.M.
	Max. Torque, SAE Net	72 ft. lbs./2800 rpm
	Compression Ratio	7.3:1
	Carburetion	Single downdraft—automatic choke
Transmission & Differential:	Type	Fully synchronized, transaxle
	No. of Speeds	4 Forward, 1 Reverse
	Gear Ratios	3.78/2.06/1.26/0.93/R 3.78
	Final Drive	4.125:1
	Clutch	Single Disc, Dry
Chassis & Suspension:	Frame	Semi-unitized. Platform type w/center tube
	Independent Suspension-Front	Torsion bars with trailing arms
	Independent Suspension-Rear	Torsion bar with trailing arm & diagonal arms
	Service Brakes	Dual tandem, drums front & rear
	Parking Brake	Cable-operated on rear wheels
Electrical System:	Rated Voltage	12 volt, 45 amp. battery
	Generator	30 amp.
	Type of ignition	Battery
Dimensions:	Wheelbase	94.5 in.
	Overall Width	64.6 in.
	Overall Height	63.8 in.
	Track: front/rear	53.3/56.9 in.
	Ground Clearance	8.1 in.
	Luggage Space	5.4 front/rear 5.3 (cu. ft.)
Performance:	Top & Cruising Speed	68 mph.
	Fuel Consumption (DIN 70030)	21 mpg. U.S.
Wheels/Tires:	Tires	185 SR x 14 Mud & Snow Radial
	Wheels—Rim Size	5JK x 14
Weights:	Shipping Weight	1984 lbs.
	Gross Vehicle Weight	2954 lbs.
Colors:		Blizzard White
		Sunshine Yellow
		Pumpkin Orange

Laminated safety glass windshield. Two-speed windshield wipers plus pneumatic windshield washer with fingertip control mounted on steering column. Dual outside mirrors. Four-way emergency flashers. Back-up lights. Front & rear side marker reflectors. Safety rim wheels. Tool kit. Dual hydraulic brake system with transistorized warning light. Angled ignition key. Non-repeat starter switch. Ignition/steering/starter lock. Recessed door handles. Telescopic steering column. Energy absorbing steering wheel. Combination directional signals, headlight dimmer switch on steering column. Sequenced headlight switch. Variable intensity instrument lighting. Padded instrument panel, sunvisors, lap belts (4). Anti-corrosive primers and 3 coats of paint (semi-gloss). All-steel semi-unitized body. Side jacking ports. Dual exhaust. Tow-eye mounted in heavy-duty bumpers front & rear. Lockable gas filler cap. Stabilizer front. Double-jointed rear axle. Roller-type steering with hydraulic damper. Lever-type emergency brake. Skid plates under engine assembly. Adjustable front seats & backrest. Fold-down rear seats with steel back for sturdy luggage floor. Independent recirculating heater. Rubber floor mats. Ashtray. Removable side windows and doors. Convertible and removable top. Hinged front windshield. 24-month/24,000 mile warranty.

*24 Month/24,000 Mile Warranty

All you have to do is maintain and service your vehicle in accordance with the Volkswagen Maintenance Schedule. Any factory part found to be defective in material or workmanship within 24 months or 24,000 miles, whichever comes first (except for normal wear and tear or service items), will be repaired or replaced by any U.S. or Canadian Volkswagen Dealer free of charge. See your VW dealer for details.