

Comparing the  

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Corvair 95 series

## CHEVROLET CORVAN

### Price:

From air cooled engine and transmission in the rear to four-wheel independent suspension system, the Chevrolet Corvair 95 Trucks incorporate many of the concepts pioneered by Volkswagen 11 years ago. Chevrolet heralds their Corvair 95 series as "not merely a new truck model . . . it's a new kind of truck"; what Chevrolet means, of course, it's *new* for them. Back in 1950, Volkswagen, the manufacturer of the world famous "beetle", undertook the manufacture of a truck utilizing many of the proven features of the rugged, economical VW sedan. Ever since, Volkswagen engineers have been improving the product with many important *progressive refinements*—things that make the VW truck work better, and deliver the goods more economically. Every man on the Volkswagen truck production line, including the numerous exacting inspectors, has considerable experience making almost the same vehicle today that he made last year. Ten years of experience with one basic truck concept has given Volkswagen engineers full opportunity to discover and eliminate any mechanical faults, resulting in an important feature that was not copied by anyone—quality.

<u>CORVAN</u>	<u>COST</u>	<u>VW PANEL DELIVERY</u>
\$2289.00	Initial Cost	\$1895.00
74.25	Heater	STANDARD EQUIP
26.90	Three-Passenger Front Seat	STANDARD EQUIP
64.60	4-Speed Transmission	STANDARD EQUIP
11.20	Front Bumper Guards	STANDARD EQUIP
NOT AVAILABLE	Five 15" Tires	STANDARD EQUIP
NOT AVAILABLE	Rear Bumper Guards & Overriders	STANDARD EQUIP
NOT AVAILABLE	Cabin-width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
NOT AVAILABLE	Cab-Load Space Partition	STANDARD EQUIP
<b>\$2465.95 . . . .</b>	<b>TOTAL:</b>	<b>\$1895.00</b>
	<b>DIFFERENCE: \$570.95</b>	

As with the Econoline Van, the Volkswagen Panel has a price advantage over the Chevrolet Corvan. Again, the base price for our vehicle includes many cost-free extras not found on the Chevrolet Truck; certain of these features are not available on the Corvan at any price.



The Chevrolet Corvan has many of the shortcomings that the Ford has when compared with the Volkswagen Panel—bumper guards and outside rear view mirror are extra cost options, and no bumper override are available; the air intake for the ventilation system is low and subject to the same problem of taking in exhaust gas, rain and dirt, and the one-piece windshield will be expensive to replace. The quad lights, an unnecessary feature, are hard to keep coordinated and harder to adjust, at the same time increasing the number of parts that can break. The cab-load partition, a decided convenience and safety feature, standard in the Volkswagen, is not available in the Corvan either.



An annoyance feature on the Corvan is the rear windows, split by a door post that obstructs vision, making it difficult to see to the rear. Rear bumper guards and override are not available on the Corvan. Quality again—notice the difference in the way the Chevrolet doors fit; there is a minimum of space around the VW doors, while on the Corvan, space surrounding the doors permits snow, rain and wind to enter the vehicle.



Though the Chevrolet load line is lower than that of the VW Panel, this is at the expense of ground clearance (Volkswagen 9.5", Corvan 6.5"). These three inches can make a great difference in delivering in rural areas, over heavy snow, rutty ice, and in off-the-road use. With a similar wheelbase, the Corvan's overall length is 11 inches longer, and therefore overhang; combined with the slightly greater width, reduces maneuverability in tight city traffic. Though the Corvan's doors are somewhat wider, once inside, the VW's level floor bed is approximately a foot longer, allowing easier loading of bulky goods and greatly facilitating permanent installations. Volkswagen's wraparound bumpers help fend off glancing blows.



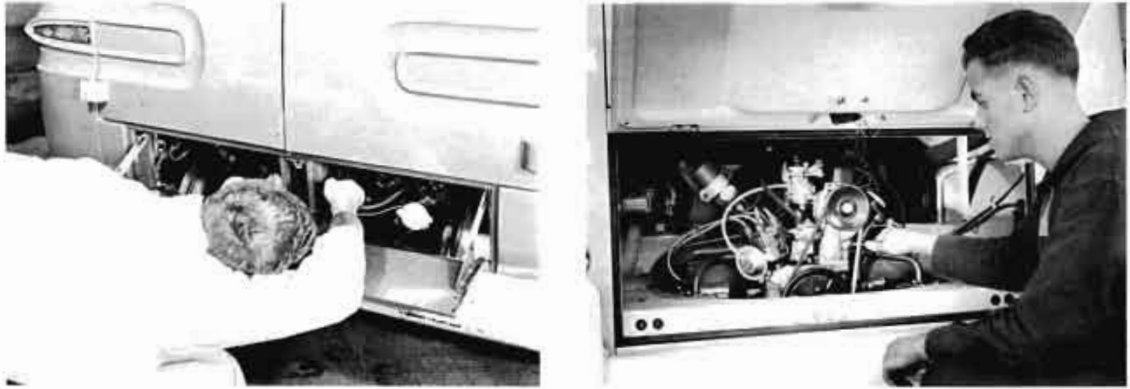
Cabin-width parcel shelf and door pockets are standard only in the VW, as is the four-speed, all synchromesh transmission. Corvan's gearshift lever is very difficult to use, being slow and indefinite, and interferes with passenger room. The standard seat in the Corvan is a single driver's seat. The bench seat pictured is a \$26.90 extra. Another extra cost item is the heater at \$74.25. Even with this high priced heater, the Corvair 95 vehicles are very cold as a result of the many air leaks around the poorly fit doors, vents and windows. The convenient automatic choke and the non-repeat starter switch that prevents re-engagement of the starter while the engine is turning are found only on the VW.



Chevrolet boasts that this seat, a \$26.90 extra, will be both long-wearing and good-looking. The seat pictured has slightly less than 3,000 miles of wear on it: it has sagged noticeably and the springs are showing through the fabric at the back. The Corvan gas tank filler is located so that the pump hose interferes with opening of the driver's door. It is hoped that the Corvan driver is not a smoker who flips his ashes or lighted cigarettes out the window! The concealed gas cap on the VW minimizes gas spillage on the body and discourages pilferage.



Better wear a cap when driving the Corvan! With three inches less headroom than in the VW, there's no room for a hat. The VW driver has much more room for his left arm compared to the close quarters in the Corvan. The Volkswagen's almost horizontal steering wheel gives the driver a more relaxed, natural driving position. The metalwork, paint and such things as the exposed horn wire evidenced in the Corvan would never have passed the scrutiny of Volkswagen's quality-conscious inspectors.



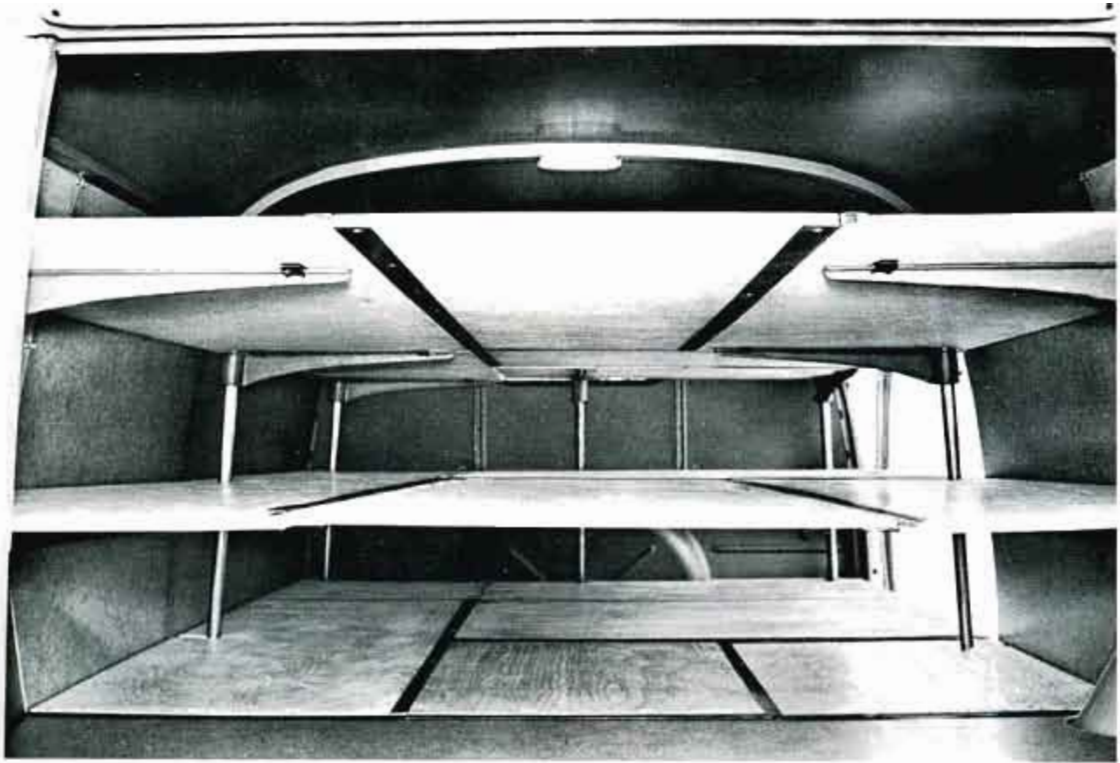
The small engine compartment door on the Corvan makes it impossible to reach anything on the engine except the oil filler, while the large door on the VW engine compartment makes it easy to service all important engine components from the outside; the lock found only on the VW engine compartment door prevents vandalism.



Remove ten screws, and with a little help, you can lift the heavy engine compartment lid . . .



. . . to get to the engine in the Corvan!



This inconvenient arrangement prohibits the installation of any permanent racks or shelves such as the ones pictured above in a Volkswagen . . .

. . . so when a VW salesman tells a prospect there are 170 cubic feet of load space in a Volkswagen, he means useable space . . . space that permits adaptations and modifications for special uses. Not only are permanent installations prevented in the Corvan, but the vehicle must be unloaded to reach the engine, whether on the road or in the service shop. The location of the spare tire in the Corvan also means that the vehicle must be partially unloaded to change a flat tire. The Corvan owner will find he'll have to remove those ten screws and heavy lid in order to get at the dual carburetors which are difficult to keep in synchronization and the fan belt which is subject to breakage because it must twist through a 90 degree bend for every cycle it makes. The Corvan owner will also find that he will have to pay for the 80 horsepower many times over in terms of gas consumption; though horizontal-opposed and air-cooled, the Corvan's six cylinder engine, combined with the standard three-speed transmission, is nowhere near as economical as the time-proven, light-weight, compact Volkswagen engine and its four-speed, all synchromesh, fast-shifting transmission.



Remember, only Volkswagen provides its owners with a vehicle that allows permanent installations of all types. The two installations pictured here, a traveling accountant's office and a rolling kitchen, are only two of the many adaptations possible—the number is only limited by the owner's imagination. Thanks to Volkswagen's larger interior height, more than a foot greater than in the Corvan, and its foot longer level floor bed, installations where the VW vehicle is converted into an office, kitchen, workshop, etc. are much more practical. All of these installations would be impossible in the Corvan with its screwed on engine cover, and either impossible or inconvenient with the Ford Van and its flip-top engine lid.





The gas tank (circled) on the Corvan is located in the center of the vehicle, toward the front where it is underslung, exposed and vulnerable to damage. (Air pressure collapsed this particular Corvan gas tank when its breather clogged.) The rear view of the Corvan shows the engine and sheet metal grille hanging below the bumper line exposing them to damage. Combined with the low ground clearance (Chevrolet 6.5", Volkswagen 9.5"), these unprotected parts limit the practicality of the Chevrolet vehicles for off-the-road use where deep snow, mud, stumps, rocks and ruts are encountered. Though the Corvaire 95 vehicles are independently suspended, the Chevrolet's coil springs are too soft, making the ride extremely jouncy and unpleasant. This, combined with the low headroom, endangers the driver and front seat passengers' heads when negotiating rough terrain, especially when the vehicle is unloaded. Exaggerated body lean and braking dip add to the discomfort. The hard-turning steering wheel, and indefinite slow-shifting, and the uncomfortable ride give the impression that the driver is piloting a heavy truck instead of a compact, economical vehicle.

## CORVAIR 95 RAMPSIDE

### Price:

Chevrolet offers two pickup trucks; one, the standard called the Loadside, and the other, with a ramp on the right hand side, called the Rampside; at \$2133.00, the Rampside sells for \$54.00 more than the Loadside and in effect, this is the price of the ramp. Again, Volkswagen has a price advantage which increases when you add to the price of the Chevrolet the cost of the many extras that are standard in the VW.

<u>LOADSIDE</u>	<u>COST</u>	<u>VW PICK-UP</u>
\$2079.00	Initial Cost	\$1885.00
74.25	Heater	STANDARD EQUIP
64.60	4-Speed Transmission	STANDARD EQUIP
48.45	Level Bed	STANDARD EQUIP
11.20	Front Bumper Guards	STANDARD EQUIP
NOT AVAILABLE	Five 15" Tires	STANDARD EQUIP
NOT AVAILABLE	Rear Bumper Guards & Overriders	STANDARD EQUIP
NOT AVAILABLE	Cabin-Width Parcel Shelf & Door Pockets on Both Sides	STANDARD EQUIP
NOT AVAILABLE	Dropsides	STANDARD EQUIP
NOT AVAILABLE	Lockable Weathertight Compartment	STANDARD EQUIP
<b>\$2277.50 . . .</b>	<b>TOTAL:</b>	<b>. . . \$1885.00</b>
	<b>DIFFERENCE: \$392.50</b>	

Many of the disadvantages found in the Corvan are applicable to the Chevrolet pickups and will not be repeated here. Comparisons will be confined to the pickup body type.



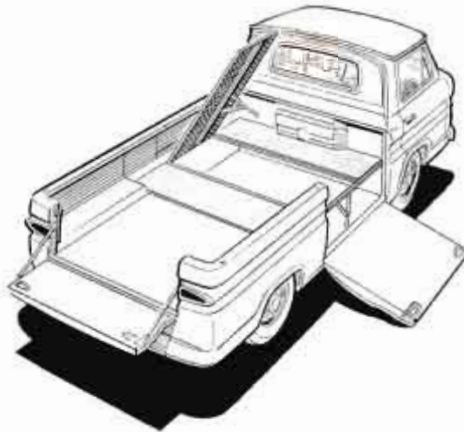
Only the VW Pick-up offers hinged sides that drop down, as well as the tail gate, converting it in seconds to a roomy flat-bed truck with 45 square feet of perfectly level floor space, to carry almost any kind of load the owner could want. The Rampside bed is divided into four distinct levels, breaking up the load area. Note that the Chevrolet's spare tire housing protrudes into the bed area taking up valuable load space and the battery, left-rear, is subject to theft. Hardwood runners, standard equipment on the VW, protect the truck bed and guard against load shift and slippage.



Bulky crates, difficult to load, will not sit flat in the Chevrolet Pickup. A load such as this necessitates an outside rear view mirror, standard equipment only on the VW Pick-up. Volkswagen's three hinged drop-sides permit easy loading of crates the size of the bed, 75.6 inches wide and 169.3 inches long. Rear access to the Chevrolet Pickup is limited to loads only 44¾ inches wide, and loads entering through the ramp opening are limited to 47½ inches wide.



The Volkswagen is just as easily loaded or unloaded from sides or rear. The Chevrolet tailgate does not drop down vertically, making loading and unloading awkward, and preventing the vehicle from being backed up flush against a loading dock. Also note, that the VW Pick-up bed is much closer to the height of the standard loading dock, particularly convenient for farmers and tradesmen who regularly pick up and deliver at truck terminals.



"Cargo-handling ease without precedent in the field," states Chevrolet even though the Rampside only permits boxes 47½ inches wide (little wider than the average house door) to be loaded. Chevrolet's optional "Level Load Floor", selling at \$48.45 extra, makes the ramp useless and still the Chevrolet's bed doesn't approach the large flat, level floor of the VW. Even with this optional extra, the Chevrolet Pickup bed is at two different levels because of the wheel housings. The space formed by Chevrolet's optional "level load floor" isn't nearly as practical and convenient as . . .



... the Volkswagen Pick-up's locable, weathertight, 23 cubic foot compartment. The 20 square foot area found in this compartment, coupled with the 45 square foot load bed, gives the VW Pick-up a floor space unequalled in its weight class. Your truck prospects, especially nurserymen, contractors, carpenters, plumbers, electricians and other service firms who carry tools and equipment will be glad to know that with the VW Pick-up, they can safely store these valuables overnight and between jobs without fear of theft or exposure to rain.

## CHEVROLET GREENBRIER

### Price:

It is difficult to determine which of our station wagons most closely resembles the Greenbrier. Interior finish is probably meant to compare with our Standard Station Wagon, however its metal interior resembles our Kombi. The price of the Greenbrier is closest to our DeLuxe Station Wagon, and this is the reason for the comparison below. However, if you were to compare the Greenbrier with our Standard Station Wagon, the price difference in Volkswagen's favor would be \$400.00 plus.

<u>GREENBRIER</u>	<u>COST</u>	<u>VW DELUXE STATION WAGON</u>
\$2651.00	Initial Cost	\$2620.00
74.25	Heater	STANDARD EQUIP
32.30	Third Row Seat	STANDARD EQUIP
11.20	Front Bumper Guards	STANDARD EQUIP
64.60	4-Speed Transmission	STANDARD EQUIP
NOT AVAILABLE	Five 15" Tires	STANDARD EQUIP
NOT AVAILABLE	Rear Bumper Guards and Overriders	STANDARD EQUIP
NOT AVAILABLE	Cabin-Width Parcel Shelf & Pockets on Both Doors	STANDARD EQUIP
NOT AVAILABLE	Tinted Skylights	STANDARD EQUIP
NOT AVAILABLE	Sunroof	STANDARD EQUIP
NOT AVAILABLE	Passenger Ashtrays	STANDARD EQUIP
NOT AVAILABLE	Dashboard Grip Assist	STANDARD EQUIP
NOT AVAILABLE	Coat Hooks	STANDARD EQUIP
NOT AVAILABLE	Grip Straps	STANDARD EQUIP
NOT AVAILABLE	Rear Passenger Assist Rail	STANDARD EQUIP
NOT AVAILABLE	Passenger Arm Rests	STANDARD EQUIP
NOT AVAILABLE	Carpeted Luggage Compartment	STANDARD EQUIP
NOT AVAILABLE	Rubber Tipped Bumpers	STANDARD EQUIP
NOT AVAILABLE	Clock	STANDARD EQUIP
<b>\$2833.35 . . .</b>	<b>TOTAL:</b>	<b>... \$2620.00</b>
	<b>DIFFERENCE: \$213.35</b>	

Most of the disadvantages presented by the Corvan are equally applicable to the Greenbrier and will not need repeating here. Comparisons will cover only the station wagon body type.



Even though the Greenbrier exceeds our DeLuxe Station Wagon in price, no attempt has been made to bring its workmanship up to the renowned VW standards; everything from paint, fitting of sheet metal parts and trim, closing of doors, to the upholstery, weather-stripping and interior finish show the VW to be incomparable. The wraparound, rubber-tipped bumpers, standard equipment on the DeLuxe VW, also have bumper guards and overriders; the Greenbrier shown was delivered with chromium bumpers, an extra cost item of \$32.30.



What makes our station wagon "deluxe" when it's compared to the Greenbrier? It's the many things the VW DeLuxe offers as standard equipment... features that have no equivalent on the Greenbrier. The interior is exquisitely finished... from padded sun visor to handily-placed passenger grips, arm rests, ashtrays, clock, coat hooks and the durable carpet in the trunk. The upholstery harmonizes tastefully with the colorful trim of the roof, walls and doors. The tinted skylights and the picture windows all around provide a 360 degree panoramic view. The standard sunroof opens quickly and locks in any position and can be closed just as quickly. Open, it's just like being outdoors; closed, it's as weathertight as a hard-top. Rain, wind and cold stay out.



The Greenbrier, with none of these "deluxe" features, has a bare metal luggage compartment containing the spare tire and lined with the metal engine compartment lid which must be removed along with luggage to reach the engine.



Interior of the Greenbrier is lined with painted sheet metal and is cold and drab; coat hooks, arm rests, ashtrays, grab-rails, grip handles, kick panels, leatherette upholstery, and attention to detail are conspicuous by their absence.





The Greenbrier's six doors resemble the one pictured above; they are lined with painted sheet metal and are heavy and tend to sag, easily dropping out of alignment. Volkswagen's doors are lined with leatherette, matching the other interior appointments, and notice how dark colors are utilized in areas subject to scuffing and handling. Poor fitting and sealing of the doors lets wind, rain, dirt and snow into the Corvair 95 passenger vehicle.



Our station wagon offers plenty of legroom, uninterrupted by wheel housing, or gas filler pipe, as in the Greenbrier. Notice the back of the Greenbrier's front seat. At 3,000 miles, the seat cushion has badly sagged and the springs show through the backrest upholstery.

## THE VW SIX-PASSENGER PICK-UP HAS NO COMPETITION!

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Here's a vehicle that the competition hasn't copied *yet!* There's room for six people and the flat loading platform, which is at loading dock level, has tail-gate and sides that drop vertically. Under the second bench seat is a built-in tool chest. With the second seat removed, it becomes a three-passenger pickup with 57 cubic feet of enclosed, lockable, weathertight cargo space—30 square feet of loading area in the rear.

## THE KOMBI'S COMPETITION



	<u>STATION BUS</u>	<u>KOMBI</u>	<u>GREENBRIER</u>
Suggested List	\$1981.00	\$1995.00	\$2651.00
Heater	68.20	STANDARD	74.25
Seats	141.30	100.00	32.30
	<b>\$2190.50</b>	<b>\$2095.00</b>	<b>\$2757.55</b>

From a price and practical standpoint, how many prospects interested in transporting both passengers and light truck-sized loads would be:

- ... interested in the \$2757.55 Chevrolet Greenbrier as a mover of goods and people?
- ... interested in the Ford Station Bus with a 900 lb. carrying capacity?
- ... interested in the VW Kombi... the only vehicle designed exclusively as a combination station wagon and truck?

Three questions... three obvious answers.

Combine this with the information found on the Econoline series and the Corvair 95 vehicles in this book, and VW salesmen have an arsenal of facts and figures that give our Kombi a decided edge over any competitor.

Take a look at the many *exclusive* features found only on the Kombi:

The Kombi permits total use of load space for permanent installations.

The Kombi with its 40 horsepower engine and four-speed transmission can deliver a small or large load and always show a profit.

The Kombi offers such driver conveniences as ample head room; cabin-width parcel shelf supplemented by large door pockets on both sides; a fresh air ventilating system adjustable five ways, that completely renews air every

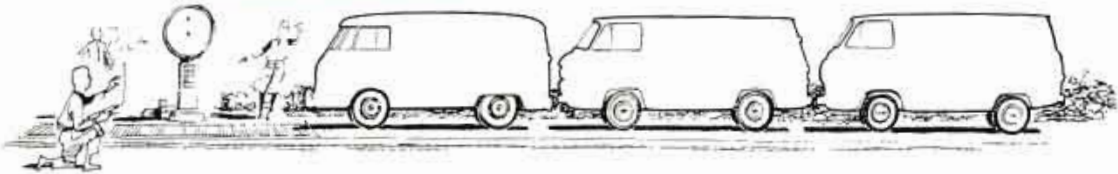
60 seconds; spare tire located in cabin which does not necessitate unloading vehicle in case of a flat; and many others.

So remember, if your prospect is looking for a vehicle that incorporates passenger car comfort and the practicality of a truck, a vehicle with a low initial cost and low gas and oil consumption—he's looking for a *VW Kombi!*

*The Greenbrier suggested list price includes one bench-type passenger seat. The Station Bus seat package includes two bench-type passenger seats, four heavy duty springs and 6-ply tires. These components on the Ford are essential to bring the Station Bus's load capacity up to VW standards.*



## Operating Cost Information



No discussion of a vehicle would be complete without including facts on all of the costs involved. The initial price of a vehicle is important, but to a cost-conscious commercial user, the overall outlay, which includes the charges involved in maintaining a vehicle, is equally important since all costs are business expenses.

A Volkswagen distributor recently ran a caravan consisting of a Corvan, an Econoline Van and a VW Panel more than five thousand miles. Accurate records of the running costs of the three vehicles were kept. Each of the trucks was prepared for delivery and maintained by the respective authorized dealers according to the manufacturers' prescribed maintenance procedures. Before starting, the vehicles were loaded with 900 pounds, the advertised carrying capacity of the Econoline; 90% of the driving was on highways. During the testing, the caravan encountered two severe blizzards and other conditions that didn't produce the vehicles' best gas mileage.

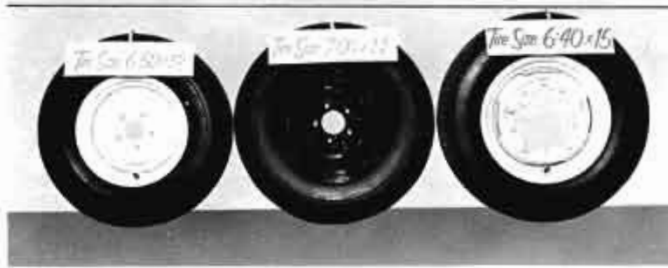
	<u>VOLKSWAGEN</u>	<u>CHEVROLET</u>	<u>FORD</u>
Miles Registered:	5003	*5531	*5729
Gallons Gas Used:	238.6	344.4	308.6
Miles per Gallon:	21.0	15.3	17.3
Maintenance Cost:	\$18.35	\$ 55.00	\$ 34.73
Gas Cost:	\$76.35	\$110.20	\$ 98.75
Total Running Cost:	\$94.70	\$165.20	\$133.48

Actual gasoline cost was \$.32 a gallon, the national average for regular gasoline. \*Though all three of these vehicles covered exactly the same distance, the Chevrolet odometer registered 5% more miles than the VW, and the Ford odometer showed a 7% higher figure; the miles per gallon figures shown were corrected to the mileage on the VW odometer, 5,003. "Fast" odometers will undoubtedly lead the owners of the other make vehicles to believe they are getting better gas mileage than they really are. Maintenance costs include grease, oil and all other expenses involved in the makers' prescribed upkeep procedure.

A similar test using the same vehicles, only this time limited exclusively to stop and go city driving, indicated that the Corvan's gas consumption dropped to 12.2 miles per gallon; the Econoline fell off to 15.1 miles per gallon, while the Volkswagen's gas mileage was relatively unaffected by metropolitan driving. It gave 19.9 miles for every gallon of gasoline used.

### Tire Wear

Every tire size has a load rating formulated by the tire manufacturers; this load rating is the amount of weight that can be borne by a tire and still expect reasonable safety and tire wear. The larger the tire and/or ply rating, and the lighter the vehicle, the better the wear.



Here you see the three tires supplied as standard equipment: Ford Econoline, 6.50 x 13/4 ply; Chevrolet Corvan 7.00 x 14/4 ply; and Volkswagen Panel 6.40 x 15/4 ply. The Ford tire has a maximum load rating of 835 pounds per tire. Multiplying this figure by four (3340) and by subtracting the actual curb weight\* of the vehicle (2715), we find the payload to be only 625 pounds!

The curb weight of the Corvan (3900) minus the total tire load rating (2990), shows a payload figure of but 910 pounds!

The figures for the VW Panel are 4,000 pounds for the tire rating and 2095 for the curb weight; subtracting shows a payload figure of 1905 pounds. (However, 1830 lbs. remains the official maximum payload.)

Tire wear will of course be best on the VW though it may show up better than it actually is on the competitive vehicles if their odometers read more miles than they should. Another factor contributing to greater tire wear on the Corvan and Econoline is the larger number of revolutions per mile these tires will have to make: Ford—857 rev./mile, Chevrolet—818 rev./mile, VW—773 rev./mile. Tire measurements of the three vehicles, taken after the first three thousand miles, directly reflect these facts—the Ford tires wore 20% more than the VW and the Chevrolet tires wore 15% more.

This comparative study, when complemented by the many documented cost figures given in "The Owner's Viewpoint", highlights one of the most effective sales aids available to our organization—the fact that the Volkswagen trucks and station wagons are true economy vehicles.

\*The weight of the truck in unloaded but ready-to-run condition as measured on a common truck scale.