

Don't Step On The Bug



Will we ever kill the bug?

Never.
How could we?

We brought the Volkswagen into the world, and gave it the best years of our life.

When people laughed at its looks, we helped it make friends all over the world. 8 million of them.

And we promised them that this was one car that would never go out of style (much less out of sight).

We won't deny that the bug's been changed. But not so you'd notice.

The 5,000-odd changes we've made since 1948 don't do a thing to the VW ex-

cept make it work better and longer.

A few purists feel we kill the bug each time we improve it. But we have no choice.

We've got to keep killing the bug every chance we get.

That's the only sure way to keep it from dying.

