

VOLKSWAGEN ONLY PARKING



← OOPS LATE AGAIN

Canterbury VW Enthusiast Club

November 2004



←

Canterbury VW Enthusiast Club

The club was formed in July 1986 to cater for owners of these German automobiles. Its aim is to provide the opportunity for people to meet others with a common interest. Families and friends are all welcome.

The club was formed with the intention of being low-cost, easy going, and of course enjoyable for all those involved. Events are held on a regular basis, and a newsletter comes out bi-monthly.

The club caters for all Volkswagens, from early vehicles right through to the new Beetle.

For further information check out the club web site:

<http://cantyvwclub.orcon.net.nz/>



VW Fact #8

A 1959 Single Cab, Kombi, or Panel cost about half as much to run as a 1/2 ton truck, yet it carried about 80% more payload.

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Online VW forum

<http://www.nzveedubnuts.com>

Canterbury



Enthusiasts Club

das alpentour

classic volkswagen weekend



hanmer springs alpine village

south island - new zealand - waitangi weekend - february 2005

A message from the editor

Well it's summer, as far as I know, and we have been experiencing some lovely weather, great driving weather indeed.

At the end of this month there was the AGM for the club in which we discussed any burning issues and also made sure we were heading in the right direction for 2005.

We are holding the Christmas mystery rally on Sunday 12th of December, please contact Wayne (w.vandermeys@ext.canterbury.ac.nz) for any details and also to let him know if you are coming, as we need to know numbers. There will be a barbeque at the end at a cost of \$10 per adult and \$5 per child with refreshments available.

The long wait is over, and the book "50 Years of VW in New Zealand" is now available for purchase through the club. The books are \$50 each and have all been personally signed by Philip Coyle, the author. To reserve your copy, please e-mail Mark, cantyvwclub@paradise.net.nz and we will put one aside for you.

Subscriptions

It is that time again, and this is the last newsletter of the year. If you wish to continue to receive the club newsletter, you must fill in and return the enclosed subscription form (along with your \$10) to any of the contact people listed on the previous page.



Coming events

Club AGM

Wednesday 24 November (last Wednesday of the month) 8 pm at the St Albans Shirley Working Mens Club, Crosby Street.

Club Christmas Mystery Run

Sunday 12th December, meet at 10-30 am at the Redwood Hotel car park. The destination is somewhere in North Canterbury. Your mission is to have a BBQ lunch, and a fun scenic drive.

- Equipment Required-Pen and paper, \$10 per Adult and \$5 per child for lunch.
- Distance-Approx 120kms return.

For more details or to let us know you are coming, contact Wayne phone 356-0912, e-mail w.vandermeys@ext.canterbury.ac.nz.

Club subscriptions due

January 1st 2005

Das Alpnextour 2005

Waitangi weekend (February), at Hanmer Springs alpine village. Classic Volkswagen campout. Everyone welcome. Contact Rob e-mail busaddicts@orcon.net.nz for details.

Run for cover

VW convoy to the Dunedin nationals. Meet at Rakaia bridge, 10 am on Easter friday. Keep an eye on the NZVeeDubNuts.com forum for up-to-date details.

2005 New Zealand VW Nationals

These are being held in Dunedin at Easter. Check them out on the internet: <http://www.vwnationals2005.co.nz> for more information and updates.

2007 New Zealand VW Nationals

Easter in Christchurch.

Got any good ideas for a fun event? Ph Mark (03) 385 2200 or E-mail cantylvwclub@paradise.net.nz

Two launches and no water to put them in

Smooth Sailing (?)

I knew the books were arriving late in October, but when? They were on the boat from Hong Kong and all I knew was that they were on their way. The publisher was happy for me to sell the books so plans for a launch were started. On a trip to Auckland to promote the book discussions with Giltrap Prestige (the biggest VW dealer in Auckland) were held and they seemed supportive.

Giltraps is a fantastic example of modern architecture which you should check out if you ever get the opportunity. In the show room they had 3 air-cooled Volkswagens to promote the 50th anniversary of Volkswagens being in New Zealand. A split screen camper, cabriolet Beetle and an Oval Beetle. That Oval looked particularly good...

It is not good to have a launch without the books of course so I thought I better make sure the books were in NZ before anything was firmly organized. They arrived on the 22nd of October so all was ready, well kind of... an e-mail followed and it was decided that the launch would be on Saturday the 30th of October.

Without e-mail it is unlikely that the launch could have occurred with eight days lead time. Off went an e-mail to John Atkinson and he rapidly sent off the information to the Auckland members. Ben put the information on the Auckland club website and I posted the info on the VeeDubNuts forum. People were asked to contact me if interested in attending so numbers could be determined for catering and I got on the phone to invite people I had interviewed.

Ideally I would have flown to Auckland for the launch. Airlines however have a slight problem with people taking 200kg of luggage (books) with them so I thought I better arrange an alternative form of transport, which ended up being a hire car.

Friday afternoon came and it was off to collect the car. Despite not being a Volkswagen it was satisfactory for the trip ahead. The books loaded, it was off to Taupo to stay with my brother. My young nephew was waiting expectantly for his Volkswagen toy. He didn't realize that I had spent a whole \$2.50 on this latest one, and quickly destroyed it.

Night turned into day and the trip resumed to Auckland. Arrangements were made at Giltraps on arrival and the books dropped off. The dealership had very kindly supplied food and drink for the evening and there was little

to get ready—except myself!

Drinks and finger food started us off. Short speeches followed and Trevor Hudson who was the general manager of European Motor Distributors from 1980–2000 said a few words. The night was special, as a number of the elderly gents interviewed for the book were present. The eldest being 80 year old Charlie Chenery, whose involvement with Volkswagens started during World War II. It had been a privilege to work with these gents when putting the book together so it made the night more enjoyable having them present.

Something curious happened after a few copies had been sold, people started going around getting peoples autographs alongside the section of text that they were mentioned in the book. Makes their books more collectible of course! I signed some copies as well.

There ended up being 80 people attend. Given 8 days notice this was a great turn out. A couple came from Tauranga and also Hamilton. People even came from Christchurch, boy that is committment, I think that man deserves a free copy!

A Harbour City for the second Launch

I was always going to have a launch in Wellington. This was arranged for November 6th as I knew the books would be here then. This one was always going to be different to Auckland. For starters it was longer in duration and with a live music component.

The night was held at McGuinness Classics in Lower Hutt. They sell old cars and Italian motorbikes. At the time there were Aprilla motorbikes, Jaguars and a Porsche 944 and many other cars including four Volkswagens in the showroom.

The club turned up and brought along 15 Volkswagens. This included Beetles, splitties and bay Kombis and a razor edge Karmann. I guess about 50 people were present on the night.

One of the guests was a mechanic at Ben Pon's garage in Holland in the early 1950s. He was wearing the Volkswagen pin that had been presented to him personally by Ben Pon.

After a short speech and introducing some of the people associated with the book it was time to sell and sign a few books and the BBQ was fired up.

The music had a distinctive Irish flavour with performers McGuinness, Killpatrick and Killallea. There were also songs from the folk club. The music suited the mellow theme of the evening which for some finished in the wee small hours.

Philip Coyle

Volkswagen Beetle – the sound, the humor, the smell, the feel, the maneuverability, the image

The Sound

The typical sound of a Beetle.

People of the Beetle Generation sit up and take notice when they hear it today. They are strangely touched, experience melancholy, as though remembering something long since lost.

It is a sound as unmistakable as the Beetle's silhouette: it buzzes, it putters - all against a background of soothing fan noises – a feeling of euphoria which has underscored our mobility for decades and which was the accompaniment for our independence and for growing prosperity during those years.

Beginning in the late 1940s and continuing into the early 1980s, the unmistakable noise of the Beetle left its mark on the sound backdrop of German streets. And in other places, as well, the air-cooled Beetle Boxer was the lead instrument in the noisy traffic concert.



This is why Volkswagen advertising from the Doyle Dane Bernbach (DDB) agency at the end of the 1960s, advertising that is already legendary today, was titled “What the world loves about Germany”; it included a colourfully mixed collection of pictures: Heidelberg, a cuckoo clock, sauerkraut with dumplings, Goethe, a dachshund, the Lorelei – and a Beetle.

Indeed: The Beetle acted as Germany's ambassador all over the world – with a sound that you couldn't overhear, with a presence that you couldn't mistake and, at the same time, with an appeal that was unmatched. For decades, it was the most popular imported car in the USA. And in 1967, it was on the up-and-up on the island of Nauru in the South Pacific. There, the “What the world loves about Germany”

advertisement cheekily concluded, VW sales had increased by 200 percent: “from one to three Beetles.”

The humor

The typical Beetle humor.

Although every child knew that the Beetle engine was air-cooled, in the middle of the 1960s, as winter was starting, VW took out full-page ads to caution: “Don’t forget to put antifreeze into your VW.” It wasn’t the Boxer engine in the back that they meant. They meant the tank for the screen wash fluid, located in the front, under the spare tire – “Because we know how to cool an engine with air. Because we still don’t know how to wash a windshield with air.”

The advertising copy writer didn’t mention whether Wolfsburg was working on an air washer – but it wouldn’t have surprised the Beetle’s contemporaries. After all, at the time, one Beetle witticism had already long occupied a place in the German sayings: “Air doesn’t freeze. Air doesn’t boil over.”

Water-cooling in a Volkswagen?

Just as unconceivable at that time as a change in the Beetle design would have been – even after it had long been considered conservative, or, yes, even outdated. Volkswagen played with progressive mockery in its advertising – and attracted the approval of those who loved the Beetle the way it was and would always stay. “As early as 1948, many felt that we should change it,” was the caption under the picture of an early “pretzel” Beetle in 1965. There was something to this view. That’s why VW has changed or improved 5002 of the 5008 Beetle parts until now. Only the Beetle shape – the typical silhouette – stayed the same.

In the beginning of the 1960s, another VW advertisement explained: “Some shapes just can’t be improved.” It showed an egg with a Beetle rear end painted on. A good 15 years later, when the Golf era had already begun, the VW advertisers repeated the pithy egg theme on the occasion of a sad event. In Emden in 1978, when the last Beetles built in



Germany rolled off the assembly line, the slogan under the painted advertisement egg read: “We have kept the shape. Until the very end.” And – virtually defiant: “And almost 21 million Beetle buyers around the world thought that was just right.”



The smell

The typical smell in the Beetle.

It, too, was alright for VW drivers: When you breathe deeply in the Beetle, you inhale a whiff of a hot machine, mixed with the smell of warmed-up carpeting. Therefore, the Beetle’s competition promised “odorless heating” as an advantage of their products, not suspecting that it was just this breath of hot air that contributed to the seductive aura in the Beetle. Produced in heat exchangers, streaming out of gaps in the sill, it underlines the unmistakable personality of the Beetle like a fragrant perfume.

As only the Beetle Generation still knows, this usually only lukewarm wind was considered a privilege at the start of the Beetle success story, as a luxury in times when other automobiles didn’t have any heating at all. Their drivers had to squeeze in behind the steering wheel wearing thickly padded coats and gloves. Early Beetle owners, on the other hand, needed only a warm pullover for winter drives.

And that was a good thing. Because when you have company on your drive in the Beetle, you already enjoy close, warming contact with the person next to you. It’s true that the hat can stay in its usual place, thanks to the ample head room. But pipe smokers would be well advised to stow their Dunhill before the trip starts. Otherwise, they may just collide with the windshield.

The Beetle body was always cramped, intimate. And it is so carefully sealed that it takes a lot of force and feeling to close the doors so that

they are not catapulted back by the compressed air – air that smells like a machine, like carpeting and sometimes even like tobacco smoke.

The feeling

The typical feeling in the Beetle.

It is a luxurious sense of security that this automobile bestows on its owner – and naturally also on the owner's offspring. Small children of the Beetle Generation were protectively settled into the hollow for luggage behind the rear seat. Soothing Boxer engine sounds and music from the radio rocked them to sleep.

The Beetle Generation grew up with - and in - the Beetle. As years passed, they moved from the place under the oval window in the '52 model, to the rear seat of the already lighter '57 model, from the rear seat in the early 1960s to the front passenger seat (long forbidden for today's children).

The first secret driving lessons on forest paths followed, in the 1966 Beetle 1500; a little later came the exciting lessons at the side of the driving instructor, naturally in a Beetle; and finally came the driving test, with the strict driving examiner squeezed into the back seat.

“Why is it that thousands of people learn to drive in a VW each year?” VW asked in an advertisement in 1967, in order to come right back with the answer: “Because it is so easy to drive. Ask your driving instructor. His example has caught on.”

The maneuverability

The typical Beetle maneuverability.

Driving a Beetle has something dexterous to it, which is not defined by its speed, but instead by its ease of use.

Smooth steering, pedal use and gearing, immediate reaction to the driver's commands – at that time, in the 50s and 60s, this was definitely not taken for granted the way it has been since the middle of the 1970s, in the epoch of the Volkswagen Golf. In its time, the Beetle



set the standard in its class
– like the Golf did later.

Such qualities especially
drew in the Americans,
who were used to juggling
unmanageable space
ships. Arthur Railton,
journalist and member of
the board of Volkswagen
of America in the 1960s,
described the German
David in relationship to
the American Goliath like



this: “They bounced in and out of the line of traffic in front of you. They darted into the parking space that you just wanted to take. They buzzed past the others in snow, and their rear air slots looked as they were grinning and laughing at the helplessness of the others.”

The American magazine Consumer Reports already put its finger on the effect of the Beetle in November 1952: “If you are tired of ordinary cars, the Volkswagen is a refreshing change.” And two years later, Lawrence Brooks, test consultant for the same magazine, euphorically judged the Beetle: “...one of very few cars that ... evoke enthusiasm, because they are really fun to drive...”

That worked.

In November 1955, Leo Donovan was already rubbing his eyes in wonder in the US magazine Popular Mechanics: “... a car, small and underpowered. But whose dealers can’t get enough delivered, its sales are so spectacular. And all without free trips to Paris ... and without discounts. Which car is so unbelievable? It’s the small, beetle-like Volkswagen. Its dealers even have delivery times for used models.”

The image

The typical image of the Beetle.

“No other automobile has had such a social effect,” wrote Arthur Railton in “The Beetle”, his hymn to the car, “it has become a part of our folklore. It has its own mythology. People wrote books about it, issued magazines featuring it, produced films with it as an almost human star ... The Beetle was the center of hundreds of jokes and a symbol for caricaturists ... for the rebellion against the Establishment.”

The Beetle was not flashy and pompous. But it was also more than just pure practicality. Like no other automobile before or after it, the Beetle absolutely lent its owner status – if that’s what the owner was after. But right from the start, the Beetle was a status symbol of classlessness – both materially and intellectually.

In the middle of the 1960s, the VW advertising was already serving just this uniqueness of the Beetle, which sales strategists today call “USP” (Unique Selling Point): “You can’t tell what its driver is by looking at the car. For example, whether he is lucky with women or on the stock market. Or even both. Whether she owns property in Switzerland. Is one of the prominent figures in national politics. Reads Plato in the original Greek.”

And not quite ten years later, in July 1971, the German motor magazine *auto motor und sport* joined in with its analysis: “While almost every other car is categorized according to engine capacity, power and price, and therefore invites certain conclusions about the social status of its owner, the Beetle has created an absolutely classless image for itself. Anyone can sit in it without having to be afraid of giving those around a more intimate look into his or her personal circumstances...”

Quite true.

Meanwhile, the *Stuttgarter Blatt* newspaper erred in another assessment of the Beetle. “There will never and can never be a really genuine Anti-Beetle,” Reinhard Seiffert summed up in 1969, as the conclusion of his Beetle test. “No one can build it – not even the Volkswagen factory itself.”

Not quite five years later, in May 1974, the people in Wolfsburg provided proof to the contrary. Suddenly it was there, the “Anti-Beetle”, with all the Beetle qualities, but without its defects – conceived by the Beetle Generation, built for the future Golf Generation.



The Belworthy Family bbq, VW gathering and fly-in

Cust – 23rd October 2004

Club members Evan and Penny Belworthy had invited us (the Club) to attend a birthday celebration of a slightly different kind on the Saturday of Labour weekend at their home in Cust.

The event was a celebration of Alan Belworthy's (Evan's father) 75th Birthday and a couple of milestones for two of their light aircraft, which for one marked the 25th year and the second, the 30th year since its very first flight.

The plan of action for those attending was a small convoy out to Cust, starting at the Countdown Northlands carpark at around 10am. The Canterbury type 3 detectives! met up with macca in his bug and Rob in his smart looking ghia and all cruised together, with myself (63 bus) and parents, in their 64 beetle, making the converging cruise from Rangiora.





The weather couldn't have been better, the wind was light and the sun was just right to make the cruise a nice one, a real summer feel at last.

When we pulled up at the Belworthy's property we were greeted by a fantastic mix of light aircraft buzzing around, a few VW powered trikes and a row of vee dubs that Evan and Penny have collected, a couple to mention was the 55 oval and the very nice razor edge ghia (definitely needs to stay the original colour though Evan!) along with the club crew line up.

And what a sight, for me it was perfect, vee dubs and aircraft like these made for a great picture and for a lot of noise, especially with Evan doing beat ups over us at about 50 or so feet off the deck!

A sausage barbeque and drinks etc was laid on and kept the punters very happy. So happy in fact that word must have spread around the South Island as a couple of their friends had flown from Dunedin and another from Nelson! I guess the decision to

go is far easier when you can get from Nelson to Cust in an hour and a half!

The rest of the day was spent chatting with friends, relaxing and checking out the aircraft as they buzzed us, each one it seemed by the noise getting a good pre-summer clean out. It was amazing to see the amount of aircraft in attendance that were using the mighty VW engine as the power plant. For most I guess because of the trusty and fairly inexpensive nature of these great engines. What's the advert say... 'if only everything in life was as reliable as a Volkswagen' ...Something that someone will have to testify too, eh Mark!.

All up it was a fantastic day out and one that I would love to attend again should it happen. Hopefully next time the vee dubs could outnumber the light aircraft!

Many thanks must go to Evan and Penny for inviting us and for putting on such a great day. Thanks guys.

[Ed's note—thanks to 'bUs-adDiets' Rob for sharing the experience]

For sale/wanted

Advertisements on these pages are **FREE** to club members.

Wanted One set, front and/or rear mudguards for 411 Variant and taildoor, must be good condition and rust free. Dave Finnie
Ph/fax (03) 434 0340 E-mail
dave.finnie@extra.co.nz

Muffler Tips stainless steel, exact copy of German NOS, why pay \$30 plus for ones that will rust the next week, when these will last a long time. \$45 pair Ph Mark (03) 385 2200 or E-mail s1fter@paradise.net.nz

Wanted Guages (any) to suit a Vw Beetle ie: oil temp, pressure, voltage E-mail
macca_nzl@hotmail.com

For Sale VW type 3, fastback 1600 tl. 1971. Engine has started knocking, body and interior in pretty good cond. Offers.
Ph Ants (03) 471 2237 or E-mail sandants@hotmail.com

Wanted 1302 beetle for parts Ph Mark (03) 385 2200 or E-mail s1fter@paradise.net.nz

Kombi repair panels for split window models, brand new zinc-tec panels for the front lower sections, sides, inner sills and outriggers available. Also king pin re-bushing and lowering of spindels! Anti bumpsteer bushes. Ph Mark (021) 911 916 or E-mail s1fter@paradise.net.nz

Front beam with steering box and front brakes, complete, and in good condition \$100. Ph Jeremy (04) 475 5542 or (021) 146 0516 or E-mail jeremy.bray@paradise.net.nz

Wanted for my 73 VW Kombi Westfalia, gasoline "BN4 Eberspacher" heater, complete or parts. E-mail rr-moss@paradise.net.nz

VW Beetle Factory Karmann (not Ghia) convertible, 1961, 1 previous owner, original car in need of cosmetic restoration, rebuilt engine, good hood, reg and WOF. Buy it before it is sold overseas and gone forever. \$16 000 firm Ph Aaron (03) 3799 883 or 0274 352 208 or E-mail tradesman31@hotmail.com

Wanted old D-Jet fuel injection system/s and or parts that they would sell or donate to a worthy cause, also if someone has front left and right wings for a Type 4 412. Ph Nick Sparrow (04) 801 9877 or 021 1289792 or E-mail sparrow@tvnz.co.nz

VW beetle engine lid, steering box for sale from a 1500
E-mail Rob robert.rate@natcoll.ac.nz

VW beetle parts for sale from '68 Beetle Ph Mark (03) 385 2200 or E-mail s1fter@paradise.net.nz

Wanted Type 4 2 ltr motors, any cond, Ph Mark (03) 385 2200 or E-mail s1fter@paradise.net.nz

'62 Kombi Split screen parts Wanted, rust free roof (if there is such a thing?), right rear quarter, left front bottom quarter (which includes the dog leg), the two rear hatch doors (lower engine & upper lid) and a good straight front panel Keith Osborne (027) 273 0341 or E-mail keithosborne@osbornes.co.nz

Wanted type 4 (late kombi) flywheel E-mail s1fter@paradise.net.nz

Wanted VW Kombi campervan prefer Bay pop-up, but anything considered. Ph (03) 455 6395 or (021) 1733 524
E-mail bs1abbert@hotmail.com

VW Karmann Ghia coupe or convertible, 1968 or later, must be in excellent original or restored condition. For loving everyday use. POA. E-mail lindsay.knowles@acme.co.nz

Wanted 2 VW logo mudguards, black with white logo to fit Beetle Ph Genevieve (03) 467 2256 or (021) 411 066,
E-mail gen@hadleyrobinson.co.nz

Wanted VW Beetle 1960 – 70's, good condition, any year, any colour, Christchurch or roundabout area. Ph Jacqui (03) 379 3752 or E-mail dressforsuccesschch@xtra.co.nz

Wanted Rear Type 3 Brakes E-mail vwkombi@ihug.co.nz

Wanted Split Screen Kombi Van. Camper or transporter, Prefer early 60's model. Ph Genevieve in Dunedin. (03) 467 2256, or E-mail genevieve.r@xtra.co.nz

Wanted Front & Rear Bumper for 1962 era split-screen Kombi, Any reasonable or repairable condition considered. Ph (03) 312 3442 or E-mail paul.godman@clear.net.nz

For Sale 4 x Pirelli Snow tyres size 185 x 15 great condition \$390 they are in Dunedin Ph Genevieve (03) 467 2256 or (021) 411 066, E-mail gen@hadleyrobinson.co.nz

Looking for year round dry storage for a Kombi on the airport side of Christchurch city. If you have something that may be suited please call to discuss, Lyndon (09) 533 9335 or E-mail bookings@kiwikombis.com

Wanted 1954 Beetle original interior seats or door trim cards, (or parts thereof). Condition/ matching colours not important. If you have anything please make contact. Ph (03) 312 3442 or E-mail paul.godman@clear.net.nz

Getting married! We have a matched pair of factory (genuine) VW Beetle 1979 Cabriolets that we can drive you in on your special day. Based in Canterbury/Christchurch, one is Silver the other Triple White. Phone Paul or Sarah? Ph (03) 312 3442 or E-mail paul.godman@clear.net.nz

Wanted kombi van, shell or whole car wanted anything considered, phone Danny (027) 696 0411, or (03) 578 4826 or E-mail tackyshit@hotmail.com

WANTED VW Westfalia Camper 1973 -1979 considered, Must be in very good to excellent condition, no major rust, prefer type 4, 2.0 litre engine. Sleeping 4 –double bed + double bunk, awning, gas cooker, grill, 3 way fridge, rear seats. Ph (07) 855 8472 Mobile (021) 286 2066 or E-mail kirstenandgerry@ihug.co.nz

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Mark
Phone (03) 385 2200
Mobile 021 911 916
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