

The Volkswagen paint job. There's a lot more to it than meets the eye.

While you're deciding on the color of your new Dasher, you might like to know what's under it. For most of the finish is hidden from view.

To get the color blue, for instance, we have to start three layers down. Here the body gets dipped in a bath of zinc phosphate, to defend it against rust and corrosion.

A primer coat goes on next. And the way we put it on represents a major advance in the state of the art. The car is given a positive charge of electricity and submerged into a vat containing a mixture of 92% water, 8% pigment. The pigment is negatively charged. You can imagine what happens. The car and the pigment develop an irresistible and lasting attraction for each other. When the car is lifted from the vat, it actually feels dry to the touch. Only the pigment has adhered. Not the water. Every inch of metal, inside and out, is smoothly covered. With 3½ times the amount of primer paint as the former "straight dip method" would have given it.

And to give the front end the little extra protection it needs, we've developed a somewhat less ingenious, but still very effective method. We dunk the car nose first.

How about underneath, where no one looks? A total of 32 pounds of polyvinyl chloride is sprayed by hand to the underside of the Dasher. The vehicle is then dried, and another 5½ pounds of PVC is applied on body seams and other critical areas to guarantee water-tightness.

Then we go through the whole primer routine a second time. For a very sound reason.

An economy car wouldn't be very economical if the finish didn't hold up as well as the rest of the car (we spare nothing to make the Dasher economical). Now the body gets washed, sanded and re-washed. At this point the car passes through a drying tunnel, and finally receives its outer coat of blue enamel.

Sprayed on by hand. Then we bake on the durable shine. In an oven set at 265 degrees.

The entire paint process takes 4¼ hours. At the end of which the Dasher emerges wearing 16 pounds of colorful armor, in addition to its 37½ pounds of undercoating.

And what do we call the result of this whole elaborate, painstaking, technically-advanced process? We call it "blue".



1974 DASHER COLORS



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DASHER

2-DOOR SEDAN

4-DOOR SEDAN

4-DOOR WAGON

Exterior Paint
Upholstery & Trim



Chrome Yellow
Black



Chrome Yellow
Black

Exterior Paint
Upholstery & Trim



Rallye Green
Black



Rallye Green
Black

Exterior Paint
Upholstery & Trim



Rallye Red
Black



Rallye Red
Black

Exterior Paint
Upholstery & Trim



Marina Blue
Slate Grey



Marina Blue
Slate Grey

Exterior Paint
Upholstery & Trim



Iberian Red
Bamboo



Iberian Red
Bamboo

Exterior Paint
Upholstery & Trim



Rallye Yellow
Mocha



Rallye Yellow
Mocha

Exterior Paint
Upholstery & Trim



Delft Blue
Bamboo



Delft Blue
Bamboo