



HAGERTY[®]

PRICE GUIDE

1956 – 1979 VOLKSWAGEN BEETLE **SEP – DEC 2017**



HAGERTY

PRICE GUIDE

VOLKSWAGEN BEETLE

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Do not even think of using this book after December 31, 2017. The market moves and prices change; don't be left behind.

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Volkswagen literally means “people’s car,” and VW promised to deliver a cheap, simple car worthy of the company’s name with its Type 1 “Käfer,” now commonly known as the Beetle. But even the German company could have had no idea just how true that vision would become. Ultimately, more than 20 million cars were sold globally over seven decades, with hundreds of millions of people having a direct experience with one. No model has been as recognizable the world over.

Amazingly, although the Beetle was always an affordable economy car, it was never cheap. Its engineering and design were purposeful, thoughtful, and well executed. The model received countless running changes during its lifetime, including a split window, a small rear window, a cabriolet, and a 1600-cc Super Beetle. Regardless of the variant, they are all viewed today as lower-case-“c” classic cars, being both ubiquitous and affordable while at the same time a key player in the history of the automobile. In addition to their cheerful demeanor and their inherent nostalgia, the Beetle proves the old maxim that it is more fun to drive a slow car fast than a fast car slow.

While more glamorous and expensive models catch the headlines, the truth is that affordable cars such as the Beetle have been bubbling away out of the limelight. Over the last three years, Beetle prices have climbed 12%, with the top sale during

that window being \$121,000 paid for Jerry Seinfeld's 1960 sedan. That's right, \$121,000.

Rust has always been the killer with these cars, but the copious build numbers undoubtedly work in the favor of buyers. Shoppers will do well to keep in mind the old advice to buy the best example that fits within the budget. The prices in this guide should help prospective Beetle owners understand just what they can expect for their money.

Happy motoring,
McKeel Hagerty

HAGERTY MARKET RATING

The Hagerty Market Rating uses a weighted algorithm to calculate the strength of the North American collector car market.



- The Hagerty Market Rating experienced a sizable decrease for July, falling 1.28 points to 65.35.
- Although it has generally been trending upwards this year, auction activity fell for July as the number of vehicles sold at auction fell 2% from last month. Private sales activity also decreased.
- The number of owners expressing the belief that the values of their vehicles are rising continues to fall. The decrease is similar for both mainstream and high-end vehicles.
- Expert sentiment dropped more than any other segment in July as dealers are reportedly experiencing a significant decrease in sales and interest.

Current Rating	65.35	All-time high:	71.95 (May 2015)
Five-Year High	71.95 (May 2015)	Five-Year Low	64.01 (Sep 2012)
1-Month Change	-1.29 (Jun 2017)	12-Month Change	-3.42 (Jul 2016)
36-Month Change	-2.77 (Jul 2014)	60-Month Change	+2.17 (Jul 2012)

*The Hagerty Market Rating is updated on the 15th of each month. The July update was the most current at the time of printing.

Included below are some notable moves that occurred during the past four months. Percent change is based on the average value of all four conditions.

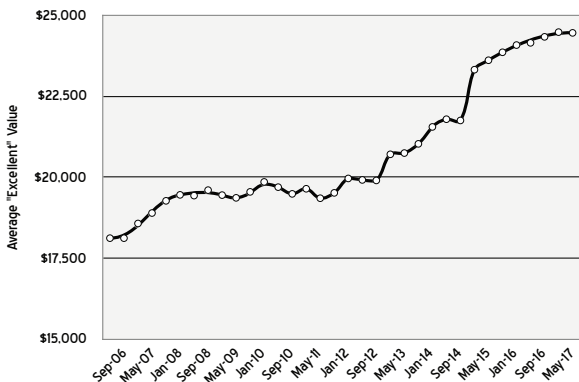
NOTABLE GAINS

1. 1946-48 Beetle Sedan..... n/c

NOTABLE LOSSES

1. 1968-77 Beetle Sedan..... -6%
2. 1971-75 Super Beetle Conv -6%
3. 1968-78 Beetle Conv..... -6%
4. 1971-75 Super Beetle Conv -6%
5. 1950-52 Beetle Conv..... -2%

INDEX OF AFFORDABLE CLASSICS



Hagerty's Affordable Classic index has seen virtually no change over the past four months. Although most market activity is happening among affordable cars, (1) most of those cars are newer models that fall outside of what is represented here, and (2) build numbers are so high for cars in this price bracket that increased activity isn't translating to broad appreciation.

Even though the gains aren't gaudy, only two of the cars in this index have lost value over the past three years, with over half of the remaining cars appreciating more than 10% during the same period. While you'd have to be a volume player to get rich trading these cars, it is certainly true that enjoying these cars can ultimately be free if you can keep your carrying costs down.

INDEX OF AFFORDABLE CLASSICS

Index value:	135.0	All-time high:	135.2 (May 2017)
Five-year high:	135.2 (May 2017)	Five-year low:	109.9 (Jan 2013)
4-month change:	n/c	12-month change:	1%
36-month change:	12%	60-month change:	23%
Component cars:	13	Gainers:	3
No change:	8	Losers:	2

1969 AMC Javelin 343	n/c
1949 Buick Roadmaster Sedanette	n/c
1965 Chevrolet Corvair Monza convertible	n/c
1970 Chevrolet Camaro SS 350/300 coupe	n/c
1971 Datsun 240Z	n/c
1965 Ford Mustang GT coupe	n/c
1963 MGB Mk I	-1%
1972 Porsche 914 2.0 Targa	n/c
1962 Studebaker Lark convertible	n/c
1963 Studebaker Avanti R-1	1%
1972 Triumph TR6 convertible	1%
1967 Volkswagen Beetle Sedan	-3%
1967 Volkswagen Karmann Ghia coupe	n/c

HOW TO USE THIS GUIDE

Classify the vehicle. Use the printed guidelines for each condition and place the car in question in a #1 through #4 status.

Compare the car to others. Look at similar vehicles in the market. Do they have a better interior, more options, or fewer flaws? What is the asking price?

Clarify the claims of the seller. How many owners? Are there records of expenditures?

Consult with experts. Have a mechanical evaluation performed. Hire a qualified appraiser to value your purchase. Join a club that celebrates the brand or type of car. Participate in enthusiast internet chat rooms. Go to local and regional shows, as well as national events.

AND, KEEP IN MIND THAT:

HAGERTY PRICE GUIDE is a guide, not gospel. Use your senses; consult with experts in the field before making any buying or selling decisions.

Correct classification is paramount. Many sellers overrate the condition of their car; overeager buyers tend to do the same for potential purchases. Carefully look at and drive the vehicle, and evaluate its condition before purchase.

HAGERTY PRICE GUIDE reports on vehicles in four condition ratings. Fair (#4), Good (#3), Excellent (#2) and Concours (#1). We do not report values on cars in poor condition or parts cars.

HAGERTY PRICE GUIDE prices virtually all American cars assuming that the vehicle is equipped with the entry-level V8. All pricing additions assume equipment is from the factory.

Cars will always sell for prices above and below HAGERTY PRICE

GUIDE's price range for many reasons, including exceptional histories, extraordinarily beautiful or hideous coachwork, overheated market enthusiasm, a surfeit or dearth of buyers at the time of sale, cars being offered in incorrect venues and dozens more reasons.

It is very difficult to verify claims after multiple years and multiple owners. Many collector cars are sold with exempt or unknown miles. Use condition as a guideline, ask to see and get a copy of records. Additionally, restored cars could have had their odometers "zeroed" at restoration and cars that read in kilometers when new (or indeed all cars) could have replaced odometers.

CONDITION RATINGS

HAGERTY PRICE GUIDE reports on cars in four different conditions, #1 through #4.

#4 cars are "drivers" with some flaws visible to the naked eye. Examples of flaws that could be present on #4 cars include pitting or scratches on the chrome, a chip on the windshield, or a minor dent or chips in the paintwork. The paintwork might also have visible imperfections. You might find a split seam in a seat or a dash crack on the interior, the interior could be of a different type of material from original. No major parts are missing; however, components such as wheels might not be stock. A #4 car is often a deteriorated restoration. If too many flaws are present, it is no longer a #4 car. "Fair" is the one word that describes a #4 car.

#3 cars could possess some, but not all of the issues of a #4 car, but they will be balanced by other factors such as a fresh paint job or a new, correct interior. #3 cars drive and run well, but might have some incorrect parts. These cars are not used for daily transportation but are ready for a long tour without excuses, and

the casual passerby will not find any visual flaws. “Good” is the one word description of a HAGERTY PRICE GUIDE #3.

#2 cars could win a local or regional show. They can be former #1 cars that have been driven or have aged. Seasoned observers will have to look closely for flaws, but will be able to find some not seen by the general public. The paint, chrome, glass and interior will all appear as excellent. No excessive smoke will be seen on startup, no unusual noises will emanate from the engine compartment. The vehicle will drive as a new car of its era would. The one word description for #2 cars is “excellent.”

#1 vehicles in HAGERTY PRICE GUIDE are the best in the world. The visual image is of the best car, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the car has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted. The one word description for #1 cars is “concours.”

Year	Model	Body Style	4	3	2	1
1946	Beetle	2dr Split-Wndw Sdn	\$18,000	\$27,400	\$50,600	\$65,400
1947	Beetle	2dr Split-Wndw Sdn	\$10,200	\$18,300	\$37,100	\$55,600
1948	Beetle	2dr Split-Wndw Sdn	\$10,200	\$18,300	\$37,100	\$55,600
1949	Beetle	2dr Split-Wndw Sdn	\$9,700	\$17,600	\$35,900	\$55,000
1950	Beetle	2dr Split-Wndw Sdn	\$9,700	\$17,600	\$35,900	\$55,000
		2dr Dlx Conv	\$20,200	\$29,000	\$42,700	\$62,000
1951	Beetle	2dr Split-Wndw Sdn	\$9,700	\$17,600	\$35,900	\$55,000
		2dr Conv	\$20,200	\$29,000	\$42,700	\$62,000
1952	Beetle	2dr Split-Wndw Sdn	\$9,700	\$17,600	\$35,900	\$55,000
		2dr Conv	\$20,200	\$29,000	\$42,700	\$62,000
1953	Beetle	2dr Split-Wndw Sdn	\$9,700	\$15,500	\$31,500	\$46,900
		2dr Conv	\$8,400	\$14,900	\$29,100	\$44,500
1954	Beetle	2dr Ovl-Wndw Sdn	\$6,000	\$11,600	\$21,100	\$28,200
		2dr Dlx Conv	\$8,400	\$14,900	\$29,100	\$44,500
1955	Beetle	2dr Ovl-Wndw Sdn	\$6,100	\$11,700	\$21,300	\$29,100
		2dr Conv	\$8,400	\$14,900	\$29,100	\$44,500
1956	Beetle	2dr Ovl-Wndw Sdn	\$6,100	\$11,700	\$21,300	\$29,100
		2dr Conv	\$8,400	\$14,900	\$29,100	\$44,500
1957	Beetle	2dr Ovl-Wndw Sdn	\$6,100	\$11,700	\$21,300	\$29,100
		2dr Conv	\$8,400	\$14,900	\$29,100	\$44,500
1958	Beetle	2dr Sdn	\$6,100	\$11,700	\$18,900	\$29,100
		2dr Conv	\$7,600	\$13,900	\$27,700	\$41,500
1959	Beetle	2dr Sdn	\$6,100	\$11,700	\$18,900	\$29,100
		2dr Conv	\$7,600	\$13,900	\$27,700	\$41,500
1960	Beetle	2dr Sdn	\$6,100	\$11,700	\$18,900	\$29,100
		2dr Conv	\$7,600	\$14,400	\$32,300	\$49,500
1961	Beetle	2dr Sdn	\$5,100	\$9,600	\$15,500	\$24,000
		2dr Conv	\$7,100	\$13,000	\$28,500	\$46,800
					+7% for sunroof on cpe.	
1962	Beetle	2dr Sdn	\$4,900	\$9,600	\$16,500	\$25,500
		2dr Conv	\$7,100	\$13,000	\$28,500	\$46,800
					+7% for sunroof on cpe.	
1963	Beetle	2dr Sdn	\$4,900	\$9,600	\$16,500	\$25,500
		2dr Conv	\$7,100	\$13,000	\$28,500	\$46,800
					+7% for sunroof on cpe.	
1964	Beetle	2dr Sdn	\$4,900	\$9,600	\$16,500	\$25,500
		2dr Conv	\$6,500	\$11,700	\$26,700	\$44,400
					+7% for sunroof on cpe.	
1965	Beetle	2dr Sdn	\$4,800	\$9,500	\$15,500	\$24,000
		2dr Conv	\$6,500	\$11,700	\$26,700	\$44,400
					+7% for sunroof on cpe.	
1966	Beetle	2dr Sdn	\$4,800	\$9,500	\$15,500	\$24,000
		2dr Conv	\$6,500	\$11,700	\$26,700	\$44,400
					+7% for sunroof on cpe.	
1967	Beetle	2dr Sdn	\$6,200	\$10,800	\$19,400	\$28,600
		2dr Conv	\$6,600	\$12,800	\$26,800	\$44,900
					+7% for sunroof on cpe.	
1968	Beetle	2dr Sdn	\$4,600	\$8,500	\$14,600	\$20,900
		2dr Conv	\$5,400	\$10,200	\$20,900	\$28,200

Year	Model	Body Style	4	3	2	1
1969	Beetle	2dr Sdn	\$4,600	\$8,500	\$14,600	\$20,900
		2dr Conv	\$5,400	\$10,200	\$20,900	\$28,200
1970	Beetle	2dr Sdn	\$4,600	\$8,500	\$14,600	\$20,900
		2dr Conv	\$5,500	\$9,300	\$20,300	\$27,400
1971	Beetle	2dr Conv	\$4,800	\$8,800	\$17,100	\$22,500
		2dr Sdn	\$4,600	\$8,500	\$14,600	\$20,900
1971	Super Beetle	2dr Sdn	\$3,600	\$7,000	\$11,300	\$15,200
		2dr Conv	\$4,500	\$8,600	\$16,500	\$21,800
1972	Beetle	2dr Sdn	\$4,600	\$8,500	\$14,600	\$20,900
		2dr Conv	\$5,500	\$9,400	\$21,300	\$28,300
1972	Super Beetle	2dr Sdn	\$3,600	\$7,000	\$11,300	\$15,200
		2dr Conv	\$4,500	\$8,600	\$16,500	\$21,800
1973	Beetle	2dr Sdn	\$4,600	\$8,500	\$14,600	\$20,900
		2dr Conv	\$5,500	\$9,400	\$21,400	\$28,300
1974	Beetle	2dr Sdn	\$4,600	\$8,500	\$14,600	\$20,900
		2dr Conv	\$5,500	\$9,400	\$21,400	\$28,300
1974	Super Beetle	2dr Sdn	\$3,600	\$7,000	\$11,300	\$15,200
		2dr Conv	\$4,500	\$8,600	\$16,500	\$21,800
1975	Beetle	2dr Sdn	\$4,600	\$8,500	\$14,600	\$20,900
		2dr Conv	\$5,500	\$9,400	\$21,400	\$28,300
1975	Super Beetle	2dr Sdn	\$2,900	\$6,000	\$9,600	\$14,300
		2dr Conv	\$4,500	\$8,600	\$16,500	\$21,800
1976	Beetle	2dr Sdn	\$4,600	\$8,800	\$15,200	\$20,800
		2dr Conv	\$4,900	\$9,800	\$21,200	\$28,400
1977	Beetle	2dr Sdn	\$5,000	\$9,100	\$15,700	\$21,500
		2dr Conv	\$5,000	\$10,700	\$21,900	\$29,300
1978	Beetle	2dr Conv	\$7,500	\$11,600	\$25,400	\$35,600
1979	Beetle	2dr Conv	\$8,300	\$14,000	\$30,100	\$42,200