

AUGUST 2022
VOLUME 31-08

*Official Monthly Newsletter of
The Central Ohio Vintage
Volkswagen Club*

Zündfolge



*Welcome to
Volksfest!*

OUR 31st YEAR

NEXT MEETING INFO

August 12th, 2022 meeting at Show Site

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VOLKSWAGEN CLUB**

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VW's Owned:

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5577 Mesa Falls St. Dublin, OH 43016

Coming up Next Month

Lead Article..... TBA

Meeting Date... Thursday, September 8, 2022

Location TBA

INFORMATION

In the Spring of 1991 our club was founded by 12 enthusiasts looking for a way to pool their parts and resources to maintain their vintage Volkswagen Cars. Going strong for more than 30 years with about 200 members and the premiere Vintage Volkswagen club for Central Ohio. We Strive to share knowledge and resources while having plenty of fun. We welcome everyone interested in classic air-cooled as well as newer water-cooled VW products. Annually we host Ohio's largest Volkswagen Car show & swap-meet 'Volksfest' raising funds to benefit local charities.



ZUNDFOLGE

Zundfolge (translated 'firing order') is published monthly by the Central Ohio Vintage Volkswagen Club. Its purpose is to keep us informed and running smoothly, while providing knowledge and enthusiasm into the Classic VW Community. Members are encouraged to submit articles and photos for the newsletter. Please contact the Editor for more information. Brian Knoll @ bkrider@att.net

To obtain VW factory information send your serial number to:

Pre 1955:

*VW Brezellenstervereinigung e.v.
Ernst Reter Hagen, Amselweg 4, D
3073 Liebenau, Germany*

Post 1955:

*Customer Assistance, Volkswagen AG
Postfach, 3180 Wolfsburg 1, Germany*

**Keep up with the
Central Ohio Vintage
Volkswagen Club
Online!**



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www.COVVC.org

My how time flies! Its hard to believe the Central Ohio Vintage Volkswagen Club has been putting on Volksfest for 31 years, but by golly, here we are again.

For those veterans that have been attending for many years, you will notice there have been several changes in the layout for this year's event. The biggest change is the location of the show car area to the large grassy area to the North of the school. Spectator parking is in the same general area, with an expanded area to the east. That wonderful food that everyone enjoys will be in the concession stand behind the tennis courts. Restrooms are in that area also, along with several well-placed porta johns. The well attended swap meet area is in the same spot as in past years.

A big thanks to MAG for their cool dealer display with lots of goodies for your purchasing enjoyment. Be sure to check out the COVVC tent for your event t-shirt and other club merchandise. While you are there, may as well renew your club membership or sign up as a new member. We have a show only special membership deal, so be sure to take advantage of that. Also in that area, be sure to take in the COVVC history display, lovingly presented by club Historian Doug Barber and his wife Nancy. It's a trip down memory lane for all of us veterans to be sure.

Of course, the big attraction for most in attendance are the beautiful show cars, which seem to just get cooler as the years pass by. Be sure to take a few moments to talk with the proud owners of these special vehicles. Each one has colorful history or back story. From buggies, trikes, stock, custom, vintage, air and water cooled they are all great! After taking in the show cars, head over to the swap area for all your project needs. From vintage NOS parts to the new items, you'll be sure to find it there.

If you have any questions through out the day, be sure to ask one of the many COVVC volunteers for their assistance. It's this amazing group of workers that Volksfest is possible. A big heart felt thank you to all of our great volunteers.

So, now that you are up to speed, enjoy your day at Volksfest 31.

DOWN BY THE WATERFRONT

Jerry O'Hara

Happy August everyone, and welcome to Volksfest 31!

As I sit here sharpening my big purple crayon contemplating what to write about in the 'water cooled' section of our newsletter I figure with all the things going on in the world. I could write about the whole covid deal, but I'm pretty sure that's been beaten like a dead horse. We could cover world peace but I'm pretty sure that's under control! Or maybe politics and how it relates to the automotive hobby - both break down and cost us a lot of money... That didn't seem to get me anywhere.

So, I figured I'd put the big purple crayon to paper and just ramble on about H2O powered vehicles and their owners. In particular, the need for us water-cooled guys to take the reins and get involved in local clubs and groups and try to continue to grow the clubs for the future. Many of the clubs around these parts have been around for a few decades and were started before water-cooled Volkswagens were really popular. I for one remember saying back in the day that a real VW didn't need water, antifreeze, etc. I remember when the New Beetle came out and I test drove one. I was amazed at the power (all 115 raw horses it had) but I was more smitten by the creature comforts it had available. Up to that point all I ever owned were air cooled VW'S. This was something exciting to me, so I bought one!

I soon realized that the New Beetle was like the Super Beetle of the new millennium. The air-cooled guys hated us, the water cooled guys hated us, but we just bounced along like a golden retriever without a care in the world. My point being, fast forward some years and now we have a new ugly step sister joining the family, and its elec.....elec..... I can hardly say it, ELECTRIIIIIIIIC. UGH! With the powers that be wanting to disarm us of our fossil fuel babies and makes us drive around like the Energizer Bunny beating the drum, telling us how we are saving Mother Earth and we are all going to burn in a huge fireball if we don't switch to electric. Let's band together, get energized as a VW community and continue to build the clubs up and make them larger and better than ever!

I've had a few New Beetles, a Jetta, two of our kids had Jettas and I've had a bunch of air-cooled cars. Currently 3 New Beetles reside here along with a 61 beetle and a 58 fiberglass tub buggy. I love 'em all! There are a few more water cooled I'd like to own before I go to the big swap meet in the sky, but for now, I just wanna buy the world a Coke and sing in perfect harmony while cruising with my A/C on!

Till then I will see you down by the waterfront!

A BOOK REVIEW

**"Remember those great Volkswagen ads?"
by Marcantonio, Abbot & O'Driscoll**

© 1982 with first publication in the U.S. in 2014 by Merrell (New York) - 363 pages

If you were alive in the 1960's and 1970's you probably DO "Remember those great Volkswagen ads". They seemed to be everywhere...in popular magazines, on billboards and on television. Their irreverent, anti-establishment and cheeky vibe made them a revolutionary force in the world of mid to late century advertising. From their first publication in 1959 they gleefully broke many of the accepted conventions of advertising established by Madison Avenue.

Across the next decade plus, the New York advertising firm of Doyle Dane Bernbach created an advertising campaign for VW that was voted in 1999 by Advertising Age Magazine as the most "creative and effective of the 20th century". Popularly known as the "Think Small" campaign (after one of the most

memorable print ads) DDB's efforts on behalf of VW saw sales increase year after year into the early 1970's.

Things you should never do when advertising your product: Point out short comings. Make it the butt of jokes. Comment on the character of your target consumer. Point out the ways in which your product has not been updated. Encourage your buyers to spend less. DDB created ads that did all of these and more. The disarming honesty, humor and straightforwardness of the "Think Small" campaign gave VW a credibility and likeability that was second to none.

Among the more memorable of the ads were, "Think Small", "Lemon" "It isn't so", "It makes your house look bigger", "Will we ever kill the Bug", "Ugly is only skin deep", "Do you think the Volkswagen is homely?", "The snowplow" TV ad and many, many others.

For anyone with an interest in VW history, the "Creative Revolution" of the 60's or advertising in general, "Do you remember those great Volkswagens ads?" is a good book to have on your coffee table.





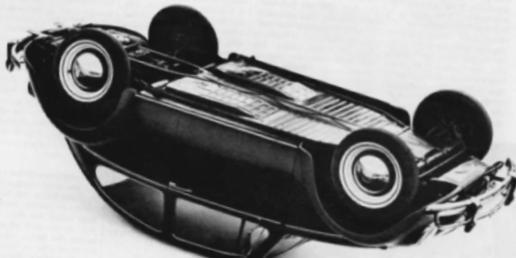
Think small.

Our little car isn't so much of a novelty any more. A couple of dozen college kids don't try to squeeze inside it. The guy at the gas station doesn't ask where the gas goes. Nobody even stops at our shape. In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns. Or using five pints of oil instead of five quarts. Or never needing anti-freeze. Or rocking up 40,000 miles on a set of tires. That's because once you get used to

some of our economies, you don't even think about them any more. Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one. Think it over.

© 1968 VOLKSWAGEN OF AMERICA, INC.



Will we ever kill the bug?

Never. How could we? We brought the Volkswagen into the world. And into the best years of our life. When people look at us, we help it make friends all over the world. We have millions of them.

And we promised them that this was one car that would never go out of style. Instead of age.

We were wrong. The "bug" has been changed. But not so you'd hardly notice. The 5,000-odd changes we've made since 1948 don't do a thing to the VW as-

cept make it work better and longer. A few purists feel we kill the bug each time they import a new one. And 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.



It isn't so.

That winding key you've been seeing on some VWs is not standard equipment. It's put there by proud Volkswagen owners who get around telling their friends they get 40 miles on a tank.

That's not quite true. The correct figure is about 32 miles (irregular driving), and it requires one gallon of gas.

Otherwise, the winder gives you a pretty good idea of how economical it is to own and operate a Volkswagen.

The VW engine in the rear is air-cooled. No water, oil or freeze. No anti-freeze. No radiator, Engine friction is so low the top speed and cruising speed are one and the same. A Volkswagen can run wide-open all day long

without running up a repair bill. And it uses practically no oil between changes. A VW costs \$1,675* including heater, leather upholstery is optional, and so are white-walls, side mirror and radio. Outside of that, we can't think of anything else you might want. Except possibly that winding key.



Ugly is only skin-deep.

It may not be much to look at. But keep that handle. It's the only one we've had. It's built over and runs your piston rings. It won't freeze over and ruin your life. It's the only one we have. And it's the only one in repair and ready. And it will give you about 39 miles to a gallon of gas.

After all, why get to like so much about the VW, you even get to like what's inside it.

You find that there's enough luggage space for almost anything. Enough headroom for almost anybody's head. Wind it up and it'll go. Snap-finger buckles hold you in tight. And the windows close closely. They're as tight as it gets.

Those plain, unglamorous wheels are each suspended independently. So when a turn comes along, when a bump comes, the car moves doesn't make the other wheel turn. It's things like that when you buy a VW. The ugliest doesn't add a thing to the beauty of it.

That's the beauty of it.



MEMBERSHIP UPDATE

Ryan Cisco

*** REMEMBER TO RENEW ***

How do you know if your membership has expired? Your expiration date (month/year) is beside your name on the back of this newsletter. You can renew your membership online on our website, www.covvc.org, or you can mail a check. Please make checks payable to COVVC and mail to: COVVC c/o Ryan Cisco, 5577 Mesa Falls Street, Dublin, OH 43016.

We had 3 new members join last month and 8 existing members renewed. Please welcome our new members to the club! This puts our current membership is at 175.

New members: Alan Fields, Bill & Rosemary Stumbo, Chip Vance

Renewals: Bill Blake, Ken Janosek, Evan Brownlee, Dana Gehman, David Lundin, Tim Frame, Jim Perrin, Cheryl & Lloyd Hagerty

Please welcome our new members to the club!

\$13,200



LOT T62
2009 Volkswagen Beetle Convertible
2.5L, Automatic



\$31,900



LOT T80
1974 Volkswagen Thing Convertible



\$40,000



LOT T311
1975 Volkswagen Custom Bus
1500cc, 4-Speed

The BID *Goes On...*



LOT T312
1974 Volkswagen Type II Custom Bus
1500cc, 4-Speed

FEATURE

\$24,000



LOT F56
1979 Volkswagen Camper
1600cc, 4-Speed

The BID *Goes On...*

\$22,000



LOT F171
1965 Volkswagen Beetle
1600cc, 4-Speed

\$68,200



LOT F215
1972 Volkswagen Type II Bus
1500cc, 4-Speed



\$66,000



LOT F216
1975 Volkswagen Type II Bus
1500cc, 4-Speed



\$35,000



LOT F228
1969 Volkswagen Type II Bay Window
Custom Bus
1776cc, 4-Speed

The BID *Goes On...*

\$15,000



The BID *Goes On...*

LOT F280



\$20,900



LOT W33



\$14,300



LOT W107

S	D	I	E	S	E	L	P	C	G	V	Y	V	H
E	E	D	O	I	L	T	N	R	N	P	N	O	A
E	G	A	H	N	E	T	I	U	I	T	A	L	N
F	A	S	T	B	A	C	K	S	H	O	M	K	D
A	T	B	H	B	V	C	T	O	T	Y	R	S	B
L	N	U	E	T	E	O	S	D	O	S	E	F	R
C	I	S	I	E	N	L	I	A	I	H	G	E	A
A	V	A	A	B	E	E	T	L	E	R	C	S	K
M	W	O	D	N	I	W	T	I	L	P	S	T	E
S	I	N	E	O	E	E	X	H	A	U	S	T	C
H	D	R	I	V	E	R	K	J	E	T	T	A	V
A	T	O	A	N	T	I	F	R	E	E	Z	E	V
F	C	R	A	N	K	S	H	A	F	T	T	V	O
T	O	A	I	R	C	O	O	L	E	D	H	E	C

AIRCOOLED	JETTA
ANTIFREEZE	OIL
BEETLE	PISTON
BUS	SEATBELT
CAMSHAFT	SPEED
COVVC	SPLITWINDOW
CRANKSHAFT	THING
DIESEL	TOYS
DRIVER	UITENHAGE
EXHAUST	VINTAGE
FASTBACK	VOLKSFEST
GERMANY	VOLKSWAGEN
GHIA	WATERCOOLED
HANDBRAKE	

WE NEED YOU! VOLKSFEST VOLUNTEERS NEEDED!

It's that time of year again! Time to volunteer for a shift on Saturday, August 13th at Volksfest 31. It's only 2 hours of your time, please consider helping out! Again this year we will again be using [signupgenius.com](#) website to assist with volunteer signups. The site has already been launched and is ready for signups. As with past years, if you prefer not to use the site, just email me or call/text me at 740-709-0183 and I will get you signed up manually. Without all of you we would not be able to put on this great show every year! The direct website address is:

<https://www.signupgenius.com/go/20F0549AAAB2DA0FE3-volksfest>

You can find it by going to www.signupgenius.com, then click on the magnifying glass icon in the upper right-hand corner to search.

Once on the search page, you will see "Search for a Sign Up by signup creator's email" on the left side. Just enter ryancisco@gmail.com, click on the "I'm not a robot" box, and then click search. On the next page you will see the Volksfest Show Flier. Just click it and you will be directed to the shift signup page.

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AUGUST 18-20, 2022

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120th
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White Castle

Welcome to the Toy Room, and Welcome to Volksfest 31!

This being my first toy article , let me set the stage for you all.....I'm a big kid! You can ask my wife, my kids, former co-workers, anyone who knows me will tell you this. With that being said, I will say that I love toy cars, specifically VW toy vehicles!

When I was a kid I had matchbox cars of every make, Tonka trucks and cars and tractors, then Hot Wheels hit the scene and I was smitten. As many of us as we grow older our attention changes to real cars as did mine when I turned 16 and my brother turned me onto VOLKSWAGENS! Real Volkswagens not the Hot Wheels version, in fact I sold every Hot Wheels car and truck I owned to rebuild my first VW engine in my 68 BUG when I was 16 (a poor financial decision). That same year I met my wife at church and we started dating , now I still had one Hot Wheels VW bug I had saved, but she bought me a ceramic VW Beetle at the Gahanna Lincoln high school bookstore. And so the spiral of toy collecting began. Fast forward about 4 years and we were newly married and I remember my collection of VW toys fit on 2 shelves in an old farmhouse we rented. Today I have somewhere between 3500 to 4000 individual pieces, and still going strong.

Here's where I differ from some collectors, I will buy, trade or barter for any kind of VW toy or memorabilia. Toy cars, posters, pictures, magazines, artwork, ride on toys, any kind of VW stuff! There are some collectors that only buy old toys, or only tin toys , or only certain years of certain brands - not me, if it's a VW I want it! Now to clarify, I don't buy a lot of expensive older toys. In fact, in recent years I've decided to collect smaller toys simply because I am running out of room!

I also belong to several groups on Facebook that are strictly for VW toy collecting, I've met some great people on these sites and gotten to become friends with some from Canada and Europe and all over the US.

One thing I try to advise someone wanting to get into collecting is to tell them to collect what they like, I recently had a conversation with a guy on line that wanted to start collecting with his son and asked for advice on what to collect, and immediately another collector quickly told him DON'T BE A WALMART COLLECTOR! Meaning don't buy new stuff! Well I jumped in and said maybe that's what he can afford and his son, he was young, so Matchbox and Hot Wheels would be a good starting point for him.

All in all I repeat, collect what you like and what you can afford and enjoy the collection by sharing it with your friends and family. It will get better and grow later – believe me!

Happy collecting and hunting for those VW toys, and don't forget to check out the swap meet area at Volksfest - there's plenty of toys to be found!



Woodward Dream Cruise

This month I'm going to depart from my regular tech article and write about something a bit different. August is a fun month for me because there's a lot of car shows near Cleveland. I always attend VolksFest, frequently attend Carlisle, and the granddaddy of them all, Woodward. Don't get me wrong, I love Volksfest and everything VW, but this is a show that should be on every car guy's (and gal's!) bucket list- Woodward Dream Cruise. There's car cruises, and then there's Woodward, which is touted as the largest car show in the world. This is a huge event- Woodward Avenue starts in

downtown Detroit and extends over 20 miles to Pontiac, Michigan. Back in the 60's, it was common for factory engineers from the Big Three's performance shops to take out their latest creations- big block Camaros, ZL1 Vettes, Hemi Cudas, SOHC Fords, Boss Mustangs, Shelbys, etc, and cruise them up and down the strip. Of course, there'd be an engineer from another manufacturer doing the same thing, and inevitably they'd end up side by side at a stop light. Well, Woodward is just about the perfect drag strip- 20+ miles long, multiple lanes, dead straight, with long strips of open road between traffic lights even today. The engineers would always want to prove their car is the baddest and the legendary Woodward drag races took place on a regular basis according to local legend. The city of Detroit decided to capitalize on this a while back and decided to promote the Dream Cruise on the third Saturday in August each year. It started out "small" at first in 1995, 250,000 people, but soon word spread and the numbers exploded. I don't think anyone really knows how many people attend, but I've heard numbers similar to 1.6 million people and 40,000 classic cars discussed. On Saturday, August 13 the Finnegan, Freiburger and the Roadkill gang from Motor Trend TV actually sanction street legal drags in Pontiac on Woodward right near the "loop". Because it's the same day as Volksfest I've never attended but want to some day. I'm

starting to lose count of how many times I've attended WWDC, but I've only missed a couple in the last 20+ years. People drive their classic cars to Detroit from far away to attend this event- I've talked to people from Florida, the Carolinas, Texas, Oklahoma just to name a few, who have driven in from all over the eastern USA and Canada just for the cruise. The hotel we stay at has about 20-30 classics parked in a roped off area, creating a mini car show right in the parking lot.

If you like cars in general, this is a must see event. It's hard to accurately describe what you see there without actually being present. First of all, it's a car cruise and people line both sides of the street 10 or 20 deep, bringing lawn chairs, coolers, tents, and beverages. Local businesses set up large tents, erecting large stadium bleachers and have catering companies supply the eats. It is officially just one day, but I've heard locals say that it runs more than a week, maybe closer to the whole month. The Big Three commonly set up displays of concept cars from the 50's and 60's, allowing the general public to view them close up instead of being locked in a warehouse for years or decades. Dealers set up displays of new cars to hopefully capture people in the "car mood" to generate sales. Portable stages are set up in multiple locations along the strip and rock bands play for free all day long. The media sets up scaffold towers so that they can place cameras showing the huge numbers of people and cars, and media choppers hover overhead all day long. Local TV coverage is non-stop during the day, showing the crowds, cars, displays, and people having fun. It's a carnival atmosphere that extends for miles, with street vendors hawking everything from food to t-shirts to posters, souvenirs, glowing jewelry and kid's stuff. Parking places are free if you arrive prior to about 8am, but I've paid \$30 or more when I didn't get out of bed early. The Navy even got into the action one year



bringing an A-10 Warthog down on the strip on Saturday afternoon. It came in low and slow, turned nose up, full throttle, and powered out, drowning out all noise and conversation for the good 20 seconds it took to disappear into the sky. The police are lax during this time and don't bother anyone for minor infractions, so open headers and drag slicks are not unusual to see on what appears to be funny cars with license plates. You see things here that only see the light of day one day a year- oddball vehicles that make you say, "What the heck is that?" frequently. I've seen more strange things than I can explain- a hemi powered cement truck, a big block garbage packer, Mad Max style "creations", monster trucks and freaky homemade "works of art" that are tough to even describe.

There's plenty to see if you cruise the strip, but traffic quickly backs up even though Woodward is 3-4 lanes in each direction in the busy part. After about 10am it's no fun to sit in traffic, so we usually just make one pass up and down in the morning, park the car, set up the lawn chairs and watch the cars go by. When you're tired of sitting take a walk- there's plenty to see. Car clubs "stake out" parking lots for their club members, so many times a particular parking lot will be filled with Mustangs, Corvettes, Mopars, Cobras, Studebakers, or whatever. If you like Volkswagens, there's every kind of VW there ever made and the corner of Square Lake Road and Woodward is where the VW guys hang out. I've seen some really odd VW's over the years, like Beetles with wrought iron (see-through) bodies, tube chassis sand rails, tubs, and other creations that are not normally on the street. This year's date is Saturday, August 20, 2022. If it's your first time, just to a day trip in your regular car if you don't want to take your classic VW that far. As for me, we'll have 7 busses and be staying at the Embassy Suites in Troy. From there the gang will head across MI for a 10 day trip hitting the Silver Lake Sand Dunes as well as other great spots in MI. I hope to see you there! WWDC has a website at www.woodwarddreamcruise.com/ and <https://www.motortrend.com/roadkill-nights-2022/> for more info, or contact me if you like.

I'll get back to tech stuff next month, I just wanted to share one of my fun automotive experiences with you. For now, have fun, be safe, and keep driving those classic VW's!



On July 8th through the 10th, the Good Guys car show rolled into the Columbus Ohio State Fair Grounds. Good Guys holds shows nationwide with each one having a theme or feature. Our event is billed as "The Big One", and for good reason! There were close to 5,000 cars registered! (I've been known to have nightmares that Volksfest gets this big!) Besides the massive amount of show cars, there are several hundred vendors of all types, both indoors and outside. With everything from complete rolling frames, engines, bodies, interiors, wheels, and tires, wiring harnesses and more, you could easily spend two days just checking out the vendors.



Saturday and Sunday are the main days, but Friday is open for registering or picking up your pre-registration packet. I stopped on Friday am, picked up my pre-registration packet and then proceeded to walk for over three hours and took over 100 pictures! While the focus of Good Guys is the Muscle Car/V8 Crowd, almost every imaginable type of motor vehicle can be seen throughout the weekend.

Gertrude and I arrived early Saturday am to park in the Air-Cooled Corral parking area. Good Guys started this special parking spot three years ago. It's a great location, as it is right inside the North Main Gate entrance. Thousands of spectators go right by our area, and our cool vintage VWs are always a hit! I always have our Volksfest flyers available, and many were taken during the weekend. I always find myself talking to friends that I only see at this event once a year. After another several hours of walking and another 100 pictures, it was time to call it a day.

Sunday is reserved for the selected award winners, and Gertrude was fortunate to score the "Restored" trophy. Fellow club member David Lundin received the "Euro Excellence" trophy. What a weekend! Sunday evening was reserved for a nap and an icy cold adult beverage. Be sure to check the Good Guys event schedule next year and bring that vintage VW out to the biggest show of the year!



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