



OPTIONAL EQUIPMENT AND ACCESSORIES

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DEFINITION: NEW CAR

It's "a new car" when the family decides it's time to start shopping for one.

It becomes "*the* new car" when the family decides what the make and model are to be.

But it acquires the status of "*our* new car" only after the standard factory product has been customized by a very personalized selection of its options and accessories.

This is the final and, perhaps, the most enjoyable step in transforming a new car into something as unique . . . and as special as a family signature.

And it is a step in which every member of the family feels duty-bound to offer his most earnest assistance!

GOOD SHOPPING!





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ALL-SEASON AIR CONDITIONING

To most new-car buyers, car air conditioning (such as this All-Season Javelin installation shown at the left) represents the ultimate in a car option . . . effective interior weather control in any season of the year.

On the hottest, muggiest days or nights, the delightful freshness of Spring air surrounds and refreshes each occupant. In cooler winter weather, it remains Spring as warm fresh air, in the amount and degree desired, enters the driver and passenger compartments.

Since this is All-Season air conditioning, you drive with the windows closed any time of the year, shutting out most traffic and engine noise, dust, dirt, pollen and other irritants. And you get the full enjoyment of your radio or stereo, unmarred by road or wind noise.

Because it adds so much to your driving and riding pleasure, you'll wonder how anyone can get along without the benefits of All-Season air conditioning.

Solex Glass

Solex glass, available on all American Motors cars, for all windows or windshield only, greatly improves the efficiency of All-Season air conditioning and reduces cool-down time by reflecting a large portion of the sun's heat rays before they reach the car interior. Provides a cooler, glare-free interior (even without air conditioning).



Ambassador and Rebel Air Conditioning

The Ambassador and Rebel All-Season Air Conditioner features two independently adjustable outlet ports which can be directed for spot or area cooling, plus a special air outlet port for the driver. Controls are on the left side of the instrument cluster, for better visibility and easier operation.



American Air Conditioning

There's an All-Season air conditioning option available for Rambler American owners too. A three-port air discharge grille mounted on the lower center portion of the instrument panel provides both spot and area cooling or warmth.

STEREO TAPE PLAYERS . . . RADIOS . . . SPEAKER SYSTEMS



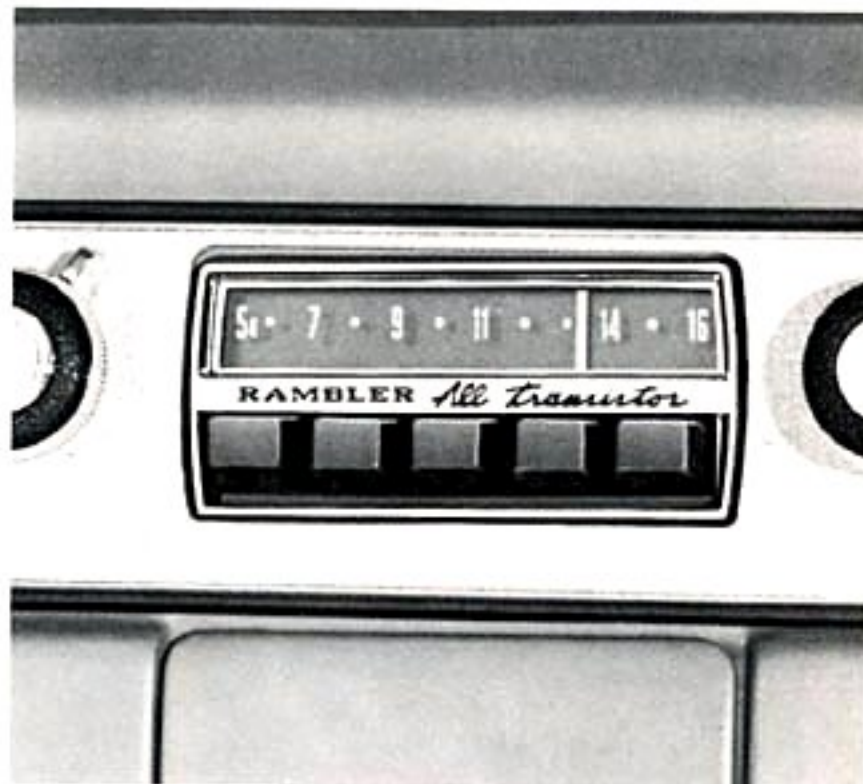
At the left you see an exciting new sound system . . . just for Javelin owners. In one attractive console it combines an 8-track stereo tape player *plus* a manual AM radio . . . each with its own special speaker system!


AM OR FM/AM RADIOS are optional on Rebel, Ambassador and Javelin models. Modern circuitry is fully transistorized for instant response and distinguished by a rich, pleasing tone. Shown at bottom, right, the smart vertical layout for linear station dial and push buttons is within the padded shroud of the instrument cluster, eliminating protruding controls from the center of the instrument panel and providing handier operation. A "changeover" switch at the right of the dial makes it possible to set all push buttons on AM, or FM, or a combination of both. This separate switch also makes it possible to determine visually whether AM or FM is being used.

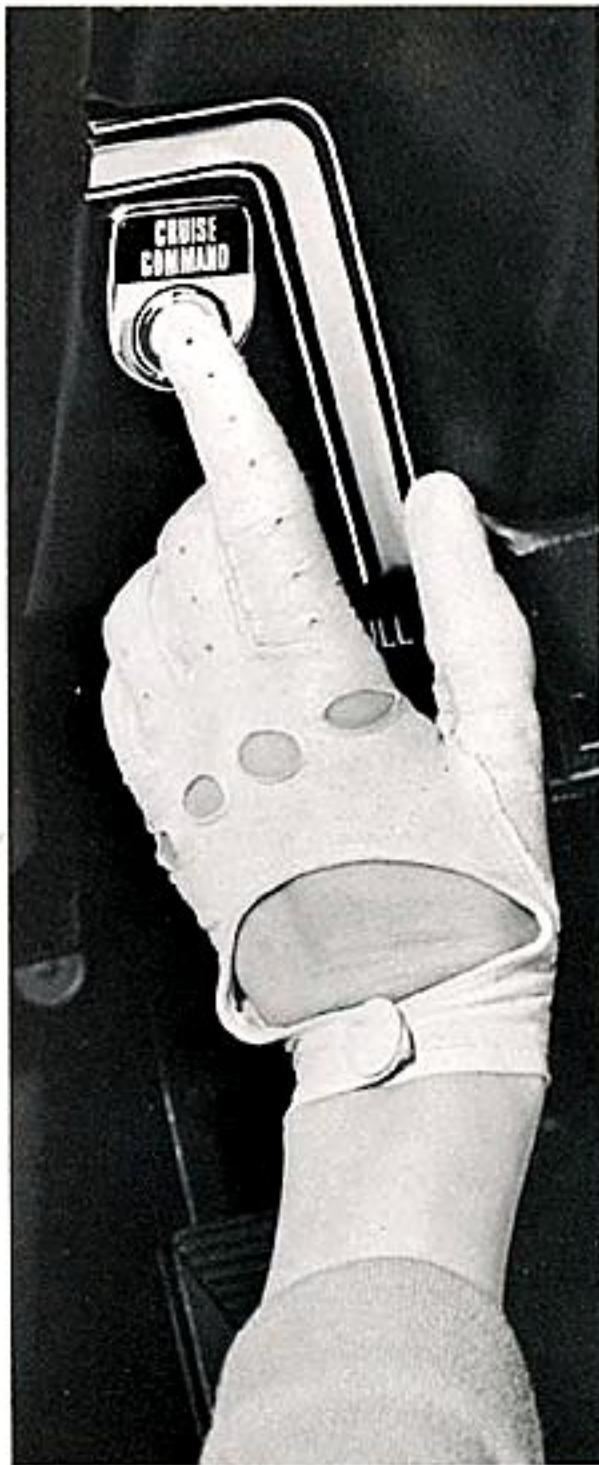
THE DUO-COUSTIC REAR SEAT SPEAKER, available on Rebel and Ambassador sedans and hardtops, provides a rich wave of sound throughout the car. A three-way control ring on the station selector knob permits the operation of front or rear speaker alone, or both in concert.

DUAL (STEREO) SPEAKER SYSTEMS in factory-installed stereo tape players are equipped with rear-shelf-mounted dual speaker systems for Javelin and for Rebel and Ambassador sedans and hardtops. However, Rebel and Ambassador wagon and convertible buyers may also order tape players, dealer-installed, with front-door-mounted dual speaker systems. The door-mounted dual speakers may also be added to all factory-installed stereo installations, giving owners the added sound fidelity of a four-speaker system (dual door- and rear-shelf-mounted speakers)!

THE 8-TRACK STEREO-TAPE PLAYER OPTION offers passengers up to 80 minutes of uninterrupted high-fidelity sound from each tape cartridge (widely available at moderate cost). Two speakers, which can be independently controlled for tone balance, produce true stereophonic reproduction for maximum listening pleasure.



American Radio  American Model buyers have the option of a transistorized AM push-button radio having the same basic circuitry as the Rebel and Ambassador AM radio. The speaker, with its large voice coil and heavy magnet, is designed to give new richness to tonal quality, as well as greater volume.



Power Steering

Road Control Power Steering, available as an option on all American Motors models, provides direct steering wheel responsiveness, a quick wheel return after a turn is completed, plus virtually effortless steering and parking.

Javelin power steering features a Quick-Ratio steering gear that provides fast sports car-type steering response with minimum steering wheel movement. Especially recommended for all models equipped with V-8 engines and/or air conditioning.

Power Brakes

Power Brakes represent an added safety option reducing driver fatigue, with 40% less pedal effort required while permitting the driver to "feel" his brakes. The lower power brake pedal height allows the driver to pivot from the accelerator to the brake in 25% less time—an important consideration in emergency stops where each fraction of a second counts.

Cruise-Command

Cruise-Command automatic speed control is available as an option on Rebel and Ambassador V-8 models equipped with automatic transmissions. With this option, any preset speed between 30 and 85 mph will be maintained automatically, even up and down hills, with the driver's foot removed from the accelerator—an especially restful feature on long trips. Depression of the brake pedal instantly disengages the system restoring full manual speed control to the driver through the accelerator pedal.



Tissue Dispenser

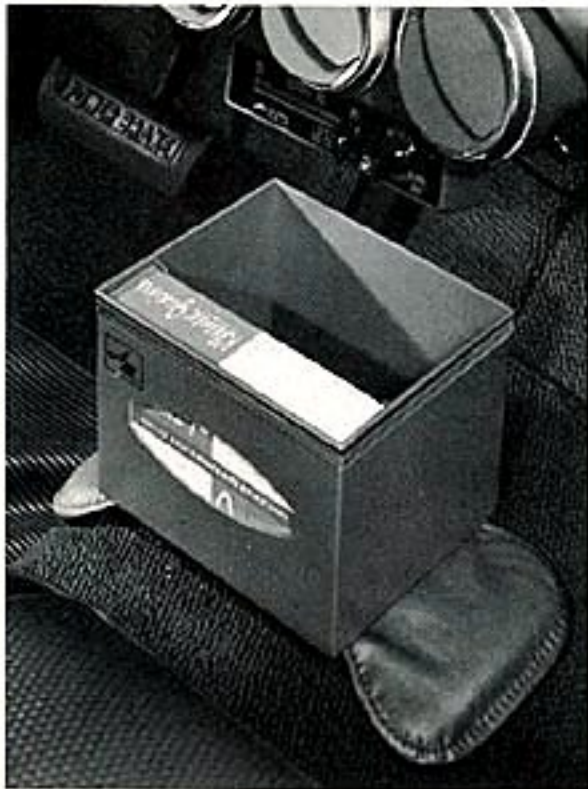
This very useful accessory may be mounted in almost any convenient position, for easy tissue accessibility when needed. Safety break-away mountings meet current industry safety requirements. Any standard tissue dispenser package may be used for refills.

Compass

Why run the risk of going miles out of your way on an unfamiliar road, when a dependable compass is one of the accessories made available by American Motors? This precision instrument is illuminated for night driving, and features easy-to-adjust compensators that counteract the effects of nearby metal and electrical equipment for accurate readings.

Litter Basket

The saddle-base litter container is an extremely convenient accessory to use especially with its built-in tissue dispenser. A weighted foam rubber saddle base holds the container firmly astride the floor tunnel (although it can be placed in any other convenient location). Wherever it is placed, it can be easily removed for emptying.





Ventshades . . . Window Screens

Door ventshades which keep rain and sun out, let fresh air in, are available for all 4-door American Motors models and the 2-door American Sedan. Especially desirable when ventilation is needed during a severe rainstorm to reduce window fogging.

Window Screens

Door window screens available for 4-door models, station wagons, and the 2-door American Sedan keep insects out, let air in. Made of beautiful and durable anodized aluminum, they fit perfectly into front and rear doors, and in no way interfere with opening or closing of windows.



Tailgate Window Screen and Grille

This attractive station wagon accessory of anodized aluminum helps turn the family station wagon into a handy sleeping porch. Screen keeps insects outside, grille keeps pets and small children securely inside.



Glare Shade

A glare shade which fits over the top of the windshield is available to American owners. Made of transparent, durable Plexiglas,[®] the shade filters out sun glare, yet lets driver see overhead traffic lights in their true colors.



Sedan Luggage Carrier

The sedan luggage carrier conveniently provides more luggage space out of the way. Its solid masonite bottom is topped by a water- and dust-resistant vinyl cover which opens on the curb side for loading and unloading. Two sizes are available (42" x 60", 36" x 48"), each folding flat for easy storage when not in use.



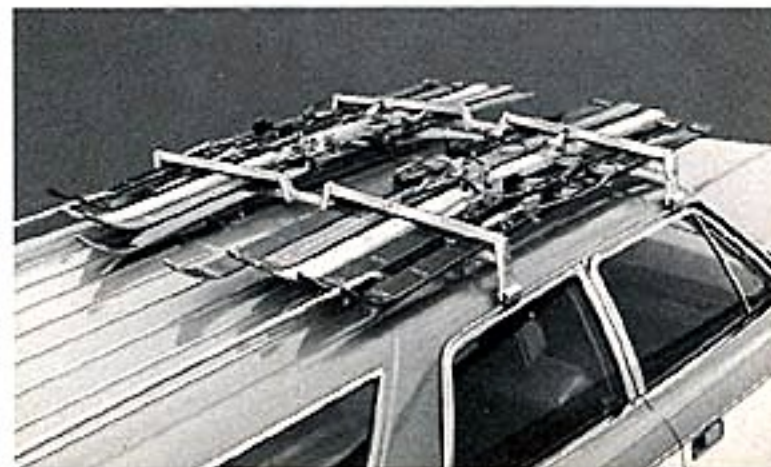
Station Wagon Luggage Carrier

Specially designed and engineered for American Motors rooftop racks, the station wagon luggage carrier keeps luggage outside, yet protects it fully against moisture or dust with vinyl-coated fabric cover. The metal frame and masonite bottom fold into a flat unit for easy storage.



Ski Rack

For the skiing enthusiast, a special ski rack is offered which holds five skis lengthwise on the roof of the car. The ski rack telescopes to fit any American Motors car (except convertible), the rack clamps securely to the rain gutter. It is cadmium plated to prevent corrosion, and can be padlocked (padlocks not included).





Child's Safety Vest

Securely holds any child who can sit up unaided, yet permits reasonable movement. Easily adjustable for children weighing from 20 to 50 pounds and exceeds all Federal Government and SAE specifications for children's safety belts.

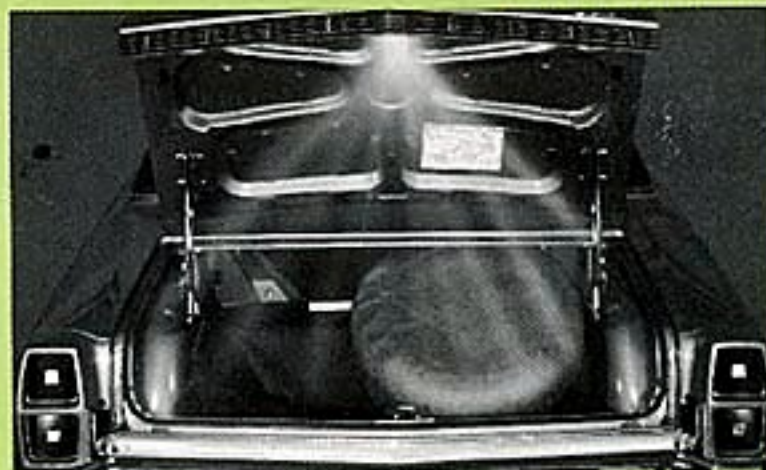
Door Locks

American Motors rear-door safety locks may be used for normal locking and unlocking, and to keep children from opening doors accidentally. When slide is pushed in, locking knob cannot be raised until slide is released with key or other pointed object.

Shoulder Harness

The ultimate in a protective harness, American Motors shoulder belt is easy to put on and unbuckles at the flick of a finger. Fully tested, it is made of high-quality, high-strength woven nylon belting.

LIGHT GROUP



Trunk or Cargo Light

A big help when loading or unloading at night, this area dome light (for wagons) is activated by rear door or tail gate. Trunk light illuminates entire trunk interior, goes on when trunk is opened, off when closed.

Spotlight

Not a part of the light group, this spotlight is an extremely handy accessory for checking house numbers, street signs, and for emergency signaling. May be mounted by your dealer on the right or left side of car. A remote control handle is conveniently located beneath the dash panel.



You're never in the dark with this factory-installed optional light group. It even includes a new and unique "lights-on" warning buzzer. Group consists of trunk or cargo light, two courtesy lights, glove box light, ashtray light (for Rebel and Ambassador only), parking brake warning light, front-door dome light switches for American (basic) and Rebel 550 and rear-door dome light switches for 770 and DPL models.

Glove Compartment Light

The glove compartment light goes on automatically when glove box is opened, off when it is closed. A pleasant convenience to have when you're looking for something in the glove compartment at night.

Courtesy Lights

Courtesy lights may be installed under both left and right sides of the instrument panel. Either front door switches lights on, as door is opened, or they may be operated manually by switch on instrument panel.

Ashtray Light

It's easier to place cigarettes in the ashtray, instead of on the floor, when the ashtray is lighted. Light goes on automatically when panel lights are switched on.

Parking Brake Warning Light

There is no forgetting the parking brake is on when you have a parking brake warning light. Located on the instrument panel, it flashes a red signal when the parking brake is on and ignition key is in normal or accessory position.

Headlight "Lights On" Warning Buzzer

Here's a new and unique reminder to tell you when you've forgotten to switch off the headlights before leaving the car. Buzzer sounds automatically if you turn ignition switch off and do *not* switch off the lights.





**TURBO-CAST WHEEL
COVERS**

Boldy-flanged Turbo-Cast wheel covers which give the car a rugged and sporty appearance are available as options on all 14-inch wheel American Motors models. The die-cast metal center section is mounted in a stainless steel rim, achieving a handsome, sporty design which is completed by the five simulated lug nuts. Turbo-Cast wheel covers are available as a separate option.



WIRE WHEEL COVERS

Dazzlingly brilliant wire wheel covers, conveying a combination of finest-car luxury and sportiness, are available as an option on all American Motors models. Wire wheels have long been a mark of distinction on automobiles all over the world, and the wire wheel design on these covers is so well executed that it's hard to tell they are wheel covers and not the actual wheels.

F-1 D-1



OPTIONAL WHEEL COVERS FOR AMERICAN MODELS

*(also part of American
Appearance Group)*



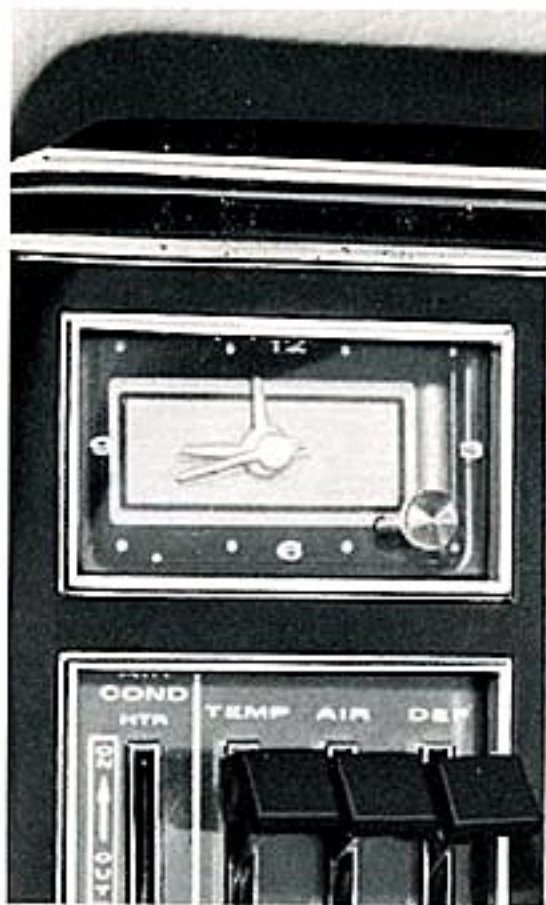
OPTIONAL
"SLOTTED-
DISC" WHEEL
COVERS FOR
AMBASSADOR
(Standard on
DPL and SST)

OPTIONAL
"MAG STYLE"
WHEEL COVERS
FOR JAVELIN
(Standard on SST)



OPTIONAL
"TURBO-DISC"
WHEEL COVERS FOR
REBEL 550 AND 770
(Standard on SST)
*(also available as part of
Rebel Appearance Group)*





VISIBILITY GROUP

Convenience and safety often go hand in hand and this is especially true of the optional, factory-installed, visibility group. Included in this important list of items are a visor vanity mirror (NA convertible) a remote-control left-side mirror, electric windshield washers, electric wipers and an electric clock (clock standard on Ambassador SST, NA for American or tach-equipped Javelin).

Visor Vanity Mirror

Attached to the back of either the driver's or passenger's sun visor, this mirror is an indispensable accessory for the ladies who like to



check their grooming before leaving the car.

Remote-Control Outside Mirror

Driver may easily and quickly adjust this mirror without having to reach out through the window — a real convenience in inclement weather. Full range of settings matches any driver's requirements. (Matching *right-hand* outside mirror, *not* remote-controlled, is also available as a dealer-installed option.)

Electric Windshield Washers and Wipers

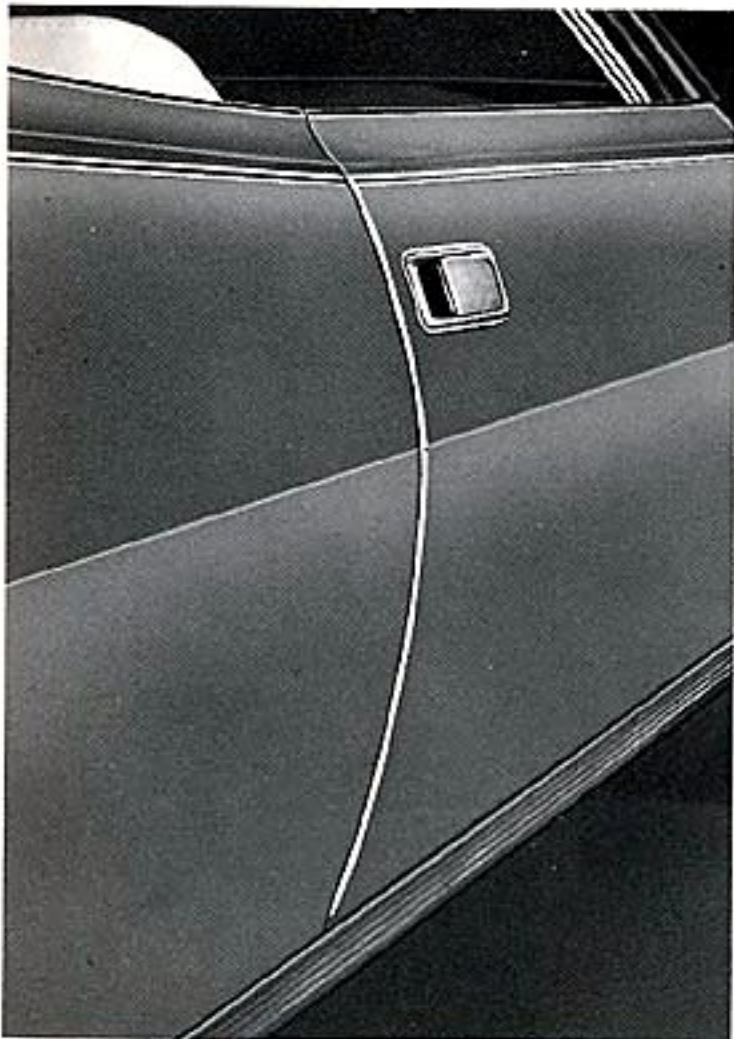
The right combination to keep your windshield clear at all times. Washers with a reliable elec-



tric pump shoot just the right amount of fluid to the right place when you need it. Electric wipers maintain a constant speed no matter how fast or how slowly you're driving. Variable wiper speeds permit you to match wiper action to weather conditions.

Electric Clock

This fine instrument is standard on Ambassador SST and is included in the visibility group on all other Ambassadors, Rebels and Javelins (NA for tach-equipped Javelins). Accurate and easy to read, this clock makes a handsome and useful addition to your instrument panel.



Door Edge Guards

Door edge moldings of formed stainless steel are available as an option for protection of door edges. Aside from adding to the appearance of door edges, they prevent the nicking and chipping of paint (or simulated wood-grain panels) usually occurring in garages and parking lots.

Wood Grain Trim

For the luxurious and distinctive look of wood

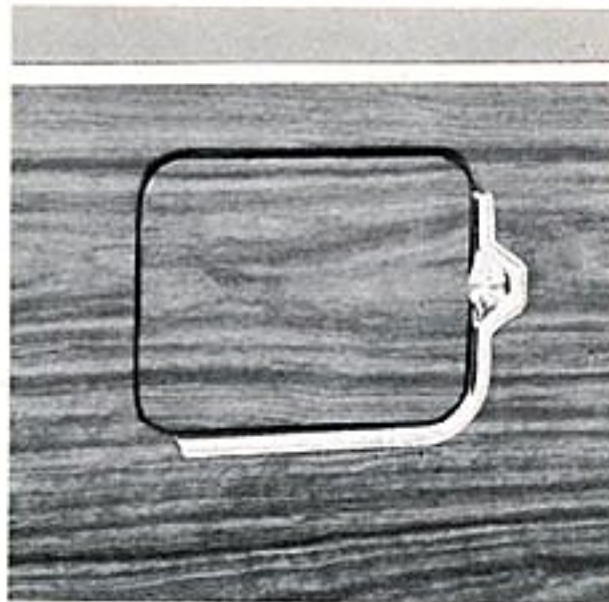
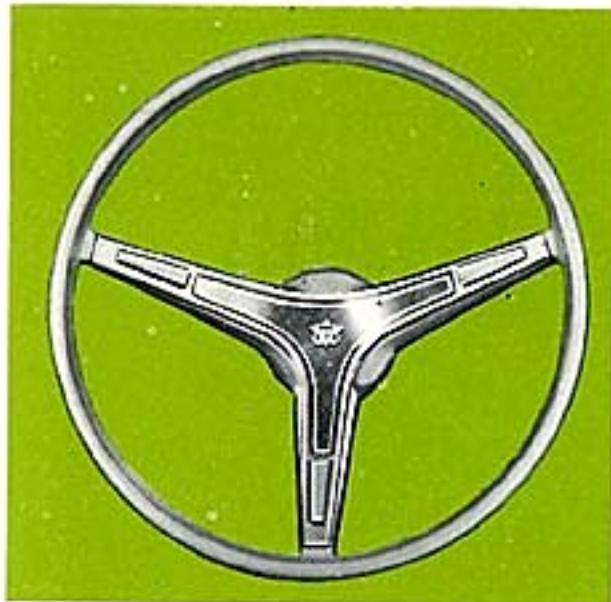
trim without any of the durability disadvantages of wood, simulated wood-grained side panels are available as an option to buyers of Rebel 770 and Ambassador wagons. Slim line moldings at the belt line, plus vertical moldings at the front and rear fenders, serve to further set off the wood-grained effect.

Bumper Guards . . . License Plate Frames

Bumper guards faced with thick rubber in-

serts are available for front and rear bumpers (rear bumper only on Javelin, front bumper only on wagons). They give the car a more rugged appearance, and the rubber inserts take the harshness out of bumps encountered in parking.

Stainless steel license plate frames complete the finished appearance of the bumper.



Custom Steering Wheel

The custom steering wheel (standard on most higher-priced American Motors series) may be selected as an option on the American (basic) and Rebel 550 models to add a note of luxury to the interior.

Sports Steering Wheel

Especially designed for the aficionado of items sporty, here's a steering wheel with the look and warmth of wood and is available on American 440, Rogue, 770, SST and all Ambassador models as a factory-installed option (standard on Javelin SST).

Spare Tire Cover

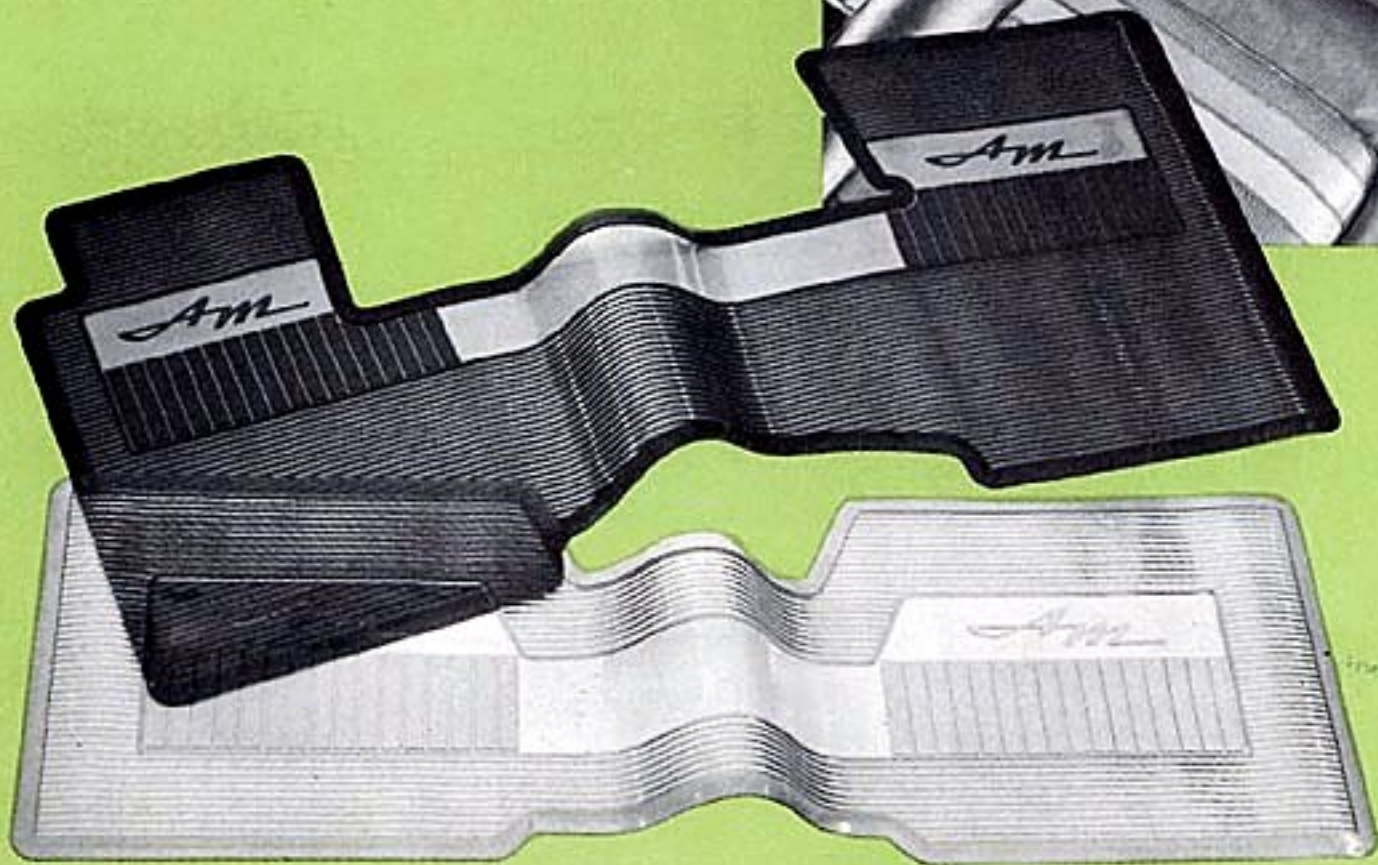
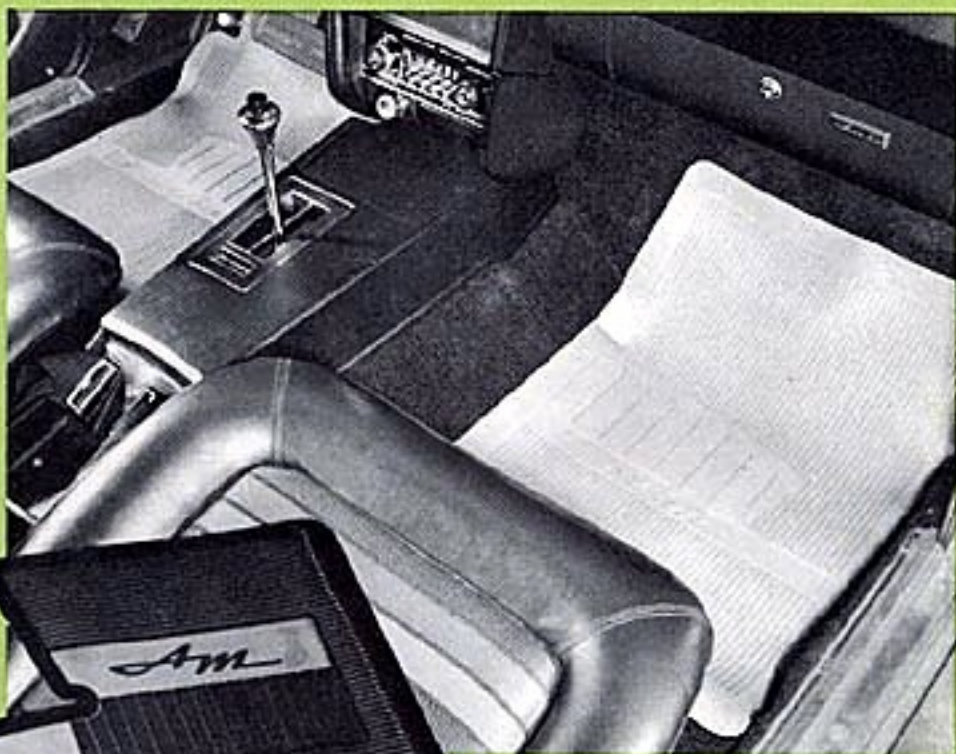
This attractive cover blends in with the trunk mat and provides rugged protection for your fine luggage by preventing marring and soiling by the spare tire.

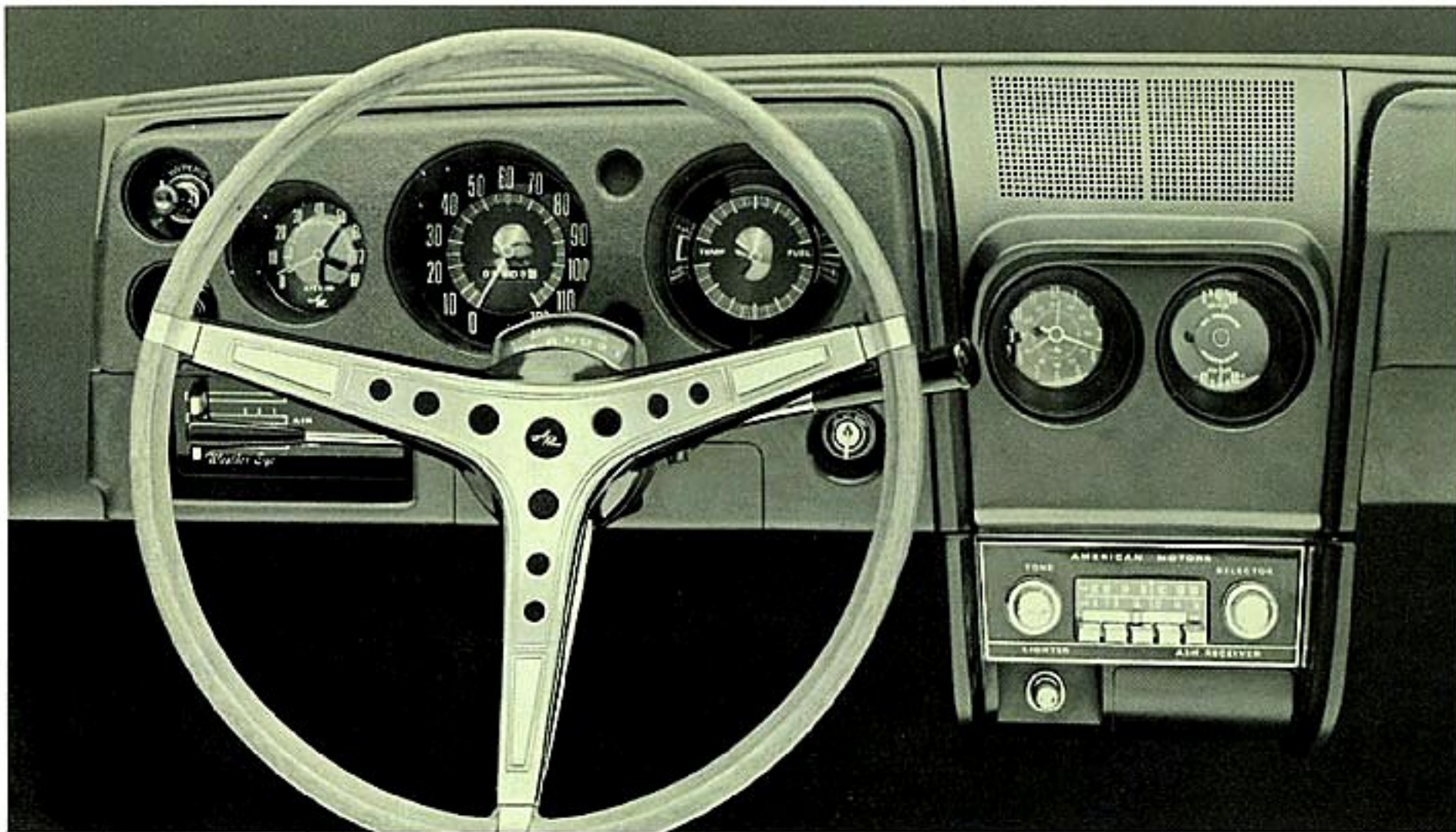
Gas Door Guard

Like the stainless steel door edge guards, the gas door guard protects the edges from chipping and nicking . . . also outlines and enhances the gas filler door on Rebel and Ambassador models.

FLOOR MATS

Door-to-door and split pairs of rubber or vinyl floor mats are available for both front and rear. They protect the carpeting and are color keyed to enhance the beauty of your new car's interior. For Javelin models, you may choose a pair of rubber mats, especially tailored for use with center console. Complete wall-to-wall rubber mats may be ordered for all other models. On Rebel and Ambassador models, vinyl mats are also available in translucent colors with crystal tints and sparkling metal flecks to accent rich carpet colors. These are available in matched pairs for the front, or door-to-door for front and rear.





Javelin
**RAILY
PAC**

To add to the sports car feel and look of the Javelin, special Rally Pac instruments are available:

- Tachometer with 270° sweep dial insuring greater accuracy in selecting optimum shift points.
- Engine Gauge (Oil Pressure and Ammeter) gives the driver more reliable indication of engine operation under competitive driving conditions.*
- Electric Clock—helpful in estimating average speeds and ETA's.

These easily-installed accessories are ideal for the buyer who wants a true sports car flavor in his Javelin.

*Available on or around February 1, 1968.

SPECIAL PERFORMANCE OPTIONS

Disc Brakes

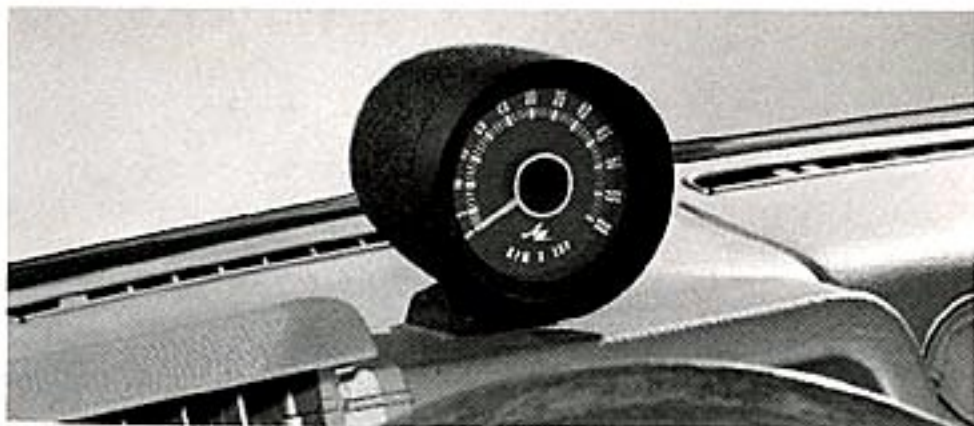
Power Disc Brakes, with their superior stopping power, are available as an option on all V-8 American Motors models. These Bendix caliper disc brakes not only reduce stopping distances, but have remarkable resistance to brake fade—a distinct advantage in heavy traffic and in hilly country. The rotating exposed disc provides quicker heat dissipation for improved braking under all weather and driving conditions. Disc brakes also eliminate the usual problems associated with slipping or grabbing wet brakes.

Dual Exhausts

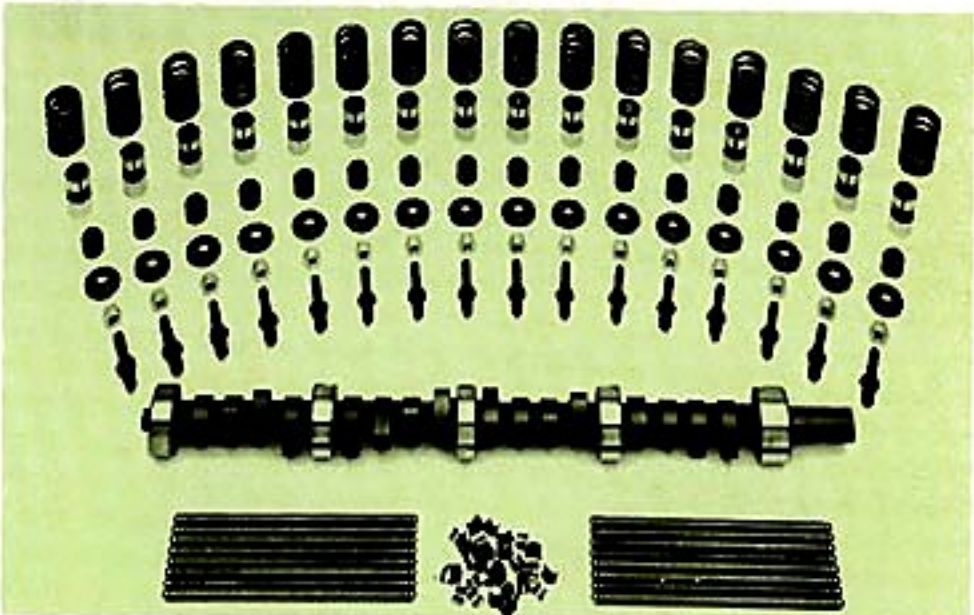
A new dual exhaust system is available as an option on all four-barrel V-8 engines for Javelin, where it is also included as part of the optional "go" package. Duals are also optional for Rebel and Ambassador models equipped with the 343 V-8, except wagons. They are not available on American models.

Rear Traction Bars

New rear traction bars are available as a dealer-installed high performance kit for Javelin. These bars help eliminate rear axle "power-hop" which sometimes occurs when cars are accelerated under maximum power.



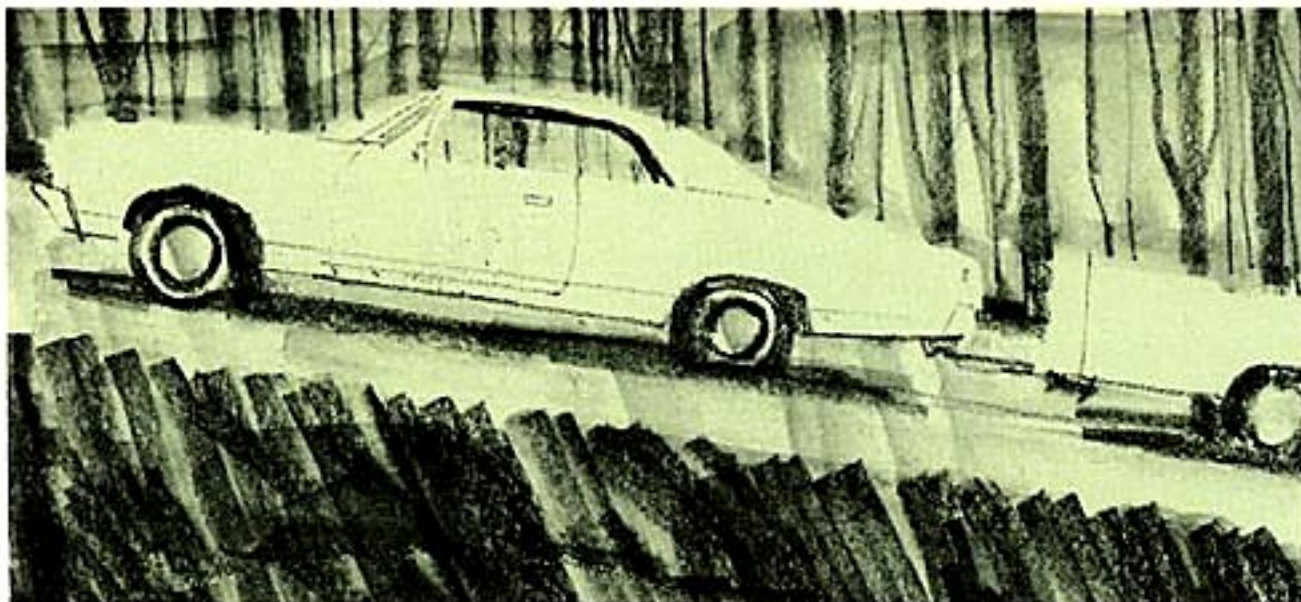
Tachometer—Shown above is the top-of-the-panel-mounted Tachometer for American, Rebel and Ambassador V-8's. Features a 0-6000 RPM dial that helps the driver to determine optimum shift points without overspeeding the engine.



Typhoon High-Performance Kits

- **High-Performance Camshaft Kit** (shown above) fits all Typhoon V-8 engines, provides increased horsepower and torque, permits higher engine speeds. Includes a high-lift, long-duration camshaft, competition-type hydraulic lifters, stronger valve springs with dampeners. To obtain full power increase, dual exhausts and exhaust "headers" are recommended when using this racing-type cam.
- **Cold Intake-Manifold Conversion Kit** includes a special heat-blocker gasket which increases power through greater density of the cooler fuel-air mixture.
- **Special 4.44:1 Ratio Rear Axle Kit** includes ring and pinion gears plus all necessary hardware to convert to a higher ratio, permitting extra performance obtainable at higher engine speeds.

Check "Group 19" in AM Parts Catalog for Complete information.

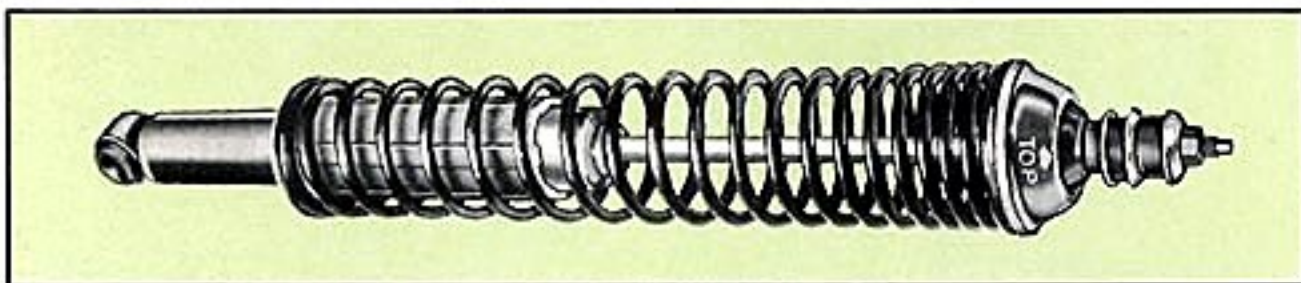


Air Lift Air Springs

Anyone who overloads his car will welcome the chance to support that extra load with *air* by having his dealer install durable Butyl air cells inside the rear coil springs. Springs, shocks and steering gear will then operate as they are supposed to and air may be added or subtracted to "match" the "load" at any service station. Better traction, acceleration, stability.

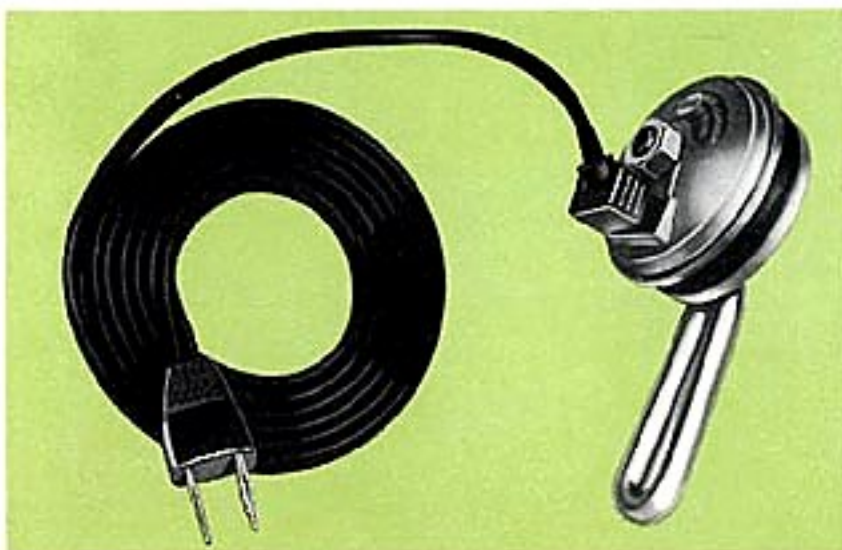
Load Levelers

Especially useful for driving over rough roads, or when carrying unusually heavy loads, these levelers are easily installed in place of rear shocks; provide a controlled ride even when travelling light.



Engine Block Heater

An ideal accessory for colder climates, this heater plugs into any 110-volt outlet to warm engine coolant. Gives faster starts (with reduced battery drain), reduces "cold-engine" wear, excessive fuel consumption and helps bring car heater into operation faster after start-up.



Fuel Filter Mileage Minder

Here's a valuable accessory which provides extra filtration between fuel pump and carburetor. It minimizes fuel surges and vapor locks. Helps maintain a steady fuel flow under all driving conditions.

CONSUMABLES for WEATHERING THE SEASONS and NORMAL WEAR

NEW—American Motors All Purpose CLEANER CONCENTRATE

Help retain a "new-car look" inside and out with this new cleaner. Can be used on everything from whitewalls to chrome and enamel, from upholstery to vinyl roofs. Also useful in the home for mirrors, tile floors, woodwork and appliances.

Keep the brightwork bright with American Motors CHROME CLEANER

Quickly, easily remove surface stains, road tars, other superficial marks and make chrome-plated parts look and stay like new!

Keep it shining with American Motors HAZE CREAM

Simply spray car with aerosol-powered dispenser. Car comes clean easily as Haze Cream leaves hard, brilliant finish.

Cover minor blemishes, nicks and scratches with American Motors TOUCH-UP PAINT

Color-coordinated shades match the exact hue of every model. Quick-drying, durable enamel in handy container for "little" touch-up jobs. Spray, brush-applicator and rubbing compound included.

Retain the look and feel of fine leather and plastic with

American Motors PLASTIC & LEATHER CLEANER

Glove-soft leather and vinyl upholstery stays that way when it's given a "facial" with this popular and effective cleansing agent.

Restore or retain new-finish lustre with American Motors POLISH & CLEANER

No harsh chemicals or abrasives, yet car gleams like new after a single application of this easy-to-use cleaner/polisher.

Add a protective look of luxury with American Motors SILICONE PASTE WAX

Specially formulated mixture of fine carnauba wax and silicones reveals rich color and protects car's finish against weathering by rain, snow, salt and ultraviolet rays of the sun.

Remove road oil, tar and residue of old polish with American Motors TAR & ROAD OIL REMOVER

Safely and easily remove road tars and oils, leftover wax or silicone polish, other gummy grime with this strong, yet safe, solvent.

Defrost windows instantly with American Motors WINDSHIELD DEICER

Quickly loosen and melt ice for easy removal from windows and windshield. Aerosol dispenser also useful in preventing the freezing of door and trunk locks.

Keep a clean windshield, all year round, with

American Motors ALL SEASONS' WASHER SOLVENT

Anti-freeze and slush solvent, when diluted as specified, is harmless to enamel, lacquer, chrome or rubber parts . . . keeps windshield washer operating effectively all year round.

Start it moving on icy roads with American Motors LIQUID TIRE CHAIN®

Patented, resinous material *triples* tire traction under conditions of light snow or ice. Spray on exposed tread of rear tires for five seconds—and go!





Because of American Motors Corporation's policy of continuing progress to improve our products, specifications are subject to change without notice.