

Gremlin.
The new American car.



The car in the foreground is the American Motors Gremlin.

It's the kind of car this country has needed for a long, long time.

It's designed to give the American motorist a car that's so easy to buy,



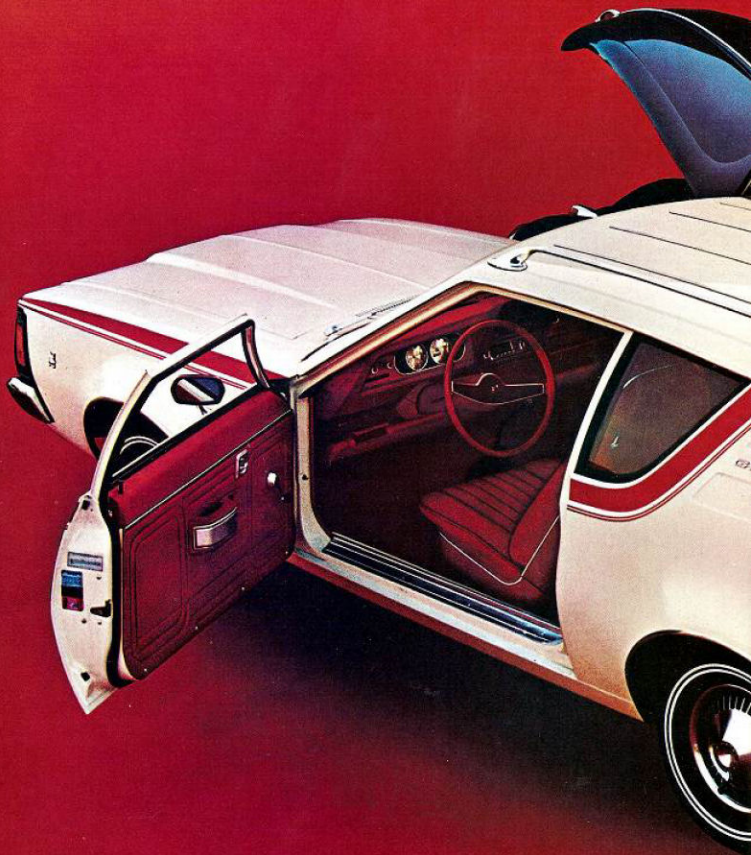
so easy to drive and so easy to take care of, that he can enjoy owning one.

It even looks like a fun car.

The Gremlin is the smallest production car made in America. It's just 161 in. long, only 2½ in. longer than the

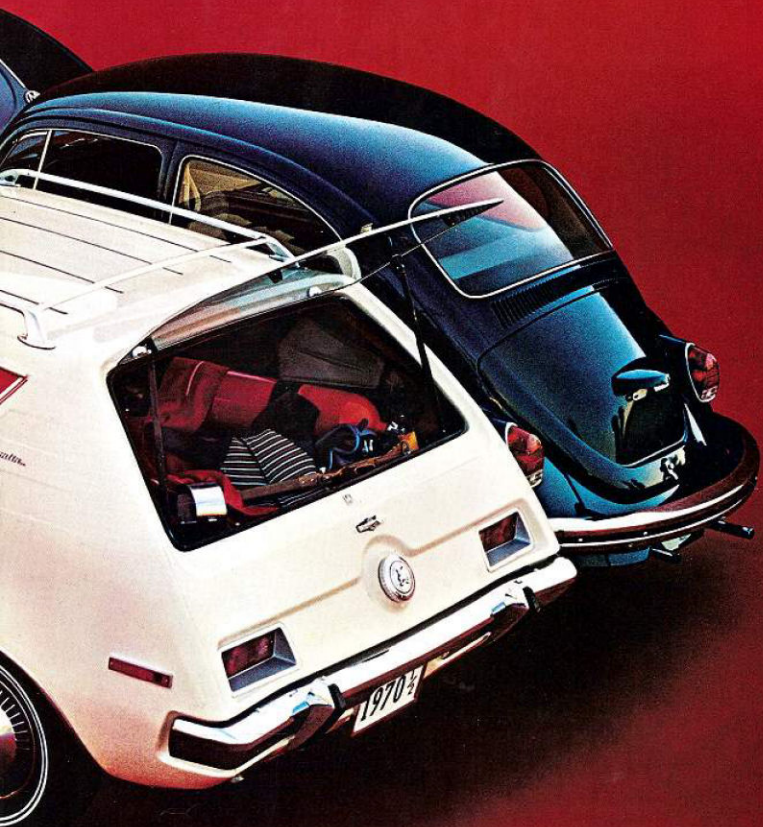
Volkswagen, the car you see towering 7 in. over the Gremlin.

This Gremlin is one of two basic models: a 2-passenger with storage area in the rear, at a lot lower list price than any other American production car.



This is the other model: a 4-passenger Gremlin with fold-down rear seats for extra storage and a flip-up rear window for easy access. Its list price is less than any other production car made in America except for the 2-seater Gremlin.

And look in the open door. You can have optional vinyl buckets when you order custom trim including carpeting, sports style steering wheel, a glove box that locks and a parcel shelf that runs the full width of the instrument panel.



Nobody's going to push you around in any Gremlin.

The Gremlin is not only 7 in. lower, but also 10 in. wider and some 800 lbs. heavier than a VW. Which gives the Gremlin possibly the smoothest, most stable ride you

can get in a car of this size.

Its turning circle is 32 ft., 8 in., about 3 ft. less than VW's. Which makes it about the world's easiest car to park and handle.

The optional rooftop luggage rack you see is a useful extra.



The Gremlin gets the best gas mileage of any production car made in America. On regular gas.

This is especially remarkable when you consider that the Gremlin's 199 cu. in. six is a bigger standard engine than

any car not a sports car that's anywhere near its size, 128 hp. compared to Volkswagen's 57.

This engine gets the Gremlin from 0 to 60 in 15.3 seconds, the kind of pickup you need for expressway driving.



There's an optional engine, too, for both Gremlin models: a 232 cu. in. six developing 145 hp., which is a lot of horses for a fun little car. Both engines team with 3-speed manual or automatic transmission—and the bigger engine comes with 3-on-the-floor

at no extra charge.

The Gremlin is remarkably easy to service and maintain. Its normal oil change interval is 6 months or 6,000 miles, and lubrication is normally required only every 24,000 miles.

