The mix for the '70's from American Motors.



The years just ahead are going to change a lot of ideas.

About personal status, human responsibilities, automobiles and everything else to come down the road.

It used to be that big people, money-wise, bought big cars, size-wise, and little people bought little ones.

Now there's a new prestige in owning the right car for the times, the roads, your needs.

With jammed highways, packed parking lots, inflated gas and garage rates, jacked up taxes and surtaxes, the best car is the size car that does what you want it to do.

And not the least expensive,

necessarily, unless you want it to be.
That's why you ought to look,
very carefully, at American Motors' cars for the '70's: the new Hornet, improved Rebel, Javelin, AMX and Ambassador.

Hornet. The little rich car.



The little car you're looking at is the American Motors Hornet. It took about forty million dollars, three years, and one million man hours to get it to this page. It's an entirely new car idea. The Hornet is the first car in

America designed to prove that the word small doesn't automatically stand for cheap.

To begin with, the Hornet gives you a wide choice of models: both basic and SST 2-doors and 4-doors. We created a multi-million dollar production assembly line from scratch just to produce them.

The Hornet weighs about one and a third tons. That's a lot of expensive weight to pack onto a little frame, but worth it for the extra stability and security it gives you.

The Hornet is a full six feet wide. With a stance wide enough to handle like a sports car on a turn.

The Hornet rests on a 108 in. wheelbase. The longer wheelbase helps smooth out bumps in the road and gives you a ride you wouldn't believe in a car this size.

















Hornet SST 2-door sedan in Frost White with black vinyl roof and black stripe.



The Hornet offers more unbridled luxury per square inch than any other car of its type.

Compare it with anything on display in any showroom in the country and you'll soon see what we mean.

Inspect the interior.
There are seats for five.
Not four.

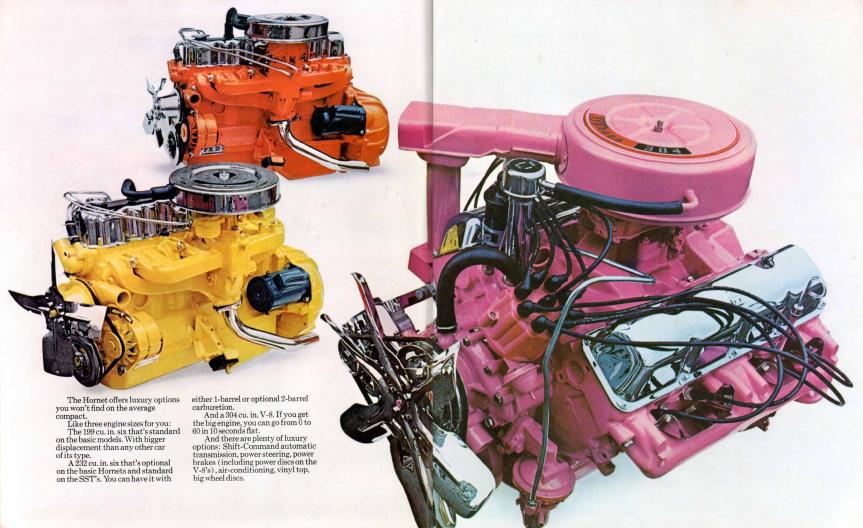
With scientifically designed contour seat backs (very

contour seat backs (very comfortable).
With plenty of head room, shoulder room, hip room.
The leg room for rear seat passengers is extraordinary.
(Everything about the Hornet says rich).
And back of our comfortable rooms out the room of the rooms of th

rear seat, there's 11.2 cu. ft. of trunk space. Enough room for enough baggage for the five people it seats.







Four more little rich touches:



Every Hornet has a closed glove box. (We wouldn't mention this, but not every little car has one.)
And the SST's also have a full-width package shelf.



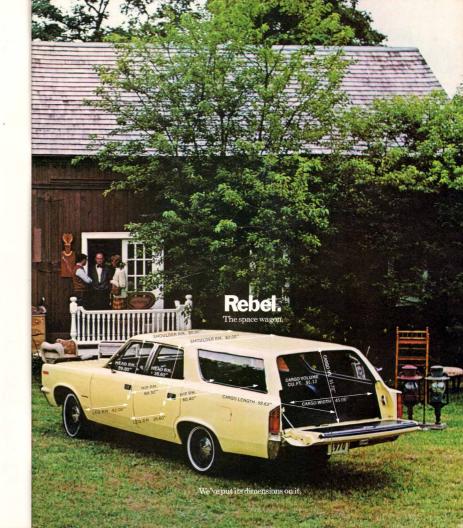
Air vents at dash level, not down around your feet.



Even the door handles are not just stuck on, but tucked away to give the car one smooth, pure line.



A parking brake with a foot pedal, not an awkward hand lever.





All Rebels except the 8-passenger SST wagon and models with bucket seats take six adults in comfort—and can always handle another kid or dog. For a growing family, a

good choice is the 4-door sedan. Either the SST shown or the

basic 4-door (Back Cover).
All give you choices of two
six-cylinder engines and three
V-8's, and the SST's let you

choose a fourth-our new 390 cu. in. V-8 for 1970.

The '70 sedans are all 2" longer with larger side windows in back, to give more light, more air, and more visibility.









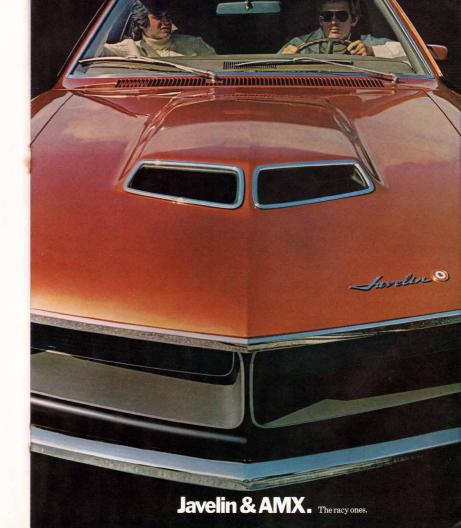
Both the front and rear of the '70 Rebels are new:



In front, the clean-lined grille—with headlights neatly fitted in.



In back, the massive full-width bumper—with new horizontal taillights, each with a back-up light in the middle. (Wagons, however have taillights vertically stacked, to stay out of the way during loading and unloading.)



Javelin 2-door hardtop in Commodore Blue with white stripe.



We're going to show you four of our 1970 Javelins and an AMX.

The Javelin at the left is one for the money.

Like all of our 1970 Javelins, it's a 4-passenger sportster. Classy, glassy, jazzy.

And powerful.

This year's basic engine is a competent 232 cu. in. six. With your choice of transmissions—either Shift-tommand automatic or manual (4-speed with Hurst shifter or 3-



speed depending on the engine).
The Javelin SST at right is
one for the show. With our big new
power blister hood.
Get it with a Go Package
available with either our 360 or
390 V-8 and you get a functional

ram-air induction system.
Get it with our new landau vinyl top and you get one of the sharpest roof lines on the road.
Great with that crazy paint

stripe.
That's two.

The Javelin at right is one for the track. Specially prepared and modified for Trans-American Road

moninea for Trans-American Road Racing. It's been clocked at 175 mph., goes from 0 to 60 in under 5 seconds, does the quarter mile in under 11 seconds. This kind of speed is understandable, when you consider

that the Javelin's basic shape has been described as a natural for racing.

racing.
One of the country's top
performance writers, Karl
Ludvigsen, said in a recent article,
"Hopefully, American Motors will
see fit to sell an exact street
equivalent of its Trans-Am
Javelin, because it could be one of

the nicest in a nice class of cars." Which brings us to the Javelin

at left, the one for the road. One of a limited number in red-white-andblue.

We couldn't make it an exact street equivalent. That's illegal. We have, however, put in standard equipment that's optional on most other cars.

It has a 390 engine. Ram-air hood. Dual exhaust system. hood. Dual exnaust system. Heavy-duty springs and shocks. 140 mph. speedometer and tach. Raised white lettering Goodyear Polyglas¹³⁴ tires, Mag-style wheels. Front and rear spoilers. Interested? Then hurry in. As we said, this is a limited production

model.







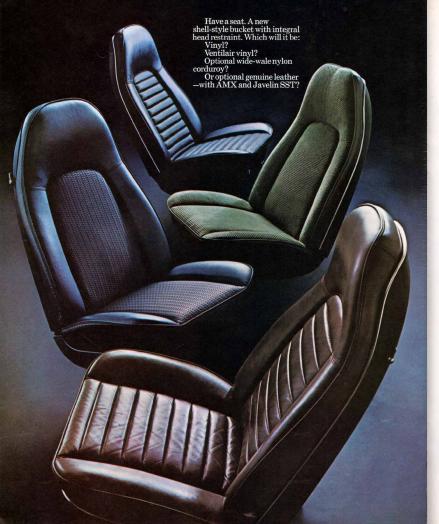


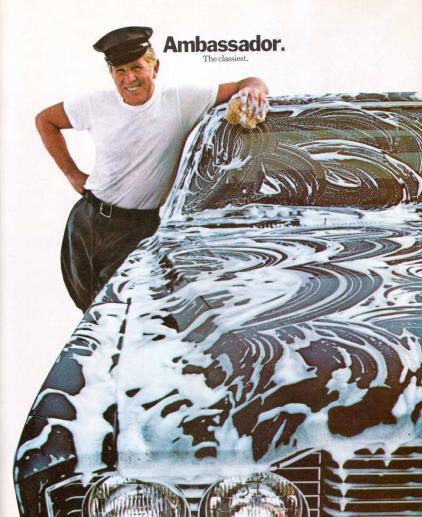
The AMX is the only American sports car in its price

American sports car. The other one is the Chevrolet Corvette that lists for well over \$1,000

more.
The AMX gives you a big standard engine: our 360 cu. in. V-8.
Also standard are dual













It's an elegant family car. Take the 2-door SST hardtop. Same length and width as the big 4-door.

With optional reclining buckets plus center cushion and armrest.
Plus three seats in back, for big people, little people, and/or pets. stereo tape with two rear speakers.







The instrument panel of the Ambassador SST is one of the handsomest you'll see. Notice the woodgrain vinyl—now for 1970



in a new grain called Bavarian oak.
The air-conditioning outlets are
a standard feature. There are four:
the large one you see above is in the



center of the panel, a smaller one is at right and there's another in front of the driver's seat, plus one under the instrument panel.



The carpeting is hard-wearing, easy-cleaning nylon, from back to front and wall to wall, even lining the cargo floor of the wagons.



In addition to the custom velour you can order for the SST 4-door sedan, there are handsome fabrics standard for each Ambassador. Plus ventilated vinyl, standard for the station wagons, optional for sedans and hardtops.





Ambassador SST

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0 S S	9 0 3.8 7.5 9 (16)	1 16 16 2 21.5/19	0 0 57.5 57.5 21.5 (19.5) (19.5/17)	Disc Disc 21.5(19.5)	S	10 10 167.5 167.5 21.5 (1	19.5)	15 15 16	9 0 3.8 7.5	10
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S S	S	0	0	_		19 (17))			
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	S	S	S	S	S	S	S	S	S	S
	S	S	S	S	S	S	S	S	S	S
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S	S	S	S	S	S	S	S	S	S	S
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ENGINES	CARB.	H.P.	TORQUE	COMP. RATIO	BORE	HOR	NET		REBE	L	AMB	ASS/	DOR	JAVI	ELIN	AMX	
	TYPE	R.P.M.	R.P.M.	& FUEL	STROKE	BASIC	TZZ	BASIC	SST	MACHINE	BASIC	DPL	SST	BASIC	SST		
199 Cu. In: Six	1-Barrel	128@4400	182@1600	8.5:1/Reg.	3.75" X 3.00"	S											
232 Cu. In. Six	1-Barrel	145 @ 4300	215@1600	8.5:1/Reg.	3.75"X 3.50"	0	s	s	s					s	s		
232 Cu. In. Six	2-Barrel	155 @ 4400	222@1600	8.5:1/Reg.	3.75"X 3.50"	0	0	0	0		s			7			
304 Cu. In. V-8	2-Barrel	210 @ 4400	305 @ 2800	9.0:1/Reg.	3.75°X 3.44°		0	0	0		0	s	s	0	0		
360 Cu. In. V-8	2-Barrel	245 @ 4400	365@ 2400	9.0:1/Reg	4.08"X 3.44"			0	0		0	0	0	0	0		
360 Cu. In. V-8	4-Barrel	290 @ 4800	395 @ 3200	10.0:1/Pre.	4.08"X 3.44"			0	0		0	0	0	0	0	s	
390 Cu. In. V-8	4-Barrel	325 @ 5000	420 @ 3200	10.0:1/Pre.	4.17"X 3.57"				0			0	0	0	0	0	
390 Cu. In. V-8	4-Barrel	340 @ 5100	430 @ 3600	10.0:1/Pre.	4.17"X 3.57"					s							

PTIONS (S=Standard, O=Optional)	HOR	NET	REBEL			AMB	ASS	ADOR	JAVI	ELIN	AMX
PAINT, VINYL ROOF & WOOD-GRAIN	BASIC	SST	BASIC	SST	MACHINE	BASIC	DPL	TZZ	BASIC	SST	
☐ Two-Tone Paint (not for Ambassador SST Wagon) (1)		0	0	0		0	0	0			0
☐ Vinyl-Covered Roof, Black, White & Blue (Sedans & Hardtops)		0		0	0		0	0	0	0	
☐ Simulated Wood-Grain Side Panels for Wagons (not with Two-Tone)				0				S			
SEATS & UPHOLSTERY											
☐ Bench Non-Reclining Seat – Fabric	0	S	S	S		S	S				
☐ Bench Non-Reclining Seat - Vinyl (Vinyl Standard on Wagons)	S	0	0	0		0	0				
☐ Individual Reclining Seats — Fabric		0	0	0		0	0	S			
☐ Individual Reclining Seats — Custom Fabrics		0						O (Sedan)			
☐ Individual Reclining Seats – Vinyl (Vinyl Standard on Wagons)		0	0	0		0	0	0		-	
☐ Bucket Seats – Fabric (Hardtop)				0				0		0	
☐ Bucket Seats – Vinyl (Hardtop)				0	S			0	S	S	S
☐ Bucket Seats – Genuine Leather										0	0
PERFORMANCE (See "Engine" & "Transmission/Axle Ratio" Charts)											
☐ Javelin 360 or 390 "Go" Package (2)									0	0	
☐ AMX 360 or 390 "Go" Package (3)											0
"Machine" Package for Rebel Hardtop (4)					0						
"Machine" Red/White/Blue Color & TrimTheme (includes Center Cushion & Armrest)					0						
☐ Dual Exhaust System for 360 — 4 Barrel (Standard on 390)			.0	0	S	0	0	0	0	0	S
☐ Tachometer & 140 MPH Speedometer (V-8)									0	0	S
☐ Twin-Grip Differential (rec. with "performance" equip., reg'd. option with 3.91 axle)	0	0	0	0	0	0	0	0	0	0	0
☐ Quick-Ratio Manual Steering (recommended only for special performance/racing)									0	0	0
POWER ASSISTS											
☐ Power Steering (recommended with Air Conditioning)	0	0	0	0	0	0	0	0	0	0	0
□ Power Brakes	0	0	0	0		0	0	0	0	0	0
Power Disc Brakes, Front (V-8 only)		0	0	0	S	0	0	0	0	. 0	0
Power-Lift Tailgate Window (included with 3-Seat Wagon Option)			0	0			0	0			
☐ Power-Lift Side Windows							0	0			
RADIO & TAPE EQUIPMENT											
☐ AM Push-Button Radio	0	0	0	0	0	0	0	0	0	0	0
☐ AM/FM Push-Button Radio			0	0	0	0	0	0	0	0	0
☐ Rear Speaker, with Radio (not for Wagons)			0	0	0	0	0	0	0	0	0
☐ 8-Track StereoTape Player & 2 Rear Speakers (Sedans & Hardtops)						0	0	0			
☐ 8-Track Stereo Tape Player with Manual AM Radio & 2 Rear Speakers									0	0	0
CONVENIENCE ITEMS											
☐ Console Only (with Column-Shift Transmission)									0	0	
☐ Armrest & Center Cushion (included with Opt. Bucket Seats for Rebel & Ambassador)									0	S	0
☐ Air Conditioning (includes H.D. Engine Cooling & 55-Amp, Alternator)	0	0	0	0	0	S	S	S	0	0	0
☐ A/C Package (includes Air Cond., Tinted Glass, Power Steering & Insulation Group)	0	0	0	0	0		-				
□ Command-Air Ventilation	S	S	0	0	0				0	0	0
☐ Tinted Glass, All Windows (recommended with Air Conditioning), or Windshield only	0	0	0	0	0	0	0	0	0	0	0
☐ Luggage Rack, Wagon Roof, Javelin & AMX Trunk Lid				S			S	S	0	0	0
☐ Third Seat for Wagons (includes Power Lift Tailgate Window & Two Seat Belts)				0			0	0			
☐ Cruise-Command Automatic Speed Control System (V.8 Automatic)			0	0	0	0	0	0			
☐ Adjust-O-Tilt Steering Wheel (not with Manual Column Shift)			0	0	0	0	0	0	0	0	0
□ Electric Clock	0							S			
□ Convenience Group (5)	0	0									
□ Convenience Group (6)			0	0	0	0	. 0		0	0	0
☐ Electric Windshield Wipers & Electric Washers	0	0	0	0	0	0	0	0	0	0	0
☐ Visibility Group (Includes Convenience Group, Electric W/S Wipers & Washers)	0	0	0	0	0	0	0	0	0	0	0
☐ Light Group (7)	0	0							0	0	0
Light Group (8)			0	0	0	0	0	S			
☐ Space-Saver Spare Tire (included with Opt. Mag-Styled Wheels)					S				0	0	S
PROTECTION ITEMS											
☐ Bumper Guards — Front & Rear (not for Wagons)	0	0	0	0	0	0	0	-0			
☐ Bumper Guards — Front for Wagons, Rear for Javelin & AMX			0	0			0	0	0	0	0

TRANSMISSIONS &

AXLE P	RATIOS (See Note below)	HORNET	REBEL	AMBASSADOR	JAVELIN	AMX
199 Cu. In. Six	3-Speed Manual on Column (Standard)	3.08:1 (3.31:1)				
(128 H.P.)	Shift-Command Automatic on Column	3.08:1 (3.31:1)				
	3-Speed Manual on Column (Standard)	3.08:1 (3.31:1)	3.15:1 (3.54:1)			
232 Cu. In. Six	3-Speed Manual on Floor (Standard)				3.08:1 (3.31:1)	
(145 H.P.)	Shift-Command Automatic on Column	2.37:1 (2.73:1)	3.15:1		3.08:1 (3.31:1)	
232 Cu. In. Six	3-Speed Manual on Column (Standard)			3.15:1 (3.54:1)		
(155 H.P.)	Shift-Command Automatic on Column	3.08:1 (3.31:1)	3.15:1	3.15:1		
	3-Speed Manual on Floor (Standard)				3.15:1 (3.54:1)	
304 Cu. In. V-8	Shift-Command Automatic on Column*	2.87:1 (3.15:1)	2.87:1 (3.15:1)	2.87:1 (3.15:1)	2.87:1 (3.15:1)	
(210 H.P.)	Shift-Command Automatic on Console		2.87:1 (3.15:1)	2.87:1 (3.15:1)	2.87:1 (3.15:1)	
360 Cu. In. V-8	Shift-Command Automatic on Column		2.87:1 (3.15:1)	2.87:1 (3.15:1)	2.87:1 (3.15:1)	
(245 H.P.)	Shift-Command Automatic on Console		2.87:1 (3.15:1)	2.87:1 (3.15:1)	2.87:1 (3.15:1)	
	Shift-Command Automatic on Column		2.87:1 (3.15:1 & 3.54:1)	2.87:1 (3.15:1)	2.87:1 (3.15:1 & 3.54:1)	
360 Cu. In. V-8	Shift-Command Automatic on Console		2.87:1 (3.15:1 & 3.54:1)	2.87:1 (3.15:1)	2.87:1 (3.15:1 & 3.54:1)	2.87:1 (3.15:1 & 3.54:1)
(290 H.P)	4-Speed Manual on Floor (Standard on AMX)				3.54:1 (3.15:1 & 3.91:1)	3.54:1 (3.15:1 & 3.91:1)
	Shift-Command Automatic on Column		2.87:1 (3.15:1 & 3.54:1)	2.87:1 (3.15:1)		
390 Cu. In. V-8	Shift-Command Automatic on Console		2.87:1 (3.15:1 & 3.54:1)	2.87:1 (3.15:1)	2.87:1 (3.15:1 & 3.54:1)	2.87:1 (3.15:1 & 3.54:1)
(325 H.P.)	4-Speed Manual on Floor (Standard on AMX)				3.54:1 (3.15:1 & 3.91:1)	3.54:1 (3.15:1 & 3.91:1
390 Cu. In. V-8	Shift-Command Automatic on Console		3.54:1 (3.15:1)			
(340 H.P.)	4-Speed Manual on Floor (Standard)		3.54:1 (3.91:1)			

PTIONS CONT.	HOR	R	EBE	L	AMB	ASSA	DOR	JAV	AMX		
PROTECTION ITEMS (Continued)	BASIC	TZZ	BASIC	SST	MACHINE	BASIC	DPL	SST	BASIC	TZZ	
☐ Undercoating								.0			0
☐ Insulation Group (includes Undercoating & Hood Insulation)	0	0	0	0	0	0	0		0	0	
☐ Anti-Scuff Side Molding, (not on Wagon with Two Tone or Wood Grain)	0	0	0	0		0	0	0	0	0	
APPEARANCE ITEMS											
☐ Custom Steering Wheel	0	S	0	S	S	S	S	S	S		
Sports Steering Wheel with Rim-Blow Feature		0		0	0	0	0	0		S	S
□ Wheel Discs (set of 4)	0	0	0	0		0	S	S	0	S	
☐ Turbo-Cast Wheel Covers (set of 4)			0	0		0	0	0	0	0	
☐ Wire Wheel Covers (set of 4)			0	0		0	0	0	0	0	
☐ Mag-Styled Wheels (set of 4) — & includes Space-Saver Spare Tire					S				0	0	S
Rocker Panel Molding (Simulated Exhaust Type)									0	0	S
☐ Roof Spoiler (not with Vinyl Covered Roof)									0	0	
Rally/Racing Stripes (Black, White or Red) (not on Javelin with Anti-Scuff Molding)									0	0	0
Paint Stripes (except Rebel & Ambassador Wagons)	0	0	S			S		S	S	S	
☐ Decor Group (Wheel Discs. Paint Stripes, Fiberglass-Belted Black Tires)	0	0									
HEAVY-DUTY EQUIPMENT											
☐ Handling Package – 6 Cyl. (9)	0	0							0	0	
☐ Handling Package – All V-8's plus Rebel & Ambassador 6-Cyl. (10)		0	0	0	S	0	0	0	0	0	0
☐ Heavy-Duty Engine Cooling System (included with Air Conditioning)	0	0	0	0	S	S	S	S	0	0	0
□ 70-Amp. Battery (standard: 50 AMP. on 6 & 304 V 8, 60 AMP. on 360 & 390 V 8)	0	0	0	0	0	0	0	0	0	0	0
Cold-Start Package - 70-Amp. Battery & 55 Amp. Alternator (for cars less A/C)	0	0	0	0	0				0	0	0
☐ Engine-Block Heater	0	0	0	0	0	0	0	0	0	0	0
ANTI-SMOG DEVICES											
☐ Positive Crankcase Ventilation System	S	S	S	S	S	S	S	S	S	S	S
☐ Exhaust Emission Control System	S	S	S	S	S	5	S	S	S	S	S
☐ Fuel Tank Vapor Emission Control System (reg'd, by State of California)	0	0	0	0	0	0	0	0	0	0	0

TIRES	HORNET			REBEL			AMBASSADOR			AMX
All tires are Fiberglass – belted, except for 6.45 X 14 & 8.25 X 14	Sixes	V-8's	Sedans & Hardtops	Station Wagons	The Machine	Sedans & Hardtops	Station Wagons	Sixes	V-8's	
☐ 6.45 X 14 Black	S									
☐ B78 X 14 Black incl. with Air Conditioning (White optional)	0							numer of		
C78 X 14 Black (White optional)	0	0						S		
D70 X 14 Red Line		0								
D78 X 14 Black (White optional)		0						0	S	
☐ E60 X 15 White Lettered					S				172.5	
☐ E70 X 14 Red Line								0	0	0
☐ E78 X 14 Black (White optional)			S						0	S
☐ F70 X 14 White Lettered									0	0
F78 X 14 Black (White optional)			0			S				
□ 8.25 X 14 Black				S (Basic)						
G78 X 14 Black (White optional)				O (SonSST)		0				
☐ H78 X 14 Black (White optional)				0			S			

Note: Aule ratios in parentheses are optional at extra cost. For Javelin & AMX with 360 or 390 "Go" Packages in combination with automatic transmission, 3.15-1 axie ratio is standard (2.87:1 & 3.54:1 are optional). Twin-Grip differential is optional with all axie ratios in must be ordered with 3.91:1 ratio). Other ratios purchasable in kit form through AM dealers. 3.73:1, 3.91:1 (also factory option), 4.10.1, 4.44.1 and 5.00.1.

(1) For AMX, Shadow Black point on hood extending around sice windows (not with raily strope). (2) 350 cu. in. 4 barrel V8, dual exhaust system, power from disc brakes, E70X 14 red line wide-portific tires, 6° in which regular wheths, handling pickage and ram-ar carboration with AMX rood (3) 350 cu. in. 4 barrel V8 (basic and ram-ar carboration with AMX rood (3) 350 cu. in. 4 barrel V8 (basic and ram-ar carboration with AMX rood (3) 350 cu. in. 4 barrel V8 (basic and rood (3) 350 cu. in. 4 barrel V8 (

Equipment and power features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. Certain equipment items may not be available for all models. American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models, equipment or prices at any time without incurring obligation.

