

If you had to compete with GM, Ford and Chrysler, what would you do?



American Motors 1971.

At American Motors, here's what we've done for '71:
Gremlin, Page 6.
Sportabout, Page 10.
Hornet, Page 12.
Javelin, Page 16.
Matador, Page 22.
Ambassador, Page 28.

Sometimes it helps to be the fourth car maker, because we have to do things the big three car makers haven't done.

Like introducing our Gremlin subcompact six months before their Pinto and Vega.

Like bringing out our Hornet Sportabout for 1971 — the only compact car of its type made in the U.S., stylish enough to make a woman feel like a woman.

Like making cars that we think offer more than their opposite numbers.

Our Hornet, for instance. With a number of standard features you won't find on the Maverick.

Our handsome new Matador, with more room than the Ford Torino, Chevrolet Chevelle, or Plymouth Satellite.

Like designing cars as if today were tomorrow.

Our resculptured Javelin is a case in point. We pulled out all the stops in designing it, even at the risk of scaring some people off.

Like saving you money, even on our luxury Ambassador, the only car line in its class with air conditioning and automatic transmission as standard equipment.

We also save you money at trade-in time. As we went to press, the Ambassador DPL resale value for '68 and '69 4-door sedans was consistently higher than that of the Impala, Fury III or Galaxie 500.*

Like insisting on quality features across the board, so we can say flat out:

Every American Motors car, Gremlin through Ambassador, has these features we believe in and believe you want.

Rustproofing up to the roofline. All our cars have it, and so do some GM's, but only two Ford lines (Lincoln Continental and Thunderbird) and none of Chrysler's.

Recessed door handles. For smooth, sleek doors and sides. You only see them on American Motors cars and some of Chrysler's.

High intensity headlamps with this plus: if a bulb burns out, the lamp continues to glow. So other cars can locate you on the road at night. Nobody else gives you both the high intensity and the glow.

See-through batteries, so busy gas attendants can tell at a glance when you need a fill. Could save you a dead battery. Yet no other car company offers you this.

One other thing we do is make it easy for you to do the routine servicing of any American Motors car. We make things handy to get to and show you what to do in our do-it-yourself owner's manual.

You'll need no help to change plugs, clean points, set timing or choke, install oil or fuel or air filters, adjust or replace headlights or any other lights.

All fuses are on one accessible panel.

If you crumple a front fender, you can bolt on a new one yourself. Or let us do it for you.

Every American Motors car is a tough competitor. Take our Gremlin, the car that started the small car revolution in April, 1970.

Beating the competition to the punch and setting trends is just one part of the Gremlin's short history.

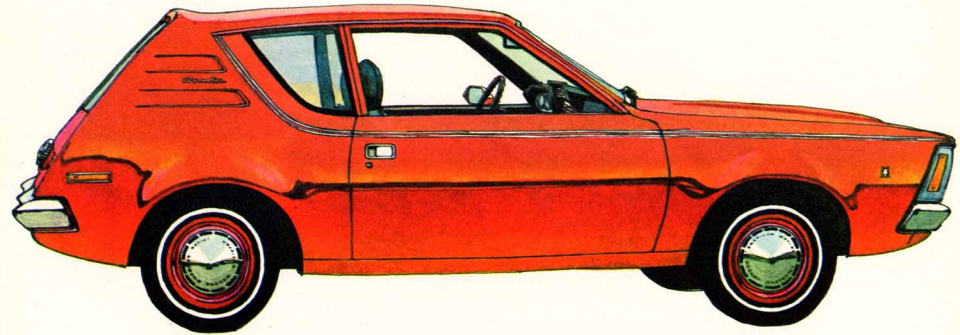
The other part is unfolding now as the GM Vega and the Ford Pinto enter the subcompact scene. Where we expect you'll find the Gremlin clearly superior.

The Gremlin is purely and simply more fun to drive.

The chief reason is the performance you get with the Gremlin: 6-cylinder, 135 horsepower standard engine.

While the Vega and the Pinto standard engines have only 4 cylinders, rated 90 and 75 horsepower respectively.

Gas mileage for the Gremlin is remarkably good. You'll find yourself bragging about 25 miles to the gallon. That's pretty good for an engine with so much go. Pretty good for any car, for that matter.



Gremlin 2-passenger model in Matador Red with pin stripes.

The maneuverability of the Gremlin is another major contributor to the fun. It's unusual even for a car of this size.

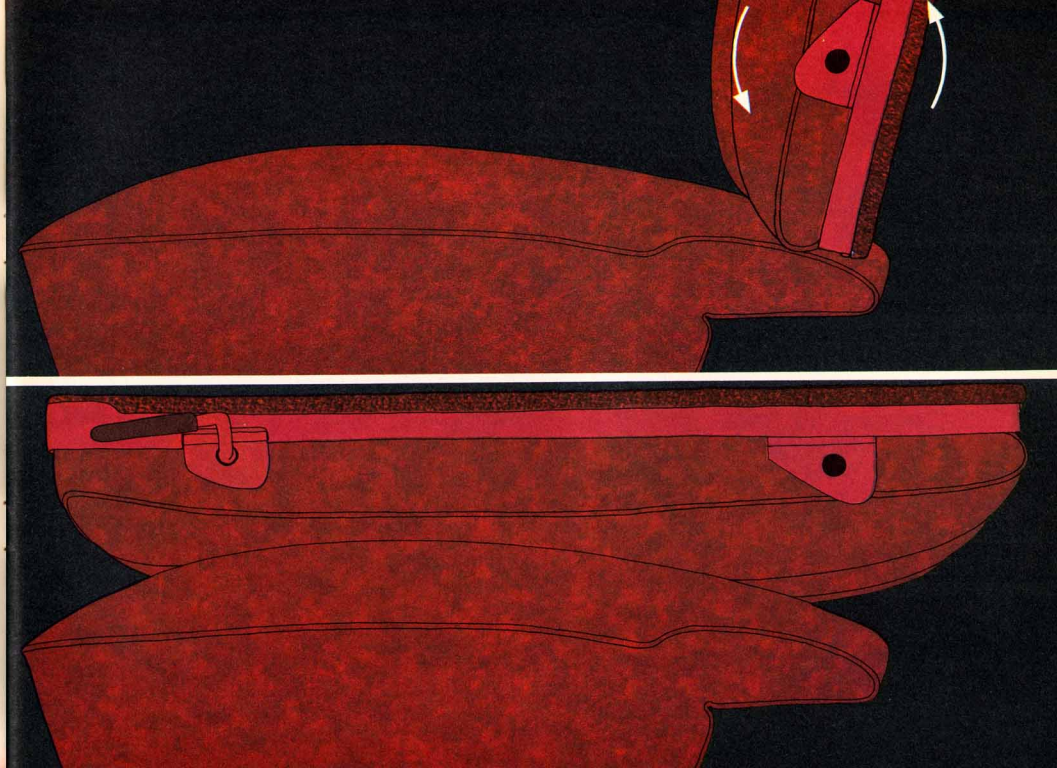
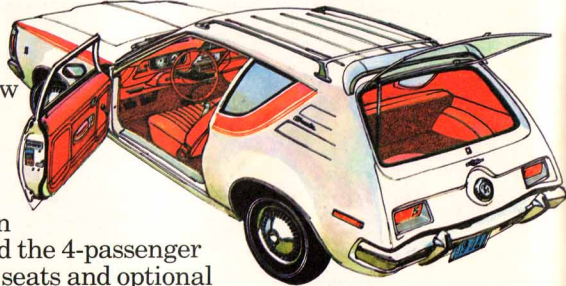
The turning circle, at 32 ft. 8 in., is 3 ft. less than the Volkswagen's.

And, of course, the Gremlin gives you the expected advantages of low initial cost and ease of maintenance.

There are two models of the Gremlin:

The 2-passenger, shown on the preceding page, and the 4-passenger here, with fold-down rear seats and optional lift-up rear window.

Your choice depends on your circle of family and friends.



Gremlin 4-passenger model in Snow White with rally stripes.

Our only car that has no competitor is the Hornet Sportabout. There isn't another Detroit compact to compete with it.

It can do more for the American housewife than all the lip gloss, hair coloring and false eyelashes put together.

It's time somebody in this country came up with a car like this to make the American woman feel more like a woman and less like a teamster.

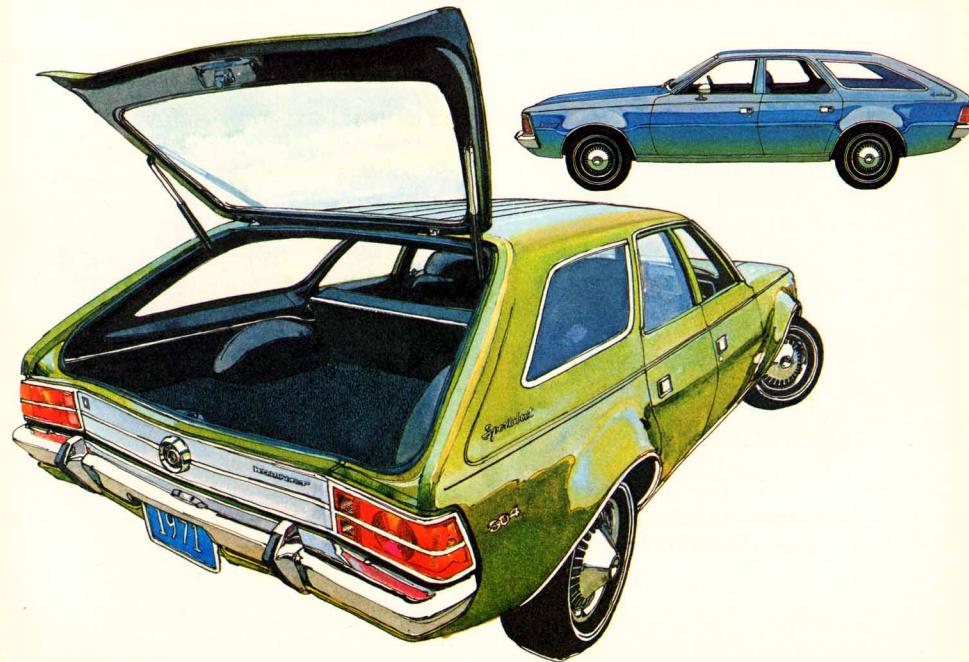
A car that's styled more like a sports car than like a station wagon.

With a 36 ft. turning circle. The same as the VW beetle. Which means it will park in a small space with no strain.

And do you really need more load space than the 58.3 cu. ft. in the Sportabout?

(Plus 3.8 cu. ft. under the cargo floor?)

We like to think of the Hornet Sportabout as our little contribution to Woman's Liberation.



Hornet Sportabouts in Golden Lime and Skyline Blue.

In the very competitive compact market, our entry is the Hornet. With a number of standard features you won't find on the Maverick.

Dedicated to the proposition that little doesn't have to mean cheap, the Hornet gives you a standard engine that's 62 cu. in. bigger and 35 hp. stronger than the Maverick's.

Even our 2-door makes room for 5 people compared with the 2-door Maverick's 4.

And when it comes down to details, the Hornet is consistently ahead. We believe that a lot of little things make a big difference about how you feel about your car.



Hornet SST 4-door sedan in Brilliant Green with vinyl top and pin stripes.

We give you a glove box as standard equipment. They don't. Not even as an option.

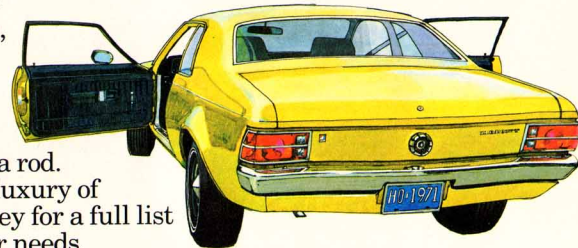
Ours is a step-on parking brake. Theirs is a pull handle.

And when you check to see that we're not kidding about the difference in standard engines, you'll notice that our engine hood is counterbalanced, while theirs has to be propped up with a rod.

We give you the luxury of spending more money for a full list of options to fill your needs.

Yet our base cost is virtually the same.

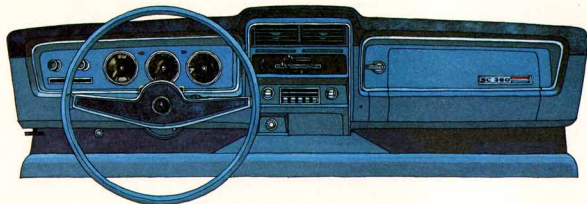
When it comes to selecting one car over the other, we hope you'll agree the one that offers more is the better buy.



Hornet 2-door sedan in Canary Yellow with pin stripes.

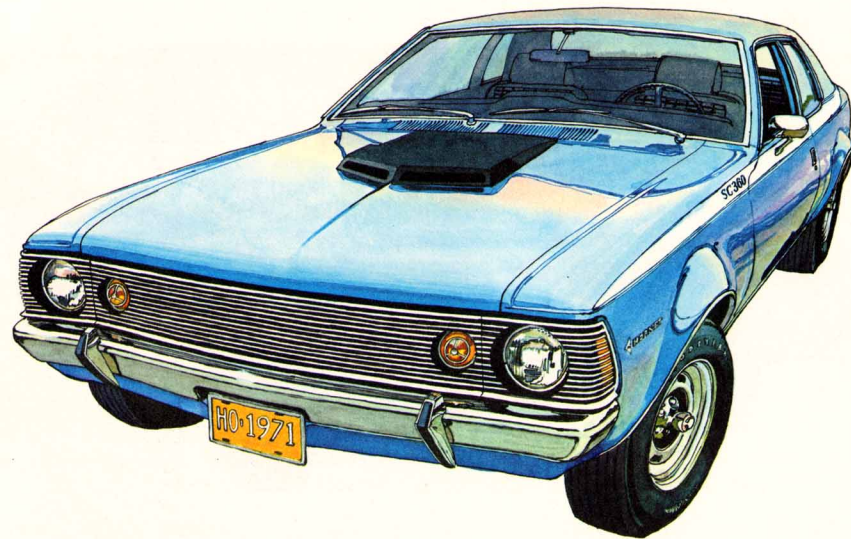
This is a Hornet, too. Our SC/360.

With all these standard features: a 360 cu. in. 245 hp. 2-barrel V-8, 3-speed floor shift, individual reclining seats to adjust to any angle, custom steering wheel, rally stripes, slot-style wheels, wide tires and space-saver spare.

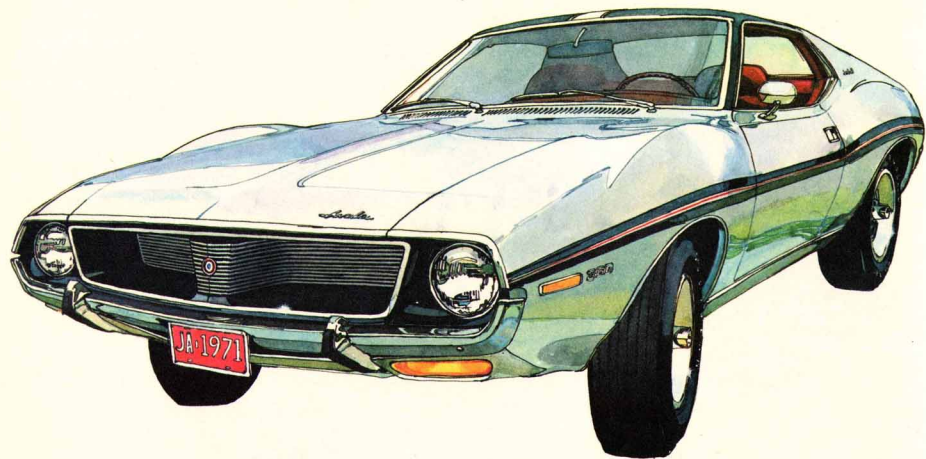


Plus this optional package: a 360 cu. in. 285 hp. 4-barrel V-8 with ram-air hood scoop, dual pipes, handling package, white-lettered tires, and tach.

Another option: 4-on-the-floor with Hurst shifter.



Hornet SC/360 in Electric Blue with rally stripes.



Javelin SST in Quick Silver with vinyl top and rally stripes.

Since our Javelin competes against all of America's sporty cars, we thought it ought to be the hairiest looking of them all, even at the risk of scaring some people off.

We make it longer, wider and lower to make it ride better.

And to make it look better while it's riding better, we sculptured the hood, too, into a fast glacial slope. And paneled the roof of the car with a twin canopy and a rear spoiler lip.

We curved the instrument panel like a cockpit.

And, since our specially prepared and modified Javelins have been top competitors in the Trans-Am road races, we've made improvement after improvement based on our experiences in both winning and losing.

Every Javelin for '71 (SST on the lefthand page, basic model on the following, and Javelin AMX on the next pages) has a number of important modifications. Which are a direct result of our entering it in the races.

Every Javelin for '71 (SST on the preceding pages, basic model here, and Javelin AMX on the following pages) has these important modifications:

More tractable front and rear suspension.

Heavier-duty clutch and Hurst linkage for 4-speed floor-shift transmissions.

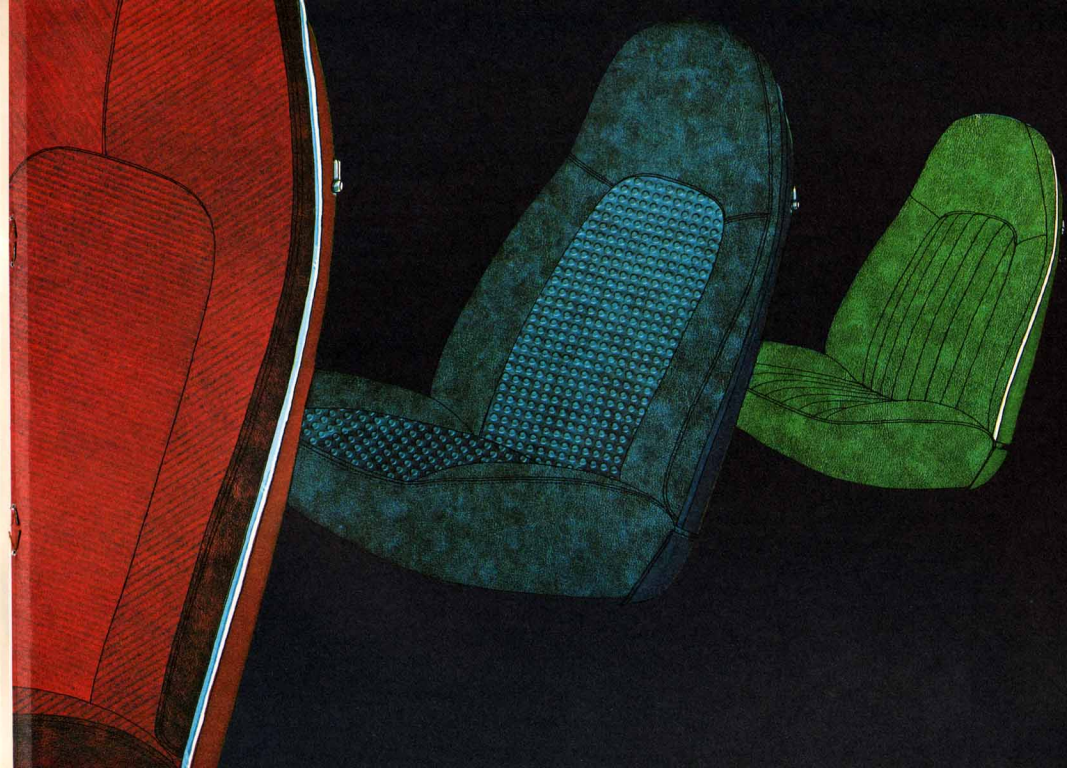
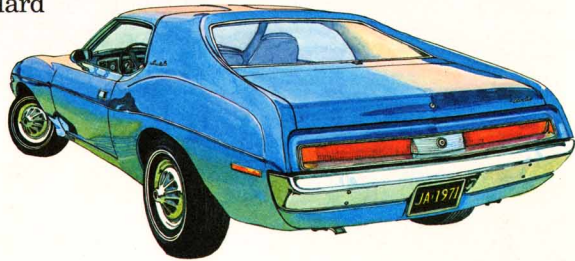
High-output camshaft, intake and exhaust manifolds for all V-8 engines.

Heftier metal walls in all V-8 engine blocks.

Plus a windshield that granulates on impact.

And heavy steel guard rails in the doors.

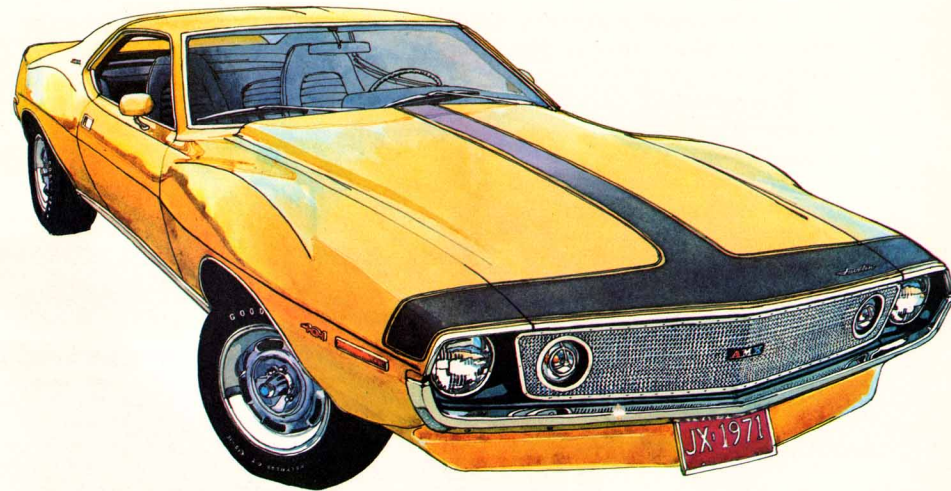
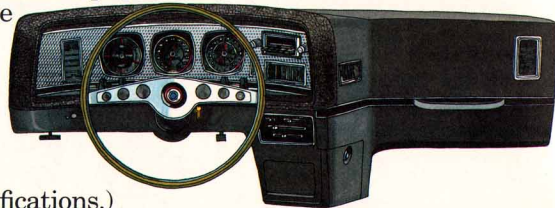
One thing that we couldn't improve was the bucket seating (vinyls, or optional leather or corduroy).



As if that isn't enough to intimidate friends and/or competitors, we're offering a 401 cu. in. 4-barrel V-8 as an option. While you can get it with any Javelin, it's a natural for the Javelin AMX, shown at right.

This car comes with a 360 cu. in. 2-barrel V-8 with 3-speed floor shift as standard equipment. But it really goes with an optional package including either the 401 or a 360 4-barrel V-8, cowl-air induction, dual exhaust, front disc brakes, twin-grip differential, and a lot of other goodies. (See specifications.)

You feel like a pilot in its curved cockpit, with ammeter and oil gauges, 140 mph. speedometer and tachometer-clock. Add an optional 4-speed stick, a front spoiler, and take off.

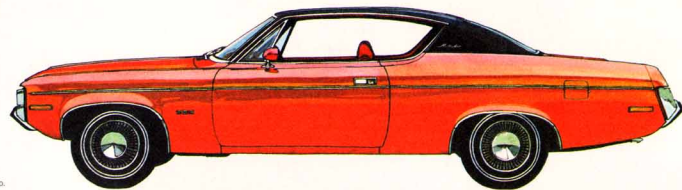


Javelin AMX in Mustard Yellow with T-stripe.

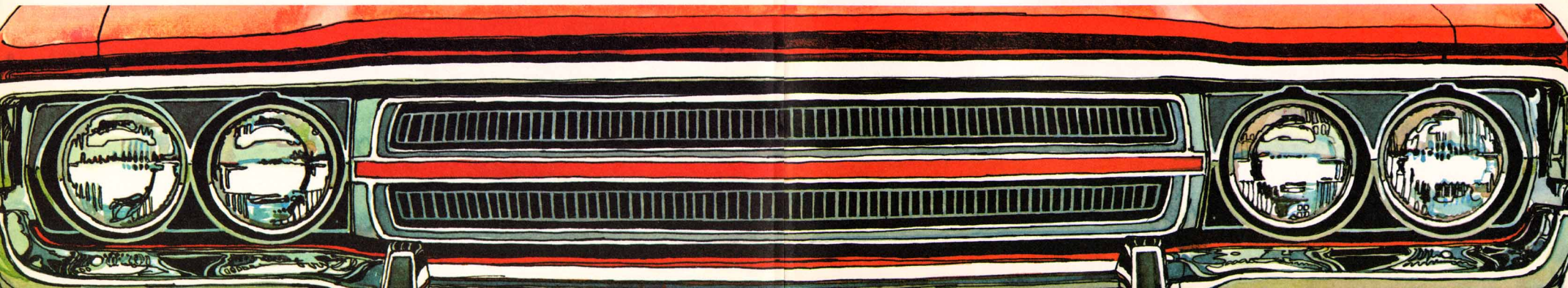
The Matador is the new American Motors car designed to make the other intermediate cars look stingy. It has more room for you and your family than any other car in its class.

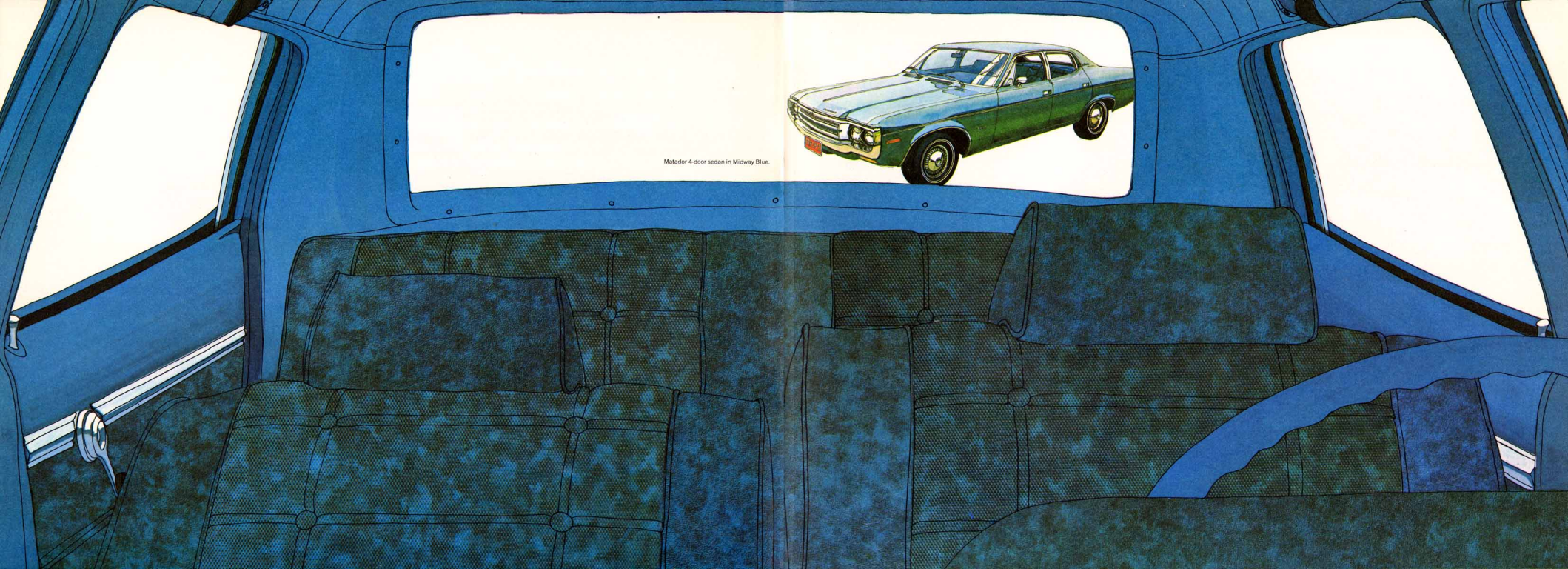
To make the ride even more comfortable, we built it on a longer wheelbase than you get with Ford's Torino, Plymouth's Satellite or Chevrolet's Chevelle.

And it's priced to compete with them all, despite the fact there's no such thing as a stripped model in the line.



Matador hardtop in Matador Red with vinyl top.





Matador 4-door sedan in Midway Blue.

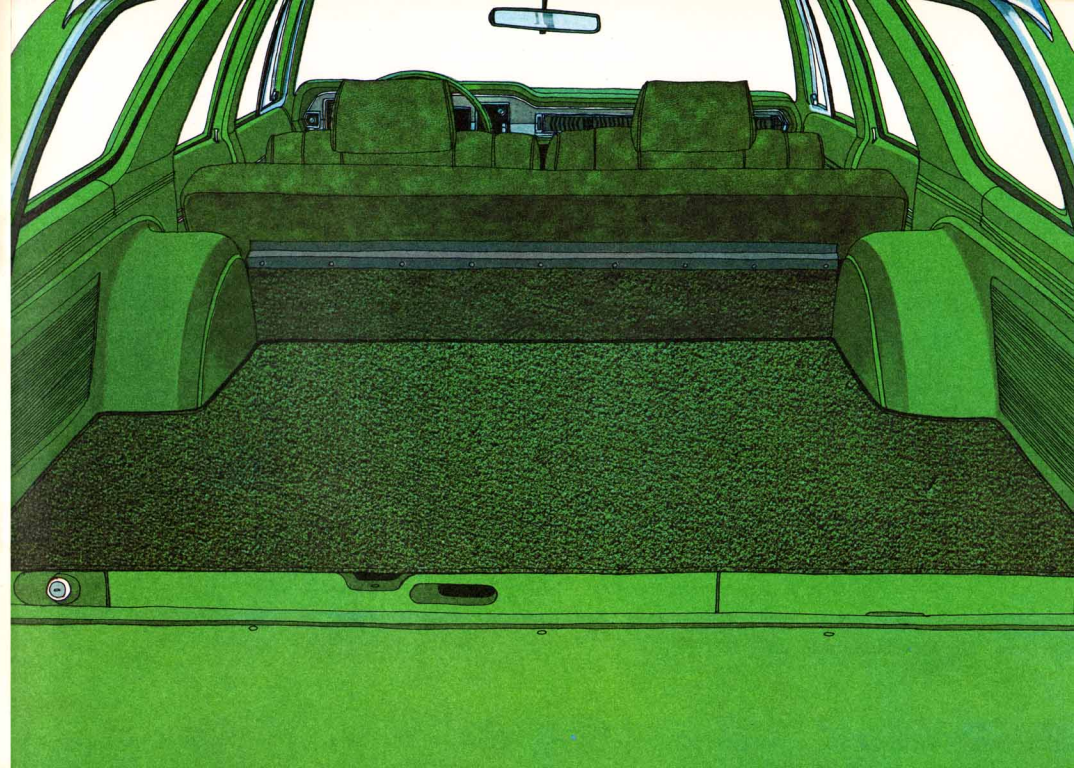


There are three Matadors: the 2-door hardtop and 4-door sedan on the preceding pages and the 4-door wagon here.

The Matadors have the longest wheelbase in the intermediate class. With an especially long sweep from the windshield forward, which gives them the look of an even larger car.

And they all have the finishing touches to make them really deluxe. Things like metal trim and carpeting which, though minor in function, are not minor in cost.

In times like these, we thought the extra glamour would be appreciated.



Matador station wagon in Limelight Green with color-keyed woodgrain.

Our American Motors Ambassador is the only car line in America with both air conditioning and automatic transmission as standard equipment.

Don't confuse the Ambassador with those other cars which have a much higher price tag. (We refer to those standard-size luxury cars – Ford Galaxie, Chevrolet Impala and Plymouth Fury – which have the temerity to ask you to pay extra for the features that make them really luxurious.)

The Ambassador is a legitimate luxury car. Not by mere decree. Because it's got the goods.

In addition to including air conditioning and automatic transmission, each Ambassador has a great engine as standard equipment.

For the DPL (not shown), it's our big new 258 six with more cubic inch displacement and horsepower than any other six in the industry.

For all others, it's our 304 2-barrel V-8, standard.



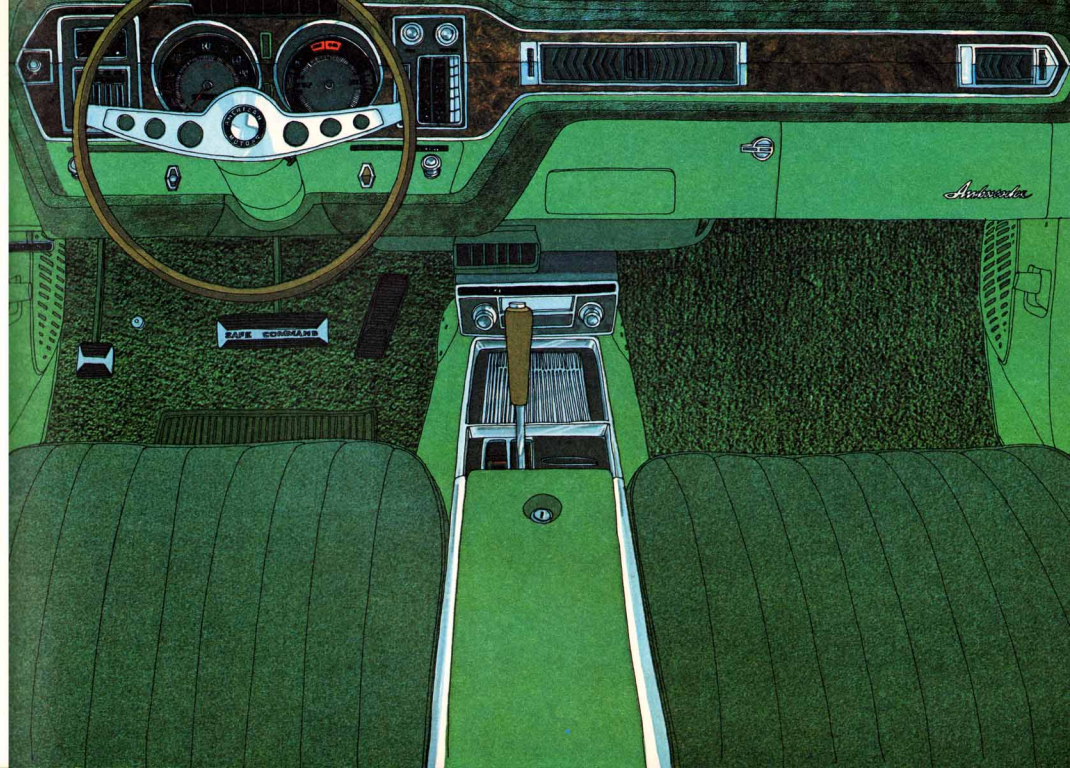
Ambassador SST 4-door sedan in Deep Maroon.

On top of our standard engines, we also offer options: up to our 360 2-barrel and 4-barrel V-8's for all Ambassadors or our 401 4-barrel V-8 for the SST (shown on the previous pages) and the Brougham (shown here as a 2-door hardtop and on the following pages as a station wagon).



We could go on with details about coil spring seats, upholstery choices, etc., but why embroider a very clear proposition:

When we make a luxury car at American Motors, luxury isn't just something we talk about, it's value that we express in very tangible terms.



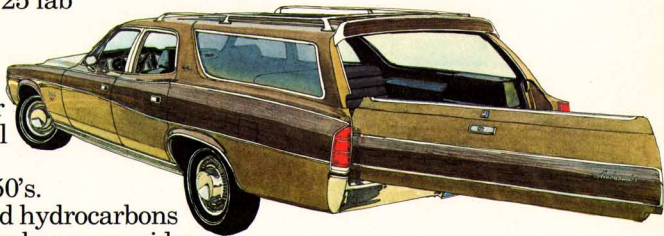
Ambassador Brougham hardtop in Midnight Blue with vinyl top and pin stripes.

Luxury isn't all you get with an Ambassador.
At American Motors, what concerns us most is quality.
Who makes sure you get it? Our President, who heads this
Quality Control program.

With 123 Quality Control staff members and technicians in
6 plants. Plus 94 inspection supervisory personnel. 648
inspectors. And 25 lab
people.

We have
also been con-
cerned about air
pollution control
for all our cars
since the early 50's.

We've reduced hydrocarbons
by about 80%, carbon monoxides
about 65%. We want you to have the best of all possible worlds.



OPTIONS (S=Standard, O=Optional)

	GREMLIN			HORNET			JAVELIN			MATADOR			AMBASSADOR		
	BASE	BASE SST	Sportabout	SC/360	BASE	SST	AMX	BASE	DPL	SST	Brougham				
PAINT, VINYL ROOF & WOOD-GRAIN															
<input type="checkbox"/> Two-Tone Paint (not for Ambassador Brougham Wagons)															
<input type="checkbox"/> Vinyl-Covered Roof, Black, White, Green & Blue (Sedans & Hardtops)															
<input type="checkbox"/> Simulated Wood-Grain Side & Rear Panels for Wagons			Grp. O					O (side only)					S		
SEATS & UPHOLSTERY															
<input type="checkbox"/> Bench Non-Reclining Seat - Fabric			O S						S	S	S				
<input type="checkbox"/> Bench Non-Reclining Seat - Vinyl (Vinyl Standard on Wagons)	S	S	O S							O	O	O			
<input type="checkbox"/> Individual Reclining Seats - Fabric			O							O	O	O			
<input type="checkbox"/> Individual Reclining Seats - Custom Fabrics			Grp. O	O				O-Hardtop					O-S&HT		
<input type="checkbox"/> Individual Reclining Seats - Vinyl (Vinyl Standard on Wagons)			O	S									O		
<input type="checkbox"/> Bucket Seats - Fabric (Hardtop)							O	O						O	
<input type="checkbox"/> Bucket Seats - Vinyl (Hardtop)					S	S	S	O						O	
<input type="checkbox"/> Bucket Seats - Genuine Leather (Front)								O							
PERFORMANCE (See "Engine" & "Transmission/Axle Ratio" Charts)															
<input type="checkbox"/> Javelin AMX 360 or 401 "Go" Package								O							
<input type="checkbox"/> Hornet SC/360 "Go" Package				O ²											
<input type="checkbox"/> 360 or 401 "Machine Go" Package for Matador Hardtop									O ³						
<input type="checkbox"/> Tachometer (as separate option)															
<input type="checkbox"/> Dual Exhaust System for 360 - 4 Barrel (Standard on 401)				Grp. O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> V-8 Rally-Pac (Oil Pressure Gauge, Ammeter, Tach, Clock, 140 MPH Speedo)					O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Twin-Grip Differential (rec. with "perf." equip., req'd. option with 391 axle)	O	O	O	O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Quick-Ratio Manual Steering (rec. only for special perf./racing)								O	O	O					
<input type="checkbox"/> Front Lower Spoiler (Rear Spoiler Standard)								O							
POWER ASSISTS															
<input type="checkbox"/> Power Steering (recommended with Air Conditioning)	O	O	O	O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Power Brakes	O	O	O	O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Power Disc Brakes, Front (V-8 only)			O	O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Manual Disc Brakes, Front (V-8 only)								O	O	O					
<input type="checkbox"/> Power-Lift Tailgate Window (included with 3-Seat Wagon Option)									O				O	O	
<input type="checkbox"/> Power-Lift Side Windows													O	O	
RADIO & TAPE EQUIPMENT															
<input type="checkbox"/> AM Push-Button Radio	O	O	O	O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> AM/FM Push-Button Radio													O	O	
<input type="checkbox"/> AM/FM Multi-Plex Stereo P.B. Radio & 2 Rear Speakers								O	O	O			O	O	
<input type="checkbox"/> Rear Speaker, with Radio (not for Wagons)								O	O	O			O	O	
<input type="checkbox"/> 8-Track Stereo Tape Player & 2 Rear Speakers (Sedans & Hardtops)								O	O	O			O	O	
<input type="checkbox"/> 8-Track Stereo Tape Player with Manual AM Radio & 2 Rear Speakers								O	O	O			O	O	
CONVENIENCE ITEMS															
<input type="checkbox"/> Console Only								O	O	S					
<input type="checkbox"/> Armrest for Console, only								O	O	O					
<input type="checkbox"/> Armrest & Gen. Cushion (incl. with Opt. Bucket Seats for Matador & Amb.)								O	O	O				O	
<input type="checkbox"/> Air Conditioning (includes H.D. Engine Cooling & 55-Amp. Alternator)	O	O	O	O	O	O	O	O	O	O	O	S	S	S	
<input type="checkbox"/> A/C Package (incl. Air Cond., Tinted Glass, Power Steering & Insulation Group)	O	O	O	O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Tinted Glass, All Windows (rec. with Air Conditioning), or Windshield only	O	O	O	O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Trunk Lid Rack			O	O	O	O	O	O							
<input type="checkbox"/> Roof Rack (except Sedans & Hardtops)	O							O					S	S	
<input type="checkbox"/> Roof Air Deflector - Tailgate or Liftgate (with rack on Sportabout)			O					O					O	S	
<input type="checkbox"/> Third Seat for Wagons (incl. Power-Lift Tailgate Window & Two Seat Belts)								O					O	O	
<input type="checkbox"/> Cruise-Command Automatic Speed Control System (V-8 Automatic)								O					O	O	
<input type="checkbox"/> Adjust-O-Tilt Steering Wheel (not with Manual Column Shift)								O					O	O	
<input type="checkbox"/> Electric Clock (separate opt. for Hornet Base, group opt. for others)			O	O	O	O	O	O	O	S			O	S	
<input type="checkbox"/> Convenience Group	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	
<input type="checkbox"/> Electric Windshield Wipers & Electric Washers (req. for Hornet V-8's)	O	O	O	O	S	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Visibility Group (incl. Convenience Group, Electric W/S Wipers & Washers)	O	O	O	O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Light Group	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	O*	
<input type="checkbox"/> Headlights - Off Delay System								O	O	O	O	O	O	O	
<input type="checkbox"/> Flip-Open Rear Side Window (2-Door)		O	S	S											
<input type="checkbox"/> Rear Liftgate (not for 2-pass. Gremlin)	O			S											
<input type="checkbox"/> Electric Rear Window Defogger (except Wagons)								O*	O*	O*	O*	O*	O*	O*	
<input type="checkbox"/> Interior Appointment Package	O ^W														
<input type="checkbox"/> Space-Saver Spare Tire (included with Opt. Styled Wheels)	O (w/14")			S	S	O	O	S							
PROTECTION ITEMS															
<input type="checkbox"/> Bumper Guards - Front only	O	O	O	O	O	O					O-Wagon	S	S	S	
<input type="checkbox"/> Bumper Guards - Rear only (except Wagons)												O	O	O	
<input type="checkbox"/> Bumper Guards - Front & Rear (except Matador Wagons)	O	O	O	O	O	O	O	O	O	O					
<input type="checkbox"/> Undercoating (Hood Insulation Standard)				O										O	
<input type="checkbox"/> Insulation Group (includes Undercoating & Hood Insulation)	O	O	O	O	O	O	O	S	O	O	O	O	O	O	
<input type="checkbox"/> Anti-Scuff Side Molding (not on Wagon with Two-Tone or Wood Grain)	O	O	O	O	O	O	O	O	O	S	O	O	O	O	
<input type="checkbox"/> Clear-Vinyl Floor Mats, Front & Rear (Gremlin front only)	O	O	O	O	O	O	O	O	O	O	O	O	O	O	
<input type="checkbox"/> Locking Gas Cap (also Dealer Accessory)	O														
APPEARANCE ITEMS															
<input type="checkbox"/> Custom Steering Wheel	O	O	S	S	S	S					S	S	S	S	
<input type="checkbox"/> Wood-Grain Sports Steering Wheel with Rim-Blow Feature	O		O	O	O	S	S				O	O	O	O	
<input type="checkbox"/> Wheel Covers, 4	O	O	O	O	O	S	S				O	O	S	S	
<input type="checkbox"/> Custom Wheel Covers, 4	O (w/14")	O	O	O	O	O	O				O	O	O	O	
<input type="checkbox"/> Turbo-Cast or Wire-Wheel Covers, 4	O (w/14")	O	O	O	O	O	O				O	O	O	O	

OPTIONS (Continued) (S=Standard, O=Optional)

APPEARANCE ITEMS (Continued)	GREMLIN			HORNET			JAVELIN			MATADOR			AMBASSADOR		
	BASE	BASE S	BASE SST	Sportabout	SC/360	BASE	SST	AMX	BASE	DPL	SST	Brougham			
<input type="checkbox"/> 14" x 6" Spoke-Style Wheels, 4 (incl. Space-Saver Spare Tire, exc. Mat. & Amb.)	O	O	O	O	O	O	O	O	O	O	O	O			
<input type="checkbox"/> 14" x 6" Slot-Style Wheels, 4 (incl. Space-Saver Spare Tire)	Grp. O				S			S			QV-8	QV-8			
<input type="checkbox"/> 15" x 7" Slot-Style Wheels, 4 (incl. Space-Saver Spare Tire)						O	O	O			Grp. O				
<input type="checkbox"/> Pin Stripes (not on Wagon with Two-Tone or Wood Grain)	S	O	O	O		S	S	S				S			
<input type="checkbox"/> Rally Stripes	O				S	O	O								
<input type="checkbox"/> Hood T-Stripes											Grp. O				
<input type="checkbox"/> Decor Group (Wheel Covers, Wheel Opening & Drip Moldings)	O ¹¹				O										
<input type="checkbox"/> Decor Group (Wheel Covers, Pin Stripes & White-Line Tires)		O	O	O	O ²										
<input type="checkbox"/> Sports Decor Group															
<input type="checkbox"/> Custom Interior Package (4-Passenger Gremlin)	O ¹³														
<input type="checkbox"/> "Gremlin X" Model Package	O ¹⁴														
<input type="checkbox"/> "Sportabout DL" Model Package					O ¹⁵										
HEAVY-DUTY & TRAILER EQUIPMENT															
<input type="checkbox"/> Handling Package—6 Cyl. (Hvy-Duty Springs & Shocks, plus Front Sway Bar)	O	O	O	O	O	O	O	O							
<input type="checkbox"/> Handling Package—V-8 (Heavy-Duty Springs & Shocks)					O	O	O	O	O ¹⁶	O ¹⁶	O ¹⁶	O ¹⁶			
<input type="checkbox"/> Adjustable Air-Shock Rear Suspension											O	O			
<input type="checkbox"/> Trailer-Towing Package No. 2 (V-8)		O ¹⁷	O ¹⁷	O ¹⁷	O ¹⁷	O ¹⁷	O ¹⁷	O ¹⁷	O ¹⁷	O ¹⁷	O ¹⁷	O ¹⁷			
<input type="checkbox"/> Trailer-Towing Package No. 2 (V-8)									O ¹⁸	O ¹⁸	O ¹⁸	O ¹⁸			
<input type="checkbox"/> Heavy-Duty Engine Cooling System (included with Air Conditioning)	O	O	O	O	O	O	O	O	O	O	S	S			
<input type="checkbox"/> 70-Amp. Battery (Std., 50-Amp. on 6 & 304 V-8, 60-Amp. on 360 & 401 V-8)	O	O	O	O	O	O	O	O	O	O	O	O			
<input type="checkbox"/> Cold Start Package—70-Amp. Battery & 55 Amp. Alternator (for cars less A/C)	O	O	O	O	O	O	O	O	O	O	O	O			
<input type="checkbox"/> Engine-Block Heater	O	O	O	O	O	O	O	O	O	O	O	O			
AIR-POLLUTION CONTROL SYSTEMS															
<input type="checkbox"/> Positive-Crankcase Ventilation System	S	S	S	S	S	S	S	S	S	S	S	S			
<input type="checkbox"/> Exhaust Emission Control System	S	S	S	S	S	S	S	S	S	S	S	S			
<input type="checkbox"/> Fuel Tank Vapor Emission Control System	S	S	S	S	S	S	S	S	S	S	S	S			
<input type="checkbox"/> NITROX-TCS System (req'd. by State of California)	O	O	O	O	O	O	O	O	O	O	O	O			

ENGINES

	CARB. TYPE	H.P. @ R.P.M.	TORQUE @ R.P.M.	COMP. RATIO & FUEL	BORE & STROKE	GREMLIN			HORNET			JAVELIN			MATADOR			AMBASSADOR		
						BASE	BASE S	BASE SST & Sportabout	SC/360	BASE & SST	AMX	BASE	DPL	SST & Brougham						
232 CID Six	1-Barrel	135 @ 4000	210 @ 1600	8.0:1 Reg.	3.75" X 3.50"	S	S	S			S			S						
258 CID Six	1-Barrel	150 @ 3800	240 @ 1800	8.0:1 Reg.	3.75" X 3.90"	O	O	O			O			O			S			
304 CID V-8	2-Barrel	210 @ 4400	300 @ 2600	8.4:1 Reg.	3.75" X 3.44"						O			O		O			S	
360 CID V-8	2-Barrel	245 @ 4400	365 @ 2600	8.5:1 Reg.	4.08" X 3.44"					S	O	S		O		O		O		
360 CID V-8	4-Barrel	285 @ 4800	390 @ 3200	8.5:1 Reg.	4.08" X 3.44"					O	O	O		O		O		O		
401 CID V-8	4-Barrel	330 @ 5000	430 @ 3400	9.5:1 Pre.	4.17" X 3.68"						O	O		O		O		O		

TRANSMISSIONS &
AXLE RATIOS

Axle ratios in parentheses are optional at extra cost.

		GREMLIN			HORNET			SPORTABOUT			JAVELIN			MATADOR			AMBASSADOR		
		BASE	BASE S	BASE SST & Sportabout	SC/360	BASE & SST	AMX	BASE	DPL	SST & Brougham									
232 CID Six (135 H.P.)	3-Speed Manual on Column (Standard)	2.73 (3.08 & 3.31)			3.08 (3.31)			3.08 (3.31)			3.08 (3.31 & 3.58)			3.15 (3.54)					
	3-Speed Manual on Floor (Standard)	2.73 (3.08 & 3.31)			3.08 (3.31)			3.08 (3.31)			3.08 (3.31)			3.15 (3.54)					
	Shift-Command Automatic on Column	2.37 (2.73 & 3.08)*			2.73 (3.08 & 3.31)			3.08 (3.31)			3.08 (3.31)			3.15 (3.54)					
258 CID Six (150 H.P.)	3-Speed Manual on Floor	2.73 (3.08 & 3.31)			3.08 (3.31)			3.08 (3.31)			3.08 (3.31)			3.15 (3.54)					
	Shift-Command Automatic on Column***	2.73 (3.08 & 3.31)			2.73 (3.08 & 3.31)			2.73 (3.08 & 3.31)			3.08 (3.31)			3.15 (3.54)					
	Shift-Command Automatic on Console				2.87 (3.15)			2.87 (3.15)			2.87 (3.15)			2.87 (3.15)					
304 CID V-8 (210 H.P.)	3-Speed Manual on Floor (Standard)				3.15 (3.54)			3.15 (3.54)			3.15 (3.54)			3.15 (3.54)					
	Shift-Command Automatic on Column***				2.87 (3.15)			2.87 (3.15)			2.87 (3.15)			2.87 (3.15)					
	Shift-Command Automatic on Console				2.87 (3.15)			2.87 (3.15)			2.87 (3.15)			2.87 (3.15)					
360 CID V-8 (245 H.P.)	3-Speed Manual on Floor (Standard)				3.15 (3.54)			3.15 (3.54)			3.15 (3.54)			3.15 (3.54)					
	Shift-Command Automatic on Column				2.87 (3.15)			2.87 (3.15)			2.87 (3.15)			2.87 (3.15)					
	Shift-Command Automatic on Console				2.87 (3.15)			2.87 (3.15)			2.87 (3.15)			2.87 (3.15)					
360 CID V-8 (285 H.P.)	3-Speed Manual on Floor (Standard)				3.15 (3.54)			3.15 (3.54)			3.15 (3.54)			3.15 (3.54)					
	Shift-Command Automatic on Column				3.15 (3.54)			3.15 (3.54)**			2.87 (3.15)			2.87 (3.15)					
	Shift-Command Automatic on Console				3.54 (3.15 & 3.91)			3.54 (3.15 & 3.91)			3.54 (3.15 & 3.91)			3.54 (3.15 & 3.91)					
401 CID V-8 (350 H.P.)	Shift-Command Automatic on Column										2.87 (3.15)			2.87 (3.15)					
	Shift-Command Automatic on Console										2.87 (3.15 & 3.54)**			2.87 (3.15 & 3.54)					
	4-Speed Manual on Floor										3.54 (3.15 & 3.91)			3.54 (3.15 & 3.91)					

*With air conditioning, 2.73 Std. (3.08 & 3.31 Opt.). **For Javelin AMX with combination of auto. trans. and "Go" Package, 360-4B, 3.15 Std. (2.87 Opt.) 401-4B, 3.15 Std. (2.87 & 3.54 Opt.) ***Standard on Ambassador.

Notes... Twin-Grip differential is optional with all axle ratios (must be ordered with 3.91 ratio). Other ratios purchasable in kit form through AM dealers, 3.73, 3.91 (also factory option), 4.10, 4.44 and 5.00.

TIRES

All tires are 4-Ply Rated, 2-Ply (8-Ply Rated, 4-Ply Optional in H78x14 Size).
All tires are Fiberglass-Belted, except 6.00x13, 6.45x14 and 6.95x14.

<input type="checkbox"/> 6.00x13 Black (White-Line Optional)	S										
<input type="checkbox"/> 6.45x14 Black (White-Line Optional)	O*	S									
<input type="checkbox"/> 6.95x14 Black		O*	S								
<input type="checkbox"/> B78x14 Black (White-Twin-Line Optional)	O										
<input type="checkbox"/> C78x14 Black (White-Twin-Line Optional)			O	O		S					
<input type="checkbox"/> D78x14 Black (White-Twin-Line Optional)			O	O		O	S				
<input type="checkbox"/> E78x14 Black (White-Twin-Line Optional)						O	O				
<input type="checkbox"/> F78x14 Black (White-Twin-Line Optional)								S		S	
<input type="checkbox"/> G78x14 Black (White-Twin-Line Optional)								O		O	S
<input type="checkbox"/> H78x14 Black (White-Twin-Line Optional)								S		O	O
<input type="checkbox"/> D70x14 Black (White Letters Optional)	O	O	O	O	S						S
<input type="checkbox"/> E70x14 Black with White Letters					O	O	S				
<input type="checkbox"/> E60x15 Black with White Letters						O	O			S	

GREMLIN	HORNET			JAVELIN			MATADOR			AMBASSADOR			
	Sixes	Sixes (Sedans)	V-8's & Sportabout	SC360	Sixes	V-8's	AMX	Sedans & Hardtops	Station Wagons	Machine Package	Sedans & Hardtops 258 & 304	360 & 401	Station Wagons
<input type="checkbox"/> 6.00x13 Black (White-Line Optional)	S												
<input type="checkbox"/> 6.45x14 Black (White-Line Optional)	O*	S											
<input type="checkbox"/> 6.95x14 Black		O*	S										
<input type="checkbox"/> B78x14 Black (White-Twin-Line Optional)	O												
<input type="checkbox"/> C78x14 Black (White-Twin-Line Optional)			O	O		S							
<input type="checkbox"/> D78x14 Black (White-Twin-Line Optional)			O	O		O	S						
<input type="checkbox"/> E78x14 Black (White-Twin-Line Optional)						O	O						
<input type="checkbox"/> F78x14 Black (White-Twin-Line Optional)								S			S		
<input type="checkbox"/> G78x14 Black (White-Twin-Line Optional)								O			O	S	
<input type="checkbox"/> H78x14 Black (White-Twin-Line Optional)								S			O	O	
<input type="checkbox"/> D70x14 Black (White Letters Optional)	O	O	O	O	S								S
<input type="checkbox"/> E70x14 Black with White Letters					O	O	S						
<input type="checkbox"/> E60x15 Black with White Letters						O	O			S			

*Standard with air conditioning.

(1) 401 or 360 CID 4-B. V-8, dual exhaust system, cowl-air carburetion, hood T-stripe, black rear panel, 15"x7" slot-style wheels, E60x15 Polyglas™ white-lettered tires, Space-Saver spare tire, handling package, Twin-Grip differential, power disc brakes, Rally-Pac instruments & heavy-duty engine cooling. (2) 360 CID 4-B. V-8, dual exhaust system, ram-air carburetion, tachometer, tire, handling package & power disc brakes. (4) Remote-control left outside mirror, visor vanity mirror & 12" day/night inside mirror. (5) Remote-control left outside mirror, visor vanity mirror, 12" day/night inside mirror, clock (SST & SC360 less tach.) plus for Base models, cigarette lighter, rear ash trays & glove-box lock. (6) Remote-control left outside mirror, visor vanity mirror & clock (clock standard on AMX). (7) Trunk light (except Gremlin), two courtesy lights, map light (Javelin), glove-box light (except Gremlin), parking brake warning light, headlights on warning buzzer, low-fuel warning light, plus front-door switches on Hornet Base & Gremlin. (8) Trunk or cargo light, two courtesy lights, glove box light, front ashtray light, parking brake warning light, headlights on warning buzzer, low-fuel warning light, plus rear-door switches (except DPL). (9) Includes 55-amp alternator and rear-window tinted glass. (10) Package tray (also included with air conditioning), glove box door lock/light & cigarette lighter. (11) Less wheel covers for Gremlin X. (12) Turbo-Cast wheel covers, white-line tires, body pin stripe, individual reclining seats with custom "Serape" fabric (also on door panels). (13) Pleated-vinyl bench or bucket seats, custom door panels, carpeting & custom steering wheel. (14) Spear side stripes, body-paint grille (8 colors) with stripes, rear panel stripes with engine "Hire" emblem, slot-style wheels, D70x14 Polyglas™ black tires (white-letters optional), Space-Saver spare tire, custom interior trim package with bucket seats, interior appointment package, engine-turned instrument cluster trim & special X decals. (15) Wood-grain sides & rear roof rack, custom wheel covers, individual reclining seats with custom "Serape" fabric (also on door panels) or vinyl trim, wood-grain sports steering wheel with rim-blow horn, wood-grain instrument cluster trim & special D/L decals. (16) Plus rear sway bar. (17) Package No. 1 for trailers up to 2,000 pounds; car-to-trailer wiring harness kit, heavy-duty engine cooling, & auto-matic transmission oil cooler (std. on all 6's in California). Standard nation wide on all Matador & Ambassador 258 CID 6's. Standard on all V-8's). (18) Package No. 2 for trailers from 2,000 to 5,000 pounds: Same as Package No. 1, plus automatic transmission "auxiliary" oil cooler & handling package.

SPECIAL NOTE: Write to American Motors Corp., Detroit, Mich. 48232, for a FREE copy of the "Trailer-Towing Bulletin", and/or the "Consumer Information Booklet" (explaining stopping distance, tire reserve load & acceleration/passing ability).

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.

