

**The '70's
from American Motors.**



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.

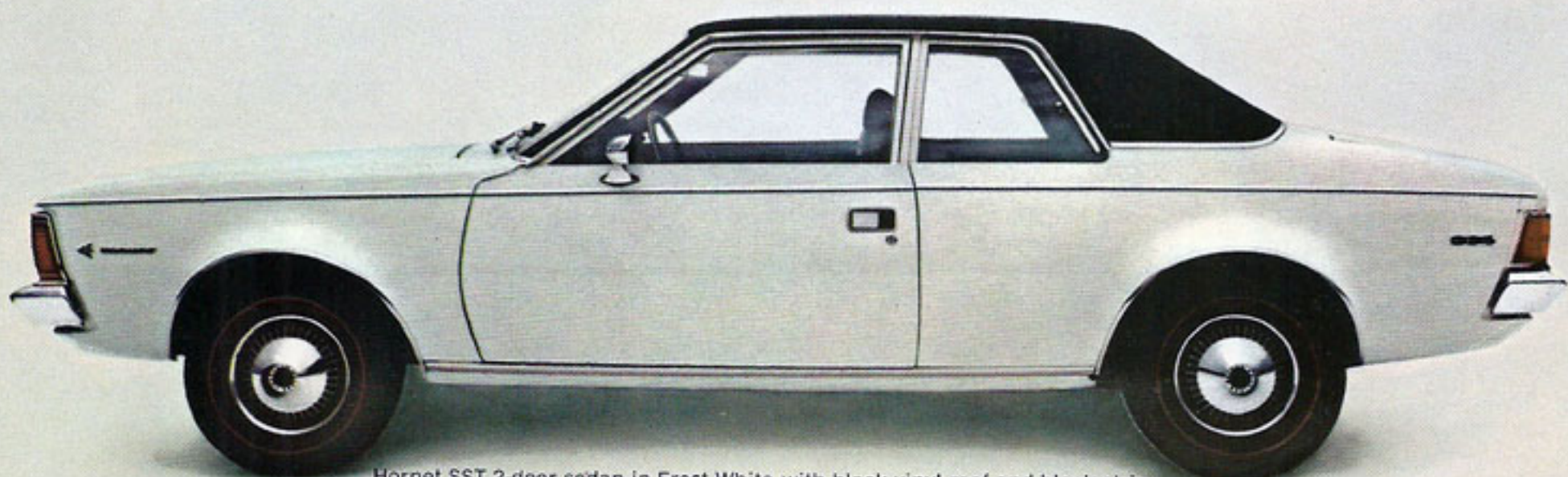
The Hornet is a full six feet wide. With a stance wide enough to handle like a sports car on a turn.

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 4-door sedan in Mosport Green and Classic Black with black stripe.



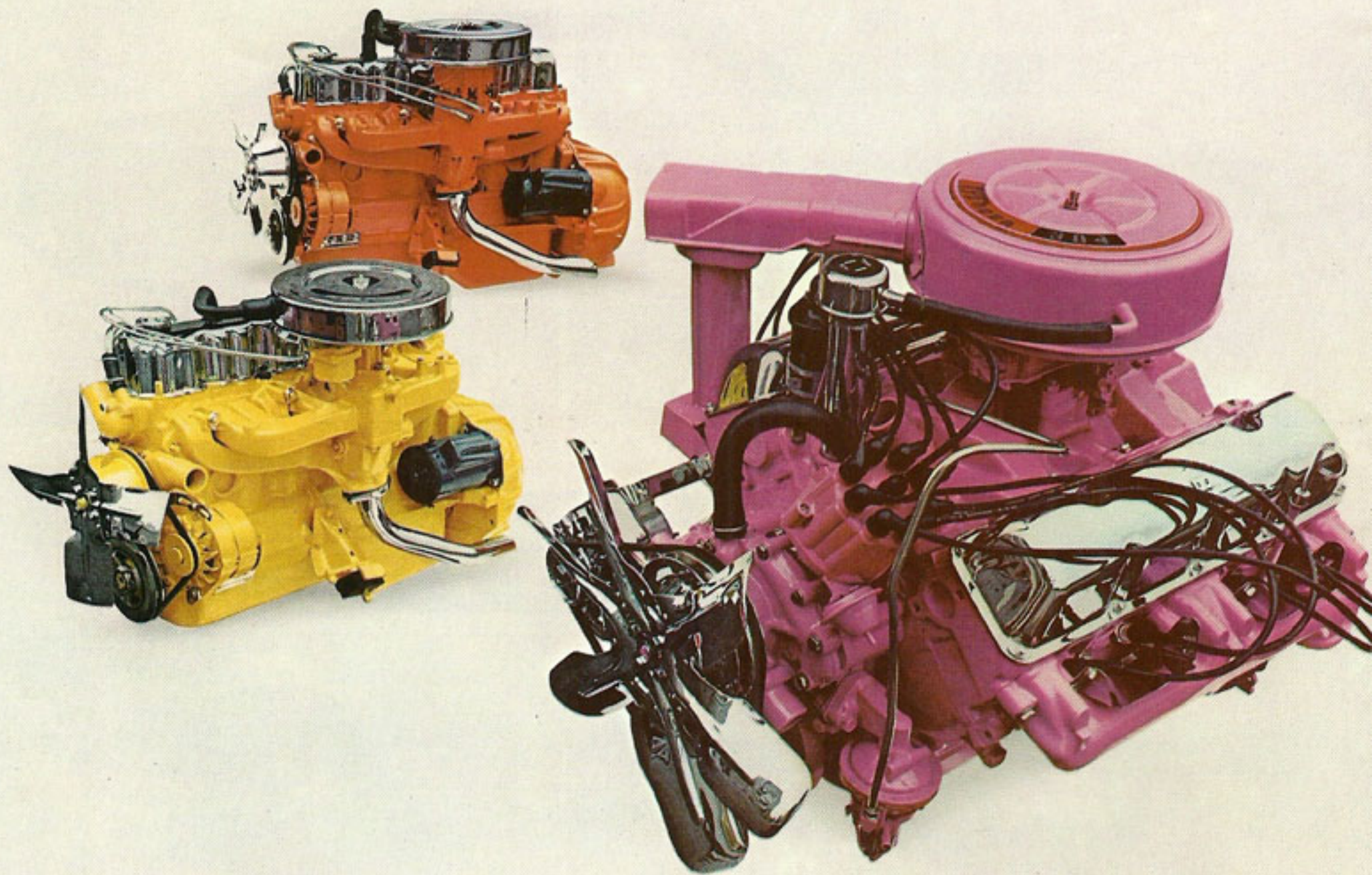
Hornet SST 2-door sedan in Frost White with black vinyl roof and black stripe.



Hornet 4-door sedan in Matador Red.



Hornet 2-door sedan in Bayshore Blue.



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.

Like three engine sizes for you:

The 199 cu. in. six that's standard on the basic models. With bigger displacement than any other car of its type.

A 232 cu. in. six that's optional on the basic Hornets and standard on the SST's. You can have it with either 1-barrel or optional 2-barrel carburetion.

And a 304 cu. in. V-8. If you get the big engine, you can go from 0 to 60 in 10 seconds flat.

There are plenty other luxury

options: Shift-Command automatic transmission, power steering, power brakes (including power discs on the V-8's), air-conditioning, vinyl top, big wheel discs.

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

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



Rebel.
The space car.

We want you to compare our Rebel wagons to anybody else's with list prices up to \$500 more.

(And, to help you compare, we'll give you a tape measure to take to any Chevrolet, Ford or Plymouth dealer so you can check how much or little space you get for your money.)

The Rebel station wagon at right has more room than any other wagon in its class except for our Rebel SST wagon at left.

Which is the same size, but can be ordered with three rows of seats to provide 8-passenger seating and which gives you the big 6 ft.

roof rack as standard equipment.

Both wagons give you a 2-way tailgate that either drops down or opens as a door.

With the rear seats folded flat, both give you 99.1 cu. ft. of cargo space, including 8 cu. ft. of hidden storage under the floor.

(When you go measuring other wagons, remember that just an extra inch or two in width or height can make a major difference in cubic footage and all the difference in the world between whether you can get something really big into your wagon or not.)







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 (Page 5) or the basic 4-door (Back Cover).

The big space inside is an interesting surprise when you realize that the Rebel is intermediate-size outside.

It's even more surprising when you check list prices and find that a Rebel lists for less than a number of compacts.

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.

Two of the best-looking new Rebels are the hardtops, with the same overall dimensions as the sedans, except for their sporty lowered roof line.

That's the basic Rebel hardtop at left and the SST at right with optional vinyl top.

Note the new side moldings on the SST.

And see, in this view, how the larger side windows give a handsome new look to the car—along with a great new look at the scenery for back-seat riders.



Javelin 

Javelin & AMX. The racy ones.

We're going to show you two 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-Command automatic or manual (4-speed with Hurst shifter or 3-



speed depending on the engine you choose).

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.



Have a seat. A new
shell-style bucket with integral
head restraint. Which will it be:
Vinyl?
Ventilair vinyl?
Optional wide-wale nylon
corduroy?
Or optional genuine leather
—with AMX and Javelin SST?



Our AMX is our sports car—strictly two-seater.

It's the only American sports car in its price range.

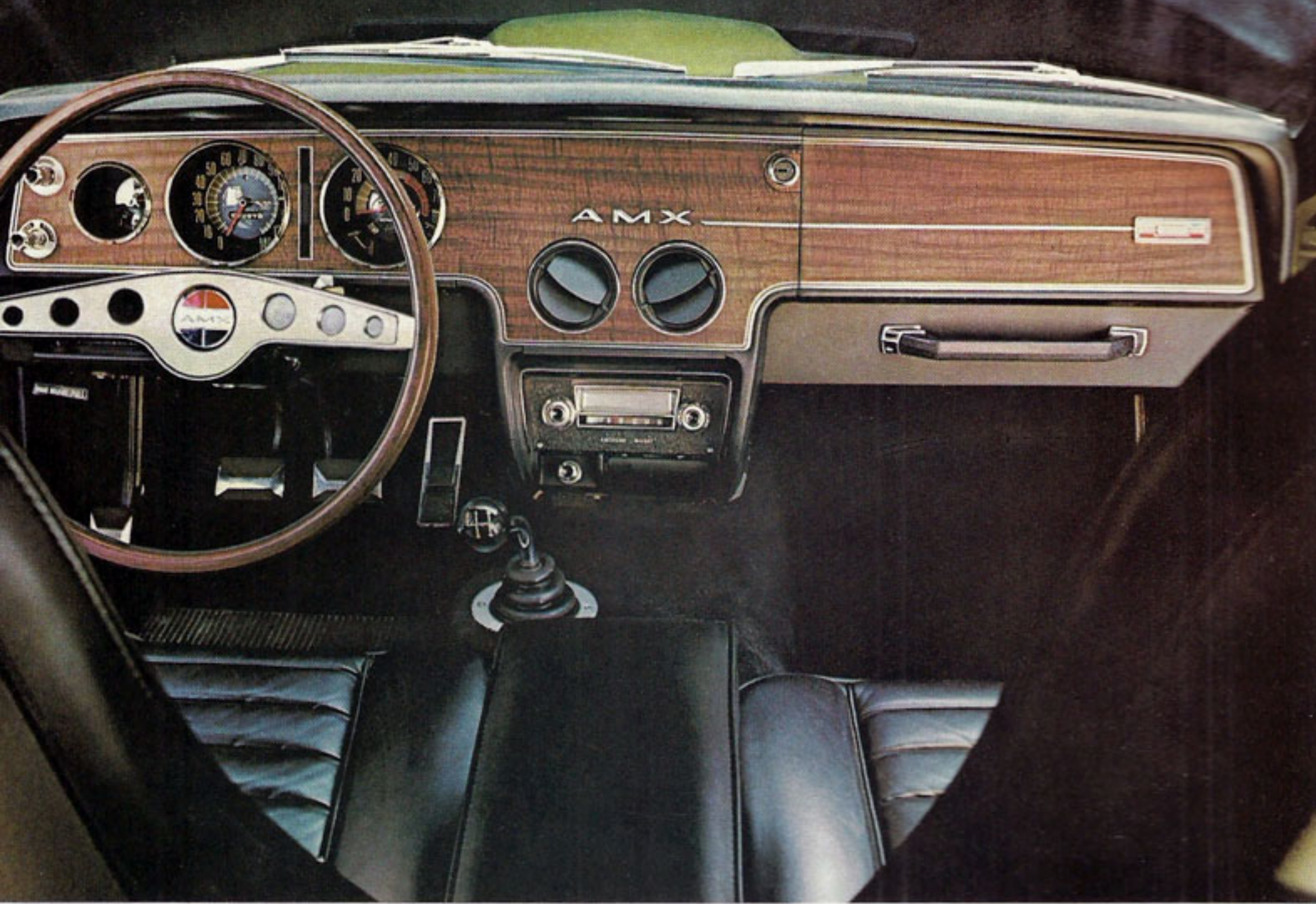
It's almost the only American sports car. The other one is the Chevrolet Corvette that lists for well over \$1,000 more.

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

exhausts, mag-style wheels, heavy duty springs and shocks.

You get an Airless Spare that inflates when you need it, stays flat and small when you don't. And of course you can add options: our new 390 cu. in. V-8 with functional ram-air induction, for instance. Even special performance equipment, listed in your dealer's Performance Activities Book.





Slide into a bucket and take the wheel.

Take a look at the instrument panel. That 140 mph. speedometer isn't kidding. And there's a tachometer to match.

Put a hand on the stick. It's an all-synchro 4-on-the-floor with short-throw Hurst linkage. Very effective,

very smooth.

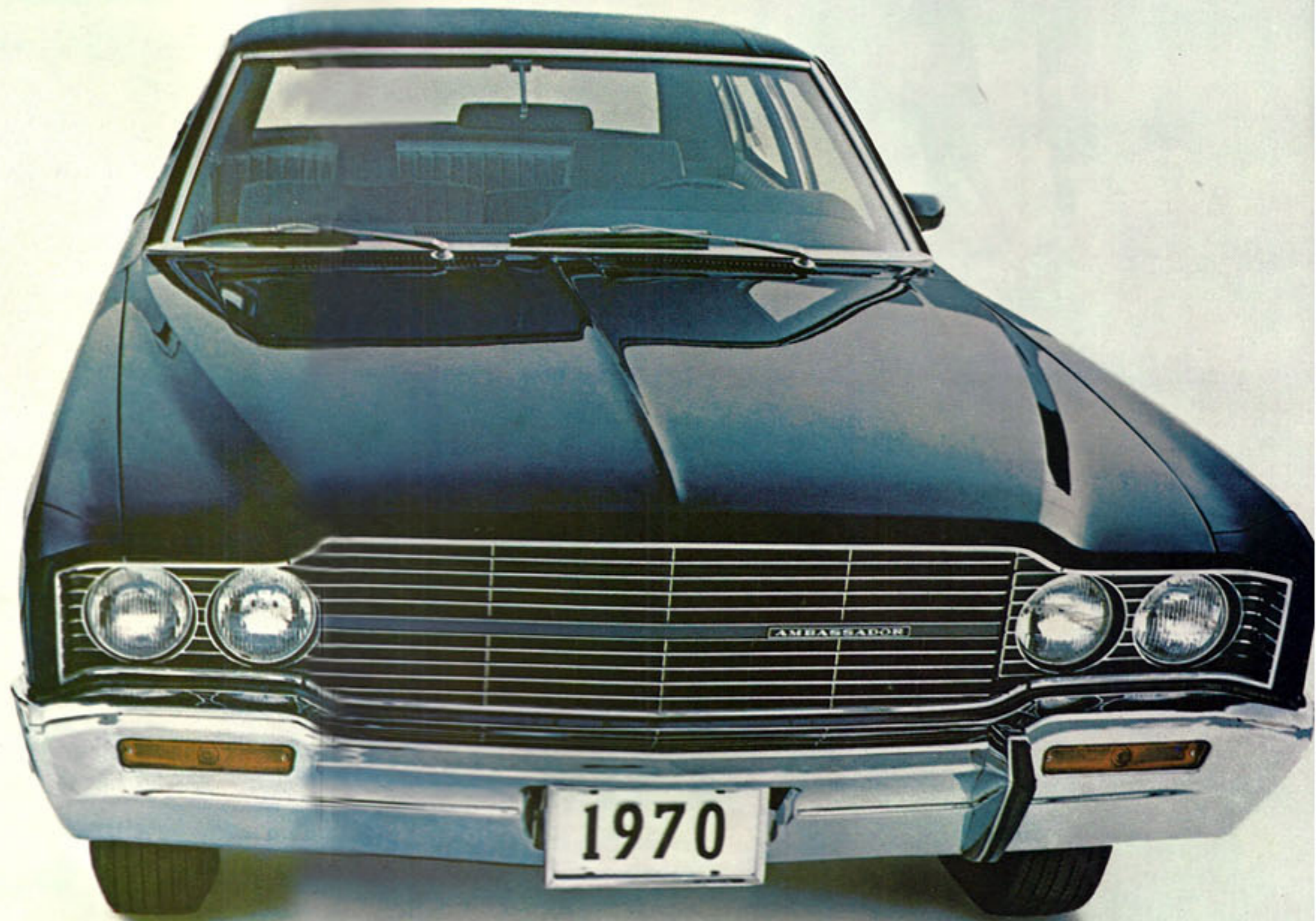
Enjoy the view. You aren't going to see many other cars in front of you.

Incidentally, you're looking through a Chemcor™ safety windshield you can get with our Javelins and AMX. It crystallizes under impact—instead of forming sharp cutting edges.

Ambassador.

The classiest.





Ask the man who drives one.
The Ambassador is American
Motors' finest car. As Cadillac is
General Motors', Lincoln
Continental is Ford's and Imperial

is Chrysler's.
But considerably smaller than
the big three's big ones. About the
size and price range of their Impalas,
Galaxies and Furys.

Since it's our big car, it's the
one we've loaded with luxuries.
Air-conditioning, for instance, is
standard in every Ambassador—
something you won't find in any

other car line listing for less than
\$5,000, or, for that matter, \$10,000.
The car you're looking at
here is the top of the line:
our new 1970 4-door SST.



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. And, for the children's amusement and yours, you can have either an AM or AM-FM radio or 8-track stereo tape with two rear speakers.

Ambassador SST 4-door station wagon in Tijuana Tan with wood-grain vinyl.



It's a very workmanlike wagon.

The new 6-foot roof rack is standard equipment.

And, with the SST, so are the wood-grain vinyl side panels.



With 6-passenger seating the Ambassador SST wagon has a total of over 99 cu. ft. of cargo space. Including two compartments under the deck, one with a lock for valuables.

Or you can order a third seat with either the Ambassador DPL or SST.

The tailgate is dual-swing: opens like a door, as shown, or drops down flat to extend the load bed or give you a counter surface.

Ambassador DPL 4-door sedan in Glen Green

It's a lot of luxury for a little money.

Take the Ambassador DPL 4-door (or the basic Ambassador 4-door listing for a little less). You get the same great lines, the same generous size, the same comfortable coil-spring seats, but with brocade upholstery.



The trunk space is a big 18 cu. ft. Holds ample luggage for a cross-country trip for six.

You're air-conditioned, of course. Every Ambassador is, unless you ask us to remove it.



Get the woman's point of view.
The appointments are superb.
Like this channeled velour
upholstery available as an option
with the SST sedan.

The seats are deep and comfort-
able. Made like fine furniture
with coil spring construction.

The 304 cu. in. V-8 with easy-
going Shift-Command automatic
transmission is standard on the

DPL and SST models.

Other easy-driving options:
power steering, power brakes,
automatic speed control, and a
twin-grip differential to get you
going on slick or icy surfaces.

See Back Cover for our seven
Ambassador models, all in 14 colors,
31 two-tone combinations, and, for
the DPL's and SST's, 3 optional
vinyl top colors.

ENGINES	CARB. TYPE	H.P. @ R.P.M.	TORQUE @ R.P.M.	COMP. RATIO & FUEL	BORE & STROKE	HORNET		REBEL			AMBASSADOR			JAVELIN		AMX
						BASIC	SST	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"	O	S	S	S				S	S		
232 Cu. In. Six	2-Barrel	155 @ 4400	222 @ 1600	8.5:1/Reg.	3.75" X 3.50"	O	O	O	O		S					
304 Cu. In. V-8	2-Barrel	210 @ 4400	305 @ 2800	9.0:1/Reg.	3.75" X 3.44"		O	O	O		O	S	S	O	O	
360 Cu. In. V-8	2-Barrel	245 @ 4400	365 @ 2400	9.0:1/Reg.	4.08" X 3.44"			O	O		O	O	O	O	O	
360 Cu. In. V-8	4-Barrel	290 @ 4800	395 @ 3200	10.0:1/Pre.	4.08" X 3.44"			O	O		O	O	O	O	O	S
390 Cu. In. V-8	4-Barrel	325 @ 5000	420 @ 3200	10.0:1/Pre.	4.17" X 3.57"				O			O	O	O	O	O
390 Cu. In. V-8	4-Barrel	340 @ 5100	430 @ 3600	10.0:1/Pre.	4.17" X 3.57"					S						

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

TRANSMISSIONS & AXLE RATIOS (See Note below)

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

*Standard on Ambassador DPL & SST.

OPTIONS CONT.

PROTECTION ITEMS <small>(Continued)</small>	HORNET		REBEL			AMBASSADOR			JAVELIN		AMX
	BASIC	SST	BASIC	SST	MACHINE	BASIC	DPL	SST	BASIC	SST	
<input type="checkbox"/> Undercoating								0			0
<input type="checkbox"/> Insulation Group (includes Undercoating & Hood Insulation)	0	0	0	0	0	0	0	0	0	0	
<input type="checkbox"/> Anti-Scuff Side Molding, (not on Wagon with Two-Tone or Wood Grain)	0	0	0	0		0	0	0	0	0	
APPEARANCE ITEMS											
<input type="checkbox"/> Custom Steering Wheel	0	S	0	S	S	S	S	S	S		
<input type="checkbox"/> Sports Steering Wheel with Rim-Blow Feature		0		0	0	0	0	0		S	S
<input type="checkbox"/> Wheel Discs (set of 4)	0	0	0	0		0	S	S	0	S	
<input type="checkbox"/> Turbo-Cast Wheel Covers (set of 4)			0	0		0	0	0	0	0	
<input type="checkbox"/> Wire Wheel Covers (set of 4)			0	0		0	0	0	0	0	
<input type="checkbox"/> Mag-Styled Wheels (set of 4) - & includes Space-Saver Spare Tire					S				0	0	S
<input type="checkbox"/> Rocker Panel Molding (Simulated Exhaust Type)									0	0	S
<input type="checkbox"/> Roof Spoiler (not with Vinyl Covered Roof)									0	0	
<input type="checkbox"/> Rally/Racing Stripes (Black, White or Red) (not on Javelin with Anti-Scuff Molding)									0	0	0
<input type="checkbox"/> Paint Stripes (except Rebel & Ambassador Wagons)	0	0	S			S		S	S	S	
<input type="checkbox"/> Decor Group (Wheel Discs, Paint Stripes, Fiberglass-Belted Black Tires)	0	0									
HEAVY-DUTY EQUIPMENT											
<input type="checkbox"/> Handling Package - 6 Cyl. (9)	0	0							0	0	
<input type="checkbox"/> Handling Package - All V-8's plus Rebel & Ambassador 6-Cyl. (10)		0	0	0	S	0	0	0	0	0	0
<input type="checkbox"/> Heavy-Duty Engine Cooling System (included with Air Conditioning)	0	0	0	0	S	S	S	S	0	0	0
<input type="checkbox"/> 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
<input type="checkbox"/> Cold-Start Package - 70-Amp. Battery & 55 Amp. Alternator (for cars less A/C)	0	0	0	0	0	0	0	0	0	0	0
<input type="checkbox"/> Engine-Block Heater	0	0	0	0	0	0	0	0	0	0	0
ANTI-SMOG DEVICES											
<input type="checkbox"/> Positive Crankcase Ventilation System	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
<input type="checkbox"/> Fuel Tank Vapor Emission Control System (req'd. by State of California)	0	0	0	0	0	0	0	0	0	0	0

TIRES

All tires are Fiberglass-belted, except for 6.45 x 14 & 8.25 x 14	HORNET		REBEL			AMBASSADOR		JAVELIN		AMX
	Sizes	V-8's	Sedans & Hardtops	Station Wagons	The Machine	Sedans & Hardtops	Station Wagons	Sizes	V-8's	
<input type="checkbox"/> 6.45 x 14 Black	S									
<input type="checkbox"/> 6.78 x 14 Black incl. with Air Conditioning (White optional)	0									
<input type="checkbox"/> 6.78 x 14 Black (White optional)	0	0						S		
<input type="checkbox"/> 6.78 x 14 Red Line		0								
<input type="checkbox"/> 6.78 x 14 Black (White optional)		0						0	S	
<input type="checkbox"/> E60 x 15 White Lettered					S					
<input type="checkbox"/> E70 x 14 Red Line								0	0	0
<input type="checkbox"/> E78 x 14 Black (White optional)			S						0	S
<input type="checkbox"/> F70 x 14 White Lettered									0	0
<input type="checkbox"/> F78 x 14 Black (White optional)			0			S				
<input type="checkbox"/> 8.25 x 14 Black				S (Basic)						
<input type="checkbox"/> G78 x 14 Black (White optional)				0 (S on SST)		0				
<input type="checkbox"/> H78 x 14 Black (White optional)				0			S			

Note: Axle 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 axle ratio is standard (2.87:1 & 3.54:1 are optional). Twin-Grip differential is optional with all axle ratios (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 paint on hood extending around side windows (not with rally stripe). (2) 360 cu. in. 4-barrel V-8, or 390 cu. in. 4-barrel V-8, dual exhaust system, power front disc brakes, E70 X 14 red line wide-profile tires, 6" rim-width regular wheels, handling package and ram-air carburetion with AMX hood. (3) 360 cu. in. 4-barrel V-8 (standard), or 390 cu. in. 4-barrel V-8, power front disc brakes, F70 X 14 tires with white lettering, handling package, twin-grip differential, heavy duty engine cooling and ram-air carburetion. (4) Special 340 hp. 390 cu. in. V-8, ram-air hood scoop, Shadow Black paint on hood and scoop, hood-scoop-mounted tachometer, rear sway bar, carpeting, plus other items listed in Options chart. (5) Remote-control left outside mirror, visor vanity mirror, 12" day/night inside mirror (standard on SST), clock (SST only), cigarette lighter (standard on SST), rear ash tray and glove box lock (standard on SST). (6) Remote-control left outside mirror, visor vanity mirror, electric clock and glove box lock (standard on basic Rebel). (7) Trunk light, two courtesy lights (standard on AMX), glove box light, parking brake warning light, lights-on warning buzzer, low-fuel warning light, front door switches for basic Rebel, rear door switches for all Rebels, basic and DPL Ambassadors. (8) Trunk or cargo light, two courtesy lights, glove box light, ash tray light, parking brake warning light, lights-on warning buzzer, low-fuel warning light and front door switches for basic Rebel, rear door switches for all Rebels, basic and DPL Ambassadors. (9) Front sway bar, heavy duty springs and shock absorbers. (10) Heavy duty springs and shock absorbers (plus rear sway bar for Rebels and Ambassadors).

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.

HORNET



2-Door Sedan



4-Door Sedan



SST 2-Door Sedan



SST 4-Door Sedan

REBEL



4-Door Sedan



2-Door Hardtop



4-Door Wagon



SST 4-Door Sedan



SST 2-Door Hardtop



SST 4-Door Wagon



Machine 2-Door Hardtop

JAVELIN



2-Door Javelin Hardtop



SST 2-Door Javelin Hardtop

AMX



2-Door Sports Coupe

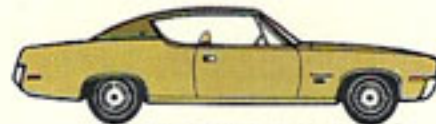
AMBASSADOR



4-Door Sedan



DPL 4-Door Sedan



DPL 2-Door Hardtop



DPL 4-Door Wagon



SST 4-Door Sedan



SST 2-Door Hardtop



SST 4-Door Wagon