

MICHELS MOTORS
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MANKATO, MINN.

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,



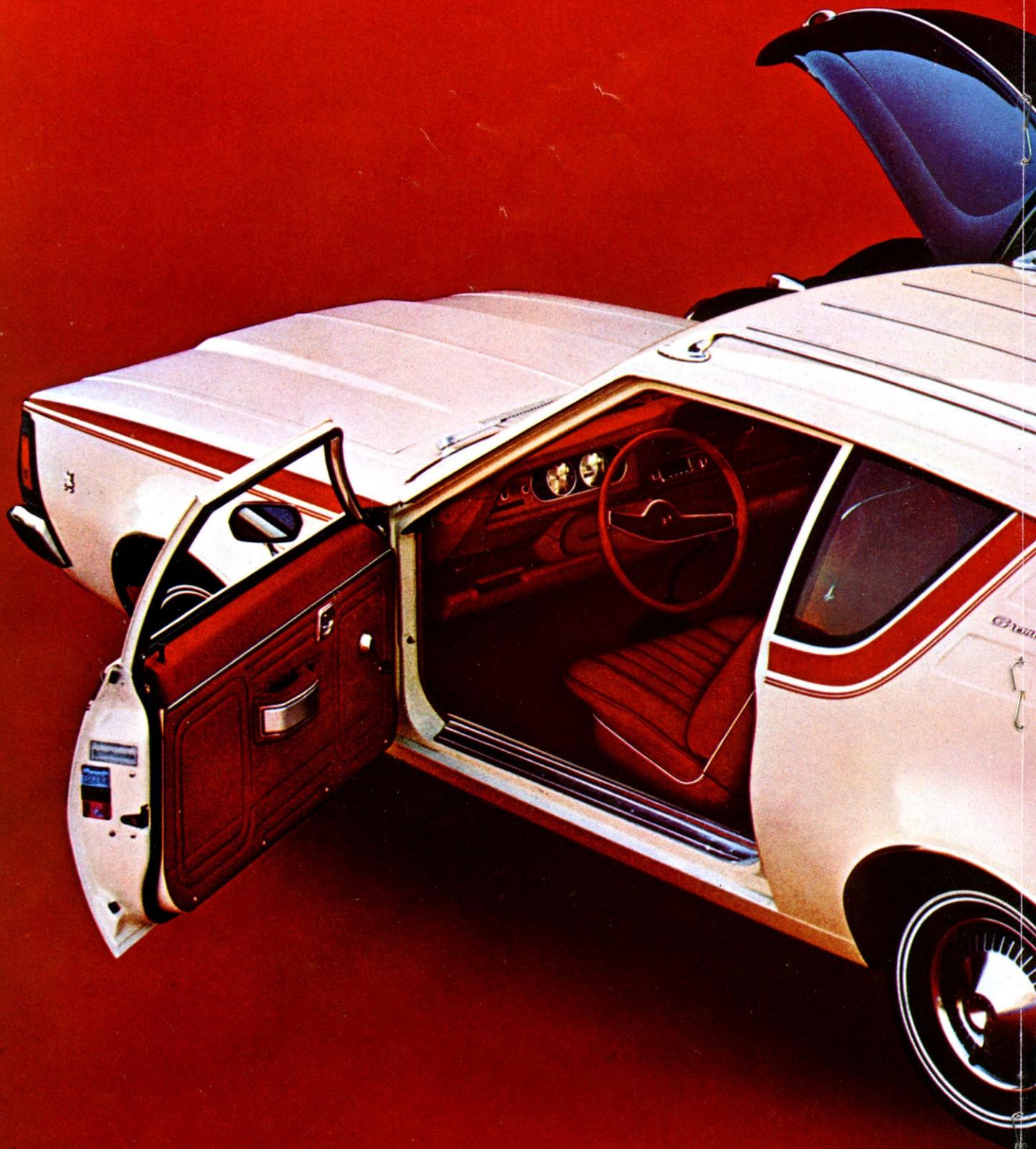
so easy to drive and so easy to take care of, that he can enjoy owning one.

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

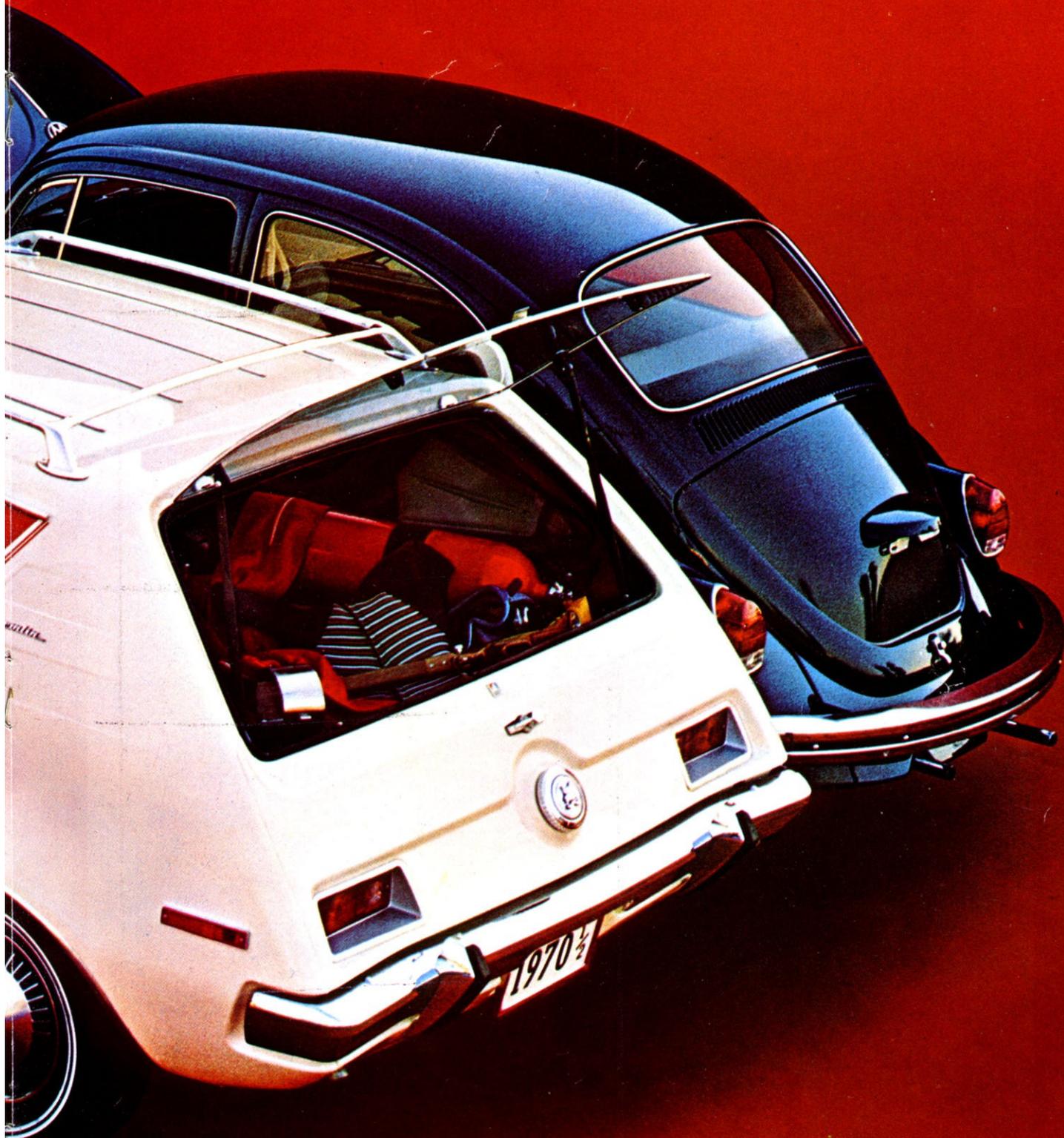
Volkswagen, the car you see towering 7 in. over the Gremlin.

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.



Details, details: a Gremlin on the gas cap, a great-looking instrument panel, a back seat in the 4-passenger that folds down perfectly flat.



SPECIFICATIONS AND OPTIONS	ENGINES		H.P. @ R.P.M.	TORQUE @ R.P.M.	COMP. RATIO & FUEL	BORE & STROKE	TRANSMISSIONS & AXLE RATIOS			
	CARB. TYPE	199 CID Six, 7 bearings (Std.)					232 CID Six, 7 bearings (Opt.)	199 CID Std. Six	232 CID Opt. Six	2.73:1 (3.08 Opt.)
DIMENSIONS	STANDARD FEATURES									
OVERALL SIZE	SAFE-COMMAND STANDARD FEATURES (Cont.)									
Length	161.25"	COMFORT AND CONVENIENCE (Cont.)								
Width	70.58"	Air conditioning system (B78 x 14 fiberglass-belted black tires, 55-amp. alternator, heavy-duty engine cooling, package tray, high-level vents)								
Height	51.80" (52.40 opt. tires)	Light group (courtesy lights, park-brake light, headlights on buzzer, low-fuel light, door light switch)								
Curb Weight	2635 lbs. (approx.)	Electric windshield wipers and washers								
CHASSIS	Radio, AM push button									
Wheelbase	96.00"	Tinted glass (all windows or windshield only)								
Front Tread	57.46"	Roof travel rack								
Rear Tread	57.00"	Bumper guards, front and rear								
Brake Diameter/Total Area	9" / 153 Sq. In.	70 amp. "Clear Power" battery								
Turning Diameter	32.7 Ft.	Cold-start package (70-amp. battery and 55-amp. alternator)								
Front Suspension	Coil Springs, Independent, Twin-Ball Joints	Engine block heater								
Rear Suspension	Multiple Leaf, Semi-Elliptic	Insulation group (undercoating and hood insulation)								
INTERIOR	APPEARANCE AND TRIM									
Headroom, Front/Rear	37.9 / 36.4"	Rally stripes in black, white or red								
Legroom, Front/Rear	40.1 / 29.5"	Custom exterior trim package (wheel discs, wheel opening and drip rail moldings)								
Shoulderroom, Front/Rear	54.9 / 53.0"	Custom interior trim package (custom pleated vinyl upholstery, nylon carpeting, custom steering wheel)								
Hiproom, Front/Rear	54.9 / 53.0"	Custom steering wheel								
Cargo Capacity, 4-Pass. Model	6 Cu. Ft. (8 with Opt. Space-Saver Spare)	Bucket seats in pleated vinyl (available with custom interior trim)								
Seating	2 or 4 Pass. Models	Wheel discs								
PERFORMANCE (199 CID Std. Engine)	MISCELLANEOUS									
Fuel Economy (manual trans.)	23 MPG Avg. (Approx.)	Anti-suff side molding (vinyl insert)								
0-60 MPH Acceleration	15.3 Sec. (Manual) 15.8 Sec. (Auto.)	Handling package (heavy-duty springs and shocks, plus front sway bar)								
1/4 Mile Acceleration	19.7 Sec. @ 67 MPH (Manual) 20.0 Sec. @ 66 MPH (Auto.)	6.00 x 13 Polyester-cord tires, whitewall								
Top Speed	95 MPH	6.45 x 14 Polyester-cord tires, blackwall								
CAPACITIES	COMFORT AND CONVENIENCE									
Gas Tank	21 Gallons	Interior appointment group (package tray, cigarette lighter, plus glove box door, lock light)								
Engine Oil (with filter)	5 Quarts	Fuel Tank Vapor Control System (req'd in Calif.)								
Engine Cooling (with heater)	10.5 Quarts	Locking Gas Cap								
Manual Transmission	1.5 Pints for 199 CID 2.5 Pints for 232 CID	Space Saver Spare (inflatable spare, available with 14-inch tire options)								
Automatic Transmission	9.5 Quarts									
Rear Axle	3.0 Pints									

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.

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AMC 1971 full product line

■ American Motors 1971



If you were to compete
against G.M., Ford and Chrysler,
what would you do?

See the cars that go
them one better.

1971 GREMLIN



We started
a small car revolution.

The revolution began in April, 1970, with Gremlin. The first American car to break through the subcompact barrier. Months ahead of GM's Vega and Ford's Pinto.

And for a lot of reasons.

For one, Gremlin is a lot of fun to drive.

Fun? Try Gremlin's standard engine: 6 cylinders, 135 horses.

Now try Vega and Pinto: 4 cylinders each, and only 90 and 75 horses respectively.

And Gremlin will take you up to 500 miles on a 21-gallon tank of regular.

Which is also fun, if you get your kicks saving.

If you want to call maneuverability fun, Gremlin's a ball. It'll go a full circle three feet less than VW.

Plus Gremlin gives you the extra added attraction of a 4-passenger model with an optional rear window that lifts up to make loading beach blankets and things easier. (Fold down the rear seat for even more room.) And a special knockout model—the Gremlin X. With wide tires, special wheels and stripe treatment, and a custom bucket-seat interior.



Now add Gremlin's long list of optional features, like a roof rack, or rear window air deflector, plus ease of maintenance and the low initial cost.

Result is a car that may have been around a little longer than Vega and Pinto, but is really a whole lot younger.

Being the fourth car maker actually helped us with Gremlin. Because we couldn't wait and imitate.

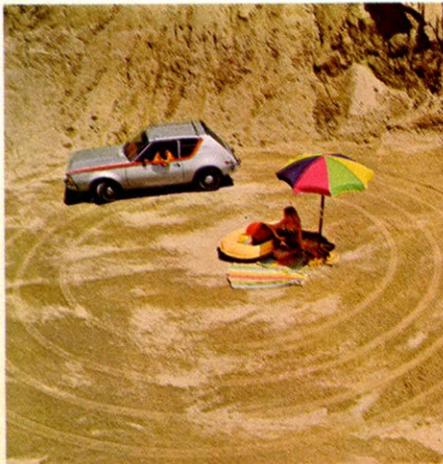
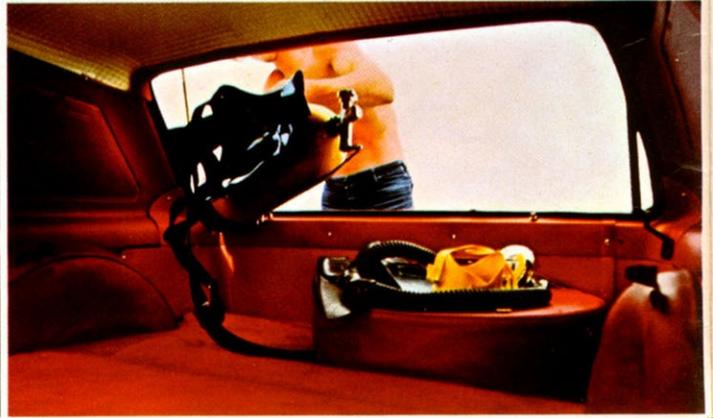
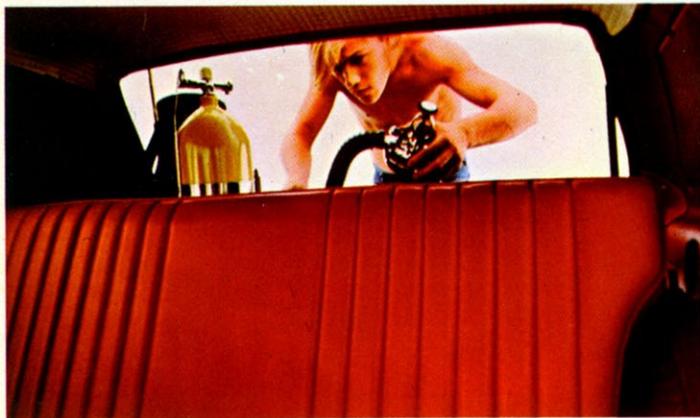
But then, that's what revolution is all about.

Left page: Gremlin 4-passenger Sedan features top-hinged rear liftgate, roof racks and rear window air deflector.

Top right: Gremlin 2-passenger Coupe.

Lower right: Gremlin X, with special exterior trim and Custom interior.





Top: Gremlin custom interior option proves a small car can be sporty, with scientifically designed high-backed bucket seats, rich pleated upholstery, full carpeting and custom steering wheel. Plus a choice of column or floor-mounted shift lever.

Middle: The unique rear window option on the 4-passenger Gremlin lifts up for easy access to the rear storage compartment. And the rear seat folds down to create more storage space.

Bottom left: Gremlin runs circles inside VW. Total turning circle is only 32 ft. 8. in. One of the smallest in the world.

1971 GREMLIN SPECIFICATIONS AND OPTIONS

\$5.00

Specifications

Dimensions

- Wheelbase 96.0"
- Length 161.2"
- Width 70.6"
- Front tread 57.5"
- Rear tread 57.0"
- Trunk space 6.0 cu. ft.

Exterior & Interior

- All-welded single unit construction (Advanced Unit Construction)
- Deep-Dip rust proofing
- Front seat foam cushions
- Molded ceiling
- Front arm rests
- Interior lights

Mechanical

- Front suspension, twin-ball-joint design with coil springs
- Rear suspension, semi-elliptical leaf springs
- All-Season engine coolant
- Clear-Power 24 battery
- Aluminized exhaust system
- Brake diameter 9.0"
- Fuel tank capacity 21 gal.

Heating & Air Conditioning

- Weather-Eye heating & ventilating system
- High-level ventilation system with opt. air cond.

Safe-Command Standard Features

- Seat belts
- Two front shoulder belts
- Two rear shoulder-belt anchors
- Two front head restraints
- 4-Way hazard warning signals
- Lane-changer turn signals
- Automatic back-up lights
- Side-of-car safety marker lights
- High-intensity headlights with "Guard-Glo"
- Inside rear-view mirror with twin ball-joint pivots
- Left side rear-view mirror
- Windshield washers (manual)
- Non-glare windshield wipers
- Windshield defrosters (heater)
- Single-unit body construction
- Energy-absorbing steering column
- Deep-dish steering wheel
- High-strength windshield glass
- Tempered side & rear glass
- Molded ceiling headliner
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double Safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Mechanical stop-light switch

- Corrosion-resistant brake lines
- Safety-rim wheels
- Tire tread-wear indicators
- Anti-theft ignition, steering & transmission lock with warning buzzer
- High-strength door locks
- Safety-shaped door handles
- Two-key locking system (Gremlin less glove box lock, one key)
- Safety-shaped control knobs
- Safety-styled instrument panel
- Front seat-back lock
- Dual-action hood latch

Standard Tires

- 6.00 x 13 Black (white-line optional)

- Heavy-duty engine cooling system (included with air conditioning)
- 70-amp. battery (standard 50 amp.)
- Cold-start package—70 amp. battery & 55 amp. alternator (for cars less A/C)
- Engine block heater

Air-Pollution Control System

- NITROX-TCS system (req'd. by State of California)

Optional Tires

- 6.45 x 14 Black (white-line optional) (7)
- B78 x 14 Black (white-twin-line optional)
- D70 x 14 Black (white-letters optional)

1. Remote-control left outside mirror, visor vanity mirror and 12" day/night inside mirror.

2. Two courtesy lights, parking brake warning light, headlights-on warning buzzer, low-fuel warning light, plus front-door switches.

3. Package tray (also included with air conditioning), glove box door/lock/light and cigarette lighter.

4. Less wheel covers from Gremlin X.

5. Pleated-vinyl bench or bucket seats, custom door panels, carpeting and custom steering wheel.

6. Spear side stripes, body-paint grille (8 colors) with stripes, rear panel stripes with engine "litre" emblem, slot-style wheels, D70 x 14 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 and special X decals.

7. Standard with air conditioning.

Options

Seats & Upholstery

- Bucket seats—vinyl

Performance (see "Engine" & "Transmission Ratio" Charts)

- Twin-Grip differential

Power Assists

- Power steering (recommended with air conditioning)
- Power brakes

Radio & Tape Equipment

- AM push-button radio

Convenience Items

- Air conditioning (includes H.D. engine cooling & 55-amp. alternator)
- A/C package (includes air cond., tinted glass, power steering & insulation group)
- Tinted glass, all windows (recommended with air conditioning), or windshield only
- Roof rack
- Roof air deflector—liftgate
- Convenience group (1)
- Electric windshield wipers & electric washers
- Visibility group (includes convenience group, electric windshield wipers & washers)
- Light group (2)
- Rear liftgate (not for 2-pass. Gremlin)
- Interior appointment package (3)
- Space-Saver spare tire, 14" (included with optional styled wheels)

Protection Items

- Bumper guards—front only
- Bumper guards—front & rear
- Insulation group (includes undercoating & hood insulation)
- Anti-scoff side molding
- Clear vinyl floor mats, front
- Locking gas cap (also dealer accessory)

Appearance Items

- Custom steering wheel
- Wood grain sports steering wheel with rim-blow
- Wheel covers, 4
- Custom wheel covers, 4 (with 14" tires)
- Turbo-Cast or wire wheel covers, 4 (with 14" tires)
- 14" x 6" Spoke-style wheels, 4 (includes Space-Saver spare tire)
- 14" x 6" Slot-style wheels, 4 (includes Space-Saver spare tire) for Gremlin X only
- Rally stripes
- Decor group (wheel covers, wheel opening & drip moldings) (4)
- Custom interior package (4-passenger Gremlin) (5)
- "Gremlin X" model package (6)

Heavy-Duty & Trailer Equipment

- Handling package (heavy-duty springs & shocks, plus front sway bar)



Engines	Carb. Type	H.P. @ R.P.M.	Torque @ R.P.M.	Comp. Ratio & Fuel	Bore & Stroke	Transmissions	Axle Ratios Std. (Opt.)
232 CID Six (Standard)	1-Barrel	135 @ 4000	210 @ 1600	8.0:1/Reg.	3.75" x 3.50"	3-Speed Manual on Column (Std.)	2.73 (3.08 & 3.31)
						3-Speed Manual on Floor (Std.)	2.73 (3.08 & 3.31)
						Shift-Command Automatic on Column	2.37 (2.73 & 3.08)*
258 CID Six	1-Barrel	150 @ 3800	240 @ 1800	8.0:1/Reg.	3.75" x 3.90"	Shift-Command Automatic on Column	2.73 (3.08 & 3.31)
						3-Speed Manual on Floor	2.73 (3.08 & 3.31)

*With Air Conditioning, 2.73 Std. (3.08 & 3.31 Opt.)

1971 SPORTABOUT



It could do more for the American housewife than all the hair coloring, lipgloss and false eyelashes put together.

What this country needs is a really useful compact that will make the American woman feel more like a woman and less like a teamster.

Voilà, the Hornet Sportabout.

A compact that's useful, stylish and easy to handle.

It turns in the same circle as the VW beetle. Which means you can fit it in a small space with no strain. And Gremlin's economy of operation (it's engineered so you can do most simple maintenance operations yourself . . . our owner's manual shows you how), plus the low initial cost, makes it as easy to own as it is to handle.

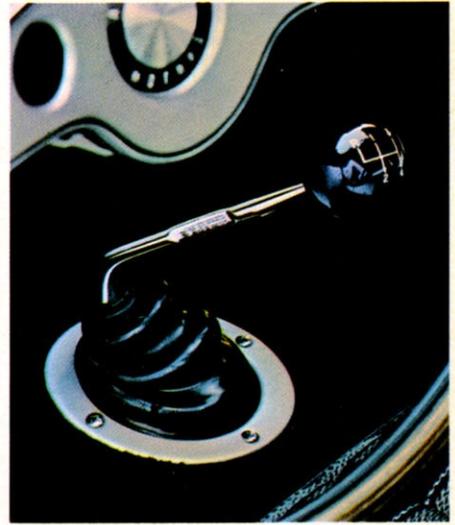
It has a 58.3 cubic foot loading space out back (plus another 3.8 cu. ft. under the floor). Which is a lot of groceries, picnic baskets and new hats.

We'd like to compare Hornet Sportabout to its Detroit competition.

But there isn't any. Which means the Hornet Sportabout could well be the beginning of another small car revolution. But we'd rather think of it as our little contribution to Women's Liberation.

Our Hornet is dedicated to the proposition that little doesn't have to mean cheap. And that little things can mean a lot.

1971 HORNET AND SC 360



That's why Hornet's standard engine is 62 cubic inches bigger, and 35 horses stronger, than Maverick's.

And why the Hornet 2-door sedan holds five people to the 2-door Maverick's four. Why a glove box is standard, while Maverick doesn't even offer one.

Why Hornet's parking brake is the easy-to-use "step-on" variety, rather than Maverick's "pull-handle" version.

Why Hornet's hood is counterbalanced to hold itself up, while Maverick needs a rod to stay propped up.

Why Hornet's option list is longer. And on, and on.

With Hornet SC/360, little can also mean big. 360 cubic inches of V-8 big. With 2 or optional 4-barrel carburetion. Plus Ram Air induction and dual pipes. With 3, or optional 4-on-the-floor Hurst shifter. Custom road wheels and wide, tread tires. Stripes. Custom steering wheel and optional tach.

Hornet SC/360.
Super compact.

In short, the Hornet is dedicated to giving you more car for your money.

But you expect that from American Motors.

**We build a better compact.
(Wouldn't you expect that
from American Motors).**

Top left: Hornet Sportabout. America's only compact station wagon.

Center left: Sportabout's rear "door" lifts up for easy access to the rear storage area.

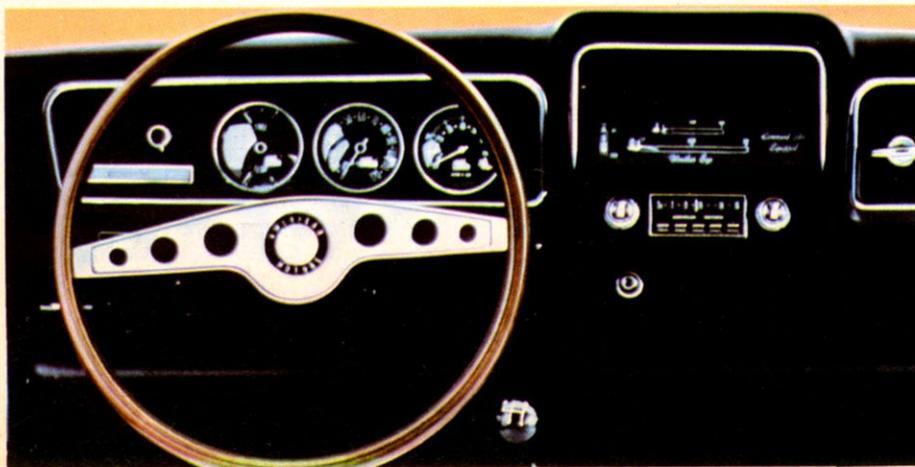
Top right: Hornet SST 4-Door Sedan.

Center right: The High performance Hornet SC/360 2-Door Sedan.

Right: Specially designed "Hurst Shifter" for 4-speed, all synchro manual transmission.



Above: The infinitely-variable reclining seats with ventilated-vinyl upholstery are optional (standard on SC/360), and are also offered with Custom Serape fabric.



Left: The safety-styled instrument panel includes a full complement of gauges and controls, and an optional clock or tachometer, plus a rim-blow steering wheel.

1971 HORNET SPECIFICATIONS AND OPTIONS

Specifications

Dimensions

- Wheelbase 108.0"
- Length 179.3"
- Width 70.6"
- Front tread for sixes (and V-8's) 57.5" (57.2")
- Rear tread for sixes (and V-8's) 57.0" (56.6")
- Trunk space 11.2 cu. ft.
- Cargo space for Sportabout (underfloor storage) 58.3 cu. ft. (3.8 cu. ft.)

Exterior & Interior

- All-welded single unit construction (Advanced Unit Construction)
- Deep-Dip rust proofing
- Front-seat foam cushions
- Molded ceiling
- Front arm rests
- Interior lights
- Glove box lock (except Base Hornet)

Mechanical

- Front suspension, twin-ball-joint design with coil springs
- Front suspension sway bar (optional on 6)
- Rear suspension, semi-elliptical leaf springs
- All-Season engine coolant
- Clear-Power 24 battery
- Aluminized exhaust system (duals with optional "Go" package)
- Brake diameter, sixes (V-8) 9.0" (10.0")
- Fuel tank capacity 16 gal.

Heating & Air Conditioning

- Weather-Eye heating & ventilation system
- High-level ventilation system for SST, SC/360 & Sportabout (incl. on Base with opt. air cond.)

Safe-Command Standard Features

- Seat belts
- Two front shoulder belts
- Two rear shoulder-belt anchors
- Two front head restraints
- 4-Way hazard warning signals
- Lane-changer turn signals
- Automatic back-up lights
- Side-of-car safety marker lights
- High-intensity headlights with "Guard-Glo"
- Inside rear-view mirror with twin ball-joint pivots
- Left side rear-view mirror
- Windshield washers (manual)
- Non-glare windshield wipers
- Windshield defrosters (heater)
- Single-unit body construction
- Energy-absorbing steering column
- Deep-dish steering wheel
- High-strength windshield glass
- Tempered side & rear glass
- Molded ceiling headliner
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double-Safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Mechanical stop-light switch
- Corrosion-resistant brake lines
- Safety-rim wheels
- Tire tread-wear indicators
- Anti-theft ignition, steering & transmission lock with warning buzzer
- High-strength door locks

- Safety-shaped door handles
- Two-key locking system
- Safety-shaped control knobs
- Safety-styled instrument panel
- Front seat-back lock
- Dual-action hood latch

Standard Tires

- 6.45 x 14 Black (white-line optional) on Sedan-6's
- 6.95 x 14 Black on Sedan V-8's & Sportabout
- D70 x 14 Black (white letters optional) on SC/360

Options

Paint, Vinyl Roof & Wood-Grain

- Two-tone paint for SST Sedans
- Vinyl covered roof, black, white, green & blue for SST Sedans
- Simulated wood grain side & rear panels included in Sportabout D/L package

Seats & Upholstery

- Bench non-reclining seat—fabric (standard on SST)
- Bench non-reclining seat—vinyl (standard on base Hornet & Sportabout)
- Individual reclining seats—fabric (NA Base)
- Individual reclining seats—custom fabrics (NA Base)
- Individual reclining seats—vinyl (standard on SC/360)

Performance (see "Engine" & "Transmission/Axle Ratio" Charts)

- Hornet SC/360 "Go" package (1)
- Tachometer (as separate option on SC/360)
- Dual exhaust system in SC/360 Go package
- Twin-Grip differential (recommended with performance equip., req'd. option with 3.91 axle)

Power Assists

- Power steering (recommended with air conditioning)
- Power brakes
- Power disc brakes, front (V-8) (except base Hornet)

Radio & Tape Equipment

- AM push-button radio

Convenience Items

- Air conditioning (includes H.D. engine cooling & 55 amp. alternator)
- A/C package (includes air cond., tinted glass, power steering & insulation group)
- Tinted glass, all windows (recommended with air conditioning) or windshield only
- Trunk lid rack (except Sportabout)
- Roof rack (on Sportabout only)
- Electric clock (separate option for base, group option for others)
- Convenience group (2)
- Electric windshield wipers & electric washers (required for V-8's, standard on SC/360)
- Visibility group (includes convenience group, electric windshield wipers & washers)
- Light group (3)
- Flip-open rear side window (2 door) (standard with SST & SC/360)
- Space-Saver spare tire (standard on Sportabout & SC/360)

Protection Items

- Bumper guards—front only
- Bumper guards—front & rear
- Undercoating for SC/360 (hood insulation standard on SC/360)
- Insulation group, includes undercoating & hood insulation (except SC/360)
- Anti-scoff side molding (not on Sportabout D/L)

- Clear vinyl floor mats, front & rear

Appearance Items

- Custom steering wheel for Base models
- Wood grain sports steering wheel with rim blow feature (except Base models)
- Wheel covers, 4 (except SC/360)
- Custom wheel covers, 4 (except SC/360)
- Turbo-Cast of wire wheel covers, 4 (except SC/360)
- 14" x 6" Spoke-style wheels, 4 (includes Space-Saver spare tire)
- Pin stripes (not on Sportabout with wood grain & SC/360)
- Decor group (wheel covers, pin stripes & white line tires) (except SC/360)
- Sports decor group (Sportabout only) (4)
- "Sportabout D/L" model package (5)

Heavy-Duty & Trailer Equipment

- Handling package—6 cyl. (heavy-duty springs & shocks, plus front sway bar)
- Handling package—V-8 (heavy-duty springs & shocks)
- Trailer towing package No. 1 (6)
- Heavy-duty engine cooling system (included with air conditioning)
- 70 Amp. battery (standard 50 amp. on 6 & 304 V-8, 60 amp. on 360 V-8)
- Cold-start package—70 amp. battery & 55 amp. alternator (for cars less A/C)
- Engine block heater

Air-Pollution Control System

- NITROX-TCS system (req'd. by State of California)

Optional Tires

- 6.95 x 14 Black (Standard on V-8's and Sportabout) (7)
- B78 x 14 Black (white-twin-line optional) on Sedan-6's
- C78 x 14 Black (white-twin-line optional)
- D78 x 14 Black (white-twin-line optional)
- D70 x 14 Black (white letters optional) standard on SC/360

1. 360 CID 4-B. V-8, dual exhaust system, ram-air carburetion, tachometer, handling package and D70 x 14 Polyglas™ white-lettered tires.

2. Remote-control left outside mirror, visor vanity mirror, 12" day/night inside mirror, clock (SST and SC/360 less tach.), plus for Base models, cigarette lighter, rear ash trays and glove-box lock.

3. Trunk light (except Sportabout), two courtesy lights, glove-box light, parking brake warning light, headlights-on warning buzzer, low-fuel warning light, plus front-door switches on Hornet Base.

4. Turbo-Cast wheel covers, white-line tires, body pin stripe, individual reclining seats with custom "Serape" fabric (also on door panels).

5. Wood-grain sides and 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 and special D/L decals.

6. Package No. 1 for trailers up to 2,000 pounds: car-to-trailer wiring harness kit, heavy-duty engine cooling and automatic transmission oil cooler for 6's (standard on all 6's in California, and on all V-8's).

7. Standard with air conditioning.

Engines	Carb. Type	H.P. @ R.P.M.	Torque @ R.P.M.	Comp. Ratio & Fuel	Bore & Stroke	Hornet		Transmissions	Axle Ratios Std. (Opt.)	
						Basic	SST & Sportabout		Hornet	Sportabout
232 CID Six	1-Barrel	135 @ 4000	210 @ 1600	8.0:1 Reg.	3.75" x 3.50"	S	S	3-Speed Manual on Column (Standard)	3.08 (3.31)	3.08 (3.31)
								Shift-Command Automatic on Column	2.37 (2.73 & 3.08)*	2.73 (3.08 & 3.31)
258 CID Six	1-Barrel	150 @ 3800	240 @ 1800	8.0:1 Reg.	3.75" x 3.90"	0	0	3-Speed Manual on Floor	3.08 (3.31)	3.08 (3.31)
								Shift-Command Automatic on Column	2.73 (3.08 & 3.31)	2.73 (3.08 & 3.31)
304 CID V-8	2-Barrel	210 @ 4400	300 @ 2600	8.4:1 Reg.	3.75" x 3.44"	0	0	Shift-Command Automatic on Column	2.87 (3.15)	2.87 (3.15)
360 CID V-8	2-Barrel	245 @ 4400	365 @ 2600	8.5:1 Reg.	4.08" x 3.44"	S	S	3-Speed Manual on Floor (Standard)	3.15 (3.54)	
								Shift-Command Automatic on Column	2.87 (3.15)	
360 CID V-8	4-Barrel	285 @ 4800	390 @ 3200	8.5:1 Reg.	4.08" x 3.44"	0	0	3-Speed Manual on Floor (Standard)	3.15 (3.54)	
								Shift-Command Automatic on Column	3.15 (3.54)	
								4-Speed Manual on Floor	3.54 (3.15 & 3.91)	

*With Air Conditioning, 2.73 Std. (3.08 & 3.31 Opt.)

S—Standard O—Optional

1971 JAVELIN



Styling so hairy
we even risked turning
some people off.

It was a very calculated risk, however, because anything that looks this good just has to have a better chance of turning people on than off.

Primarily, this number's designed to turn heads. What with the sculptured fenders knifing through the plunging hood line. And the twin canopy roof with optional vinyl inserts. And the air "spoiler" lip on the roof.

You won't find anything else like that in Detroit. (Or Europe, or Japan, or etc.)

Javelin's engineering is every bit as "hairy" as its styling. We made improvement after improvement, applying a large number of lessons we learned in

our Trans-Am road racing competition. Like lengthening the wheelbase. Widening the rear track. Tightening the suspension. Heavier duty clutch and Hurst shifters for optional 4-speed transmissions. High-rev cams, and bigger breathing intake and exhaust manifolds for all V-8's. Heftier engine blocks, and steel guard rails in the doors.

About the only place we didn't apply Trans-Am principles was the interior. Shown on the next page.



There's certainly nothing "Trans-Am" about Javelin's interior. Because this one's pure luxury. The curved cockpit instrument panel is sporty, all right, and you can order a floor or console-mounted shifter, but the principal theme is comfort with safety. And that includes the high-backed bucket seats, in vinyl or optional leather or corduroy. It also includes the center console option (standard on Javelin AMX) with the center armrest, if you choose.





1971 AMX

The toughest
of all the Javelins.

If you want to intimidate someone, this is the car to do it in.

The 1971 Javelin AMX. Every bit as mean as it looks.

A spoiler lip on the roof. A spoiler on the rear deck. And an optional one under the front bumper. All functional.

The standard engine is a very tough 360 cubic inch V-8. Mated to a fully synchronized 3-speed floor shift.

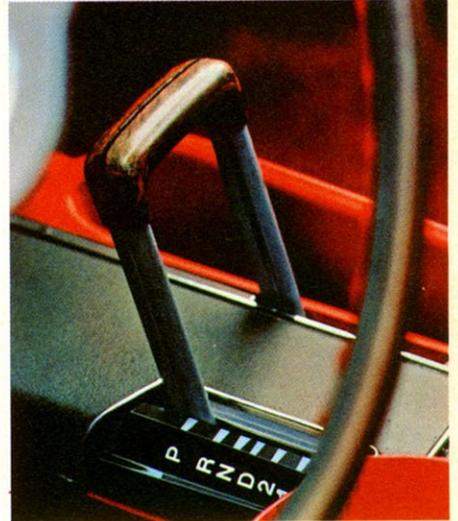
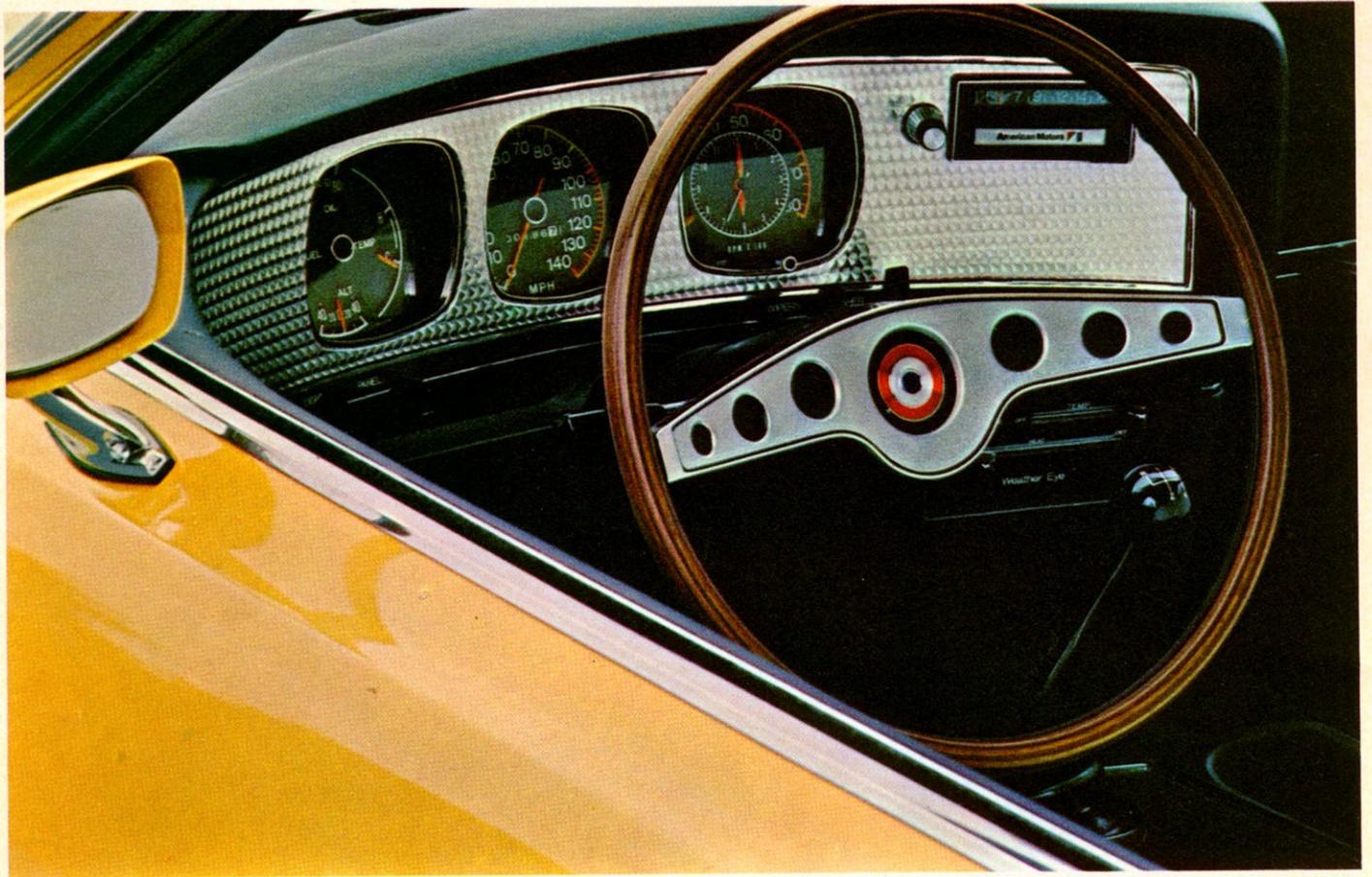


And for real intimidating, it has a special "Go" package that includes a T-stripe, curling around the front end and blasting up the middle of the hood. It includes things like a 401 or 360 4-barrel V-8 with cowl induction, dual exhaust, front disc brakes, Twin-Grip differential, E60x15 fiberglass-belted wide-tread tires, 15"x7" mag-style wheels, and more. (See complete Javelin option list on page 15.)

The 1971 Javelin AMX. If you're going to take on the best that GM, Ford and Chrysler can dish out, you've got to be tough.

1971 Javelin/AMX with Twin Canopy roof, special T-striping and front and rear air spoilers.





Top: The AMX instrument panel is more like a pilot's cockpit than a driver's dashboard. The specially curved "engine-turned" trim panel houses deeply recessed ammeter and oil pressure gauges, 140-mph speedometer, and a tachometer-clock.

Middle left: In addition to an optional spoiler beneath the front bumper, Javelin AMX features a rear-deck spoiler and a raised-profile hood as standard.

Middle right: Optional Shift-Command automatic transmission features a console-mounted, stirrup-grip control. Or, choose 4-on-the-floor with Hurst shifter.

1971 JAVELIN SPECIFICATIONS AND OPTIONS

Specifications

Dimensions

- Wheelbase 110.0"
- Length 191.8"
- Width 75.2"
- Front tread for sixes (and V-8's) 59.3" (59.7")
- Rear tread 60.0"
- Trunk space 10.2 cu. ft.

Exterior & Interior

- All-welded single unit construction (Advanced Unit Construction)
- Deep-Dip rust proofing
- Front seat foam cushions
- Molded ceiling
- Front arm rests
- Interior lights
- Glove box lock
- Dual horn

Mechanical

- Front suspension, twin ball joint design with coil springs
- Front suspension sway bar (optional on 6)
- Rear suspension, semi-elliptical leaf springs
- All-Season engine coolant
- Clear-Power 24 battery
- Aluminized exhaust system (duals standard with 401 V-8)
- Brake diameter, sixes (V-8) 9.0" (10.0")
- Fuel tank capacity 16 gal.

Heating & Air Conditioning

- Weather-Eye heating & ventilating system
- High-level ventilation system with opt. air cond.

Safe-Command Standard Features

- Seat belts
- Two front shoulder belts
- Two rear shoulder-belt anchors
- Two front head restraints
- 4-Way hazard warning signals
- Lane-changer turn signals
- Automatic back-up lights
- Side-of-car safety marker lights
- High-intensity headlights with "Guard-Glo"
- Inside rear-view mirror with twin ball-joint pivots
- Left side rear-view mirror (plus right side for AMX)
- Windshield washers (manual)
- Non-glare windshield wipers
- Windshield defrosters (heater)
- Single-unit body construction
- Energy-absorbing steering column
- Deep-dish steering wheel
- Guard-Rail doors
- High-strength Chemcor™ windshield glass
- Tempered side & rear glass
- Molded ceiling headliner
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double-Safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Mechanical stop-light switch
- Corrosion-resistant brake lines
- Safety-rim wheels
- Tire tread-wear indicators
- Anti-theft ignition, steering & transmission lock with warning buzzer
- High-strength door locks
- Safety-shaped door handles
- Two-key locking system
- Safety-shaped control knobs
- Safety-styled instrument panel

- Front seat-back lock
- Dual-action hood latch

Standard Tires

- C78 x 14 Black (white-twin-line optional) on Sixes
- D78 x 14 Black (white-twin-line optional) on V-8's
- E70 x 14 Black with white letters on AMX

Options

Paint, Vinyl Roof & Wood-Grain

- Vinyl covered roof, black, white, green & blue

Upholstery

- Nylon Corduroy—SST & AMX
- Genuine Leather (front)—SST & AMX

Performance (see "Engine" & "Transmission/Axle Ratio" Charts)

- AMX 360 or 401 "Go" package (1)
- Dual exhaust system for 360-4 barrel (standard on 401)
- V-8 Rally-Pac (oil pressure gauge, ammeter, tach, clock, 140 MPH speedometer)
- Twin-Grip differential (recommended with performance equip., req'd. option with 3.91 axle)
- Quick-ratio manual steering recommended only for special performance/racing
- Front lower spoiler (rear spoiler standard/AMX only)

Power Assists

- Power steering (recommended with air conditioning)
- Power brakes
- Power disc brakes, front (V-8 only)
- Manual disc brakes, front (V-8 only)

Radio & Tape Equipment

- AM push-button radio
- AM/FM multi-plex stereo push-button radio & 2 rear speakers
- Rear speaker with radio
- 8-Track stereo tape player with manual AM radio & 2 rear speakers

Convenience Items

- Console only (standard on AMX)
- Armrest for console only
- Armrest & center cushion (except AMX)
- Air conditioning (includes H.D. engine cooling & 55 amp. alternator)
- Tinted glass, all windows (recommended with air conditioning) or windshield only
- Trunk lid rack (except AMX)
- Adjust-O-Tilt steering wheel
- Electric clock (standard on AMX)
- Light group (2)
- Electric windshield wipers & electric washers
- Visibility group (includes convenience group, electric windshield wipers & washers)
- Light group (3)
- Headlights-off delay system
- Electric rear window defogger (4)
- Space-Saver spare tire (included with optional styled wheels) (standard on AMX)

Protection Items

- Bumper guards—front & rear
- Insulation group, includes undercoating & hood insulation (standard on AMX)
- Anti-scoff side molding (not with optional rally stripe)
- Clear vinyl floor mats, front and rear

Appearance Items

- Wheel covers, 4 (n/a AMX, standard SST)
- Custom wheel covers, 4 (except AMX)
- Turbo-Cast or wire wheel covers, 4 (except AMX)
- 14" x 6" Spoke-style wheels, 4 (includes Space-Saver spare tire). Slot-style wheels std. on AMX
- 15" x 7" Slot-style wheels, 4 (includes Space-Saver spare tire)
- Rally stripes (except AMX)
- Hood T-stripe (AMX with optional "Go" package only)

Heavy-Duty & Trailer Equipment

- Handling package—6 cyl. (heavy-duty springs & shocks, plus front sway bar)
- Handling package—V-8 (heavy-duty springs & shocks)
- Trailer towing package No. 1 (5)
- Heavy-duty engine cooling system (included with air conditioning)
- 70 Amp. battery (standard 50 amp. on 6 & 304 V-8, 60 amp. on 360 & 401 V-8)
- Cold-start package—70 amp. battery & 55 amp. alternator (for cars less A/C)
- Engine block heater

Air-Pollution Control System

- NITROX-TCS system (req'd. by State of California)

Optional Tires

- D78 x 14 Black (white-twin-line optional) standard on V-8's
 - E78 x 14 Black (white-twin-line optional)
 - E70 x 14 Black with white letters (standard on AMX)
 - E60 x 15 Black with white letters
- 401 or 360 CID 4-B, V-8, dual exhaust system, cowl-air carburetion, hood T-stripe, black rear panel, 15" x 7" slot-style wheels, E60 x 15 Polyglas™ white-lettered tires, Space-Saver spare tire, handling package, Twin-Grip differential, power disc brakes, Rally-Pac instruments and heavy-duty engine cooling.
 - Remote-control left outside mirror, visor vanity mirror and clock (clock standard on AMX).
 - Trunk light, two courtesy lights, map light, glove-box light, parking brake warning light, headlights-on warning buzzer and low-fuel warning light.
 - Includes 55-amp. alternator and rear-window tinted glass.
 - Package No. 1 for trailers up to 2,000 pounds: car-to-trailer wiring harness kit, heavy-duty engine cooling and automatic transmission oil cooler for 6's (standard on all 6's in California, and on all V-8's).

Engines	Carb. Type	H.P. @ R.P.M.	Torque @ R.P.M.	Comp. Ratio of Fuel	Bore & Stroke	Javelin		Transmissions	Axle Ratios Std. (Opt.)
						Basic & SST	AMX		
232 CID Six	1-Barrel	135 @ 4000	210 @ 1600	8.0:1 Reg.	3.75" x 3.50"	S		3-Speed Manual on Floor (Standard)	3.08 (3.31 & 3.58)
								Shift-Command Automatic on Column	3.08 (3.31)
258 CID Six	1-Barrel	150 @ 3800	240 @ 1800	8.0:1 Reg.	3.75" x 3.90"	0		Shift-Command Automatic on Column	3.08 (3.31)
								3-Speed Manual on Floor (Standard)	3.15 (3.54)
304 CID V-8	2-Barrel	210 @ 4400	300 @ 2600	8.4:1 Reg.	3.75" x 3.44"	0		Shift-Command Automatic on Column	2.87 (3.15)
								Shift-Command Automatic on Console	2.87 (3.15)
								Shift-Command Automatic on Column	2.87 (3.15)
								Shift-Command Automatic on Console	2.87 (3.15)
360 CID V-8	2-Barrel	245 @ 4400	365 @ 2600	8.5:1 Reg.	4.08" x 3.44"	0	S	Shift-Command Automatic on Console	2.87 (3.15)
								3-Speed Manual on Floor (Std. AMX)	3.15 (3.54)
								Shift-Command Automatic on Column	2.87 (3.15)*
								Shift-Command Automatic on Console	2.87 (3.15)*
360 CID V-8	4-Barrel	285 @ 4800	390 @ 3200	8.5:1 Reg.	4.08" x 3.44"	0	0	3-Speed Manual on Floor (Std. AMX)	3.15 (3.54)
								4-Speed Manual on Floor	3.54 (3.15 & 3.91)
								Shift-Command Automatic on Console	2.87 (3.15 & 3.54)*
								4-Speed Manual on Floor	3.54 (3.15 & 3.91)
401 CID V-8	4-Barrel	330 @ 5000	430 @ 3400	9.5:1 Pre.	4.17" x 3.68"	0	0	Shift-Command Automatic on Console	2.87 (3.15 & 3.54)*
								4-Speed Manual on Floor	3.54 (3.15 & 3.91)

*For Javelin AMX with Combination of Auto, Trans. & "Go" Package 360-4-B, 3.15 Std., 2.87 Opt.; 401-4-B, 3.15 Std., 2.87 & 3.54 Opt.) S—Standard O—Optional

1971 MATADOR



We proved
that a family car can
be glamorous.



Nowhere is it written that family cars must be dull, drab nothings. Yet most of them invariably turn out that way.

The 1971 Matador is the new American Motors car designed to put an end to all that. To make the other intermediates look stingy.

To begin with, Matador has more room for you and your family than any other car in its class.

It has a longer wheelbase than Ford Torino, Chevrolet Chevelle and Plymouth Satellite. That means a smoother ride for you.

And unlike the others, there isn't a stripped-down Matador in the line.



There are three Matadors for '71: the 2-door hardtop, 4-door sedan and the 4-door station wagon. All top of the line.

All three are endowed with rich carpets, soft vinyls and expensive fabrics. All have the finishing touches that make them truly deluxe.

Special metal trim, inside and out. Special paints and color combinations. Things that may be minor in function, but not minor in cost.

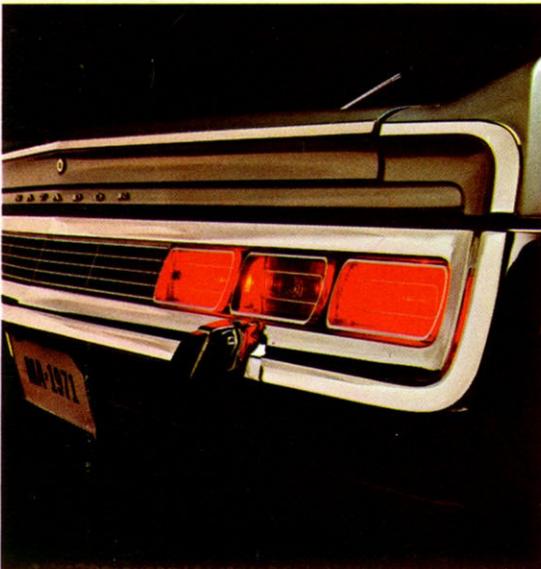
We thought the extra glamour would be appreciated. Besides, it's high time the family was indulged a little.

Top left: Matador SST 2-Door Hardtop.

Bottom left: Matador's capacious trunk holds over 18 cubic feet of loading space. Enough for the whole family.

Top right: Matador 4-door sedan has the largest interior in its class.

Middle right: Matador station wagon shown with standard Two Way Tailgate in operation.



Top: Matador offers optional individual reclining seats upholstered in miracle fabrics or ventilated vinyls for all models, plus Custom Serape fabric (shown) for the hardtop.

Center left: Rear view of Matador with special chrome treatment, integrated triple-lens tail lights, and optional rubber-padded bumper guards.

Center right: Matador V-profile grille with high intensity "guard-glow" headlights, and wrap-around bumper.

1971 MATADOR SPECIFICATIONS AND OPTIONS

Specifications

Dimensions

- Wheelbase 118.0"
- Sedan & Hardtop length 206.0"
- Wagon length 205.0"
- Width 77.2"
- Front tread 60.0"
- Rear tread 60.0"
- Trunk space 18.2 cu. ft.
- Cargo space for Wagons (underfloor storage) 91.1 cu. ft. (8.0 cu. ft.)

Exterior & Interior

- All-welded single unit construction (Advanced Unit Construction)
- Deep-Dip rust proofing
- Front-seat foam cushions
- Molded ceiling
- Front arm rests
- Interior lights
- Glove box lock
- Dual horn

Mechanical

- Front suspension, twin ball-joint design with coil springs
- Front suspension sway bar
- Rear suspension, 4-link-trailing-arm design with coil springs
- All-Season engine coolant
- Clear-Power 24 battery
- Aluminized exhaust system (duals standard with 401 V-8)
- Brake diameter, 10.0"
- Fuel tank capacity 19.5 gal.
- Fuel tank capacity for 2-seat Wagons 17 gal. for 3-seat Wagons

Heating & Air Conditioning

- Weather-Eye heating & ventilating system
- High-level ventilation system with opt. air cond.

Safe-Command Standard Features

- Seat belts
- Two front shoulder belts
- Two rear shoulder-belt anchors
- Two front head restraints
- 4-Way hazard warning signals
- Lane-changer turn signals
- Automatic back-up lights
- Side-of-car safety marker lights
- High-intensity headlights with "Guard-Glo"
- In-side rear-view mirror with twin ball-joint pivots
- Left side rear-view mirror
- Windshield washers (manual)
- Non-glare windshield wipers
- Windshield defrosters (heater)
- Single-unit body construction
- Energy-absorbing steering column
- Deep-dish steering wheel
- High-strength windshield glass
- Tempered side & rear glass
- Molded ceiling headliner
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double-Safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Mechanical stop-light switch
- Corrosion-resistant brake lines
- Safety-rim wheels
- Tire tread-wear indicators
- Anti-theft ignition, steering & transmission lock with warning buzzer

- High-strength door locks
- Safety-shaped door handles
- Two-key locking system
- Safety-shaped control knobs
- Safety-styled instrument panel
- Front seat-back lock
- Dual-action hood latch

Standard Tires

- E78 x 14 Black (white-twin-line optional) on Sedans & Hardtops
- G78 x 14 Black (white-twin-line optional) on Wagons
- E60 x 15 Black with white letters on Hardtop with optional Machine package

- Tinted glass, all windows (recommended with air conditioning) or windshield only
- Wagon roof rack
- Wagon roof air deflector—tailgate
- Third seat Wagon (includes power-lift tailgate window & two seat belts)
- Cruise-Command automatic speed control system (V-8 automatic)
- Adjust-O-Tilt steering wheel (not with manual column shift)
- Electric clock
- Convenience group (2)
- Electric windshield wipers & electric washers
- Visibility group (includes convenience group, electric windshield wipers & washers)
- Light group (3)
- Headlights-off delay system
- Electric rear window defogger (except Wagons) (4)

Protection Items

- Bumper guards—front only (Wagon)
- Bumper guards—front and rear (except Wagon)
- Insulation group (includes undercoating & hood insulation)
- Clear vinyl floor mats, front & rear

Appearance Items

- Wood grain sports steering wheel with rim-blow
- Wheel covers, 4
- Custom wheel covers, 4
- Turbo-Cast or wire wheel covers, 4
- 14" x 6" Spoke-style wheels, 4 (V-8 only)

Heavy-Duty & Trailer Equipment

- Handling package—V-8 (heavy-duty springs, shocks & rear sway bar)
- Adjustable air-shock rear suspension
- Trailer towing package No. 1 (5)
- Trailer towing package No. 2 (V-8) (6)
- Heavy-duty engine cooling system (included with air conditioning)
- 70 Amp. battery (standard 50 amp. on 6 & 340 V-8, 60 amp. on 360 & 401 V-8)
- Cold-start package—70 amp. battery & 55 amp. alternator (for cars less A/C)
- Engine block heater

Air-Pollution Control System

- NITROX-TCS system (req'd. by State of California)

Optional Tires

- F78 x 14 Black (white-twin-line optional) on Sedans & Hardtops
- H78 x 14 Black (white-twin-line optional) on Wagon

1. 401 or 360 CID 4-B. V-8, dual exhaust system, 15" x 7" slot-style wheels, E60 x 15 Polyglas™ white-lettered tires, Space-Saver spare tire, handling package and power disc brakes.

2. Remote-control left outside mirror, visor vanity mirror and clock

3. 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.

4. Includes 55-amp. alternator and rear-window tinted glass.

5. Package No. 1 trailers up to 2,000 pounds: car-to-trailer wiring harness kit, heavy-duty engine cooling and automatic transmission oil cooler for 6's (standard on all 6's in California, nation-wide on 258 CID 6's and all V-8's).

6. Package No. 2 for trailers from 2,000 to 5,000 pounds: Same as Package No. 1, plus automatic transmission "auxiliary" oil cooler and handling package.

Options

Paint, Vinyl Roof & Wood-Grain

- Two-tone paint
- Vinyl covered roof, black, white, green & blue (Sedan & Hardtop)
- Simulated wood grain side panels for Wagon

Seats & Upholstery

- Bench non-reclining seat—vinyl (vinyl standard on Wagon)
- Individual reclining seats—fabric
- Individual reclining seats—custom fabrics (Hardtop only)
- Individual reclining seats—vinyl (vinyl standard on Wagon)
- Bucket seats—vinyl (Hardtop only)

Performance (see "Engine" & "Transmission/Axle Ratio" Charts)

- 360 or 401 "Machine Go" package for Hardtop (1)
- Dual exhaust system for 360-4 barrel (standard on 401)
- Twin-Grip differential (recommended with performance equip., req'd. option with 3.91 axle)

Power Assists

- Power steering (recommended with air conditioning)
- Power brakes
- Power disc brakes, front (V-8 only)
- Power-lift tailgate window (included with 3-seat Wagon option)

Radio & Tape Equipment

- AM push-button radio
- AM/FM push-button radio
- Rear speaker, with radio (not for Wagon)
- 8-Track stereo tape player & 2 rear speakers (Sedan & Hardtop)

Convenience Items

- Armrest & center cushion (included with optional bucket seats for Hardtop)
- Air conditioning (includes H.D. engine cooling & 55 amp. alternator)
- A/C package (includes air cond., tinted glass, power steering & insulation group)

Engines	Carb. Type	H.P. @ R.P.M.	Torque @ R.P.M.	Comp. Ratio & Fuel	Bore & Stroke	Transmissions	Axle Ratios Std. (Opt.)
232 CID Six (Standard)	1-Barrel	135 @ 4000	210 @ 1600	8.0:1 Reg.	3.75" x 3.50"	3-Speed Manual on Column (Standard)	3.15 (3.54)
						Shift-Command Automatic on Column	3.15 (3.54)
258 CID Six	1-Barrel	150 @ 3800	240 @ 1800	8.0:1 Reg.	3.75" x 3.90"	Shift-Command Automatic on Column	3.15 (3.54)
						Shift-Command Automatic on Console	2.87 (3.15)
304 CID V-8	2-Barrel	210 @ 4400	300 @ 2600	8.4:1 Reg.	3.75" x 3.44"	Shift-Command Automatic on Column	2.87 (3.15)
						Shift-Command Automatic on Console	2.87 (3.15)
360 CID V-8	2-Barrel	245 @ 4400	365 @ 2600	8.5:1 Reg.	4.08" x 3.44"	Shift-Command Automatic on Column	2.87 (3.15)
						Shift-Command Automatic on Console	2.87 (3.15)
360 CID V-8	4-Barrel	285 @ 4800	390 @ 3200	8.5:1 Reg.	4.08" x 3.44"	Shift-Command Automatic on Column	2.87 (3.15)
						Shift-Command Automatic on Console	2.87 (3.15)
						4-Speed Manual on Floor (Go Pkg. only)	3.54 (3.15 & 3.91)
401 CID V-8	4-Barrel	330 @ 5000	430 @ 3400	9.5:1 Pre.	4.17" x 3.68"	Shift-Command Automatic on Column	2.87 (3.15)
						Shift-Command Automatic on Console	2.87 (3.15 & 3.54)
						4-Speed Manual on Floor (Go Pkg. only)	3.54 (3.15 & 3.91)

1971 AMBASSADOR



The only car line in America with automatic transmission and air conditioning standard.

There are a lot of cars calling themselves "luxurious" that have a higher price tag than Ambassador. (Like Ford Galaxie, Chevrolet Impala and Plymouth Fury.) Yet none of them has Ambassador's list of standard equipment. In truth, they all charge you more for the features that make them more like Ambassador. That make them really luxurious.

Ambassador is a real luxury car. Without adding on. Because, in addition to air conditioning and automatic transmission, each Ambassador is powered by a great engine. The DPL uses a new 258 cu. in. six. While other models come with a 304 V-8, standard.





And you can order all the way up to a giant 401 cu. in. V-8 for Ambassador SST and Brougham.

Then there's the 4-coiled spring suspension system, for that lush boulevard ride. And the selection of upholstery fabrics and color combinations. And the Brougham's individual reclining seats. And more.

Ambassador. A veritable bounty of luxury features. All standard.

And we intend to keep it that way.

Just so we can all know what "luxurious" really means.

Top Left: Ambassador Brougham 2-Door Hardtop.

Bottom left: SST's massive grille and dual headlights.

Top right: Ambassador SST 4-Door Sedan.

Middle right: Ambassador Brougham 4-Door station wagon with color-keyed wood grain trim.

Right: Ambassador and Matador wagons feature a two-way tailgate. Drops down for cargo, swings out for people.





Above: Ambassador Brougham hardtop's high-back bucket seats with fold-down armrest and center console, or cushion. Optional.



Left: Ambassador's instrument cluster with a full complement of gauges and controls is framed in rich burl walnut.

1971 AMBASSADOR SPECIFICATIONS AND OPTIONS

Specifications

Dimensions

- Wheelbase 122.0"
- Sedan & Hardtop length 210.8"
- Wagon length 209.8"
- Width 77.2"
- Front tread 60.0"
- Rear tread 60.0"
- Trunk space 18.2 cu. ft.
- Cargo space for Wagons (underfloor storage) 91.1 cu. ft. (8.0 cu. ft.)

Exterior & Interior

- All-welded single unit construction (Advanced Unit Construction)
- Deep-Dip rust proofing
- Front-seat foam cushions
- Molded ceiling
- Front arm rests
- Interior lights
- Glove box lock
- Dual horn

Mechanical

- Front suspension, twin-ball-joint design with coil springs
- Front suspension sway bar
- Rear suspension, 4-link-trailing-arm design with coil springs
- All-Season engine coolant
- Clear-Power 24 battery
- Aluminized exhaust system (duals standard with 401 V-8)
- Brake diameter, 10.0"
- Fuel tank capacity 19.5 gal.
- Fuel tank capacity wagons 17 gal.

Heating & Air Conditioning

- All-Season air conditioning
- Weather-Eye heating & ventilating system
- High-level ventilation system

Safe-Command Standard Features

- Seat belts
- Two front shoulder belts
- Two rear shoulder-belt anchors
- Two front head restraints
- 4-Way hazard warning signals
- Lane-changer turn signals
- Automatic back-up lights
- Side-of-car safety marker lights
- High-intensity headlights with "Guard-Glo"
- Inside rear-view mirror with twin ball-joint pivots
- Left side rear-view mirror
- Windshield washers (manual)
- Non-glare windshield wipers
- Windshield defrosters (heater)
- Single-unit body construction
- Energy-absorbing steering column
- Deep-dish steering wheel
- High-strength windshield glass
- Tempered side & rear glass
- Molded ceiling headliner
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double Safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Mechanical stop-light switch
- Corrosion-resistant brake lines
- Safety-rim wheels
- Tire tread-wear indicators
- Anti-theft ignition, steering & transmission lock with warning buzzer
- High-strength door locks
- Safety-shaped door handles
- Two-key locking system

- Safety-shaped control knobs
- Safety-styled instrument panel
- Front seat-back lock
- Dual-action hood latch

Standard Tires

- E78 x 14 Black (white-twin-line optional) on 258 & 304 Sedans & Hardtops
- F78 x 14 Black (white-twin-line optional) on 360 & 401 Sedans & Hardtops
- H78 x 14 Black (white-twin-line optional) on Wagons

Options

Paint, Vinyl Roof & Wood-Grain

- Two-tone paint (not for Brougham Wagon)
- Vinyl covered roof, black, white, green & blue (SST & Brougham Sedans & Hardtops)

Seats & Upholstery

- Bench non-reclining seat—vinyl (vinyl standard on Wagons) (except Brougham)
- Individual reclining seats—fabric (standard on Brougham)
- Individual reclining seats—custom fabrics (Brougham Sedan & Hardtop)
- Individual reclining seats—vinyl (vinyl standard on Wagons) (except DPL)
- Bucket seats—fabric (Brougham Hardtop only)
- Bucket seats—vinyl (Brougham Hardtop only)

Performance (See "Engine" & "Transmission/Axle Ratio" Charts)

- Dual exhaust system for 360-4 barrel (standard on 401)
- Twin-Grip differential (recommended with performance equip., req'd. option with 3.91 axle)

Power Assists

- Power steering (recommended with air conditioning)
- Power brakes
- Power disc brakes, front (V-8 only)
- Power-lift tailgate window (included with 3-seat Wagon option)
- Power-lift side windows (SST & Brougham)

Radio & Tape Equipment

- AM push-button radio
- AM/FM push-button radio
- Rear speaker, with radio (Sedans & Hardtops)
- 8-Track stereo tape player & 2 rear speakers (Sedans & Hardtops)

Convenience Items

- Armrest & center cushion (included with optional bucket seats)
- Tinted glass, all windows (recommended with air conditioning) or windshield only
- Wagon roof air deflector—tailgate (optional on SST, standard on Brougham)
- Third seat for Wagons (includes power-lift tailgate window & two seat belts)
- Cruise-Command automatic speed control system (V-8 automatic)
- Adjust-O-Tilt steering wheel (not with manual column shift)
- Electric clock (standard on Brougham)
- Convenience group (1) (except Brougham)
- Electric windshield wipers & electric washers
- Visibility group (includes convenience group, electric windshield wipers & washers)
- Light group (2)
- Headlights-off delay system
- Electric rear window defogger (3) (except Wagons)

Protection Items

- Bumper guards—rear only (except Wagons)
- Undercoating for Brougham (hood insulation standard Brougham only)

- Insulation group for DPL & SST (includes undercoating & hood insulation)
- Anti-scurf side molding (not on Wagons with two-tone or wood grain, n/a DPL)
- Clear vinyl floor mats, front & rear

Appearance Items

- Wood grain sports steering wheel with rim blow
- Wheel covers, 4 (standard on SST & Brougham)
- Custom wheel covers, 4
- Turbo-Cast or wire wheel covers, 4
- 14" x 6" Spoke-style wheels, 4 (V-8 only)

Heavy-Duty & Trailer Equipment

- Handling package—V-8 (heavy-duty springs, shocks & rear sway bar)
- Adjustable air-shock rear suspension
- Trailer-towing package No. 1 (4)
- Trailer-towing package No. 2 (V-8) (5)
- Heavy-duty engine cooling system for cars less A/C (included with standard air conditioning)
- 70 Amp. battery (standard 50 amp. on 6 & 304 V-8, 60 amp. on 360 & 401 V-8)
- Engine block heater

Air-Pollution Control System

- NITROX-TCS system (req'd. by State of California)

Optional Tires

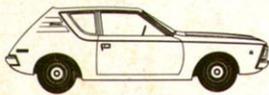
- F78 x 14 Black (white-twin-line optional) on 258 & 304 Sedans & Hardtops (standard on 360 & 401)
- G78 x 14 Black (white-twin-line optional) on Sedans & Hardtops

1. Remote-control left outside mirror, visor vanity mirror and clock.
2. 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).
3. Includes 55-amp. alternator and rear-window tinted glass.
4. Package No. 1 for trailers up to 2,000 pounds: car-to-trailer wiring harness kit and heavy-duty engine cooling (automatic transmission oil cooler standard on all 6's and V-8's).
5. Package No. 2 for trailers from 2,000 to 5,000 pounds: Same as Package No. 1, plus automatic transmission "auxiliary" oil cooler and handling package.

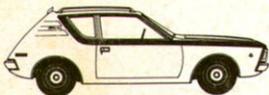
Engines	Carb. Type	H.P. @ R.P.M.	Torque @ R.P.M.	Comp. Ratio & Fuel	Bore & Stroke	Ambassador		Transmissions	Axle Ratios Std. (Opt.)
						DPL	SST & Brougham		
258 CID Six	1-Barrel	150 @ 3800	240 @ 1800	8.0:1 Reg.	3.75" x 3.90"	S		Shift-Command Automatic on Column (Std.)	3.15 (3.54)
304 CID V-8	2-Barrel	210 @ 4400	300 @ 2600	8.4:1 Reg.	3.75" x 3.44"	0	S	Shift-Command Automatic on Column (Std.)	2.87 (3.15)
								Shift-Command Automatic on Console	2.87 (3.15)
360 CID V-8	2-Barrel	245 @ 4400	365 @ 2600	8.5:1 Reg.	4.08" x 3.44"	0	0	Shift-Command Automatic on Column	2.87 (3.15)
								Shift-Command Automatic on Console	2.87 (3.15)
360 CID V-8	4-Barrel	285 @ 4800	390 @ 3200	8.5:1 Reg.	4.08" x 3.44"	0	0	Shift-Command Automatic on Column	2.87 (3.15)
								Shift-Command Automatic on Console	2.87 (3.15)
401 CID V-8	4-Barrel	330 @ 5000	430 @ 3400	9.5:1 Pre.	4.17" x 3.68"	0		Shift-Command Automatic on Column	2.87 (3.15)
								Shift-Command Automatic on Console	2.87 (3.15 & 3.54)

S—Standard O—Optional

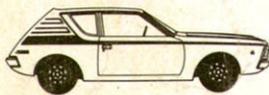
GREMLIN



2-Passenger



4-Passenger



Gremlin X

Equipment and power features, illustrated or described in this brochure, 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. This also applies to local assembly or manufacture areas where local content requirements may affect standard and/or optional specifications.

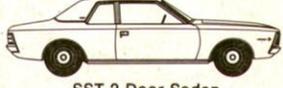
HORNET



2-Door Sedan



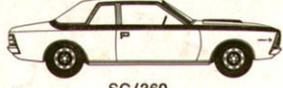
4-Door Sedan



SST 2-Door Sedan



SST 4-Door Sedan



SC/360



Sportabout



Sportabout D/L

MATADOR



4-Door Sedan



2-Door Hardtop



4-Door Wagon

JAVELIN



2-Door Hardtop

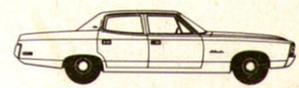


SST 2-Door Hardtop



AMX 2-Door Hardtop

AMBASSADOR



4-Door Sedan



SST 4-Door Sedan



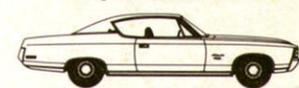
SST 2-Door Hardtop



SST 4-Door Wagon



Brougham 4-Door Sedan



Brougham 2-Door Hardtop



Brougham 4-Door Wagon

