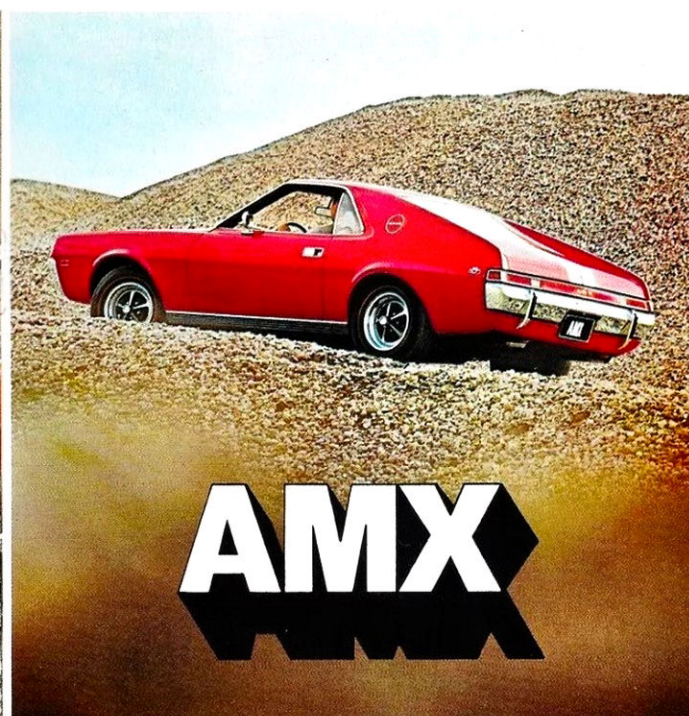


THE AMX STORY





American Motors Sensational New Sports Car

Walter Mitty dreams for the car lover with a limited budget used to wind up with a compromise choice of "second-best."
BEFORE AMX.

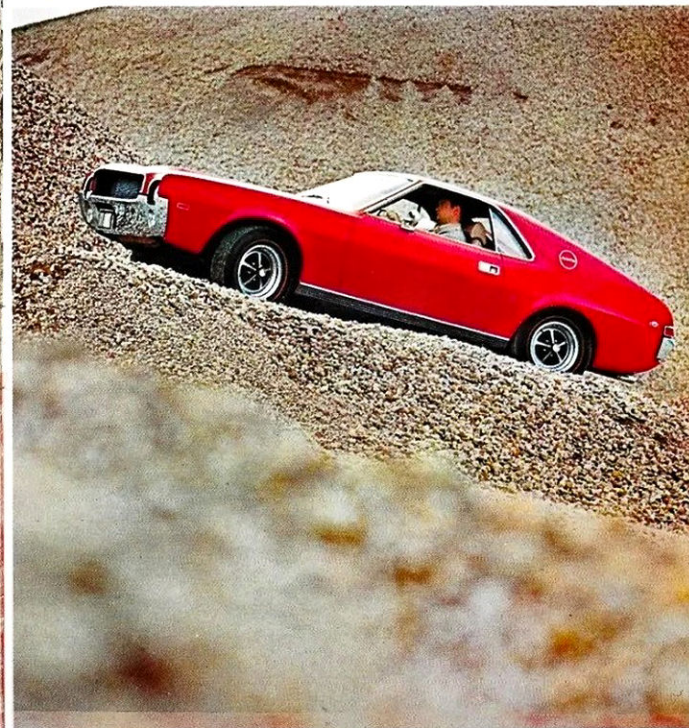
That car buff might have had an eye for the undefinable Italian look of gentle masculinity, or an ear for the throaty sound of "big-cube" Detroit brawn. But he made his down payment on a *near* "something else" . . . because the purchase price for his real dream was just too much. Because there just wasn't room for luggage that you'd think should go with a "sports touring car." Because parts would be too difficult to obtain. Because his insurance man and local bump shop were price-prejudiced in favor of an all-steel body. Or because . . . of a dozen things that forced him to settle for less.

UNTIL AMX.

Here, for the first time, is a "first-choice" personal car with the design, style and *feel*—call it "romance" if you will—to deliver legitimate sports car satisfaction at a price within reach of just about all those Walter Mitty dreamers. You'll be seeing it soon in your American Motors dealer's showroom—and you'll see what we mean.

With its long hood and abrupt rear deck—total car length, 177.2 inches—this two-seater has those forward-thrusting lines that imply power . . . which AMX has. A wide-track stance comparable to much larger cars, placed on a tight 97-inch wheelbase, is basis for extraordinary road stability . . . which AMX delivers.

Bred from the exciting original "AMX idea car," the AMX has that *masculine* look which is so much a part of modern sports car styling. And it has all those mechanical and equipment features you would expect in a true sports car design. Within that design are: powerful engines (*V-8's only*) with dual exhausts; special suspension (including rear traction bars) with high-performance tires; floor-mounted, four-speed transmission; integral tachometer . . . and a lot more—to include those items which give a sports touring car genuine capacity for touring. For example:



reclining slim-sectioned bucket seats; carpeted storage area behind the seats; a trunk of nearly 10 cubic feet, with a space-saver collapsible spare tire; and a capacious 19-gallon gasoline tank.

On top of these are many features absent in most other sports cars. Among them: hefty, deep-sectioned bumpers; *flow-through fresh air ventilation*; large, frameless side windows without vent windows for an "open-air look"; smooth-contoured outside door handles and unique "preset-impulse" door-lock system*, and a host of safety features.

With all this (and still more) as *standard* dress, the AMX gives its prideful owner basis to talk sports car in any crowd.

And yet the price he pays is on a speaking acquaintance with that of those dressed-up pony cars whose owners had to take them as *substitutes for the real thing*.

Which now means substitute for AMX.

In keeping with its character of a "no-compromise" car, AMX offers a full range of options and equipment for that personalized tailoring so highly desired by the sports car buff.

Such an automotive *aficionado* will find one of his greatest delights in the engine compartment. Standard under the hood is a 290-cubic-inch, 225-hp Typhoon V-8. From there he can step up the storm in the Typhoon category with a 343-cube, 280-hp version. Then comes the "AMX 390" V-8, which puts out a thundering 315 horsepower—before its new owner starts taking advantage of performance kits offered by American Motors dealers.

There's no mistaking the new "AMX 390" V-8 when the hood is lifted. Contrasting against the engine block's bright metallic blue (AM's color for '68) is the shining chrome on valve covers, air cleaner top lid and oil filler cap. Further, a decal on the air cleaner tells just what the engine is—and implies what it can do (like maybe zero to 60 in less than seven seconds).

There's also no mistaking the AMX whose owner has elected to travel a bit more quickly along the performance route. An over-the-top racing stripe goes with two different performance "Go" packages. The first package starts with the "343" V-8 and builds up with power disc brakes, red-

line wide profile tires, higher-rate heavy-duty front and rear springs, specially calibrated heavy-duty front and rear shock absorbers, Twin-Grip differential, and heavy-duty engine cooling system. The "AMX Go" package has the same equipment, but starts with the "390" V-8 as a base.

A good matchmate to either "Go" package is the optional quick-ratio manual or power steering. Other performance items—some of them dealer options—can be detailed by your American Motors salesman.

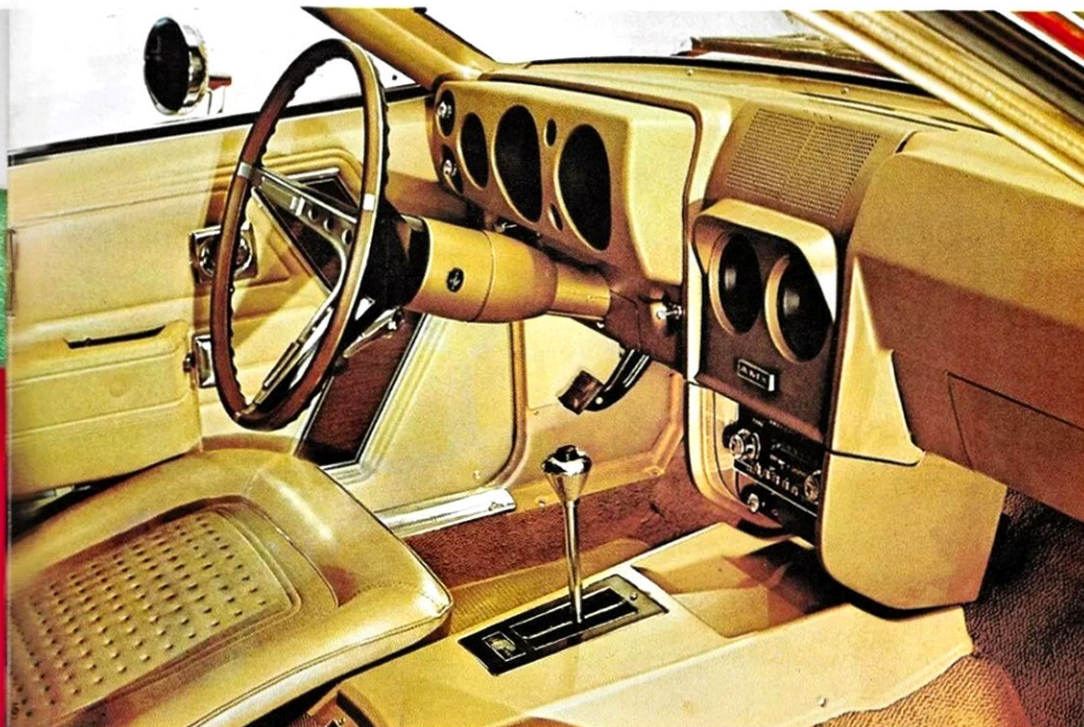
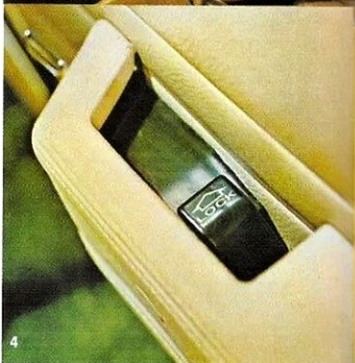
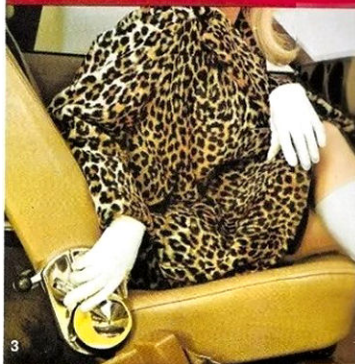
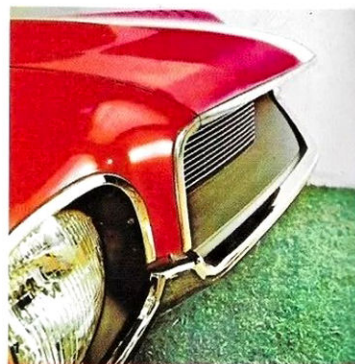
Of course, comfort, convenience, appearance and luxury optional accessories are offered in a profusion normally unavailable in most other sports cars on this or the far side of the Atlantic.

Such additional accessories fit in with a modern American approach to sports cars which holds that they need not necessarily be spartan nor uncomfortable. And "nice little touches" like a stereo tape player certainly do add a great deal to the personal mood of an AMX.

But if all this clashes with your concept of a no-nonsense, get-moving, masculine sports car, have it your way.

You've got a mighty lot of *first-choice* driving machine to begin with . . . a car that sets a *new* pace for others to follow.

*With this system, the front-door lock buttons are on the armrests, within easy reach. Just set the button, pull and release the inside or outside door handle, close the door and your car is locked.



1. A distinctive identifying mark for the AMX is the "full-venturi," deep set-back grille.

2. Smooth-contoured outside door handles, set flush, enhance utility, appearance, safety.

3. Standard reclining seats adjust to the driver's or passenger's choice at a touch.

4. Pre-set impulse door locking system allows for convenient one-hand locking of doors.

5. and 6. Inside or out, the AMX has that true sports car design.

The AMX Engine Rates Its Name

It's appropriate that American Motors' new "390" V-8 should be introduced with the company's new sports car, the AMX, and that it take its name from the AMX.

This up-to-the-minute engine suits the exciting sports design of AMX and it comes across with the highest-rated power output ever attained by a standard production American Motors engine—315 horsepower, 425 foot-pounds torque.

Of modern, thin-casting design—total engine weight under 600 pounds—the "AMX 390" V-8 is available optionally in the AMX and in SST versions of the Javelin, Rebel* and Ambassador*.

Boasting such heavy-duty components as *forged steel* crankshaft and connecting rods (instead of the usual cast iron), the "AMX 390" V-8 reflects an American Motors engineering objective of extreme reliability as well as power. The engine also will be recognized as one of the easiest-to-service V-8's of its size. This is due, in large measure, to the engine layout and handy-to-service forward accessory section.

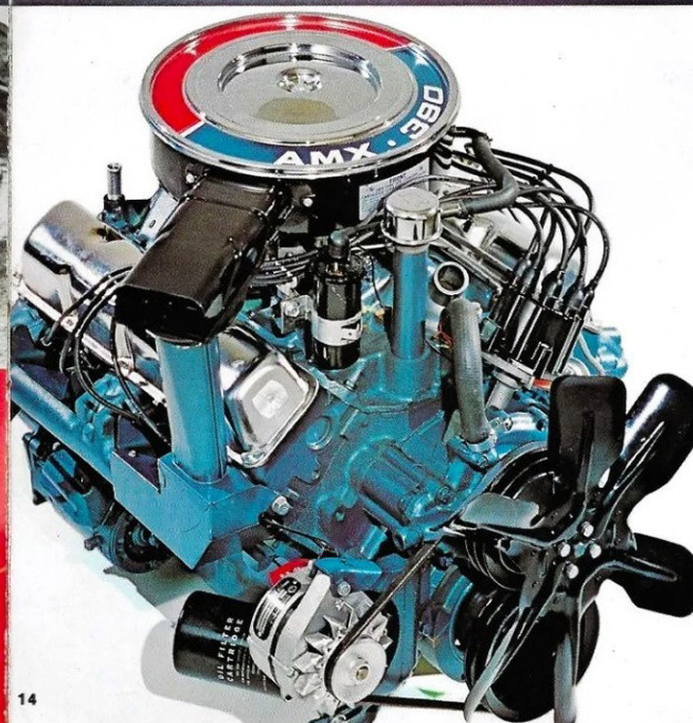
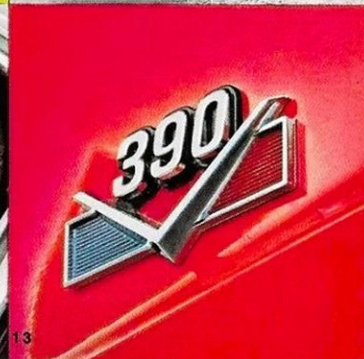
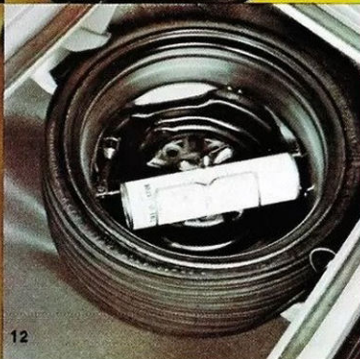
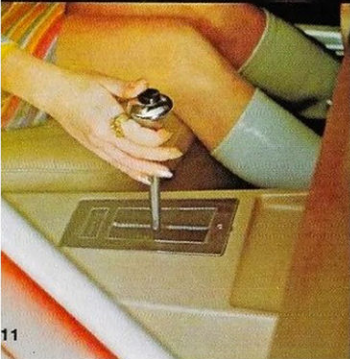
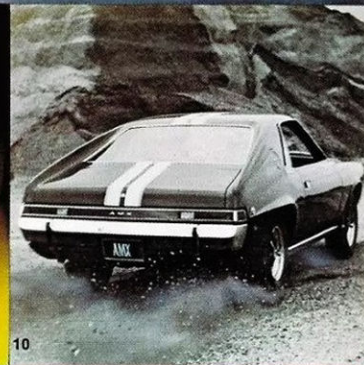
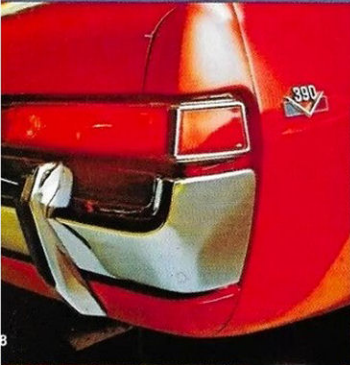
Just this, plus the reassuring feel of ample reserve power on the open road, is enough for most of us to know. Of course, for the performance-minded car enthusiast, there's a lot more to be learned about the engine—and your American Motors salesman would be pleased to answer any questions.

*Available in Rebel and Ambassador SST models about mid-May.



Here are just a few outstanding features to consider:

7. An exciting "sports-classic" profile.
8. Hefty, wrap-around bumpers.
9. Optional "mag"-styled steel wheels.
10. Power that digs in, moves out—fast!
11. A wide choice of transmissions.
12. An ample trunk and space-saver spare.
13. and 14. Engines ranging up to the exciting "AMX 390" V-8, with bright-metal accents.



THE AMX STORY

Performance: Standard 290 CID 225 HP V-8 with 4-barrel carburetor. All-synchromesh 4-on-the-floor manual transmission. Tachometer, 0-8000 RPM. Dual exhaust system. E70 x 14 wide profile fiberglass belted black sidewall tires. Direct-action, independent coil-spring front suspension with heavy-duty springs and shock absorbers. Heavy-duty front sway bar. Rear suspension with traction bars and heavy-duty semi-elliptical leaf springs and shock absorbers. All shock absorbers are double-acting with 1" piston diameter. Hypoid gear differential. Recirculating ball-screw steering gear; turning diameter—33.5 ft.; standard gear—24.1:1 overall ratio and 5.1 turns lock to lock; optional "Quick-Ratio" gear—19.3:1 overall ratio and 4.0 turns lock to lock; optional power gear—18.1:1 overall ratio and 3.8 turns lock to lock. Brake diameter 10"; lining area 167.5 square inches. Fuel filters in tank and fuel pump. All-Season engine coolant. Anti-smog positive crankcase vent. "Engine-Mod" exhaust emission control system with automatic transmission. "Air-Guard" system with 4-speed manual transmission.

Options: Performance "Go" Packages: 343 CID 280 HP engine* or "AMX 390" CID 315 HP engine* both with 4-barrel carburetor. Both packages include engine, power disc brakes, E70 x 14 Red-line wide profile fiberglass belted tires,* Special-duty handling package* (standard with "Go Packages"); higher rate front and rear springs, 1-3/16" piston diameter heavy-duty front and rear shock absorbers, Twin-Grip rear axle differential,* heavy-duty engine cooling system,* heavy-duty radiator, power-flex fan and shroud, Over-the-top Racing Stripe.

Automatic transmission. Quick-ratio manual steering. Power steering. Power brakes. Power disc brakes. Twin-Grip rear axle differential. Adjust-O-Tilt steering wheel. All-Season air conditioning (includes 60-amp battery, 40-amp alternator and heavy-duty engine cooling). Solex glass, all or windshield only. Headrests, right and left. Chrome Steel "Mag" Wheels (6" rim-width). Turbo-Cast Wheel Covers. Wire-wheel covers. **Visibility Group:** Remote-control left side mirror, visor vanity mirror, electric windshield washers and electric wipers. **Light group:** Trunk light, glove box light, parking-brake warning light, and headlights-on warning buzzer. AM or AM/FM push button radios. 8-track stereo tape player and AM manual radio with two rear speakers. Bumper guards, rear. Undercoating. 70-amp battery. 70-amp battery and 40-amp alternator (for cars less air conditioning). Engine block heater. Dealer accessory "rally-pak"; engine gauge (oil pressure and ammeter) and clock (not available with air conditioning).

*Also available as a separate option.

Engines	"290" V-8	"343" V-8	"AMX 390" V-8
Carburetor	4-Barrel	4-Barrel	4-Barrel
Horsepower @ RPM	225 @ 4700	280 @ 4800	315 @ 4600
Torque @ RPM	300 @ 3200	365 @ 3000	425 @ 3200
Compression Ratio/Fuel	10.0:1/Premium	10.2:1/Premium	10.2:1/Premium
Displacement, Cu. In.	290	343	390
Bore and Stroke	3.75" x 3.28"	4.08" x 3.28"	4.17" x 3.57"

Transmission and Axle Ratios (optional ratios at no cost)

4-speed, Floor (standard)	3.54:1 (3.15)***	3.15:1 (3.54)***	3.15:1 (3.54)***
Shift-Command, Console (opt.)	3.15:1 (2.87)	2.87:1** (3.15)	2.87:1** (3.15)

3.15:1 is standard with "Go" Packages * Optional Dealer Kit Ratios: 3.73, 3.91, 4.10, 4.44

Chassis

Suspension, Front	Direct-action, independent heavy-duty springs and shock absorbers
Suspension, Rear	Traction bars and heavy-duty semi-elliptical leaf spring and shock absorbers
Brakes, Type	Self adjusting, bonded lining
Diameter (in.)/Lining Area (sq. in.)	10/167.5
Hydraulic System	Double-Safety (separate front and rear system) with system failure warning light
Differential	Hypoid (Twin-Grip differential is optional)
Fuel Capacity (app. gals.)	19
Exhaust System	Ceramic armored mufflers, tail-pipes, exhaust pipes
Electrical System	35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air cond.). Powr-Gard "24" Intercell battery, 50-amp standard on "290" V-8, 60-amp standard on other V-8's and with air conditioning. 70-amp battery optional. Dual horns

Body

Construction	All-welded, single-unit
Anti-Rust Treatment	Dipped up to roof in rustproofing solutions
Exterior Finish	Triple-coated Lustre-Gard acrylic enamel (14 colors)
Side Windows	Curved "ventless" side glass
Ventilation	Fresh-air "flo-thru" ventilation
Heating	Weather-Eye heater
Interior	Wood-grain-look sports steering wheel and door panels, padded instrument panel and sunvisor
Interior Headliner	Molded, cushioned acoustical
Seats	Reclining Ventilair vinyl trimmed bucket seats standard. Formed wire seat construction. Foam seat cushions
Trunk	9.6 cubic feet (with Space Saver Spare standard)
Safety	Standard Safe-Command features

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.

AMX Dimensions

Wheelbase 97.00" • Overall Length 177.22" • Overall Width 71.57" • Overall Height 51.73" • Wheel Tread, Front 58.36", Rear 57.00" • Headroom 37.20" • Legroom 43.30" • Shoulder Room 55.00"