

The AMX.

It takes more than money to get one.



If you can find an AMX, we'll sell you one. But as this message goes to press, less than 2,000 AMX's have been produced.

And we, American Motors, will only make about 8,000 more this year.

You see the difficulty.

Even if you have the \$3,245¹ necessary to buy an AMX, you may get a lot of exercise before you ever get close enough to pay for one.

Ah, but the thrill of being the first man in your state to own one will surely be surpassed by the thrill of being the first man in your state to drive one.

A two-seater, the AMX gives you the ease of maintenance associated with a family sedan, combined with the sheer fun and maneuverability of a foreign sports car.

In fact, its incredibly *uncomplex* design means that, once the optional 390 engine is broken in, you could roll right onto a race track and be ready to do about 130 mph.

In pure stock form—without special engine modifications.

Specially equipped AMX's with modified engines broke 106 USAC speed records.

And while there are cars on the road that are faster than the AMX, we hasten to add that beating other drivers isn't the AMX's main appeal.

It's the way the car reacts to you *as you drive*, not the usual dull split second later. You get out of lane, pass the car in front and get back in lane in one sure motion.

Because the AMX offers one of the fastest steering wheel ratios of any U.S.-built car, it turns, corners, follows your direction *simultaneously*.

Being a sports car, the AMX is sports-car sized.

So, while the inside isn't much of a place to hold meetings, it will hold a lot of other things.

The trunk is a lot bigger than you'd expect a sports car trunk to be. Because we didn't fill it with a big spare tire.

We gave you The Airless Spare.

When you need it, it "wwhhooosshh!" inflates.

The Airless Spare is nice because it doesn't fill up your trunk with air that you don't need.

It's something every car should have.

But then, every car should have a lot of things.

Things like a short throw, all-synchromesh 4-on-the-floor, fiberglass belted wide-profile tires, shoulder harness seat belts, tachometer, aircraft-type instrument panel, energy-absorbing steering column, heavy-duty springs and shocks.

To mention only a few of the AMX's standard features.

Another un-standard standard feature is the production number that will be set in the AMX dash when you (if you find one) buy it.

AMX 00001 through AMX 10,000.

While this number may mean a lot to collectors in the years ahead, we do want to point out one thing.

All AMX's are made with the same attention and quality.

And while possessing a lower number may have a sentimental or prestige value, it does not in any way make one AMX better than another.

Just as possessing an AMX does not make one man better than another.

Just luckier.

American Motors

Ambassador • Rebel • Rambler American • Javelin • And the new AMX

1. Based upon manufacturer's suggested retail price, federal taxes included. State and local taxes, destination charges, options, excluded.