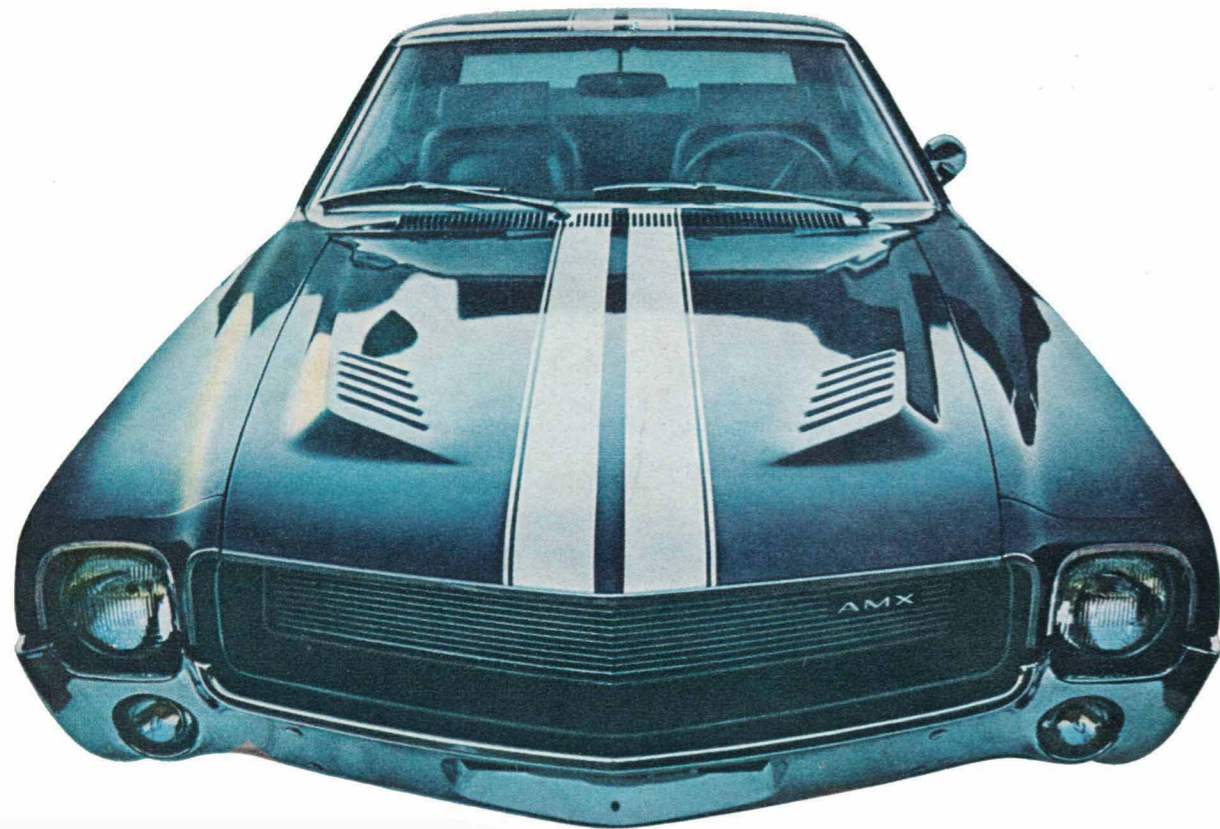


The new AMX will be sold as democratically as possible.



We, American Motors, have over 2,300 dealers across the country who can sell more AMX's than we can make.

And we will only make about 10,000 this year.

In other words, we're faced with a mini-Supply of AMX's and a maxi-Demand for AMX's.

In an effort to give everyone an equal chance to buy an AMX, we're resorting to the best solution we can think of.

Like the House of Representatives, we will try to send a fair share of AMX's to each state, based on its proportionate population.

For example, California, with a larger share of the people, should receive a larger share of AMX's.

New Hampshire, with fewer people, won't get quite so many.

It should all work out democratically.

What Is It?

The AMX is a 2-seater. For people who love sports

cars, but haven't the time or the money to take care of one.

Priced at under \$3,300, the AMX offers most of the advantages of a high-priced foreign car.

With none of the disadvantages associated with owning a high performance sports car.

The costly disadvantages of constant maintenance and special engine tune-ups.

In short, the AMX gives you the ease of maintenance associated with a family sedan, along with the sheer fun and maneuverability of a sports car costing thousands more.

The Engine. One Size Fits All.

The AMX body is made of steel. Which, while strong, is also heavy.

So we tried an imaginative technique for reducing the AMX's total weight.

We selected a lightweight engine block that combusts exactly the same power as a heavy block.

It worked.

The AMX engine cradle will hold any of three different engines:

Our 290 cubic inch.

Our 343 cubic inch.

Our 390 cubic inch. (Zero to 60 in under 7 seconds. One, two, three, four, five, six, sev—that fast.)

The incredibly *uncomplex* design of the AMX means that, once the 390's 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.

All three engines are V-8 configuration, and use similar engine blocks.

Which means you don't add excessive size and weight as you go from the 290 to the 343 to the 390.

And though 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.

Handling.

In the auto industry "handling" means how fast and how accurately your car responds to your personal driving technique.

And how easily.

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

The AMX offers one of the fastest steering wheel ratios of any U.S.-built car.

This means it turns, corners, follows your direction *simultaneously*.

You. The Layman.

If car advertising never tells you about engineering, it's only because you'd never understand.

Ahhhhh...but then again, maybe you would.

AMX standard equipment includes a 290 cubic inch V-8 with 4-barrel carburetor, rated at 225 HP, a short throw, all-synchromesh 4-on-the-floor, dual exhausts, fiberglass belted wide-profile tires, slim-shelled reclining bucket seats, 8,000 RPM tach, padded aircraft-type instrument panel with deep-set controls, energy absorbing steering column, heavy duty springs and shocks, large diameter sway bar, rear traction bars.

And more.

Are Two Seats Enough?

Yes.

There are 78,000,000 cars in this country with enough seating capacity to carry 450,000,000 people.

Or one-seventh the population of the entire world.

However, there are only 200,000,000 people in America.

Leaving 250,000,000 more car seats than people to sit in them.

Ask yourself if you really need more than a 2-seater. Your answer may surprise you.

AMX Inner Space.

While the AMX isn't much of a place to hold meetings, it will hold a lot of sport things because it is a sports car. Back of the dual bucket seats is a fully-carpeted floor space.

It's not as big as a trunk, but we can verify that it will hold any of the following: 3 good-sized suitcases, a big TV set, 2 scuba-diving outfits, 4 parachutes, 3 electric guitars

and amplifiers.

Things of that nature.

Or, you can leave it empty.

And keep the space a space.

AMX Inner Space Part II.

If you need more space, the AMX trunk is where you'll find it.

It's a lot bigger than you'd expect a sports car trunk to be.

This is possible because we didn't fill the trunk with a big spare tire.

We gave you The Airless Spare.

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

The Airless Spare is something every car should have. Because it doesn't take up trunk space with air that you don't need.

AMX Outer Space.

You might think that a car offering all of the luggage space of the AMX must be a pretty long car.

But the AMX is an amazing *five inches* shorter than the Corvette.

And the Corvette is pretty short.

Will AMX Number 14 Be More Valuable Than AMX Number 777?

When you buy your AMX, its production number will be set in the dash.

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

Test Drive.

Before you rush out to buy the new AMX, you should know where to rush to.

The good old phone book has a listing for the American Motors dealer nearest you.

He'll arrange your test drive of the new AMX.

If he still has one.

American Motors

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

American Motors Sales Corp.
Box 50-A
Detroit, Michigan 48232 Dept. M

Dear Sirs:

As a legal resident of the Sovereign State of _____
I would like to test drive the AMX before there are no AMX's left to buy.
While I am looking up the name of the American Motors dealer nearest me, please send me a copy of the AMX Story.

Name _____
Address _____
City _____ Zip _____

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