

Why is it when the other car companies come out with sporty little cars, the cars come out looking the same?

There is an approach to the sporty little car that goes beyond the exaggerated paint job. And the Gremlin X is the first little car to take it.

It is, basically and fundamentally, the first little car to break with the design traditions of Detroit.

There is no traditional gentle sloping of the rear.

There are none of the conventional curves around the front and sides.

And there is no attempt to suggest more performance than there actually is.

Instead of a fat black stripe down the hood, there are real fat tires. Fatter standard tires than the Vega GT, Pinto Rallye, Maverick Grabber, or Comet GT offer you.

There are 4 of the new slot-style wheels and 2 bucket seats. The same bucket seats we put in our Javelin.

And instead of non-functioning hood scoops, there is a standard 6 cylinder engine that develops 135 horsepower. More cylinders than Pinto and Vega. And more horsepower than all four.

Even the Gremlin X's optional engine



is a larger 6 cylinder than those offered by Comet or Grabber. It is 258 cubic inches and generates 150 horsepower.

But no matter how sporty the Gremlin X gets, it is still the original American subcompact. With all the economy and maneuverability that implies.

It gives you up to 25 miles to the gallon. And it is heavier, with wider front and rear tracks than any of the other four.

Finally, the Gremlin X lists for only \$2299.* Which is quite a bargain when you consider what you're getting for your money.

Either a different-looking subcompact with the spirit of a sporty car. Or a different-looking sporty car with the advantages of a subcompact.

**If you had to compete
with GM, Ford and Chrysler,
what would you do?**

 **American Motors
Gremlin X**

*MANUFACTURERS SUGGESTED RETAIL PRICE FEDERAL TAXES INCLUDED. STATE AND LOCAL TAXES, IF ANY, DESTINATION CHARGES, AND OPTIONS EXTRA.

