

All sporty cars look pretty much the same, cost pretty much the same, and act pretty much the same.

Except the 1980 looking Javelin.

The original idea of the sporty car was to give you a car with some individuality.

But lately, all the sporty cars are looking pretty much alike.

So, at American Motors, we went all-out to make our Javelin a really different-looking car. Even at the risk of scaring some people off.

The fenders rise and fall in an aerodynamic whoosh around the tires.

The grill and hood slope to a canopy roof with a rear spoiler lip.

And on the inside, the smooth racy feeling of the outside carries through. The "cockpit" instrument panel. The high-back buckets in vinyl or optional fabric or leather.

But not only did we make the Javelin look good, we made it drive good. It's longer, lower,

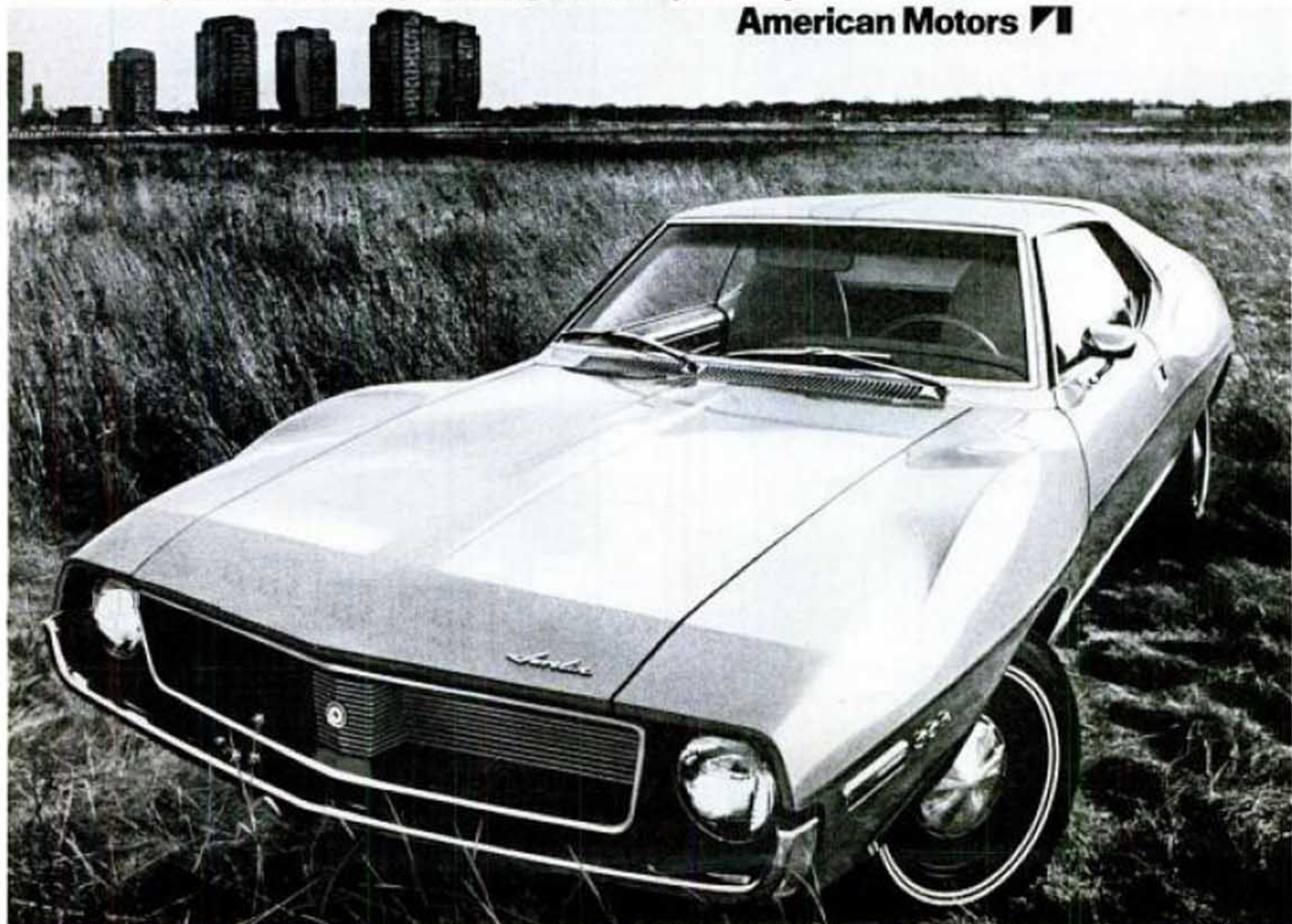
and wider for a smoother ride. The steering ratio is quicker and the suspension is tougher for faster, tighter cornering.

And to make the Javelin really go like it looks, we've got engines from a base 6 all the way up to an optional 401 cubic inch V8. Which are available in all the Javelin models: the Javelin; the luxurious Javelin SST; and the brawny Javelin AMX, the car Trans-Am race driver Mark Donohue helped us design.

All in all, we've achieved one very important thing with the new Javelin: Before, you were stuck with the choice of either getting a sporty car that looked like the others, or spending a lot of money for one that looked different.

Now you can get a Javelin. For a basic list price of only \$2879*.

American Motors 



*Manufacturer's suggested retail price for Javelin 2-Dr. H.T., federal taxes included. State, local taxes, if any, destination charges excluded. White walls extra.