

AMERICAN MOTORS '72



AMERICAN MOTORS INTRODUCES THE BUYER PROTECTION PLAN.


If anything goes wrong with one of our '72's and it's our fault, we'll fix it free. Anything.

AMERICAN MOTORS 1972 BUYER PROTECTION PLAN.

For years, car buyers in this country have been saying that instead of shiny new chrome every year, what they really want is a good car they can count on.

That's why American Motors and its dealers put together their 1972 Buyer Protection Plan. Here's how it works:

A STRONG GUARANTEE IN PLAIN ENGLISH.



When you buy a new 1972 car from an American Motors dealer, American Motors Corporation guarantees to you that, except for tires, it will pay for the repair or replacement of any part it supplies that is defective in material or workmanship.

This guarantee is good for 12 months from the date the car is first used or 12,000 miles, whichever comes first.

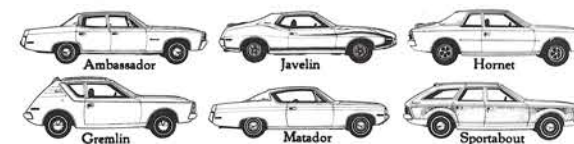
All we require is that the car be properly maintained and cared for under normal use and service in the fifty United States or Canada and that guaranteed repairs or replacements be made by an American Motors dealer.

This guarantee gives you 12-month or 12,000-mile coverage on a lot of things most car warranties don't. It covers air conditioning, battery, radio, wiper blades, front end alignment, light bulbs—literally everything we put on the car except tires.

In other words, if something we did goes wrong with one of our '72's, you won't have to pay for the parts or the labor. We will.

A MORE THOROUGHLY-CHECKED CAR. FROM THE FACTORY AND THE DEALER.

Naturally, we wouldn't be backing our cars like this if we weren't more sure of them than



we've ever been before. For 1972, we've put in more quality control steps, more tests and more people to see that every car leaving our factory is as perfect as man and machine can make it.

At the dealer's, it's checked over again.

Every car (not one of 50, one of 5, every one) is road-tested for starting, handling, braking and overall performance. When the serviceman completes the test, he signs his report and slides it over the sun visor, where you can see it.

And, when a man signs his name to something, you can be sure he's done his job. And done it right.



A LOANER CAR WHEN YOU NEED IT. FREE.

Not only do we offer you a strong guarantee, we've set up a system to back it up without inconveniencing you.

If you have to leave your '72 overnight for guarantee repairs, participating dealers will loan you one of their cars.

A nice, clean, well-equipped car in good condition. Free.



A DIRECT LINE TO DETROIT. TOLL-FREE.

We're making some big promises, and we fully intend to keep them. But, just in case you have a problem, we have a way of handling it. When you buy a '72, you get the name and toll-free number of a person in Detroit.

If you call, we promise you you'll get results. And fast.

These aren't just fancy words. We mean it.

Nobody in the business does as much for you after you buy a car, and it takes a lot of time, men and money to do all these things.

But we think it's worth it.

Since we're giving American car-buyers exactly what they say they want, we should sell more cars than we've ever sold before.



GREMLIN

YOU'LL RECOGNIZE OUR LITTLE CAR ANYWHERE. It still turns a tighter circle than a VW Beetle. Still gives good mileage (up to 480 miles per tank.) And it's still fun to drive.

But we haven't been sitting still.

Our Gremlin is a better car for 1972. We wouldn't be backing it with our Buyer Protection Plan if it weren't.

For example, the front suspension. We replaced a two-piece ball-joint with one that's one-piece. It will work smoother, quieter, longer.

We changed rear brake cylinders. The new ones help reduce premature rear wheel lock-up in emergency stops.



In the door opening mechanism, we replaced a plastic part with a metal one. Not because we wanted to reverse a trend, again. But so the mechanism works better.

What did we do for fun?

We made optional front door pockets. In case you want to carry frogs and stuff. And then we made them removable. In case you don't.

More power and weight are two advantages Gremlin has over other sub-compact cars.

And this year, in addition to the standard 232 CID Six that goes "zip" and optional 258 Six that goes "zap," we're offering a new engine.

An optional 304 V-8 package that goes. Wow does it go.

Optional with all engines is a new, smoother-shifting automatic transmission — Torque-Command. Other transmissions include: a 3-speed manual (column or floor mounted) and an optional full synchromesh 3-speed manual (floor mounted).

Eight power teams in all.

Facing page: Gremlin in Stardust Silver, metallic — with standard liftgate window and fold-down rear seat. Optional Custom Trim package, rally stripe, wheel covers, roof rack, air deflector, scuff molding and bumper guards.

Above: Gremlin "X" in Wild Plum, metallic. The sharpest, sportiest group of features in one package.

Left: Gremlin in Hunter Green, metallic. For maximum economy. before — and after — you buy it.

Optional sun roof. Opens easily, closes securely. New flip-open rear side-windows, optional.

Handy roof rack option for extra loads. Air deflector option helps keep window clean.

Floor mounted full-synchromesh 3-speed transmission, optional.

Standard liftgate window and fold-down rear seat increase carrying space and make for easy loading.

Spoke-style wheels with D70 Polyglas® white-lettered tires are optional. Slot-style wheels with D70 black tires are standard on Gremlin "X."



This year we've reshaped and repositioned the front seat.

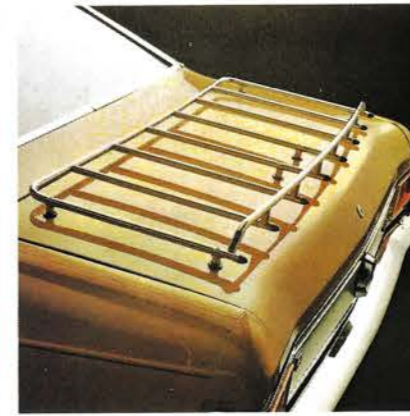
So there's more room from seat-to-steering wheels. And more head room. And more front seat width than in any other sub-compact.

At left is the tan-buff vinyl trim interior with optional bucket seats (standard with Gremlin "X.") Other interior colors: blue, black and black-red.

An Adjust-O-Tilt steering column is a new option for Gremlins with automatic transmissions.

In other words, Gremlin has a lot of class in its class.

GREMLIN IS BACKED BY THE AMERICAN MOTORS BUYER PROTECTION PLAN.



HORNET

IS IT THE BEST VALUE IN THE COMPACT FIELD? That's what we started out to make our Hornet.

But maybe we went too far. Because what we ended up with is very possibly the best value in the automotive industry. Even before we backed it with our Buyer Protection Plan. Compare this list of standard

Hornet features with other compacts: full carpeting, full-width package tray, custom steering wheel, cigarette lighter, front and rear ashtrays, glove box lock, coat hooks, armrests and dome light door switches.

Three models are available: SST 2-door sedan, SST 4-door sedan and the 4-door Sportabout — the sporty car with cargo space.

Optional Sportabout and Hornet "X" packages (plus "Rallye" bucket seat/performance package) increase the appearance and customizing possibilities of Hornet.

Fourteen exterior colors are available. And five colors for the optional "Baja" grained vinyl roof.



Facing page: Top — Hornet SST 2-door in Grasshopper Green, metallic.

Bottom — Hornet "X" in Canary Yellow with black vinyl top. "Rallye" bucket seat/performance package available.

Above: Optional bumper guards. Optional decklid luggage rack. Left: Tan and Buff vinyl interior with individual reclining seats (other colors: Black, Blue, Green). New Adjust-O-Tilt steering column with automatic transmission. Also, new removable stowage/litter pouch for both front doors, optional.

Hornet instrument panel with new, 3-spoke sports steering wheel, optional (standard with Hornet "X" and "Rallye"). Two new radios, optional: AM push-button (like Javelin's); AM/FM push-button (monaural). Lockable glove box, standard. Full-width package tray, standard. Center air vent included with air conditioning. Hornet SST 4-door in Jetset Blue, metallic, with blue vinyl top.



The standard Hornet engine is a 232 CID Six.

Optional are a 258 Six (the largest displacement Six in the American passenger car industry) and two V-8 packages 304 and 360 CID.

Like all American Motors engines, they run on regular, low-lead or no-lead gasoline. (With no-lead gas, we recommend using regular with every fourth tank fill.)

New this year, stamped rocker arms on V-8's and six's with cylindrical bearings for quiet valve train operation.

Also new, a smoother-shifting automatic transmission — Torque-Command — optional. Two manual transmissions complete the power packages.

Individually adjustable front reclining seats that take an infinite number of positions are standard with "D/L" and

"Gucci" packages, optional on others.

High-back bucket seats are included in the "Rallye" package.

Standard interior for Hornet SST is houndstooth check fabric with color-coordinated, grained vinyl bolsters. Shown below in blue. Other colors: black, green, tan.



HORNET SPORTABOUT.

Every woman knows her compact does two things:

It looks good. And it carries things that make her look good.

So when we designed our compact for women, we did the same.

We made a sporty car—that carries things.

Our compact is easy to handle. It's less than 15 feet long and has a turning circle as small as

a VW Beetle.

And our compact handles packages easily. The rear seat folds down. And the top-hinged liftgate is fully counter-balanced to open easily.

For the interior, we went all the way.

All the way to Italy.

With love, a world-famous designer played red against dark green against ivory to perfection.

The result is the Gucci interior, a very special option.

For any woman who's looking for a car, we suggest she take a look at herself in our compact.

Counter clockwise from top: Hornet Sportabout "X" in Skyway Blue, Sportabout "D/L" in Butterscotch Gold, and Sportabout in Hunter Green, metallic.

Gucci-designed interior, optional. Green vinyl reclining seats, trimmed in ivory and red. Carpeting: dark green. Headliner: Ivory and green with double-G pattern.

HORNET IS BACKED BY THE AMERICAN MOTORS BUYER PROTECTION PLAN.





JAVELIN

THE CALM BEFORE THE STORM. Frankly, most people think our Javelin looks fast. Even when it's standing very, very still.

Take our SST, for example.

Some people stare at all those curves and angles and tapers. And feel a kind of irresistible force.

Other people look at the

cockpit-type instrument panel. And imagine they're ready for take-off.

What they don't see is everything Javelin has to keep them calm. Things like: High-back bucket seats. Foam seat cushions. Guard rail doors. Safety rim wheels.

And this year, a new smoother-shifting automatic transmission —Torque-Command.

And stronger front-seat tracks. Stronger seat-belt anchorages. And the strongest thing of all—our Buyer Protection Plan.



Facing page: Javelin SST in Trans-Am Red with black vinyl top, C-rally stripes.

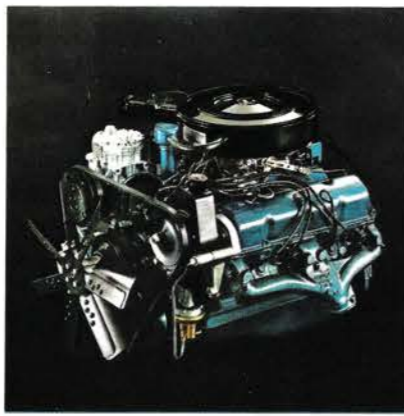
Left: High-back bucket seats trimmed in optional Black nylon corduroy (or Blue, Green, Tan). Ventilated vinyl is standard in same colors (plus Black with Red). Either center cushion with fold-down armrest or console, optional.

Top left: Console mounted gear selector for new Torque-Command automatic transmission.

Top right: Curved instrument panel. Standard AMX 3-spoke 15" steering wheel (optional on SST.)

Bottom left: Optional 15" x 7" slot-style wheels with E60 x 15 Polyglas® tires. Part of "Go" Package for 360 or 401 CID V-8 engines. Optional.

Bottom center: Combination tachometer/clock (Tick-Tach.) Part of optional Rally-Pac instruments for V-8's. And with "Go" package.



Bottom right: Optional 8-track stereo tape player with manual radio and 2 rear speakers.

Standard power for AMX is the 304 CID (available on SST.) Two versions of the 360 CID, plus a 401 CID are also available, including AMX "Go" packages with cold-air carburetor induction.

THE STORM. A 1971 Javelin AMX, track-modified and driven by Mark Donohue, has won consistently in the tough Trans-Am road races.

Leaving drivers of other American sporty cars gasping. Consistently.

This year, we've added even more to our AMX from what we've learned by winning

Trans-Am races.

Javelin gives you a choice of six engines and four transmissions.

And now available with 6-cylinder and V-8 engines, optional ventilated-rotor front disc brakes (manual or power.) You don't have to race to know what that says about our engines.

Rocker arms on our 6-cylinder

and V-8 engines use new "cylindrical" bearings for quieter valve train operation and longer service.

Front suspension has a new "zero-lash" ball-joint that hangs tough.

So if you're going to buy a sporty car in '72, buy one that's going places.

JAVELIN IS BACKED BY THE AMERICAN MOTORS BUYER PROTECTION PLAN

Below: Javelin AMX in Jolly Green with hood T-stripe.



MATADOR

OUR INTERMEDIATE-SIZE CAR GIVES YOU MOST OF THE THINGS YOU'D WANT IN A FAMILY HOUSE. And everything you'd want in a family car.

Besides four walls and a roof over your head, Matador gives you:

An exterior you won't have to paint for years. Forced-air

heating. Comfortable chairs and wall-to-wall carpeting (in the latest decorator colors and fabrics.)

Lots of space to store your luggage. Even a built-in sway bar in front.

And family room in back.

But some people want to turn their home into a palace.

So for them, we've provided options: AM/FM push-button multi-plex stereo radio, rear

window defogger, automatic speed control (V-8), front disc brakes, and—central air conditioning.

Sometime this week, take your wife and children out to look at one of our Model Matadors: 2-door hardtop, 4-door sedan, and 4-door wagon (2- or 3-seat versions.)

Below: Matador 2-door hardtop with green vinyl top.



Individual reclining seats (optional) available in two optional trim styles: rich, perforated vinyl and (shown in blue) custom fabric with grained-vinyl bolster (also black, green or tan).

Matador is powered by your choice of six engines (two 6-cylinder, four V-8.)

232 CID Six is standard on hardtops and sedan.

258 CID Six is standard on wagons.

Most powerful of our four V-8's is a 401 CID engine.

Transmissions are: 3-speed manual (full synchromesh), an optional new automatic—Torque-Command. This new

transmission handles power smoothly and quietly.

New stamped rocker arms on all engines use "cylindrical" bearings for quiet operation of the valve train.

Front suspension uses a new "zero-lash" ball joint for a smooth, quiet ride.

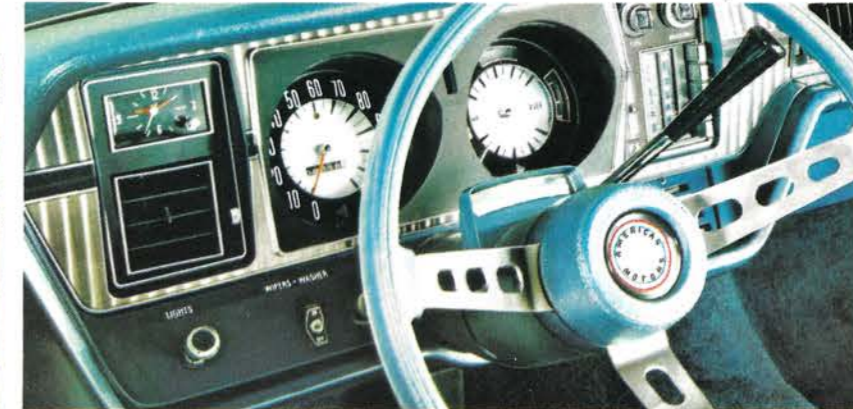
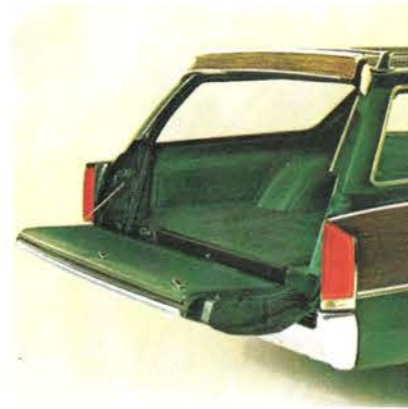
Obviously, if you buy a Matador, you won't have to worry about moving.

Facing page: 4-door sedan in Baja Bronze, metallic.

Left: Dual-Swing tailgate, standard. Third seat optional.

Below: Instrument panel with optional Adjust-O-Tilt steering column and 15" sports steering wheel. 4-door wagon in Canary Yellow with woodgrain panels.

MATADOR IS BACKED BY THE AMERICAN MOTORS BUYER PROTECTION PLAN.





AMBASSADOR

WE BUILT IT FOR THE SMITHS. AND THE SMYTHES. For the Smythes, we included an extensive portfolio of standard equipment: air conditioning, V-8 engine, better automatic transmission —Torque-Command, and this year— power brakes.

Four features you'd have to pay extra for with the standard-size luxury cars (Chevrolet Caprice, Ford LTD, Plymouth Fury III).

For the Smiths, we priced Ambassador to compete with those standard-size luxury cars named above.

The seats are foam cushioned. Then, to cushion the cushions, there are coil springs. And to cushion the ride, coil spring suspension on all four wheels.

Sounds pretty cushy, doesn't it?

There are two Ambassador series— SST and Brougham. And six models in all: 2-door hardtop, 4-door sedan, 4-door wagon (2- or 3-seat versions.)

Facing Page: top— SST 2-door hardtop in Hunter Green, metallic, with white vinyl top. Below— SST 4-door sedan in Sparkling Burgundy.

Standard SST interior shown in tan fabric. Others: blue, black and green. Also available in optional perforated vinyl.

SST instrument panel. Bright but not glaring. Readable but not garish.



The standard Ambassador engine is a 304 CID V-8.

The 360 2- or 4-barrel and the 401 4-barrel V-8's are optional.

These engines use regular-grade, low-lead, or no-lead gas (use regular every fourth tank fill).

There is a choice of four smart interior colors—blue, green, tan and black.

Individually adjustable, "infinitely-variable" reclining front seats with recessed, adjustable head-restraints are optional.

Other options: New AM/FM multi-plex stereo radio, removable storage/litter pouches for front doors.

The instrument panel has a new shape. And the standard hood-lock release is located inside under the new instrument panel on all Ambassadors as an extra convenience and to help prevent theft.

Facing Page: top—Brougham 2-door hardtop in Cordoba Brown, with black vinyl top. Below—Brougham 4-door sedan with brown vinyl top.

Optional Brougham interior. Shown in black custom fabric with reclining seats. Other colors: blue, green and tan. Optional perforated vinyl available.

Wood-grained instrument panel. New simplified control system for heating and air conditioning.



The two Ambassador wagons, Brougham and SST, are packed with fine car features and touches.

For example, roof racks and rubber padded front bumper guards are standard.

There is high-piled carpeting throughout and rich, long-wearing perforated-vinyl upholstery.

Color-keyed wood-grain trim is standard on the Brougham (below left). Also, the tailgate air deflector and wheel covers.

And, like all Ambassadors, four luxury items are standard: Air conditioning, V-8 engine, automatic transmission, and now — power brakes.

Ask yourself this simple question: What other wagon can offer you as much?

Top: Ambassador SST Wagon in Admiral Blue, metallic.

Below: Ambassador Brougham Wagon in Grasshopper Green, metallic, with standard wood-grain trim. Two-way tailgate is standard on all Ambassador Wagons. Third seat optional.

AMBASSADOR IS BACKED BY THE AMERICAN MOTORS BUYER PROTECTION PLAN.

SPECIFICATIONS

(S=Standard, O=Optional, Grp. O=Inc. In Group Option, D=Dealer Accessory)

	GREMLIN	HORNET	JAVELIN	MATADOR	AMBASSADOR	
DIMENSIONS	Wheelbase (inches)	96.0	108.0	110.0	118.0	122.0
	Sedan & Hardtop Length (inches)	161.2	179.3	191.8	206.0	211.1
	Wagon Length (inches)	—	179.3	—	205.0	209.7
	Width (inches)	70.6	70.6	75.2	77.2	77.2
	Front Tread (inches) Sixes (& V-8s)	57.5(57.2)	57.5(57.2)	59.3(59.7)	59.9	59.9
	Rear Tread (inches) Sixes (& V-8s)	57.0(56.6)	57.0(56.6)	60.0	60.0	60.0
	Trunk Space (cubic feet)	6.0	11.2	10.2(AMX 12.2)	18.2	18.2
	Cargo Space (cubic feet) Wagons (and hidden compartment space)	—	60.8(3.8)	—	91.1(8.0)	91.1(8.0)
	All-Welded Single-Unit Construction (Advanced Unit Construction)	S	S	S	S	S
	Deep-Dip Rust Proofing	S	S	S	S	S
Front Seat Foam Cushions	S	S	S	S	S	
Seat Construction (Bucket Seats are formed wire)	Formed Wire	Formed Wire	Formed Wire	Coil Springs	Coil Springs	
Ceiling Headliner (Sportabout, Fiber-Glass)	Fiber-Foam	Fiber-Foam	Fiber-Glass	Fiber-Glass	Fiber-Glass	
Instrument Panel Package Tray	W/AC & Grp. O	S	—	—	—	
Front Arm Rests	S	S	S	S	S	
Rear Arm Rests	—	S	S	S	S	
Interior Lights	S	S	S	S	S	
Glove Box Lock	Grp. O	S	S	S	S	
Hidden Compartment Lock (Wagons)	—	S	—	S	S	
Dual Horn	Grp. O	Grp. O	S	S	S	
EXTERIOR & INTERIOR	Front Suspension, Twin-Ball-Joint Design with Coil Springs	S	S	S	S	S
	Front Suspension Sway Bar, Sixes	O & Grp. O	O & Grp. O	O & Grp. O	S	—
	Front Suspension Sway Bar, V-8s	S	S	S	S	S
	Rear Suspension, Semi-Elliptical Leaf Springs	S	S	S	—	—
	Rear Suspension, 4-Link Trailing-Arm with Coil Springs	—	—	—	S	S
	Rear Suspension Sway Bar	—	—	—	O & Grp. O	O & Grp. O
	All-Season Engine Coolant (-34° F. Protect.)	S	S	S	S	S
	Clear-Power Battery	S	S	S	S	S
	Aluminized Exhaust System (Duals Standard with 401 V-8)	S	S	S	S	S
	Brake Diameter, Sixes (inches)	9	9	9	10	—
Brake Diameter, V-8s (inches)	10	10	10	10	10	
Fuel Tank Capacity, Sedan & Hardtop (gallons)	21	16	16	19.5	19.5	
Fuel Tank Capacity, 2-Seat Wagon (gallons)	—	16	—	19.5	20	
Fuel Tank Capacity, 3-Seat Wagon (gallons)	—	—	—	20	20	
MECHANICAL	All-Season Air Conditioning	O	O	O	O	S
	Weather-Eye Heating & Ventilation System	S	S	S	S	S
	High-Level Ventilation System	W/Air Cond.	W/Air Cond.	W/Air Cond.	W/Air Cond.	S
HEATING & AIR CONDITIONING	Seat Belts • Two Front Shoulder Belts • Two Rear Shoulder-Belt Anchors • Two Front Head Restraints • 4-Way Hazard Warning Signals • Lane-Changer Turn Signals • Automatic Back-Up Lights • Side-Of-Car Safety Marker Lights • High-Intensity Headlights with "Guard-Glo" Feature • Inside Rear-View Mirror with Twin Ball-Joint Pivots • Left-Side Rear-View Mirror (& Right-Side on AMX) • 2-Speed Electric Windshield Wipers & Non-Glare Blades • Electric Windshield Washers • Windshield Defrosters (heater) • Single-Unit Body Construction • Energy-Absorbing Steering Column • Deep-Dish Steering Wheel • High-Strength Seat Tracks and Anchorages • Resilient Front-Seat Backs • Molded Ceiling Headliner • Guard-Rail Doors (Javelin) • High-Strength Windshield Glass • Tempered Side & Rear Glass • Padded Sun Visors • Safety-Styled and Padded Instrument Panel • Safety-Shaped Instrument Panel Knobs and Armrests • Non-Glare Finish on Inside Parts • Double-Safety Brake System • Brake System Warning Light • Self-Adjusting Brake Linings • Mechanical Stop-Light Switch • Corrosion-Resistant Brake Lines and Fittings • Safety-Rim Wheels • Tire Tread-Wear Indicators • Anti-Theft Ignition, Steering & Transmission Lock with Warning Buzzer (Transmission Lock only on Column Shift) • High-Strength Door Locks & Hinges • Safety-Shaped Door Handles • Two-Key Locking System • Front Seat-Back Lock • Dual-Action Hood Latch.					
SAFE-COMMAND STANDARD FEATURES						
AIR-POLLUTION CONTROL SYSTEMS	Positive Crankcase Ventilation System • Exhaust Emission Control System • Fuel Tank Vapor Emission Control System • Nitrox-TCS System (Standard on California Cars. Optional for other states) • All '72 engines run on regular-leaded, low-lead or no-lead fuels of 91 octane or higher (with no-lead, use regular-leaded fuel every 4th tank fill)					

OPTIONS

(S=Standard, O=Optional, Grp. O=Inc. In Group Option)

PAINT, STRIPES, VINYL ROOF & WOOD-GRAIN

SEATS & UPHOLSTERY

PERFORMANCE (See "Engines" "Transmissions & Axle Ratios" Charts)

POWER ASSISTS

AUDIO EQUIPMENT

CONVENIENCE ITEMS

	GREMLIN	HORNET	JAVELIN	MATADOR	AMBASSADOR
Two-Tone Paint (not for Ambassador Brougham Wagon or Sportabout Wagon)	—	O	—	O	O
Pin Stripes	S ¹²	S ¹³	S ¹⁴	S ¹⁵	S ¹⁶
Rally Stripe (included with "X" Package)	O & Grp. O	Grp. O	O (SST)	—	—
Hood Stripe (included with AMX "Go" Pkg.)	—	—	O & Grp. O (AMX)	—	—
Vinyl-Covered Roof, Black, White, Blue, Green & Brown (Sedans & Hardtops)	—	O	O	O	O
Simulated Color-Keyed Wood-Grain Side & Rear Panels, (Wagons only)	—	Grp. O, & O on side only	—	O	S (Brougham)
Bench Seat—Fabric (Not Wagons)	—	S	—	S	S
Bench Seat—Vinyl (Vinyl Standard on Wagons)	S	O	—	O	O(SST 4-Dr.)
Individual Reclining Seats—Fabric	—	O	—	O	O
Individual Reclining Seats—Vinyl (Vinyl Standard For Wagons)	—	O	—	O	O
Individual Reclining Seats—Custom Fabric	—	O	—	O	O
Bucket Seats—Fabric	—	—	O	—	—
Bucket Seats—Vinyl	O & Grp. O	Grp. O	S	O(HT)	O(Brougham HT)
	GREMLIN	HORNET	JAVELIN	MATADOR	AMBASSADOR
Javelin AMX 360 or 401 "GO" Package	—	—	O ¹	—	—
Dual Exhaust System For 360-4B V-8 (Standard on 401 V-8)	—	—	O & Grp. O	O	O
V-8 Rally-Pac (Oil Pressure, Ammeter, Comb. Tach & Clock, 140 MPH Speedo.)	—	—	O & Grp. O	—	—
Twin-Grip Differential (Recommended with "performance" equip., Req'd with 3.91 axle)	O	O	O & Grp. O	O	O
20:1 Quick-Ratio Manual Steering	O	O & Grp. O	S	—	—
16:1 Quick-Ratio Manual Steering (Rec. only for special perf./racing)	—	—	O	—	—
Front Lower Spoiler (Rear Spoiler Std.)	—	—	O(AMX)	—	—
Power Steering (recommended with Air Conditioning)	O	O	O	O	O
Power Drum Brakes	O	O	O	O	S
Power Disc Brakes, Front	O	O	O & Grp. O	O	O
Manual Disc Brakes, Front	O	O & Grp. O	O	O ²	—
Power-Lift Tailgate Window (included with 3-seat Wagon Option)	—	—	—	O & Grp. O	O & Grp. O
Power-Lift Side Windows	—	—	—	—	O & Grp. O
AM Push-Button Radio	O	O	O	O	O
AM/FM Push-Button Radio	O	O	—	—	—
AM/FM Multi-Plex P. B. Radio & 2 Speakers	—	—	O	—	—
AM/FM Multi-Plex P. B. Radio & 4 Speakers (2 for Wagons)	—	—	—	O	O
Rear Speaker for AM Radio (not Wagons)	—	—	O	O	O
Stereo Tape Player with Manual AM Radio & 2 Speakers	—	—	O	D	D
Console (included with Console-Shift Torque-Command)	—	—	O	—	—
Armrest & Center Cushion (included with opt. Bucket Seats on Matador & Ambassador)	—	—	O	Grp. O	Grp. O
Storage/Litter Pouches (Front Doors)	O	O	O	O	O
Air Conditioning (includes H.D. Engine Cooling & 55-Amp Alternator)	O	O	O	O	S
A/C Package (includes A/C, Tinted Glass Power Steering & Insulation Group)	O	O	—	—	—
Tinted Glass, All Windows (recommended with A/C) or Windshield Only	O	O	O	O	O
Rear Quarter Vent Windows (2-Door)	O	O	—	—	—
Trunk Lid Rack (Not Wagons)	—	O	O(SST)	—	—

	GREMLIN	HORNET	JAVELIN	MATADOR	AMBASSADOR
Roof Rack (Gremlin & Wagons)	O	O & Grp. O	—	O	S
Roof Air Deflector—Liftgate or Tailgate (included with Rack on Sportabout)	O	w/Rack	—	O	O(S Brougham)
Third Seat For Wagons (includes Power-Lift Tailgate Window & Two Seat Belts)	—	—	—	O	O
Cruise-Command Automatic Speed Control System (V-8 Automatic)	—	—	—	O	O
Adjust-O-Tilt Steering Wheel	O(w/AT)	O(w/AT)	O	O(w/AT)	O
Visibility Group	O ³	O ⁴	O ⁵	O ⁶	O ⁶
Light Group	O ⁷	O ⁸	O ⁹	O ¹⁰	O ¹⁰
Deluxe Variable or 3-Speed Electric Windshield Wipers	O(Vari) & Grp. O	O(Vari) & Grp. O	O(3-Sp.) & Grp. O	O(S-Sp.) & Grp. O	O(3-Sp.) & Grp. O
Headlights—Off Delay System	—	—	O	O	O
Interior Appointment Package	O ¹¹	—	—	—	—
Space-Saver Spare Tire (included with Spoke or Slot-Style Wheels)	O(14")	O(S Wagon)	O(S on AMX)	—	—
Sun Roof (not with Vinyl Roof)	O	O(Not 4-Dr. S.)	—	—	—
Bumper Guards—Front Only	O	O	—	O(Wagon)	S(Wagon)
Bumper Guards—Front & Rear	O	O	O	O(HT & S)	S(HT & S)
Undercoating	Grp. O	Grp. O	Grp. O	Grp. O	O(Brougham)
Hood Insulation	Grp. O	Grp. O	Grp. O	Grp. O	S
Insulation Group (Undercoating & Hood Insulation)	O	O	O	O	O(SST)
Anti-Scuff Side Molding (NA on Wagon With Two-Tone or Wood-Grain)	O	O	O	O	O
Clear Vinyl Floor Mats—Front & Rear (Gremlin, front only)	O	O	O	O	O
Custom Steering Wheel, 2-Spoke	O & Grp. O	S	S(SST)	S	S
Sports Steering Wheel, 3-Spoke	O & Grp. O	O & Grp. O	O(S on AMX)	O	O
Wheel Covers	O	O	O(SST)	O	O(S Brougham)
Custom Wheel Covers	O(14")	O(S on "D/L")	O(SST)	O	O
Turbo-Disc Wheel Covers	O(14")	O	O(SST)	O	O
Spoke-Style Wheels, Four, 14" x 6"	O	O	O	O(V-8)	O
Slot-Style Wheels—Four, 14" x 6"	S on "X"	S on "X"	S on AMX	—	—
Slot-Style Wheels—Four, 15" x 7" (V-8)	—	—	O & Grp. O	O(Hardtop)	—
Decor Group (Wheel Opening, Drip Rail and Rocker Panel Moldings)	O ¹⁷	—	—	—	—
Custom Trim Package	O ¹⁸	—	—	—	—
"X" Package	O ¹⁹	O ²⁰	—	—	—
"Rallye" Package	—	O ²¹	—	—	—
Sportabout "D/L" Package	—	O ²²	—	—	—
Sportabout "Gucci" Package	—	O ²³	—	—	—
H.D. Engine Cooling System ²⁴	O & Grp. O	O & Grp. O	O & Grp. O	S w/AC	S w/AC
Handling Package—6 Cyl. (H.D. Springs & Shocks, plus Front Sway Bar)	O	O & Grp. O	O(SST)	—	—
Handling Package (H.D. Springs & Shocks, plus Rear Sway Bar)	—	—	—	O	O
Handling Package—V-8 (H.D. Springs & Shocks)	O	O & Grp. O	O & Grp. O	—	—
Front Sway Bar, 6-Cyl. (Std. on V-8's)	O & Grp. O	O & Grp. O	O & Grp. O	S	S
Rear Sway Bar	—	—	—	O	O
Adjustable Air-Shock Rear Suspension	—	—	—	O & Grp. O	O & Grp. O
Trailer-Towing Package No. 1 ²⁵	O	O	O	O	O
Trailer-Towing Package No. 2 ²⁶	—	—	—	O(V-8)	O
70-Amp. Battery	O	O	O	O	O
Engine-Block Heater	O	O	O	O	O

CONVENIENCE ITEMS (CONT.)

PROTECTION ITEMS

APPEARANCE ITEMS

HEAVY-DUTY & TRAILER EQUIPMENT

OPTIONS FOOTNOTES

- For AMX: Includes 360- or 401-CID 4-Bbl. Engine, Dual Exhaust, Hood "T" Stripe Decal, Black Paint on Rear Panel, Rallye-Pac. Instruments, Handling Package, Cowl-Air Carburetor Induction System, H-D Engine Cooling, Twin-Grip Differential, Power Disc Brakes, E60x15" Polyglas* Tires w/Raised White Letters, Spoke-Steel Wheels (15"x7") (with Space-Saver Spare on Regular 14" Wheel, std. on all AMX's).
- Available on 6-cylinder Sedan and Hardtop, less air conditioning.
- Includes Remote-Control Outside Mirror, Sun Visor Vanity Mirror, Day/Nite Inside Mirror, Inside Hood Release, Deluxe Variable-Speed Electric Wipers, and Dual Horns.

OPTIONS FOOTNOTES (CONT.)

- Same as #3, plus Electric Clock.
- Includes Remote-Control Outside Mirror, Sun Visor Vanity Mirror, Inside Hood Release, 3-Speed Electric Wipers and Electric Clock.
- Same as #5, plus Cargo Net (Wagons).
- Includes Two Courtesy Lights, Parking Brake Warning Light, Headlights-On Warning Buzzer and Door Switches.
- Same as #7, plus Trunk Light and Glove Box Light.
- Same as #8, plus Map Light.
- Same as #7, plus Ash Tray Light, Cargo (instead of Trunk) Light, Wagons.
- Includes Instrument Panel Parcel Shelf, Glove Box Lock and Light, Cigarette Lighter.
- Not available with Gremlin "X" package.
- SST Sedans without "X" package. Sportabout without woodgrain, "D/L" or "X" package.
- Not available with rally stripe or scuff molding.
- Not available on wagons with 2-tone or woodgrain.
- Standard on Brougham Sedan and Hardtop only.
- Available with Gremlin "X" package or Custom Trim Package (rocker panels only).
- Includes Custom Door Panel and Seat Trim (pleated vinyl), Carpeting, Cargo Area Insulation, Custom Steering Wheel, Wheel Opening Moldings and Drip Moldings.
- Includes Spear Side Decal, Painted Grill (Exc. with certain special paint options), Slot-Style 14" x 6" Wheels w/D70 x 14" Polyglas* Black Tires, Space-Saver Spare, Custom Interior w/Bucket Seats and Cargo Area Insulation, 15" Sports Steering Wheel, Interior Appointment Package, and Special Decals.
- 2-Door Sedan: Sports Steering Wheel, Rally Stripes, "X" Emblem, 14" x 6" Slot-Style Wheels w/C78 x 14" Polyglas* Black Tires. Sportabout: same, except wider rocker panel molding.
- 2-Door Sedan: Bucket Seats (vinyl), Manual Disc Brakes, Handling Package, 20:1 Quick-Ratio Manual Steering, Full-Synchromesh 3-Speed Floor Shift Transmission, Sports Steering Wheel and "Rallye" Emblem.
- Includes "Color-Keyed" Wood-Grain Side and Rear Panels, Roof Rack w/Integral Air Deflector, Custom Wheel Covers, D/L Decal, and Individually-Reclining Seats w/Scorpio Fabric or Vinyl Trim.
- "Gucci" Package: Special "Gucci" Trim Treatment on Seats, Door Panels, Sun Visors and Headliner (plain headliner w/Sun Roof option), plus Front Fender Emblems and Wider Rocker Panel Moldings.
- Includes Heavy-Duty Radiator, Power-Flex Fan and Fan Shroud (standard with air conditioning).
- Trailers up to 2000 lbs.: Car-to-Trailer Wiring Harness Kit, H.D. Engine Cooling and Handling Package.
- Trailers from 2000 to 5000 lbs.: Same as Package No. 1, plus "Auxiliary" Transmission Oil Cooler and Adjustable Air-Shock Rear Suspension.

ENGINES

CUBIC INCHES & CYL.	CARB. TYPE	NET H.P. @ RPM	NET TORQUE @ RPM	COMP. RATIO & FUEL	BORE & STROKE	GREMLIN	HORNET	JAVELIN		MATADOR	AMBASSADOR
								SST	AMX		
232 CID Six Single Exhaust	1-Barrel	100 @ 3800	185 @ 1800	8.0:1/ Reg.	3.75" X 3.50"	S	S	S	—	S (Sedan & Hardtop)	—
258 CID Six Single Exhaust	1-Barrel	110 @ 3500	195 @ 2000	8.0:1/ Reg.	3.75" X 3.90"	O	O	O	—	O (S on Wagon)	—
304 CID V-8 Single Exhaust	2-Barrel	150 @ 4200	245 @ 2500	8.4:1/ Reg.	3.75" X 3.44"	O	O	O	S	O	S
360 CID V-8 Single Exhaust	2-Barrel	175 @ 4000	285 @ 2400	8.5:1/ Reg.	4.08" X 3.44"	—	O	O	O	O	O
360 CID V-8 Single Exhaust	4-Barrel	195 @ 4400	295 @ 2900	8.5:1/ Reg.	4.08" X 3.44"	—	—	O	O	O	O
360 CID V-8 Dual Exhaust	4-Barrel	220 @ 4400	315 @ 3100	8.5:1/ Reg.	4.08" X 3.44"	—	—	O	O & Grp. O	O	O
401 CID V-8 Dual Exhaust	4-Barrel	255 @ 4600	345 @ 3300	8.5:1/ Reg.	4.17" X 3.68"	—	—	O	O & Grp. O	O	O

All '72 engines run on regular-leaded, low-lead or no-lead fuels of 91 octane or higher (with no-lead, use regular-leaded fuel every 4th tank fill)

TRANSMISSIONS & AXLE RATIOS

Axle ratios in parentheses are extra cost options (see notes below).

ENGINE	TRANSMISSION	GREMLIN	HORNET	JAVELIN	MATADOR	AMBASSADOR
232 CID Six 1-B. Carb	3-Speed Manual on Column, 2-3 Synchromesh	2.73 (3.08 & 3.31)	3.08 (3.31)	—	—	—
	3-Speed Manual on Floor, 2-3 Synchromesh	2.73 (3.08 & 3.31)	—	—	—	—
	3-Speed Manual on Column, Synchromesh	—	—	—	3.15 (3.54)***	—
	3-Speed Manual on Floor, Synchromesh	2.73 (3.08 & 3.31)	3.08 (3.31)	3.08 (3.31 & 3.58) SST	—	—
258 CID Six 1-B. Carb.	Torque-Command Automatic on Column	2.37 (2.73 & 3.08)*	2.37 (2.73 & 3.08)*	3.08 (3.31) SST	3.15 (3.54)	—
	3-Speed Manual on Column, Synchromesh (Wag.)	—	—	—	3.54	—
	3-Speed Manual on Floor, Synchromesh	2.73 (3.08 & 3.31)	3.08 (3.31)	—	—	—
	Torque-Command Automatic on Column	2.73 (3.08 & 3.31)	2.73 (3.08 & 3.31)	3.08 (3.31) SST	3.15 (3.54)	—
304 CID V-8 2-B. Carb.	3-Speed Manual on Floor, Synchromesh	3.54 (3.15)	3.54 (3.15)	3.54 (3.15)	—	—
	Torque-Command Automatic on Column	2.87 (3.15)	2.87 (3.15)	2.87 (3.15) SST	2.87 (3.15)	2.87 (3.15)
	Torque-Command Automatic on Console	—	—	2.87 (3.15)	—	—
360 CID V-8 2-B. Carb.	Torque-Command Automatic on Column	—	2.87 (3.15)	2.87 (3.15) SST	2.87 (3.15)	2.87 (3.15)
	Torque-Command Automatic on Console	—	—	2.87 (3.15)	—	—
360 CID V-8 4-B. Carb.	Torque-Command Automatic on Column	—	—	2.87 (3.15) SST	2.87 (3.15)	2.87 (3.15)
	Torque-Command Automatic on Console	—	—	2.87 (3.15)**	—	—
	4-Speed Manual on Floor, Synchromesh	—	—	3.54 (3.15 & 3.91)	—	—
401 CID V-8 4-B. Carb.	Torque-Command Automatic on Column	—	—	—	2.87 (3.15)	2.87 (3.15)
	Torque-Command Automatic on Console	—	—	2.87 (3.15 & 3.54)**	—	—
	4-Speed Manual on Floor, Synchromesh	—	—	3.54 (3.15 & 3.91)	—	—

*Sedans with air conditioning and all Sportabouts 2.73 Std. (3.08 & 3.31 Opt.). **For Javelin AMX with combination of auto. trans. and "Go" Package: 360-4B; 3.15 Std. (2.87 Opt.) 401-4B; 3.15 Std. (2.87 & 3.54 Opt.). *** California cars use 3.54 (no options). Notes . . . Twin-Grip differential is optional with all axle ratios (must be ordered with 3.91 ratio). Other ratios purchasable in kit form through AM dealers; 3.73, 3.91 (also factory option), 4.10, 4.44 and 5.00.

TIRES

	GREMLIN		HORNET			JAVELIN			MATADOR		AMBASSADOR		
	Sixes	V-8	Sixes (Sedans)	V-8's & Sportabout	Opt. "X" Package	SST		AMX	Sedans & Hardtops	Station Wagons	Sedans & Hardtops		Station Wagons
						Sixes	V-8's				304 & 360	401	
<input type="checkbox"/> 6.00x13 Black (White-Line Optional)	S												
<input type="checkbox"/> 6.45x14 Black (White-Line Optional)	O ¹		S										
<input type="checkbox"/> 6.95x14 Black		S	O ¹	S									
<input type="checkbox"/> B78x14 Black (White-Line Optional)	O		O										
<input type="checkbox"/> C78x14 Black (White-Line Optional)		O	O	O	S ³	S							
<input type="checkbox"/> D78x14 Black (White-Line Optional)		O	O	O	O ³	O	S						
<input type="checkbox"/> E78x14 Black (White-Line Optional)						O	O		S		S		
<input type="checkbox"/> F78x14 Black (White-Line Optional)									O		O	S	
<input type="checkbox"/> G78x14 Black (White-Line Optional)										S	O	O	
<input type="checkbox"/> H78x14 Black (White-Line Optional)										O			S
<input type="checkbox"/> D70x14 Black (White-Letters Optional)	O ²	O ²	O ⁴	O ⁴	O ³								
<input type="checkbox"/> E70x14 Black with White Letters						O ⁴	O ⁴	O ³					
<input type="checkbox"/> E60x15 Black with White Letters							O ³	O ³	O ³				

1. Standard with air conditioning. 2. Black standard with Gremlin "X" Package, and includes four slot-style wheels plus Space-Saver spare. 3. With four slot-style wheels plus Space-Saver spare. 4. With four spoke-style wheels plus Space-Saver spare. See Dealer's ordering guide for *complete* listing of tires and wheels.

SPECIAL NOTE: Write to American Motors Corp., Detroit, Mich. 48232, for a FREE copy of the "Trailer-Towing Bulletin", and/or the "Consumer Information Booklet" (explaining stopping distance, tire reserve load and acceleration/passing ability).

Certain equipment items and features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. Certain equipment items and features 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.

1972 EXTERIOR COLOR AVAILABILITY "Lustre-Gard" Acrylic Enamel (Triple-Coated, Baked-On Finish)

MODELS

	A1 Snow White	C2 Stardust Silver	C3 Skyway Blue	C4 Jetset Blue	C5 Admiral Blue	C6 Surfside Turquoise	C8 Grasshopper Green	C9 Hunter Green	D1 Jolly Green	D2 Yuca Tan	D3 Baja Bronze	D4 Cordoba Brown	D5 Butterscotch Gold	A2 Canary Yellow	D7 Trans-Am Red	D8 Sparkling Burgundy	D9 Wild Plum	P1 Classic Black	
GREMLIN	●	●	●	●		●	●	●	●	●		●	●	●					OPT.
GREMLIN X	●	●				●			●			●	●	●					OPT.
HORNET & SPORTABOUT	●	●	●	●		●	●	●	●	●		●	●	●					OPT.
SPORTABOUT "GUCCI"	●					●	●		●										OPT.
JAVELIN	●	●		●	●	●	●	●	●	●	●		●	●	●				OPT.
MATADOR	●	●		●	●		●		●	●	●		●	●	●				OPT.
AMBASSADOR	●	●		●	●		●		●	●	●		●	●	●				OPT.

And, any above color which is normally not offered on a particular model, is available as an extra-cost option (i.e., Admiral Blue is available as an extra-cost option on Gremlin and Hornet models).