

**Introducing the '73s from American Motors.**

# The 1973 American Motors Buyer Protection Plan.

## AMERICAN MOTORS BUYER PROTECTION PLAN

### 1. A simple, strong guarantee, just 101 words!

When you buy a new 1973 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 replacement be made by an American Motors dealer.

2. A free loaner car from almost every one of our dealers if guaranteed repairs take overnight.

3. Special Trip Interruption Protection.

4. And a toll free hot line to AMC Headquarters.

## We care what happens to you after you buy our car.

Last year, American Motors Corporation took a very bold step.

Our Buyer Protection Plan. People liked it.

And bought hundreds of thousands of our cars. Which made it a very good year. For them. And for us.

But this year should be even better. Because we've built a lot of new things into our '73s. Things that really make a difference, instead of things that are just different.

So this year the simple truth about AMC cars will be even more true.

That we back them better because we build them better.

### The Buyer Protection Plan and what it means to you. The guarantee, explained.

If anything goes wrong with your new '73, in the first 12,000 miles or 12 months, whichever occurs first, and it's our fault—we fix it. Free.

Yes, anything.

Including air conditioning. Battery. Radio. Front-end alignment. Wiper blades. Light bulbs. Anything but tires (tire manufacturer backs them).

You don't pay one red cent for labor.

Or parts.

We pay.

### Making a good thing better.

There's always room for improvement.

Which is why we've done everything we could to make our new '73s even better.

For example, we've built in many significant design improvements. Instituted numerous mechanical refinements. And set up additional

quality controls, in the form of more car tests and more car inspectors.

### Your '73 AMC car comes with a report card.

The Buyer Protection Plan also means that when you pick up your new '73 AMC car, you find a signed check-list on the sun visor.

Signed by a man who certifies he's road-tested your car for handling, braking, and overall performance.

### If you need a loaner, you've got one. Free.

Ever ask for a loaner car and get a funny look?

We understand.

That's why if we have to keep your '73 overnight for guarantee work, most of our dealers will loan you one of their nice, clean cars.

Free.

### Special Trip Interruption Protection.

If you're 100 miles or more from home and the servicing AMC dealer can't provide same-day Guarantee repairs for your car, interrupting your trip, AMC will reimburse you for reasonable lodging and meal costs, up to \$150, based upon your actual expenses.

And this Trip Interruption Protection is also free.

### We're easy to talk to.

When you buy a new '73 from us you get a person in Detroit at AMC Headquarters you can talk to—toll free—whenever you have a problem with your new car you can't

get handled.

You'll get fast results.

Not fast talk.

### What do our '73s offer you?

The most exciting line of cars we've ever built. Plus some of the most exciting high fashion interiors you'll ever see.

'73 Gremlin, for example, makes getting there as much fun as being there. Especially if you order our new LEVI'S® interior trim package.

'73 Hornet has unhatched a whole new way to go. In addition to the popular and economical Hornet sedans, we introduce the Hornet Hatchback. While Sportabout offers you compact car handling, sporty looks plus the luxurious Gucci designed interior option.

'73 Javelin and AMX. The performance pair for the open road (or track). With room for a couple in back. And you can order the sharp Pierre Cardin interior.

'73 Matador. The mid-size Matador offers you room and quality you'd expect to find in a full-size car.

And '73 Ambassador. It features, as standard equipment, the luxuries you'd normally have to pay extra for.

### We're committed to protecting more than your car.

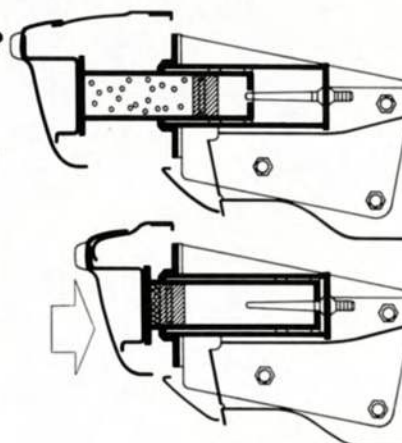
We're committed to protecting you.

So you find yourself surrounded by safety features in your new '73 AMC car.

You sit protected by stronger new bumper systems.

The one you see here compresses backward on

impact. As much as 3 inches with a 5 mph impact. Then it simply returns to normal.



You get seat belts that gently remind you to buckle up should you forget.

And you get the option of ordering sure-stopping radial tires on your new '73 AMC car.

In conclusion, we'd just like to say this: if you're thinking about getting a new car, think first about all you get from us. AMC.

**We back them better because we build them better.**

### NEW FOR '73,

### THE EXTENDED BUYER PROTECTION PLAN.

You can double the Buyer Protection Plan coverage on your '73 car to 24 months or 24,000 miles, whichever comes first, and also cover the cost of factory-required maintenance at the scheduled intervals. Required maintenance includes oil-and-filter changes, 15,000-mile precision tune-up, emission control services, front-end check, plus all other manufacturer-scheduled services to maintain your car for the 24-month/24,000-mile limit. The list price for this extended service policy is \$149.00.



**'73 GREMLIN**  
An economy drive can be fun.

## AMC Gremlin

'73 Gremlin can wear LEVI'S®.

All you have to do is ask for our special LEVI'S® custom trim option. One of the many interiors and options you can order—to make your Gremlin really you.

And '73 Gremlin has a lot more going for you. Like its basic economy. Economy that comes from spending less to buy it, spending less for gas and from spending less to service it.

Like more weight. So you get a good solid feeling. And a good steady ride when crosswinds whip up.

Like a strong new energy-absorbing bumper up front. And a strong new bumper on the rear.

And power too. Gremlin's standard engine is a hefty 232 CID 6-cylinder. But if you'd like more, there's our optional 304 CID V-8. For some very spunky performance.

And for a complete performance look, there's our Gremlin "X" package. With things like unique side stripes, color-coordinated grille, slot-style wheels and more.

'73 Gremlin. It's making imports a lot less important because it's a lot more little car. And it's the only little car covered by our exclusive Buyer Protection Plan.

**We back them better because we build them better.**

New LEVI'S® blue denim nylon trim option for Gremlin. You get LEVI'S® bucket seat and door panel trim with orange stitching and real copper rivets, LEVI'S® pockets on doors, and much more. Check our option list for the full story.



Gremlin shown in Maxi-Blue with optional Rally Stripe.

## GREMLIN

### WHAT YOU GET AS STANDARD EQUIPMENT:

#### "SAFE-COMMAND" features.

- **A.** New standard front recoverable bumper. Absorbs impacts of up to 5 mph. Then returns to normal. (Similar system optional on rear.)



- Corrosion-resistant brake lines.
  - Side marker lights.
  - Large new back-up light for improved rear visibility.
  - Left-side rear-view mirror.
  - 2-speed electric windshield wipers.
  - Non-glare wiper blades.
  - Electric windshield washers.
  - Non-glare finish on inside parts.
  - Anti-theft ignition, steering, and transmission lock. (No trans. lock on floorshift.)
  - Advanced exhaust and emission controls.
  - Safety-shaped armrests, front.
  - Padded instrument panel and sun visors.
  - High-strength door locks.
  - Safety-shaped door handles.
  - 2-key locking system.
  - 4-way hazard warning signals.
  - Tire wear indicators.
- Auto-Loc seat belts with quiet warning buzzer.
  - Stronger rear bumper with steel-reinforced rubber bumper guards.
  - Two front shoulder belts.
  - Single-unit body construction.
  - New captive engine mounts.
  - New soft-feel control knobs with international symbols.
  - Two front head restraints.
  - Energy-absorbing steering column.
  - Double-safety brake system.
  - New safety-shaped horn bar.
  - Brake system warning light.
  - Self-adjusting brake linings.

- Newly-retined heating system for more controlled temperature.
- Long-distance 21-gallon fuel tank.
- Sway-bar up front. V-8 only.
- Tough, long-wearing vinyl upholstery.
- Fade-resistant new acrylic enamel finish.
- Long-life aluminized steel exhaust system.
- Heavy-duty clutch.

#### Dimensions.

- Curb weight: 2572 lbs.
- Wheelbase: 96 inches.
- Stance: 57.4 in. front, 57 in. rear.
- Turning diameter: 32.7 ft.
- Usable luggage capacity: 6.4 cu. ft. with seat up, 16.4 cu. ft. with seat down.

#### Additional standard features.

- Engine—232 CID Six.
- Thick, foam-cushion front seats.
- Fold-down rear seat for instant trunk.
- New floor mounted full-synchromesh 3-speed manual transmission.
- New heat-treated exhaust valve seats for longer life.
- Sporty exterior paint stripes.
- Handsome new hub caps.
- Single, Hi-Intensity headlights.
- Easy-opening tailgate window.
- Filters in fuel tank and carburetor line.
- Special carburetor air cleaner.
- Durable rubber floor mats.
- Ash tray, front.
- Anti-smog devices.

# GREMLIN

## WHAT YOU CAN ORDER:

### Optional equipment.

• **A.** Feel free to order air conditioning. Because Gremlin's engine can handle it. And because it makes your Gremlin an even nicer place to spend the summer.



- All-season air conditioning. Includes heavy-duty engine cooling system, 50-amp battery, 51-amp alternator.
- Air conditioning package includes the above plus tinted glass, power steering, and insulation group.
- Rally side stripes.
- Gremlin "X" package. Includes full-length "spear" side decal, painted grill, slot-style 14"x6" wheels, D70x14 black tires, space saver spare tire with regular wheel, custom interior with bucket seats, cargo area insulation and carpeting, 15" sports steering wheel, and interior appointment package plus special decals.
- LEVI'S® custom trim package. You get a spun nylon version of the traditional blue denim LEVI'S® trim with LEVI'S® buttons and door panel, storage/litter container in blue denim, blue headlining and sun visors and front fender LEVI'S® decal, plus carpeting, cargo area insulation, custom steering wheel, wheel opening moldings and drip moldings.
- Custom trim package. Includes custom door panel and seat trim in pleated vinyl, carpeting, cargo area insulation, custom steering wheel, wheel opening moldings and drip moldings.
- Bucket seats.
- Tinted glass, all windows.
- Tinted windshield.
- Power steering (recommended with air conditioning).
- Power brakes.
- Power disc brakes, front.
- Manual disc brakes, front.
- Rear quarter vent windows.



"Wellington" pleated-vinyl custom interior. For bench or bucket seats. Comes with bucket seats in "X" package.



• **B.** Handy luggage rack option looks great. And lets you take a whole lot more when you travel. While the tailgate air deflector

forces air down across the window—keeping it clear.

- Inside hood release.
- AM or AM/FM push-button radio.

- Stowage/litter container pouches in both front doors.
- Adjust-O-Tilt steering wheel. Includes custom steering wheel, and is available only with automatic transmission.
- Deluxe electric wipers.
- Interior appointment package. Includes instrument panel parcel shelf, glove box lock, glove box light, and cigarette lighter.
- Visibility group. Includes remote-control left outside mirror, visor vanity mirror, day/nite inside mirror, inside hood release, deluxe electric wipers (intermittent action), and dual horns.
- Space-saver spare tire.
- Light group. Includes two courtesy lights, parking brake warning light, headlights-on warning buzzer and door switches.
- Decor group. Includes wheel opening moldings, drip moldings and rocker panel moldings. (available with Gremlin X only.)



- **C.** New floor-mounted Torque-Command automatic transmission selector lever. Sporty. Smooth. Dependable. And convenient.
- **D.** 5-litre V-8 = 304 CID V-8. And that's plenty of engine. For when you need it.
- Custom steering wheel.
- Sports steering wheel, 3-spokes.

- Wheel covers.
- Custom wheel covers.
- Spoke-style wheels.

### Performance Options.

- Twin-grip differential.
- Quick-ratio manual steering. 20:1.

### Heavy-duty Options.

- Heavy-duty engine cooling system. Heavy-duty radiator, power-flex fan and fan shroud (standard with air conditioning).
- Heavy-duty 70-amp battery.
- Handling package. Includes heavy-duty springs and shock absorbers, plus front sway bar for 6-cylinder engine.
- Engine block heater.

### Protection Options.

- Insulation group. Includes undercoating and hood insulation.
- Protection group. Includes stainless steel door edge guards and color-keyed vinyl floor mats up front.



- **E.** New, energy-absorbing recoverable rear bumper is optional. It comes with a tough rubber strip that helps buffer minor impacts. So you get that much more protection behind you.
- Vinyl body-side scuff molding.
- Locking gas cap.

## Tire specifications

| Tire                                           | Sizes | V-8's |
|------------------------------------------------|-------|-------|
| 6.45 x 14 Black (White line optional)          | STD.  |       |
| 6.95 x 14 Black (White line optional)          | OPT.  | STD.  |
| C78 x 14 Belted Black (White line optional)    | OPT.  | OPT.  |
| D70 x 14 Belted Black (White letters optional) | OPT.* | OPT.* |
| DR70 x 14 Radial White Line                    | OPT.  | OPT.  |

\*Standard with Gremlin X.

## Engine specifications

| Engine      | Carb. Type | Net HP @ RPM | Net Torque @ RPM | Comp. Ratio | Bore & Stroke | STD./OPT. |
|-------------|------------|--------------|------------------|-------------|---------------|-----------|
| 232 CID Six | 1-Barrel   | 100 @ 3600   | 185 @ 1800       | 8.0:1       | 3.75"x 3.50"  | STD.      |
| 258 CID Six | 1-Barrel   | 110 @ 3500   | 195 @ 2000       | 8.0:1       | 3.75"x 3.90"  | OPT.      |
| 304 CID V-8 | 2-Barrel   | 150 @ 4200   | 245 @ 2500       | 8.4:1       | 3.75"x 3.44"  | OPT.      |

## Engine/transmission combinations

| Engine      | Transmission                                | Transmission Availability | Axle Ratios STD. (OPT.) |
|-------------|---------------------------------------------|---------------------------|-------------------------|
| 232 CID Six | 3-Speed Full-Synchromesh Manual Floor Shift | STD.                      | 2.73 (3.08) (3.31)      |
|             | Torque-Command Automatic on Column          | OPT.                      | 2.73 (3.08) (3.31)      |
|             | Torque-Command Automatic on Floor           | OPT.                      | 2.73 (3.08) (3.31)      |
| 258 CID Six | 3-Speed Full-Synchromesh Manual Floor Shift | STD.                      | 2.73 (3.08) (3.31)      |
|             | Torque-Command Automatic on Column          | OPT.                      | 2.73 (3.08) (3.31)      |
|             | Torque-Command Automatic on Floor           | OPT.                      | 2.73 (3.08) (3.31)      |
| 304 CID V-8 | 3-Speed Full-Synchromesh Manual Floor Shift | STD.                      | 3.54 (3.91)             |
|             | Torque-Command Automatic on Column          | OPT.                      | 2.87 (3.15)             |
|             | Torque-Command Automatic on Floor           | OPT.                      | 2.87 (3.15)             |

Engine chart note: All '73 engines run on regular-leaded, low-lead or no-lead fuels (with no-lead, use regular-leaded fuel every 4th tank fill for V-8 engines).

**'73 HORNET  
HATCHBACK**  
The all-new sporty compact.



You like the idea of a sporty looking car.

But you also like the idea of economy, right?

Then consider our all-new Hornet Hatchback.

It's both.

Because it gives you the sleek, handsome looks that come with things like fastback styling, a streamlined roof, and flip-open rear windows. As well as the compact-car conveniences of economy, easy parking, and easy handling.

What's more, our new Hatchback gives you loads of cargo space—23 cubic feet when you fold down the back seat.

Plus a 232 CID 6-cylinder engine that packs plenty of power.

'73 Hornet Hatchback. Completely new, except for one thing.

Our Buyer Protection Plan.

**We back them better because we build them better.**

Our "Domino" Hatchback fabric option in cinnamon/buff. For bucket seats only. Comes with custom upholstery, door panels and moldings.



Hornet Hatchback "X" shown in Mellow Yellow.

## HORNET HATCHBACK

### WHAT YOU GET AS STANDARD EQUIPMENT: "SAFE-COMMAND" features.

- New energy-absorbing recoverable front bumper.
- Stronger, rear bumper with steel-reinforced rubber bumper guards.
- Auto-Loc seat belts with quiet warning buzzer.
- Two front shoulder belts.
- Single-unit body construction.
- Energy-absorbing steering column.
- New captive engine mounts.
- Two front head restraints.
- Double-safety brake system.
- Brake system warning light.
- Self-adjusting brake linings.
- Corrosion-resistant brake lines.
- New safety-shaped horn bar.
- Side marker lights.
- Left-side rear-view mirror.
- 2-speed electric windshield wipers.
- Non-glare finish on inside parts.
- Anti-theft ignition, steering, and transmission lock. (No trans. lock on floorshift.)
- Advanced exhaust/emission controls.
- Padded instrument panel and sun visors.
- Safety-shaped door handles.
- Front seat-back lock.
- Positive crankcase ventilation.
- Fuel tank vapor control.
- 4-way hazard warning signals.
- Lane changer turn signals.
- Tire wear indicators.

### Additional standard features.

- New "gas spring" liftgate for easy opening, closing.

- Engine—232 CID Six.
- Thick foam-cushion seats up front.
- Handy package tray under instrument panel.
- New, full-synchromesh 3-speed manual transmission (Column shift).
- Sporty new grille and hub caps.

**A.**



- **A.** New soft-feel control knobs with international symbols are standard. So you know which controls are which—at a glance.
- Single, Hi-Intensity headlights.
- Filters in fuel tank and carburetor line.
- Special carburetor air cleaner.
- Durable carpeting in passenger compartment.
- Custom steering wheel.
- Deep-dip rustproofing.
- Twin ball-joint front suspension.
- Ventless side windows for less wind noise.
- Rear quarter vent windows.
- Sway-bar up front. V-8 only.

### Dimensions.

- Wheelbase: 108 inches.
- Stance: 56.4 in. front, 57 in. rear.
- Trunk space: 22.9 cubic feet with back seat down and optional Space-Saver spare tire.

### WHAT YOU CAN ORDER: Optional equipment.

- Tinted glass, all windows.

- Tinted windshield.
- Power brakes.
- Power disc brakes, front.
- Manual disc brakes, front.
- Power steering (recommended with air conditioning).
- All-season air conditioning. Includes heavy-duty engine cooling system, 50-amp battery, 51-amp alternator.
- Air conditioning package includes the above plus tinted glass, power steering, and insulation group.



- **B.** Our Hatchback's optional hidden trunk compartment. Includes Space-Saver spare tire. And plush rear area carpeting.
- Light group. Includes trunk or cargo light, two courtesy lights, glove box light, parking brake warning light, headlights-on warning buzzer and liftgate switch for dome light.
- Deluxe electric wipers.
- Stowage/litter container. Pouches in both front doors.
- Visibility group. Includes remote-control left outside mirror, visor vanity mirror, day/nite inside mirror, inside hood release, deluxe electric wipers—intermittent action, electric clock, and dual horns.

- Inside hood release.
- Adjust-O-Tilt steering wheel (with automatic transmission only).
- AM push-button radio.
- AM/FM push-button radio.
- "X" package. Includes special sports steering wheel, rally stripes, "X" emblem, and slot-style wheels.
- Durable vinyl seat trim.
- Bucket seats with vinyl or "Domino" fabric covering.
- Sports steering wheel.
- Wheel covers.
- Custom wheel covers.
- Spoke-style wheels.

### Performance options.

- Twin-grip differential.
- Quick-ratio manual steering. 20:1.

### Heavy-duty options.

- Trailer towing package.
- Heavy-duty engine cooling system. Includes heavy-duty radiator, power-flex fan and fan shroud (standard with air conditioning).
- Heavy-duty 70-amp battery.
- Handling package. Includes heavy-duty springs and shock absorbers. And front sway bar on 6-cyl.
- Engine block heater (600 watt).

### Protection options.

- New, energy-absorbing "recoverable" rear bumper.
- Insulation group. Includes undercoating and hood insulation.
- Protection group. Includes stainless steel door edge guards, and color-keyed vinyl floor mats in front and rear.
- Vinyl body-side scuff molding.



## '73 HORNET SPORTABOUT

The only thing nicer than how it handles  
is how it looks.

## AMC Hornet

It's a wagon. It's a compact.  
It's Sportabout.

Dedicated to the proposition of giving you all the advantages of a station wagon, plus the advantages of a compact—in one sporty car.

You get, for example, lots of room. The kind of room Mom's looking for—60.8 cubic feet to carry whatever needs to be carried.

You get the maneuverability that will ease you in and out of places bigger cars fear to tread.

You get a very smooth-riding wheelbase, plus a very steady stance.

You get a peppy yet economical, 232 CID 6-cylinder engine. You get a strong new energy-absorbing bumper up front and you can order similar rear bumper system for extra protection. And of course you get everything all wrapped up in some very sporty looks.

'73 Hornet Sportabout.

A smart buy for the family that wants more than utility in a car.

And an even smarter buy because it is covered by our Buyer Protection Plan.

**We back them better because we build them better.**



Sportabout's Gucci-designed interior option. Features bold red and green striped individual reclining seats, "Gucci"-trim door panels, sun visors, and headliner, plus front fender emblems.

## HORNET SPORTABOUT

### WHAT YOU GET AS STANDARD EQUIPMENT:

#### "SAFE-COMMAND" features.

- New energy-absorbing recoverable front bumper.
- Stronger, rear bumper with steel-reinforced rubber bumper guards.
- Auto-Loc seat belts with quiet warning buzzer.
- Two front shoulder belts.
- Single-unit body construction.
- Energy-absorbing steering column.
- New captive engine mounts.
- Two front head restraints.
- Double-safety brake system.

- Self-adjusting brake linings.
- Corrosion-resistant brake lines.
- New, safety-shaped horn bar.
- New side marker lights.
- Left-side rear-view mirror.
- 2-speed electric windshield wipers.
- Non-glare finish on inside parts.
- Anti-theft ignition, steering, and transmission lock.
- Advanced exhaust/emission controls.
- Safety-shaped armrests, front and rear.
- Padded instrument panel and sun visors.
- High-strength door locks.
- Safety-shaped door handles.
- 2-key locking system.
- Front seat-back lock.
- Positive crankcase ventilation.
- Fuel tank vapor control.
- 4-way hazard warning signals.

- Lane changer turn signals.
- Tire wear indicators.

#### Additional standard features.

- 60 cubic feet of luggage space with back seat down.
- Easy-opening spring-type liftgate, up front.
- Handy package tray under instrument panel.
- New, full-synchromesh 3-speed manual transmission.
- New soft-feel control knobs with international symbols.
- Engine—232 CID Six.
- Filters in fuel tank and carburetor line.
- Single, Hi-Intensity headlights.
- Special carburetor air cleaner.
- Custom steering wheel.
- Ash trays, front and rear.
- Anti-smog devices.
- Sway-bar, up front. (V-8 only)
- New, refined, blend-air heating system.

#### Dimensions.

- Wheelbase: 108 inches.
- Stance: 56.4 in. front, 56.6 in. rear.
- Cargo space: 60.76 cubic feet. Plus 3.8 cubic feet more under cargo floor.
- Fuel tank: 16 gallons.

### WHAT YOU CAN ORDER:

#### Optional equipment.

- All-season air conditioning. Includes heavy-duty engine cooling system, 50-amp battery, 51-amp alternator.
- Air conditioning package includes the above plus tinted glass, power steering, and insulation group.
- Tinted glass, all windows.
- Tinted windshield.
- Power brakes.
- Power disc brakes, front.
- Manual disc brakes, front.
- Power steering (recommended with air conditioning).
- Luggage rack with integral rear air deflector.
- Adjust-O-Tilt steering wheel (with automatic transmission only).
- "Gucci" interior. Luxurious trim package designed by the famed Dr. Aldo Gucci, featuring multi-colored vinyl interior appointments, individual reclining seats and "Gucci" emblem.
- Inside hood release.
- Deluxe electric wipers.
- Wood-grain, color-keyed side panels.



Our "Striped Uganda" optional blue interior. It's virtually kid-proof. And available on sedan and Hatchback bench seats. Or on sedan and Sportabout individual reclining seats (pictured here). Standard on regular Sportabout seats.



- **A. D/L Package.** You get wood-grain panels, roof rack with air deflector, individual reclining seats with "Scorpio" trim, this D/L emblem and more.
- "X" package. Includes sports steering wheel, rally stripes, "X" emblem, 14" x 6" slot style wheels with C78 x 14" Polyglas® black tires.
- Spoke-style wheels.
- Wheel covers.
- Stowage/litter container pouches in both front doors.
- Luxurious, individual-reclining seats.
- AM push-button radio.



- **B. Now hear this.** Our optional AM/FM radio. It makes times like driving to and from work a lot less work.
- Visibility group. Includes remote-control left outside mirror, visor vanity mirror, day/nite inside mirror, inside hood release, deluxe electric wipers with intermittent action, electric clock, and dual horns.
- Light group. Includes trunk or cargo light, two courtesy lights, glove box light, parking brake warning light, headlights-on warning buzzer and liftgate switch for dome light.

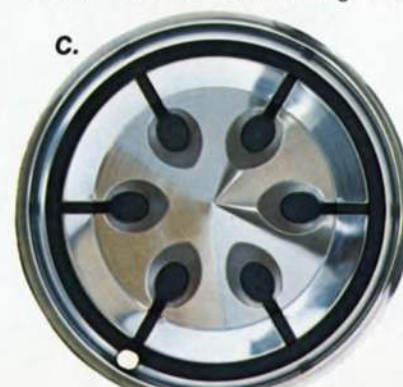


Cinnamon "Scorpio" custom fabric option. Available on sedan and Sportabout reclining seats (pictured here). Includes custom upholstery, door panels and moldings.

- Sports steering wheel, 3-spokes.
- **C. Do something nice for your tires.** Dress them up with these optional wheel covers.

#### Performance options.

- Twin-grip differential.
- Quick-ratio manual steering. 20:1.



#### Heavy-duty options.

- Trailer towing package.
- Heavy-duty engine cooling system. Includes heavy-duty radiator, power-flex fan and fan shroud (standard with air conditioning).
- Heavy-duty 70-amp battery.
- Handling package. Includes heavy-duty springs and shock absorbers.
- Engine block heater (600 watt).

#### Protection options.

- New, energy-absorbing recoverable rear bumper.
- Insulation group. Includes undercoating and hood insulation.
- Protection group. Includes stainless steel door edge guards, and color-keyed vinyl floor mats in front and rear.

## '73 HORNET SEDAN

We built economy into the way they run.  
Not the way they look.



If you're one of those people who consider saving money when it comes to a car, consider our '73 Hornet. A compact that's economical to run and maintain.

But we've built more than economy into our Hornet. You'll find things like thick plush carpeting that runs wall-to-wall. Comfortable foam-cushioned seats. A glove box lock. And a custom steering wheel.

We built in a new energy-absorbing front bumper with a special rubber buffer strip. It's standard. So your fenders and headlights get that much more protection. You can order a similar rear bumper system for extra protection.

And of course, we built in the most all-around protection you can get anywhere. Our Buyer Protection Plan.

'73 Hornet. You get economy of operation not economy looks.

**We back them better because we build them better.**

## HORNET SEDAN

### WHAT YOU GET AS STANDARD EQUIPMENT:

#### "SAFE-COMMAND" features.

- New energy-absorbing "recoverable" front bumper.
- Stronger, rear bumper with steel-reinforced rubber bumper guards.
- Auto-Loc seat belts with quiet warning buzzer.
- Two front shoulder belts.
- Single-unit body construction.
- Energy-absorbing steering column.

- New captive engine mounts.
- Two front head restraints.
- Double-safety brake system.
- Brake system warning light.
- Self-adjusting brake linings.
- Corrosion-resistant brake lines.
- New, safety-shaped horn bar.
- Side marker lights.
- Left-side rear-view mirror.
- 2-speed electric windshield wipers.

- Non-glare wiper blades.
- Electric windshield washers.
- Non-glare finish on inside parts.
- Anti-theft ignition, steering, and transmission lock.
- Advanced exhaust/emission controls.

- Safety-shaped armrests, front and rear.
- Padded instrument panel and sun visors.
- High-strength door locks.
- Safety-shaped door handles.
- 2-key locking system.
- Front seat-back lock.

- Positive crankcase ventilation.
- Fuel tank vapor control.
- 4-way hazard warning signals.
- Lane changer turn signals.
- Tire wear indicators.

- Fuel tank vapor control.
- 4-way hazard warning signals.
- Lane changer turn signals.
- Tire wear indicators.

#### Additional standard features.

- Engine—232 CID Six.
- Thick, foam-cushion seats, up front.
- Handy package tray under instrument panel.
- New, full-synchromesh 3-speed manual transmission.
- New, soft-feel control knobs with international symbols.
- Deep-dip rustproofing.
- Body sound insulation on floor.
- Ventless side windows for less wind noise.
- Twin ball-joint front suspension.
- Single, Hi-Intensity headlights.

- Special carburetor air cleaner.
- Filters in fuel tank and carburetor line.
- Durable carpeting in passenger compartment.
- Custom steering wheel.
- Ash trays, front and rear.
- Anti-smog devices.
- Sway-bar up front. (V-8 only)

#### Dimensions.

- Wheelbase: 108 inches.
- Stance: 56.4 in. front, 57 in. rear.
- Trunk space: 11.2 cubic feet.
- Fuel tank: 16 gallons.

### WHAT YOU CAN ORDER:

#### Optional equipment.

- All-season air conditioning. Includes heavy-duty engine cooling system, 50-amp battery, 51-amp alternator.
- Air conditioning package includes the above plus tinted glass, power steering, and insulation group.
- Two-tone color.
- Sports steering wheel, 3-spokes.
- Deluxe electric wipers.
- Bucket seats with vinyl trim.



**A.** New optional rear window defogger.

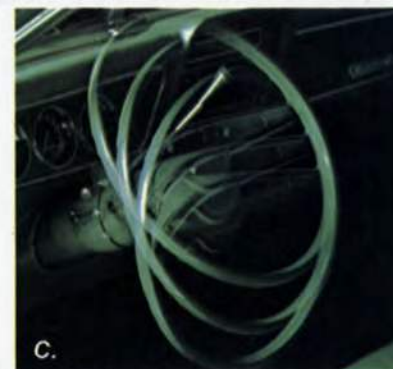


**B.** Rear quarter vent windows. They flip open for added passenger comfort.



Standard "Leo" fabric interior. With grained-vinyl bolsters. Available on all Hornet models but Sportabout. Shown here with split-bench seat.

- Visibility group. Includes remote-control left outside mirror, visor vanity mirror, day/night inside mirror, inside hood release, deluxe electric wipers, electric clock and dual horns.
- Vinyl roof in black, white, blue, green or cinnamon.
- Seat trim in fabric or vinyl.
- "Scorpio" fabric.
- Individual reclining seats.
- Tinted glass, all windows.
- Tinted windshield.
- Power steering (recommended with air conditioning).
- Power brakes, front.
- Power disc brakes, front.
- Manual disc brakes, front.
- Inside hood release.
- Stowage/litter container pouches in both front doors.
- AM push-button radio.
- AM/FM push-button radio.
- Light group. Includes trunk or cargo light, two courtesy lights, glove box light, parking brake warning light. And more.
- Wheel covers.



**C.** Adjust-O-Tilt steering wheel. It adjusts to you, instead of you to it. For easy ins and outs.

- Spoke-style wheels.
- Optional custom wheel covers. For wheel cover lovers.

#### Heavy-duty options.

- Heavy-duty 70-amp battery.
- Handling package includes heavy-duty springs and shock absorbers. And front sway bar on 6-cyl.

- Trailer towing package.
- Heavy-duty engine cooling system. Includes heavy-duty radiator, power-flex fan and fan shroud (standard with air conditioning).
- Engine block heater (600 watt).

#### Performance options.

- Twin-grip differential.
- Quick ratio manual steering. 20:1.

#### Protection options.

- New, energy-absorbing recoverable rear bumper.
- Insulation group. Includes undercoating and hood insulation.
- Protection group. Includes stainless steel door edge guards, and color-keyed vinyl floor mats in front and rear.

## Tire specifications --all Hornet models

| Tire                                           | Sixes (Sedans) | V-8 (Sedans) All Sportabouts | All Hatchbacks |
|------------------------------------------------|----------------|------------------------------|----------------|
|                                                |                |                              |                |
| 6.95 x 14 Black (White line optional)          | STD.           | STD.                         | STD.           |
| C78 x 14 Black (White line optional)           | OPT.           | OPT.                         | OPT.           |
| D70 x 14 Belted Black (White letters optional) | OPT.           | OPT.                         | OPT.           |
| DR70 x 14 Radial White Line                    | OPT.           | OPT.                         | OPT.           |
| D78 x 14 Black (White line optional)           |                | OPT.*                        | OPT.*          |

\*Standard on air conditioned V-8's, and all 360 V-8's.

## Engine specifications --all Hornet models

| Engine      | Carb. Type | Net HP @ RPM | Net Torque @ RPM | Comp. Ratio | Bore & Stroke | STD./OPT. |
|-------------|------------|--------------|------------------|-------------|---------------|-----------|
| 232 CID Six | 1- Barrel  | 100 @ 3600   | 185 @ 1800       | 8.0:1       | 3.75"x 3.50"  | STD.      |
| 258 CID Six | 1- Barrel  | 110 @ 3500   | 195 @ 2000       | 8.0:1       | 3.75"x 3.90"  | OPT.      |
| 304 CID V-8 | 2- Barrel  | 150 @ 4200   | 245 @ 2500       | 8.4:1       | 3.75"x 3.44"  | OPT.      |
| 360 CID V-8 | 2- Barrel  | 175 @ 4000   | 285 @ 2400       | 8.5:1       | 4.08"x 3.44"  | OPT.      |

## Engine/transmission combinations

| Engine      | Transmission                                                 | Transmission Availability | Axle Ratios STD. (OPT.) |
|-------------|--------------------------------------------------------------|---------------------------|-------------------------|
| 232 CID Six | 3-Speed Manual on Column                                     | STD.                      | 2.73 (3.08) (3.31)      |
|             | 3-Speed Full-Synchromesh Manual Floor Shift (Hatchback only) | OPT.                      | 2.73 (3.08) (3.31)      |
|             | Torque-Command Automatic on Column                           | OPT.                      | 2.73 (3.08) (3.31)      |
|             | Torque-Command Automatic on Floor (Hatchback only)           | OPT.                      | 2.73 (3.08) (3.31)      |
| 258 CID Six | Torque-Command Automatic on Column                           | OPT.                      | 2.73 (3.08) (3.31)      |
|             | Torque-Command Automatic on Floor (Hatchback only)           | OPT.                      | 2.73 (3.08) (3.31)      |
|             | 3-Speed Full-Synchromesh Manual Floor Shift (Hatchback only) | OPT.                      | 2.73 (3.08) (3.31)      |
|             | 3-Speed Full-Synchromesh Manual Floor Shift (Hatchback only) | OPT.                      | 2.73 (3.08) (3.31)      |
| 304 CID V-8 | Torque-Command Automatic on Column                           | OPT.                      | 2.87 (3.15)             |
|             | Torque-Command Automatic on Floor (Hatchback only)           | OPT.                      | 2.87 (3.15)             |
|             | 3-Speed Full-Synchromesh Manual Floor Shift (Hatchback only) | OPT.                      | 3.54 (3.91)             |
|             | 3-Speed Full-Synchromesh Manual Floor Shift (Hatchback only) | OPT.                      | 3.54 (3.91)             |
| 360 CID V-8 | Torque-Command Automatic on Column                           | OPT.                      | 2.87 (3.15)             |
|             | Torque-Command Automatic on Floor (Hatchback only)           | OPT.                      | 2.87 (3.15)             |

Engine chart note: All '73 engines run on regular-leaded, low-lead or no-lead fuels (with no-lead, use regular-leaded fuel every 4th tank fill for V-8 engines).



**'73 JAVELIN and '73 AMX**  
A performance pair for the open road (or track).

## AMC Javelin

### Javelin.

It's nice to know you're driving a winner.

Winning performance makes specially-modified Javelins champions on the racing circuit.

But when we call Javelin a winner, we're talking about features like its fast-sloping hood, bubble fenders and functional instrument gauges that wrap around you with cockpit efficiency.

Features like these make Javelin America's distinctive sports car for four.

In other words, we've translated winning performance on the track into a superb street machine.

### AMX.

The ultimate Javelin.

You'll find things like a 304 CID V-8, slot-style wheels, deck-mounted spoiler, engine-turned dash panel and a 3-spoke sports steering wheel—all standard.

But you can take your AMX a step beyond.

By adding things like our no-nonsense 401 CID V-8 and a Rally-Pac instrument package.

Put it all together and you've got the toughest Javelin ever to come down the pike.

And no matter which Javelin you buy, it's covered by our exclusive Buyer Protection Plan.

**We back them better because we build them better.**

The most unique Javelin interior of all. Our "Cardin" custom fabric interior. You get "Cardin" trim on the bucket seats, door panels, and headliner as pictured here. Plus distinctive "Cardin" emblems.



Javelin shown in Tallyho Green Metallic.

## JAVELIN and AMX

### WHAT YOU GET AS STANDARD EQUIPMENT:

#### "SAFE-COMMAND" features.

- Steel guard-rail in each door.
- New stronger front and rear bumpers with steel-reinforced rubber bumper guard.
- Single-unit body construction.
- Energy-absorbing steering column.
- New captive engine mounts.
- Auto-Loc seat belts with quieter warning buzzer.
- Two front shoulder belts.
- Two front head restraints.
- Double-safety brake system.
- Brake system warning light.
- Self-adjusting brake linings.
- Corrosion-resistant brake lines.
- New safety-shaped horn bar.
- Glove box lock.
- 4-way hazard warning signals.
- Side marker lights.
- Left-side rear-view mirror.
- Non-glare wiper blades.

- 2-speed electric windshield wipers.
- Electric windshield washers.
- Non-glare finish on inside parts.
- Anti-theft ignition, steering, and transmission lock. (No trans. lock on floorshift.)
- Safety-shaped arm rests, up front.
- Padded instrument panel and sun visors.
- High-strength door locks.
- Safety-shaped door handles.
- 2-key locking system.
- Dual-action hood latch.
- Positive crankcase ventilation.
- Tire wear indicators.
- Extra-strength door hinges.

#### Additional standard features.

- Engine—232 CID Six—Javelin.
- Engine—304 CID V-8—AMX.
- New slim-shell bucket seats for more rear-seat leg room.
- Full-synchromesh 3-speed manual transmission.
- Custom steering wheel on Javelin.



• **A.** Javelin instrument panel. Notice how it wraps right around you. The easy-to-read dials. The easy-to-reach controls.

- Sports steering wheel on AMX.
- Deck-mounted spoiler on AMX. Not available on Javelin.
- Sporty new hub caps on Javelin.
- Slot-style wheels on AMX.
- Deep-dip rustproofing.
- Body sound insulation on floor.
- Baked-on acrylic enamel paint.
- Steady, twin ball-joint front suspension.

- Quiet, ventless side windows.
- Dual horn.
- Distinctive new grille for Javelin.
- Advanced exhaust/emission controls.
- Color-keyed carpeting.
- Ash tray, front and rear.
- Anti-smog devices.
- Weather-Eye heating system.
- Sway-bar up front. V-8 only.
- Full-flow oil filter.
- Special carburetor air cleaner.
- Cigarette lighter.
- Two coat hooks.
- Single, Hi-Intensity headlights.

#### Dimensions.

- Wheelbase: 110 inches.
- Stance: 59.3 in. front, 60 in. rear (Javelin); 59 in. front, 60 in. rear (AMX).
- Trunk space: 10.2 cubic feet.
- Fuel tank: 16 gallons.



AMX shown in Copper Tan Metallic.



# JAVELIN and AMX

## WHAT YOU CAN ORDER:

### Optional equipment.

- "Cardin" fabric trim: on seats, door panels, and headliners, plus front fender emblems.
- All-season air conditioning. Includes heavy-duty engine cooling system, 50-amp battery, 51-amp alternator.
- Sports steering wheel, 3-spokes. Standard on AMX.
- Wheel covers. Javelin only.
- Custom wheel covers. Javelin only.
- Spoke-style wheels, 14"x6".
- A. 15" x 7" slot-style wheels. Available only with E60 x 15 tires. A finishing performance touch.

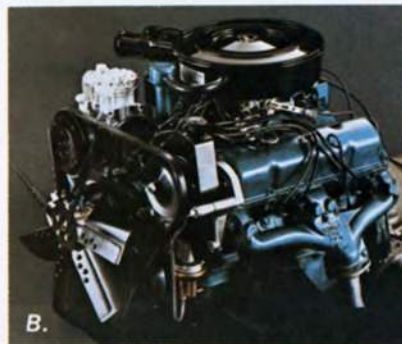


- Console with all floor shifts, manual or automatic.
- Center armrest and center cushion.
- Stowage/litter pouch in each door.
- Tinted glass, all windows. Recommended with air conditioning.
- Tinted windshield.
- Power steering.
- Power brakes.
- Power disc brakes, front.
- Manual disc brakes, front.
- Adjust-O-Tilt steering wheel.
- Luggage rack for rear deck. Not available on AMX.
- Rear window defogger.
- Inside hood release.
- Light group. You get a trunk light, two courtesy lights, map light, glove box light, parking brake warning light, and headlights-on warning buzzer.
- Deluxe electric wipers.
- Visibility group. Includes remote-control left outside mirror, visor vanity mirror, inside hood release, deluxe electric wipers, and electric clock.



Our standard "Uganda" perforated-vinyl interior. In handsome cinnamon/buff on Javelin bucket seats.

- Space-saver spare tire for Javelin. Standard on AMX.



### Performance options.

- B. Our optional 401 CID V-8 4-barrel. For those of you who are performance minded. Because, when you need power—this engine delivers it. Smoothly. Quickly.
- Twin-grip differential.



- C. Our 4-speed manual transmission with Hurst floor shift. For 360 CID V-8 4-barrel or 401-CID V-8. Rugged. And fully-synchromeshed.

- 360 "Go" package. You get a 360 CID V-8 4-barrel engine, hood "T" stripe decal, black paint in rear panel, rally-pac instruments, handling package, cowl-air carburetor induction system, heavy-duty engine cooling, twin-grip differential, power disc brakes, E60x15 Polyglas® tires with raised white letters, slot-style steel wheels with Space-Saver spare tire. For AMX only.
- 401 "Go" package. Same as above except you get a 401 CID V-8 4-barrel.



- D. Our Rally-Pac instrument package. With ammeter gauge, oil gauge, tachometer/clock "tick-tach" and 140-mph speedometer. (Engine turned dash panel on AMX only.)
- Front Spoiler. Available only on AMX with disc brakes.

### Audio options.

- AM push-button radio.
- AM/FM push-button multi-plex stereo radio with two door speakers and two rear speakers.
- Rear speaker. With AM radio only.



- E. Stereo tape player with manual AM radio, two door speakers, and two rear speakers. Puts you in the middle of the music.

### Exterior options.

- A non-standard Javelin color.
- Vinyl roof in black, white, blue, green, and cinnamon.
- Rally side stripes.
- Hood "T" stripe.

### Heavy-duty options.

- Heavy-duty engine cooling system. Includes heavy-duty radiator, power-flex fan and fan shroud.

- Heavy-duty 70-amp battery.
- Engine block heater (600 watt).
- Handling package. Includes heavy-duty springs and shock absorbers, plus front sway-bar with 6-cylinder engine.

### Protection options.

- Insulation group. Includes undercoating and hood insulation.
- Protection group. Includes stainless steel door edge guards, and color-keyed vinyl floor mats.
- Vinyl body-side scuff molding. Not available with rally stripes.

## Tire specifications

| Tire                                        | Javelin |       | AMX V-8's |
|---------------------------------------------|---------|-------|-----------|
|                                             | Sizes   | V-8's |           |
| D78 x 14 Black (White line optional)        | STD.    | STD.  |           |
| E78 x 14 Black (White line optional)        | OPT.    | OPT.  |           |
| E70 x 14 Black with white letters           | OPT.    | OPT.  | STD.      |
| E78 x 14 Belted Black (White line optional) | OPT.    | OPT.  |           |
| E60 x 15 Belted Black with white letters    |         | OPT.  | OPT.*     |
| FR70 x 14 Radial White Line                 |         | OPT.  | OPT.      |

\*In AMX "Go" package.

## Engine specifications

| Engine          | Carb. Type | Net HP @ RPM | Net Torque @ RPM | Comp. Ratio | Bore & Stroke | STD./OPT. |      |
|-----------------|------------|--------------|------------------|-------------|---------------|-----------|------|
|                 |            |              |                  |             |               | Javelin   | AMX  |
| 232 CID Six     | 1- Barrel  | 100 @ 3600   | 185 @ 1800       | 8.0:1       | 3.75"x 3.50"  | STD.      | —    |
| 258 CID Six     | 1- Barrel  | 110 @ 3500   | 195 @ 2000       | 8.0:1       | 3.75"x 3.90"  | OPT.      | —    |
| 304 CID V-8     | 2- Barrel  | 150 @ 4200   | 245 @ 2500       | 8.4:1       | 3.75"x 3.44"  | OPT.      | STD. |
| 360 CID V-8     | 2- Barrel  | 175 @ 4000   | 285 @ 2400       | 8.5:1       | 4.08"x 3.44"  | OPT.      | OPT. |
| 360 CID V-8 (1) | 4- Barrel  | 220 @ 4400   | 315 @ 3100       | 8.5:1       | 4.08"x 3.44"  | OPT.      | OPT. |
| 401 CID V-8 (1) | 4- Barrel  | 255 @ 4600   | 345 @ 3300       | 8.5:1       | 4.165"x 3.68" | OPT.      | OPT. |

## Engine/transmission combinations

| Engine                 | Transmission                                  | Transmission Availability |      | Axle Ratios STD. (OPT.) |
|------------------------|-----------------------------------------------|---------------------------|------|-------------------------|
|                        |                                               | Javelin                   | AMX  |                         |
| 232 CID Six            | 3-Speed Manual on Floor                       | STD.                      | —    | 3.08 (3.31) (3.58)      |
|                        | Torque-Command Automatic on Column            | OPT.                      | —    | 3.08 (3.31)             |
| 258 CID Six            | Torque-Command Automatic on Column            | OPT.                      | —    | 3.08 (3.31)             |
| 304 CID V-8            | 3-Speed Manual on Floor (optional on console) | STD.                      | STD. | 3.54 (3.91)             |
|                        | Torque-Command Automatic on Column            | OPT.                      | —    | 2.87 (3.15)             |
|                        | Torque-Command Automatic on Console           | OPT.                      | OPT. | 2.87 (3.15)             |
| 360 CID V-8 (2-barrel) | Torque-Command Automatic on Column            | OPT.                      | —    | 2.87 (3.15)             |
|                        | Torque-Command Automatic on Console           | OPT.                      | OPT. | 2.87 (3.15)             |
| 360 CID V-8 (4-barrel) | Torque-Command Automatic on Column            | OPT.                      | —    | 2.87 (3.15)             |
|                        | Torque-Command Automatic on Console           | OPT.                      | (2)  | 2.87 (3.15)             |
|                        | 4-Speed Manual on Floor                       | OPT.                      | OPT. | 3.54 (3.91)             |
| 401 CID V-8            | Torque-Command Automatic on Console           | OPT.                      | (2)  | 2.87 (3.15) (3.54)      |
|                        | 4-Speed Manual on Floor                       | OPT.                      | OPT. | 3.54 (3.91)             |

(1) Dual exhaust.  
(2) For Javelin AMX with Torque-Command & "GO" package:  
2.87 STD., 3.15 OPT. with 360 CID 4-bbl.  
2.87 STD., 3.15 & 3.54 OPT. with 401 CID.

Engine chart note: All '73 engines run on regular-leaded, low-lead or no-lead fuels (with no-lead, use regular-leaded fuel every 4th tank fill for V-8 engines).



**'73 MATADOR**  
The roomy intermediate.

AMC 1973

## AMC Matador

If you've been considering a mid-size car, you'd do well considering '73 Matador.

For good reasons.

Matador gives you big room. Room for a family to stretch right out and travel comfortably in.

It gives you a very smooth ride. Thanks to its long 118-inch wheelbase, and coil-spring suspension.

It gives you thick, foam-padded seating covered with rich upholstery.

It gives you lots of quiet, thanks to lots of sound insulation materials.

And it gives you our Buyer Protection Plan.

'73 Matador.

Think of it as the mid-size car with full-size advantages.

**We back them better because we build them better.**



Exciting "Tropicanna" custom interior option. Shown here in cinnamon. Available on sedan, hardtop and wagon individual reclining seats.



Matador 4-dr. Sedan shown in Copper Tan Metallic.



Matador Wagon shown in Grasshopper Green Metallic.

## MATADOR

### WHAT YOU GET AS STANDARD EQUIPMENT:

#### "SAFE-COMMAND" features.

- New energy-absorbing recoverable front bumper.
- Stronger, rear bumper with steel-reinforced rubber bumper guards.
- Auto-Loc seat belts with quieter warning buzzer.
- Single-unit body construction.
- Two front shoulder belts.
- Energy-absorbing steering column.
- New captive engine mounts.
- New soft-feel control knobs with international symbols.
- Two front-seat head restraints.
- Double-safety brake system.
- Brake system warning light.
- Self-adjusting brake linings.
- Corrosion-resistant brake lines.
- New safety-shaped horn bar.
- Side marker lights.
- Left-side rear-view mirror.
- Electric windshield washers.

- 2-speed electric windshield wipers.
- Non-glare wiper blades.
- Non-glare finish on inside parts.
- Anti-theft ignition, steering, and transmission lock.
- Advanced exhaust/emission controls.
- Safety-shaped armrests, front.
- Padded instrument panel and sun visors.
- High-strength door locks.
- Safety-shaped door handles.
- 2-key locking system.
- Front seat-back lock.
- Positive crankcase ventilation.
- 4-way hazard warning signals.
- Glove box lock.
- Cargo compartment lock in wagon.
- Safety-rim wheels.

#### Additional standard features.

- Thick cushioned front seats.
- Full-synchromesh 3-speed manual transmission.
- Vinyl body-side scuff molding.
- Deep-dip rustproofing.



• **A.** Dual-swing wagon tailgate. There are times when you want a tailgate to swing down flat. And times when you want it to swing out. This one does both. Quickly. Easily.

- Distinguished new grille with black finish.
- New taillight lens for sedans and hardtops.

- New hood insulation for a quieter ride.
- Engine—232 CID Six. (258 CID Six on wagon.)
- Cigarette lighter.
- Coat hooks.

# MATADOR

## WHAT YOU GET AS STANDARD EQUIPMENT:

- Smooth-riding coil spring at each wheel.
- Weather-Eye heating.
- Twin ball-joint front suspension system.
- Baked on acrylic enamel paint.
- Big 50-amp battery with translucent case.
- Tempered side and rear glass.



- **A.** Vent window, standard. An easy way to increase inside ventilation when you need it.
- Molded ceiling headliner.
- Dual, Hi-Intensity headlights.
- Heat-treated exhaust valve seats for longer wear. (6-cyl. engine)
- Dome light, sedan and wagon.
- Two side-pillar lights for hardtop.
- Filters in fuel tank and carburetor line.
- Special carburetor air cleaner.
- Durable color-keyed carpeting. Rubber mat for wagon cargo area.
- Ash tray, front and rear.
- Anti-smog devices.
- Fuel tank vapor control.
- Sway-bar up front.
- Full-flow oil filter.
- Dual-note horn.

### Dimensions.

- Wheelbase: 118 inches.
- Sedan and hardtop trunk space: 18.2 cubic feet.
- Wagon trunk space: 99.1 cubic feet, including underfloor storage.
- Fuel tank: 19.5 gallons for sedans and hardtops. 20 gallons for wagons.



Durable "Uganda" perforated-vinyl trim option in green. For bench, individual reclining and bucket seats (hardtops only). Standard on wagon. Bucket seats shown here.

## WHAT YOU CAN ORDER:

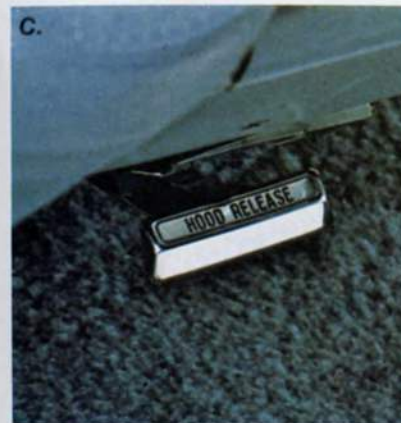
### Optional equipment.

- All-season air conditioning. Includes heavy-duty engine cooling system, 50-amp battery, and 51-amp alternator.
- Power steering. Recommended with air conditioning.
- Power brakes.
- Power disc brakes, front.
- Power lift window for wagon tailgate. Standard on 3-seat wagon.
- Cruise-Command automatic speed control. V-8's only.
- Tinted glass, all windows. Recommended with air conditioning.
- Tinted windshield.
- Third seat for wagon. Comes with 2-seat belts, carpet mat, and power lift tailgate window.
- Rear window defogger (N.A. on wagon).



- **B.** Order these individual reclining seats, and you're sitting in the lap of luxury. They adjust to any angle you want. And then thoroughly relax you.
- Wagon tailgate air deflector.
- Luggage rack for wagon roof.
- Vinyl roof for sedan and hardtop in black, white, blue, green, or cinnamon.
- Two-tone color.

- Non-standard color.
- Wood-grain, color-keyed side and rear panels for wagon.
- Vinyl trim for sedan and hardtop bench seats.
- "Tropicanna" fabric trim for individually reclining seats.
- Vinyl bucket seats for hardtop.
- Adjust-O-Tilt steering wheel.
- Stowage/litter container pouch in each front door.
- AM push-button radio.
- AM/FM push-button multi-plex stereo radio.
- Rear speaker, sedan and hardtop. With AM radio only.



- **C.** Our inside hood-release. Order it, and you can forget about groping around for a hood latch.
- Visibility group. Includes remote-control left outside mirror, visor vanity mirror, inside hood release, deluxe electric wipers, electric clock, and cargo-net for wagons.
- Deluxe electric wipers.
- Light group. Trunk or cargo light, two courtesy lights, glove box light, ash tray light, parking brake warning light, headlights-on warning buzzer, and rear door switches.
- Cargo-mat carpet. Included with third-seat wagon option.
- Sports steering wheel, 3-spokes.
- Wheel covers.
- Custom wheel covers.
- Spoke-style wheels.

### Performance options.

- Dual exhausts for 360 CID 4-barrel engine (Std. on 401 CID). Increases available net horsepower.
- Twin-grip differential.

### Heavy-duty options.

- Trailer towing package No. 1. For trailers up to 2000 lbs. You get a car-to-trailer wiring harness kit, heavy-duty engine cooling and handling package.

- Trailer towing package No. 2. For trailers from 2000 lbs. to 5000 lbs. You get same as package number one plus, auxiliary transmission oil cooler and adjustable air-shock rear suspension.
- Heavy-duty 70-amp battery.
- Handling package. Includes heavy-duty springs and shock absorbers, plus rear sway bar.
- Rear sway bar.
- Engine block heater (600 watt).
- Protection options.
- Undercoating.
- Protection group. Includes stainless steel door edge guards, and color-keyed vinyl floor mats.

## Tire specifications

| Tire                                        | Sedans & Hardtops | Station Wagons |
|---------------------------------------------|-------------------|----------------|
| E78 x 14 Black (White line optional)        | STD.              |                |
| E78 x 14 Belted Black (White line optional) | OPT.              |                |
| F78 x 14 Black (White line optional)        | OPT.*             |                |
| F78 x 14 Belted Black (White line optional) | OPT.              |                |
| FR70 x 14 Radial White                      | OPT.              |                |
| E60 x 15 Black with white letters           | OPT.**            |                |
| H78 x 14 Black (White line optional)        |                   | STD.           |
| H78 x 14 Belted Black (White line optional) |                   | OPT.           |
| HR78 x 14 Radial White Line                 |                   | OPT.           |

\*Minimum required tire size with combination of 401 CID V-8 & air conditioning.

\*\*Optional on 2-door Hardtop only.

## Engine specifications

| Engine          | Carb. Type | Net HP @ RPM   | Net Torque @ RPM | Comp. Ratio | Bore & Stroke | STD./OPT. |
|-----------------|------------|----------------|------------------|-------------|---------------|-----------|
| 232 CID Six (1) | 1- Barrel  | 100 @ 3600     | 185 @ 1800       | 8.0:1       | 3.75"x 3.50"  | STD.      |
| 258 CID Six (2) | 1- Barrel  | 110 @ 3500     | 195 @ 2000       | 8.0:1       | 3.75"x 3.90"  | OPT.      |
| 304 CID V-8     | 2- Barrel  | 150 @ 4200     | 245 @ 2500       | 8.4:1       | 3.75"x 3.44"  | OPT.      |
| 360 CID V-8     | 2- Barrel  | 175 @ 4000     | 285 @ 2400       | 8.5:1       | 4.08"x 3.44"  | OPT.      |
| 360 CID V-8     | 4- Barrel  | 195 (3) @ 4400 | 295 (4) @ 2900   | 8.5:1       | 4.08"x 3.44"  | OPT.      |
| 401 CID V-8 (5) | 4- Barrel  | 255 @ 4600     | 345 @ 3300       | 8.5:1       | 4.165"x 3.68" | OPT.      |

## Engine/transmission combinations

| Engine                 | Transmission                       | Transmission Availability | Axle Ratios STD. (OPT.) |
|------------------------|------------------------------------|---------------------------|-------------------------|
| 232 CID Six (1)        | 3-Speed Manual on Column           | STD.                      | 3.15 (3.54)             |
|                        | Torque-Command Automatic on Column | OPT.                      | 3.15 (3.54)             |
| 258 CID Six            | 3-Speed Manual on Column (6)       | STD.                      | 3.54 (3.15)             |
|                        | Torque-Command Automatic on Column | OPT.                      | 3.15 (3.54)             |
| 304 CID V-8            | Torque-Command Automatic on Column | OPT.                      | 3.15 (3.54)             |
| 360 CID V-8 (2-barrel) | Torque-Command Automatic on Column | OPT.                      | 3.15 (3.54)             |
| 360 CID V-8 (4-barrel) | Torque-Command Automatic on Column | OPT.                      | 3.15 (3.54)             |
| 401 CID V-8            | Torque-Command Automatic on Column | OPT.                      | 3.15 (3.54)             |

(1) Standard Sedan and Hardtop only.

(2) Standard Wagon, optional Sedan & Hardtop.

(3) 220 @ 4400 w/dual exhaust.

(4) 315 @ 3100 w/dual exhaust.

(5) Dual exhaust.

(6) Standard Wagon only.

Engine chart note: All '73 engines run on regular-leaded, low-lead or no-lead fuels (with no-lead, use regular-leaded fuel every 4th tank fill for V-8 engines).



**'73 AMBASSADOR  
BROUGHAM**

You get as standard equipment,  
the luxuries you'd normally  
have to pay extra for.

## AMC Ambassador

Think of '73 Ambassador in terms of what you don't have to ask for.

You don't have to ask for air conditioning.

Or 304 V-8 engine.

Or automatic transmission.

Or power steering.

Or power front disc brakes.

Or an AM radio.

Or tinted glass.

Or whitewall tires.

Or undercoating.

Or a lot of other luxuries.

Because they're all standard equipment. Yours without asking.

Also yours without asking is our Buyer Protection Plan—a piece of standard equipment no competitor offers.

'73 Ambassador. It's what you don't have to pay extra for that's important.

**We back them better because we build them better.**



Our very finest interior. The "Camelot" custom trim fabric option. For individual reclining seats only. Shown here in luxurious black.



Ambassador Brougham 2-dr. Hardtop shown in Pewter Silver Metallic.



Ambassador Brougham Wagon shown in Daisy Yellow.

## AMBASSADOR BROUGHAM

### WHAT YOU GET AS STANDARD EQUIPMENT:

#### "SAFE-COMMAND" features.

- Power front disc brakes.
- New energy-absorbing recoverable front bumper.
- Stronger, rear bumper with steel-reinforced rubber bumper guards.
- Two front-seat head restraints.
- 12-inch day/night mirror, inside.
- High-strength laminated windshield.
- Double-safety brake system.
- Brake system warning light.
- Self-adjusting brake linings.
- Corrosion-resistant brake lines.
- New safety-shaped horn bar.
- Big, 50-amp battery with "translucent" case.
- Side marker lights.
- Tailgate air deflector for wagon.
- Electric windshield washers.
- Non-glare wiper blades.
- Non-glare finish on inside parts.

- Anti-theft ignition, steering, and transmission lock.
- Advanced exhaust/emission controls.
- Safety-shaped door handles.
- Safety-shaped armrests.
- High-strength door locks.
- 2-key locking system.
- Front seat-back lock.
- Positive crankcase ventilation.
- Energy-absorbing steering column.
- 4-way hazard warning signals.
- Tire wear indicators.
- Glove box lock.
- Cargo compartment lock in wagon floor.

#### Additional standard features.

- Engine—304 CID V-8 2-barrel.
- All-season air conditioning system. Yes, you read it right. You get air conditioning—standard.
- Torque-Command automatic transmission.

- Power steering.
- AM radio.
- Tinted glass, All windows.
- Thick foam-cushion seats.
- Undercoating.
- Hood insulation for quieter ride.
- Weather-Eye heating system.
- Distinctive wheel covers.
- Massive new grille with black finish.
- Deep-dip rustproofing.
- Tough, mirror-like acrylic enamel paint.
- Custom steering wheel.
- Light group. You get a trunk or cargo light, two courtesy lights, glove box light, ash tray light, parking brake warning light, and headlights-on warning buzzer.
- Visibility group. Includes remote-control left outside mirror, visor vanity mirror, deluxe electric wipers, electric clock, and cargo-net for wagon.
- Inside hood release.

- Smooth-riding coil spring at each wheel.
- Twin ball-joint front suspension system.
- Dome light for sedan and wagon; two side-pillar lights for hardtop.
- New soft-feel control knobs with international symbols.
- Dual-swing tailgate on wagon.
- Dual, Hi-Intensity headlights.
- Filters in fuel tank and carburetor line.
- Durable color-keyed carpeting. Wagon cargo area mat on 2-seat. Cargo area carpeting on 3-seat.
- Fuel tank vapor control.
- Sway bar, up front.
- Color-keyed wood-grain body side and rear panels (Wagons).
- Roof-top luggage rack for wagon.
- Vinyl trim for wagon bench seats.

# AMBASSADOR BROUGHAM

## Dimensions.

- Wheelbase: 122 inches.
- Trunk space (sedan): 18.2 cu. ft.
- Cargo space, including under-floor storage, in 2-seat wagon is 99.1 cubic feet. For the 3-seat wagon—91.1 cubic feet.
- Fuel tank: 19.5 gallons for sedan and hardtop. 20 gallons for wagon.

## WHAT YOU CAN ORDER:

### Optional equipment.

- Cruise-command automatic speed control.
- Adjust-O-Tilt steering wheel.
- Stowage/litter container pouch in each front door.
- Electric rear window defogger. Not available on wagon.
- Two-tone color on sedan and hardtop.
- Non-standard color.

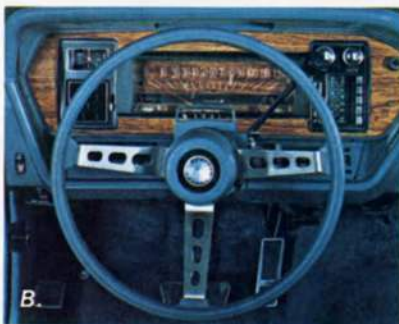


- **A.** Third seat option for wagons. You get a big comfortable seat, and seat belts, for two more. Plus a power tailgate window.

## Tire specifications

| Tire                        | Sedans & Hardtops |      | Station Wagons |
|-----------------------------|-------------------|------|----------------|
|                             | 304 & 360         | 401  |                |
| F78 x 14 White              | STD.              | STD. |                |
|                             | OPT.              | OPT. |                |
| H78 x 14 White              | OPT.              | OPT. | STD.           |
| H78 x 14 Belted White       | OPT.              | OPT. | OPT.           |
| FR70 x 14 Radial White Line | OPT.              | OPT. |                |
| HR78 x 14 Radial White Line |                   |      | OPT.           |

AMC  Ambassador



- **B.** Your Brougham instrument panel, with optional AM/FM/Stereo radio and optional sports steering wheel. Luxuriously appointed and designed. Very much in keeping with the rest of the automobile.
- Vinyl roof for sedan and hardtop in black, white, blue, green, and cinnamon.
- Fabric trim for sedan and hardtop bench seats.
- Vinyl trim for individual reclining seats.
- Luxurious "Camelot" fabric for individual reclining seats.
- Bucket seats for hardtop with vinyl trim. Includes front armrest and center cushion.

### Performance options.

- Dual exhausts for 360 CID 4-barrel engine (Std. on 401 CID). Increases available net horsepower.
- Twin-grip differential.

### Protection options.

- Protection group. Includes stainless steel door edge guards and color-keyed vinyl floor mats.
- Vinyl scuff-molding inserts along sides.

### Audio.

- AM/FM push-button multi-plex stereo radio.
- Rear speaker for sedan and hardtop. With AM radio only.



Ambassador's standard "Interlaken" interior fabric in distinguished green. Available on sedan and hardtop. Full bench seat pictured here.

## Engine specifications

| Engine          | Carb. Type | Net HP @ RPM   | Net Torque @ RPM | Comp. Ratio | Bore & Stroke | STD./OPT. |
|-----------------|------------|----------------|------------------|-------------|---------------|-----------|
| 304 CID V-8     | 2-Barrel   | 150 @ 4200     | 245 @ 2500       | 8.4:1       | 3.75"x 3.44"  | STD.      |
| 360 CID V-8     | 2-Barrel   | 175 @ 4000     | 285 @ 2400       | 8.5:1       | 4.08"x 3.44"  | OPT.      |
| 360 CID V-8     | 4-Barrel   | 195 (1) @ 4400 | 295 (2) @ 2900   | 8.5:1       | 4.08"x 3.44"  | OPT.      |
| 401 CID V-8 (3) | 4-Barrel   | 255 @ 4600     | 345 @ 3300       | 8.5:1       | 4.165"x 3.68" | OPT.      |

## Engine/transmission combinations

| Engine                 | Transmission                       | Transmission Availability | Axle Ratios STD. (OPT.) |
|------------------------|------------------------------------|---------------------------|-------------------------|
| 304 CID V-8            | Torque-Command Automatic on Column | STD.                      | 3.15 (3.54)             |
| 360 CID V-8 (2-barrel) | Torque-Command Automatic on Column | STD.                      | 3.15 (3.54)             |
| 360 CID V-8 (4-barrel) | Torque-Command Automatic on Column | STD.                      | 3.15 (3.54)             |
| 401 CID V-8            | Torque-Command Automatic on Column | STD.                      | 3.15 (3.54)             |

(1) 220 @ 4400 w/dual exhaust.  
(2) 315 @ 3100 w/dual exhaust.  
(3) Dual exhaust.

Engine chart note: All '73 engines run on regular-leaded, low-lead or no-lead fuels (with no-lead, use regular-leaded fuel every 4th tank fill for V-8 engines).

### Power Options.

- Power lift window for wagon tailgate. Standard on 3-seat wagon.
- Power windows, side and tailgate.



- **C.** Power windows. Lets you raise or lower the windows with the simple push of a button.

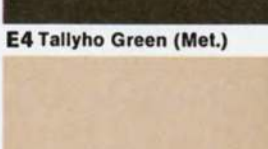
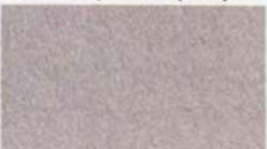
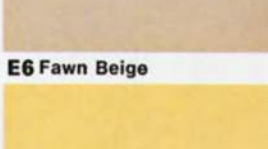
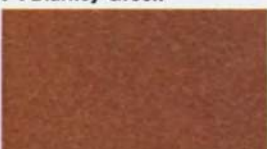
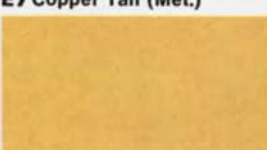
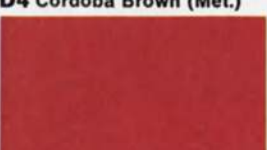
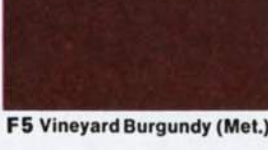
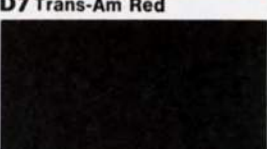
### Appearance Options.

- Sports steering wheel, 3 spokes.
- Custom wheel covers.
- Spoke-style wheels.

### Heavy-duty options.

- Trailer towing package No. 1. For trailers up to 2000 lbs. You get a car-to-trailer wiring harness kit, heavy-duty engine cooling and handling package.
- Trailer towing package No. 2. For trailers weighing 2000 lbs. to 5000 lbs. You get same as in package No. 1, plus auxiliary transmission oil cooler and adjustable air-shock rear suspension.
- Heavy-duty 70-amp battery.
- Handling package. Includes heavy-duty springs and shock absorbers, plus rear sway bar.
- Rear sway bar.
- Engine block heater (600 watt).

## 1973 AMC exterior colors

|                                                                                       |                                                                                       |                                                                                       |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|    |    |    |
| <b>A1</b> Snow White                                                                  | <b>E1</b> Diamond Blue, Metallic                                                      | <b>E2</b> Olympic Blue, Metallic                                                      |
|    |    |    |
| <b>F2</b> Maxi Blue                                                                   | <b>C8</b> Grasshopper Green (Met.)                                                    | <b>E3</b> Fairway Green (Met.)                                                        |
|    |    |    |
| <b>E4</b> Tallyho Green (Met.)                                                        | <b>F1</b> Blarney Green                                                               | <b>E5</b> Pewter Silver (Met.)                                                        |
|    |    |    |
| <b>E6</b> Fawn Beige                                                                  | <b>E7</b> Copper Tan (Met.)                                                           | <b>D4</b> Cordoba Brown (Met.)                                                        |
|   |    |    |
| <b>F4</b> Daisy Yellow                                                                | <b>E9</b> Mellow Yellow                                                               | <b>D7</b> Trans-Am Red                                                                |
|  |  |  |
| <b>F5</b> Vineyard Burgundy (Met.)                                                    | <b>F3</b> Fresh Plum (Met.)                                                           | <b>P1</b> Classic Black (Optional—all models)                                         |

Gremlin  
Gremlin LEVIS®  
Gremlin "X"  
Hornet  
Sportabout Gucci  
Javelin & AMX  
Cardin Javelin  
Matador  
Ambassador

|                  | A1 | E1 | E2 | F2 | C8 | E3 | E4 | F1 | E5 | E6 | E7 | D4 | F4 | E9 | D7 | F5 | F3 |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Gremlin          | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  |
| Gremlin LEVIS®   | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  |
| Gremlin "X"      | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  |
| Hornet           | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  |
| Sportabout Gucci | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  |
| Javelin & AMX    | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  |
| Cardin Javelin   | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  |
| Matador          | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  |
| Ambassador       | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  | •  |

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.



**AMC**