

# The AMX.

## It takes more than money to get one.



If you can find an AMX, we'll sell you one.

But as this message goes to press, less than 2,000 AMX's have been produced.

And we, American Motors, will only make about 8,000 more this year.

You see the difficulty.

Even if you have the \$3,245<sup>1</sup> necessary to buy an AMX, you may get a lot of exercise before you ever get close enough to pay for one.

Ah, but the thrill of being the first man in your state to own one will surely be surpassed by the thrill of being the first man in your state to drive one.

A two-seater, the AMX gives you the ease of maintenance associated with a family sedan, combined with the sheer fun and maneuverability of a foreign sports car.

In fact, its incredibly *uncomplex* design means that, once the optional 390 engine is broken in, you could roll right onto a race track and be ready to do about 130 mph.

In pure stock form—without special engine modifications.

Specially equipped AMX's with modified engines broke 106 USAC speed records.

And while there are cars on the road that are faster than the AMX, we hasten to add that beating other drivers isn't the AMX's main appeal.

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

Because the AMX offers one of the fastest steering wheel ratios of any U.S.-built car, it turns, corners, follows your direction *simultaneously*.

Being a sports car, the AMX is sports-car sized.

So, while the inside isn't much of a place to hold meetings, it will hold a lot of other things.

The trunk is a lot bigger than you'd expect a sports car trunk to be. Because we didn't fill it with a big spare tire.

We gave you The Airless Spare.

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

The Airless Spare is nice because it doesn't fill up your trunk with air that you don't need.

It's something every car should have.

But then, every car should have a lot of things.

Things like a short throw, all-synchromesh 4-on-the-floor, fiberglass belted wide-profile tires, shoulder harness seat belts, tachometer, aircraft-type instrument panel, energy-absorbing steering column, heavy-duty springs and shocks.

To mention only a few of the AMX's standard features.

Another un-standard standard feature is the production number that will be set in the AMX dash when you (if you find one) buy it.

AMX 00001 through AMX 10,000.

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

All AMX's are made with the same attention and quality.

And while possessing a lower number may have a sentimental or prestige value, it does not in any way make one AMX better than another.

Just as possessing an AMX does not make one man better than another.

Just luckier.

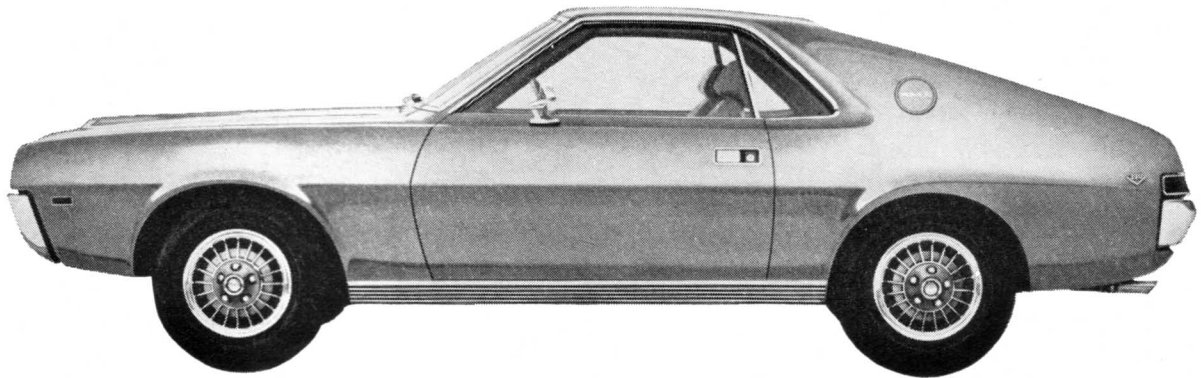
## American Motors

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

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

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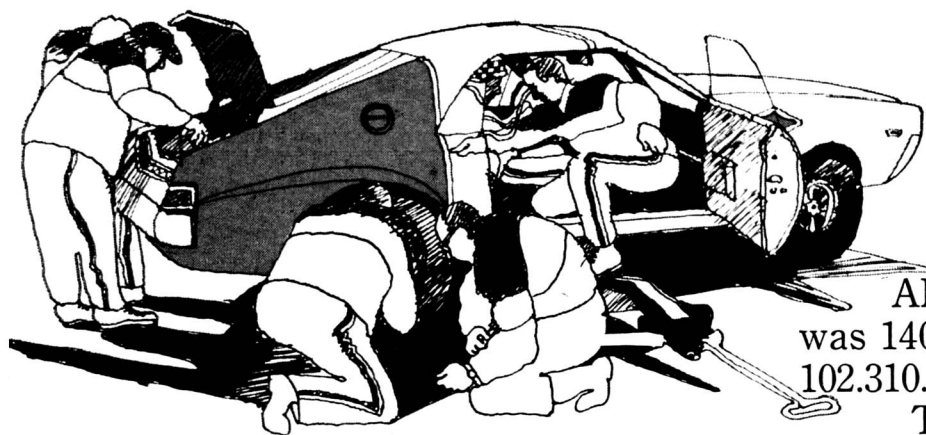
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# Mr. and Mrs. Breedlove went for a nice, long, Sunday drive in an AMX.



AMX's average speed for 24 hours was 140.790 m.p.h. The old mark was 102.310.

The AMX also broke 16 records in Class B (with a modification of the optional 390 CID engine bored out to 397 CID).

For 1,000 kilometers standing start the AMX averaged 156.548 m.p.h. The old record was 148.702.

They drove right into Monday and 3,380 miles later they broke 77 speed records.

On Thursday and Saturday they came back and broke 13 more records.

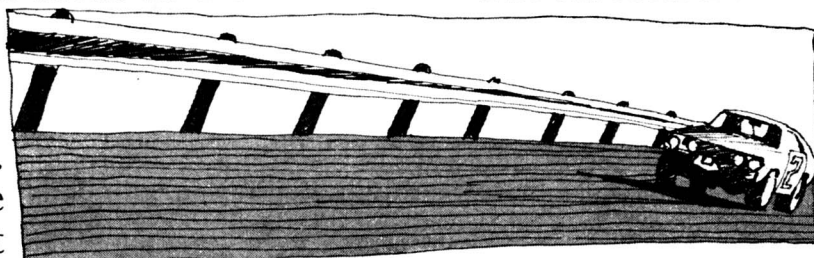
And on the following Tuesday, they broke 16 more. All in all the Breedloves set

a total of 106 records in the 1968 AMX.

90 Class C records were broken (with a modification of the standard AMX 290 CID engine bored out to 304 CID).

That's every record in the book from 25 kilometers to 5,000 kilometers. From 1 hour to 24 hours. From standing starts and flying starts.

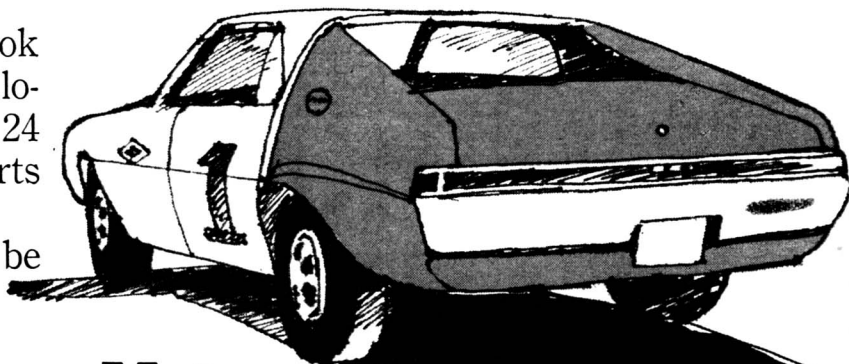
Here's just one to be specific: in Class C the



For 75 miles flying start it averaged 174.295 m.p.h. The old record was 172.160.

Every record set by the specially prepared and modified AMX's was sanctioned by USCA and FIA.

And this is just the beginning.

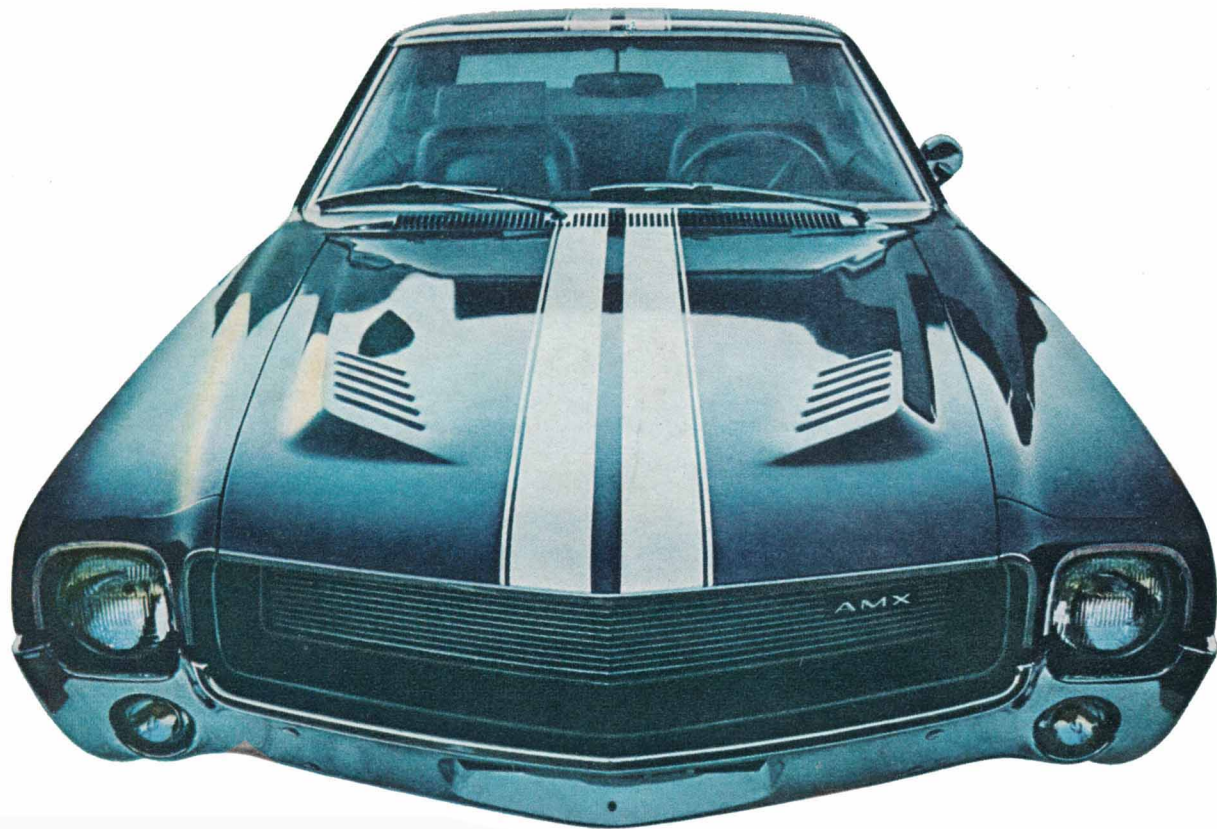


## American Motors

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# The new AMX will be sold as democratically as possible.



We, American Motors, have over 2,300 dealers across the country who can sell more AMX's than we can make. And we will only make about 10,000 this year. In other words, we're faced with a mini-Supply of AMX's and a maxi-Demand for AMX's.

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

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

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

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

It should all work out democratically.

## What Is It?

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

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

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

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

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

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

## The Engine. One Size Fits All.

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

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

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

It worked.

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

Our 290 cubic inch.

Our 343 cubic inch.

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

The incredibly *uncomplex* design of the AMX means that, once the 390's broken in, you could roll right onto a race track and be ready to do about 130 mph.

In pure stock form—without special engine modifications.

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

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

And though there are cars on the road that are faster than the AMX, we hasten to add that beating other drivers isn't the AMX's main appeal.

## Handling.

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

And how easily.

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

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

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

## You. The Layman.

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

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

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

And more.

## Are Two Seats Enough?

Yes.

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

Or one-seventh the population of the entire world.

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

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

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

## AMX Inner Space.

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

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

and amplifiers.

Things of that nature.

Or, you can leave it empty.

And keep the space a space.

## AMX Inner Space Part II.

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

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

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

We gave you The Airless Spare.

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

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

## AMX Outer Space.

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

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

And the Corvette is pretty short.

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

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

While this may mean a lot to collectors in the years ahead, we do want to point out that all AMX's are made with the same attention and quality.

And while possessing a lower number may have a sentimental or prestige value, it does not in any way make one AMX better than another.

## Test Drive.

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

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

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

If he still has one.

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

Dear Sirs:

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

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_

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