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 you to 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 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 AMC car, 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 that). You don't pay one red cent for labor.
Or parts.
We pay.

Making a good thing better.
There's always room for improvements.
Which is why we've done everything we could to make our cars even better.
For example, we've built in many significant design innovations, 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 we have to keep your '73 overnight for guaranteed work, most of our dealers will loan you one of their nice, clean cars.

Free.

Special Trip Interruption Protection.
If you drive 100 miles or more from home and the servicing AMC dealer can't provide same-day Guaranteed repairs for your car, interrupting your trip, AMC will reimburse you for reasonable lodging and meals 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—without a salesperson—whenever you have a problem with your new car you can get handled.
You'll get fast results.
Not last 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 LEVIS interior trim package.

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

'73 Matador 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 Malodor 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.

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 pre-cision tune-up, emission control services, front-end check, plus all other manufacturer-scheduled services to maintain your car for the 24-months or 24,000-mile limit. The list price for this extended service policy is $40.00.

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

AMC has 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.
’73 GREMLIN
An economy drive can be fun.
"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 grilles, 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.

NEW STANDARD: 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.)

B. Corrosion-resistant brake lines.

C. Side marker lights.

D. Large new back-up light for improved rear visibility.

E. Left-side rear-view mirror.

F. 3-speed electric windshield wipers.

G. Non-glare wiper blades.

H. Electric windshield washers.

I. Non-glare finish in inside parts.

J. Anti-theft ignition, steering, and transmission lock. (No keys, lock on doorknob.)

K. Advanced exhaust and emission systems.

L. Safety-shaped armrests, front.

M. Padded instrument panel and sun visors.

N. High-strength door locks.

O. Safety-shaped door handles.

P. 2-key locking system.

Q. 4-way hazard warning signals.

R. Tire wear indicators.

Additional standard features:

A. Auto-Loc seat belts with quiet warning buzzer.

B. Stronger rear bumper with steel-reinforced rubber bumper guards.

C. Two front shoulder belts.

D. Single-unit body construction.

E. New captive engine mounts.

F. New soft-feel control knobs with international symbols.

G. Two front head restraints.

H. Energy-absorbing steering column.

I. Double-safety brake system.


K. Brake system warning light.

L. Self-adjusting brake linings.

M. Newly-refined heating system for more controlled temperature.

N. Low-latency 31 gallon fuel tank.

O. Dual-way up front, V-8 only.

P. Tough, long-wearing vinyl upholstery.

Q. Fade-resistant new acrylic enamel finish.

R. Long-life aluminumized steel exhaust system.

S. Heavy-duty clutch.

Dimensions:

A. Curb weight: 2572 lbs.

B. Wheelbase: 96 inches.

C. Stance: 57.4 in. front, 57 in. rear.

D. Turning diameter: 38.7 ft.

E. Usable luggage capacity: 64 cu ft. with seat up, 16.4 cu ft. with seat down.
WHAT YOU CAN ORDER:

- Optional equipment.
  - A. Fuel heater 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 stripe striping.
  - Gremlin "X" package. Includes full-length "sport" side decals, painted gold, slot-style "14"x14" wheels, D70x14 black tires, space saver spare tire with regular wheel, custom interior with bucket seats, cargo area insulation and carpeting, "10" sports steering wheel, and interior appointment package plus special decals.
  - LEVIS® trim package. Get a spun nylon version of the traditional blue denim LEVIS® trim with LEVIS® buttons and door panel, storage/litter container in blue denim, blue headlining and sun visors and front fender LEVIS® 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.
  - Tint windshield.
  - Power steering (recommended with air conditioning).
  - Power brakes.
  - Power disc brakes, front.
  - Manual disc brakes, front.
  - Rear quarter vent windows.
  - Stowage/litter container pouches in both front doors.
  - Adjustable 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, rear vanity mirror, rear, and 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.)
  - Wheel covers.
  - Custom wheel covers.
  - spoke-style wheels.
  - Performance Options.
    - Twin-grip differential.
    - Quick-ratio manual steering, 30:1.
  - 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.
    - Heavy-duty engine cooling system. 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.

Tire specifications

<table>
<thead>
<tr>
<th>Tire</th>
<th>Size</th>
<th>Width</th>
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</thead>
<tbody>
<tr>
<td>5.65 x 14 Black (White Liens option)</td>
<td>STD</td>
<td>5.65 x 14 Black (White Liens option)</td>
</tr>
<tr>
<td>CTB x 14 Black (White Liens option)</td>
<td>STD</td>
<td>CTB x 14 Black (White Liens option)</td>
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<tr>
<td>D70 x 14 Black (White Liens option)</td>
<td>OPT</td>
<td>D70 x 14 Black (White Liens option)</td>
</tr>
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</table>

Engine specifications

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<thead>
<tr>
<th>Engine Type</th>
<th>Carb.</th>
<th>HP @ RPM</th>
<th>Torque @ RPM</th>
<th>Comp. Ratio</th>
<th>Bore &amp; Stroke</th>
<th>STD</th>
<th>OPT.</th>
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</thead>
<tbody>
<tr>
<td>230 CID Six</td>
<td>Barrel</td>
<td>100</td>
<td>100</td>
<td>165</td>
<td>8.0:1</td>
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<tr>
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<tr>
<td>304 CID V-8</td>
<td>Barrel</td>
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<td>150</td>
<td>245</td>
<td>8.4:1</td>
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Engine/transmission combinations

<table>
<thead>
<tr>
<th>Engine</th>
<th>Transmission</th>
<th>Transmission Type</th>
<th>Side View</th>
<th>STD</th>
<th>OPT.</th>
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</thead>
<tbody>
<tr>
<td>230 CID Six</td>
<td>3-Speed Full-Synchronmesh Manual Floor Shift</td>
<td>STD</td>
<td>2.73 (3.89/3.91)</td>
<td>2.73 (3.89/3.91)</td>
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<tr>
<td>304 CID V-8</td>
<td>3-Speed Full-Synchronmesh Manual Floor Shift</td>
<td>STD</td>
<td>2.73 (3.89/3.91)</td>
<td>2.73 (3.89/3.91)</td>
<td></td>
</tr>
</tbody>
</table>

E. New, energy-absorbing 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.


D. 5-litre V-8 = 304 CID V-8. And that's a lot of engine. For when you need it.
- Custom steering wheel.
- Sports steering wheel, 3-spokes.
'73 HORNET
HATCHBACK
The all-new sporty compact.
Hornet Hatchback

We back them better because we build them better.

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

WHAT YOU GET AT STANDARD EQUIPMENT.
"SAFE-COMMAND" features:
- New energy-absorbing recoverable steering column bumper.
- Stronger, rear bumper with steel-reinforced rubber bumper guards.
- Auto-Loc seat belts with quick release buckles.
- 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.
- Speed electric windshield wipers.
- Non-gain finish on inside parts.
- Anti-flare ignition, steering and transmission lock. (No trans, lock on floorshift.)
- Advanced exhaust emission controls.
- Perforated instrument panel and sun visors.
- Safety- shaped door handles.
- Front seat-back lock.
- Positive crankcase ventilation.
- Fuel tank vapor control.
- Rearview hazard warning signals.
- Lane changer turn signal.
- Tire pressure indicators.

Additional standard features.
- New "geyse spring" liftgate for easy opening, closing.

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, 5-inch alternator.
- Air conditioning package includes the above plus tinted glass, power steering, and insulation group.
- Inside hood release.
- Adjust-O-TILT steering wheel (with automatic transmission only).
- AM push-button radio/TV.
- AM/FM push-button radio.
- "X" package. Includes special sports steering wheel, rally stripes, "X" emblem, and sport-style wheels.
- Durable vinyl seat trim.
- Bucket seats with vinyl or "Dominio" fabric covering.
- Sports steering wheel.
- Wheel covers.
- Custom wheel covers.
- Spoiler-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, 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 watts).

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.
Hornet

It's a wagon. It's 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 tear to tread.

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

You get a poppy 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.

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.

- Lane changer turn signals.
- Turn signal indicators.

Additional standard features.

- 60 cubic feet of luggage space with back seat down.
- Easy-opening spring-type liftgate.
- "Thick" foam-cushion seats, up front.
- Handy package tray under instrument panel.
- New, full-synchronization 3-speed manual transmission.
- New soft-feel control knobs with international symbols.
- Engine—232 CID Six.
- Four-wheel drum brakes.
- Single, Hi-Intensity headlights.
- New, refined, blend-air heating system.

Dimensions.

- Wheelbase: 108 inches.
- Stance: 56.4 in. front, 56.6 in. rear.
- Cargo space: 60.8 cubic feet.
- Plus 6 cubic feet more under cargo floor.
- Fuel tank: 16 gallons.

WHAT YOU CAN ORDER:

Optional equipment.

- Air conditioning.
- Automatic headlight control.


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

Performance options.


- Heavy-duty options.
- Trailer towing package.
- Heavy-duty engine cooling system. Includes heavy-duty radiator, power-foil 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 under-coating and hood insulation.
- Protection group. Includes stainless steel door edge guards, and color-keyed vinyl floor mats in front and rear.

- A. D/L Package. You get wood-grain panels, roof rack with air deflector, individual reclining seats with "Scorpion" trim. This D/L emblazon.
- B. How 'bout this. Our optional AM/FM radio. It makes times like driving to and from work a lot less work.
- C. Visibility group. Includes remote-control left outside mirror, visor vanity mirror, day/night inside mirror, inside hood release, deluxe 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, headlight-on warning buzzer and liftgate switch for dome light.
'73 HORNET SEDAN
We built economy into the way they run.
Not the way they look.
HORNET SEDAN

WHAT YOU GET AS STANDARD EQUIPMENT:

- "SAFE-COMMAND" features:
  - New energy-absorbing "recovery" front bumper.
  - Stronger, rear bumper with steel-reinforced rubber bumper guards.
  - Auto-Loc seat belts with quick warning buzzer.
  - Two front shoulder belts.
  - Single-seat body construction.
  - Energy-absorbing steering column.
  - New captive engine mount.
  - New frame cross members.
  - Double-safety brake system.
  - Brake system warning light.
  - Self-adjusting brake linings.
  - Corrosion-resistant brake lines.
  - New, stamped hornipers.
  - Side marker lights.
  - Left-side turn signal mirror.
  - 2-speed electric windshield wipers.
  - Non-glare wiper blades.
  - Electric windshield washers.
  - Non-glare finish on inside parts.
  - Anti-heat ignition, steering, and transmission lock.
  - All-speed exhaust/exclusion controls.
  - Safety-shaped armrests, front and rear.
  - Padded instrument panel and sun visors.
  - High-strength door locks.
  - Safety-shaped door handles.
  - 2-way locking system.
  - Front seat buckle lock.
  - Positive crankcase ventilation.
  - Fuel tank vapor control.
  - 4-way hazard warning signals.
  - Lane change 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-synchrohem 3-speed manual transmission.
- New, soft-feel control knobs with International symbols.
- Deep-dish Rearwiper.
- Electric windshield defroster on floor.
- Ventilous side windows for less head box noise.
- Twin ball-joint front suspension.
- Single, Hi-intensity headlights.

Sedan cigarette lighter.

- High-impact plastic rear window. They flip open for added passenger comfort.

- Recliner and back rest adjustment.

- Special sedan car interior cleaner.
- Filters in fuel tank and carburetor line.
- Durable carpeting in passenger compartment.
- Custom steering wheel.
- Ash trays, front and rear.
- Anti-irritant deodorants.
- Swee-Dar-up front (1-8 only).

- Dimensions:
  - Wheelbase: 108 inches.
  - Stance: 56.4 in. front, 57 in. rear.
  - Trunk space: 12.1 cubic feet.
  - Fuel tank: 16 gallons.

WHAT YOU CAN ORDER:

Optional equipment:

- Air-conditioned air conditioning.
  Includes heavy-duty engine cooling system, 50-amp battery, 51-amp alternator.

- Air conditioning package includes the above plus tinted glass, deluxe electric windows, and insulation group.
  - Two-tone color.
  - Sports steering wheel, 3-spokes.
  - Deluxe electric wipers.
  - Bucket seats with vinyl trim.

- Trailer towing package
  - Heavy-duty engine cooling system. Includes electric cooling fan, radiator, power-fine fan and fan shroud (standard with all air conditioners).
  - Engine block heater (600 watt).

- Performance options:
  - Twin-grip differential.
  - Quick ratio manual steering, 20."
'73 JAVELIN and '73 AMX
A performance pair for the open road (or track).
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-speed 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 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.
- Soft-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 grilles, steering, and transmission lock. (No trans. lock on floorshift.)
- Safety-shaped arm rests, up front.
- Pedestal 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—325 CID V-8—Javelin
- Engine—304 CID V-8—AMX
- New slim-shell bucket seats for more rear-seat leg room.
- Full-synchronesh 3-speed manual transmission.
- Custom steering wheel on Javelin.

Javelin shown in Tallyho Green Metallic.

AMX shown in Copper Tan Metallic.

Quiet, venti-lase 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.
Singe, M-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.
WHAT YOU CAN ORDER:
Optional equipment:
- Cardio" fabric trim on seats, door panels, and headliners, plus front passenger airbag,
- All-season air conditioning, includes heavy-duty engine cooling system, 50-amp alternator, 51-amp generator,
- Sports steering wheel, 3-spoke, Standard on AMX
- Wheel covers; Javelin only.
- Custom wheel covers. Javelin only.
- Strobe-style wheels; 14"x6".
- A. 15"x7" style wheels. Available only with E60x15 tires. A painting finish touch.
- 360 G" 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, low-air intake manifold, heavy-duty engine cooling, twin-grill differential, power disc brakes, E60x15 Ponglass tires with raised white letters, slot-fit steel wheels with Space-Saver spare tire. For AMX only.
- 401 G" package. Same as above except you get a 401 CID V-8 4-barrel.
- 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.
- Suspension group. Includes undercoating and hood insulation.
- Protection package. Includes stainless steel door edge guards, and color-keyed vinyl floor mats.
- Vinyl body-side scuff molding. Not available with rally stripes.

Tire specifications
- 370 x 14 Black (White letter) OPT.
- 370 x 14 Black (White letter) STD.
- 370 x 14 Black (White letter) OPT.
- 370 x 14 Black (White letter) STD.
- 270 x 14 Black (White letter) OPT.
- 270 x 14 Black (White letter) STD.
- 270 x 14 Black (White letter) OPT.
- 270 x 14 Black (White letter) STD.

Engine specifications

<table>
<thead>
<tr>
<th>Engine</th>
<th>Displacement</th>
<th>Bore</th>
<th>Stroke</th>
<th>Compression Ratio</th>
<th>Horsepower</th>
<th>Torque</th>
</tr>
</thead>
<tbody>
<tr>
<td>356 CID V-8</td>
<td>356.0 cu in</td>
<td>4.30</td>
<td>3.20</td>
<td>9.00:1</td>
<td>375 hp @ 5000 rpm</td>
<td>465 lb-ft @ 3800 rpm</td>
</tr>
<tr>
<td>390 CID V-8</td>
<td>390.4 cu in</td>
<td>4.30</td>
<td>3.20</td>
<td>9.00:1</td>
<td>400 hp @ 5000 rpm</td>
<td>500 lb-ft @ 3800 rpm</td>
</tr>
</tbody>
</table>

Engine/transmission combinations

<table>
<thead>
<tr>
<th>Engine</th>
<th>Transmission</th>
<th>Transaxle, Javelin AMX</th>
<th>Side Ratio, STD. (OFT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>401 CID V-8</td>
<td>4-Speed Manual on Floor</td>
<td>Torque-Command Automatic on Column</td>
<td>2.87:1</td>
</tr>
<tr>
<td>401 CID V-8</td>
<td>4-Speed Manual on Floor</td>
<td>Torque-Command Automatic on Column</td>
<td>2.87:1</td>
</tr>
<tr>
<td>401 CID V-8</td>
<td>4-Speed Manual on Floor</td>
<td>Torque-Command Automatic on Column</td>
<td>2.87:1</td>
</tr>
<tr>
<td>401 CID V-8</td>
<td>4-Speed Manual on Floor</td>
<td>Torque-Command Automatic on Column</td>
<td>2.87:1</td>
</tr>
<tr>
<td>401 CID V-8</td>
<td>4-Speed Manual on Floor</td>
<td>Torque-Command Automatic on Column</td>
<td>2.87:1</td>
</tr>
<tr>
<td>401 CID V-8</td>
<td>4-Speed Manual on Floor</td>
<td>Torque-Command Automatic on Column</td>
<td>2.87:1</td>
</tr>
<tr>
<td>401 CID V-8</td>
<td>4-Speed Manual on Floor</td>
<td>Torque-Command Automatic on Column</td>
<td>2.87:1</td>
</tr>
</tbody>
</table>

"J" engine: Available in 1969 on regular gasoline, low-lead or no-lead fuels (with no-lead, use regular lead fuel every 4th tank fill for V-8 engines).
'73 MATADOR
The roomy intermediate.
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.


MATADOR

WHAT YOU GET AS STANDARD EQUIPMENT:

"SAFE-COMMAND" features.

• New energy-absorbing reconfigurable steering column.
• Stronger, rear bumper with steel-reinforced rubber bumper guards.
• Auto-Loc seat belts with quieter latches.
• 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 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-glide wiper blades.
• Non-glide 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.

• Chrome covered horn bezels.
• Full-synchronmesh 3-speed manual transmission.
• Vinyl body-side scuff molding.
• Deep-dip rustproofing.

• 4-way seat (not shown).
• 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 insert.
• 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.
• Coal hooks.
### MATADOR

**WHAT YOU GET AS STANDARD EQUIPMENT:**
- Smooth-riding coil spring at each end.
- Weather-Eye heating.
- Twin half-post front suspension system.
  - Based on acrylic enamel paint.
  - E42.50-lb battery with transaxle dimension.
  - Tempered side and rear glass.

- A. Vent window, standard. An easy way to increase inside ventilation when you need it.
- Delco ceiling headlight.
- Dual, R1-intensity headlamps.
- Delco-tuned exhaust valve seats for longer wear. (5-cyl. engine)
- Compact light, sedan and wagons.
- Two side-pillar lights for headlight, tailights 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.
- Antidrzy spraying.
- Fuel tank vapor control.
- Rear glass-up front.
- Full-foil filter.
- Dual-noise horn.

**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 side, tailgate.
  - Cruise-Command automatic speed control. 4-speed only.
  - Tinted glass; all windows.
  - Recommended with air conditioning.
  - Tinted windshield.
  - Third seat for wagon. Comes with 3-seat belt, 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 engine you want. And then thoroughly relax you.
- Wagon tailgate air deflector.
- Loggage rack for wagon roof.
- Vinyl lid for sedan and hardtop in black, white, blue, green, or cinnamon.
- Two-tone color.

- C. Our inside hood-release. Order it, and you can forget about groping around for a hood latch.
- Visibility group. Includes remote-control side mirrors, visor.
- Vanity mirror, inside hood release, deluge electric wipers, electric clock, and roof-net for wagons.
- Deluge electric wipers.
- Light group. Trunk or cargo light, tail lamp, side marker light, 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.
- Seats caps fitting. Windshield.
- Wheel covers.
- Custom wheel covers. Spoke, spoke, spoke.

**Tire specifications**

<table>
<thead>
<tr>
<th>Size</th>
<th>Sedans &amp; Hardtops</th>
<th>Station Wagons</th>
</tr>
</thead>
<tbody>
<tr>
<td>175/80R14</td>
<td>STD</td>
<td>STD</td>
</tr>
<tr>
<td>175/60R14</td>
<td>STD</td>
<td>STD</td>
</tr>
<tr>
<td>185/70R14</td>
<td>STD</td>
<td>STD</td>
</tr>
</tbody>
</table>

**Engine specifications**

<table>
<thead>
<tr>
<th>Engine</th>
<th>Transmission</th>
<th>Horsepower</th>
<th>Torque</th>
<th>Compression Ratio</th>
<th>Bore &amp; Stroke</th>
<th>BHP/CMP/Horsepower</th>
</tr>
</thead>
<tbody>
<tr>
<td>220 CID 6-cyl. (1)</td>
<td>3-speed manual</td>
<td>115 hp @ 3600 rpm</td>
<td>205 lb-ft @ 1800 rpm</td>
<td>8.50:1</td>
<td>3.00&quot; x 3.00&quot;</td>
<td>105 hp/CMP/105 HP</td>
</tr>
<tr>
<td>258 CID 6-cyl. (2)</td>
<td>3-speed manual</td>
<td>135 hp @ 3800 rpm</td>
<td>235 lb-ft @ 2090 rpm</td>
<td>8.0:1</td>
<td>3.03&quot; x 3.00&quot;</td>
<td>119 hp/CMP/119 HP</td>
</tr>
<tr>
<td>304 CID V-8</td>
<td>2.5-barrel</td>
<td>205 hp @ 4000 rpm</td>
<td>265 lb-ft @ 2450 rpm</td>
<td>8.4:1</td>
<td>3.75&quot; x 3.00&quot;</td>
<td>175 hp/CMP/175 HP</td>
</tr>
<tr>
<td>360 CID V-8</td>
<td>2.5-barrel</td>
<td>275 hp @ 4250 rpm</td>
<td>285 lb-ft @ 2550 rpm</td>
<td>8.50:1</td>
<td>4.06&quot; x 3.44&quot;</td>
<td>225 hp/CMP/225 HP</td>
</tr>
<tr>
<td>360 CID V-8</td>
<td>4-barrel</td>
<td>575 hp @ 3500 rpm</td>
<td>385 lb-ft @ 2500 rpm</td>
<td>8.50:1</td>
<td>4.06&quot; x 3.44&quot;</td>
<td>400 hp/CMP/400 HP</td>
</tr>
<tr>
<td>401 CID V-8 (5)</td>
<td>4-barrel</td>
<td>575 hp @ 3500 rpm</td>
<td>385 lb-ft @ 2500 rpm</td>
<td>8.50:1</td>
<td>4.06&quot; x 3.44&quot;</td>
<td>400 hp/CMP/400 HP</td>
</tr>
</tbody>
</table>

**Engine/transmission combinations**

<table>
<thead>
<tr>
<th>Engine</th>
<th>Transmission</th>
<th>Torque-Command Automatic</th>
<th>Auto. Ratio</th>
<th>Std.</th>
</tr>
</thead>
<tbody>
<tr>
<td>220 CID 6-cyl. (1)</td>
<td>3-speed manual</td>
<td>Torque-Command Automatic</td>
<td>3.15:1</td>
<td>STD</td>
</tr>
<tr>
<td>258 CID 6-cyl. (2)</td>
<td>3-speed manual</td>
<td>Torque-Command Automatic</td>
<td>3.15:1</td>
<td>STD</td>
</tr>
<tr>
<td>304 CID V-8</td>
<td>2.5-barrel</td>
<td>Torque-Command Automatic</td>
<td>3.15:1</td>
<td>STD</td>
</tr>
<tr>
<td>360 CID V-8</td>
<td>2.5-barrel</td>
<td>Torque-Command Automatic</td>
<td>3.15:1</td>
<td>STD</td>
</tr>
<tr>
<td>360 CID V-8</td>
<td>4-barrel</td>
<td>Torque-Command Automatic</td>
<td>3.15:1</td>
<td>STD</td>
</tr>
<tr>
<td>401 CID V-8 (5)</td>
<td>4-barrel</td>
<td>Torque-Command Automatic</td>
<td>3.15:1</td>
<td>STD</td>
</tr>
</tbody>
</table>

(1) Standard Sedan and Hardtop only.
(2) Standard Wagons only.
(3) 220 CID: 115 hp at 3600 rpm.
(4) 258 CID: 135 hp at 3800 rpm.
(5) 304 CID: 205 hp at 4000 rpm.
(6) Standard Wagons only.

Engine chart shows all 7 engines run on regular-lead, unleaded or leaded fuel (with unleaded fuel recommended for all 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,
- 304 V-8 engine,
- automatic transmission,
- 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 vinyl upholstery. For individual reclining seats only. Shown here in luxurious black.

AMERICAN MOTORS

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 windshields.
- Double-safety brake system.
- Brake system warning light.
- Self-adjusting brake linings.
- New safety-shaped horn bar.
- Big, 50-amp battery with "transcendent" case.
- Side marker lights.
- Tailgate air deflector for wagon.
- Electric windshield washers.
- Mon-glass 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.
- Key locking system.
- Front seat-back lock.
- Positive on-board ventilation.
- Energy-absorbing steering columns.
- 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 3-bbl.
- 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.
- Rear wheel heating for quieter ride.
- Weather-Eye heating system.
- Distinctive wheel covers.
- Massive air grille with black bumper.
- 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 headlight-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-touch 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.
- Sealy bar, up front.
- Color-keyed wood-grain body side and rear panels (Wagon).
- 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 underfloor storage, in 2-seat wagon is 49.5 cubic feet. For the 3-seat wagon—31.1 cubic feet.
- Fuel tank: 19.5 gallons for sedan and hardtop. 20 gallons for wagon.

WHAT YOU CAN ORDER:
Optional equipment:
- Cruise-control automatic speed control
- Adjustable Tilt steering wheel
- Slower/lower 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 people. It’s a power tailgate window.

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 “CameoII” 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 V-8 (manual engine option, 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 window-inserting inserts along sides.

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

Engine specifications:

<table>
<thead>
<tr>
<th>Engine</th>
<th>Carb.</th>
<th>HP @ RPM</th>
<th>Torque @ RPM</th>
<th>Comp. Ratio</th>
<th>Bore &amp; Stroke</th>
<th>STD / OPT</th>
</tr>
</thead>
<tbody>
<tr>
<td>360 CID V-8</td>
<td>6 BBL</td>
<td>230 / 4600</td>
<td>250 / 3200</td>
<td>8.01</td>
<td>365 x 405</td>
<td>STD / OPT</td>
</tr>
<tr>
<td>360 CID V-8</td>
<td>4 BBL</td>
<td>175 / 4600</td>
<td>235 / 3200</td>
<td>8.01</td>
<td>365 x 405</td>
<td>STD / OPT</td>
</tr>
<tr>
<td>401 CID V-8 (II)</td>
<td>4 BBL</td>
<td>215 / 4400</td>
<td>295 / 3200</td>
<td>8.01</td>
<td>365 x 405</td>
<td>STD / OPT</td>
</tr>
</tbody>
</table>

Engine/transmission combinations:

<table>
<thead>
<tr>
<th>Engine</th>
<th>Transmission</th>
<th>Transmission Torque</th>
<th>Brake HP</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>360 CID V-8</td>
<td>Torque-Command Automatic on Column</td>
<td>STD</td>
<td>3.15 (3.54)</td>
<td></td>
</tr>
<tr>
<td>360 CID V-8</td>
<td>Torque-Command Automatic on Column</td>
<td>STD</td>
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<td>Torque-Command Automatic on Column</td>
<td>STD</td>
<td>3.15 (3.54)</td>
<td></td>
</tr>
</tbody>
</table>

Power Options:
- Power lift window for wagon tailgate. Standard on 3-seat wagon.
- Power windows, side and tailgate.
- C. Power windows. Let 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 (100 watt).

1973 AMC exterior colors

- A1 Snow White
- E1 Diamond Blue, Metallic
- D3 Olympic Blue, Metallic
- F2 Maxi Blue
- C8 Grasshopper Green (Mat.)
- E3 Fairway Green (Mat.)
- E4 Tahiti Green (Mat.)
- F1 Burnt Orange
- E5 Preyer Silver (Mat.)
- E6 Fawn Beige
- E7 Copper Tan (Mat.)
- D4 Cordoba Brown (Mat.)
- F4 Daisy Yellow
- E9 Autumn Lime (Mat.)
- D7 Trans-Am Red
- F5 Vineyard Burgundy (Mat.)
- F3 Fresh Plum (Mat.)
- P1 Classic Black (All models except 401 CID V-8)

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

Certain equipment items and features, illustrated or described in this catalog, are optional or not available on all models. Some equipment items and combinations may not be available for all models. American Motors, while it is not an assignment or restriction, reserves the right to substitute reasonable these specifications, models, equipment or prices at any time without requiring obligation.