

The AMX Engine Rates Its Name

It's appropriate that American Motors' new "390" V-8 should be introduced with the company's new sports car, the AMX, and that it take its name from the AMX.

This up-to-the-minute engine suits the exciting sports design of AMX and it comes across with the highest-rated power output ever attained by a standard production American Motors engine—315 horsepower, 425 foot-pounds torque.

Of modern, thin-casting design—total engine weight under 600 pounds—the "AMX 390" V-8 is available optionally in the AMX and in SST versions of the Javelin, Rebel* and Ambassador*.

Boasting such heavy-duty components as *forged steel* crankshaft and connecting rods (instead of the usual cast iron), the "AMX 390" V-8 reflects an American Motors engineering objective of extreme reliability as well as power. The engine also will be recognized as one of the easiest-to-service V-8's of its size. This is due, in large measure, to the engine layout and handy-to-service forward accessory section.

Just this, plus the reassuring feel of ample reserve power on the open road, is enough for most of us to know. Of course, for the performance-minded car enthusiast, there's a lot more to be learned about the engine—and your American Motors salesman would be pleased to answer any questions.

*Available in Rebel and Ambassador SST models about mid-May.

AMX



1968 Javelin SS1 in Matador Red. Vinyl-covered roof in black. Wide white rally stripe.

JAVELIN

Its price* is much less than the Mustang's, yet you get much more.

Javelin is the new-this-year car. (So the '68 will always be the classic.) A Mustang-Camaro-Barracuda class car. But classier. Javelin is the roomiest 4-passenger sports

hardtop of them all. With buckets in front and a full back seat.

Javelin is larger. Longer. Gives you more leg room front and rear, and a lot more trunk space.

Javelin is glassier. Bigger windshield (with rakish slope) and bigger windows everywhere. Like that enormous one-piece side window.

Wildly more extravagant than the ordinary door-window-vent-window combination. (And Javelin has flow-through ventilation that works a lot better than vent windows.)

Javelin is sleeker. That great-looking body is all-welded, then finished by hand.

Javelin is slippier. Turns in a smaller

diameter. Has a quicker steering ratio, too, for easier, more sensitive control.

Javelin even has a big front contour bumper that works better and costs more than any of the others.

Javelin is one of the American Motors cars. It's made as if the money in it didn't matter.

*Based on a comparison of manufacturers' suggested retail prices.



1968 Rebel SST Hardtop in Scarab Gold. Vinyl-covered roof in white and pinstripe in black.

Rebel SST.

Standard: the bolder grille... the air-scoop moldings... 290 cu. in. V-8 with synchromesh transmission... individually adjustable reclining seats... expensive upholstery... full wheel covers. Optional: choice of two 343 V-8s... overdrive, column or console "shift-command" or 4-on-the-floor transmission... reclining bucket seats... headrests... the jazzy turbine-like wheel covers you see here.

REBEL

It's the best dollar value in the automobile business.

The Rebel 550 6-passenger hardtop gives you at least as much car as the intermediates (Belvedere, Fairlane, Chevelle).

It's wider than all of them and much more spacious.

You get more room to stretch your legs in. More room for the top of your head. More room for your shoulders. And more room for baggage.

Plus a lot of little things like a sneaky ball-bearing ash tray. And a glove compartment door with cup depressions to serve as a coffee tray.

You get them in the 4-door, 6-passenger Rebel 550 sedan, too. And in the Rebel convertible—the car that's the lowest-priced* 6-passenger, power-top convertible in America.

The convertible even has a big glass rear window that won't get scratchy or cloudy, and doesn't need unzipping when you put the top down.



1968 Rebel Station Wagons. 550 on left in Hialeah Yellow. 770 on right in Laurel Green with wood-grain side-paneling.

Rebel Wagons.

Both Rebel Cross Country wagons, the 550 on the left and the 770 at the right, give you your choice of tailgate. You can have it either opening to the side or flattening down.

Both give you the roof rack as a standard feature (while most other wagons charge you extra).

And both have a hidden compartment (in

the 770, it locks).

The Rebel 770, with 232 cu. in. six, also has wall-to-wall carpeting, handsome plaid fabric or ventilated vinyl seats and a couple of great extra options: the look-like-wood side panels you see here and the rear-facing back seat, which comes with the side-swinging tailgate including a power window you control from the driver's seat.



1968 Rambler American Two-Door Sedan in Laredo Tan.

AMERICAN

Rambler American.

The only compact car made in Canada that's not overpriced. The American fills the price gap between the small imports and the other North American compacts.

In value, the American two door is miles ahead.

It's 20 in. longer, 10 in. wider, with plenty of leg room both front and rear (4 in. more

than Volkswagen allows its back seat passengers). And double the trunk space.

Yet it turns around in the same circle a Volkswagen does.

You get a load more power: a 199 cu. in. 6-cylinder engine is standard (while the Volkswagen has only a 4-cylinder engine). And three bigger engines are extra-cost options—so are overdrive, "shift-command" automatic, and 4-on-the-floor.



1968 Rambler American Four-Door Sedan in Rally Green with Frost White roof. Rambler American 440 for 1968. Sedan in Saturn Blue. Station Wagon in Matador Red, 1968 Rambler American Rogue Hardtop in Turbo Silver and black vinyl-covered roof.

American 4-door. And Rogue.

There are two 4-door sedans. The one at top left is the lowest-priced* 4-door made in Canada. The 440 at lower right costs a little more because it's better dressed. This one gives you a big protective side molding outside, and a choice of four interior colors in fabric (or optional vinyl) with loop pile carpeting.

Then there's the 4-door-and-tailgate 440 at upper right that's the lowest-priced* wagon made in Canada. With everything you get in the 440 sedan plus the fact that the upholstery is vinyl. Options: a heftier 232 cu. in. six plus a pair of 290 V-8s... that rooftop travel rack... and a special handling package for heavy hauling on rough roads.

The American Rogue is the 2-door hardtop you see at lower left. Here, the big 232 six is standard. Notice the optional wire wheel covers and vinyl covered roof. Other options: eye-level tach, V-8 engines, "shift-command", 4-on-the-floor, specially tuned springs-shocks-and-swaybar, power disc brakes. Roguish.

*Based on a comparison of manufacturers' suggested retail prices.



1968 Ambassador SST Four-Door Sedan in Saturn Blue. Vinyl-covered roof in blue and pinstripe in black.

AMBASSADOR

**The only Canadian car with
air conditioning standard.**

Ambassador is the only car in Canada, and
maybe the world, that has its own air
conditioning at no extra cost.

(And that goes for every Ambassador,
regardless of price.)

Because American Motors is convinced that
air conditioning is the best thing going in a car.

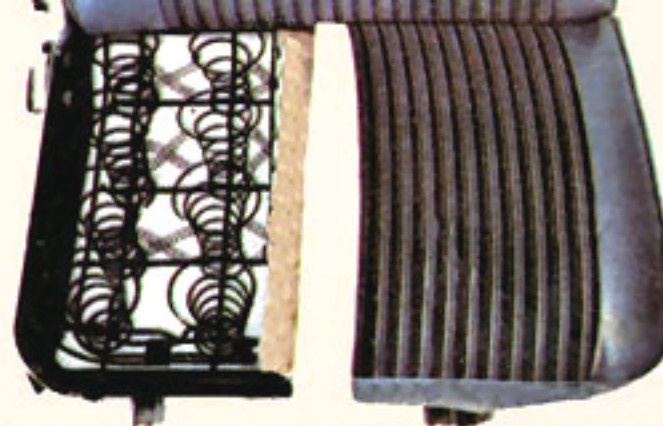
If you live or drive where summers are hot
or winters are cold, you need it.

But if you buy your car on a nice day, you
may not think about it—until it's too late on a
baking road in bumper-to-bumper traffic.



Flush door handles — American Motors exclusive

AM/FM radio, air-conditioning, stereo tape deck, automatic console shift.



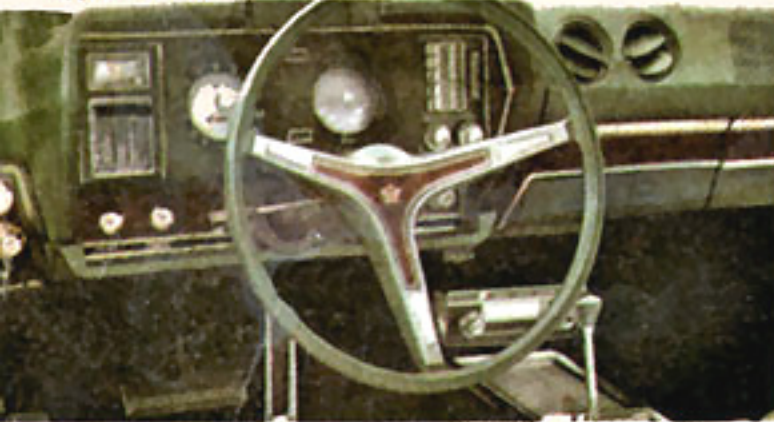
Coil spring seats — even in the economical Americans

Elegant upholstery, headrests, seatbelts



Full range of 6 and V-8 engines (see chart below)

Uniside construction, safe strong, durable.



Performance Selector

ENGINES	"199" Six	"232" Sixes		"290" V-8s		"343" V-8s		"AMX 390" V8
Standard Engine On:	American except Rogue	Rogue and all others except Rebel SST, Ambassador SST and AMX	—	Rebel SST and Ambassador SST	AMX	—	—	—
Optional Engine On:	—	American except Rogue	Rebel and Ambassador except SST	All except Rebel SST, Ambassador SST and AMX	American and Javelin	Rebel and Ambassador	AMX, Javelin, Rebel and Ambassador	AMX and Javelin SST
Horsepower @ RPM	128 @ 4400	145 @ 4300	155 @ 4400	200 @ 4600	225 @ 4700	235 @ 4400	280 @ 4800	315 @ 4600
Torque @ RPM	182 @ 1600	215 @ 1600	222 @ 1600	285 @ 2800	300 @ 3200	345 @ 2600	365 @ 3000	425 @ 3200
Carburetor	1-Barrel	1-Barrel	2-Barrel	2-Barrel	4-Barrel	2-Barrel	4-Barrel	4-Barrel
Compression Ratio/Fuel	8.5:1/Regular	8.5:1/Regular	8.5:1/Regular	9.0:1/Regular	10.0:1/Premium	9.0:1/Regular	10.2:1/Premium	10.2:1/Premium
Displacement, Cu. in.	199	232	232	290	290	343	343	390
Bore and Stroke	3.75"x3.00"	3.75"x3.50"	3.75"x3.50"	3.75"x3.28"	3.75"x3.28"	4.08"x3.28"	4.08"x3.28"	4.17"x3.57"

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

	RAMBLER AMERICAN				REBEL & AMBASSADOR				JAVELIN				AMX				
	"199" Six (1-Barrel)	"232" Six	"290" V-8s		"232" Sixes		"290" V-8	"343" V-8s		"390" V-8	"232" Sixes	"290" V-8s	"343" V-8	"390" V-8	"290" V-8	"343" V-8	"390" V-8
TRANSMISSION AND AXLE RATIOS (optional ratios at no cost)	Sedans less A.C.	Wagons and Sedans with A.C.	1-Barrel	2-Barrel	4-Barrel	1-Barrel	2-Barrel	2-Barrel	2-Barrel	4-Barrel	4-Barrel	1-Barrel	2-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel
3-Speed Manual, Column (std.)	3.08:1 (3.31)	3.08:1 (3.31)	3.08:1 (3.31)	3.15:1	—	3.15:1	3.15:1	3.15:1 (3.54)	—	—	—	3.08:1 (3.31)	3.15:1	—	—	—	—
Overdrive, Column (opt.)	3.31:1 (3.08)	3.31:1 (3.08)	—	—	—	3.54:1*	—	3.54:1	—	—	—	—	—	—	—	—	—
Shift-Command, Column (opt.)	2.73:1 (3.08 and 3.31)	3.08:1 (2.73 and 3.31)	3.08:1 (2.73 and 3.31)*	3.15:1 (2.87)	—	3.15:1	3.15:1	3.15:1 (2.87)	2.87:1 (3.15)	2.87:1 (3.15)	2.87:1 (3.15)	3.08:1 (2.73 and 3.31)	3.15:1 (2.87)	—	2.87:1* (3.15)	—	—
Shift-Command, Console (opt.)	—	—	—	—	—	—	—	3.15:1 (2.87)	2.87:1 (3.15)	2.87:1 (3.15)	2.87:1 (3.15)	—	3.15:1 (2.87)	—	2.87:1* (3.15)	2.87:1* (3.15)	3.15:1 (2.87)
4-Speed, Floor (opt.)	—	—	—	3.54:1 (3.15)**	3.54:1 (3.15)**	—	—	3.54:1 (3.15)**	—	3.15:1 (3.54)**	3.15:1 (3.54)**	—	3.54:1 (3.15)**	3.54:1 (3.15)**	3.15:1 (3.54)**	3.15:1 (3.54)**	3.15:1 (3.54)**

*Rogue "232" Hardtop; 2.37:1 std. (2.73 and 3.08 opt.)

**3.73:1, 3.91:1, 4.10:1 and 4.44:1 Dealer Kits at extra cost.

†3.15:1 is standard with "Go" Packages.

** Rebel Only.

**5-Year/50,000-Mile Warranty on Engine, Drive Train, Suspension and Steering.
2-Year/24,000-Mile Warranty on the Entire Car.**

