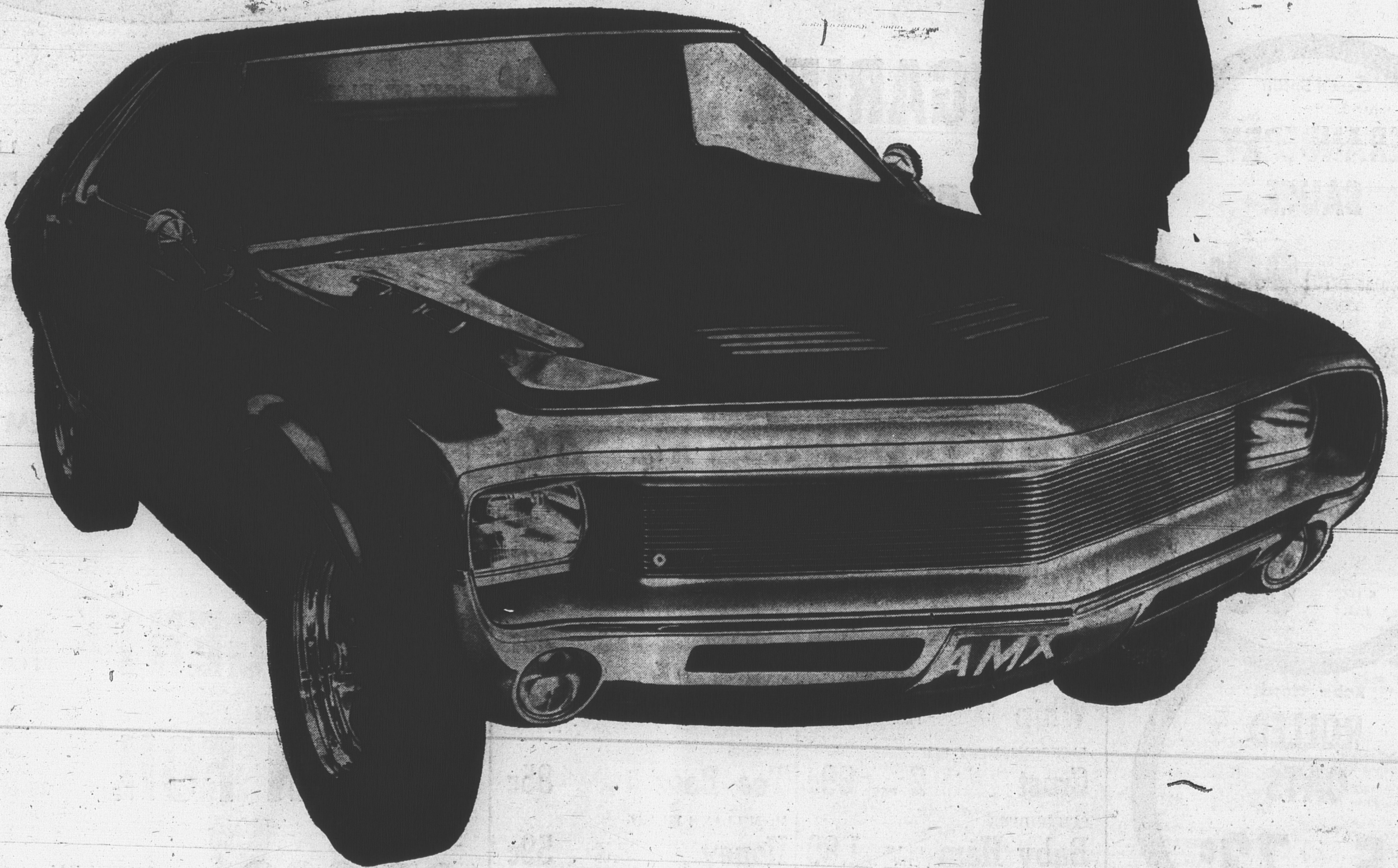


**This is AMX:
we've made only one.**

**But it's made a basic difference
in the cars we'll build for you in 1967.**



Earl K. Brownridge
President, American Motors (Canada) Limited

You're looking at our "Idea car," the AMX. It's our laboratory on wheels where we're testing ideas for the '70's. Our 1967 cars owe a lot to our AMX. They've caught the spirit of the '70's.

It's a spirit that's reflected not simply in appearance but in the basically different way we'll build our '67's. We've matched superb performance and contours with engineering values that make a car stronger, safer, more durable, more dependable. We've given you interiors of unequalled elegance inside a framework so rugged it will never squeak or rattle.

We've designed cars with a deep, lustrous finish protected by the toughest rust-resistant coatings made. We've developed new innovations — light, high-output engines, wide-track stance and a road-smoothing new suspension. Differences developed for their lasting value, not simply for the sake of model change. And we've included a new expanded warranty — a warranty that says performance and quality is built in so the value stays in. We believe that the basic difference in American Motors cars will mean more to you in 1967 than in any year of the past.

Preview our 1967 cars on the following page. You'll see our full-size Ambassador ... our exciting new Intermediate, the Rebel ... and our powerful Rambler American compact.

And before you make the thoughtful decision about which 1967 car to buy, see your American Motors Rambler dealer.

THE 1967 AMERICAN MOTORS—WHERE THE BASIC DIFFERENCE IS A BETTER CAR

5-YEAR OR 50,000-MILE WARRANTY ON ENGINE AND DRIVE TRAIN

5/50,000

2/24,000

2-YEAR OR 24,000-MILE WARRANTY ON THE ENTIRE AUTOMOBILE

American Motors (Canada) Limited warrants the engine block, head and internal parts, water pump, intake manifold, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle, differential and rear wheel bearings of its 1967 cars to be free from defects in material or workmanship for 5 years or 50,000 miles, whichever comes first. The owner must change the engine oil and install new oil filter every six (6) months or 4,000 miles, whichever comes first, clean oil filler cap (filtered type) and carburetor air cleaner element every 4,000 miles and replace it every 24,000 miles and

furnish evidence of this service to an Authorized American Motors Dealer every six (6) months and have him certify its receipt and the car's mileage.

Further, American Motors (Canada) Limited warrants the remainder of the car for 2 years or 24,000 miles, whichever comes first, except tires (warranted by the tire manufacturer). Any part so defective will be repaired or replaced in accordance with the applicable portion of the Warranty, without charge at an Authorized American Motors Dealership. Owners are responsible for deterioration, misuse and normal maintenance.

AMERICAN MOTORS (CANADA) LIMITED