



'74 Ambassador

SEDAN/WAGON



AMC Ambassador

There's a good chance that everything you'd want on your new luxury car is standard equipment on the '74 Ambassador Brougham.

For instance, Ambassador standard equipment includes air conditioning, a V-8 engine, automatic transmission, power steering, power front disc brakes, AM Radio, whitewall tires, tinted glass, Extra Quiet insulation and more.

So when you think of Ambassador, think of all the luxuries you'll get without even asking.

Also yours without asking is our American Motors Buyer Protection Plan, an item of standard equipment *no competitor offers*.

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

We back them better because we build them better.



AMBASSADOR BROUGHAM SEDAN AND WAGON

"SAFE-COMMAND"

Standard Features

- Engine—304 CID V-8
- All-season air conditioning system
- Torque-Command automatic transmission with auxiliary transmission oil cooler
- Big, 50-amp battery with "translucent" case (60-amp with

360 and 401 V-8 engines)

- 62-amp alternator
- Power steering
- AM push-button radio
- Side vent windows
- Tinted glass, all windows
- Thick foam-cushion seats, front and rear
- Fabric trim for Sedan bench seats
- Vinyl trim for Wagon bench seats
- Weather-Eye heating system
- Distinctive wheel covers
- Deep-dip rustproofing
- Tough, mirror-like acrylic enamel paint
- Custom steering wheel
- Body side scuff molding with

vinyl inserts (not available with woodgrain trim on Station Wagon)



- **A.** Front and rear bumper guards
- Dome light
- Light group includes 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 with intermittent action and electric clock
- Inside hood release
- Extra Quiet Insulation Package, includes: full undercoating, hood insulation, cowl side panel, roof insulation pad, rear wheelhouse pads, asphaltic foam tape and cargo floor deadener
- Smooth-riding coil spring at each wheel
- Twin ball-joint front suspension system
- Soft-plastic control knobs with international symbols

DEL MONTE LODGE

 **AMC AMBASSADOR**





The standard of luxury for Ambassador Sedan really speaks for itself when you don't have to pay extra for this beautiful "Abbington" fabric upholstery.

- Anti-smog devices
- Power disc brakes, front
- Locking cargo compartment in Wagon floor
- Dual-swing tailgate on Wagon
- Filters in fuel tank and carburetor line
- Durable color-keyed carpeting plus cargo area carpeting on Wagon
- Sway bar up front
- Color-keyed woodgrain body side and rear panels for Station Wagon
- Station Wagon roof-top travel rack and tailgate air deflector

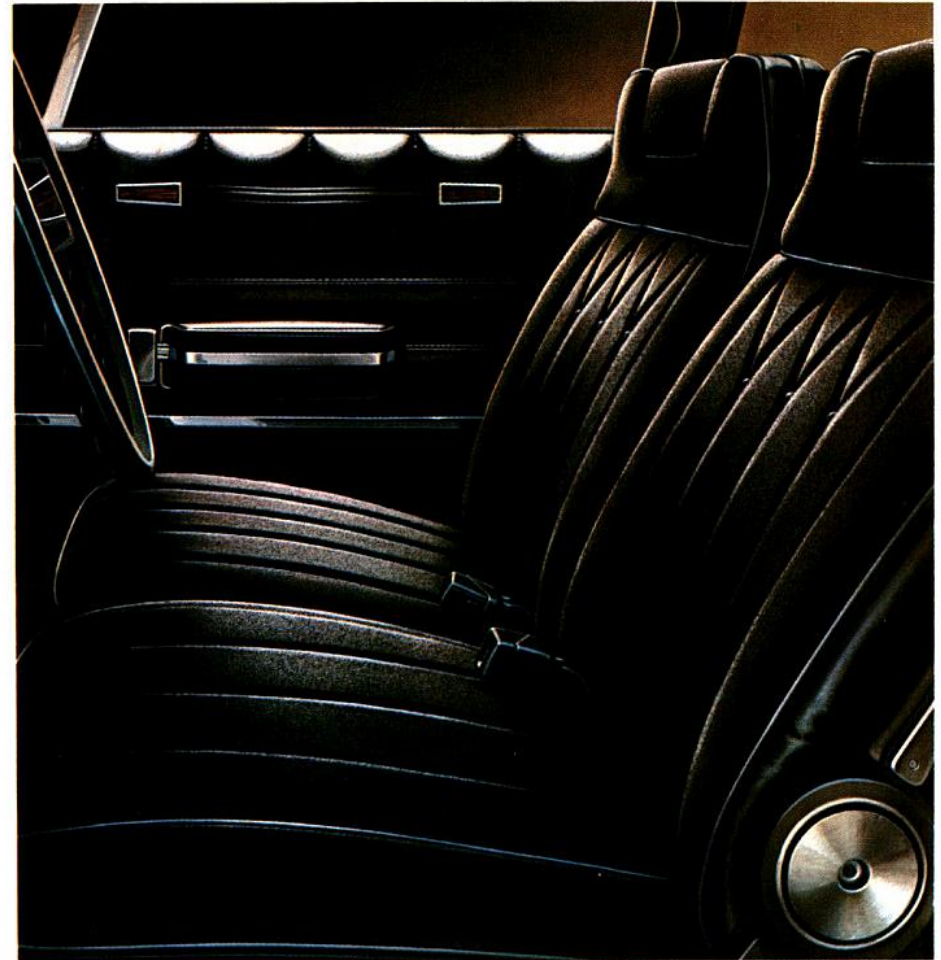
Dimensions

- Wheelbase: 122 inches

- Trunk space: 18.2 cubic feet (Sedan)
- Cargo space: 2-seat Wagon, including underfloor storage, 99 cubic feet; 3-seat Wagon, 91.1 cubic feet
- Fuel tank: 20.5 gallons for Sedan, 17.5 gallons for Wagon

Optional equipment

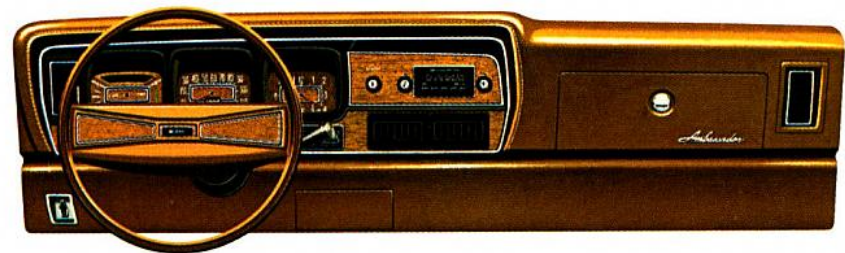
- Cruise-Command automatic speed control
- Stowage/litter container pouch in each front door
- Three-spoke sports steering wheel
- Third seat for Wagon including power tailgate window and two seat belts



Comfortable and elegant "Pavillion" fabric is available on individual reclining seats for both Ambassador Sedan and Station Wagon. Colors include Black, Green, Blue and Cinnamon.

- Individual reclining seats available with the luxurious "Pavillion" fabric or "Tru-Knit" vinyl trim

- Two-tone paint
- Non-standard color
- Spoke-style wheels



The deep-padded woodgrained instrument panel has been designed for maximum driver safety and convenience. Controls and instruments are easily accessible and easy to read.



Tough, puncture resistant steel belted radial tires are available on Ambassador and all AMC cars.

- Custom wheel covers
- Blower type rear window defogger (not available on Wagon)



- **B.** Adjust-O-Tilt steering wheel that adjusts to six different positions

Performance options

- Dual exhausts for 360 CID 4-barrel engine (standard on 401 V-8)
- Twin-grip differential

Heavy-duty options

- Heavy-duty 70-amp battery
- Trailer Towing Package for trailers up to 5000 lbs., including: car-to-trailer wiring harness kit, heavy-duty engine cooling, Handling Package, automatic transmission auxiliary oil cooler and adjustable air-shock rear suspension
- Handling Package including: heavy-duty springs and shock absorbers plus rear sway bar
- Rear sway bar
- Engine block heater (600 watts)

Protection options

- Protection group includes stainless steel door edge guards and color-keyed vinyl floor mats

Power options



- **C.** Power side windows
- Power lift tailgate window for Wagon. Standard on Wagon with third seat option
- Power side windows and power lift tailgate for Station Wagon

Audio

- AM/FM push-button multi-plex stereo radio with 4-speaker system
- Rear speaker for sedan (with AM radio only)
- Stereo 8-track tape player with manual AM radio and 4-speaker system

Tire specifications

Tire		Sedan	Station Wagon
F78 x 14	White Line	STD.	
F78 x 14	Belted White Line	OPT.	
FR78 x 14	Radial (Steel) White Line	OPT.	
G78 x 14	Belted White Line	OPT.	
H78 x 14	White Line		STD.
H78 x 14	Belted White Line		OPT.
HR78 x 14	Radial (steel) White Line		OPT.

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	8.25:1	4.08" x 3.44"	OPT.
360 CID V-8	4-Barrel	195 (1) @ 4400	295 (2) @ 2900	8.25:1	4.08" x 3.44"	OPT.
401 CID V-8 (3)	4-Barrel	235 @ 4600	335 @ 3200	8.25:1	4.165" x 3.68"	OPT.

Engine/transmission combinations

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

(1) 220 @ 4400 with dual exhaust
(2) 315 @ 3100 with dual exhaust
(3) Dual exhaust

ENGINE CHART NOTE: All '74 engines run on regular-leaded, low-lead or no-lead fuels.

1974 New Car Guarantee

When you buy a new 1974 AMC car from an American Motors dealer, American Motors 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 50 United States or Canada and that guarantee repairs or replacements be made by an American Motors dealer.

This guarantee is, to the extent not prohibited by law, in lieu of all other guarantees or warranties, express, implied or implied in law of American Motors (Canada) Limited or others, including implied warranties or merchantability or fitness for a particular purpose.