

 **American
Motors**

1971 AMBASSADOR





Ambassador SST 4-Door Sedan.

The luxury of Ambassador . . .

The richness of the 1971 Ambassador, American Motors' most luxurious automobile, is matched by few other automobiles in all the world. For one thing, Ambassador is the only American automobile (one of the few in the world) with both air conditioning and automatic transmission standard. Other standard Ambassador touches range from glove boxes with locks, to

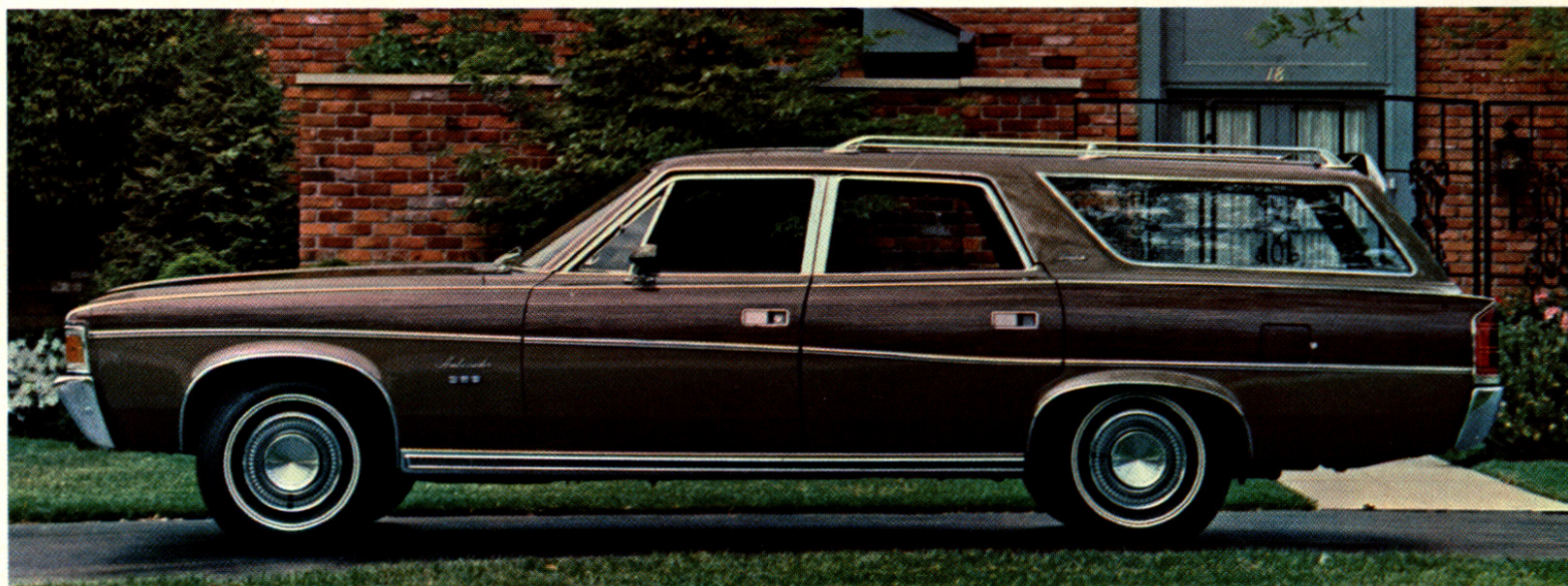
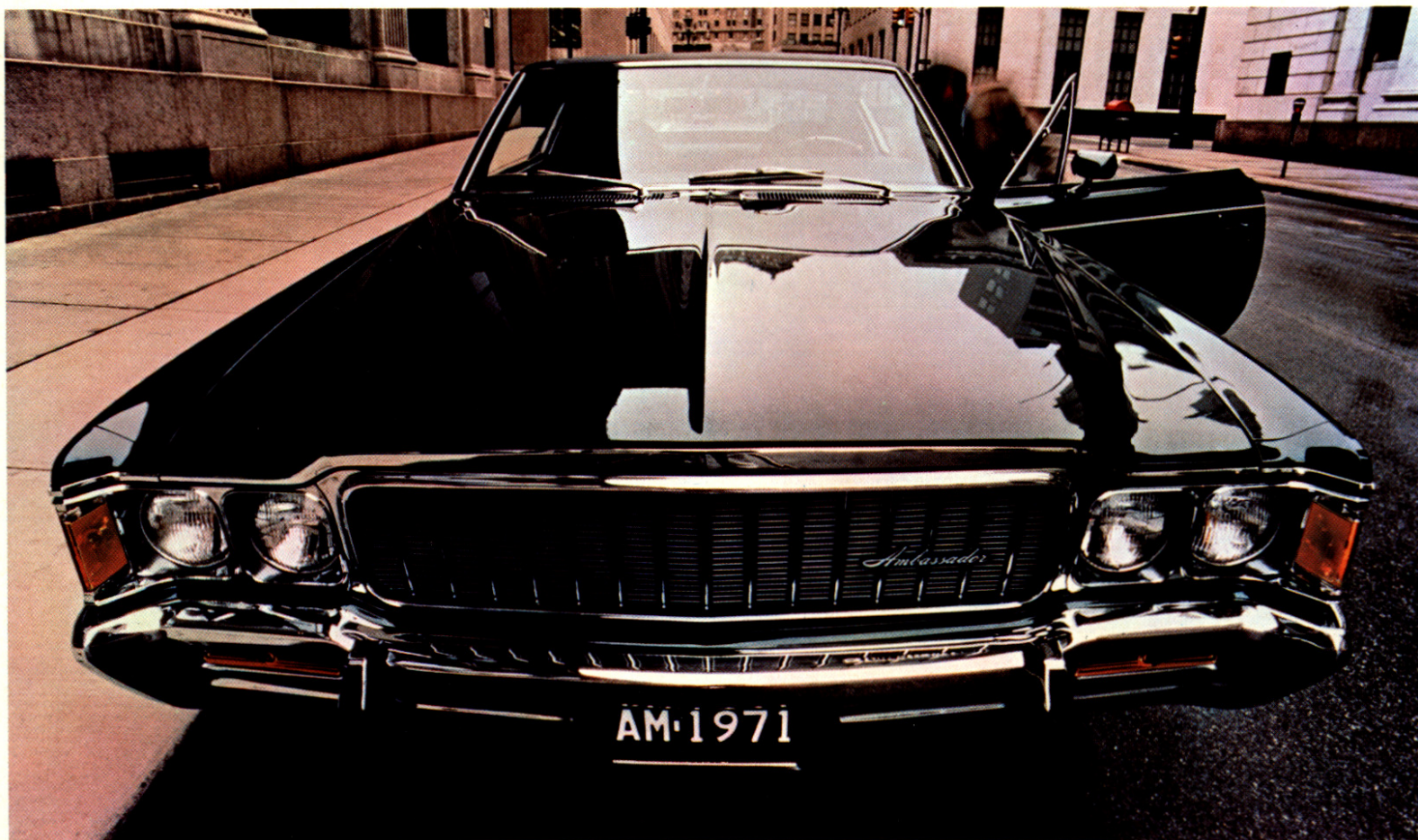
rear ash trays and armrests. From head restraints to overhead lighting, padded instrument panels, and more.

Ambassador offers more power too, with the 258 CID 6-cylinder* or a choice of four V-8 engines: the standard 304 V-8 to the 401 version with 4-barrel carburetion. And comes equipped with 3-speed automatic transmission, either on the column or console-mounted.

If you wish to make your Ambassador stand out even more, you can order options like a vinyl roof, or any of several different sets of wheel covers. Other luxury options include power steering, power brakes, AM/FM radio, Stereo Tape System, or a rear facing third seat for station wagons. A complete list of features available for Ambassador is given on back cover.

*Largest displacement and greatest horsepower 6-cylinder engine on any passenger car.

The 1971 American Motors Ambassador. There are 7 models to choose from but whichever you select, you'll be driving not only one of the most unique luxury cars, but one of the finest in the world.



Top: SST's massive grille and dual headlights.

Below: Ambassador Brougham 4-Door station wagon with color-keyed wood grain trim.

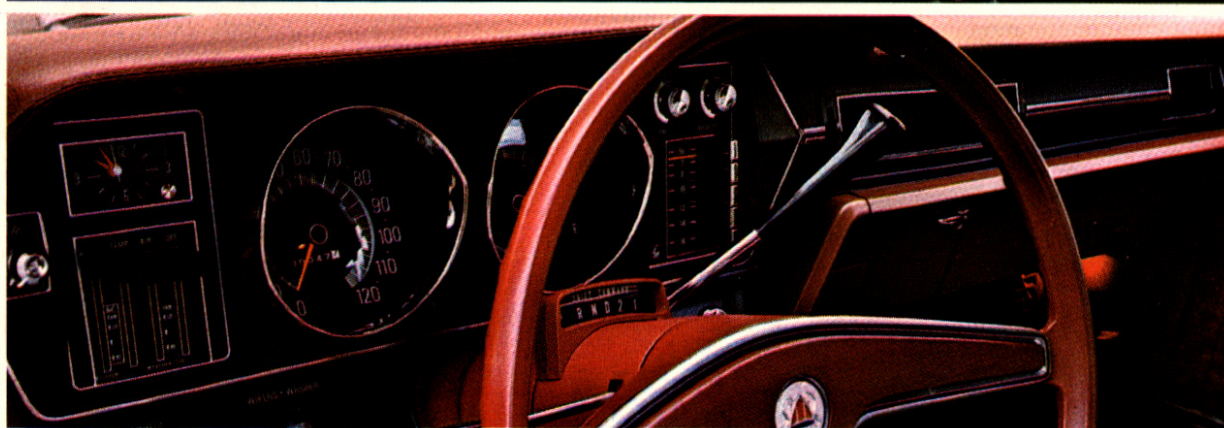
Right: Ambassador station wagon's Two Way Tailgate opens out for people, down for things. Rear wood-grain trim is "reflective" for added safety.





Left: Ambassador Brougham interior with scientifically contoured, individually adjustable bucket seats* in fabric and vinyl. Also shown, center console with map compartment and 3-speed Shift Command automatic transmission shifter.

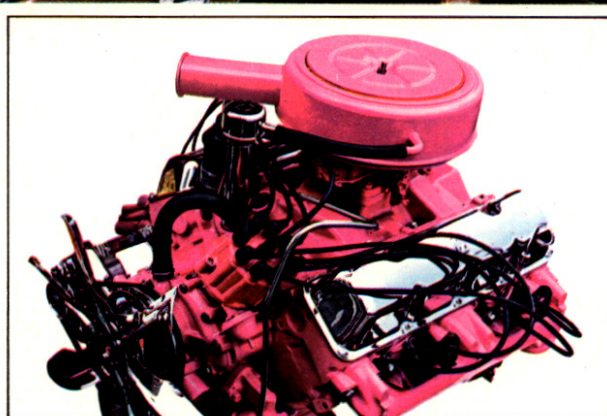
*Optional in Brougham hardtop only.



Left: Ambassador's instrument cluster with full complement of gauges and controls framed in rich burled walnut.



Far left: Ambassador's rear bumper features integral taillights and optional rubber bumper guards.



Left: Optional Ambassador engine measures 360 cubic inches, and produces 245 horsepower.

1971 AMBASSADOR SPECIFICATIONS AND OPTIONS



Specifications

Models: Ambassador DPL, SST and Brougham

- 4-Door Sedan: DPL, SST and Brougham
- Station Wagon: SST and Brougham
- 2-Door Hardtop: SST and Brougham

Dimensions

- Wheelbase 122.0"
- Sedan & Hardtop length 210.8"
- Wagon length 209.8"
- Width 77.2"
- Front tread 60.0"
- Rear tread 60.0"
- Trunk space 18.2 cu. ft.
- Cargo space for Wagons (underfloor storage) 91.1 cu. ft. (8.0 cu. ft.)

Exterior & Interior

- All-welded single unit construction (Advanced Unit Construction)
- Deep-Dip rust proofing
- Front-seat foam cushions
- Molded ceiling
- Front arm rests
- Interior lights
- Glove box lock
- Dual horn

Mechanical

- Front suspension, twin-ball-joint design with coil springs
- Front suspension sway bar
- Rear suspension, 4-link-trailing-arm design with coil springs
- All-Season engine coolant
- Clear-Power 24 battery
- Aluminized exhaust system (duals standard with 401 V-8)
- Brake diameter, 10.0"
- Fuel tank capacity 16.3 gal. for all models except 3-seat wagon — 14.2 gal.

Heating & Air Conditioning

- All-Season air conditioning
- Weather-Eye heating & ventilating system
- High-level ventilation system

Safe-Command Standard Features

- Seat belts
- Two front shoulder belts
- Two rear shoulder-belt anchors
- Two front head restraints
- 4-Way hazard warning signals
- Lane-changer turn signals
- Automatic back-up lights
- Side-of-car safety marker lights
- High-intensity headlights with "Guard-Glo"
- Inside rear-view mirror with twin ball-joint pivots
- Left side rear-view mirror
- Windshield washers (manual)
- Non-glare windshield wipers
- Windshield defrosters (heater)
- Single-unit body construction
- Energy-absorbing steering column
- Deep-dish steering wheel
- High-strength windshield glass
- Tempered side & rear glass
- Molded ceiling headliner
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double Safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Mechanical stop-light switch
- Corrosion-resistant brake lines
- Safety-rim wheels
- Tire tread-wear indicators

- Anti-theft ignition, steering & transmission lock with warning buzzer
- High-strength door locks
- Safety-shaped door handles
- Two-key locking system
- Safety-shaped control knobs
- Safety-styled instrument panel
- Front seat-back lock
- Dual-action hood latch

Standard Tires

- E78 x 14 Black (white-twin-line optional) on 258 & 304 Sedans & Hardtops
- F78 x 14 Black (white-twin-line optional) on 360 & 401 Sedans & Hardtops
- H78 x 14 Black (white-twin-line optional) on Wagons

Options

Paint, Vinyl Roof & Wood-Grain

- ☐ Two-tone paint (not for Brougham Wagon)
- ☐ Vinyl covered roof, black, white, green & blue (SST & Brougham Sedans & Hardtops)

Seats & Upholstery

- ☐ Bench non-reclining seat—vinyl (vinyl standard on Wagons) (except Brougham)
- ☐ Individual reclining seats—fabric (standard on Brougham)
- ☐ Individual reclining seats—custom fabrics (Brougham Sedan & Hardtop)
- ☐ Individual reclining seats—vinyl (vinyl standard on Wagons) (except DPL)
- ☐ Bucket seats—fabric (Brougham Hardtop only)
- ☐ Bucket seats—vinyl (Brougham Hardtop only)

Performance (See "Engine" & "Transmission/Axle Ratio" Charts)

- ☐ Dual exhaust system for 360-4 barrel (standard on 401)
- ☐ Twin-Grip differential (recommended with performance equip., req'd. option with 3.91 axle)

Power Assists

- ☐ Power steering (recommended with air conditioning)
- ☐ Power brakes
- ☐ Power disc brakes, front (V-8 only)
- ☐ Power-lift tailgate window (included with 3-seat Wagon option)
- ☐ Power-lift side windows (SST & Brougham)

Radio & Tape Equipment

- ☐ AM push-button radio
- ☐ AM/FM push-button radio
- ☐ Rear speaker, with radio (Sedans & Hardtops)
- ☐ 8-Track stereo tape player & 2 rear speakers (Sedans & Hardtops)

Convenience Items

- ☐ Armrest & center cushion (included with optional bucket seats)
- ☐ Tinted glass, all windows (recommended with air conditioning) or windshield only
- ☐ Wagon roof air deflector—tailgate (optional on SST, standard on Brougham)
- ☐ Third seat for Wagons (includes power-lift tailgate window & two seat belts)
- ☐ Cruise-Command automatic speed control system (V-8 automatic)
- ☐ Adjust-O-Tilt steering wheel (not with manual column shift)
- ☐ Electric clock (standard on Brougham)
- ☐ Convenience group (1) (except Brougham)
- ☐ Electric windshield wipers & electric washers
- ☐ Visibility group (includes convenience group, electric windshield wipers & washers)

- ☐ Light group (2)
- ☐ Headlights-off delay system
- ☐ Electric rear window defogger (3) (except wagons)

Protection Items

- ☐ Bumper guards—rear only (except Wagons)
- ☐ Undercoating for Brougham (hood insulation standard Brougham only)
- ☐ Insulation group for DPL & SST (includes undercoating & hood insulation)
- ☐ Anti-suff side molding (not on Wagons with two-tone or wood grain, n/a DPL)
- ☐ Clear vinyl floor mats, front & rear

Appearance Items

- ☐ Wood grain sports steering wheel with rim blow
- ☐ Wheel covers, 4 (standard on SST & Brougham)
- ☐ Custom wheel covers, 4
- ☐ Turbo-Cast or wire wheel covers, 4
- ☐ 14" x 6" Spoke-style wheels, 4 (V-8 only)

Heavy-Duty & Trailer Equipment

- ☐ Handling package—V-8 (heavy-duty springs, shocks & rear sway bar)
- ☐ Adjustable air-shock rear suspension
- ☐ Trailer-towing package No. 1 (4)
- ☐ Trailer-towing package No. 2 (V-8) (5)
- ☐ Heavy-duty engine cooling system for cars less A/C (included with standard air conditioning)
- ☐ 70 Amp. battery (standard 50 amp. on 6 & 304 V-8, 60 amp. on 360 & 401 V-8)
- ☐ Engine block heater

Air-Pollution Control System

- ☐ NITROX-TCS system (req'd. by State of California)

Optional Tires

- ☐ F78 x 14 Black (white-twin-line optional) on 258 & 304 Sedans & Hardtops (standard on 360 & 401)
- ☐ G78 x 14 Black (white-twin-line optional) on Sedans & Hardtops

1. Remote-control left outside mirror, visor vanity mirror and clock.
2. Trunk or cargo light, two courtesy lights, glove-box light, front ashtray light, parking brake warning light, headlights-on warning buzzer, low-fuel warning light, plus rear-door switches (except DPL).
3. Includes 55-amp. alternator and rear-window tinted glass.
4. Package No. 1 for trailers up to 2,000 pounds: car-to-trailer wiring harness kit and heavy-duty engine cooling (automatic transmission oil cooler standard on all 6's and V-8's).
5. Package No. 2 for trailers from 2,000 to 5,000 pounds: Same as Package No. 1, plus automatic transmission "auxiliary" oil cooler and handling package.

Equipment and power features, illustrated or described in this brochure, 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. This also applies to local assembly or manufacture areas where local content requirements may affect standard and/or optional specifications.

| Engines | Carb. Type | H.P. @ R.P.M. | Torque @ R.P.M. | Comp. Ratio & Fuel | Bore & Stroke | Ambassador | | Transmissions | Axle Ratios Std. (Opt.) |
|--------------|------------|---------------|-----------------|--------------------|---------------|------------|----------------|--|-------------------------|
| | | | | | | DPL | SST & Brougham | | |
| 258 CID Six* | 1-Barrel | 150 @ 3800 | 240 @ 1800 | 8.0:1 Reg. | 3.75" x 3.90" | S | N/A | Shift-Command Automatic on Column (Std.) | 3.15 (3.54) |
| 304 CID V-8 | 2-Barrel | 210 @ 4400 | 300 @ 2600 | 8.4:1 Reg. | 3.75" x 3.44" | 0 | S | Shift-Command Automatic on Column (Std.) | 2.87 (3.15) |
| | | | | | | | | Shift-Command Automatic on Console | 2.87 (3.15) |
| 360 CID V-8 | 2-Barrel | 245 @ 4400 | 365 @ 2600 | 8.5:1 Reg. | 4.08" x 3.44" | 0 | 0 | Shift-Command Automatic on Column | 2.87 (3.15) |
| | | | | | | | | Shift-Command Automatic on Console | 2.87 (3.15) |
| 360 CID V-8 | 4-Barrel | 285 @ 4800 | 390 @ 3200 | 8.5:1 Reg. | 4.08" x 3.44" | 0 | 0 | Shift-Command Automatic on Column | 2.87 (3.15) |
| | | | | | | | | Shift-Command Automatic on Console | 2.87 (3.15) |
| 401 CID V-8 | 4-Barrel | 330 @ 5000 | 430 @ 3400 | 9.5:1 Pre. | 4.17" x 3.68" | N/A | 0 | Shift-Command Automatic on Column | 2.87 (3.15) |
| | | | | | | | | Shift-Command Automatic on Console | 2.87 (3.15 & 3.54) |

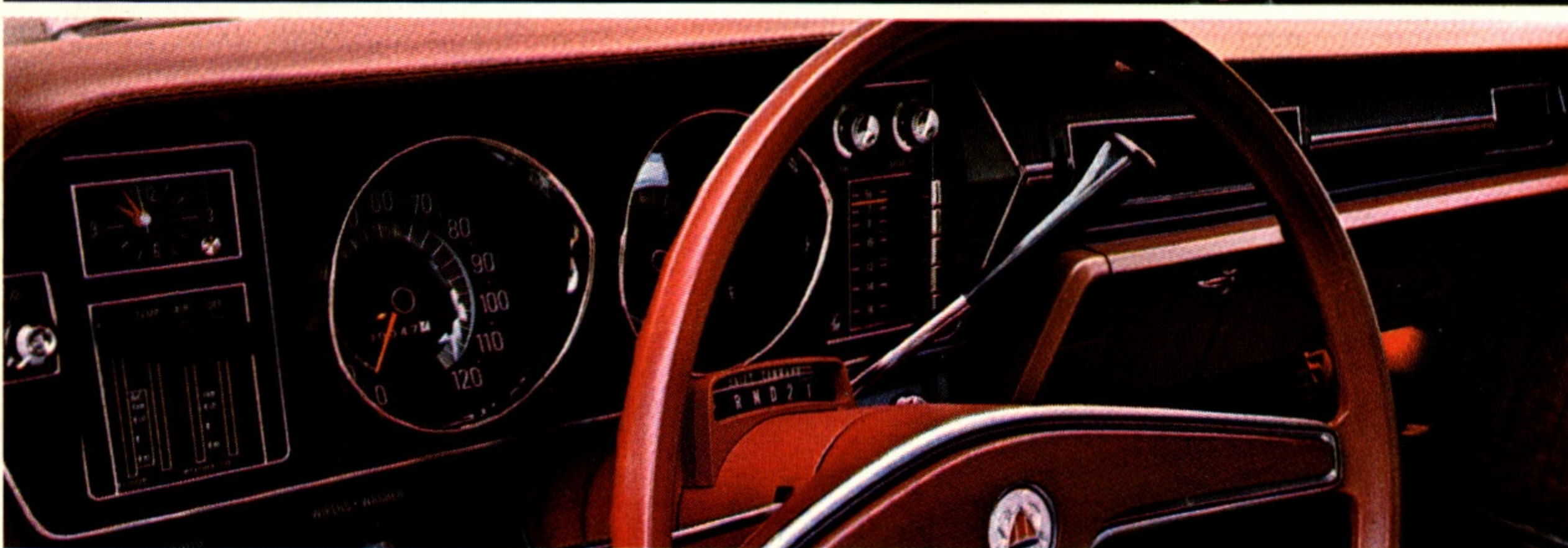
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S—Standard O—Optional N/A—Not Available

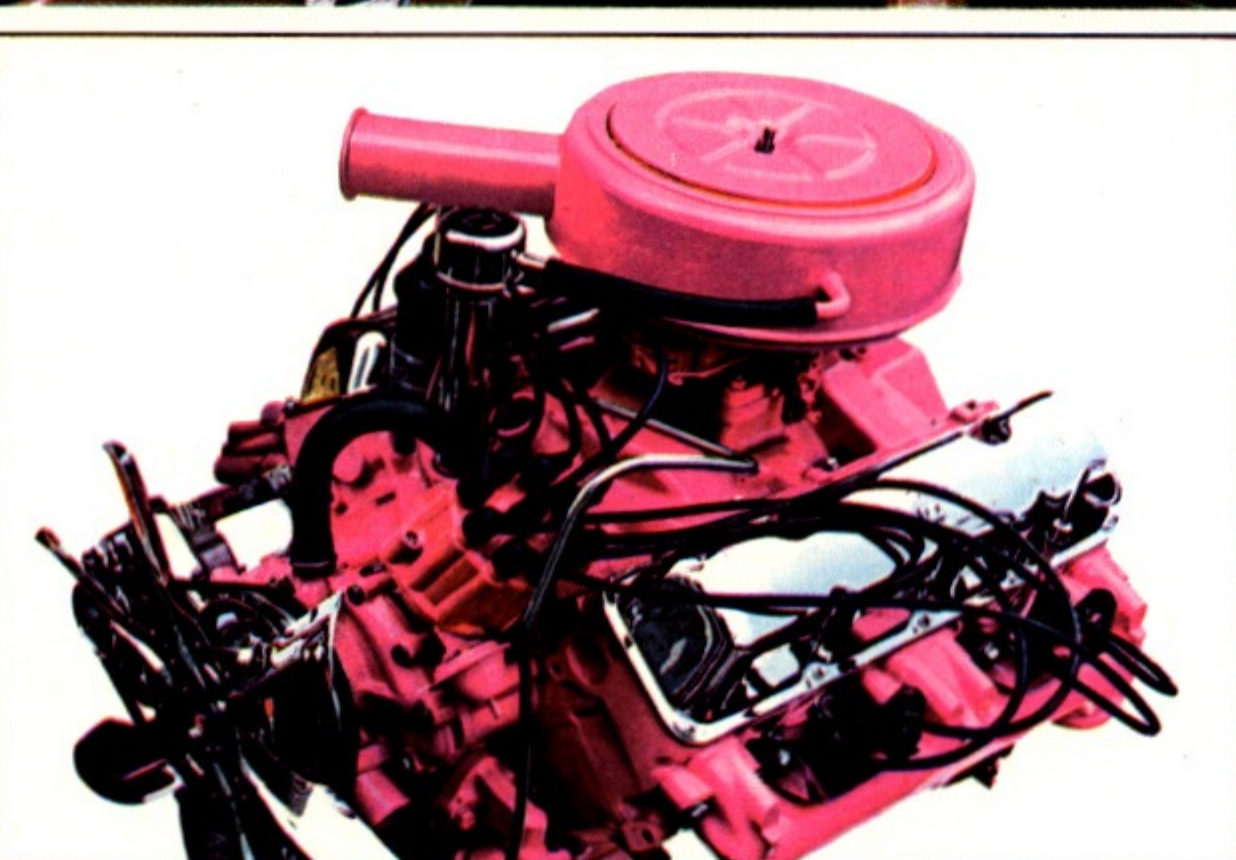


Left: Ambassador Brougham interior with scientifically contoured, individually adjustable bucket seats* in fabric and vinyl. Also shown, center console with map compartment and 3-speed Shift Command automatic transmission shifter.

*Optional in Brougham hardtop only.



Left: Ambassador's instrument cluster with full complement of gauges and controls framed in rich burl walnut.



Far left: Ambassador's rear bumper features integral taillights and optional rubber bumper guards.

Left: Optional Ambassador engine measures 360 cubic inches, and produces 245 horsepower.

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Models: Ambassador DPL, SST and Brougham

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- Station Wagon: SST and Brougham
- 2-Door Hardtop: SST and Brougham

Dimensions

- Wheelbase 122.0"
- Sedan & Hardtop length 210.8"
- Wagon length 209.8"
- Width 77.2"
- Front tread 60.0"
- Rear tread 60.0"
- Trunk space 18.2 cu. ft.
- Cargo space for Wagons (underfloor storage) 91.1 cu. ft. (8.0 cu. ft.)

Exterior & Interior

- All-welded single unit construction (Advanced Unit Construction)
- Deep-Dip rust proofing
- Front-seat foam cushions
- Molded ceiling
- Front arm rests
- Interior lights
- Glove box lock
- Dual horn

Mechanical

- Front suspension, twin-ball-joint design with coil springs
- Front suspension sway bar
- Rear suspension, 4-link-trailing-arm design with coil springs
- All-Season engine coolant
- Clear-Power 24 battery
- Aluminized exhaust system (duals standard with 401 V-8)
- Brake diameter, 10.0"
- Fuel tank capacity 16.3 gal. for all models except 3-seat wagon — 14.2 gal.

Heating & Air Conditioning

- All-Season air conditioning
- Weather-Eye heating & ventilating system
- High-level ventilation system

Safety-Command Standard Features

- Seat belts
- Two front shoulder belts
- Two rear shoulder-belt anchors
- Two front head restraints
- 4-Way hazard warning signals
- Lane-changer turn signals
- Automatic back-up lights
- Side-of-car safety marker lights
- High-intensity headlights with "Guard-Glo"
- Inside rear-view mirror with twin ball-joint pivots
- Left side rear-view mirror
- Windshield washers (manual)
- Non-glare windshield wipers
- Windshield defrosters (heater)
- Single-unit body construction
- Energy-absorbing steering column
- Deep-dish steering wheel
- High-strength windshield glass
- Tempered side & rear glass
- Molded ceiling headliner
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double Safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Mechanical stop-light switch
- Corrosion-resistant brake lines
- Safety-rim wheels
- Tire tread-wear indicators

- Anti-theft ignition, steering & transmission lock with warning buzzer
- High-strength door locks
- Safety-shaped door handles
- Two-key locking system
- Safety-shaped control knobs
- Safety-styled instrument panel
- Front seat-back lock
- Dual-action hood latch

Standard Tires

- E78 x 14 Black (white-twin-line optional) on 258 & 304 Sedans & Hardtops
- F78 x 14 Black (white-twin-line optional) on 360 & 401 Sedans & Hardtops
- H78 x 14 Black (white-twin-line optional) on Wagons

Options

Paint, Vinyl Roof & Wood-Grain

- Two-tone paint (not for Brougham Wagon)
- Vinyl covered roof, black, white, green & blue (SST & Brougham Sedans & Hardtops)

Seats & Upholstery

- Bench non-reclining seat—vinyl (vinyl standard on Wagons) (except Brougham)
- Individual reclining seats—fabric (standard on Brougham)
- Individual reclining seats—custom fabrics (Brougham Sedan & Hardtop)
- Individual reclining seats—vinyl (vinyl standard on Wagons) (except DPL)
- Bucket seats—fabric (Brougham Hardtop only)
- Bucket seats—vinyl (Brougham Hardtop only)

Performance (See "Engine" & "Transmission/Axle Ratio" Charts)

- Dual exhaust system for 360-4 barrel (standard on 401)
- Twin-Grip differential (recommended with performance equip., req'd. option with 3.91 axle)

Power Assists

- Power steering (recommended with air conditioning)
- Power brakes
- Power disc brakes, front (V-8 only)
- Power-lift tailgate window (included with 3-seat Wagon option)
- Power-lift side windows (SST & Brougham)

Radio & Tape Equipment

- AM push-button radio
- AM/FM push-button radio
- Rear speaker, with radio (Sedans & Hardtops)
- 8-Track stereo tape player & 2 rear speakers (Sedans & Hardtops)

Convenience Items

- Armrest & center cushion (included with optional bucket seats)
- Tinted glass, all windows (recommended with air conditioning) or windshield only
- Wagon roof air deflector—tailgate (optional on SST, standard on Brougham)
- Third seat for Wagons (includes power-lift tailgate window & two seat belts)
- Cruise-Command automatic speed control system (V-8 automatic)
- Adjust-O-Tilt steering wheel (not with manual column shift)
- Electric clock (standard on Brougham)
- Convenience group (1) (except Brougham)
- Electric windshield wipers & electric washers
- Visibility group (includes convenience group, electric windshield wipers & washers)

- Light group (2)
- Headlights-off delay system
- Electric rear window defogger (3) (except wagons)

Protection Items

- Bumper guards—rear only (except Wagons)
- Undercoating for Brougham (hood insulation standard Brougham only)
- Insulation group for DPL & SST (includes undercoating & hood insulation)
- Anti-scoff side molding (not on Wagons with two-tone or wood grain, n/a DPL)
- Clear vinyl floor mats, front & rear

Appearance Items

- Wood grain sports steering wheel with rim blow
- Wheel covers, 4 (standard on SST & Brougham)
- Custom wheel covers, 4
- Turbo-Cast or wire wheel covers, 4
- 14" x 6" Spoke-style wheels, 4 (V-8 only)

Heavy-Duty & Trailer Equipment

- Handling package—V-8 (heavy-duty springs, shocks & rear sway bar)
- Adjustable air-shock rear suspension
- Trailer-towing package No. 1 (4)
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- Heavy-duty engine cooling system for cars less A/C (included with standard air conditioning)
- 70 Amp. battery (standard 50 amp. on 6 & 304 V-8, 60 amp. on 360 & 401 V-8)
- Engine block heater

Air-Pollution Control System

- NITROX-TCS system (req'd. by State of California)

Optional Tires

- F78 x 14 Black (white-twin-line optional) on 258 & 304 Sedans & Hardtops (standard on 360 & 401)
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1. Remote-control left outside mirror, visor vanity mirror and clock.

2. Trunk or cargo light, two courtesy lights, glove-box light, front ashtray light, parking brake warning light, headlights-on warning buzzer, low-fuel warning light, plus rear-door switches (except DPL).

3. Includes 55-amp. alternator and rear-window tinted glass.

4. Package No. 1 for trailers up to 2,000 pounds: car-to-trailer wiring harness kit and heavy-duty engine cooling (automatic transmission oil cooler standard on all 6's and V-8's).

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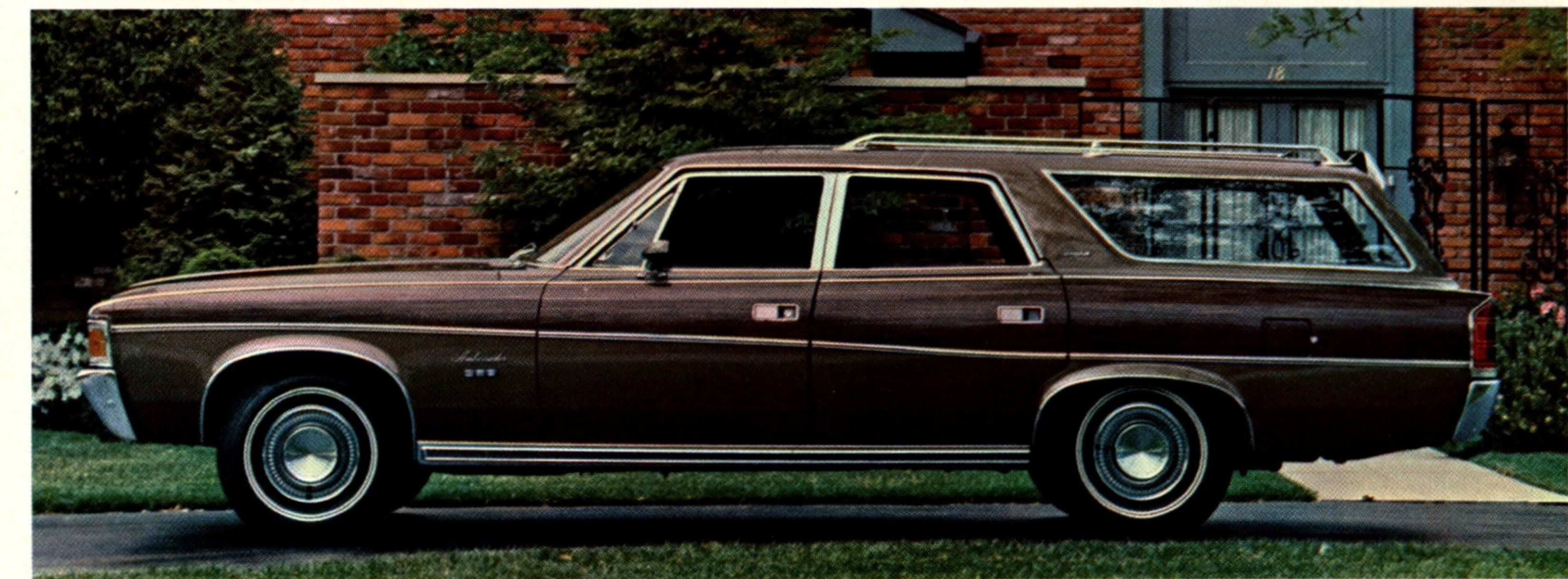
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