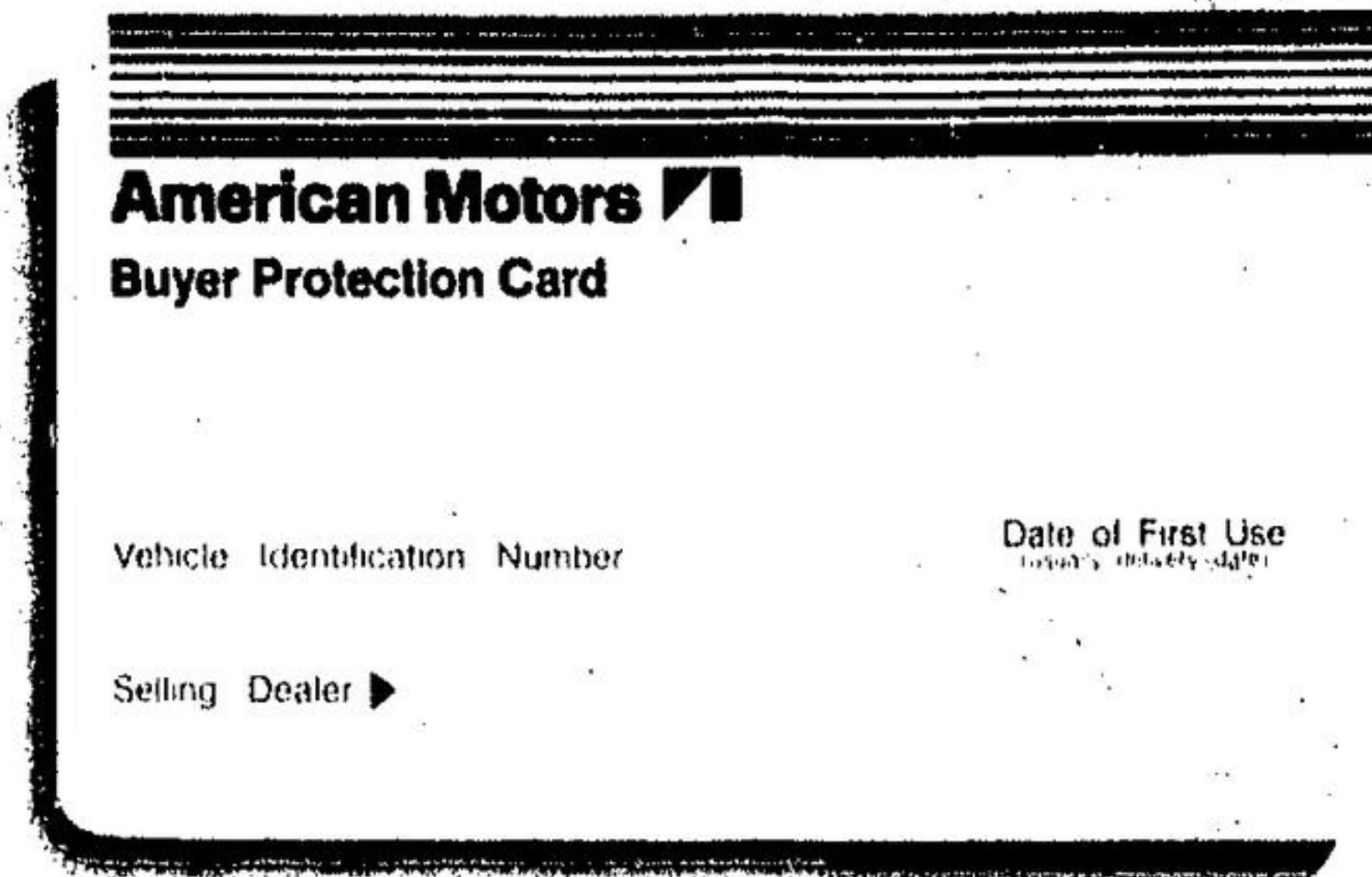


# The Buyer Protection Card.



**With it you can drive your 1972 American Motors car for 1 year or 12,000 miles, and if anything goes wrong and it's our fault, we'll fix it free.**

## American Motors 5-point

### Buyer Protection Plan

Our Buyer Protection Plan has been designed to give you, the buyer, protection from the kind of trouble that sometimes comes with a new car.

**1.** Our 1972 quality control programming has resulted in significant changes in the following areas: engines, electrical systems, heater and air conditioning units, seats, sound deadening, front end suspension and brake systems.

In many cases we've improved components. In all cases we've improved attitudes about installing those components. Today, none of us takes quality control for granted.

**2.** We've also put together an in-depth Pre-delivery Service Procedure.

The dealer takes every car we send him for a quality assurance check-ride. He puts every car through mandatory inspections, signs a certificate and places it on the sun visor. How will you know that the car's been through its Pre-delivery Service Procedure?

You've got the dealer's signed certification.

**3.** 1972 New Car Guarantee When you buy a new 1972 car from an American Motors dealer, American Motors (Canada) Limited guarantees to you that, except for tires, it will pay for the repair/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 guaranteed 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 of merchantability or fitness for a particular purpose.*

**4.** When your 1972 American Motors car comes in for guaranteed repair work and service the necessary work will be done quickly and done well.

In addition, if a participating dealer finds it necessary to work on your car for more than one day he'll provide you with a loaner car at no cost.

Buyers of 1972 American Motors cars will have a dealer behind them and a car underneath them.

**5.** Having built the finest cars we've ever built; having paid our dealers to deliver them in A1 condition; having guaranteed every nut, bolt and wire; and having helped eliminate the inconvenience of overnight

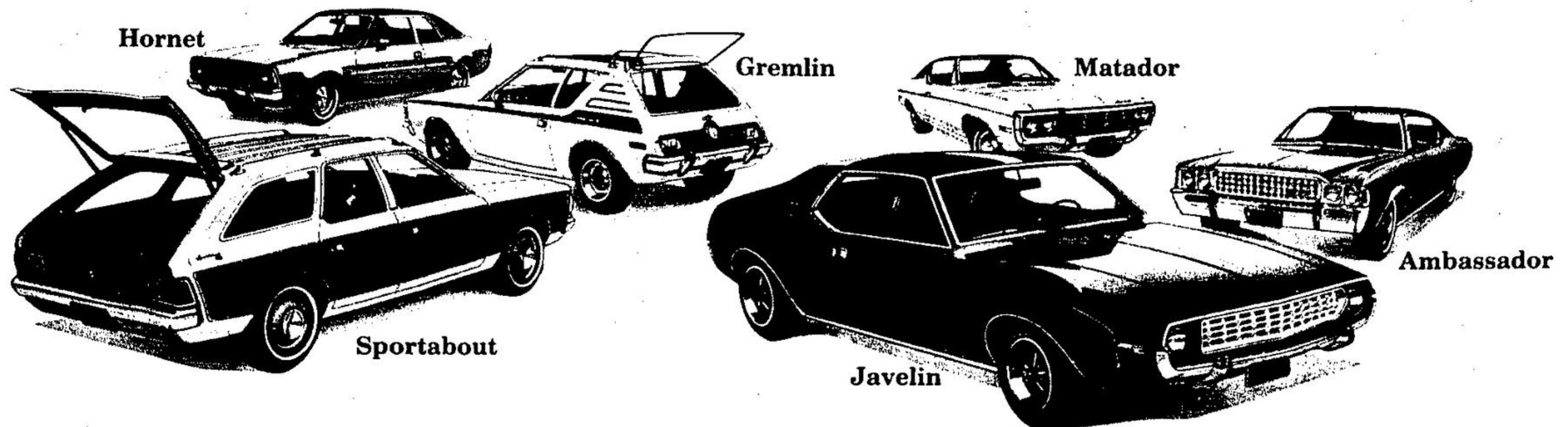
servicing by providing free loaner car facilities... we have done one more thing. We've installed a special toll-free Consumer Hotline at our head office in Brampton, Ontario.

So if we have overlooked something you can tell us where to look.

If something was missed when the dealer put his quality check on your car, we'll get on it.

If the most straight-forward protection policy in the industry doesn't make sense to you, we'll make sure you understand it. If a participating dealer can't give you the courtesy of a free loaner car we'll find out why.

In other words, if any problem you encounter is not resolved to your satisfaction by our dealer or local American Motors office then you can call us on our Hotline. Free.



Certain items illustrated are optional.

**American Motors**

1972 models on display September 21st.

**LITTLE MOTORS**

HIGHWAY NO. 7, ACTON. 853-0430