

AMC recognizes Clements Motors



20 years of service to motoring public

At the 1979 AMC model introduction held in Brampton on Sept. 7, George Clements, president of Clements Motors of Milton Ltd., was honored with a 20-year plaque in recognition of two decades of service to the Canadian motoring public as an AMC dealer.

Mr. Clements also received one of four merit achievement plaques, presented by Ontario Premier William Davis.

Premier Davis spoke briefly to approximately 300 dealers, their wives and press representatives at the introduction day, and also drove the first Canadian-built Jeep from the Brampton production plant.

One of the special activities was a competition to see which university could load the most students into a 1979 AMC Spirit, in the least amount of time. The winner will receive a new '79 Spirit. Montreal University had crammed 23 students into a Spirit, but Centennial University beat them out at Brampton, with 26 students in 2.43 minutes! Vancouver University is still slated to attempt to beat that record.

As a finale of the new model presentation, all the dealers drove away in a new '79 Spirit.

Coming Tues., Sept. 19

'79 Spirit



1979 Spirit D/L Liftback

The all-new AMC Spirit offers outstanding value not normally associated with a subcompact car.

American Motors designers and engineers collaborated to create a car line which is stylish, comfortable, and economical, with an extra quiet, ultra smooth ride.

Spirit is available in two body styles—sedan and liftback—and in three model designations—base, DL and Limited.

Both the sedan and liftback feature new style grilles and quad rectangular headlamps, but the body styles relinquish their similarity from the "B" pillar rearward. The liftback has the sloped look of a fastback, while the sedan is only slightly angled at the rear.

Bucket seats are standard on all Spirit models, but the base sedan buyer can substitute a sport vinyl bench seat at no additional cost. The base models have a folding full rear seat back, while DL and Limited models have a folding split rear seat backs. Full color-keyed carpeting is standard—12-ounce in base and DL models and 18-ounce in Limited.

AMC engineers devoted major attention to acoustics and suspension to develop an almost noiseless, boulevard-type ride for the Spirit, using a sound-deadening coating in areas where plastic components join together, special insulation in other critical locations, a front roll stabilizer bar on liftbacks to enhance handling, and special suspension mountings for a smoother ride.

Standard powertrain for Spirit models is the fuel-efficient 121 cubic inch four cylinder engine with floor-mounted four-speed manual transmission.

On the Spirit Limited, such comfort and convenience items as genuine leather bucket seats, adjustable tilt steering wheel, power steering, power door locks, AM radio, dual remote mirrors, fiberglass belted radial white sidewall tires, color-keyed styled wheel covers, a luxury woodgrain steering wheel, full-length console with centre armrest, and an electronic quartz digital clock are standard.

The DL models also have an electronic quartz digital clock as standard, along with custom bucket seats in corduroy fabric or sport vinyl, bias ply white sidewall tires and color-keyed styled wheel covers.

An optional GT package for Spirit DL and Limited liftback models provides a high-performance look. The package includes steel belted radial black tires, spoke styled wheels, black full-length console with integral center armrest, black leather-wrapped sport steering wheel, black steering column, black instrument panel with woodgrain overlays; black bumpers with nerfing strips and guards, dual black remote mirrors, black exterior trim moldings, black grille insert, headlight bezels and wiper arms, black rear venturi area, GT medallions and "deep-tone" exhaust sound with V-8 engine.

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I've got the Spirit

AMC

Coming . . .

TUES., SEPT. 19

FREE WINTARIO TICKETS

Everyone who test drives the exciting All-New AMC Spirit will be in for a great thrill—plus a free Wintario Ticket

TUES.-WED.-THURS. SEPT. 19-20-21

"CUT THIS AD OUT AND SAVE — TICKETS RESTRICTED TO THE DRIVER"

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DRASTIC REDUCTIONS ON '78 MODELS

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HOME OF '79 JEEP