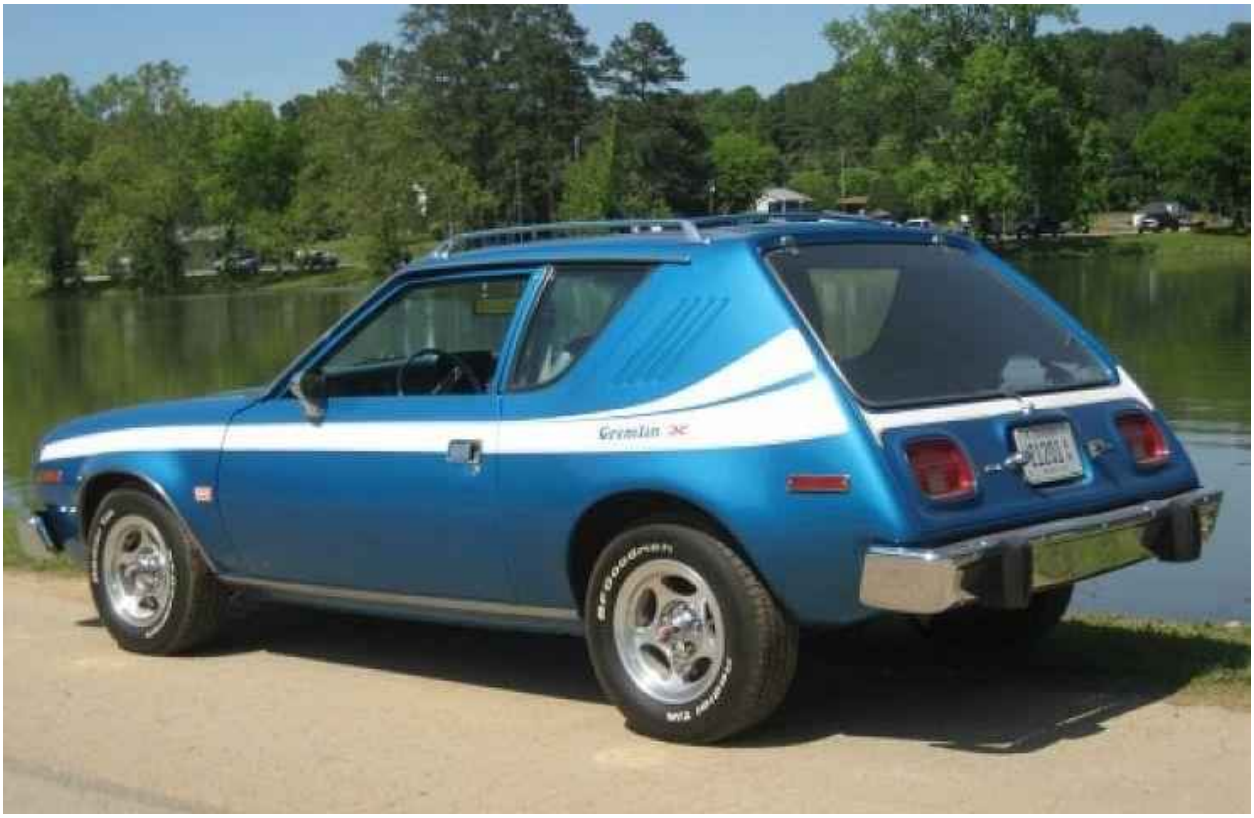
The Wheel Spin



The Vegreville Iron Runners Auto Club

Volume XXX, Number 1
Spring, 2020

The Wheel Spin

Official Newsletter Of the Vegreville Iron Runners Auto Club

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Mission Statement

The purpose of the Vegreville Iron Runners Auto Club shall be to unite persons interested in restoring and preserving special interest motor vehicles; to encourage fellowship between members and their families in social, as well as auto Interests; and to promote and assist in the promotion of competitions, trials, and other events In which such vehicles can participate in their respective classes.

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Important Items To Remember

The Vegreville Iron Runners Auto Club meets at 6:30 PM for coffee, with the meeting at 7:00 PM, on the first Wednesday of each month, except in January and August, at the Club House (Vegreville Regional Museum). Vehicle ownership is not a requirement for membership. Our meetings are open to both Husbands and Wives. Membership Fees are due at our February Meeting.

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2020 Executive

President	-	William Smolak
Vice President	-	Orest Lazarowich
Secretary	-	Darry Anderson
Treasurer	-	Denise Komick
Events Chairs/	-	George Sample
Phone Committee	-	Velma Sample
	-	Sylvia Smolak
Car Show Committee	-	Del Morrison
	-	William Smolak
	-	George Sample
	-	Ron Reese
	-	Graham Benoit
	-	Richard Densmore
	-	Kundan Kulwinder
Web Page Master	-	Laurence Anderson
Museum Reps.	-	Jerry Wilde
	-	Mike Sturmay
	-	John Kitz
Past President	-	Denise Komick

Bulletin Editor	-	William Smolak
Bulletin Distributor	-	George Sample
Archivists	-	Orest Lazarowich
	-	Denise Komick
SVAA Rep.	-	Del Morrison
	-	Orest Lazarowich (Alternate)

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Past Presidents of The Vegreville Iron Runners Auto Club

Term	Name of President
1989 - 1990	Orest Lazarowich
1990 - 1992	Sylvester Komick
1992 - 1993	Paul Buoy
1993 - 1994	John Sokoluk
1994 - 1995	Don Bilocerkowec
1995 - 1997	Ray Welsh
1997 - 1998	John Skladen
1998 - 2000	Ron Lindquist
2000 - 2002	Tim Charuk
2002 - 2004	Gerald Granger
2004 - 2006	George Sample
2006 - 2008	Mike Dowhun
2008 - 2010	Orest Lazarowich
2010 - 2015	Denise Komick
2015 -	William Smolak

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Title Page Photo

The cover photo is that of a 1977 Gremlin

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President's Message

VIRAC Members:

Greetings. So far this winter has been very different with many warm spells, rain/snow mixes and alternating cold and warm spells. Hopefully spring is right around the corner, and soon we will be able to bring our cars out of storage and start working on them in preparation for the upcoming show and shine season.

Our off season has been fairly busy, especially concerning the status of the museum and the status of our arrangement with the museum society for our clubhouse. So far, we have been assured that we will be able to stay there for 2020 and 2021, however the town would like to have a lease agreement between the car club and the town for the use of the club house. As well, the town wishes to take over management of the Museum and downsize it so that part of the facility could be used for other events, such as meetings, reunions, and long table affairs.

Finally, we have increased the value of our memorial scholarship to $1000.00

William Smolak, President

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To send information to our web master contact: Laurence Anderson @ Laurenceanderson@telus.net

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Fathers' Day Event Committee Report

We will begin working on the 2020 version of the Fathers' Day Event near the end of March, beginning of April. Once again, with the co-operation of everyone, including the weather gods, we hope to have another fantastic shine and shine and Fathers' Day Event.

FDE Event Committee

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Editor's Message

Welcome to another edition of "The Wheel Spin". Thank you to VCHS for photo copying the news-letters for me. It is greatly appreciated.

Our web site is **http://vegironrunners.ca.** Laurence Anderson is our new web master and he would appreciate receiving assistance with it as well as photos and articles to put on it.

"The Wheel Spin" is the official publication of the Vegreville Iron Runners Auto Club and is published quarterly in **March**, **June**, **September, and December**. The publication is included as part of our membership fee. Articles and opinions are welcome from club members. The **Want Ads** and **For Sale Ads** are free to club members. **Deadlines** for articles and ads are the **15th day** of the month preceding the publication date. The deadline for the next issue in **June** is **May 15**.

This is your Bulletin; it is only as good as the effort you, the members, are willing to put into it. The drop off point for your contributions, suggestions and comments is my residence at 5701 – 43 A Street or you may also e-mail me at bsmo47@telus.net.

Opinions expressed in "The Wheel Spin" are those of the authors and do not necessarily represent the views of the Vegreville Iron Runners Auto Club or its members.

"The Wheel Spin" takes no responsibility for the accuracy of copied ads. Other Clubs are welcome to use published materials, except where prohibited by the author/s.

William Smolak, Editor

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Submissions and copies of Newsletters may be forwarded to:

"The Wheel Spin"
C/0 William Smolak
5701 - 43 A Street
Vegreville, Alberta, T9C 1E3
or by e-mail at bsmo47@telus.net

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Vegreville Iron Runners Auto Club Web Page
Please check our web page at
http://vegironrunners.ca

Specialty Vehicle Association of Alberta Web Site
SVAA has its own web site.
See: **www.svaalberta.com**

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Did You Know

The *"Vegreville Iron Runners Auto Club"* has continued its spirit of involvement with the community. In the past, the "*Vegreville Iron Runners"* had provided financial support for the Canada Day celebrations hosted by the Knights of Columbus.

As well, the *"Vegreville Iron Runners"* have instituted a scholarship at the high schools, in Vegreville, called the "**Vegreville Iron Runners Memorial Scholarship** ". The scholarship is for **$1000** and is awarded annually to a student who is registered in a post-secondary automotive related program.

The *Iron Runners* are also continuing their support of the Regional Museum.

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Vegreville Iron Runners Auto Club Archival History

Work on a history of the Iron Runners that was begun by Sylvester Komick and Orest Lazarowich is continuing under the leadership of Orest Lazarowich. Your utmost attention and assistance in completing this project would be most appreciated. This is only one of the legacies left to our club by the late Sylvester Komick. We still need all Past-Presidents to please submit a review of their year or years as President and to go through their files and turn over all materials they think would be appropriate for inclusion in our Archives. Your support and cooperation is greatly appreciated.

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Club Builders Award

The Vegreville and District Special Interest Motor Vehicle Club came into existence on the second day of October, 1989. The Iron Runners Auto Club name was officially accepted at the November, 1989, meeting and the first twenty five members were designated as charter members. The first annual meeting was held in September, 1990. The club is now known locally as the Vegreville Iron Runners Auto Club.

The original Charter Members who are members of the Club, at this time include: Denise Komick, Orest Lazarowich, and Jerry Wilde.

On a motion passed at the May 2nd, 2001, regular meeting of the Vegreville Iron Runners Auto Club, It was agreed that the Club would recognize individual members who have maintained continuous membership In the Club.

A Club Builder's Award will be presented to members who have achieved or demonstrated continuous contribution and support to the Vegreville Iron Runners Auto Club locally and provincially.

This recognition will be in the form of a plaque presented at the annual meetings to

Individual members who are in the 5th, 10th, 15th, 20th, etc. year of continuous membership. This will be determined by the membership records kept by the Treasurer. The plaque will list the member's name, membership number, and the years of continuous membership.

The following Club Builder's Awards were presented at our December pot luck function and meeting, by Club President Bill Smolak:

Richard and Margaret receiving their 5 year award.

Darry receiving his 10 year award.

Laurence receiving his 10 year award.

Ron receiving his 10 year award.

John and Madeline receiving their 10 year awards.

and Mike and Joanne

Del Morrison and Diane's

and George and Velma receiving his and their 15 year awards.

Greg and Diane Panchyshyn will be presented their 10 year award at a future date.

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Iron Runners Christmas Pot Luck and Meeting

Waiting patiently for everyone to arrive and sample the good food at

our annual Club Christmas Pot Luck and meeting on the first Wednesday in December



Entertainment by George and Velma followed but good earnest discussion about vehicles and other items of interest.

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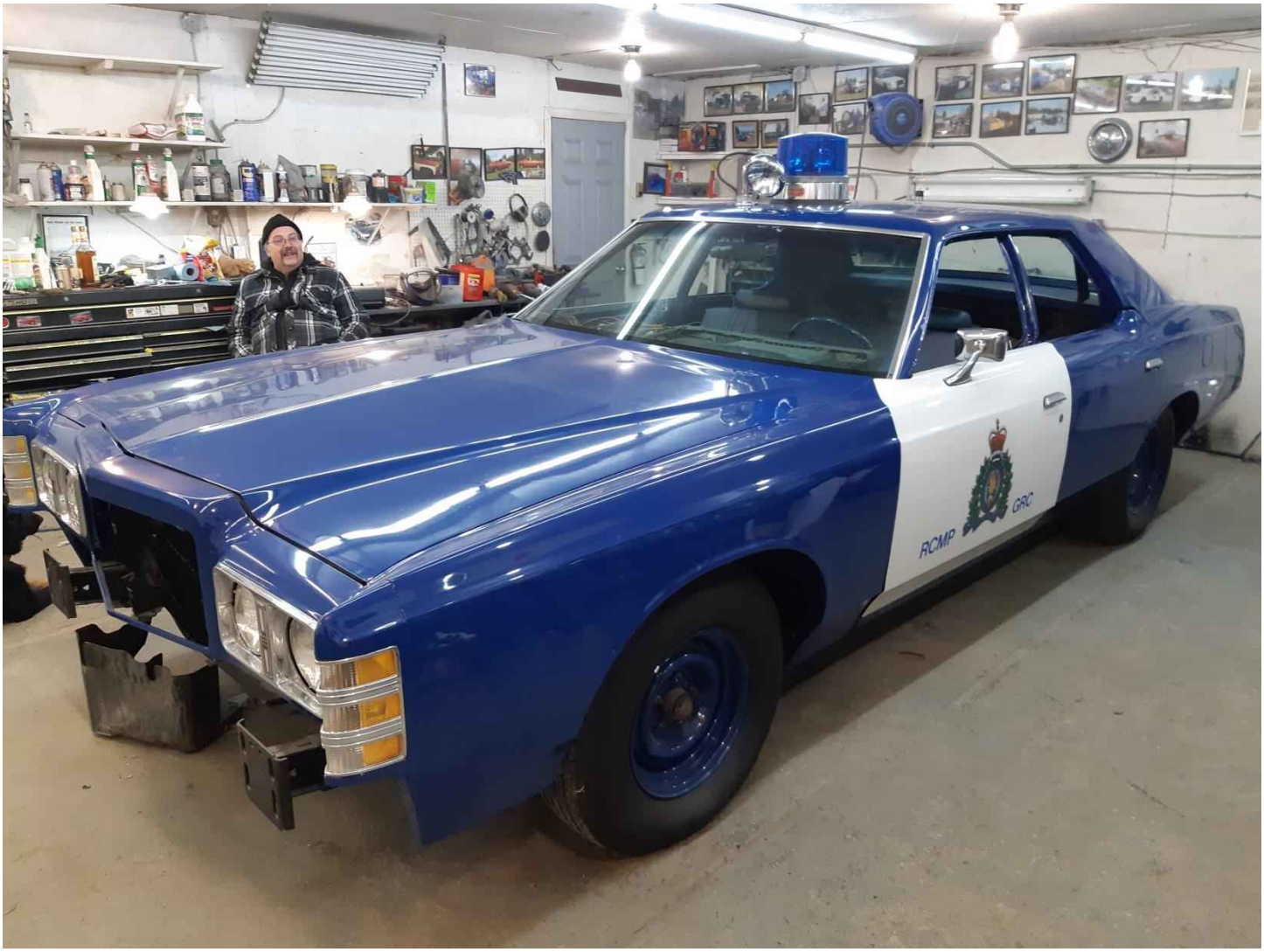

Another project underway by Darry and friends in his workshop/garage.

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Vegreville Iron Runners Memorial Scholarship
Sponsored by the Vegreville Iron Runners Auto Club

The Scholarship shall consist of a **One Thousand Dollar** (**$1 000.00**) cash award, a presentation plaque and a one (1) year membership in the Vegreville Iron Runners Auto Club.

SELECTION COMMITTEE:

This Scholarship fund shall be administered by a selection committee consisting of:

1. President or designate of the Vegreville Iron Runners Auto Club.
2. Two or more members of the Vegreville Iron Runners Auto Club.

ELIGIBILITY:

The Scholarship shall be awarded to a deserving Grade XII student, male or female, who is registered in - and has completed the auto mechanics course offered at the **Vegreville Composite High School** and is continuing his/her education at a post-secondary institute in any of the fields of **Automotive Mechanics (Automotive Service Technician); or Heavy Duty Equipment Mechanics; Agricultural Equipment Mechanics; Auto Body Mechanics (Automotive Collision Repair Technician); and/or Auto Parts Technician**.

The Scholarship is also available to a deserving Grade 12 student, male or female, from **St. Mary's Catholic High School**, who is enrolled in Work Experience or RAP in any of the fields of **Automotive Mechanics (Automotive Service Technician); or Heavy Duty Equipment Mechanics; Agricultural Equipment Mechanics; Auto Body Mechanics (Automotive Collision Repair Technician); and/or Auto Parts Technician**, and is continuing his/her education at a post-secondary institute in any of these fields.

The selection committee shall review all applications for the Scholarship, and shall, when making its decision, consider the criteria outlined below and in its sole discretion give such weight to the criteria as it deems appropriate.

1. A certified statement of school marks issued by the High School.
2. A letter indicating the applicant's educational and future plans. In this letter, the candidate should include an explanation of why the automotive field or its related fields are attractive to him/her or why he/she believes they are a good fit for these fields.
3. Documentation of acceptance into a recognized apprenticeship program or a post-secondary education institution in the automotive field.
4. In the event a suitable candidate is not selected in the current year, the Scholarship shall be withheld.

Deadline for Application:

All Applications must be received by September 1, and no exceptions will be made.

The scholarship application must be forwarded to **The Vegreville Iron Runners Auto Club,**

c/o William Smolak
5701 – 43A Street
Vegreville, AB, T9C 1E3

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Iron Runners Memorial Scholarship Application Form

Name: _____ Grade: _____ Age: _____

Alberta Student ID #_____ School: _____

Student's Cell #: _____ Student's Email Address: _____

Parents/Guardians: _____

Address: _____ _____

Street/P. O. Box # Town/City

_____

Postal Code

Home Phone Number: _____ Cell Number: _____

Parent/Guardian's Work Number(s): _____ _____

Emergency Contact: _____ Telephone _____

Student Timetable	**Semester 1 Subjects**	**Semester 2 Subjects**
Period 1		
Period 2		
Period 3		
Period 4		

Future Plans

Work Experience/RAP Program: _____

Post Secondary Training Program: _____

Name of Post Secondary School: _____

Name of Current Employer: _____

Name of Current Supervisor: _____

Address of Current Employer: _____

_____

_____

Contact Information For Employer/Supervisor: **Phone #** _____

Cell # _____

Attachments Included: _____ **Certified Statement of Marks From School**

_____ **Personal Letter Regarding Future Plans**

_____ **Notice of Acceptance into a Post-Secondary School**

and/or _____ **Confirmation of Employment in Appropriate Field and Employer's Certification of Enrolment in an Apprenticeship Program**

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Collector Car Appreciation Day

In 2020, Collector Car Appreciation Day will be held on **July 10**.

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American Motors Corporation

American Motors Corporation (**AMC**) was an American automobile company formed by the merger of Nash-Kelvinator Corporation and Hudson Motor Car Company on 1 May 1954. At the time, it was the largest corporate merger in U.S. history.

AMC competed with the Big Three—Ford, General Motors and Chrysler—with its line of small cars, including the Rambler American, Hornet, Gremlin, and Pacer; intermediate, and full-size cars, including the Ambassador, Rebel, and Matador; muscle cars including the Marlin, AMX and Javelin; and early four-wheel-drive variants of the Eagle, the first true crossover in the U.S. market.

Regarded as "a small company deft enough to exploit special market segments left untended by the giants", AMC was widely known for the design work of chief stylist Dick Teague, who "had to make do with a much tighter budget than his counterparts at Detroit's Big Three" but "had a knack for making the most of his employer's investment".

After periods of intermittent but unsustained success, Renault acquired a major interest in AMC in 1979, and the company was ultimately acquired by Chrysler. At the firm's 1987 demise, *The New York Times* noted that AMC was "never a company with the power or the cost structure to compete confidently at home or abroad."

Overview

The 1954 merger of Nash-Kelvinator Corporation and Hudson Motor Car Company, and the creation of American Motors, was led by Nash-Kelvinator president George W. Mason to reap benefits from the strengths of the two firms to battle the much larger "Big Three" automakers (General Motors, Ford, and Chrysler). The merger was intended to be the first step of amalgamating the Nash, Hudson, Studebaker, and Packard marques into a single company. The plan was for Nash to acquire Hudson and for Packard to acquire Studebaker, then merge the four marques into one. Mason had first discussed the possibility of a merger with Packard president James J. Nance in the late 1940s. Packard acquired Studebaker two months after Nash acquired Hudson.

Mason became CEO and president of the new company and Hudson president A.E. Barit retired to become an AMC board member. Mason selected long-time Nash associate and future governor of Michigan, George W. Romney as Vice president. Roy Abernethy, ex Vice president of Sales for Willys, was hired to be Vice president of Sales for AMC.

Following Mason's sudden death on October 8, 1954, Romney took over, reorganizing the company and focusing AMC's future on a new small car line. Mason's death also allowed Romney to put an end to any further discussions for a merger between AMC and Studebaker-Packard.

By the end of 1957, the legacy Nash and Hudson brands were completely phased out, replaced with the Rambler and Metropolitan brands. The company struggled at first, but under

Abernethy, Rambler sales took off. A Rambler won the 1959 Mobil Economy Run and by 1960, was the third most popular brand of automobile in the United States, behind Ford and Chevrolet.

George Romney left AMC in 1962 to run for governor in Michigan and was replaced as CEO by Roy Abernethy. After two model years (1963 and 1964) of only producing compact cars, Abernethy shifted the focus of AMC back to larger and more profitable cars like the Ambassador line from the perceived negative of the Rambler's economy car image. Ambassador sales jumped from 18,647 in 1964 to over 64,000 in 1965. In 1966 they went to more than 71,000. However, the huge costs of developing the new cars and engines meant AMC now had problems in securing working capital to keep the company going. AMC sales dropped twenty percent in the first half of 1966, and the firm reported a fiscal six-month loss of $4.2 million on sales of $479 million. Consequently, Robert B. Evans invested more than US$2 million because AMC's stock was selling for only 60 percent of the company's net worth; thus he became its largest stockholder and was named its chairman on June 6, 1966, replacing Richard E. Cross, who continued as a director and chairman of the executive committee. The last quarter sales for AMC ended September 30, 1966. AMC recorded a loss of $12,648,000 for the year before Tax Credits and deferred Tax Assets. In the face of deteriorating financial and market positions, Abernethy was "retired" as CEO in 1967 and Evans "resigned" as chairman. Abernethy was replaced by the son of Hudson co-founder Roy D. Chapin, Roy D. Chapin, Jr. and Evans was replaced by William V. Luneberg. AMC's public explanation for the removals was that the two had "stepped aside according to a plan to give a younger team an opportunity to move the company forward".

Chapin took charge to revitalize the company, and designer Richard A. Teague economized by developing several vehicles from common stampings. While prices and costs were cut, new and more sporty automobiles were introduced, and from 1968 AMC became known for the Javelin and AMX muscle cars.

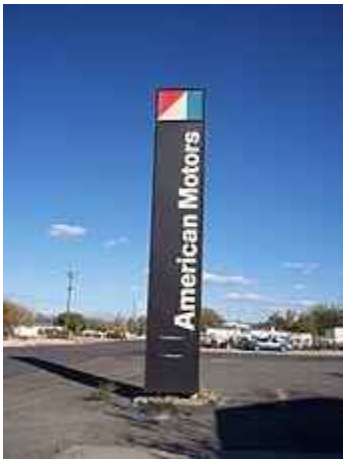
AMC purchased Kaiser's Jeep utility vehicle operations in 1970 to complement its existing passenger car business. Beginning in the early 1970s, the company moved towards all-new compact car designs based on the Hornet, including the Hornet itself and the Gremlin. Other new models in the 1970s included the Matador and Pacer. Sagging sales and tight finances resulted in the elimination of the Matador line in the 1979 model year and the Pacer line in 1980, leaving AMC to focus almost exclusively on its Hornet platform based cars and the Jeep line. Hornet derivatives of the late 1970s included the Spirit and Concord, while the innovative 4-wheel-drive AMC Eagle introduced in 1979 was one of the first true crossovers. From 1980, AMC partnered with France's Renault to help finance their manufacturing operations, obtain much-needed capital, and source subcompact vehicles. By 1983 Renault had a controlling interest in AMC. After the 1983 model year, the AMC brand focused entirely on AWD autos; the company stopped producing two-wheel drive cars. AMC facilities were used to produce the Renault-branded Alliance and Encore compact and subcompact cars. In 1985 Chrysler entered an agreement with AMC to produce Dodge Diplomats and Plymouth Furys as well as Dodge Omnis and Plymouth Horizons in AMC's Kenosha, Wisconsin, plant. At the time, AMC had excess manufacturing capacity, thus contract manufacturing for Chrysler

made sense. In 1987, after further new vehicle development that included the Medallion (a re-badged Renault 21) and Giorgetto Giugiaro's Italdesign new full-size front-drive sedan that became the Eagle Premier, Renault sold its 47% ownership stake in AMC to Chrysler. Chrysler made a public offer to purchase all the remaining outstanding shares of AMC stock on the NYSE. Renault left the US market completely as a brand in 1987. The Renault Medallion was sold through the newly formed Jeep Eagle Division of Chrysler as an Eagle, not a Renault. AMC's badge would be used on the Eagle Sports Wagon through the 1988 model year, then be eliminated entirely. The Jeep/Eagle division of Chrysler Corporation was formed from the AMC Jeep Renault dealer network. The Jeep and Eagle vehicles were marketed primarily by former AMC dealers. Ultimately, the Eagle Brand of car would be phased out like Chrysler's DeSoto, Plymouth, and Imperial by 1998.

1954 creation

In January 1954, Nash-Kelvinator Corporation began acquisition of the Hudson Motor Car Company (in what was called a merger). The new corporation would be called American Motors Corporation. (An earlier corporation with the same name, co-founded by Louis Chevrolet, had existed in New Jersey from 1916 through 1922 before merging into the Bessemer–American Motors Corporation.)

The Nash-Kelvinator/Hudson deal was a straight stock transfer (three shares of Hudson listed at 11⅛, for two shares of AMC and one share of Nash-Kelvinator listed at 17⅜, for one share of AMC) and finalized in the spring of 1954, forming the fourth-biggest auto company in the U.S. with assets of US$355 million and more than $100 million in working capital. The new company retained Hudson CEO A.E. Barit as a consultant and he took a seat on the Board of Directors. Nash's George W. Mason became President and CEO.



American Motors dealership sign

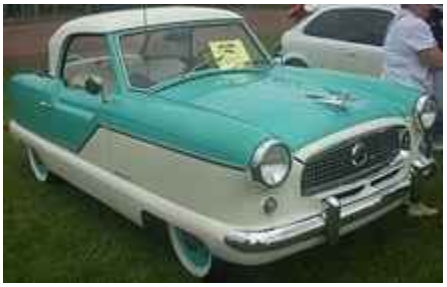
Mason, the architect of the merger, believed that the survival of the U.S' remaining independent automakers was dependent on their joining in one multibrand company capable of challenging the "Big Three"—General Motors, Ford, and Chrysler—as an equal. The "frantic 1953–54 Ford/GM price war" had a devastating impact on the remaining "independent" automakers. The reasons for the merger between Nash and Hudson included helping cut costs and strengthen their sales organizations to meet the intense competition expected from autos' Big Three.

One quick result from the merger was the doubling up with Nash on purchasing and production, allowing Hudson to cut prices an average of $155 on the Wasp line, up to $204 on the more expensive Hornet models. After the merger, AMC had its first profitable quarter during the second three months of 1955, earning $1,592,307, compared to a loss of $3,848,667 during the same period in the previous year. Mason also entered into informal discussions with James J. Nance of Packard to outline his strategic vision. Interim plans were made for AMC to buy Packard Ultramatic automatic transmissions and Packard V8 engines for certain AMC products.

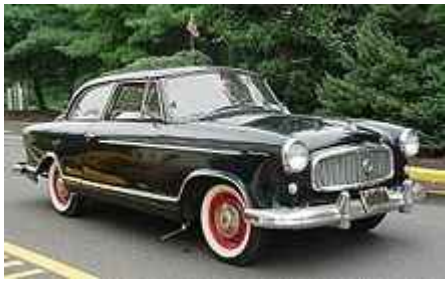
In July 1954, Packard acquired Studebaker. The new Studebaker-Packard Corporation (S-P) made the new 320 cu in (5.2 L) Packard V8 engine and Packard's Ultramatic automatic transmission available to AMC for its 1955 Nash Ambassador and Hudson Hornet models.

When Mason died in 1954, George W. Romney succeeded him. Ironically, Romney had once been offered Nance's job. In 1948, Romney received offers from Packard for the post of chief operating officer and from Nash for the number two position in the company. Although the Packard offer would have paid more, Romney decided to work under Mason because he thought Nash had a brighter future. Studebaker-Packard President James Nance refused to consider merging with AMC unless he could take the top position (Mason and Nance were former competitors as heads of the Kelvinator and Hotpoint, respectively), and a week after Mason's death Romney announced, *"there are no mergers under way either directly or indirectly."* Romney agreed with Mason's commitment to buy S-P products. Mason and Nance had agreed that in return S-P would endeavor to purchase parts from American Motors, but S-P did not do so. As the Packard engines and transmissions were comparatively expensive, AMC began development of its own V8. AMC also spent US$40 million developing its Double Safe Single Unit monocoque, which debuted in the 1956 model year. In mid-1956, the 352 cu in (5.8 L) Packard V8 and TwinUltramatic transmission were phased out and replaced by AMC's new V8 and by GM Hydra-Matic and Borg-Warner transmissions.

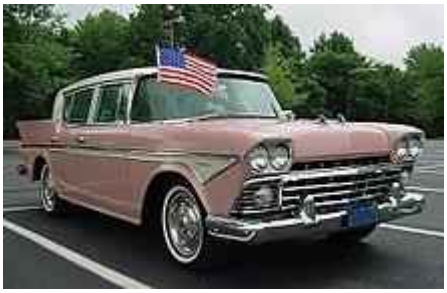
Product development in the 1950's



Nash Metropolitan



1959 Rambler American Club Sedan



1958 Rambler Custom 4-Door Sedan

Product consolidation

American Motors combined the Nash and Hudson product lines under a common manufacturing strategy in 1955, with the production of Nashes and Hudsons consolidated at the Nash plant in Kenosha. The Detroit Hudson plant was converted to military contract production and eventually sold. The separate Nash and Hudson dealer networks were retained. The Hudsons were redesigned to bring them in harmony with Nash body styles.

The fast-selling Rambler model was sold as both a Nash and a Hudson in 1955 and 1956. These badge-engineered Ramblers, along with similar Metropolitans, were identical save for hubcaps, nameplates, and other minor trim details.

The pre-existing full-size Nash product line was continued and the Nash Statesman and Ambassador were restyled as the "new" Hudson Wasp and Hudson Hornet. Although the cars shared the same body shell, they were at least as different from one another as Chevrolet and Pontiac. Hudsons and Nashes each used their own engines as they had previously: the Hudson Hornet continued to offer the 308 cu in (5.0 L) I6 that had powered the (NASCAR) champion during the early 1950s; the Wasp now used the former engine of the Hudson Jet.

The Nash Ambassador and Statesman continued with overhead- valve and L-head sixes respectively. Hudson and Nash cars had different front suspensions. Trunk lids were interchangeable but other body panels, rear window glass, dash panels and braking systems were different. The Hudson Hornet and Wasp, and their Nash counterparts, had improved ride and visibility; also better fuel economy owing to the lighter unitized Nash body.

For the 1958 model year, the Nash and Hudson brands were dropped. Rambler became a marque in its own right and the mainstay of the company. The popular British-built Metropolitan subcompact continued as a standalone brand until it was discontinued in 1961.

The prototype 1958 Nash Ambassador / Hudson Hornet, built on a stretched Rambler platform, was renamed at the last minute as "Ambassador by Rambler". To round out the model line AMC reintroduced the old 1955, 100 in (2,540 mm) wheelbase Nash Rambler as the new Rambler American with only a few modifications. This gave Rambler a compact lineup with 100 in (2,540 mm) American, 108 in (2,743 mm) Rambler Six and Rebel V8, as well as the 117 in (2,972 mm) Ambassador wheelbase vehicles.

The "dinosaur-fighter"

Sales of Ramblers soared in the late 1950s in part because of American Motors' focus on the compact car and its marketing efforts. These included sponsoring the hugely popular Walt Disney anthology television series and as an exhibitor at the Disneyland theme park in Anaheim, California. George Romney himself pitched the Rambler product in the television commercials.

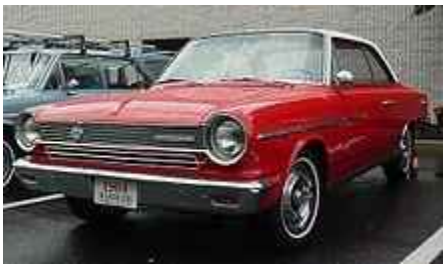
While the "Big Three" introduced ever-larger cars, AMC followed a "dinosaur-fighter" strategy. George W. Romney's leadership focused the company on the compact car, a fuel-efficient vehicle 20 years before there was a real need for them. This gave Romney a high profile in the media. Two core strategic factors came into play: (1) the use of shared components in AMC products and (2) a refusal to participate in the Big Three's restyling race. This cost-control policy helped Rambler develop a reputation as solid economy cars. Company officials were confident in the changing market and in 1959 announced a $10 million (US$87,705,479 in 2016 dollars) expansion of its Kenosha complex (to increase annual straight-time capacity from 300,000 to 440,000 cars). A letter to shareholders in 1959 claimed that the introduction of new compact cars by AMC's large domestic competitors (for the 1960 model year) "signals the end of big-car domination in the U.S." and that AMC predicts small-car sales in the U.S. may reach 3 million units by 1963.

American Motors was also beginning to experiment in non-gasoline powered automobiles. On April 1, 1959, AMC and Sonotone Corporation announced a joint research effort to consider producing an electric car that was to be powered by a "self-charging" battery. Sonotone had the technology for making sintered plate nickel–cadmium batteries that can be recharged very rapidly and are lighter than a typical automobile lead–acid battery.

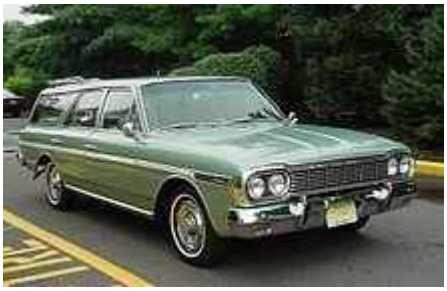
In 1959, AMC hired designer Richard A. Teague who had previously worked for General Motors, Packard, and Chrysler; after Edmund E. Anderson left the company in 1961, Teague was named principal designer and in 1964, Vice President.

Changing focus in the 1960's

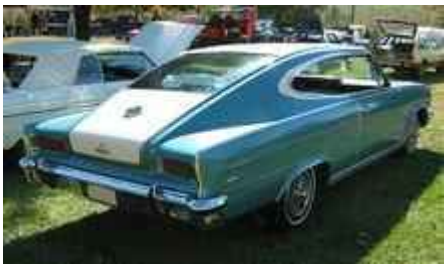
Innovation



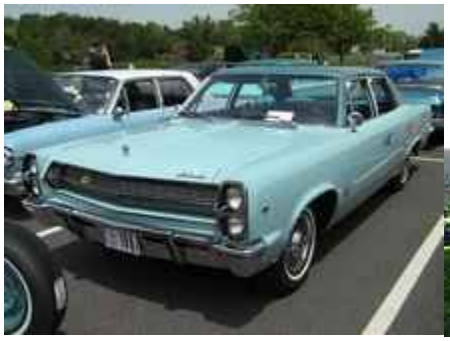
1964 Rambler American 440-H



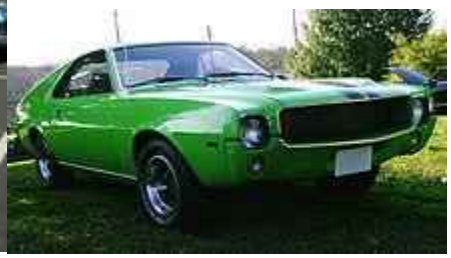
1964 Rambler Classic 770



1965 Rambler Marlin



1967 Ambassador 990



1969 American Motors AMX

In an effort to stay competitive, American Motors produced a wide range of products during the 1960s and added innovations long before the "Big Three" introduced them. For example, the Rambler Classic was equipped with a standard tandem master cylinder in 1962 that provided stopping ability even if there was a failure in the brake system. Only Cadillac also included this safety feature six years before U.S. safety regulations required it on all cars.

Rambler also was an early pioneer in offering an automatic shift indicator sequence (P R N D2 D1 L, where if one selected "D2", the car started in second gear, while "1" started in first gear) on its "Flash-O-Matic" transmission which is similar to today's "PRNDSL" shift pattern, made mandatory for the 1968 model year cars, which required a neutral position between reverse and drive, while General Motors still offered a shift selector that had reverse immediately next to low gear (PNDSLR) well into the 1960's.

Unique in the domestic automotive industry, AMC offered adjustable front seat backrests from their Nash-origin, and in 1964, the Classic and Ambassador were equipped with standard dual reclining front seats nearly a decade before the Big Three offered them as

options. Bendix disc brakes were made standard on the Marlin and optional on other models in 1965. This made the Marlin one the first modern American cars with standard disc brakes, while the Big Three did not offer them until the early 1970's on most of their models to meet Federal Motor Vehicle Safety Standards.

In the early part of the decade, sales were strong, thanks in no small part to the company's history of building small cars, which came into vogue in 1961. In both 1960 and 1961, Ramblers ranked in third place among domestic automobile sales, up from third on the strength of small-car sales, even in the face of a lot of new competition. Romney's strategic focus was very successful as reflected in the firm's healthy profits year after year. The company became completely debt-free. The financial success allowed the company to reach an agreement on August 26, 1961, with the United Auto Workers for a profit sharing plan that was new in the automobile industry. Its new three-year labor contract also included generous annual improvement pay increases, as well as automatic cost-of-living raises However, in 1962, Romney resigned to run for Governor of Michigan. His replacement was Roy Abernethy, AMC's successful sales executive.

By 1964, Studebaker production in the United States had ended, and its Canadian operations ceased in 1966. The "Big Three", plus the smaller AMC, Kaiser Jeep, International Harvester, Avanti, and Checker companies were the remaining North American auto manufacturers.

Abernethy believed that AMC's reputation of building reliable economical cars could be translated into a new strategy that could follow AMC buyers as they traded up into larger, more expensive vehicles. AMC, in reality, had produced large cars throughout most of its history, The Rambler Ambassadors were every bit as large as a full-sized Ford or Chevy. There was only an absence of largest sized cars from the AMC lineup in 1963 and 1964. The first cars bearing his signature were the 1965 models. These were a longer Ambassador series and new convertibles for the larger models. During mid-year a fastback, called the Marlin, was added. It competed directly with cars like the Dodge Charger, AMC's "family-sized" car emphasized personal-luxury. Abernethy also called for the de-emphasis of the Rambler brand, because he believed the public associated it too strongly with economy cars, and that it was hindering the sale of AMC's other models at a time when mid and luxury car sales was very strong. As a result, he ordered that for 1966, the Ambassador and Marlin were to be badged purely as a product of American Motors Corporation. This was followed by the 1968 Rebel. The new models shared fewer parts among each other and were more expensive to build.

Tough choices

The continuing quest "in the business world's toughest race – the grinding contest against the Big Three automobile makers" also meant annual styling changes requiring large expenditures. American Motors' management total confidence "that the new 1965 models would stem a bothersome decline" actually began falling behind in share of sales. Moreover, a new line of redesigned cars in the full and mid-sized markets was launched in the fall of 1966. The cars won acclaim for their fluid styling, and Abernethy's ideas did work as Ambassador sales increased significantly. The dated designs of the Rambler Americans,

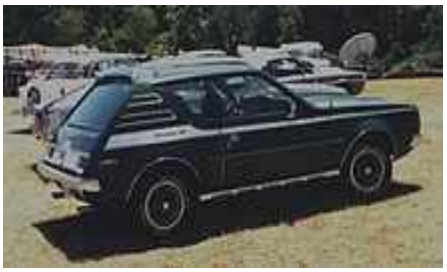
however, hurt its sales which offset gains from Ambassador sales. There were quality control problems with the introduction of the new full-sized cars, as well as persistent rumors of the company's demise because of their precarious cash flow. Consumer Reports negative ratings for AMC's Safety didn't help either.

American Motors did not have their own electric car program as did the Big Three, and after some negotiation a contract was drawn in 1967 with Gulton Industries to develop a new battery based on lithium and a speed controller designed by Victor Wouk. A nickel-cadmium battery powered 1969 Rambler station wagon demonstrated the power systems that according to the scientist was a "wonderful car". This was also the start of other "plug-in"-type experimental AMC vehicles developed with Gulton – the Amitron and the Electron. Abernethy was ousted from AMC on January 9, 1967, and damage control fell to the new CEO, Roy D. Chapin Jr. (son of Hudson Motors founder Roy D. Chapin). Chapin quickly instituted changes to AMC's offerings and tried to regain market share by focusing on younger demographic markets. Chapin's first decision was to cut the price of the Rambler to within US$200 of the basic Volkswagen Beetle. Innovative marketing ideas included making air conditioning standard on all 1968 Ambassador models (available as a delete option). This made AMC the first U.S. automaker to make air conditioning standard equipment on a line of cars, preceding even luxury makes such as Lincoln, Imperial, and Cadillac.

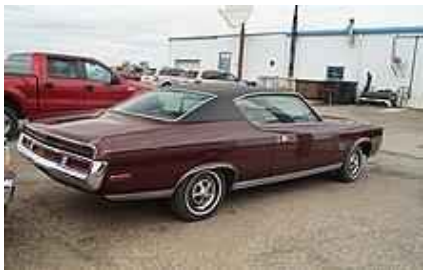
The company introduced exciting entries for the decade's muscle car boom, most notably the AMX, while the Javelin served as the company's entrant into the sporty "pony car" market created by the Ford Mustang. Additional operating cash was derived in 1968 through the sale of Kelvinator Appliance, once one of the firm's core operating units. The Kelvinator divestiture left AMC a downsized company solely manufacturing automobiles.

The Rambler brand was completely dropped after the 1969 model year in North America, although it continued to be used in several overseas markets as either a model or brand name, with the last use in Mexico in 1983. From 1970, AMC was the brand used for all American Motors passenger cars; and all vehicles from that date bore the AMC name and the new corporate logo. However, the names American Motors and AMC were used interchangeably in corporate literature well into the 1980s. The branding issue was further complicated when the company's Eagle all-wheel drive passenger cars were marketed as the American Eagle in the 1980's.

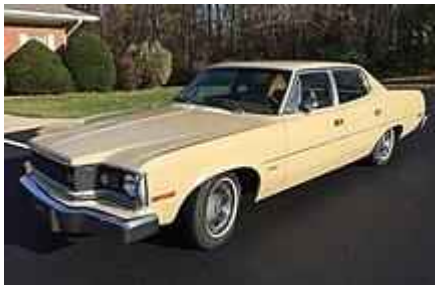
1970's product developments



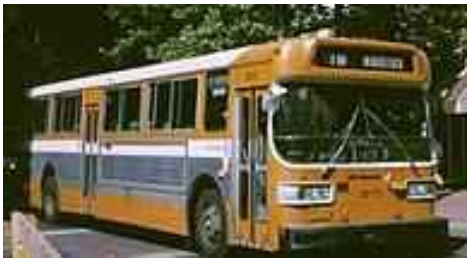
1972 Gremlin X

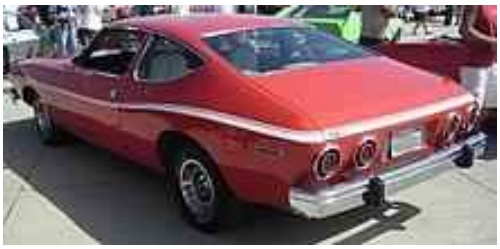


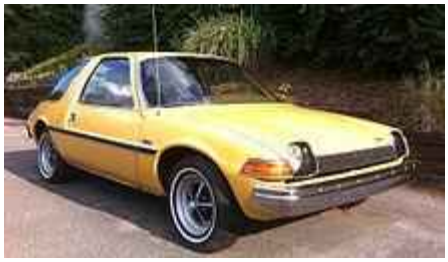
1971 Ambassador hardtop with "Brougham" trim

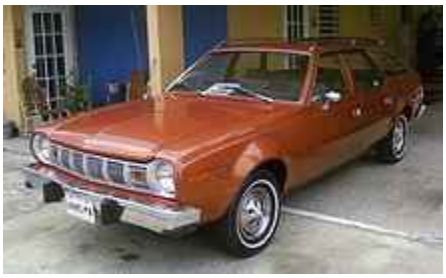


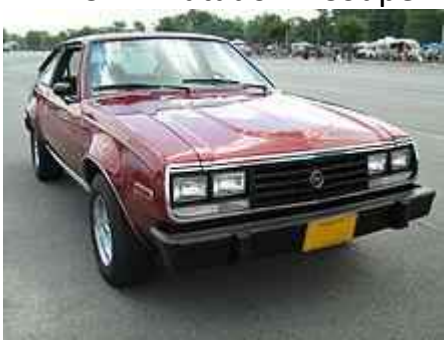
1975 Matador sedan

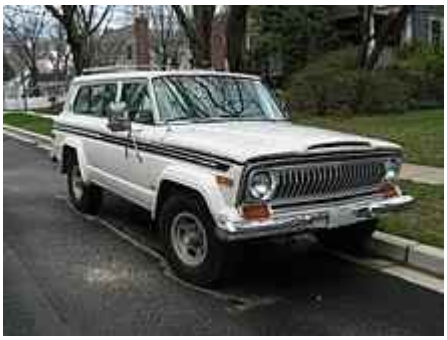

AM General transit bus


1974 Matador X Coupe


1975 AMC Pacer


1976 Hornet Sportabout


1979 Spirit GT


Jeep Cherokee (SJ) Chief S

Jeep

In the late 1960s Kaiser Jeep Corporation (formerly Willys-Overland) decided to leave the automotive industry and sought a buyer for its money-losing Jeep division. AMC's Vice President for Manufacturing, Gerald C. Meyers headed the team sent to evaluate Kaiser's Jeep factories. Although opposed by AMC top management, Chapin made a major decision in February, 1970, to purchase Kaiser's Jeep operations for $70 million. Although it was a gamble Chapin believed that Jeep vehicles would complement AMC's passenger car business. The Jeep market was also a market in which the Big Three had no presence, and therefore there was no competition. AMC gained the iconic Jeep brand of light trucks and SUVs, as well as Kaiser-Jeep's government contracts – notably the M151 line of military Jeeps and the DJ-Series postal Jeeps. AMC also expanded their international network. The military and special products business was reconstituted as American Motors General Products Division, later reorganized as AM General.

Hornet and Gremlin

In 1970, AMC consolidated all passenger cars under one distinct brand identity and debuted the Hornet range of compact cars. The Hornet and the later Gremlin shared platforms. The Gremlin, the first North American-built subcompact, sold more than 670,000 units from 1970 to 1978. The Hornet became AMC's best-selling passenger car since the Rambler Classic, with more than 860,000 units sold by the time production ended in 1977. The Hornet platform continued to be built under a variety of models through 1987.
For a time, both the Hornet and Gremlin could be ordered with Levi's denim interiors.

Matador

The new facelifted, mid-sized AMC Matador replaced the Rebel in 1971, using an advertising campaign that asked, "What's a Matador?" In 1972, AMC won the tender for Los Angeles Police Department cruisers, and Matadors were used by the department from 1972 to 1975, replacing the Plymouth Satellite. American Motors supplied Mark VII Limited owner Jack

Webb with two Matadors, a sedan and a wagon, for use in his popular television series *Adam-12*, increasing the cars' public profile.

In 1973, AMC signed a licensing agreement with Curtiss-Wright to build Wankel engines for cars and Jeeps.

Starting in 1974, the Matador sedan and station wagon were mildly refreshed, with new boxier front and rear ends. This second generation model was made virtually unchanged until 1978.

Matador Coupe

In 1974, the first-generation Matador two-door hardtop, known as the "flying brick" due to its poor aerodynamics in NASCAR competition, was replaced at great cost with a sleek, smoothly shaped, and radically styled two-door coupe. The model received praise for its design, including "Best Styled Car of 1974" by *Car and Driver* magazine, customer satisfaction, and sold almost 100,000 coupes over a five-year period. The Matador Coupe shared few components with the Matador sedan and station wagon other than suspension, drive train, some trim, and interior parts.

Ambassador

The Ambassador was redesigned and stretched 7 inches (178 mm) to become the biggest ever, just as the 1973 Arab Oil Embargo sparked gasoline rationing across the nation. The additional length was due to a new front end design and stronger energy-absorbing bumpers required of all automobiles sold in the U.S. Sales of all large cars fell due to economic problems and rising gasoline prices. The full-sized Ambassador was discontinued as AMC's flagship line after the 1974 model year, leaving only the Matador as AMC's full-size offering. Nash and AMC made Ambassadors from 1927 to 1974, the longest use of the same model name for any AMC product and, at the time, the longest continuously used nameplate in the industry.

Metropolitan Buses

In 1974, AMC's AM General subsidiary began building urban transit buses in cooperation with Flyer Industries of Winnipeg, Manitoba. The *Metropolitan* coach had sold 5,212 units when production ceased in 1978.

Pacer

The AMC Pacer, an innovative all-new model introduced in March, 1975, and marketed as "the first wide small car", was a subcompact designed to provide the comfort of a full-sized car. Its pre-production development coincided tightened U.S. Federal passenger emissions and auto safety regulations.

With the Arab Oil Embargo of 1973, General Motors aborted the Wankel rotary engine around which the Pacer had been designed, as its fuel consumption exceeded that of conventional engines with similar power. Therefore, AMC's existing 258 and 232 cu in (4.2 and 3.8 L) AMC Straight-6 engines were used in the Pacer instead. Fuel economy was better than a rotary but still relatively poor in light of the new focus on energy efficiency. Also, as the Pacer shared few components other than drivetrain with other AMC cars, it was expensive to make and the cost increased when sales fell steeply after the first two years.

Development and production costs for the Pacer and Matador Coupe drained *c*apital which might otherwise have been invested in updating the more popular Hornet and Gremlin lines so that toward the end of the 1970s the company faced the growing energy crisis with aged products that were uncompetitive in hotly contested markets. However, "AMC used cars, as far back as 1967, had the advantage of good warranty coverage … so most owners were conscious of low-cost car maintenance … AMC units [became] some of the very best buys on the used car market" by 1975.

The 1977 Gremlin had redesigned headlights, grille, rear hatch and fascia. For economy in the fuel crisis, AMC offered the car with a more fuel-efficient Volkswagen-designed Audi 4-cylinder engine 2.0 L (122 cu in). The engine was expensive for AMC to build and the Gremlin retained the less costly but also less economical 232 cu in (3.8 L) as standard equipment.

The AMX nameplate was revived in 1977. It was a sporty appearance package on the Hornet hatchback featuring upgrades, as well as the 258 cu in (4.2 L) inline six as standard with a choice of three-speed automatic or four-speed manual transmissions. The 304 cu in (5.0 L) V8 engine was optional with the automatic transmission.

As all Matadors now received standard equipment that was formerly optional (e.g. power steering, automatic transmission), the "Brougham" package was dropped. Optional on the Matador coupe was a landau vinyl roof with opera windows, and top-line Barcelonas offered new two-tone paint.

Concord

For 1978, the Hornet platform was redesigned with an adaptation of the new Gremlin front-end design and renamed AMC Concord. AMC targeted it at the emerging "premium compact" market segment, paying particular attention to ride and handling, standard equipment, trim, and interior luxury.

Gremlins borrowed the Concord instrument panel, as well as a Hornet AMX-inspired GT sports appearance package and a new striping treatment for X models.

The AMC Pacer hood was modified to clear a V8 engine, and a Sports package replaced the former X package. With falling sales of Matador Coupes, sedans and wagons, their 304 cu in (5.0 L) V8 engine was dropped, leaving only the 258 cu in (4.2 L) Inline-6 (standard on coupes and sedans) and the 360 cu in (5.9 L) V8 (optional on coupes and sedans, standard on wagons). The two-tone Barcelona luxury package was offered on Matador sedans, and two-tone red paint introduced as an additional Barcelona option. Matador production ceased at the end of the model year with total sales of 10,576 units. The Matador was no longer attractive as automakers struggled to overcome economic woes including continuing fuel price increases and double-digit domestic inflation.

Spirit

In 1979, the Spirit sedan replaced the Gremlin. A new fastback version of the car, the Spirit Liftback, proved successful.

In December, Pacer production ceased after a small run of 1980 models was built to use up parts stock.

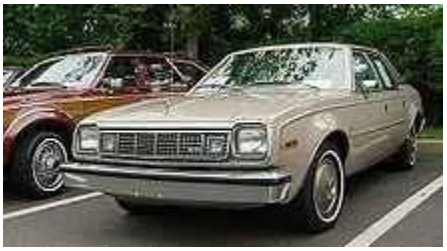
Concords received a new front end treatment, and in their final season, hatchbacks became available in DL trim. On May 1, 1979, AMC marked the 25th anniversary of the Nash-

Hudson merger with "Silver Anniversary" editions of the AMC Concord and Jeep CJ in two-tone silver (Jeeps then accounted for around 50 percent of the company's sales and most of their profits); and introduced LeCar, a U.S. version of the small, fuel-efficient Renault 5, in dealer showrooms.

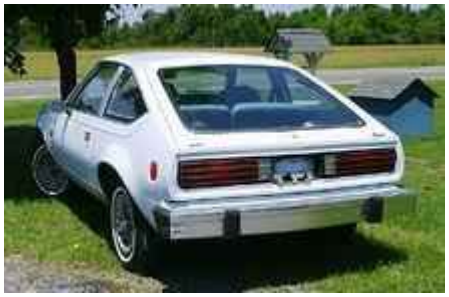
Concord and Spirit models were dropped after 1983.

Financial developments, Renault partnership

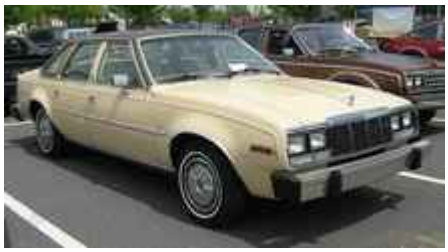
Late 1970's



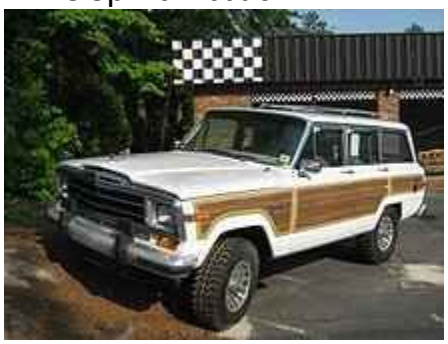
1978 AMC Concord



AMC Spirit liftback



1981 AMC Concord



Jeep Grand Wagoneer

In February 1977, *Time* magazine reported that although AMC had lost $73.8 million in the previous two fiscal years, U.S. banks had agreed to a year's extension for a $72.5 million credit that had expired in January; that Stockholders had received no dividends since 1974; and that Pacer sales did not match expectations. However, Time noted record Jeep sales and a backlog of orders for AM General's buses.

On 21 October 1977, Roy Chapin Jnr. retired and Gerald C. Meyers became Chairman and CEO.

On March 31, 1978, AMC and Renault announced a sweeping agreement for the joint manufacture and distribution of cars and trucks that would achieve benefits for both. A month later, AMC announced that it would halt the production of standard urban transit buses after about 4,300 were sold by its AM General subsidiary over a period of three years. In May 1978, the U.S. Environmental Protection Agency ordered the recall of all AMC's 1976 cars (except those conforming to California emissions regulations) – some 270,000 vehicles— plus 40,000 1975 and 1976 Jeeps and mini trucks, for correction of a fault in the pollution control system. Total cost was estimated at up to $3 million—more than AMC had earned the previous quarter.

American Motors lost an estimated $65 million on its conventional (non-Jeep) cars for the fiscal year ended September 30, 1978, but strong Jeep sales helped the company to an overall $36.7 million profit on sales of $2.6 billion. However, AMC faced costly engineering

work to bring their Jeeps into compliance with a federal directive for all 4-wheel-drive vehicles to average 15 mpg_{-US} (16 L/100 km; 18 mpg_{-imp}) by 1981.

A year later, with its share of the American market at 1.83%, the company struck a deal with Renault, the nationally owned French automaker. AMC would receive a $150 million cash injection, $50 million in credits, and also the rights to start building the Renault 5 in 1982. (A deal for Renault products to be sold through the AMC-Jeep dealer network had already been made in 1979). In return, Renault acquired a 22.5% interest in AMC This was not the first time the two companies had worked together. Lacking its own prestige model line in the early 1960s, Renault assembled CKD kits and marketed Rambler cars in France

In 1979, AMC announced a record $83.9 million profit on sales of $3.1 billion (US$10,920,357,634 in 2019 dollars) for the fiscal year ending in September—this despite an economic downturn, soaring energy prices, rising American unemployment, automobile plants shutting down, and an American market trend towards imported cars. In October, the company's car sales surged 37%, while they sank 21% for the industry as a whole.

1980's

In 1980, all American Motors cars received a new rust-proofing process called Ziebart Factory Rust Protection. This included aluminized trim screws, plastic inner fender liners, galvanized steel in every exterior body panel, and a deep-dip (up to the window line) bath in epoxy-based primer. AMC backed up the rust protection program with a 5-year "No Rust Thru" component to its comprehensive "Buyer Protection Plan".

A drop in Jeep sales caused by the declining economy and soaring energy prices began to constrict AMC's cash flow. At the same time, pressure increased on the company's non-Jeep product lines. The face-lifts and rebranding of AMC's once-innovative and successful cars were not enough in a competitive landscape that had changed dramatically. No longer was the threat limited to the Big Three automakers (General Motors, Ford, and Chrysler). The Japanese manufacturers (Honda, Toyota, Nissan) used streamlined production methods such as outsourcing and Just In Time (JIT) supply-chain management. They had new, highly efficient assembly plants in the United States. And now they targeted the heart of AMC's passenger product line: small cars.

While Americans turned to the new imports in increasing numbers, AMC continued its struggle at the inefficient and aging Kenosha, Wisconsin, facilities—the oldest continuously operating automobile plant in the world, where components and unfinished bodies still had to be transported across the city.

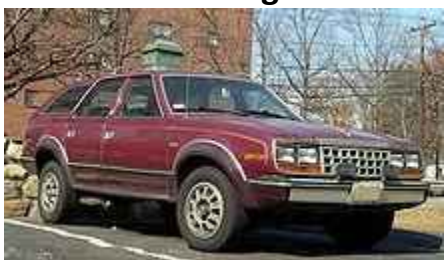
In early 1980, the banks refused AMC further credit. Lacking both capital and resources for the new, truly modern products it needed to offer, the company turned to Renault for a $90 million loan (US$279,268,982 in 2019 dollars). By September that year, AMC's U.S. market share had fallen to 1.7%, and in November sales dropped 19.1%. AMC warned stockholders that the company could be bankrupted if they did not approve a plan for Renault to acquire as much as 59% of the company.– On December 16, 1980, AMC shareholders "overwhelmingly approved making the French Government-owned Renault" their company's principal owner Jean-Marc Lepeu, former corporate treasurer at Renault, became vice president for

finance at AMC. In September 1981, Jose Dedeurwaerder, a Renault veterans of 23 years, mainly in manufacturing, became AMC's executive vice president for manufacturing.
In January 1982 the company's former president W. Paul Tippett Jr. replaced Gerald C. Meyers as chairman and CEO, and Dedeurwaerder moved up to president. By this time Renault owned 46% of AMC. Dedeurwaerder brought a broad perspective at this critical time: he is credited with streamlining many of AMC's arcane management techniques. He also instituted important improvements in plant layouts, as well as in cost and quality control.

Renault, having increased their stake in the company several times to keep it solvent, eventually owned 49% in 1983. This development effectively ended AMC's run as a truly American car company.

New ownership and new management heralded a new product venture for AMC: a line of modern front-wheel drive cars, designed by Renault, to be produced at Kenosha.
1980's product developments

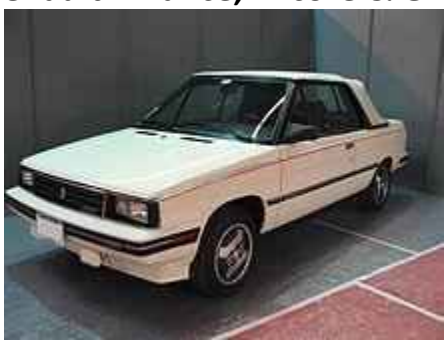
AMC Eagle



1981 AMC Eagle Wagon.

In August 1979, for the 1980 model year, AMC introduced four-wheel drive versions of the Spirit and Concord, calling the collective line the AMC Eagle. Eagles rapidly became one of the company's best-known products and is considered one of the first "crossover SUVs". Eagles used the 2-wheel drive body shells mounted on an all-new platform developed by American Motors in the late 1970s. Featuring an innovative full-time four-wheel drive system, it sold best in snow-prone areas. Sales started strongly but declined over time. While the two-wheel drive Spirit and Concord were both discontinued after 1983 as the company concentrated on its new Renault Alliance, the Eagle survived for five years longer, albeit only in station wagon form, into the 1988 model year. This meant the four-wheel drive Eagle was the lone representative of the AMC brand from 1984 to 1988. All the company's remaining output was branded Renault or Jeep. The last AMC Eagle was built on December 14, 1987.

Renault Alliance, Encore & GTA



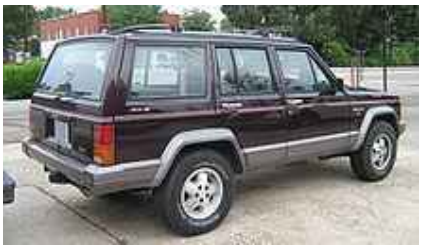
The Renault Alliance, based on the Renault 9, was built by American Motors Corporation from 1983 to 1987. The Renault Alliance was the first joint product of the AMC-Renault

partnership. Introduced in 1983, the Alliance was a front-wheel drive Renault 9 compact car slightly restyled for the American market by Richard Teague mostly to comply with American safety standards and produced by AMC at Kenosha. The car was badged as a Renault and some cars also carried AMC badges. It was available as a sedan with two or four doors and later as a convertible. The hatchback, introduced in 1984 and badged as the Renault Encore, was basically the same as the European Renault 11 model. For the final 1987 model year, a higher-performance version of the Alliance 2 door sedan and convertible was sold as the Renault GTA. This version had a Renault two liter engine that was exclusive to it and not shared with the European Renault 9 and 11 models.

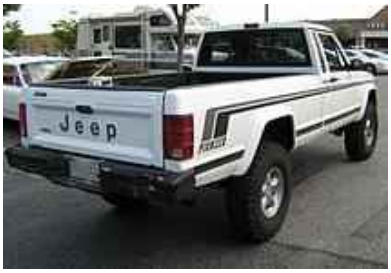
The new model, introduced at a time of increased interest in small cars, won several awards including Motor Trend Car of the Year. *Motor Trend* declared: "The Alliance may well be the best-assembled first-year car we've ever seen. Way to go Renault!" The Alliance was listed as number one on *Car and Driver's* list of Ten Best cars for 1983. The positive reception and sales of 200,000 Alliances by 1984 was hindered by the availability of only two body styles. The Alliance was a European-designed car and not fully suited to U.S. market demands. The distribution network was also not well supported, which led to lower quality delivered by dealerships with "disastrous consequences" for the image of the automobiles, as well as high warranty costs because of quality failings which greatly impacted sales from 1985 to the end of production in 1987.

The Encore models were renamed Alliance Hatchback in 1987. Alliance and GTA production ended in June of that year while the Renault 9 and 11 models continued through the 1988 model year in Europe, being replaced by the all new Renault 19.

Jeeps



Jeep Cherokee Laredo



Jeep Comanche Pioneer

More beneficial to AMC's future was the introduction of an all-new line of compact Jeep Cherokee and Wagoneer models in the autumn of 1983 for the 1984 model year. The popularity of these downsized Jeeps pioneered a new market segment for what later became defined as the sport utility vehicle (SUV). They initially used the AMC 150 C.I.D. (2.5L) OHV four-cylinder engine with a carburetor, and a General Motors-built 2.8 L (171 cu in) carbureted V6 was optional. In 1986, throttle-body injection replaced the carburetor on the 2.5 L I4 engines. A Renault 2.1 L (128 cu in) Turbo-Diesel I4 diesel was also offered. Starting with the 1987 models, a 4.0 L (244 cu in) I6 engine, derived from the older 258 cu in (4.23 L) I6 with a new head design and an electronic fuel injection system, replaced the outsourced V6. American Motors' "new" engine was designed with help from Renault and incorporated Renault-Bendix (Renix) parts for fuel and ignition management. The 4.0 developed an outstanding reputation for reliability and toughness. Retained by Chrysler after the buyout,

the design continued to be improved and refined until its discontinuation at the end of the 2006 model year. The 4.0 engine saw extensive application in XJ Cherokees and Wagoneers, Grand Cherokees, and Wranglers, and many of those engines saw (or are seeing) extremely long lives, quite a few exceeding 300,000 mi (480,000 km). The XJ Cherokee itself was built by Chrysler until the end of the 2001 model year in the U.S. and until 2005 in China.

Three other designs continued to be used after the Chrysler buyout: the Grand Wagoneer full-size luxury SUV, the full-sized J-series pickups, built on the same chassis as the earlier SJ model Wagoneers and Cherokees that dated from 1963 with the AMC 360 cu in (5.9 L) V8, and the Jeep Comanche (MJ) compact pickup, which debuted in 1986. Unlike most sport-utility vehicles which are based on adapted pickup truck designs, the Cherokee XJ SUV came first and the Comanche was designed as a later pickup truck version.

Production of the full-sized pickups ceased after 1987. The Grand Wagoneer and 360 V8 engine were dropped after 1991 (the last American-made vehicle whose engine used a carburetor for fuel delivery), and the Comanche bowed after 1992.

1985 and the final buyout

Marketplace and management changes

There were significant changes in 1985 as the market moved away from AMC's small models. With fuel relatively cheap again, buyers turned to larger more powerful automobiles and AMC was unprepared for this development. Even the venerable Jeep CJ-5 was dropped after a *60 Minutes* TV news magazine exposé of rollover tendencies under extreme conditions. AMC also confronted an angry workforce. Labor was taking revenge, and reports circulated about sabotage of vehicles on the assembly lines because of the failure to receive promised wage increases. There were rumors that the aging Kenosha plant was to be shut down. At the same time, Chrysler was having trouble meeting the demand for its M-body rear-drive models (Dodge Diplomat, Plymouth Gran Fury and Chrysler Fifth Avenue). Because they were assembled using the old "gate and buck system" and the tooling could be easily moved, Chrysler could supply the components and control the quality, while AMC assembled the car. Therefore, Lee Iacocca and Joe Cappy reached an agreement to use some of AMC's idle plant capacity in Kenosha.

These problems came in the midst of a transfer of power at AMC from Paul Tippet to a French executive, Pierre Semerena. The new management responded with tactical moves by selling the lawn care Wheel Horse Products Division and signing an agreement to build Jeeps in the People's Republic of China. The Pentagon had problems with AM General, a significant defense contractor, being managed by a partially French-government-owned firm. The U.S. government would not allow a foreign government to own a significant portion of an important defense supplier. As a result, the profitable AM General Division was sold. Another milestone was the departure of Dick Teague: AMC's design vice president for 26 years, he was responsible for many Jeep and AMC designs including the Rambler American, Javelin, Hornet, Gremlin, Pacer, and Matador coupe.

Problems at Renault and assassination

American Motors' major stockholder, Renault, was itself experiencing financial trouble in France. The investment in AMC (including the construction of a new Canadian assembly

plant in Brampton, Ontario) forced cuts at home, resulting in the closure of several French plants and mass layoffs. Renault was down to just three alternatives regarding its American holdings:

(1) They could declare AMC officially bankrupt thereby lose its investment;
(2) They could come up with more money, but Renault management perceived AMC as a bottomless pit; or
(3) AMC could be put up for sale and the French could get back part of their investment.

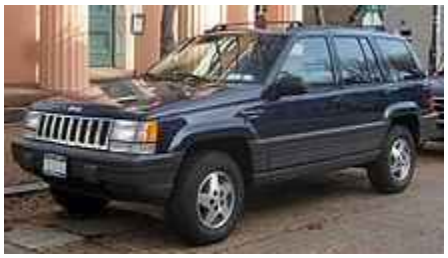
Against these detractions, Renault's chairman, Georges Besse, continued to champion the French firm's future in the North American market; pointing to the company's completion of the newest and most-advanced automotive assembly plant in North America, then known as Bramalea Assembly, as well as the recent introduction of the thoroughly modern, fuel-injected 4.0 L and 2.5 L engines. In addition, Jeep vehicles were riding an unprecedented surge in demand. It seemed to Besse and others that AMC was on course for profitability.

However, on November 17, 1986, Georges Besse, who had a high-profile among French capitalists, was assassinated by Action Directe, a clandestine militant extremist group variously described as communist, anarchist and Maoist, which professed strong sympathies for the proletariat and the aspirations of the Third World. The murder was carried out by members of Action Directe's Pierre Overney Commando (named after a Maoist militant killed by a Renault factory guard). The group stated that the murder was in retaliation for Besse having sacked tens of thousands of workers – 34,000 from the French aluminum producer PUK-Péchiney and 25,000 from Renault.

Chrysler purchases AMC Stock

Under pressure from Renault executives following Besse's death, Renault's new president, Raymond Levy set out to repair employee relations and divest the company of its investment in American Motors. Renault owned 46.1% of AMC's outstanding shares of stock. In 1986, AMC had lost $91.3 million.

The earlier agreement between Chrysler and AMC in 1985, under which AMC would produce M-body chassis rear-drive large cars for two years from 1986 to 1988, fed the rumor that Chrysler was about to buy AMC. According to the head of manufacturing for Chrysler at the time, Stephan Sharf, the existing relationship with AMC producing a car for a competitor facilitated the negotiations.



The Jeep Grand Cherokee was the driving force behind Chrysler's buyout of AMC; Lee Iacocca wanted the design. Chrysler completed development and released it to the public in late 1992, and continues to use the nameplate today.

On March 9, 1987, Chrysler agreed to buy Renault's share in AMC, plus all the remaining shares, for about US$1.5 billion (US$3,375,659,051 in 2019 dollars). AMC became the Jeep-

Eagle division of Chrysler. It was the Jeep brand that Chrysler CEO Lee Iacocca really wanted – in particular the ZJ Grand Cherokee, then under development by Jeep engineers, which ultimately proved highly profitable for Chrysler (the nameplate remains in production today).

However, the buyout included other attractive deal sweeteners for Chrysler. Among them was the world-class, brand-new manufacturing plant in Bramalea, Ontario, which offered Iacocca an unprecedented opportunity to increase his company's production capacity at a fire-sale price. AMC had designed and built the plant in anticipation of building the Renault 25 based Eagle Premier. Additional profitable acquisitions were the AMC dealer network (the addition of which strengthened Chrysler's retail distribution – many AMC dealers switched to selling Chrysler products); and AMC's underrated organization and management talent – which Chrysler quickly assimilated (numerous leading Chrysler engineers and executives were ex-AMC). AMC was renamed Jeep Eagle Corporation (a Chrysler subsidiary) August 25, 1988, and was fully merged as of March 29, 1990.

The sale came at a time when the automotive press was enthusiastic about the proposed 1988 lineup of Renault, Eagle and Jeep vehicles, and reports that the financial outlook for the tiny automaker was improving. AMC quarterly results for all of 1987 were positive, Chrysler purchased AMC at a time the company appeared to be in a very good financial position with its new product line.

The sale marked Renault's withdrawal from the North American market (excluding Mexico) in the 1988 model year. However, the French company has since returned to that market with its subsequent purchase of a US$5.4 billion controlling stake in Nissan in March 1999. In contrast to the AMC/Renault partnership, Carlos Ghosn, CEO and President of Renault of France and Nissan of Japan, is guiding the Renault–Nissan Alliance away from national identities. Similarly, Mitsubishi Motors, which established a joint venture agreement in 1970 with Chrysler that expanded in 1985 to a 50-50 joint corporation for producing passenger cars in the United States Diamond-Star Motors until 1993 when Chrysler sold off its stock holdings of Mitsubishi Motors Corporation became controlled by Nissan in 2016 and thus a part of the Renault–Nissan–Mitsubishi Alliance.

Business legacy

American Motors was forced to constantly innovate for 33 years until Chrysler absorbed it in 1987. The lessons learned from this experience were integrated into the company that bought AMC. The organization, strategies, as well as several key executives, allowed Chrysler to gain an edge on the competition. Even today, the lessons gained from the AMC experience continue to provide benefits to other firms in the industry. There are a number of legacies from AMC's business strategies.

AMC had an ability to formulate strategies that were often evaluated by industry critics as "strokes of brilliance". According to Roy D. Chapin Jr., AMC realized they were up against the giants of the industry, so to compete successfully they had to be able to move quickly and with ingenuity. An essential strategy practiced by AMC was to rely on outside vendors to supply components in which they had differential advantages. This approach was finally accepted within the U.S. auto industry, but only after each of the Big Three experienced the failure of attempting to be self-sufficient.

The smallest domestic automaker did not have "the massive R&D budgets of General Motors, Ford, and foreign competitors … [thus] AMC placed R&D emphasis on bolstering the product life cycle of its prime products (particularly Jeeps)." In 1985, AMC originated product lifecycle management (PLM) as a strategic business approach according to Sidney Hill, Jr., executive editor for *Manufacturing Business Technology*, in an effort to better compete against its much larger rivals by ramping up its product development process.

Another example of AMC's agility was the ability of management to squeeze money out of reluctant bankers, even in the face of bankruptcy. These core abilities helped save the company from collapse and after each obstacle, give it the wherewithal to keep it operating. Ironically, AMC was never stronger than just before its demise.

AMC's managers anticipated important trends in the automotive industry. It preached fuel efficiency in the 1950s, long before most auto buyers demanded it. Led by AMC's Rambler and several European cars, the small car innovation reduced the Big Three's market share from 93% in 1957 to 82% in 1959. The company inherited foreign manufacturing and sales partnerships from Nash and continued developing business relations, decades before most of the international consolidations among automobile makers took place. AMC was the first U.S. automaker to establish ownership agreement with a foreign automaker, Renault. Although small in size, AMC was able to introduce numerous industry innovations. Starting in 1957, AMC was the only U.S. manufacturer to totally immerse all automobile bodies in primer paint for protection against rust, until competitors adopted the practice in 1964. Even one of AMC's most expensive new product investments (the Pacer) established many features that were later adopted by the auto industry worldwide. These included aerodynamic body design, space-efficient interiors, aircraft-style doors, and a large greenhouse for visibility. AMC was also effective in other areas such as marketing by introducing low rate financing. AMC's four-wheel drive vehicles established the foundation for the modern SUV market segments, and "classic" Jeep models continue to be the benchmark in this field. Roy D. Chapin drew on his experiences as a hunter and fisherman and marketed the Jeep brand successfully to people with like interests. The brand developed a cult appeal that continues.

The purchase of AMC was instrumental in reviving Chrysler. According to Robert Lutz, former President of Chrysler, the AMC acquisition was a big and risky undertaking. The purchase was part of Chrysler's strategic "retreat-cum-diversification" plan that he states did not have the right focus. Initially, the goal was to obtain the world-renowned Jeep brand. However, Lutz discovered that the decision to buy AMC turned out to be a gold mine for Chrysler. At that time, Chrysler's management was attempting to find a model to improve structure and operations, *"something that would help get our minds unstuck and thinking beyond the old paradigms that we were so familiar with*". In this transformation, *"Chrysler's acquisition of AMC was one of the all-time great moments in corporate serendipity*" according to Lutz *"that most definitely played a key role in demonstrating how to accomplish change*".

According to Lutz (1993), while AMC had its share of problems, it was far from being a bunch of "brain-dead losers". He describes the "troops" at AMC as more like the Wake Island Marines in battle, "with almost no resources, and fighting a vastly superior enemy, they were able to roll out an impressive succession of new products". After first reacting with anger to

the purchase, Chrysler managers soon anticipated the benefits. To further solidify the organizational competencies held by AMC, Lee Iacocca agreed to retain former AMC units, such as engineering, completely intact. In addition, AMC's lead engineer, François Castaing, was made head of all engineering at Chrysler. In an unthinkable strategic move, Castaing completely dismantled the entrenched Chrysler groups. In their place, AMC's "platform team" was implemented. These were close-knit cross-functional groups responsible for the whole vehicle, as contrasted with Chrysler's highly functional structure. In this capacity, Castaing's strategy was to eliminate the corporate administrative overhead bureaucracy. This move shifted corporate culture and agitated veteran executives who believed that Chrysler's reputation as "the engineering company" was being destroyed. Yet, according to the popular press, by the 1980's Chrysler's reputation was totally shot, and in Lutz's view only dramatic action was going to change that. In summary, Chrysler's purchase of AMC laid the critical foundation to help re-establish a strategy for its revival in the 1990's.

Top managers at Chrysler after the AMC buyout appeared to have made errors similar to those by AMC. For example, Chrysler invested heavily in new untested models while not keeping up its profitable high-volume lines.

After the Daimler-Chrysler merger, the combined company also encountered the problem of having too many platforms. It also failed to achieve synergies by sharing components and from Chrysler's paperless design and supplier capabilities. Mercedes-Benz managers were protective of their designs and components and "advanced R&D was clearly put under German direction." This policy increased production costs. They could have observed the experience of the Nash and Hudson merger designed to achieve manufacturing efficiencies and savings from component sharing. The first product combining Chrysler and Mercedes technology and engineering with a Mercedes name was in 2006, eight years after Daimler-Chrysler AG was created.

The AMC influence also continued at General Motors. GM recruited a new executive team to turn itself from near bankruptcy in the early 2000's. Among the new strategists at GM was Lutz who brought an understanding of the importance of passion in the product design.

Lutz implemented a new thinking at GM that incorporated the systems and structures that originated from AMC's lean and focused operations.

Renault implemented the lessons it learned from its investment in AMC. The French firm took a parallel approach as it did with its initial ownership of AMC and applied it to resurrect the money-losing Nissan automaker in Japan.

In 2009, in a deal brokered by the Obama administration, Italian automaker Fiat initiated a white knight takeover of Chrysler to save the struggling automaker from liquidation. The deal was immediately compared to the AMC-Renault deal; some commentators noted the irony in that Chrysler now faced the same fate that AMC faced 30 years earlier, while others expressed skepticism of whether the Italian firm could save Chrysler, given how the Renault deal failed. However, there were key differences between the two:

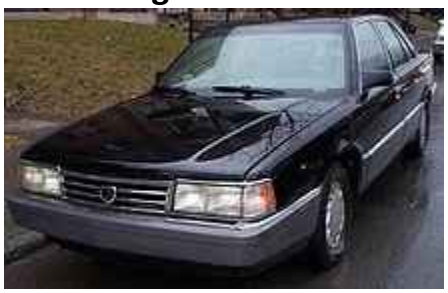
Fiat CEO Sergio Marchionne became CEO of Chrysler as part of the deal and immediately began globally integrating Fiat and Chrysler's assets and product lines; the Fiat-Chrysler

merger did not face the political opposition the AMC-Renault deal did since Fiat is led by a family group with significant equity and the US government supported the merger; while AMC proved to be a continuous money-loser for Renault, Chrysler returned to profitability fairly quickly and has since become an important source of revenue and profits for Fiat, which has been struggling to maintain volume and profitability amid the European debt crisis.

The two firms would later fully merge to create Fiat Chrysler Automobiles in 2014.

Legacy of products

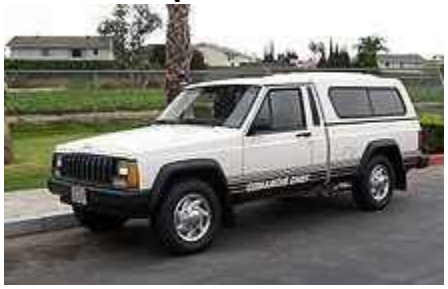
Passenger automobiles



Eagle Premier

Chrysler revived the "Spirit" name dropped by AMC after 1983 for use on one of its "A" platform cars, (the Dodge Spirit) from 1989 to 1995. The planned Renault Medallion was sold as the Eagle Medallion in 1988 and 1989. The planned all-new 1988 Renault Premier, a joint development effort between American Motors and Renault, and for which the Brampton Assembly plant (Brampton, Ontario—originally called the Bramalea Plant) was built, was sold by Chrysler as the 1988–1992 Eagle Premier, with a rebadged Dodge Monaco variant available from 1990 to 1992. The full-sized Premier's platform was far more advanced than anything Chrysler was building at the time. After some re-engineering and a re-designation to Chrysler code LH, the Eagle Premier went on to form the backbone of Chrysler's passenger car lineup during the 1990s as the Chrysler Concorde (a revived model name that was briefly used by Plymouth in 1951 and 1952), Chrysler New Yorker, Chrysler LHS, Dodge Intrepid, and Eagle Vision. Plymouth almost received their own rendition of the LH platform, which was to be called the Accolade, but Chrysler decided to nix this idea not long before LH production started. The Chrysler 300M was likewise a Premier/LH-derived car and was initially to have been the next-generation Eagle Vision, until the Eagle brand was dropped after 1998. The LH Platform was subsequently re-engineered, using Mercedes-Benz components, into the Chrysler LX Platform which remains in production today underpinning the Chrysler 300, Dodge Charger and Dodge Challenger.

Jeep vehicles



Chrysler marketed the SJ Jeep Grand Wagoneer until 1991, leaving it almost entirely unaltered from the final AMC rendition before the buyout. The Jeep Comanche pickup truck remained until 1992, while the Cherokee remained until 2001 in the U.S. (the XJ Cherokee was produced in China through 2006 as the Cherokee 2500 [2.5L] and Cherokee 4000 [4.0L]). Although it was not introduced until 1993, the Jeep Grand Cherokee was initially an AMC-developed vehicle.

Traces of AMC remained within. AMC's Toledo, Ohio, plants continued to manufacture the Jeep Wrangler and Liberty, as well as parts and components for Chrysler, Dodge, and Jeep vehicles (although Toledo Machining and Forge was closed in 2005). AMC's main plant in Wisconsin, albeit heavily downsized, operated as the Kenosha Engine Plant, producing engines for several Chrysler Group products including the Wrangler. The plant was closed as part of the post-bailout restructuring of Chrysler in October 2010. The 4.0 litres (242 cu in) engine was used until the 2006 model year by DaimlerChrysler in the Jeep Wrangler. AMC's technologically advanced Bramalea Assembly and Stamping Plants in Brampton, Ontario, later produced the LX-cars – the Dodge Charger and the Chrysler 300, and the now discontinued Dodge Magnum.

In terms of AMC-related parts, some were used as late as 2006, when the Jeep Wrangler (the last new product introduced by AMC before the Chrysler deal) was still using the AMC Straight-6 engine in some models, as well as the recessed "paddle" door handles that were used since the 1968 model year by AMC. Both were retired when the Wrangler was completely redesigned for the 2007 model year.

AM General, sold by American Motors in 1982, is still in business building the American Motors-designed Humvee for American and allied militaries. AM General also built the now-discontinued civilian variant – the H1 – and manufactured a Chevrolet Tahoe-derived companion, the H2, under contract to GM, who acquired the rights to the civilian Hummer brand in 1999. GM was forced to phase out the Hummer brand in early 2010 as a part of its bankruptcy restructuring after offering it for sale, but failing to find a suitable buyer.

Although Chrysler introduced new logos for its brands in the 1990s and again in 2010 after the Fiat Group took control of the company, Jeep still uses the AMC-era logo introduced shortly after AMC's purchase of the brand in 1970. Until the Chrysler purchase, Jeep's logo also featured the AMC emblem.

International legacy

Beginning in 1960, AMC's executive vice president of international operations Roy D. Chapin Jr., embarked on a strong international campaign to set up importation and local assembly operations of AMC vehicles around the world.

Over the next few years, Chapin was successful in establishing or re-establishing vehicle assembly operations in Argentina, Australia, Belgium (via Renault of France), Costa Rica, Germany, Iran, Mexico, New Zealand, Philippines, South Africa and Venezuela. He also strengthened import operations into the United Kingdom, which had already a long history of importing and assembling Hudson and Essex/Terraplane motor vehicles prior to the merger. The Rambler Classic would even become the basis of Argentina's future national car,

the Torino. With AMC's acquisition of Jeep in 1970, AMC inherited all existing international Jeep operations which helped sustain AMC during the 1970s and 1980s.
While the Rambler marque had been dropped in the United States after 1967, all export markets retained the Rambler name, with the longest to retain it being Mexico up until 1983.

Argentina

AMC vehicles assembled: *Ambassador, Classic* (from 1964)
AMC vehicles imported: *Ambassador, Classic* (1962-1963)

Australia

AMC vehicles assembled: *Rambler Six, Rambler V8, Ambassador* (1961-1963), *Classic, American, Rebel* (sedan and wagon), *Matador* (sedan and wagon), *Javelin, AMX* (1969 model only), *Hornet* (sedan), *Matador Coupe X, Jeep* (1980-1984.)
AMC vehicles imported: *Classic* (hardtop), *Ambassador* (1970 only.)

Canada

AMC vehicles assembled: *Rambler Six* (1957 only), *Classic, American, Ambassador, Rebel, Hornet, Gremlin, Concord, Jeep, Eagle, Spirit.*
AMC vehicles imported: *Rambler Six, Rambler V8, Metropolitan* (from U.K), *Matador, Javelin, AMX.*

Costa Rica

AMC vehicles assembled: *Classic* (from 1965), *American* (from 1965), *Ambassador* (from 1965), *Rebel, Matador, Javelin, Hornet, Sportabout, Jeep.*
AMC vehicles imported: *Rambler Six, Rambler V8, Ambassador* (until 1965), *Classic* (until 1965), *American* (until 1965.)

France (Belgium)

AMC vehicles assembled: *Classic, Rebel* (1967 only.)
AMC vehicles imported: *Pacer.*

Germany

AMC vehicles assembled: *Javelin.*
AMC vehicles imported: *N/A.*

Iran

AMC vehicles assembled: *American, Jeep.*
AMC vehicles imported: *N/A.*

Mexico

AMC vehicles assembled: *Rambler Six, Rambler V8, Ambassador* (1959 only), *American, Classic, Rebel* (sedan), *Matador, Javelin, AMX, Hornet, Matador Coupe X, Gremlin, Pacer, Spirit, Jeep.*
AMC vehicles imported: *Rambler Six* (1957-1958), *Rambler V8* (1957-1958.)

New Zealand

AMC vehicles assembled: *Rambler Six, Rambler V8, Classic, Rebel* (sedan), *Jeep.*
AMC vehicles imported: *Metropolitan, Rebel* (wagon), *Rebel* (hardtop), *Ambassador* (1970 only.)

Philippines

AMC vehicles assembled: *Classic, American, Javelin.*
AMC vehicles imported: *N/A.*

South Africa

AMC vehicles assembled: *American, Hornet''*
AMC vehicles imported: *N/A.*

Venezuela

AMC vehicles assembled: *Javelin, Jeep.*
AMC vehicles imported: *N/A.*

United Kingdom

AMC vehicles assembled: *Metropolitan* (by Austin.)
AMC vehicles imported: *Rambler Six, Rambler V8, Classic, Rebel, Ambassador, Matador, Javelin, Pacer* (locally converted to RHD), *Gremlin* (locally converted to RHD.)
Legacy of divisions and facilities[edit]

Former divisions

During its history, American Motors bought or created, then later sold and divested itself of several specialized divisions, some which continue to exist today:
Kelvinator, the subdivision of Nash-Kelvinator, was sold by American Motors in 1968 to White Consolidated Industries and subsequently became part of Electrolux. The Kelvinator Company is still in business.

Jeep is now a brand of the Fiat Chrysler Automobiles. Many Jeep models retained the mechanical specifications and styling cues that were developed by AMC well into the 1990's or even into the first decade of the 2000's.

AM General is now owned by MacAndrews & Forbes Holdings and the Renco Group. It was organized as an LLC in August 2004.

Wheel Horse Products Division is now owned by the Toro Company.

Beijing Jeep was established by AMC in 1983 to produce Jeeps for the burgeoning Chinese market; the joint venture was inherited by Chrysler and continues under the ownership of the new Chrysler. AMC's trials with the venture were the subject of a fairly well known book on the venture, "Beijing Jeep", by James Mann.

Facilities

AMC World Headquarters (1954–1975) was located at 14250 Plymouth Road in Detroit and was widely known as the *Plymouth Road Office Center (PROC)*. In 1975, AMC moved its headquarters from the facility on Plymouth Road to a newly constructed building on Northwestern Highway in Southfield, Michigan, known as the American Center.

The initial building had been built in 1926–27 by the Electric Refrigeration Corporation (subsequently Nash-Kelvinator) with design by Amedeo Leoni, industrial layout by Wallace McKenzie, and tower enclosure and industrial units by William E. Kapp, of SHG. The original 600,000 sq ft (56,000 m^2) three-story factory and four-story administration building had been headquarters to Nash-Kelvinator from 1937 to 1954 as well as a factory for refrigerators, electric ranges, and commercial refrigeration—as well as airplane propellers for the U.S. military effort during World War II.

During World War II, the U.S. War Department contracted with Nash-Kelvinator to produce 900 Sikorsky R-6 model helicopters. As part of that contract, a 4.5 acres (1.8 ha) site north of the factory was used as the smallest airport in the world as a flight testing base. Nash-

Kelvinator produced about fifty R-6s a month during the war. When the contract was terminated at the end of the war, a total of 262 helicopters had been constructed.

During Chrysler's occupancy of the complex, it was known Jeep and (Dodge) Truck Engineering (JTE), including facilities for Body on Frame (BoF) work as well as testing facilities and labs. The buildings included 1,500,000 square feet (140,000 m^2), approximately one third devoted to engineering and computer functions.

As of 2007, Chrysler still employed over 1,600 people at the complex, moving those operations in mid-2009 to the Chrysler Technology Center. PROC was made available for sale by Chrysler in early 2010. It was bought be a local man who gutted the building for scrap and left it in a dilapidated state before losing it to foreclosure. The abandoned building was in possession of the city of Detroit and officials were considering if the industrial site would be more marketable if the building was torn down. In 2018, the Wayne County Commission approved a land swap that included a new jail complex for the county as well as a potential revival for the old AMC building.

American Center – AMC's corporate headquarters in Southfield, Michigan, is still standing, still open, and still called "American Center". The original "American Center" signage at the top of the building remained until 2005, although the AMC logo has been removed. The signage has since been changed to Charter One. The 25-story building is rented to several different organizations and companies as office space. After the Chrysler acquisition, Chrysler Financial occupied as much as 175,000 square feet (16,300 m^2) of the building.

Toledo South Assembly Plants – Torn down by Chrysler in 2007. Until it was demolished, still visible on most of the signage on the outside of the factories were areas where Chrysler painted over the AMC logo.

Toledo Forge – Torn down by Chrysler in 2007.

Brampton (formerly Bramalea) Assembly and Satellite Stamping Plants.– still in use by Chrysler. AMC designed this US$260 million (US$639,839,846 in 2019 dollars), 2,500,000-square-foot (230,000 m^2) plant, which was operational by 1986. This plant was designed and built by AMC for the specific purpose of building the Eagle Premier. Like the older Brampton plant (see "Former Factory Facilities", below), this factory was also part of American Motors Canada, Inc., and with the Chrysler buyout in 1987, became part of Chrysler Canada Limited. The plant currently builds the LX series of vehicles including the Chrysler 300, the Dodge Charger. Also, producing a slightly modified version of the lX series; renamed the LC series; supporting the Dodge Challenger nameplate.

Kenosha "Main" Plant – Portions of the Kenosha Main Plant (later Chrysler's Kenosha Engine plant with some new additions) at 52nd Street and 30th Avenue continued to be run by Chrysler as an engine-production factory. This plant closed in October 2010 as part of Chrysler LLC's Chapter 11 bankruptcy procedure which resulted from the automotive industry crisis. Demolition of the plant began in early December 2012.

Canadian Fabricated Products Ltd. – An AMC division (part of AMC Canada, Ltd.) in Stratford, Ontario; established 1971 and sold post-buyout by DaimlerChrysler in 1994; produced automotive interior trim.

Guelph Products – An AMC division (also part of AMC Canada, Ltd.) in Guelph, Ontario; opened in 1987, and subsequently sold by Chrysler in early 1993; the operation supplied molded plastic components to the Brampton Assembly Plant.

Coleman Products Corporation – An AMC subsidiary in Coleman, Wisconsin. Manufactured automotive wiring harnesses for AMC and other automakers. (Not the same as Coleman Company)

Evart Products Co. – An AMC subsidiary in Evart, Michigan. The plant was established in 1953 with 25 workers and eventually expanded to over 1,200, becoming Osceola County's largest employer. This factory manufactured injection molded plastic parts (notably, grilles) for AMC (supplying 90% of in-house needs), as well as for other automakers. In 1966, Products Wire Harness was built. After Chrysler's purchase of AMC, Collins & Aikman took over the factory.

Mercury Plastics Co. – Mercury Plastics operated a plant at 34501 Harper Ave., Mt. Clemens, Michigan. The company was acquired in 1973 for 611,111 shares of AMC stock. The company produced plastic parts for AMC, as well as for uses in other industries.

Windsor Plastics Co. – Windsor Plastics, 601 North Congress Avenue, Evansville, Indiana, was acquired in 1970. The division produced plastic parts for AMC and other industries. The company was sold to Guardian Industries in 1982, and underwent a name change to Guardian Automotive Trim, Inc. It is still in operation today. The original factory in Evansville continues to manufacture plastic parts for the OEM and aftermarket automotive industries. Items manufactured include grilles, bezels, and other parts.

The AMC Proving Grounds – The former 300 acres (1.2 km^2; 0.47 sq mi) AMC Proving Grounds in Burlington, Wisconsin, had initially been Nash's test track and subsequently became Jeep's test facilities (after AMC's acquisition of Willys in the 1970s). The grounds fell into disuse after Chrysler's takeover of AMC in 1987 and subsequently became the engineering and test facility for MGA Research.[144] The company rents out this proving grounds to the National Highway Traffic Safety Administration (NHTSA), for "ride-and-drive" events by automakers, as well as for movies and commercials.

Axle tooling equipment – sold in 1985 to Dana Holding Corporation, and they named the AMC-15 axles as Dana 35. Dana manufactured the AMC-20 axles for AM General's Hummer H1. The company also continues to produce the AMC-15 axle as well; however they have been upgraded from AMC's original design with multiple variations (including front axle designs).

Holmes Foundry, Ltd. – AMC's block-casting foundry was a major AMC factory which is now completely obliterated. Holmes had its main office and foundry at 200 Exmouth Street, Sarnia, Ontario, Canada. Holmes was established in 1918, by Mr. J. S. Blunt, and was called Holmes Blunt Limited. In the early years, Ford Motor Company contracted the plant for a steady supply of engine casting blocks. This factory had a reputation locally as a dirty, dangerous place to work. The company had three divisions, all operating on one site at the edge of Sarnia. Beginning in 1962, AMC contracted with Holmes Foundry to supply AMC with cylinder block castings American Motors acquired 25% interest in the foundry in January 1966. In July 1970, AMC acquired 100% of Holmes Foundry through an exchange of shares,

making it a wholly owned subsidiary. However, it was not until October 1981 that Holmes Foundry finally became a Division of American Motors, Canada. As part of its acquisition of AMC in 1987, Chrysler Corporation took ownership of the Holmes facility and its manufacturing business but closed the operation on September 16, 1988. The industrial facilities were cleaned of their environmental contaminants in 2005, in preparation for a new highway interchange to be built on the site.

Kenosha "Lakefront" (Kenosha, Wisconsin) Plant – The AMC plant in downtown Kenosha along Lake Michigan was razed, and after reclamation the land was used for new development. At the company's inception in 1954, the plant covered 3,195,000 sq ft (296,800 m^2) and together with the Milwaukee plant had an annual production capacity of 350,000 cars.

Milwaukee Body (Milwaukee, Wisconsin) Plant – AMC inherited a 1,600,000 sq ft (150,000 m^2) body plant in Milwaukee from Nash. The plant was the main body plant for Seaman Body Company, which did a lot of business with Nash and other makers assembling bodies of various designs. For AMC, the plant was sometimes an internal headache. For instance, in late 1961, George Romney himself stormed through the plant and threatened to close it and eliminate its 9,000 jobs due to labor problems. The plant survived until the Chrysler buyout. Chrysler later decided to dispose of the factory. Upon closure, the site was named as a Superfund site. The factory was demolished and the site rehabilitated and redeveloped.

Danforth Ave (Toronto, Ontario) Plant – Inherited from Nash. This plant was purchased by Nash from Ford of Canada in 1946. The first Canadian-built Nash rolled off the line in April, 1950. Upon the formation of American Motors in 1954, the plant assembled 1955 Nash and Hudson Ramblers (2- and 4-door sedans); as well as Nash Canadian Statesman and Hudson Wasp (4 door sedans). In 1956, the plant continued to assemble Nash and Hudson Rambler (4-door sedans and wagons) and the Nash Canadian Statesman (4-door sedan); but The Hudson Wasp was imported. That same year, American Motors Sales (Canada) Limited was formed – taking over Nash Motors of Canada Limited and Hudson Motors of Canada Limited. In 1957, AMC assembled the Rambler Six and Rambler Rebel V8 at the Danforth plant; but in July 1957, AMC closed the plant and imported Ramblers into Canada until 1961. The structure remains today as the Shoppers World Danforth Lowe's store.

Tilbury, Ontario Assembly Plant – Another plant AMC inherited from the 1954 merger; this one via Hudson. Specifically, it was a contract with CHATCO Steel Products which actually owned the plant. American Motors ceased Hudson production at the Tilbury plant in 1955.

Brampton Assembly Plant – AMC opened a plant in 1960 in Brampton, Ontario, Canada. It was part of American Motors Canada, Inc. Rambler Drive, a small street just west of this plant, still exists and leads into a residential subdivision that was built in the 1960s. In 1987, with the Chrysler buyout, the division and the plant were absorbed as well, becoming part of Chrysler Canada Limited. The plant was closed in 1994 and sold to Wal-Mart for use as their Canadian warehouse. This plant/warehouse was demolished in 2004 and redeveloped in 2007 with multiple smaller commercial buildings now onsite; a new Lowes Home Improvement Warehouse now takes up the largest section of this commercial development. Note that this is

a separate facility from the current Brampton (formerly Bramalea) Assembly and Satellite Stamping Plants nearby.

South Charleston Stamping Plant – A South Charleston, West Virginia, facility. While AMC leased it, the plant stamped steel automotive parts. In 1978 Volkswagen of America purchased the plant. to supply stampings for its Westmoreland Assembly Plant, subsequently selling the plant when it closed Westmoreland in 1988 to Park Corporation of Cleveland, OH. In October 2006 its recent tenant, Union Stamping and Assembly, declared bankruptcy.

Earlier use of the name

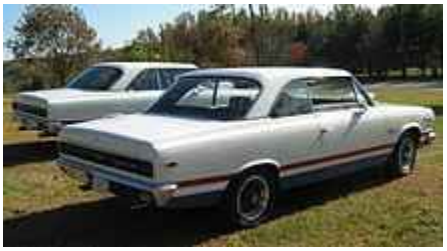
The era of 1900 to 1925 saw various corporations, in several U.S. states, use similar "American" names, such as American Motor Carriage Company (Ohio, 1902–1903), American Automobile Manufacturing Company (Indiana, 1911–1912), and American Motors Incorporated (New York, 1919–1920). In 1916, an earlier "American Motors Corporation", apparently unrelated to the more famous later corporation of the same name, was formed in Newark, New Jersey, with Louis Chevrolet as vice president and chief engineer. By 1918 it was producing cars in a plant at Plainfield, New Jersey. In 1923 it merged with the Bessemer Motor Truck Company of Pennsylvania into Bessemer–American Motors Corporation, which lasted less than a year before merging with the Winther and Northway companies into Amalgamated Motors. The latter company apparently ceased soon after.

Later reuse of the trademark

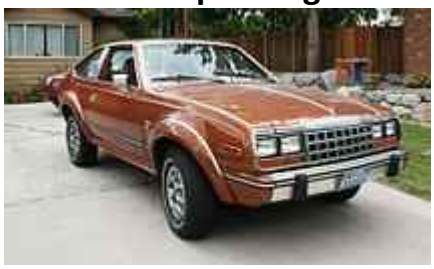
A new company was formed in Palmdale, California, in 2001. Registration for the American Motors trademarks was filed in 2001 by this California-based firm. The company's website specifically claimed no affiliation to the previous American Motors but used AMC's history and logos on its website. The website is now dead, and the company's claims to AMC's trademarks expired in 2005.

The new Chrysler LLC holds a live registration for the name "American Motors", which was applied for in 2005. The "AMC" wordmark, complete with "A-mark" graphic logo, as was originally used in 1970 and through the late-1980s – was registered and published for comment by Chrysler as of 2010.

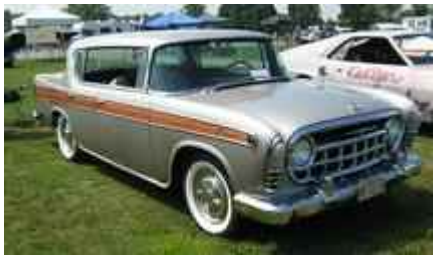
AMC passenger cars



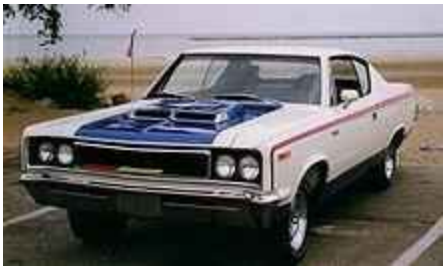
1969 SC/Rambler

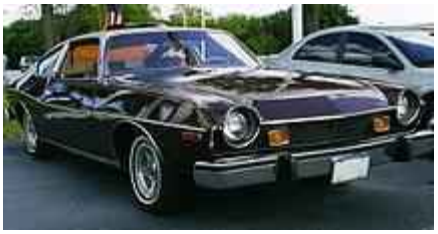


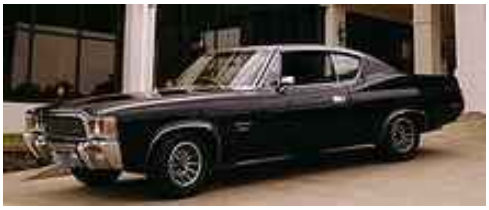
1982 Eagle SX/4

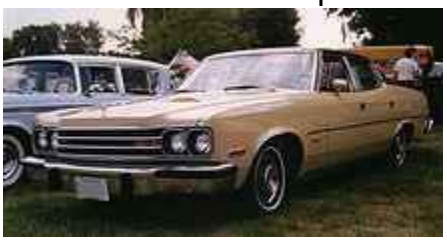


1957 Rambler Rebel


1970 The Machine


1976 Matador coupe


1971 Ambassador


1974 Ambassador

Subcompact
1955–1962: Metropolitan*
1970–1978: AMC Gremlin**
1979–1983: AMC Spirit
1981–1983: AMC Eagle (SX/4 and Kammback)
1983–1987: Renault Alliance based on the Renault 9.
1984–1987: Renault Encore – based on the Renault 11.
1987 only: Renault GTA – based on the Renault 9.
* – The Metropolitan was introduced by Nash in 1954.
** – The Gremlin was the company's first modern subcompact.

Compact
1955–1956: Nash Rambler/Hudson Rambler
1957: Rambler Six/Rambler Rebel
1958–1969: Rambler American/AMC Rambler
1968–1970: AMC AMX
1968–1974: AMC Javelin
1970–1977: AMC Hornet
1975–1980: AMC Pacer
1978–1983: AMC Concord

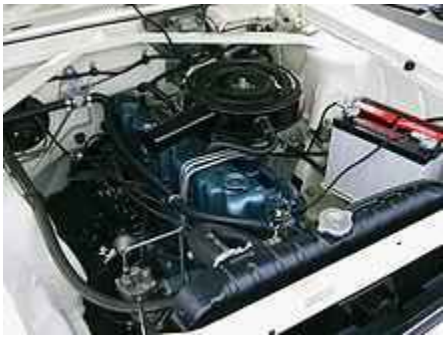
Crossover
1980–1988: AMC Eagle

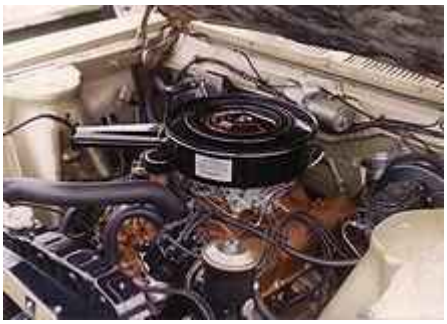
Mid-size
1958–1960: Rambler Six/Rambler Rebel
1961–1966: Rambler Classic
1958–1964: Rambler Ambassador (1958–1962 also known as "Ambassador by Rambler")
1965–1966: Rambler/AMC Marlin
1967–1970: Rambler/AMC Rebel
1971–1978: AMC Matador

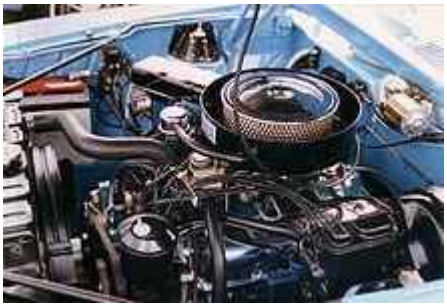
Full-size

1955–1956: Hudson Wasp
1955–1956: Nash Statesman
1955–1957: Hudson Hornet
1955–1957: Nash Ambassador
1965–1974: Rambler/AMC Ambassador
1967: AMC Marlin
1988–1992: Eagle Premier

AMC engines


199 six-cylinder


343 4-bbl V8


390 Go Pac V8

List of AMC engines

1954–1956:
184 cu in (3.0 L) *Nash* I6 (Rambler)
196 cu in (3.2 L) *Nash* L head I6 (Rambler/*AMC I6*)
252 cu in (4.1 L) *Nash* I6
320 cu in (5.2 L) *Packard* built V8
352 cu in (5.8 L) *Packard* built V8 (used only 1956)
1956–1966:
196 cu in (3.2 L) *Rambler* I6/*AMC I6* (L head and OHV version-ended 1965)
199 cu in (3.3 L) *Typhoon Six* I6 (Starting in 1966)
232 cu in (3.8 L) *Typhoon Six* I6 (Beginning in 1964)
250 cu in (4.1 L) *AMC V8* (Ending in 1961)
287 cu in (4.7 L) *AMC V8* (Beginning in 1963)
327 cu in (5.4 L) *AMC V8* (also used by Kaiser Jeep 1965–1967)

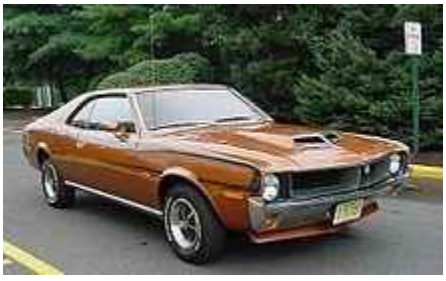
1967–1970:
199 cu in (3.3 L) *Typhoon Six* I6
232 cu in (3.8 L) *Typhoon Six* I6
290 cu in (4.8 L) *AMC V8* (Ending in 1969)
304 cu in (5.0 L) *AMC V8* (Beginning in 1970)
343 cu in (5.6 L) *AMC V8* (Ending in 1969)
360 cu in (5.9 L) *AMC V8* (Beginning in 1970)
390 cu in (6.4 L) *AMC V8*
1971–1980:

121 cu in (2.0 L) *AMC* I4
232 cu in (3.8 L) *AMC I6*
258 cu in (4.2 L) *AMC I6*
304 cu in (5.0 L) *AMC V8*
360 cu in (5.9 L) *AMC V8* (Ending in 1978 for automobiles and through 1991 in Jeeps)
401 cu in (6.6 L) *AMC V8* (Ending in 1974 as a regular production order in automobiles; was available in fleet/police use until at least 1975, in 1975 89 units were installed in Matadors; 4 coupes and 85 sedans-wagons. Available in full-size Jeeps through 1979, also used by International Harvester in 1974 in 1200 series pickups & Travelall during a strike at International Harvester, though IH called the engine a 400 CID)
1980–1983:
151 cu in (2.5 L) Pontiac *Iron Duke* I4
258 cu in (4.2 L) *AMC I6*
1984–1986:
2.5 litres (150 cu in) *AMC I4*
258 cu in (4.2 L) *AMC I6*
1987:
2.5 litres (150 cu in) *AMC I4*
258 cu in (4.2 L) *AMC I6*
4.0 litres (242 cu in) *AMC I6*
1988–1989:
2.5 litres (150 cu in) *AMC I4*
258 cu in (4.2 L) *AMC I6*
3.0 litres (183 cu in) *PRV V6*

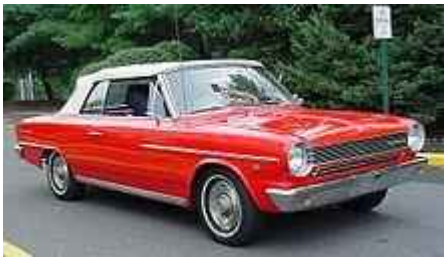
Also: Kaiser Jeeps used the AMC 327, Buick 225 ("Dauntless V6"), Buick 350 ("Dauntless V8"), Willys 134 I4 ("Hurricane"). The Downsized Jeep XJ Cherokee/Wagoneer used the Chevrolet 2.8 Litre V6 in 1983–1984.

AMC contracted with Volkswagen to buy tooling for the Audi 2.0 L OHC I4. Major parts (block, crankshaft, head assembly) were initially purchased from Audi and shipped to the U.S. where final assembly was accomplished by AMC at a plant purchased specifically for the production of this engine. Sales never reached numbers to justify taking over total production. AMC made several changes to the engine. They were prevented from using the Volkswagen or Audi names in association with the AMC assembled version by contractual agreement.

Collectibility


Javelin with "Go" package


Ambassador hardtop wagon


Rambler American convertible

AMC models historically regarded by hobbyists as particularly "collectible" include the Javelin, AMX, and performance specials such as the 1957 Rambler Rebel, 1965–67 Marlin, 1969 Hurst SC/Rambler, 1970 Rebel Machine, and 1971 Hornet SC/360. These models enjoyed limited popularity when new, resulting in low production figures. In January 2007, the AMC AMX was "really taking off in the muscle car market" according to the editors of *Hemmings Classic Car*, and it had "left its mark among AMC collectors' minds as a great alternative" to higher-priced Hemi-powered muscle cars.

The early Javelin (1968–70) stands out from the Ford, General Motors, and Chrysler pony cars. Car expert Jack Nerad noted in a 2007 article "several fully restored AMX models" listed for sale at "little more than half the price of a comparable Buick Gran Sport, Chevrolet Chevelle, Olds 4-4-2 or Pontiac GTO" in support of the author's opinion that the 1971–74 Javelin was "clearly an outstanding alternative muscle car for the enthusiast on a budget." According to James C. Mays, automotive historian and author of *The Savvy Guide to Buying Collector Cars at Auction*, the "Wow! Factor" is an important and measurable pleasure to an owner whether their car is driven or sits in a climate-controlled garage. His "Wow! Factor" includes examples of a bright red 1969 AMX that according to its owner "is just a fast Rambler", but draws more people at events than the more prestigious Ferraris and Lamborghinis, as well as a "million-dollar moment" when a Rambler owner was serenaded with the "Beep Beep" song by The Playmates while fueling at a travel plaza. Moreover, the author's collector car, a 1969 Ambassador station wagon, made friends as strangers came to greet and host him as if "long lost kin". Mays points out the ready availability of parts for AMC engines and his experiences in having service done on Ramblers without being charged for the work in exchange for the experience of driving a "sassy Rambler" (a 1966 American convertible) and having pictures taken with it.

Other AMC models, once somewhat ignored by the hobby, are now considered "future collectibles". Examples include the 1959 Ambassador 4-door hardtop station wagon, of which only 578 were produced, and the Jeep Scrambler CJ8, a combined pickup truck-Jeep, of which only a few thousand were produced.

Hemmings Classic Car magazine included the 1969–70 Rebel SST and the 1974–78 Matador coupe in their 2008 list of "dollar-for-pound [weight]" cars that could be bought in show-quality condition for a comparatively modest outlay, The writer also noted that "most of AMC's '70s lineup" qualified for inclusion on the list.

The AMC Gremlin is described to have "a cult-like following in today's collectible car market. The Gremlin shares components with some other AMC models its repair and restoration can be relatively inexpensive compared with other "historic cars".
The AMC Pacer increased in value according to a Pacer owner who is the CEO of a major insurance provider for collector car owners.
There are active Rambler and AMC car clubs in the U.S. and elsewhere (examples in External Links).

Hot Rod Magazine revival April Fool's joke

In April 2008, Hot Rod Magazine released an article claiming that American Motors was in the process of being revived. The vehicles in the works were to be the AMX, Matador,

Ambassador, Pacer, and Gremlin. Illustrated with drawings of the concept cars entering production and accompanied by plentiful information, it was a popular article, although it was later revealed to be an April Fools' joke.

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Easter and its Significance

The Easter Vigil is the "Mother of All Vigils." Easter Sunday, then, is the greatest of all Sundays, and Easter Time is the most important of all liturgical times. Easter is the celebration of **the Lord's resurrection** from the dead, culminating in his Ascension to the Father and sending of the Holy Spirit upon the Church. There are **50 days** of Easter from the first Sunday to Pentecost. It is characterized, above all, by the joy of glorified life and the victory over death, expressed most fully in the great resounding cry of the Christian: Alleluia! All faith flows from faith in the resurrection:"If Christ has not been raised, then empty is our preaching; empty, too, is your faith." (1 Cor 15:14)

"What you sow is not brought to life unless it dies. And what you sow is not the body that is to be, but a bare kernel of wheat, perhaps, or of some other kind;… So also is the resurrection of the dead. It is sown corruptible; it is raised incorruptible. It is sown dishonorable; it is raised glorious. It is sown weak; it is raised powerful. It is sown a natural body; it is raised a spiritual body. If there is a natural body, there is also a spiritual one. So, too, it is written, "The first man, Adam, became a living being," the last Adam a life-giving spirit. But the spiritual was not first; rather the natural and then the spiritual. The first man was from the earth, earthly; the second man, from heaven. As was the earthly one, so also are the earthly, and as is the heavenly one, so also are the heavenly. Just as we have borne the image of the earthly one, we shall also bear the image of the heavenly one (1 Cor 15:36-37, 42-49).

The octave of Easter comprises the eight days which stretch from the first to the second Sunday. It is a way of prolonging the joy of the initial day. In a sense, every day of the Octave is like a little Sunday.

The word "Easter" comes from Old English, meaning simply the "East." The sun which rises in the East, bringing light, warmth and hope, is a symbol for the Christian of the rising Christ, who is the true Light of the world. **The Paschal Candle** is a central symbol of this divine light, which is Christ. It is kept near the ambo throughout Easter Time, and lit for all liturgical celebrations.

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Traditional Easter Basket for Blessing
Slovak-Ukrainian-Russian Easter Basket

Blessing of the Easter Food Baskets on Holy Saturday or Easter morning is a tradition among Roman Catholic and Orthodox Christian Central and Eastern Europeans.

Basket Foods Are Regional

As to what goes into a food basket depends on the region one is from, the family's preferences, and financial means.

Years ago in rural villages, it was a mark of one's wealth if a groaning basket (sometimes even a dresser drawer containing whole hams and slabs of bacon) of Easter delectables was

presented to be blessed. Conspicuous displays are less common these days, and just a sample of many foods with symbolic meaning now line the basket.

Instead of ham, some Croatians and Slovenes place lamb in their baskets, and western Slovaks place a **veal loaf**, known variously as sekana sekanice polnina, in theirs.

Don't Forget the Wine

In wine-making regions like Hungary, Croatia, and others, bottles of superior vintage go into the basket, and yet others add green spring vegetables to theirs. Balkan countries like Serbia, Bosnia, Bulgaria and some others exchange eggs on Easter morning rather than have a basket of food blessed.

Hands Off!

Since Roman Catholics and Orthodox Christians fast during Lent, not one morsel of this blessed food is eaten until after Mass on Easter Sunday and becomes the traditional Easter breakfast.

Here is what most Slovaks, Ukrainians, and Russians put in their baskets. Many recipes are cross-cultural since Slovak, Ukrainian, Carpatho-Rusyn, and Russian cuisine has been influenced by neighboring Hungary, Poland, Austria, and the Czech Republic.

Blessing of the Baskets on Holy Saturday or Easter Morning

While tastes vary by region and family, the basket usually contains smoked meats, sausage, butter, cheese, bread, salt, cake, and pysanky eggs. A candle is placed in the basket so it can be lit during the blessing. Some families tie a bow or ribbon around the handle of the basket.

Finally, a richly embroidered cloth basket cover rests atop the food. Not one morsel of this food is eaten until after church services on Easter Sunday. As custom dictates, each member of the household must eat a sample of everything in the basket lest misfortune befalls them.

Butter

Butter is symbolic of the goodness of Christ that we should emulate toward others. It can be shaped into a fancy lamb-shaped mold or simply packed into a glass container with cloves in the form of a cross studding the top.

Bread

The name paska came from the Jewish Passover feast known as pesach and from the Greek version of the word –- pascha.

Paska is also the word for a round loaf of sweetened yeast bread/cake studded with orange and lemon peel and raisins. It is a symbol of Jesus Christ, the Bread of Life.
Paska bread usually features a dough braid around the perimeter, and a dough cross or other religious symbols on top. Sometimes a hole is left in the middle for a candle to be lighted at church during the blessing.

Horseradish

Horseradish, especially mixed with grated beets, is symbolic of Christ's passion and the blood he shed. The horseradish can be placed in a decorative bowl for inclusion in the basket.

Hard-Cooked Eggs and Pysanky

These are hard-cooked eggs, dyed red in the Orthodox Christian faith, and decorated

elegantly using the wax-resist method are symbols of Easter, life, and prosperity, and Christ's Resurrection from the tomb.

Sausage

Sausage, either fresh or smoked and symbolic of God's favor and generosity, is always present in the basket.

Ham or Lamb

Ham is symbolic of great joy and abundance. Some prefer veal or lamb, which reminds Christians that the Risen Christ is the Lamb of God.

Smoked Bacon

Bacon, with its great fattiness, is a symbol of the overabundance of God's mercy and generosity.

Salt

Salt, a necessary element in physical life, is symbolic of prosperity and justice and to remind us that people are the flavor of the earth.

Cheese

Cheese is symbolic of the moderation Christians should have at all times. Usually, fresh dry curd or farmer's cheese (not aged) is placed in the basket, but another type of cheese -- hrudka, also known as hrutka, sirok, cirecz, might be included.

Candle

A candle, which will be lighted in a church at the blessing, represents Christ as the Light of the World.

Easter Basket Cover

Traditions vary from family to family about what goes into the basket that is to be blessed on Holy Saturday or Easter Sunday.

What seems to remain constant is the colorful ribbons and greenery, pussy willows or dried flowers attached to the basket as signs of joy and new life in the season of spring and in celebration of the Resurrection.

The other must is the richly embroidered cover that goes over the basket symbolizing Christ's burial shroud. It's usually made of linen or other fine embroidered with religious symbols related to the Resurrection and the celebration of Easter, and are passed down from generation to generation.

A Ukrainian paska cover is similar to a rushnyk or embroidered towel except it has Easter symbols on it.

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Specialty Vehicle Association of Alberta

The SVAA was created in 1974 by a group of members of several Alberta vintage vehicle clubs for the original purpose of correlating event dates to avoid conflict This grew Into a lobby group which over the years was able to bring antique (one-time) licensing for vintage cars (25 years and older) to Alberta, and recently was able to petition, with the National Association, the Federal Government in order to prevent the creation of pollution or junker laws with respect to old cars.

Today, the SVAA consists of some 35 Alberta Vintage, Modified, Street Rod and 4-wheel clubs in Alberta, representing some 2 000 individual persons.

Mission Statement

The Association is dedicated to the preservation, restoration, and enjoyment of all antique, collector, vintage and specialty vehicles. Also, the Society Is dedicated to bringing all auto related clubs in Alberta together, to promote and protect our common interest in the Automobile Hobby.

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Protecting the rights and privileges of auto enthusiasts of Alberta since 1974

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Cruisin' The Dub

Be sure to check your local listings, for location & times, for more Information, check out www.cruisin@aw.ca For great **burger** specials every month from A&W to all Classic Car and Hot Rod Cruisers, contact: cruisin@aw.ca., and they will send you some coupons.

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Calendar of Events (2020)

The SVAA publishes events throughout the year, so please forward your information to rds01@outlook.com or by mail. Some events are now included on the SVAA web site at www-svaalberta com. Do not send events to this web site.

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Happy St. Patrick's Day

Have a good Easter Season

Here's hoping we have an early spring and a great summer.

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Suggested Disclaimer For Hosting An Event

The undersigned hereby agree to indemnify all officers and directors against any and all alleged wrongful acts, wrongful acts and/or claims resulting from attendance and participation in this tour and associated events. I/we certify the vehicle indicated above is properly and adequately Insured, licensed, registered and is in a safe operating condition.

Signature: _____Date:_____

Name: _____ (Please Print)

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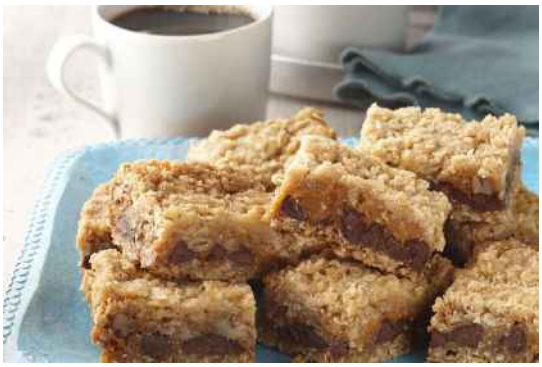
Something For The Chefs In Our Lives

Chocolate, Caramel & Oatmeal Bars



Prep Time: 20 min. Total Time: 55 min.
Servings: 24 servings, 1 bar (44 g) each

Chocolate chips, chopped pecans and creamy caramel come together in these chewy oatmeal bars. This big batch of baked bars is perfect for bake sales, family get-togethers or potlucks.

Ingredients

24 *Kraft* Caramels
1/2 cup canned evaporated milk
1 cup flour
1 cup quick-cooking oats
3/4 cup packed brown sugar
1/2 tsp. baking soda
1/4 tsp. salt
3/4 cup cold butter, cut up
1 cup *Baker's* Semi-Sweet Chocolate Chips
1/2 cup chopped pecans

Procedure:

Heat oven to 350ºF.
Line 9-inch square pan with foil, with ends of foil extending over sides; spray with cooking spray.
Cook caramels and milk in saucepan on low heat 2 to 3 min. or until caramels are completely melted and sauce is well blended, stirring frequently.
Remove from heat.
Mix flour, oats, sugar, baking soda and salt in large bowl.

Cut in butter with pastry blender or 2 knives until crumbly; press half onto bottom of prepared pan.
Bake 10 min.; top with chocolate chips and nuts.
Drizzle with caramel sauce; sprinkle with remaining crumb mixture.
Bake 20 to 25 min. or until golden brown.
Cool completely.
Use foil handles to lift dessert from pan before cutting into bars.

Kitchen Tips
Substitute walnuts for the pecans.
Use Your Microwave. To prepare caramel sauce in the microwave, place caramels in microwaveable bowl. Add evaporated milk. Microwave on MEDIUM 5 min. or until caramels are completely melted and sauce is well blended, stirring after 3 min.

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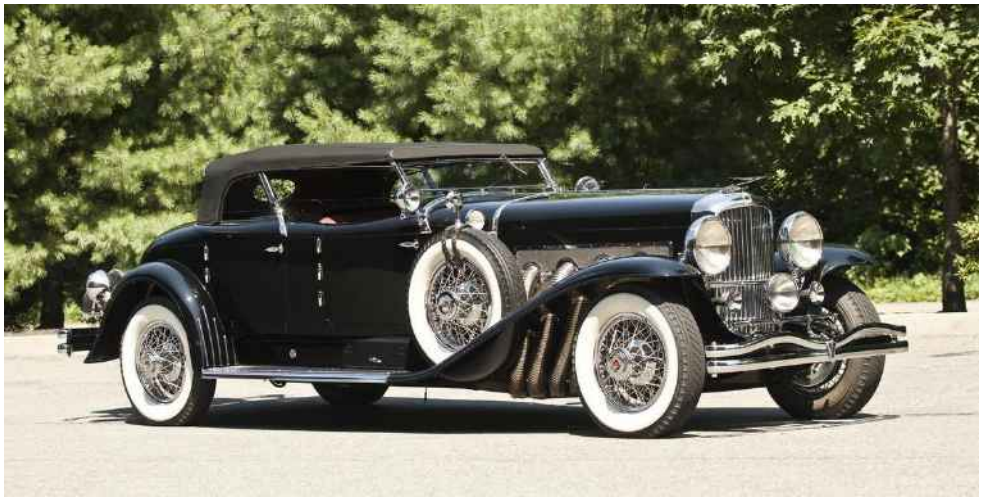
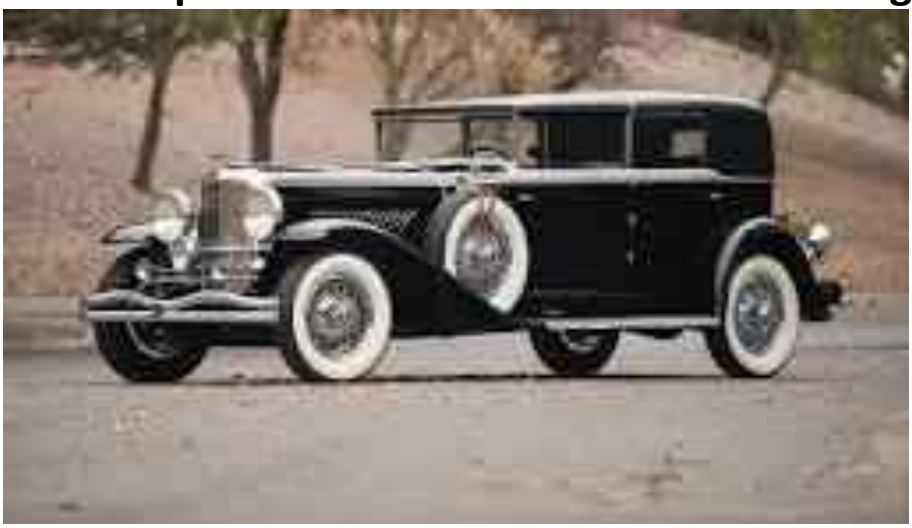


1930 Torpedo Phaeton Model "J" Duesenberg



1934 Duesenberg Model "J" Town Car

The Duesenberg will be featured in our next issue.

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Please Complete the Following and Return To

Vegreville Iron Runners Auto Club
C/o William Smolak
5701 - 43A Street
Vegreville, AB
T9C 1E3

Release and Consent Form

I, _____, (print full name) do hereby consent to the use, reproduction, and publication of any and all photographs, video/audio recordings, and/or movies taken by and/or supplied to local papers/and or other media pertaining to or as a result of my activities as a member of the Vegreville Iron Runners Auto Club.

_____ _____

Signature Date

****

2019 Members

Darry Anderson	
Laurence Anderson	
Graham Benoit	
Richard & Margaret Densmore	
John & Madeline Kitz	
Denise Komick	Honorary Life
Kulwinder Kundan	
Orest Lazarowich	Honorary Life
Scott Manson	
Del & Diane Morrison	
Greg & Diane Panchyshyn	
Gary Pinkham, Quain & Hailey	
Tina Pinkham	
Ron Reese	
George & Velma Sample	
Bill & Sylvia Smolak	
Mike & Joanne Sturmay	
Jerry Wilde	Honorary Life

****

Vegreville Iron Runners Auto Club
Membership Application

Please Print Date: _____

Name: _____ Occupation: _____

Spouse: _____ Occupation: _____

Children: _____ Age: _____

_____ Age: _____

_____ Age: _____

_____ Age: _____

Address: _____ Phone (Res) _____

City/Town: _____ Phone (Bus) _____

Postal Code: _____ Phone (Cell) _____

Province: _____ **New Membership:** ____ **Renewal:** _____

Type of Membership: Single: _____ Family:_____ Other: _____

Vehicles Owned

Vehicle #1 Make: _____ Model: _____

Year: _____ Body Style: _____ Colour: _____

Vehicle #2 Make: _____ Model: _____

Year: _____ Body Style: _____ Colour: _____

Vehicle #3 Make: _____ Model: _____

Year: _____ Body Style: _____ Colour: _____

Fees: **Single:** **$15** **Family:** **$25**

<u>This information is solely for club use only and will not be given out.</u>

Date of Acceptance: _____


VEGREVILLE


SPECIALTY
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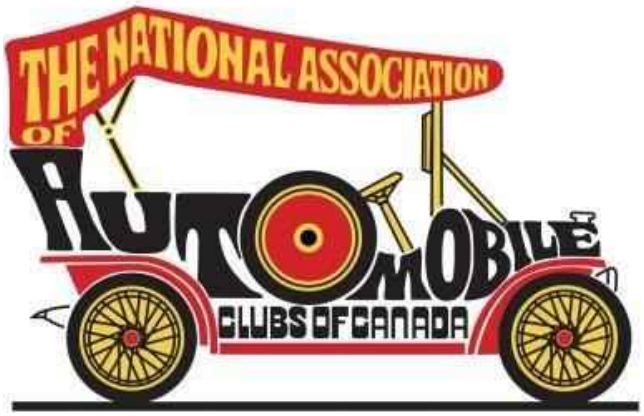
SVAA
ASSOCIATION
OF
ALBERTA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