



**1973 Saab.
It's what a car
should be.**

In a world of recalled cars, auto safety, air pollution, high insurance rates, and big repair bills, we offer engineering, safety, and a little common sense.

In today's world, buying and keeping a car can be somewhat discouraging.

So we've engineered our cars to help change things a little.

This year, we have a new more powerful engine for our Saab 99 LE designed to use fuel more efficiently and help clean up air pollution better than any engine we've ever had.

We're doing away with the assembly line at our plant as much as we can, because we know assembly lines don't build great cars. Instead we're using assembly teams of just three people to build each of our new engines.

Last year we introduced the first impact absorbing bumpers to really work. This year most other cars will have impact absorbing bumpers too. But our bumpers protect themselves from damage, as well as your car.

We engineered our cars a little differently than most other cars in the world. Not just to make them different, but to make them better.

And we planned each of our cars to be the most sensible car it can be, for what it's designed to do.

The Saab 99 L, the Saab 99 LE, the Saab 99 EMS, the Saab Sonett, the Saab 95 and the Saab 96.

We want them to be the best engineered, the safest, and the most durable cars in the world.



The Saab 95.



The Saab Sonett.



The Saab 99 LE, 2-door.



The Saab 99 LE, 4-door.



The Saab 99 EMS.



The Saab 96.

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Saabs have engineering features most cars are still waiting for.

Although a lot of cars have been engineered with front-wheel drive within the past few years (Cadillac El dorado, Oldsmobile Toronado, Citroën, and others), most cars still don't have it. We do.

Even though rack and pinion steering is the most precise steering system there is, you won't find it in most cars. Instead you'll find a system that takes most of the "road feel" away from the driver, and insulates him from the things he should be aware of. You'll find rack and pinion steering in every Saab.

Most cars don't have an overhead cam engine, as our Saab 99's have. Instead they have more conventional engines that lack the advantages of this more advanced design.

There's hardly a car in the world with an engine built from the block up by an assembly team of just three people, as our engine is.

And there are not too many cars in the world with roll-cage construction that's practically all hand welded. As ours is.

Try to name another sedan with a back-seat that folds down, as ours does, so it's part station wagon, too.

And try to find a car, anywhere, with impact absorbing bumpers like ours, that keep themselves looking new for years, as well as your car.

We even have an electrically heated driver's seat for cold winter mornings. And no other car in the world has that.

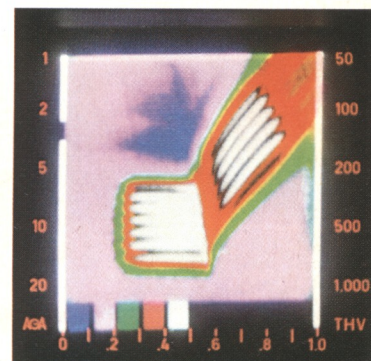


Our overhead cam engine

The overhead cam in our new 2-liter engine means longer life, more efficiency, less maintenance, and quieter running than a conventional engine.

Our new 2-liter engine is the biggest engine we've ever built. And in our 99 LE and EMS models it comes with computerized electronic fuel injection, for more performance and less air pollution than ever before.

We're especially proud of our new engines because they're built by assembly teams of just three highly skilled people. Not an assembly line of hundreds.



Our anti-freeze seat

Saab sedans are the only cars in the world with an electrically heated driver's seat for cold winter mornings. When you start your Saab in temperatures below 57°, a thermostat will automatically turn on heating coils in the driver's seat (like an electric blanket), to keep you warm until the heater warms up the car. As soon as the temperature of the seat reaches a comfortable 82°, an automatic switch turns it off.

Some people say that our anti-freeze seat is enough reason in itself to buy a Saab sedan.



Fold-down rear seats

Every Saab sedan has a back seat that folds down flat, like a station wagon, giving you a flat-bed length as long as the flat-bed length of many station wagons.

Folded down, our back seat opens up to our spacious 26 cubic foot trunk. So you can carry bulky things, like antiques, as well as long things, like carpets and skis.

Of course, when you're not using your Saab sedan as a station wagon, you have that very spacious back seat to carry people around in limousine-type fashion.

And when you're not hauling anything around in your Saab sedan, you can just haul yourself around. As if it were a sports car.



Front-wheel drive

In a front-wheel drive car, you're less apt to skid than in a rear-wheel drive car. Because the wheels that steer the car around turns are the wheels that pull the car around turns. While your rear wheels follow obediently, instead of having a tendency to keep going forward as in a conventional drive car.

Front-wheel drive gives you better traction on mud, sand, snow or ice, because the weight of the engine is over the drive wheels.

And front-wheel drive gives you more room inside, sounds quieter, and runs cooler, because it practically eliminates the bulk, noise and heat of the transmission tunnel and driveshaft.

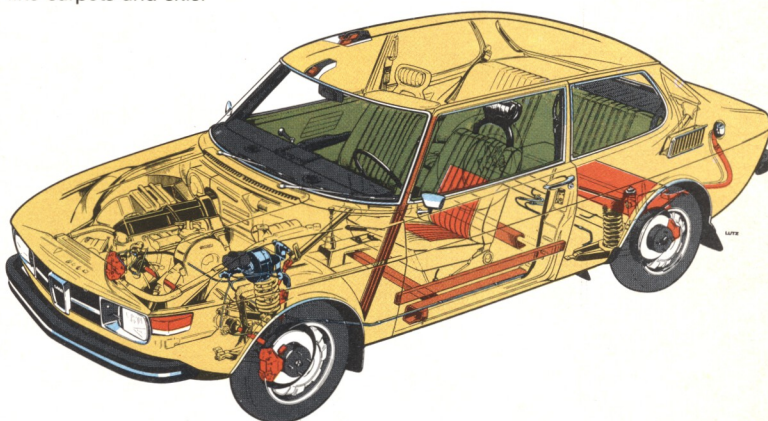


Impact absorbing bumpers

Our impact absorbing bumpers can withstand a five mph front-end and two and a half mph rear-end collision, into a barrier, with no damage at all to the car. No dents. No scratches.

In fact, they're so effective that they can save you money on your collision insurance rates in most states, not to mention all the cash they can save you on accident repair bills.

Our bumpers are constructed of two sturdy U-shaped steel rails, which hold energy absorbing plastic blocks in place. Over this assembly is a black rubber covering and a stainless steel belt. The plastic blocks absorb shock upon impact, and then return to their original shape. So they not only protect your car, they protect themselves as well.



Rack and pinion steering

Most cars don't have rack and pinion steering. Instead they have a system of gears, shafts, and levers connecting the steering wheel to the front wheels.

This type of mechanism gives you very little feel of what's happening because it insulates you from the road.

Rack and pinion steering, on the other hand, is the most direct steering system you'll find. When you turn the steering wheel, a pinion gear moves a horizontal rack gear, which moves the tie rods that move the wheels. No steering system in the world is more precise.

It's this simplicity and precision that give you an uncanny feel of the road and the car. Just like a racing car.

Roll-cage construction

Approximately 6,000 welds go into a Saab's unitized steel body construction. And practically every weld is done by hand.

The door sills are made of extra thick steel, and the doors themselves are reinforced for extra strength and safety.

And the six steel pillars that support the roof of a Saab aren't there just to hold up the roof. They're there to protect you.

This is Saab's roll-cage construction.

We hope you never need it, but it's nice to know it's there.

A car doesn't have to be big and expensive to be considered one of the world's greatest cars.

Some cars are great at being big. Some cars are great at being expensive. And others are great at being fast. But we build Saabs to be great at being sensible.

A Saab, for example, is comfortably compact on the outside, yet incredibly big on the inside. In fact, there's nearly as much head and legroom in the back as in the front. And the front seat area is very, very spacious, to say the least.

A Saab has a spacious trunk for its size (26 cubic feet) and with the back seat folded down the trunk gets even bigger.

Our Saab 99s have a 2-liter overhead cam engine built by an assembly team of just three people. Then it's bench tested to make sure that the engine that goes into your Saab will keep going for a long, long time.

In addition, the engine in our Saab 99 LE and EMS is coupled with a small computer inside your car, and electronically fuel injected, to give you outstanding performance, yet meet or exceed 1974 air pollution requirements.

In these, and many other ways, we build our cars to be some of the greatest cars you'll ever drive.







On a long trip, you find out how comfortable a car really is.



When you're driving on a long trip somewhere, we think you should feel as fresh when you get there as when you started out.

So we engineered our car with seats that adjust to virtually as many different positions as your body. Including fully reclining.

We made our seats with a beautiful, soft but tough material that won't stick to your skin in the summer.

And we built electric heating coils (like an electric blanket) into the driver's seat, that warm you on a cold winter morning until the heater warms the car.

We designed our 21-duct ventilation system to change the air around you every 30 seconds.

We gave our car head restraints with holes in them. So the people riding in back won't feel like they're sitting in the Grand Canyon.

We also gave the people in back their very own heating controls. So they won't feel left out in the cold.

And we gave our car big, sunny windows. Not just to give you a better look at the scenery, but also to give you a better look at other cars around you. And on a long trip, that in itself can be very comforting indeed.





Now, the practical minded can go wildly extravagant. The Saab 99 EMS.



For about a couple of hundred dollars more than a Saab 99 LE, you can get the sportiest, most luxurious Saab sedan ever built. The Saab 99 EMS.

It comes equipped with steel-belted radial tires, mag-type wheels, a leather-covered padded steering wheel, a tachometer and clock, a special grille, black racing stripes, and color-coordinated racing mirrors.

It also comes equipped with some things that are just as easy to see as the standard extras just mentioned. Things like precision engineering, expert workmanship, and pride of ownership.

Of course, besides all the things that make the EMS sports-sedan the ultimate Saab, it's got all the practical things that make a Saab the ultimate car – front-wheel drive, rack and pinion steering, four-wheel power-assisted disc brakes, roll-cage construction, and a 2-liter electronically fuel injected overhead cam engine.

The Saab 99 EMS.

For a little more, you get a lot more.

(Metallic Copper Coral paint available as an extra cost option.)



We build only 2500 of them a year. For the entire world.

Naturally, a lot of people who would like to have a Sonett will never be able to get their hands on one. There just aren't enough of them to go around.

Yet, in spite of the fact that the Sonett is a limited production sports car, it happens to be one that most people can afford.

In fact, a fully equipped Sonett costs just a couple of hundred dollars more than other sports cars in its class.

But that's where the similarity ends. Because our sports car has some things that most other sports cars don't have. Things like front-wheel drive, a fiberglass body, dual built-in roll bars, and retractable head lamps.

It also has rack and pinion steering, a 1.7 liter V-4 engine with a four speed gear box, a true aerodynamic body design, front disc brakes, molded bucket seats, a leather covered steering wheel, an anti-rust and corrosion treated bottom, and full instrumentation.

As you can see, we build the Sonett with the things that make it one of the most exciting sports cars you'll ever drive.

And one of the most sensible, in every respect. Including price.





In some ways, they're the most beautiful cars in the world.

Quite honestly, we don't expect our Saab 95 and 96 to win any awards for beautiful styling. But they're hard to beat when it comes to engineering and durability.

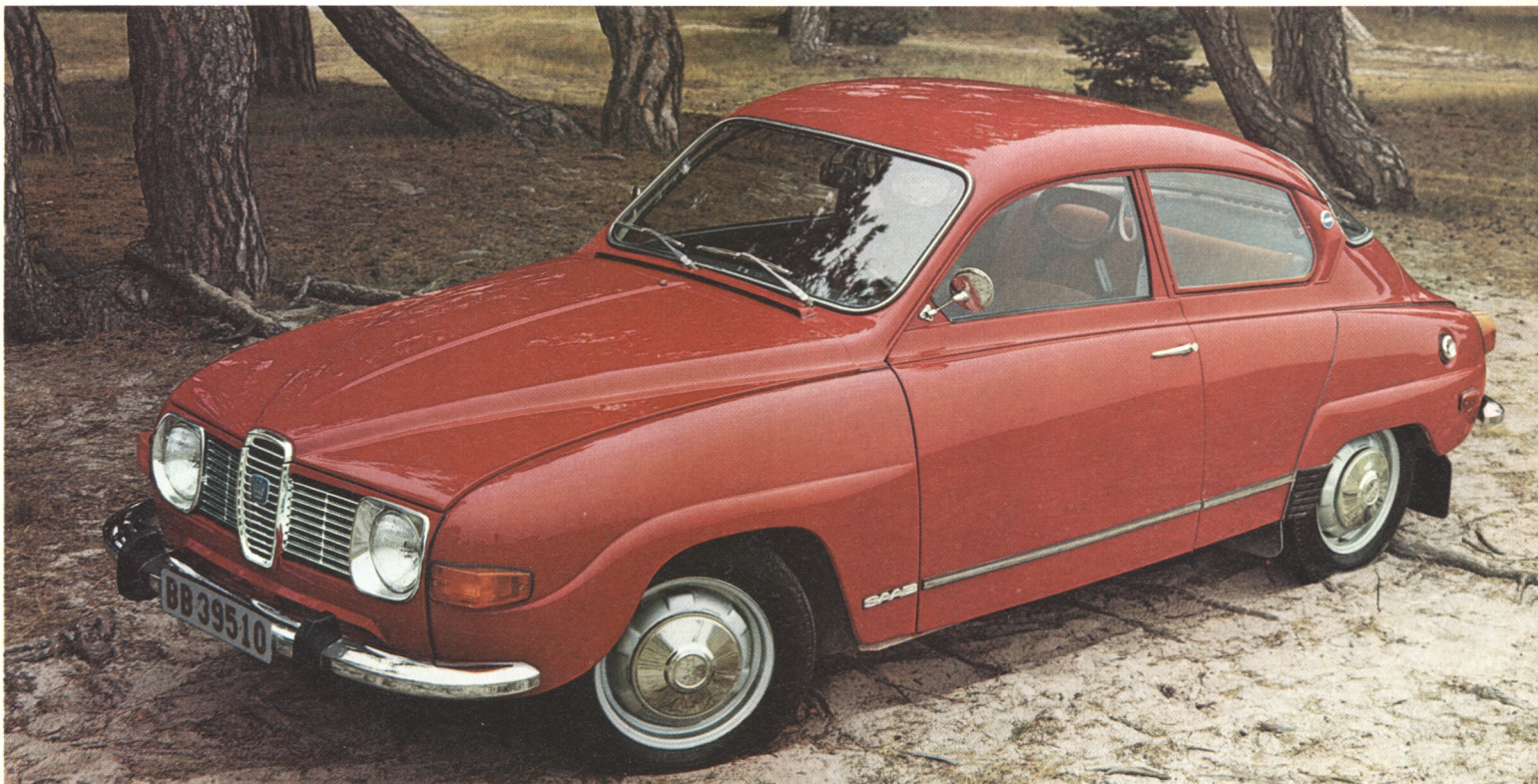
In fact, a Saab 96 won the grueling 1,000 mile Baja endurance race, across the Mexican bad lands, against every conceivable type of competition. It took first place when most entrants didn't even finish. And when a car wins the Baja, its engineering has to be better than most other cars around.

The Saab 96 sedan and the 95 wagon come equipped with a strong 1.7 liter V-4 engine that's very economical to run, yet can cruise at seventy all day long.

You can fold down the rear of a 96 sedan, so if you don't need a whole station wagon, you can have half a station wagon.

But if you do need a whole station wagon, our 95 can supply more room than you would imagine.

You can fold up two hidden seats (behind the rear seats) to carry more people. Or fold down the back seat to carry more cargo.



When you buy a Saab, you get a lot for your money.

You get front-wheel drive, one of the most sensible drive systems you'll find on any car in the world.

You get rack and pinion steering, the most precise steering system there is.

You get power-assisted disc brakes on all four wheels, for confident fade-free stops. Power-assisted front disc brakes only, on the Saab 95 and 96, and the Saab Sonett.

- Even weight distribution for better stability.
- Unitized steel body with strong twist stiffness.
- Windshield and side supports with strong, built-in steel profiles.
- Sill beams of extra thick steel.
- Energy absorbing bumpers fastened to the energy absorbing portions outside the passenger compartment.
- Gas tank placed between the rear wheels.
- Hand brake lever between the front seats for easy access.
- Warning light to tell you of any brake problems.
- Well protected brake lines.
- Jointed and telescoping steering column.
- Three point seat belts in front, two point seat belts in back in Saab cars for five people or more.
- Energy absorbing padding on the dash board, along the window sills, at the center of the steering wheel, in the arm rests, sun visors, on the windshield and side window supports, and at the back of the front seat back rests.
- Rubber covered key.
- Collapsible day and night inside rear view mirror.
- Non-glare outside rear view mirrors.
- Safety door locks.
- Reflector on edge of driver's side doors.
- Two-speed wide sweep electric windshield wipers.
- Easy-to-find, easy-to-reach controls.
- Safety latches on the front seats.
- Safety glass.
- Effective heating and ventilation system.
- Defroster for the windshield, the front side windows, and the rear window.
- Towing hooks front and rear.
- Recessed gas tank filler cap.

You get roll-cage construction that's practically all hand welded, to give you a truly strong, long-lasting, safe car. The Saab Sonett has dual built-in roll bars.

Every Saab has a dual diagonal braking system.

And radial tires.

And a long list of other features that make buying a Saab one of the most practical things you've ever done.

Buy a Saab in Europe. Bring it home for free

Buying a Swedish car in Europe has a lot of advantages over buying a Swedish car in America.

One advantage is that we'll ship it home for free from the Swedish port of Gothenburg to New Haven, Connecticut. And that includes marine insurance and all normal handling charges in Sweden. (Handling charges in the U.S. will have to be paid by you, however.)

Another advantage is that you get to use your new Saab while you're in Europe. Thereby saving lots of money just getting around seeing the sights. And incidentally, not everyone gets a chance to see Europe the way Europeans see Europe.

But if you decide not to send your car back home from the Swedish port of Gothenburg, you can leave it in most other European cities for return to the U.S. In which case Saab offers one of the least expensive home shipment programs in the industry.

To arrange to buy a Saab in Europe, just see your local Saab dealer. He'll help you pick the right Saab model, color and accessories, and help you fill out the proper order forms and required registration documents. Then you decide where in Europe you'd like to take delivery. That's all there is to it. Your dealer does the rest. (Only the Saab 99L, 99LE, 99EMS and Sonett are available through our Tourist Delivery Program.)

Be sure to order your Saab as far as possible in advance of the delivery date.

So you can compare our cars to other cars, here are the cold, hard facts.

ENGINES	95 and 96	97 Sonett	99 L	99 LE and 99 EMS						
Cylinder arrangement	V4	V4	4 in line	4 in line						
Piston displacement	103.6 cu.in. (1698 cm ³)	103.6 cu.in. (1698 cm ³)	121.1 cu.in. (1985 cm ³)	121.1 cu.in. (1985 cm ³)						
Bore	3.54 in. (90 mm)	3.54 in. (90 mm)	3.54 in. (90 mm)	3.54 in. (90 mm)						
Stroke	2.63 in. (66.8 mm)	2.63 in. (66.8 mm)	3.07 in. (78 mm)	3.07 in. (78 mm)						
Compression ratio	8.0:1	8.0:1	8.7:1	8.7:1						
Net horsepower (SAE)	65 at 4,700 r.p.m.	65 at 4,700 r.p.m.	95 at 5,200 r.p.m.	110 at 5,500 r.p.m.						
Torque	85 lb.ft. at 2,500 r.p.m.	85 lb.ft. at 2,500 r.p.m.	116 lb.ft. at 3,500 r.p.m.	123 lb.ft. at 3,700 r.p.m.						
Camshaft position	between the blocks	between the blocks	overhead	overhead						
Carburetion	Autolite downdraft	Autolite downdraft	Zenith-Stromberg	Bosch fuel injection						
Fuel tank capacity	95: 11.1, 96: 10 gals.	15.8 gals.	11.9 gals.	11.9 gals.						
Cooling system capacity	7.2 quarts	7.4 quarts	10 quarts	10 quarts						
Battery	12 V, 60 Ah	12 V, 44 Ah	12 V, 60 Ah	12 V, 60 Ah						
Alternator	35 A	35 A	35 A	55 A						
TRANSMISSIONS	95 and 96	97 Sonett	Manual99 L, 99 LE, 99 EMS	99 LE Automatic						
Clutch	single dry plate	single dry plate	single dry plate	torque converter						
Clutch position	behind engine	behind engine	in front of engine	in front of engine						
Free-wheel	x	x	—	—						
Primary gear	—	—	0.95:1	0.97:1 (chains)						
Gearbox position	in line with clutch	in line with clutch	below engine	below engine						
Overall gear ratios, vs. torque ratios										
1st, 1	17.0:1	16.2:1	13.0:1	17.3 – 9.0						
2nd, 2	10.2:1	9.7:1	8.3:1	17.3 – 5.5						
3rd, D	6.3:1	6.0:1	5.6:1	17.3 – 3.8						
4th, 4	4.1:1	3.9:1	4.0:1							
reverse, R	15.5:1	14.8:1	14.7:1	15.1 – 7.9						
Final drive ratio	4.88:1	4.67:1	4.22:1	3.89:1						
Driving wheels	front wheels	front wheels	front wheels	front wheels						
DIMENSIONS (All figures in inches)	95	96	97 Sonett	99 L and 99 LE	99 EMS					
Overall length	171.3	167.3	159.8	173.2	173.2					
Overall width	62.6	62.6	59.1	66.5	66.5					
Height, unladen	58.7	57.9	46.9	56.7	56.7					
Wheelbase	98.3	98.3	84.6	97.4	97.4					
Track, front	48	48	48.5	54.7	55.1					
Track, rear	48	48	48.5	55.1	55.5					
Max. loading length with folded rear seat	65	60	—	67.5	67.5					
WEIGHTS	V4 models			99 L	99 LE	99 LE Automatic	99 EMS			
(All figures in pounds)	95	96	97 Sonett	2-door	4-door	2-door	4-door	2-door	4-door	2-door
Curb weight (for factory installed air conditioning, add 70 lbs.)	2180	2030	1875	2480	2540	2500	2560	2520	2590	2490
Vehicle capacity weight (cars not equipped with air conditioning)	1050	850	455	900	900	900	900	900	900	900
Gross vehicle weight rating	3300	2950	2400	3440	3510	3440	3510	3440	3510	3440

BRAKES

All models: Diagonally divided two-circuit foot-brake system. Vacuum servo on all, except Sonett. 95, 96 and Sonett: Disc brakes front, drum brakes rear. Total friction area is 256 sq.in. The hand-brake acts mechanically on the rear wheels. 99 L, 99 LE, 99 EMS: Disc brakes front and rear, 358 sq.in. total friction area. The handbrake acts mechanically on the front wheels through separate drums.

SUSPENSION, STEERING, WHEELS

Suspension, all models: Coil springs front and rear, rigid and tubular low-weight rear axle. The front coil springs on 99 L, 99 LE and 99 EMS are pivot-mounted to the upper transverse wish-bones.

Double-acting, telescopic shock absorbers front and rear on all models, except 95 which has lever-type shock absorbers at rear.

Steering: Rack-and-pinion type steering gear on all models. Turning circle diameter is 35.4 ft. for 95 and 96, 30.8 ft. for Sonett and, 34.1 ft. for the 99 L, 99 LE and 99 EMS models.

All 1973 Saabs have 15-inch wheels. 95, 96, 99 L and 99 LE have steel disc wheels. Sonett and 99 EMS are equipped with wide-rim aluminum wheels.

Rim sizes: 4J x 15 in. on 95 and 96, 4½J x 15 in. on Sonett, 4½J FHA x 15 in. on 99 L and 99 LE, 5J FHA x 15 in. on 99 EMS.

Radial ply tires on all models. Dimensions: 155-SR 15 in. on 95, 96 and Sonett, 165-SR 15 in. on 99 L, 99 LE and 99 EMS. The EMS has steel cord tires.

The manufacturer reserves the right to make changes at any time and without notice.

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