



import motors inc.
Sales - Parts - Service
1685 Mentor Ave. P.O. 332-9625
Painesville, Ohio 44077.

Saab 99 LE/Saab 99 EMS

All Saab sedans have front-wheel drive for excellent traction, control and handling on any kind of road and in any kind of weather.

All have electronically controlled fuel injection for fast starting, exciting performance and more efficient use of fuel.

All have the precision of rack and pinion steering for the curviest roads you can find.

All have power-assisted disc brakes on all four wheels. (Most cars, if they have disc brakes at all, only have them on the front.)

And all are built with roll-cage construction for extra strength and safety.

All have a fold-down rear seat. So when you're

not carrying passengers, you can carry lots of other things.

All have a multi-duct ventilation system. Not just to keep you cool, but also to help keep you awake.

And all have impact absorbing bumpers. Bumpers that keep themselves — and the car — looking new for years.

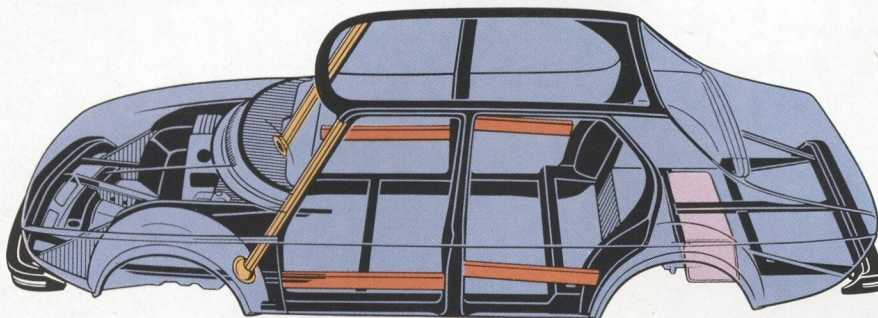
Both the Saab LE and EMS have the engineering features that make all Saab sedans practical, dependable, comfortable and safe. Yet one is different enough from the other — in cost and luxury — to give any practical minded driver a choice. No matter how practical or sporty he'd like to be.



Saab 99 LE







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 the turns. While your rear wheels follow obediently.

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

And front-wheel drive gives you more room inside because it practically eliminates the bulk of the transmission tunnel and driveshaft.

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 a very simple system; when you turn the steering wheel, a pinion gear moves a horizontal rack gear, which moves the tie rods that move the wheels.

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

Impact absorbing bumpers.

Our impact absorbing bumpers surpass the 1974 new car bumper regulation that call for a 5 mph front end and 5 mph rear end collision with no damage to safety systems, by sustaining a 5 mph front end and a 2½ mph rear end collision, into a barrier, **with no damage at all.**

In fact, they're so effective that they 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 aluminium rails, which

hold energy absorbing plastic blocks. 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.

Roll-cage construction.

Approximately 6,000 welds go into a Saab's unitized steel body construction.

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 up 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.

The wedge look.

The body of the Saab 99 was wind-tunnel tested to give it it's aerodynamic shape: The wedge.

This shape was shown to lower the drag factor of the car. And the lower the air resistance, the better the gas mileage, because the engine doesn't have to work as hard.

The shape also lowers wind noise.

And the wedge shape together with the weight distribution of front-wheel drive makes the Saab steady and stable even in very strong cross-winds.



Saab 99 LE







We designed the controls of our car to give you more control of the road.

Just sitting in a Saab sedan, before you even drive it, it's easy to see that we designed and engineered the controls of our car to be right at your fingertips when you need them.

We positioned the shift lever and hand-brake in the most natural places for fast, positive action.

We made the instruments large, easy-to-read gauges and meters.

We located all the controls within easy reach.

And we gave our new Saab 99 LE and EMS interiors with seats that help you keep control of things.

New seats with an integral head restraint.

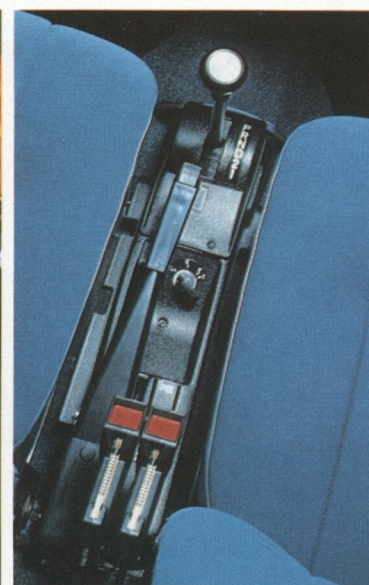
Our new seats have head restraints that are an integral, built-in part of the seat. So they can't be moved to an inefficient position (as in many domestic cars).

And the hole in our head restraint lets the driver see out the back and lets the passengers see out the front. (We do have, however, inserts that pop into the holes in our head restraints for the Saab owner who desires them).

Fully adjustable seats.

Of course, the driver's seat in our Saab 99 LE and EMS continues to be fully adjustable and fully reclining. In fact, it adjusts to almost as many different positions as your body. So it will be comfortable on those long trips you have been planning. If you want to adjust your back, you simply adjust the seat.

In addition, our new seats now have an elastic built-in lumbar support to give your back extra support if it needs it.



A seat that warms your seat.

The driver's seat in our Saab 99 LE and EMS has thermostatically controlled heating elements (like an electric blanket) built into it. So, on cold winter mornings, the seat keeps you warm until the heater warms the car.

If the temperature of the seat is below 57° F, the electric heating elements will be switched on as soon as the ignition key is turned on. They are switched off when the temperature reaches a comfortable level of 82° F.



New optional power steering.

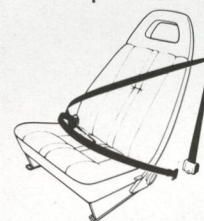
New for this year in the Saab 99 LE Automatic is an optional power steering system that makes parking nice and easy.

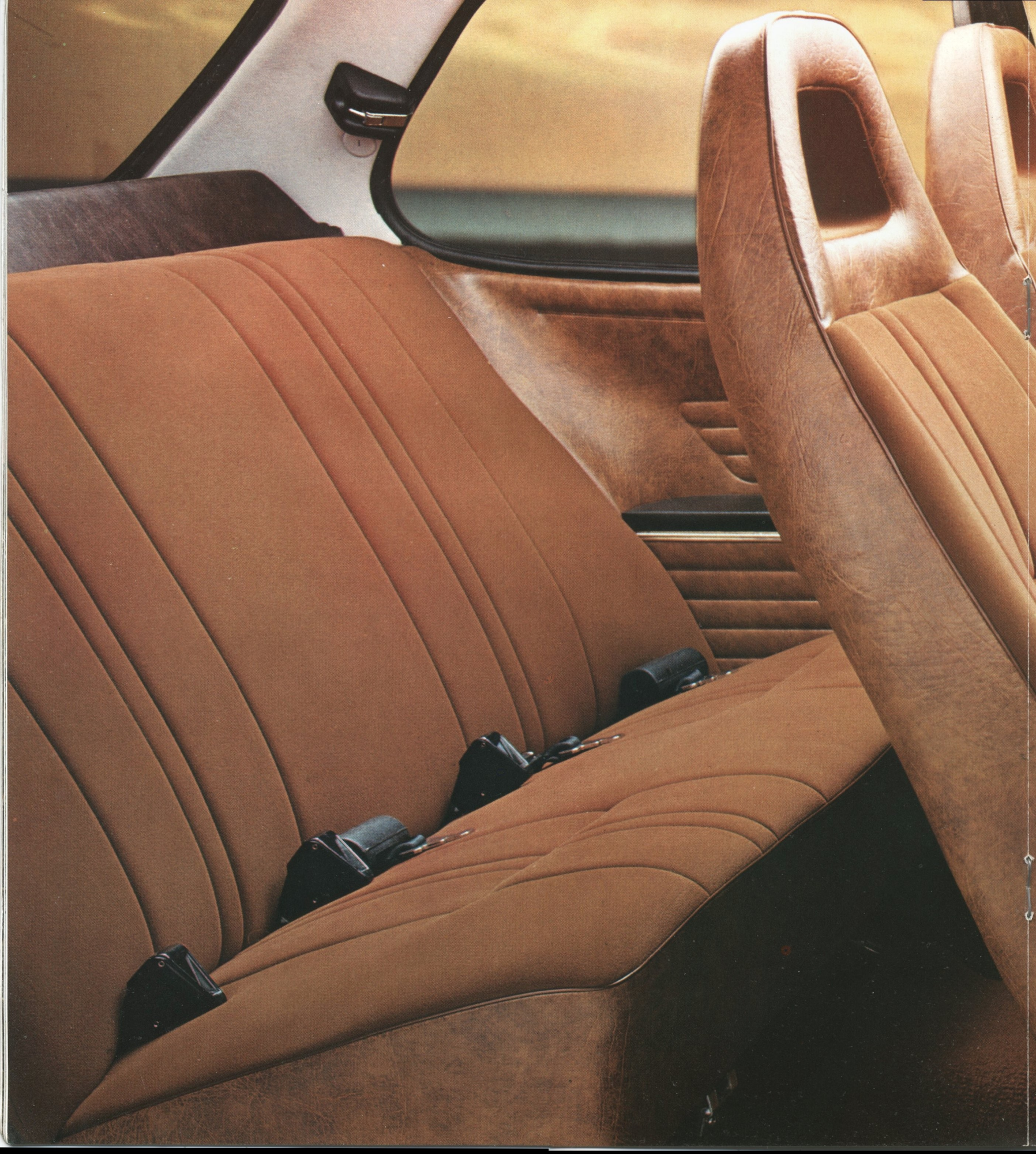
It's engineered and integrated into our rack and pinion steering system for truly comfortable, safe and effortless driving.

Three-Point safety harness.

Every Saab 99 comes with our new three-point, inertia-type safety harness. One easy motion pulls the belts across the shoulder and the lap so it can be fastened in the retractor between the seats. Once the driver's belt is fastened, the car will start. A "Fasten Seat Belt" sign indicates whether the passenger's belt is fastened.

Push the buttons marked "Press" and the belts are released.









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 nylon velour that won't stick to your skin in the summer. Or freeze you in the winter.

We designed our ventilation system to continuously change the air around you. (Of course, optional air-conditioning is available).

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

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.

You'll find a Saab comfortably compact on the outside. And incredibly big on the inside.

Looking at a Saab from the outside can be very deceiving. Because from the outside, you'd expect to find a compact car on the inside. Instead, you'll see a huge interior. One with lots of headroom, legroom, and elbow-room.

One thing that helps us perform this little bit of magic is front-wheel drive. Since front-wheel drive eliminates the driveshaft tunnel, there's more room for the driver and passengers.

Another thing that helps is our sensible roof line. It gives us more rear headroom than just about any other car in our class.

Behind the huge amount of room for people, you'll find plenty of room for a trunk. 23.3 cubic feet, to be precise.

And when you're not carrying people around in the back seat, the back seat folds down. So you can carry other things around.

A new ventilation system that does more than keep you cool.

Our multi-duct ventilation system was designed to keep you cool, but also to help keep you awake. It continuously changes the air around you, and our improved defroster system clears up windows fast.

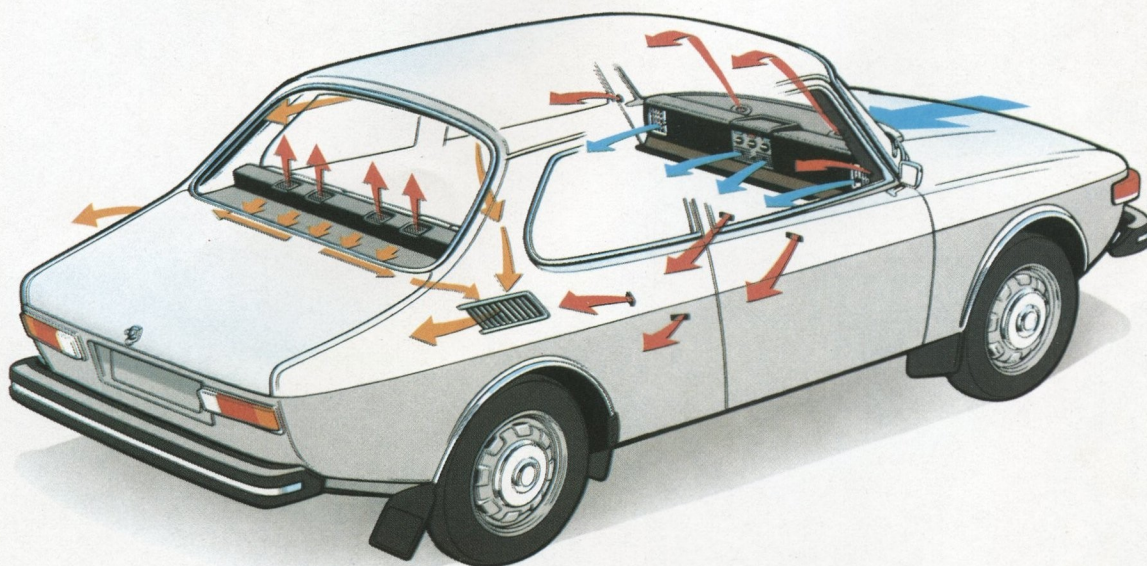
Separate back seat heating controls.

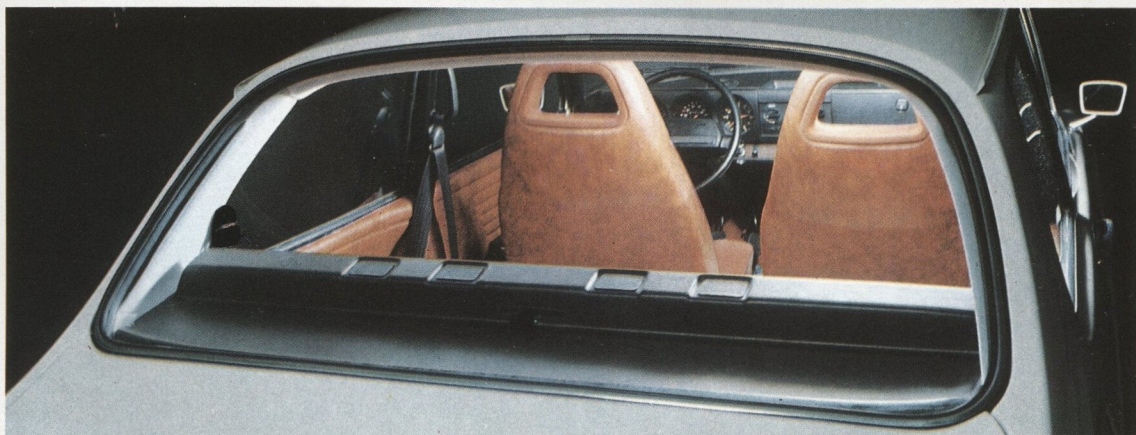
Heating controls for back seat passengers and for the rear window defrosters are placed in the center console between the front seats. So the people in the back won't feel left out in the cold.

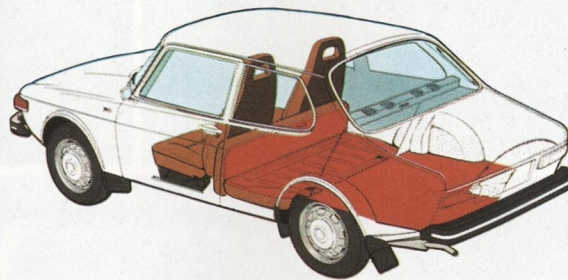
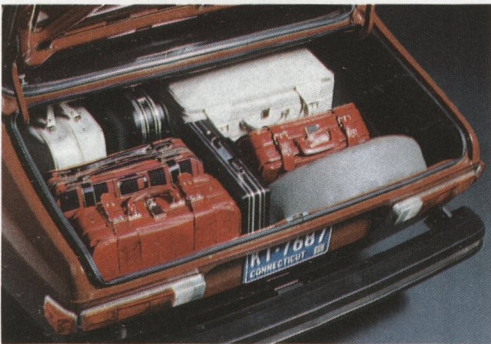
New interior roof lining.

Instead of the usual interior roof lining, the Saab sedan has a separate molded lining that provides insulation against cold and heat, and provides shock absorbing safety as well.

The sunvisors on our car are padded and are an eye-soothing, non-glare black on one side.







It's easy to get in — and out of — a Saab 99.

The two-door Saab 99 LE and EMS have exceptionally wide doors to allow passengers easy access to front and rear seats.

Four-doors mean even easier access to the rear seat, of course, especially since the frames of the rear doors follow the shape of the seats.

All Saabs also have recessed door sills to make it easier to step in and out of the car. And since the door sills are completely covered by the door, the sills hardly ever get dirty.

Our surprisingly big trunk.

We give you a trunk that has a full 23.3 cubic feet of space, so you can carry as much luggage as you'd probably ever need. Incidentally, the trunk also carries the spare tire which is inclined at an angle to make it easier to lift in and out, and it's covered just to keep things neat and clean.

New door locks.

The door locks in the 1974 Saab 99 LE and EMS are safer this year. They're collision resistant and less sensitive to dust, dirt and changes in temperature.



They're also designed to work with a key that's impossible to insert upside down, because it works either way. And one key operates everything. Ignition, doors, trunk and glove compartment.

Our fold-down rear seat.

When you're not carrying people around in the back of a Saab sedan, the back seat folds down flat. Like the back seat of a station wagon. So you can carry things like skis, and bicycles and rugs, and floor lamps. Things you couldn't fit into the trunk of just about any other sedan in our class.

Of course, even when the rear seat is not folded down, our trunk will still give you plenty of room to carry other things. (It's bigger than the trunk in a Lincoln Continental Mark IV.)

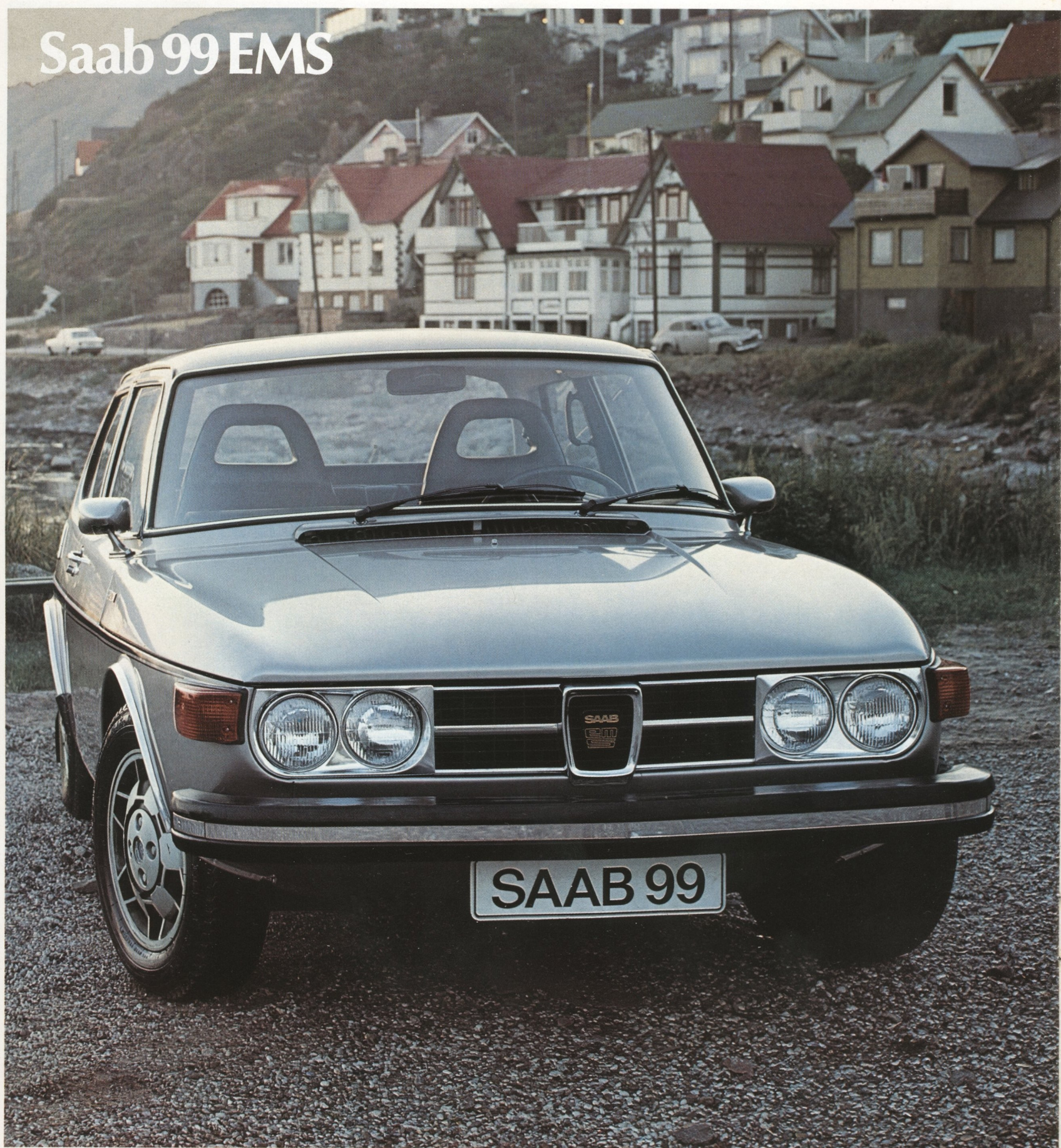
Standard equipment on the Saab 99.

Besides the standard equipment mentioned elsewhere in this brochure every Saab 99 comes with the following:

- Clock
- Cigarette lighter
- Indicator for set parking brake
- Anti-glare internal rear view mirror
- Specious pockets inside the front doors
- Towing lugs both front and rear
- Deep-curved windshield of strong laminated tinted glass
- Reflectors on the edges of the doors on the driver's side
- Four-corner flasher warning system



Saab 99 EMS



The sportiest, most luxurious Saab sedan ever built.

For a few 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 tachometer and clock, black racing stripes, color-coordinated racing mirrors and specially designed door panels made with a shock absorbing, sound deadening material, a specially designed interior, and rear seat center-armrest.

2-liter fuel-injected performance.

It also comes equipped with an electronically fuel-injected, overhead cam, 2-liter engine, and with a four speed all-synchro gearbox for the kind of performance a sports sedan should have.

Our EMS also has things like front-wheel drive, rack and pinion steering, and power-assisted four wheel disc brakes.

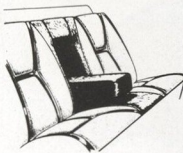
Sporty, yet sensible.

Along with the things that make the EMS the sportiest Saab in the 99 series, are all the things that make a Saab one of the most sensible cars in the world. Things like a compact exterior about the length of a Volkswagen Squareback, yet with almost as much head and legroom as a Lincoln Continental. Things like a trunk with plenty of luggage space. And things like roll-cage construction with six steel supports for the roof and heavy steel beams in the doors for strength and safety.

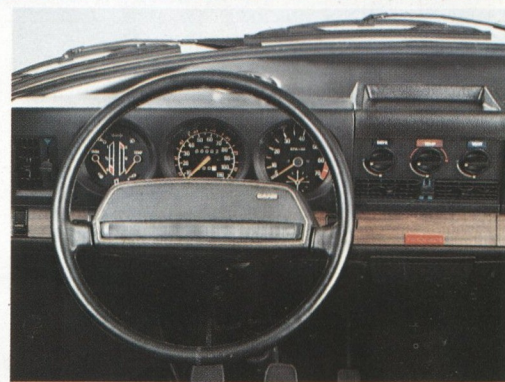


New for '74: A specially designed interior. Just for the EMS.

We designed beautiful new seats of tough nylon-velour and durable vinyl, new interior door panels made with an insulating, shock absorbing, sound deadening material, a back seat with an armrest in the middle that folds down when you want it, and head restraints in the back for each passenger.



So although the EMS is sporty, it still has all the comfortable and practical advantages of a Saab.



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

You get the traction and handling of front-wheel drive, the precision of rack and pinion steering, the confidence of power-assisted disc brakes on all four wheels, the safety of roll-cage construction, and the assurance of our dual diagonal braking system.

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

Our 2-litre engine.

Our 2-litre, fuel-injected engine is the biggest, most powerful engine we've ever produced for a passenger car. Yet it runs so clear, so efficient, that it already passes some of the air pollution requirements set for 1975.

Part of the reason for this is fuel-injection. Fuel-injection in every 1974 Saab 99-engine distributes gasoline more evenly

and more efficiently. So you get more power for your money. And cleaner air, too.

Another good thing about our 2-liter engine is that it's assembled by assembly teams, rather than assembly lines. This means that three or four people at our engine assembly plant built your engine from the block up. We've found that people care more when they're in assembly teams.

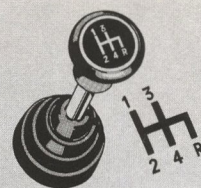
So you get an engine that's built better.

Thermostatically controlled fan.

The engine cooling fan is driven by an electric motor and will only run when needed. At normal driving speeds, it is generally not in operation.

Four-speed, synchromesh transmission.

Shifting through the gears in a Saab is an exciting experience. Our all-synchromesh, four-speed transmission was designed to make the most of our fuel injected engine. The gear ratios were selected to give excellent performance and response.



And our shifting linkage was engineered to make shifting easy and enjoyable.

A transmission lock (you can't remove the ignition key without first putting the car in reverse) helps make our car safe.

Optional automatic.

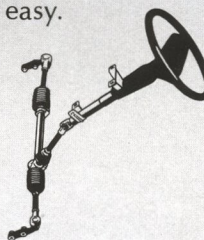
Our optional automatic transmission is perfect for people who don't want to shift, but who do want excellent performance.



It's designed to shift smoothly and quietly under all driving conditions, and to give the kind of exciting performance you'd expect from a Saab.

Optional power steering.

Our optional power steering on the Saab 99 LE Automatic makes parking nice and easy.



It's engineered to work effortlessly and quietly in the tightest spots with our precise rack and pinion steering.

For truly comfortable, safe and easy driving.

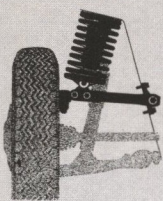
Engine specifications

Bore	3.54 in. (90 mm)	Injection	Bosch Jetronic
Stroke	3.07 in. (78 mm)	Fuel octane requirement	94
Piston displacement	121.1 cu. in. (1985 cm ³)	Fuel tank capacity	11.9 gals.
Net horsepower, SAE	110 (81 kW) at 5500 r.p.m.	Cooling system capacity	10 quarts
Torque	123 lb. ft. at 3700 r.p.m.	Alternator	55 A
Compression ratio	8.7:1		



Unique front suspension.

The Saab 99 LE and EMS have a front suspension with pivoted front springs. Because of this pivoted front spring action, the suspension absorbs any unevenness in the road surface gently, yet firmly. You'll find a pivoted — type front suspension on many Ferrari models, incidentally.



Windshield washer.

Also new for '74 is a windshield washer container with an increased capacity, so you don't have to fill it as often.

Fingertip control.

Levers on either side of the steering wheel column control the high beam, direction signals, and windshield wipers. It could hardly be safer or more convenient, because you can operate either lever with your fingertips while keeping both hands on the wheel.

Headlights that turn off when you turn the key off.

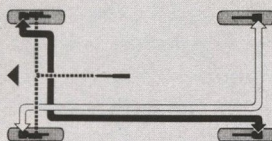
When you park your Saab, and turn the key to the OFF position, your headlights will automatically turn off, too.

Three-point safety harness.

Our three-point, inertia-type safety harness, and the design of our instrument panel, allow you to reach all the controls. Even when buckled up for safety.

Dual diagonal braking.

All Saab sedans have four-wheel disc brakes with a dual braking system. The braking system is divided, not in the normal and aft way, but diagonally between



the front and rear wheels on opposite sides. The brake cylinders are dimensioned so that about 80% of the braking effect is at the front wheels. The entire system is power assisted.

The handbrake acts as a third brake system, working mechanically on separate drums on the front wheels.

Optional air conditioning.

Although all Saab sedans have an excellent ventilation system as standard equipment, they also have an excellent air conditioning system as an option. To make the inside of your Saab feel like December, when it's ninety in the shade outside.

Optional head restraint cushions.

Head restraint cushions for rear seat passengers are optional on the Saab 99 LE and EMS. The cushions can be adjusted and are held in place by a magnetic track at the top of the seat. Head restraint cushions are also available for the front seats.

Roll-cage construction.

Every Saab sedan is built with unitized steel body construction. The door sills are made of extra thick steel, the doors themselves are reinforced for extra strength and safety, and six steel pillars support the roof and protect you.

In addition, the front and rear of the car have been designed to absorb impact in case of an accident. And the gas tank has been placed safety between the rear wheels.



Dimensions

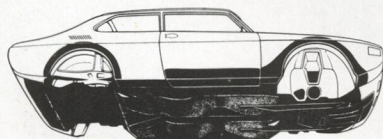
Overall length	173.9 in.
Overall width	66.5 in.
Height unladen	56.7 in.
Wheelbase	97.4 in.
Track, front, 99 L	54.7 in.
Track, front, 99 EMS	55.1 in.
Track, rear, 99 L	55.1 in.
Track, rear, 99 EMS	55.5 in.
Ground clearance at curb weight	6.9 in.
Effective headroom, front	38.4 in.
Effective headroom, rear	37.7 in.
Hip room, front	51.9 in.
Hip room, rear, 2-door	51.4 in.
Hip room, rear, 4-door	52.4 in.
Shoulder room, front	53.5 in.
Shoulder room, rear, 2-door	55.2 in.
Shoulder room, rear, 4-door	52.8 in.
Elbow room, rear, 2-door	60.6 in.
Luggage trunk capacity, SAE	12.3 cu. ft.
Total trunk volume	23 cu. ft.
Max. loaded deck length with folded rear seat	67.5 in.

Weights (approximate)

Curb weights, 99 LE	2530-2710 lb.
Curb weight, 99 EMS	2510 lb.
Vehicle capacity weight, all models	930 lb.
Max. loaded vehicle weights, 99 LE	3460-3640 lb.
Max. loaded vehicle weight, 99 EMS	3440 lb.

Undercoating and inner-coating.

While Saab sedans have always been undercoated and sealed to protect them against winter snow, slush and salt that can cause rust and corrosion, we've im-



proved our undercoating process even further. A special sprayed oil process — a process that protects the most out-of-the-way and hidden places inside and beneath a car — makes sure that your Saab will be in good condition for years.

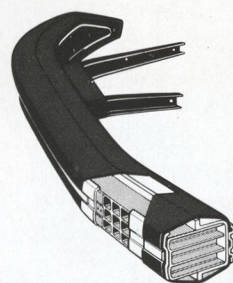
Buy a Saab in Europe. Bring it home for free.

We'll ship a Saab home for free from the Swedish port of Gothenburg to Providence, Baltimore, Los Angeles, San Francisco, or Portland, Oregon. And that includes marine insurance and all the normal handling charges in Sweden. (Handling charges in the U.S. will have to be paid by you, however.)

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

Impact absorbing bumpers.

Our impact absorbing bumpers can withstand a 5 mph front-end and 2½ mph rear-end collision, into a barrier, with no damage at all to the car. This exceeds the federal standards, which require that a passenger car with stand a 5 mph front-end and a 5 mph rear-end collision with no damage to safety system.

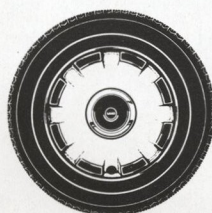


Our bumpers are constructed of two sturdy U-shaped aluminium rails, which hold energy absorbing plastic blocks. Over this assembly is a black rubber covering and a stainless steel belt. The plastic blocks absorb shock upon impact, and then return to their original shape.

So they not only protect your car, they protect themselves as well.

Wheels.

All models with the exception of the EMS are equipped with steel disc wheels with rim size 4.5 J FHA. The EMS is equipped with die-cast aluminum wheels with rim



Saab 99 LE



Saab 99 EMS

size 5 J FHA. All models are equipped as standard with tubeless radial ply tires (steel belts on the EMS model). Tire size: 165 SR 15.

Saab Colors, 1974

	A	B	C	D	E
1 Sunset Orange	•				
2 Sienna Brown	•				
3 Verona Green		•			
4 Toreador Red	•				
5 Polar White			•		
6 Caroline Blue				•	
7 Sepia metallic			•		
8 Sterling Silver metallic					•

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

case, Saab offers one of the least expensive home shipment programs in the industry. (Delivery charges are free in Gothenburg by the way).

To arrange to buy a Saab in Europe, just see your local Saab dealer. That's all there is to it. Your dealer does the rest.

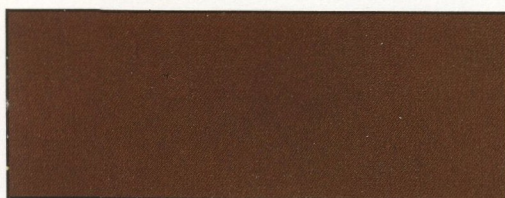
Be sure to order your Saab as far as possible in advance of the delivery date.

SAAB-SCANIA

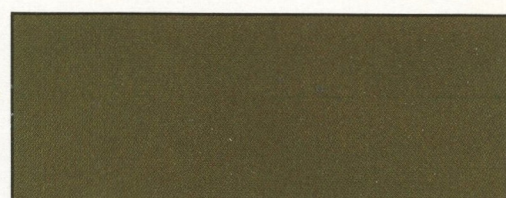
Saab Car Division · Nyköping, Sweden



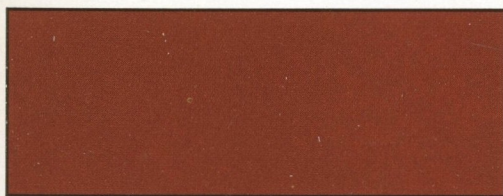
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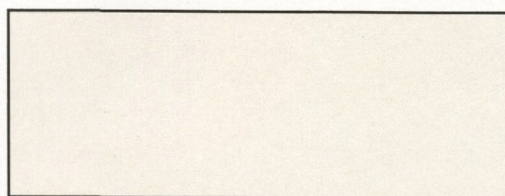
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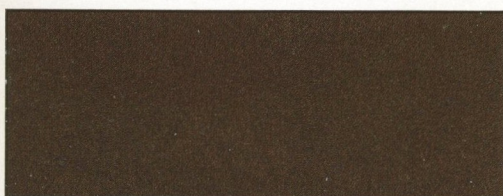
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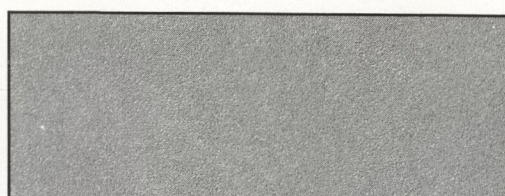
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6



7



8



A



B



C



D



E

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