

1981

STRAWBRIDGE SALES, INC.
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AMERICAN MOTORS / RENAULT



Once in a great while a truly superlative automobile surfaces on the American scene. One who's evolution is as important to the state of the art as it is to the state of the world.

Today, the future route of automotive technology is dictated by our genuine concerns for energy and the environment. How an automobile functions to meet the demands of our society is of prime consideration.

The time has come — 1981 — for such an automobile to make its marque. American Motors and its French partner Renault proudly introduce the incredible 18i.

18i



THE REMARKABLE
RENAULT 18i





From its inception, the Renault 18i was designed for optimum performance, comfort and safety. Its thoroughness, its attention to detail, is inspiring. It is not only good looking, it is precision-engineered to take advantage of the latest innovations and advancements in automotive technology.

Its aerodynamic shape reduces wind resistance, gliding you towards your destination. Biomechanically designed seating assures you the comfort you'd expect in an automobile of this calibre. And careful integration of sophisticated componentry combines extraordinary performance with

unheard-of efficiency. The 18i Sports Sedan delivers an estimated mpg of [26] and a highway estimate of 37, while the Sports Wagon offers an estimated mpg of [25] and a highway estimate of 38*.

The Renault 18i 4-door Sports Sedan and handsome Sports Wagon, have already won the accolades of demanding European drivers. In two short years since its introduction in France, the 18i has become the ninth best selling automobile in the world. It has the style and performance features of a more expensive touring sedan yet offers superior value with its amazingly affordable price.



*See EPA mileage data on inside back cover. Remember: Compare this estimate with estimated mpg for other cars. Your actual mileage may differ depending on speed, trip length and weather. Your highway mileage will probably be lower.



**EFFICIENCY* OF
THE HIGHEST
ORDER**





QUICK RESPONSIVE HANDLING AND PERFORMANCE

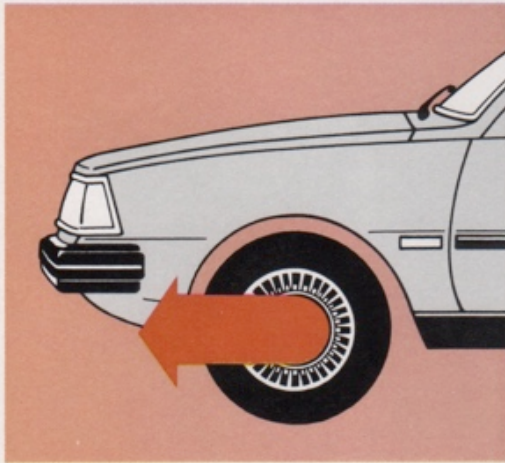
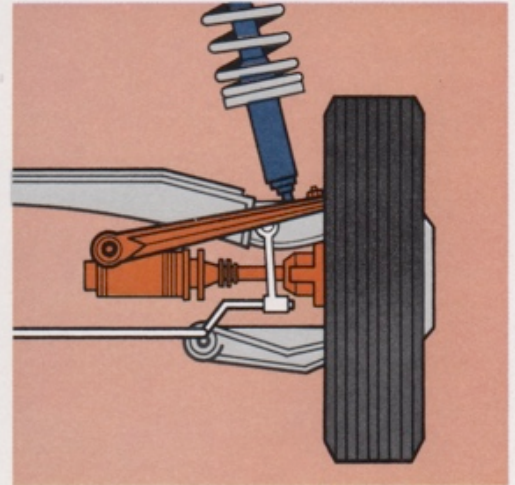
The Renault 18i inherits its uncanny performance and cat-like agility from the highly complex racing machines that have carried the Renault banner to the pinnacle of success in demanding motor sports competition all over the world.

Experienced front-wheel drive (Renault pioneered its development twenty years ago) and standard road-gripping Michelin steel-belted radial tires provide tenacious handling and tracking ability. And while solid state electronic ignition assures quick starts — especially in cold or damp weather — a dual diagonal braking circuit incorporates power front disc and rear drum brakes for sure, safe stops.

Under the hood, an aluminum alloy 1.6 liter 4-cylinder fuel-injected engine combines excep-

tional performance characteristics with superior reliability. A sports-car-proven Bosch L-Jetronic fuel injection system precisely controls the fuel-air mixture to the combustion chambers, resulting in smooth, dependable power, increased fuel efficiency and a reduction of harmful exhaust emissions.

The 18i's superb ride and driving traits can be attributed to its independent front and solid rear axle suspension system utilizing long travel helical coil springs (Variable-Flex on the Sports Wagon), front and rear stabilizer bars and decisive rack-and-pinion steering. The front suspension design also includes negative scrub radius which counteracts forces to the steering from road defects to help maintain directional stability.





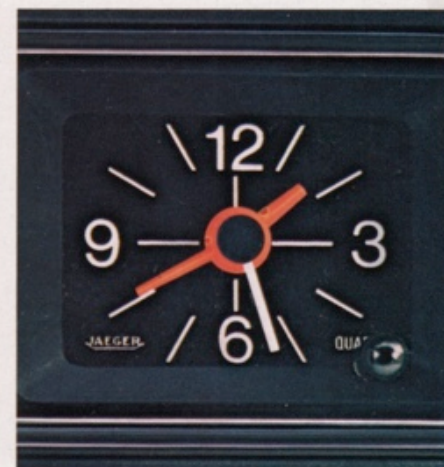
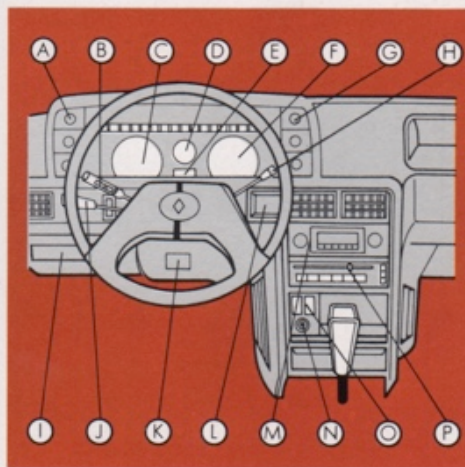
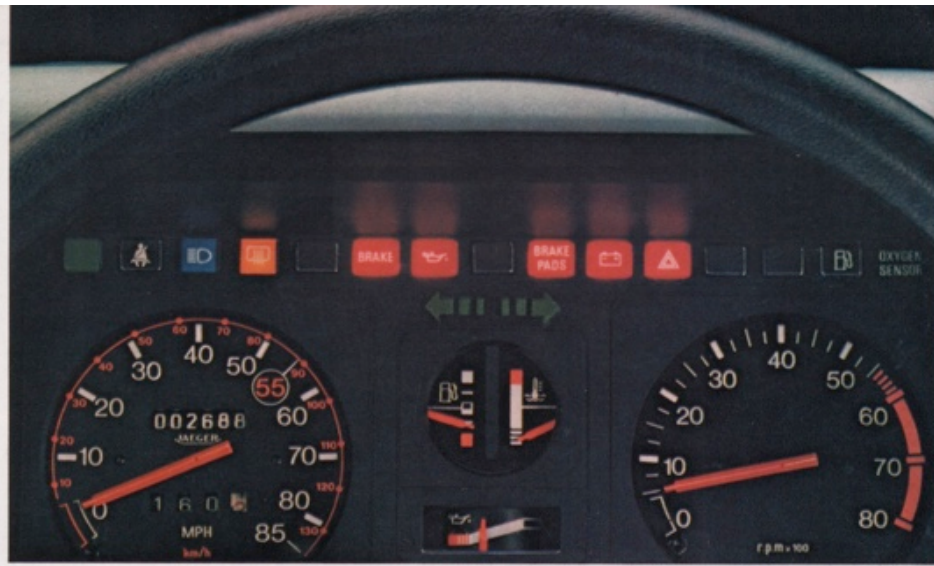
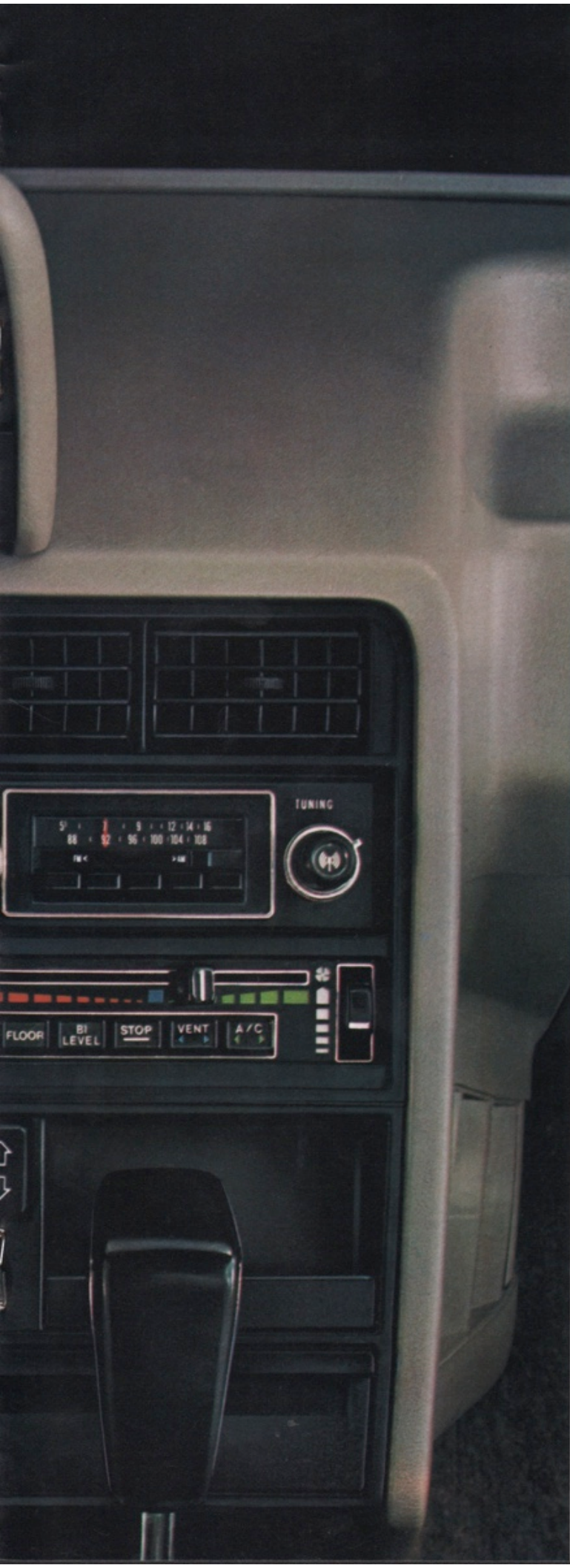
The Renault 18i interior was designed around the driver, taking into consideration one's particular abilities, special skills and human limitations. Every control critical to the operation of the 18i is located within easy access and field of vision of the driver, day or night. Behind the wheel you will experience a unique sensation of being completely, totally in control.

Full instrumentation on the Deluxe model includes speedometer, tachometer (F), odometer and tripmeter (C), quartz analog clock (L), temperature (D), fuel (D) and oil

level (E) gauges, and an extensive bank of warning lights to monitor crucial functions of the car.

Other controls include: 4-way hazard flasher (A), stalk control for headlights, high beams and horn (J), turn indicator with optional cruise control (B), windshield washer/wipers (H), rear window defogger (G), convenient fuse panel (I), adjustable steering column lever (K), AM/FM stereo radio (M), heater and optional air conditioning controls (P), optional power front window lifts (O), cigarette lighter (N) and ashtray.

EXCEPTIONAL DRIVER CONTROL





MORE CONVENIENCES

The Renault 18i biomechanically-engineered bucket seats are among the best ever fitted to a production automobile. Contoured to the proportions of the human anatomy, their resilience and cushioning is computer-tuned to the flexibility of the suspension to help prevent driver fatigue. An infinitely adjustable back rest and nearly ten inches of forward and back seat travel allows you to select an exact seating position.

The 18i Deluxe Sports Sedan features seats of plush Caberfae Cord cloth in either sand, gray, blue or nutmeg. Attractive, easy-care vinyl seats in sand color are standard on the Base models. Deluxe vinyl seats are standard on the Deluxe Sports Wagon or, if you prefer, Caberfae Cord cloth seats may be substituted at extra cost. For rich, luxurious comfort, an available Touring Package includes bio-formed reclining seats in nutmeg leather.



**BIOMECHANICALLY-DESIGNED
COMFORTABLE SEATING**



MORE CONVENIENCES

Roominess is as much a part of the comfort story of the Renault 18i as are its remarkable seats. Front-wheel drive eliminates the necessity of a transmission hump, consequently there's more back seat roominess for passengers. Spacious leg, hip, shoulder and head room can easily accommodate three adults in quiet comfort.

A generous 11.9 cubic foot carpeted luggage compartment on the Sports Sedan can readily handle your belongings. While the Deluxe Sports Wagon offers the kind of space a growing family needs with 35 cu. ft. of fully carpeted cargo room (65.5 cu. ft. with rear seat down).

Many other comfort and convenience features contribute to the biomechanical excellence of the 18i. There are map pockets in both front doors, a rear parcel shelf, illuminated locking glove box (Deluxe) and a floor console with useful catch-all tray near the shift lever (Deluxe). Other amenities include AM/FM stereo radio (Deluxe), full color-keyed carpeting, side window defoggers, flow-through ventilation, day/night rearview mirror, passenger side visor vanity mirror, electric rear window defogger (Deluxe), courtesy lights, trunk light, passenger assist handles and a convenient overhead map light (Deluxe), to name a few. Deluxe models also feature body accent stripes, anthracite colored "B" pillar and anodized aluminum window frames, added sound insulation, plus styled wheel covers. Extensive body moldings, plastic inner fenders, protective bumpers plus full factory undercoating and rust-resistant coating help keep your 18i looking new.

In adapting the Renault 18i to the North American market, American Motors and Renault engineers combined talents to make available an impressive list of options to suit your personal tastes. In addition to those featured on the opposite page, you can order: two-tone black and silver paint (Sedan only); a Driving Package: power steering, padded steering wheel and 175/70SR x 13 tires; Convenience Group: remote left and right mirrors, power front windows and power door locks; 5-speed transmission; air conditioning; tinted glass; rear window defogger (standard on Deluxe); and more.

Renault 18i. Destined to set new standards in automotive excellence. Can we take you for a test drive?



OPTIONS AND AMENITIES

See your Renault dealer for these and other popular options: (A) Deluxe wheel covers; (B) 3-speed automatic transmission; (C) AM/FM stereo radio (Std. on Deluxe);

(D) AM/FM/Cassette stereo radio; (E) Cruise control; (F) Adjustable roof rack (Wagon); (G) Rear window washer/wiper (Wagon); (H) Fog lights; (I) Cast aluminum wheels.



RENAULT'S PASSION FOR SAFETY MORE CONVENIENCES

The same stringent standards we place on handling and performance, are also demanded of durability and safety. Over the last decade, Renault engineers have participated with French police, ambulance and hospital personnel in a program to investigate the real causes of actual road accidents. Our findings are instrumental in the design of all Renault vehicles. This obsession with safety and quality manufacturing led to the presentation of the prestigious "Safety Award of Engineering Excellence" by the U.S. Department of Transportation to Renault engineers in 1979.

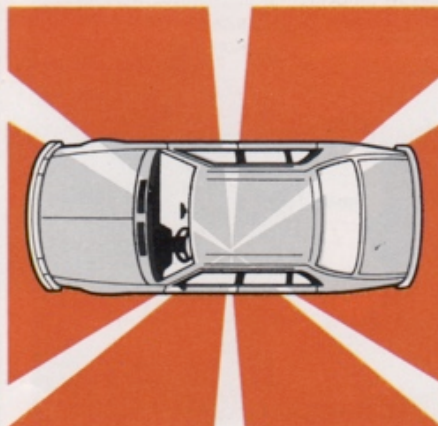
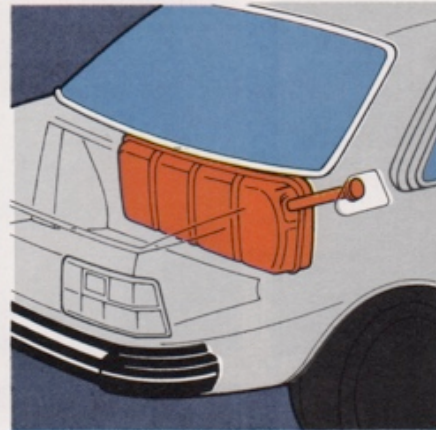
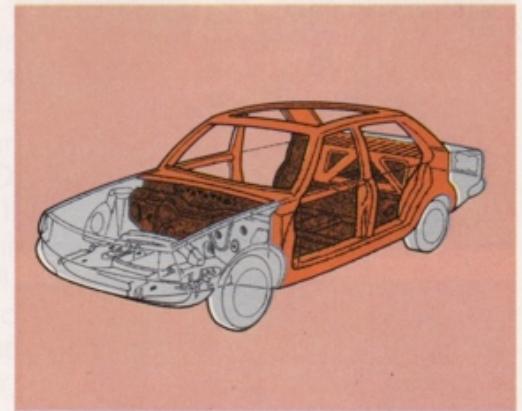
Both active and passive safety features are integral with the Renault 18i's design concept. Active safety features enable the automobile to help the driver avoid accidents. They include performance characteristics as well as visibility, comfort and convenience features.

Passive safety features take into consideration the ability of the automobile to reduce injury to its occupants in the event of an accident. Included are manufacturing and assembly details, padded materials and other energy absorbing devices.

Active safety features on the Renault 18i include: independent front suspension and steel-belted radial tires, front-wheel drive, rack-and-pinion steering, a dual braking system and ergonomically designed seats and driver controls. Passive safety features include: a rigid passenger cell with front and rear "controlled crush" deformation zones, reinforced body components including upper door beams, front floor beams, lower windshield beams and double-welded box beams above the door on the Sedan. Other passive safety features include spring-proof door locks,

safety styled door handles, a collapsible steering column, extra-wide shoulder and seat belts, plus extensive energy absorbing materials inside the passenger compartment.

Continuing research, crash tests, repetitive impact tests, design studies and performance improvements can only lead to more exciting products for our customers in the years to come.



RENAULT 18i TECHNICAL DATA

MODELS, DIMENSIONS, CAPACITIES

Renault 18i is available as a 4-Door Sedan and a 4-Door Wagon in a Base and Deluxe model.
Wheelbase: 96.1 in. (2442 mm) Length: 178.7 in. (4541 mm) Sedan; 181.5 in. (4612 mm) Wagon
Width: 66.5 in. (1690 mm) Height: 55.3 in. (1405 mm) Sedan; 55.2 in. (1403 mm) Wagon Luggage compartment: 11.9 cu. ft. Sedan; Cargo capacity: 35.0 cu. ft. (seat up); 65.5 cu. ft. (seat down) Wagon
Fuel tank: 14.0 gallons (53 liters) Sedan; 15.0 gallons (56.8 liters) Wagon Curb weight: 2261 lbs. (1026 kg) Sedan; 2405 lbs. (1091 kg) Wagon

SPECIFICATIONS

Engine: 1.6 liter, 100.5 CID (1647 cc) 4-cylinder
Fuel-air supply: Bosch L-Jetronic fuel injection
Compression ratio: 8.6 : 1
Electrical system: 12 volt, negative ground
Battery: 45 amp. (60 amp. with air conditioning)
Alternator: 50 amp. (70 amp. with air conditioning)
Ignition: solid state electronic
Drivetrain: Front-wheel drive
Transmission: Fully synchronized 4-speed manual
Suspension, front: Independent with lower A-arms, upper transverse arms, reaction arms, coil springs, telescopic shock absorbers, 15 mm anti-sway bar
Suspension, rear: One-piece box section rear axle, coil springs (Variable-Flex on Wagon), telescopic shock absorbers, tube type anti-sway bar
Steering: Rack-and-pinion
Steering turns: 3.55 (2.90 power) lock-to-lock
Brakes: Self-adjusting front disc brakes; rear drum brakes; power assisted with 8-inch booster
Tires: 155SR x 13 BSW Michelin steel-belted radials

1981 EPA MILEAGE DATA*

	CITY	HWY.	COMB.
SEDAN			
4-Speed	26	37	30
5-speed	24	35	28
Automatic	24	31	27
WAGON			
4-speed	25	38	29
5-speed	24	35	28
Automatic	24	31	26

*Remember: Compare this estimate with estimated mpg for other cars. Your actual mileage may differ depending on speed, trip length and weather. Your highway mileage will probably be lower.

EQUIPMENT

Standard Features on the 18i Base and Deluxe:
☐ 1.6 liter OHV 4-cylinder engine with Bosch L-Jetronic fuel injection system ☐ Electronic ignition
☐ 4-speed manual transmission ☐ Front-wheel drive
☐ Power front disc/rear drum brakes ☐ Michelin BSW steel belted radial tires ☐ 155SR x 13 temporary spare tire ☐ Four semi-styled wheels ☐ Rack-and-pinion steering ☐ Independent front suspension
☐ One-piece box section rear axle suspension

☐ Front and rear sway bars ☐ Thermostatically controlled electric engine cooling fan ☐ Color-keyed base instrument panel with black lower section and console ☐ Black steering wheel ☐ Column-mounted controls for: washer/wipers, headlights, high beams, horn, turn indicators ☐ Flow-through ventilation
☐ Quartz analog clock ☐ Trip odometer ☐ Premium door panel with black base armrest and black trim
☐ Color-keyed carpeting ☐ Individual reclining seats in vinyl ☐ Hard headliner with vinyl sun visors (soft headliner on Station Wagon) ☐ Day/night mirror ☐ Passenger side courtesy light ☐ Passenger side visor vanity mirror ☐ Side window defoggers
☐ Three passenger assist handles ☐ Two front seat shoulder belts ☐ Two rear seat shoulder belts with retractors and one middle seat belt ☐ Inside hood release ☐ Trunk carpet on Sedan ☐ Trunk light on Sedan ☐ Vinyl floor mat and carpeted spare tire cover on Station Wagon ☐ Uninitiated body construction ☐ Undercoating ☐ Rust-resistant coating
☐ Bodyside scuff moldings ☐ Rocker panel moldings ☐ Black belt moldings ☐ Bumper nerf strips ☐ Rear side marker lamps ☐ Plastic front inner fender panels

Standard Features on 18i Deluxe:

☐ Rear window defogger ☐ AM/FM stereo radio(N/A on Base) ☐ Individual reclining seats in cloth trim (Deluxe vinyl seats are standard on the Deluxe Sports Wagon, vinyl seats on Base models)
☐ Premium door panel with European armrest and color-keyed trim ☐ Fully color-keyed interior
☐ Premium color-keyed instrument panel
☐ Tachometer and oil level gauge ☐ Adjustable steering column ☐ Floor console with ashtray for rear seat passengers ☐ Premium headliner
☐ Driver's side courtesy light ☐ Passenger side map light ☐ Color-keyed seat belts ☐ Trunk carpeting on cargo floor and side panel for Sports Wagon
☐ Glove compartment light ☐ Locking glove box door ☐ Styled wheel covers ☐ Deluxe bodyside scuff moldings ☐ Bright belt moldings ☐ Wheelip moldings ☐ Bumper nerf strips with chrome insert
☐ Black "B" pillars ☐ Accent striping ☐ Color-keyed carpeted front door map pockets ☐ Extra quiet insulation package

Options

Factory Installed: ☐ Touring Package*: bio-formed reclining seats in nutmeg leather trim ☐ Two-tone accent paint including clearcoat finish over Black and Silver* (Sedan only) ☐ Cast aluminum wheels*
☐ Driving Group*: power steering, padded steering wheel and 175/70 x 13 BSW steel belted radial tires
☐ Convenience Group*: remote right and left hand outside mirrors, power front windows and power door locks ☐ Rear window washer/wiper* (Wagon)
☐ Air conditioning* ☐ Metallic clearcoat paint*
☐ Rear window defogger (standard on Deluxe)
☐ Tinted glass ☐ 5-speed manual transmission*
☐ Automatic transmission* ☐ Automatic transmission with cruise control*
Port Installed: ☐ AM/FM stereo radio* ☐ AM/FM /Cassette stereo radio* ☐ Roof travel rack* (Wagon)
☐ Floor mat kit ☐ Front license plate mounting kit
*Available on 18i Deluxe models only

COLORS

Left to right: ☐ Black Clearcoat ☐ Monte Carlo White ☐ Rally Red ☐ Beige ☐ Blue Metallic Clearcoat ☐ Silver Metallic Clearcoat ☐ Dark Green Metallic Clearcoat

LIMITED WARRANTY

American Motors Sales Corporation (AMSC)* warrants to the original purchaser and each subsequent owner of a Renault vehicle that the vehicle (except for tires) is free from defects in material and workmanship under normal use and service for the earlier of 12 months or 12,000 miles (19,200 km) from the date of delivery or first use, whichever comes first.

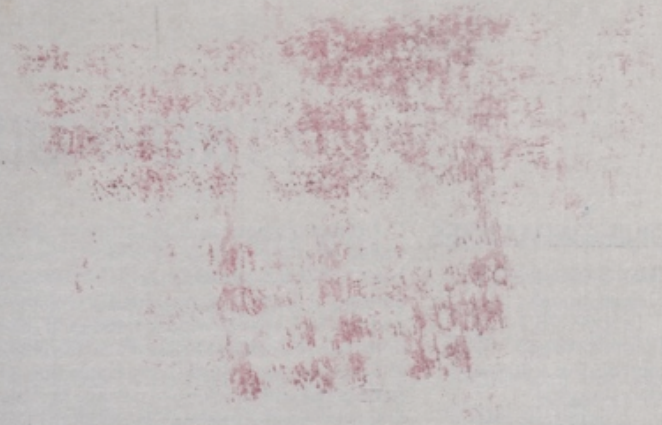
If the vehicle becomes defective under normal use and service, AMSC's obligation under this warranty will be limited to having any authorized Renault Dealer in the United States or Canada repair or replace, without charge, any part found defective with a new or factory reconditioned part, at the Dealer's place of business within a reasonable time after delivery of the vehicle to the Dealer.

Except for other written warranties issued by AMSC applicable to new Renault vehicles or parts, no other express warranty is given or authorized by AMSC. No authorized Renault Dealer has authority to change or modify this warranty in any respect. AMSC disclaims any implied warranty of MERCHANTABILITY or FITNESS for a particular purpose for any period beyond this express warranty, and, except as may be provided below, shall not be liable for loss of use of vehicle, loss of time, inconvenience, towing, rental or substitute transportation, lodging, loss of business or any other incidental or consequential damages. Some states and provinces do not allow the exclusion or limitation of incidental or consequential damages or limitations on how long an implied warranty lasts, so the above exclusion and limitation may not apply to you. This warranty gives you specific legal rights and you may also have other legal rights which vary from state to state or province to province.

*In Canada: American Motors (Canada) Limited Complete details of the 1981 AMSC Renault Warranty and associated coverages are contained in the Warranty and Maintenance Guide booklet located in each Renault vehicle. Related features include:

- ☐ Trip Interruption Protection
- ☐ Three (3) year Perforation from Corrosion Limited Warranty
- ☐ Optional Service Security Plan for added service protection up to 36 months/50,000 miles

Certain equipment items and features illustrated or described in this catalog are optional at extra cost unless otherwise specified. Certain equipment items and features may not be available for all models. This catalog contains information that is correct at time of printing, however, Renault reserves the right to discontinue or change specifications, models, equipment or prices at any time without incurring obligation. Renault vehicles incorporate thousands of different components produced by Renault, affiliated companies and various independent suppliers. From time to time during the manufacturing process, it may be necessary to produce Renault vehicles with different components or differently sourced components than initially scheduled. All components must meet the standards of Renault and will provide the performance expected from Renault vehicles.



1981