

Saab 99 L | 99 LE | 99 EMS, 1973





The 4-door Saab 99 LE Automatic in Sepia metallic.

We build our cars a little differently than just about all other cars in the world. For some very good reasons.



In a world of recalled cars, auto safety, air pollution, high insurance rates, and big repair bills, it's good to know that there's a car that's trying to change things a little.

The Saab 99.

Every 1973 Saab 99 LE and Saab 99 EMS has, for example, a new 2-liter fuel injected overhead cam engine built by an assembly team of just three people. Not an assembly line of hundreds.

Our new engine also gives you more performance than last year's engine, yet meets or exceeds air pollution requirements set for 1974.

Unlike most cars, every Saab we build has what is probably the most sensible drive system any car ever had — front-wheel drive.

And every Saab has rack and pinion steering — the simplest, most direct steering system there is.

Every Saab 99 has power-assisted disc brakes on all four wheels. Most cars, if they have disc brakes at all, only have them on the front.

Every Saab 99 has impact absorbing bumpers that not only protect the car, but also protect themselves.

And every Saab has roll-cage construction that's practically all hand welded, to give you a truly strong, long-lasting, safe car.

The Saab 99 L, the Saab 99 LE and the Saab 99 EMS.

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

import motors inc.

Sales - Parts - Service

1685 Mentor Ave. Ph: 352-9625

Painesville, Ohio 44077

We build our cars a little differently.
than just about all other cars in the world.
For some very good reasons.



2-door 99 LE shown in Polar White with a green vinyl top.

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 see a compact car on the inside. Instead, you'll find a huge interior. One with lots of headroom, legroom and elbow-room up front. And enough room in back for three full-grown people.

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 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.



Color shown: Verona Green.



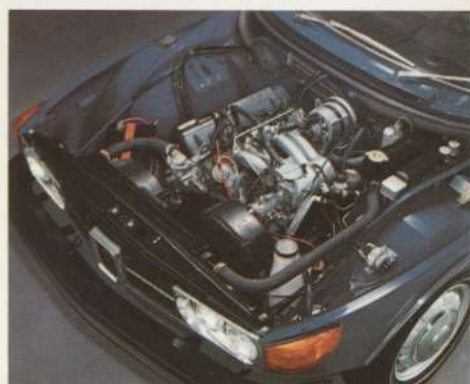
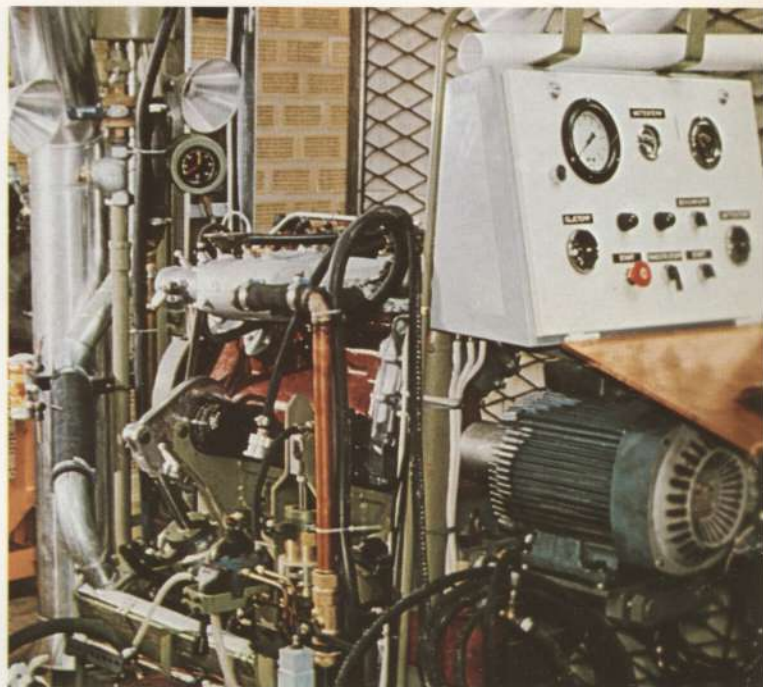
Our new 2-liter fuel injected engine gives you more performance. And cleaner air.

While a lot of new car engines give you less performance this year in order to meet new air pollution requirements, ours gives you more performance. Yet it already meets or exceeds exhaust emission standards set for 1974. In fact, it even meets some of the requirements set for 1975.

What helps us do this is fuel injection. And a computer mounted in your car.

The computer measures RPM, throttle position, air pressure, and air and coolant temperatures, and determines the exact amount of fuel each cylinder needs to operate at peak efficiency. The result is better fuel distribution, better economy, more performance, and cleaner air.

We're even building our new engines in a very unusual way. Instead of an assembly line of hundreds of people putting our engines together, we have assembly teams of just three highly skilled people building each engine. Then it's tested on special testing equipment, to make sure that the engine that goes into your Saab is all the things we say it is. Very high on quality, and very low on emissions.

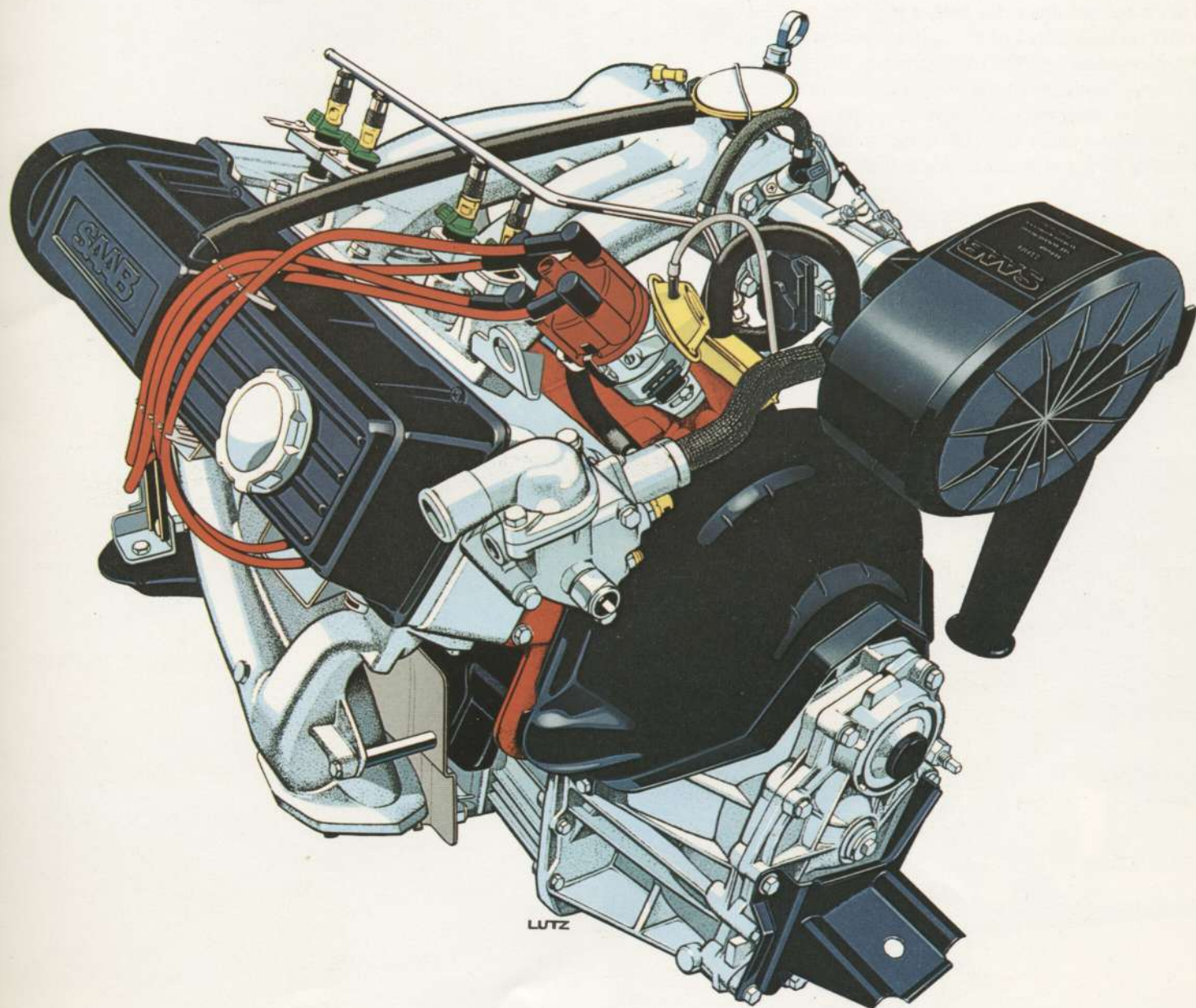


The Power Package puts all its weight . . .



. . . on the Driving Wheels.

To find out what a Saab
is really made of, take one out on the road.
Any road.



The 2-Liter OHC Engine with Fuel Injection and 4-speed Manual Transmission.

To find out what a Saab is really made of, take one out on the road. Any road.

We don't build Saabs to look pretty sitting in your driveway. We engineer and build Saabs to take you anywhere you want to go, whenever you want to go. Safely and comfortably. That's why every Saab we build has front-wheel drive, for better traction, control and handling on any kind of road. It's why every Saab has rack and pinion steering, the most precise steering system there is. It's why Saab 99 has power-assisted disc brakes on all four wheels, for confident fade-free stops. And it's why every Saab we build has roll-cage construction that's practically all hand welded, for a truly strong, long-lasting, safe car.

But really knowing how good a Saab is takes more than just looking at one, or reading about one. You have to drive one on the steepest, curviest, iciest roads around, to find out.



The 4-door 99 LE shown in Caroline Blue.

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



To find out what a Saab
is really made of, take one out on the road.
Any road.



L/LE dash board. Radio and air conditioning/optional extras.

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



An important part of a car's performance depends on the driver's performance. So we designed the inside of our car to give the driver as much control over things as possible.

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

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

We located all the controls within easy reach. Even with a three-point safety harness buckled-up.

We designed the steering wheel angle to be as responsive as possible to the slightest steering correction.

And we designed the seats to be comfortable, yet to support you solidly and hold you firmly in place.

All of which has as much to do with safety as it has to do with performance.



Three-speed automatic or 4-speed manual.



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



99 EMS in Copper Coral. Steel belted radial tires on aluminum wheels are standard. Side stripes optional.

For a little more, you get a lot more. 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, and a special grille.

Besides these standard extras you also have 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.

A chance for the practical minded to go wildly extravagant.



Rev counter with clock.



The EMS in Brilliant Yellow.

For a little more, you get a lot more.
The Snap 99 FMV



The interior is green. Or brown. Or red. Shock-absorbing rooflining of moulded glass fibre.

There's more to a comfortable interior than thick carpeting and soft seats.



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.

We gave our car big, wide doors. To make getting into and out of our car almost as easy as stepping into a room.

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.



There's more to a comfortable interior
than thick carpeting and soft seats.



In cold, heat, rain or snow, driving a Saab is a comforting experience.



Every Saab 99 LE or EMS has a thermostatically-operated electrically-heated driver's seat. So on cold winter days the seat warms your body until the heater warms the car.

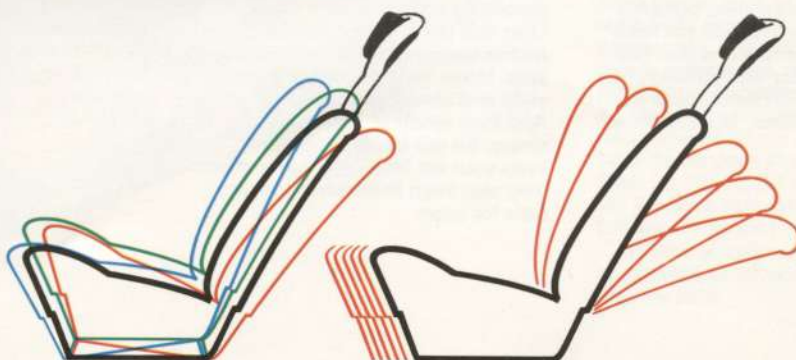
To help cool things off on hot summer days Saabs have optional air-conditioning, and a 21-duct ventilation system that changes the air every 30 seconds.

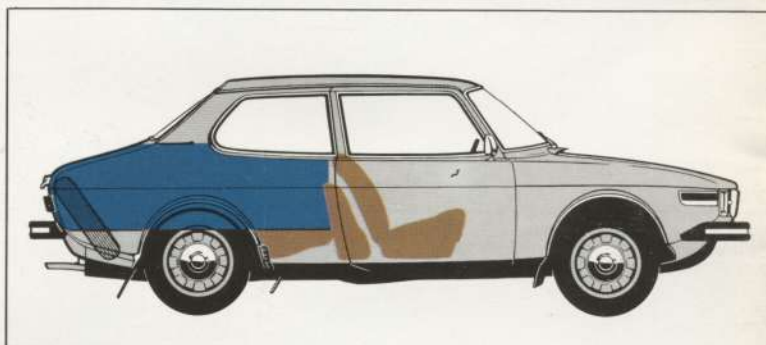
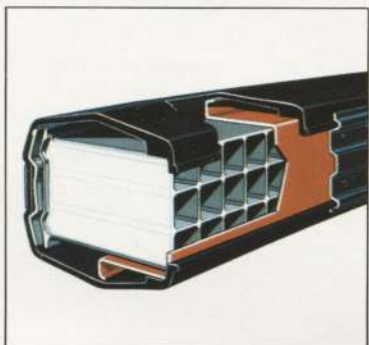
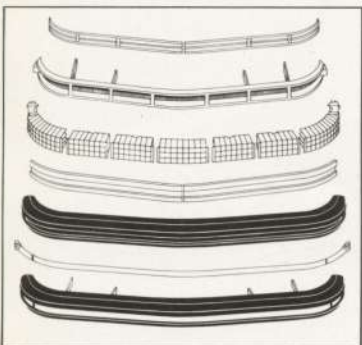
When it's raining, a very effective front, rear, and side window defroster system helps clear things up fast.

And when there's ice and snow on the road front-wheel drive and radial tires give our car excellent traction, control and handling. Which can be very comforting, indeed.

We also have some things that make a Saab comforting to drive even in the best of weather. Things like a new improved front suspension, and fully-adjustable front seats.

So, you don't have to wait for a nice, clear day to test drive a Saab. In fact, the worse the weather, the more you'll be convinced that a Saab is the best car you can drive. On any road. In any season.





Impact-absorbing bumpers that protect themselves as well as your car

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

They can also save you as much as 15% on your collision insurance rates in most states. And save you a considerable amount of cash on accident repair bills.

To make our bumpers so effective, we constructed them of sturdy U-shaped steel rails, and energy-absorbing cellular plastic blocks. Over this construction is a black rubber covering and a stainless steel strip. Upon impact, our bumpers yield and absorb the energy. And then return to their original shape. So our bumpers not only keep your car looking new for years, they also keep themselves looking new for years.

Every Saab Sedan is part station wagon too

In addition to the spacious trunk of a Saab sedan (23 cubic feet), we give you a back seat that folds down, giving our car a flat-bed length as long as the flat-bed length of many station wagons.

So when you're not carrying people around, you can carry other things around.

And when you're not enjoying your Saab sedan as a station wagon, you can just drive it around by yourself. And enjoy it as a sports car.

When you buy a Saab 99 L, 99 LE or 99 EMS, 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.

You get roll-cage construction that's practically all

hand welded, to give you a truly strong, longlasting, safe car.

Every Saab has a dual diagonal braking system. And radial tires.

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

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

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.

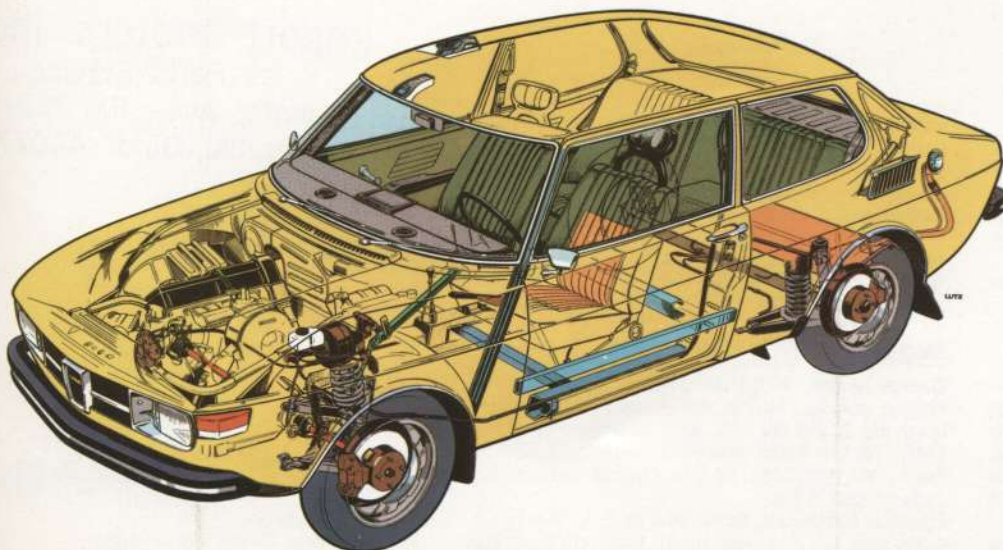
One advantage is that we'll ship it home for free from the Swedish port of Gothenburg to New Haven, Connecticut. And that includes marine insurance and all normal handling charges in Sweden. (Handling charges in the U.S. will have to be paid by you, however.)

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 99, 99 LE, 99 EMS 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.

ENGINE

General description

4-cylinder, overhead camshaft engine with five main bearings. Water-cooling. The cylinders are inclined 45° to the right. Transverse flow, light alloy cylinder head. Cast-iron cylinder block. Pressure lubrication. Full-flow oil filter. Closed crankcase ventilation. Oil quantity: 7.4 pints. Transverse flow radiator with separate expansion

tank. Electrically driven cooling fan, intermittently in operation. The cooling system holds 10 quarts. The engine is assembled with the clutch, gearbox and differential to form a complete and compact power unit. The clutch is mounted at the front end of the engine and connected to the gearbox through a primary gear. The gearbox is located below the engine.

Specifications

	Carburetor engine
Piston displacement	121.1 cu. in. (1985 cm ³)
Bore	3.54 in. (90 mm)
Stroke	3.07 in. (78 mm)
Compression ratio	8.7:1
Net horsepower, SAE	95 at 5,200 r.p.m.
Torque	116 lb. ft. at 3,500 r.p.m.
Carburetion vs. injection	single Zenith-Stromberg
Fuel pump	mechanical
Fuel octane requirement	94
Fuel tank capacity	11.9 gals.
Battery	12 V, 60 Ah.
Alternator	35 A.
Starting motor	1 hp.

Fuel-injection engine

Piston displacement	121.1 cu. in. (1985 cm ³)
Bore	3.54 in. (90 mm)
Stroke	3.07 in. (78 mm)
Compression ratio	8.7:1
Net horsepower, SAE	110 at 5,500 r.p.m.
Torque	123 lb. ft. at 3,700 r.p.m.
Carburetion vs. injection	Bosch Jetronic
Fuel pump	electrical
Fuel octane requirement	94
Fuel tank capacity	11.9 gals.
Battery	12 V, 60 Ah.
Alternator	55 A.
Starting motor	1 hp.

TRANSMISSION

	Manual
Clutch	single dry plate
Clutch operation	via hydraulic system
Torque multiplication	—
Primary gear ratio	0.95:1 (gears)
Overall gear ratios, vs torque ratios	
1st, 1	12.98:1
2nd, 2	8.31:1
3rd, D	5.58:1
4th, —	4.01:1
reverse, R	14.71:1
Final drive ratio	4.22:1
Top gear speed at 1,000 engine r.p.m.	18.4 m.p.h.
Driving wheels	front wheels

Automatic

Clutch	hydraulic torque converter
Clutch operation	—
Torque multiplication	between 1.91:1 and 1:1
Primary gear ratio	0.97:1 (chain transmission)
Overall gear ratios, vs torque ratios	
1st, 1	17.29 to 9.04
2nd, 2	17.29 to 5.49
3rd, D	17.29 to 3.79
4th, —	—
reverse, R	15.13 to 7.92
Final drive ratio	3.89:1
Top gear speed at 1,000 engine r.p.m.	—
Driving wheels	front wheels

BRAKES

Diagonally divided two-circuit footbrake system. Vacuum power assist. Self-adjusting disc brakes front and rear. Approx. 80% of the total braking power on the front wheels. Total friction area is 358 sq. in. The handbrake acts mechanically on the front wheels through separate drums.

steering wheel between locks. The turning circle diameter is 34.1 ft.

Steel disc wheels on 99 L and 99 LE, wide rim aluminum wheels on 99 EMS.

Rim sizes: 4½ J FHA×15 in. on 99 L and 99 LE; 5 J FHA×15 in. on 99 EMS.

165 SR-15 in. radial ply tires on all models. The 99 EMS has steel-belted tires.

SUSPENSION, STEERING, WHEELS

Coil springs and double-acting, telescopic shock absorbers front and rear. The front springs are pivot-mounted to the upper transverse wishbones. Light and rigid, tubular rear axle guided by two forward- and two rearward-directed arms and a transverse rod. Rack-and-pinion steering gear. 3.7 turns of

DIMENSIONS

Overall length, 173.2 in. Overall width, 66.5 in. Height, unladen, 56.7 in. Wheelbase, 97.4 in. Track, front (99 L and 99 LE), 54.7 in. Track, front (99 EMS), 55.1 in. Track, rear (99 L and 99 LE), 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. loading deck length with folded rear seat, 67.5 in.

WEIGHTS

Curb weights*: 99 L 2-door, 2480 lb., 99 L 4-door, 2540 lb., 99 LE 2-door, 2500 lb., 99 LE 4-door, 2560 lb., 99 LE Automatic 2-door, 2520 lb., 99 LE Automatic 4-door, 2590 lb., 99 EMS, 2490 lb.

Vehicle capacity weight, all models (cars not equipped with air conditioning), 900 lb.

Gross vehicle weight rating, 2-door models, 3440 lb.; 4-door models, 3510 lb.

*) For factory installed air conditioning, add 70 lb.

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

Distributed in U.S.A. by Saab-Scania of America Inc., Orange, Conn., Jacksonville, Fla., Torrance, Calif., Arlington, Tex., Chicago, Ill.

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