

AMC Pacer Gremlin Hornet Matador







Pacer X seats in luxurious tan Sof-Touch vinyl. This smart optional interior is also offered in black, white, blue and berry. in berry "Basketry Print" fabric. Black, blue and tan are



Pacer D/L interior with individual reclining seats. Shown also available with this handsome option.

AMC Pacer

Because of its unique construction and advanced styling, Pacer combines advantages never found before in a car with a 2.45m (100 in.) wheelbase.

Interior room, for example. Enough for four adults-in comfort-with greater headroom and rear seat legroom than many larger cars. There is substantial room-0.826 m³ (29.5 ft³) with rear seat folded down.

And the ride! Outstanding smoothness and stability are a result of the extra wide tread and isolated front and rear suspensions. Pacer is designed in a new and stronger manner with a roll-bar type center pillar. Truly a precision driving machine with rack and pinion steering, and the availability of front disc brakes, combining to create an almost magnetic attraction to the road.

For greater passenger convenience, the curb-side door is 9.1cm (3.6 in.) wider than the driver's door allowing for easier entry and exit.

Vision unlimited . . . The almost unrestricted visibility from any seating position inside the Pacer is so unconventional that a new dimension in driving, parking, and safe operation is introduced. Pacer's unobstructed angles of vision exceed that of the best-selling large prestige cars.

Pacer is powered by thrifty and dependable AMC Sixes that can go 48,000 km (30,000 miles) between major tune-ups. A 3.8 liter (232 CID) Six is standard; a 4.2 liter (258 CID) engine is available as an option with single or two-barrel carburetor for additional performance. Choice of transmission includes a standard column-mounted 3-speed manual, optional 3-speed floor mounted and Torque-Command automatic.

Pacer looks different because it is different. Read the details on the following pages. Then drive it.

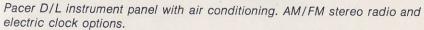














2/Large capacity roof luggage rack 3/Front vent windows

4/Optional rear window wiper/washer for even better visibility.

5/Optional 258 CID 2bbl Six for peppy power and performance.







1/Extra-wide passenger door for easier access to front and rear seats.
2/Roomy cargo area holds 0.826 m³ (29.5 tt³). Easy to get to.
3/Easy loading and unloading with a lift gate that opens wide, high and easily.

Pacer/Specifications

Dimensions



			0	

Length
Wheelbase2.54 m (100.0")
Width1.96 m (77.0")
Height
Tread (front/rear)1.55 m/1.53 m (61.2"/60.2")
Turning Diameter

Interior

Head Room (front/rear)
Leg Room (front/rear)1.07 m/88 cm (42.0"/34.9")
Shoulder Room (front/rear) 1.46 m/1.23 m (57.3"/48.5")
Hip Room (front/rear)1.42 m/1.14 m (55.8"/44.9")

Capacities

Capacities
Cargo Volume Index0.826 m³ (29.5 cu.³)
Cargo Floor Length1.56 m (61.4")*
Fuel Tank
Vehicle Shipping Wt. (approx.)
+latish rear and down

*With rear seat down.

Engines

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	STD./OPT.
4 I (232 CID) Six	1-Barrel	8.0:1	3.75" x 3.50"	STD.
4.2 I (258 CID) Six	1-Barrel	8.0:1	3.75" x 3.90"	OPT.
4.2 I (258 CID) SIX*	2-Barrel	8.0:1	3.75" x 3.90"	OPT.

Engine/Transmission Combinations

Engine	Transmission	Trans. Avail.	Axle Ratios
	3-Speed Manual on Column	STD.	3.08
	3-Speed Manual Floor Shift	OPT.	3.08
4 I (232 CID) Six	3-Speed Manual with Overdrive on Column	OPT.	3.08
	Torque-Command Auto. on Column	OPT.	3.08
	Torque-Command Auto. on Floor	OPT.	3.08
	3-Speed Manual on Column	STD.	3.08
401	3-Speed Manual Floor Shift	OPT.	3.08
4.2 I (258 CID) Six	3-Speed Manual with Overdrive on Column	OPT.	3.08
(1 bbl. carb.)	Torque-Command Auto. on Column	OPT.	3.08
	Torque-Command Auto. on Floor	OPT.	3.08
4.21	3-Speed Manual with Overdrive on Column	STD.	3.08
	3-Speed Manual Floor Shift	OPT.	3.08
(258 CID) Six* (2 bbl. carb.)	Torque-Command Auto. on Column	OPT.	3.08
	Torque-Command Auto. on Floor	OPT.	3.08

^{*}Available in the near future.

Specifications:			
Models: Pacer 2-Door Sedan 7666-7 Standard Features 6.95 x 14 unbelted tires, blackwall 232 CID six-cylinder engine 3-speed manual transmission Electronic ignition Foam-cushioned seats, front and rear Heavy duty 10" clutch Folding second seat Ventless side glass Weather Eye Heating and Defrosting System Concealed 2-speed electric wipers and washers Dome light actuated by courtesy switches on doors	Rear window liftgate Manual drum brakes Ash Tray—front and rear Deep-Dip body rust preventative 50 AMP "Clear Power" battery 37 AMP alternator Anti-theft ignition, steering and transmission system Rack and pinion steering 15 exterior color choices Color keyed carpeting Fuel tank—83.3 liters capacity (22 gal.)	Safe Command Features (Standard Features) Lap and shoulder belt restraint system Energy absorbing steering column and wheel Certified flame resistant fabrics Two front head restraints 4-way hazard warning signals Automatic back-up lights Front seat back locks Inside rearview mirror Left hand outside rear view mirror Penetration resistant windshield Tempered side and rear glass	Guard rail doors Single unit body construction Padded sun visors Padded instrument panel Safety-shaped armrest Double safety brake system with warning light Self-adjusting brake linings Side marker lamps and reflectors Parking brake warning light Air-Pollution Control Systems (Standard Features) Fuel Vapor Control System Thermostatically-controlled air cleaner Exhaust Gas Recirculation System Air Injection "Air Guard" System
Options			
Economy Options Cruise Control (automatic trans. required) Radial tires Overdrive (with standard transmission only) Power and Performance Power steering Power front disc brakes Twin grip differential Front sway bar Manual disc brakes Convenience Visibility Group: remote control outside left mirror; visor vanity mirror (lighted); day/night rearview mirror; deluxe electric wipers Rear Window Washer/Wiper Package Hidden compartment All Season Air Conditioning System—includes heavy duty engine cooling, power flex fan, 55-AMP alternator (requires tinted glass—all windows) Door vent windows Tinted Glass—all windows (required w/AC) Rear Window Defogger (electric) includes: 55 AMP alternator and tinted rear window Rear Visibility Package—includes rear window washer wiper package and rear window defogger (electric) Center Console—includes integral stowage bin, ash tray, and center armrest (w/individual or bucket seats)	□ Tilt Steering Wheel (avail. w/auto trans. columnonly) □ Deluxe Wiper System—intermittent action (included in Visibility Group) □ Light Group—includes two courtesy lights; glove box light; ash tray light; dome light switch & engine compartment light □ Fuel Economy Light □ Convenience Group—includes dome/reading light; electric clock; stowage/litter containers; dual horns and lights-on warning buzzer Appearance Trim and Packages □ Pacer "X" Package—includes 3-speed manual floor shift; sports steering wheel; Extra Quiet insulation package; slot-style wheels; front sway bar; bucket seats in "Sof-Touch" vinyl; color-keyed scuff molding; woodgrain instrument panel overlay; custom door trim; door pull straps; bumper nerfing strips; Pacer "X" ornamentation (exterior); D 78 x 14 blackwall tires (NA w/Pacer D/L Package) □ Pacer D/L Package—includes bench seats in "Basketry" print fabrics; custom door trim w/pull straps; woodgrain instrument panel overlay; wheel covers; Extra-Quiet insulation package; bumper nerfing strips; color-keyed scuff molding; license plate surround molding; D/L ornamentation (NA w/Pacer "X" Package) □ Decor Group—includes wheel-lip molding; upper door molding; rear hood molding; bright license plate	□ Rally Package—includes oil, amp. and temp. gauges; electric clock; center console; leather wrapped sports steering wheel; and tachometer (w/individual or bucket seats) □ Sports steering wheel, 3 spokes, 15" (included in "X" Package) □ Leather wrapped sports steering wheel □ Wheel covers (4) (included w/Pacer D/L Package) □ Styled road wheels (4) 14" x 6" w/trim ring □ Aluminum styled wheels (4) (14" wheels) Heavy Duty Items □ Front sway bar □ Heavy Duty Engine Cooling System (standard w/AC) includes: H.D. radiator, power flex fan and fan shroud □ 70 AMP battery □ Handling Package—includes front sway bar, H.D. springs, and H.D. shocks □ Engine Block Heater Protection Items □ Extra Quiet Insulation Package—(included in Pacer "X" and D/L Packages)—includes cargo floor deadener w/cargo area carpet; full undercoating; cowl panel—side (upper & lower) & insulation at lock pillar, upper trim & rear floor □ Protection Group—includes floor mats (front rubber w/carpet insert, rear rubber only) and rocker panel molding; scuff molding extensions □ Bumper nerfing strips and bumper guards	Audio AM push button radio AM/FM push button Multi-Plex stereo radio w/4 speakers. Entertainment Center—Stereo 8-track tape player and AM/FM stereo radio w/4 speakers Rear speaker (avail. w/AM Radio only) Miscellaneous Metric speedometer Dual horns (separate from Convenience Group) Export headlamps (right dipping amber) Clear lens—Parking light Touch-up Paint Radio suppression kit Coolant recovery system







Levi's trim interior adds the famous denim look to your Gremlin Option.



Gremlin Custom bench seats upholstered in the new Potomac Stripe fabric. Available as an option in tan, black, blue & green.

AMC Gremlin

Gremlin is well on its way to becoming a modern automotive classic. Instantly recognizable . . . and now more distinctive than ever with a new grille and squared framed headlamps. High quality and lively, economical performance are accepted facts. Gremlin does everything it is designed to do—exceptionally well.

Four passengers ride comfortably on a 2.44 m (96") wheelbase. In combination with precision steering and suspension this means sure handling, easy parking and a stable, solid ride. Ample luggage and cargo space is easily accessible through the rear window liftgate. New optional front disc and larger rear drum brakes insure positive smooth stops.

Interior trims are available in various colors. Trim and tailoring reflect a level of quality found in all American Motors products.

New interior options offered include a center console with locking storage for bucket seat models and a snap-down, vinyl tonneau cover for the area behind the folding rear seat. The youthful "Levi's" interior is a popular and exclusive option to American Motors.

Mechanical highlights include a new electrical choke for six cylinder engines, electronic ignition—and as options, fuel saving overdrive (six cylinder models) and a new economyratio rear axle with automatic transmission.

Power train choices are a standard 3.8 liter (232 CID) Six with 3-speed, floor-mounted manual transmission; optional engines include either 4.2 liter (258 CID) Six or 5 liter (304 CID) V-8. Optional floor- or column-mounted Torque-Command automatic transmission is also available. All engines are able to go 48,000 km (30,000 miles) between major tune-ups and will operate economically on regular, low-lead, or no-lead fuel.

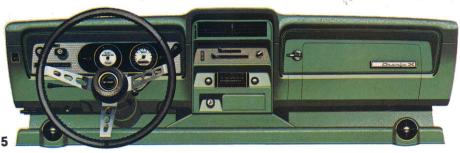
For Gremlin at its sportiest, consider the "X" package, forged aluminum wheels, or vinyl roof. These and other options and details are found on the following pages.











- 1/Gremlin Custom (rally stripe optional). 2/Padded armrest and road map pocket for added convenience.
- 3/Vinyl roof is available in a choice of six colors.
- 4/Rear window defogger for better visibility.
- 5/ Gremlin X instrument panel with these options: AM/FM stereo radio, air conditioning, leather-wrapped sports steering wheel, rear window defogger.







1/Gremlin's standard power plant is a 232 CID Six for fine performance with excellent fuel economy.
2/0.75 m³ (26.9 ft³), of handy cargo space with rear seat folded down.
3/Twin-strut lift gate opens easily for ready access to cargo area. Closes

tightly, too.

Gremlin/Specifications



Exterior

Length	4.30 m (169.4")
Wheelbase	.2.44 m (96.0")
Width	.1.79 m (70.6")
Height	.1.33 m (52.3")
Tread (front/rear)1.46 m/1.45 r	m (57.5"/57.1")
Turning Diameter10	0.77 m (35.3 ft.)

Interior

Head Room (front/rear) 97 cm/92 cm (38.0"/36.4")
Leg Room (front/rear) .1.03 m/74 cm (40.7"/29.2")
Shoulder Room
(front/rear)1.39 m/1.35 m (54.9"/53.0")
Hip Room (front/rear) 1.39 m/1.35 m (54.9"/53.0")

Capacities

Cargo Volume Index0.753 m³ (26.9 ft.3	*)
Cargo Floor Length 1.28 m (50.4"	*)
Fuel Tank80 I (21 gals	5.)
Vehicle Curb Weight (approx.) .1293 kg (2849 lbs *With rear seat down.	3.)

Engines

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	STD./OPT.
4 I (232 CID) Six	1-Barrel	8.0:1	3.75" x 3.50"	STD.
4.2 I (258 CID) Six	1-Barrel	8.0:1	3.75" x 3.90"	OPT.
5 I (304 CID) V-8	2-Barrel	8.4:1	3.75" x 3.44"	OPT.

Engine/Transmission Combinations

Engine	Transmission	Trans. Avail.	Axle STD.	Ratios (OPT.)
	3-Speed Manual Floor Shift	STD.	3.08	
41	3-Speed Manual with Overdrive	OPT.	3.08	
(232 CID) Six	Torque-Command Auto. on Column	OPT.	3.08	
	Torque-Command Auto. on Floor	OPT.	3.08	
	3-Speed Manual Floor Shift	STD.	3.08	
4.21	3-Speed Manual with Overdrive	OPT.	3.08	
(258 CID) Six	Torque-Command Auto. on Column	OPT.	3.08	
	Torque-Command Auto. on Floor	OPT.	3.08	
	3-Speed Manual Floor Shift	STD.	3.15	(2.87)
5 I (304 CID) V-8	Torque-Command Auto. on Column	OPT.	2.87	(3.15)
	Torque-Command Auto. on Floor	OPT.	2.87	(3.15)

Specifications

Models: Gremlin

2-Door Sedan (base)

7646-3

• 2-Door Sedan (custom)

7646-5

Standard Features

- 6.45 x 14 unbelted tires, blackwall
- · Vinyl cover for spare tire
- Floor covering-rubber (model 46-3), carpeting (model 46-5)
- Weather Eye heater and defroster
- Step-on parking brake
- Suspended pedals (brake, clutch and accelerator)
- 2-speed electric windshield wipers
- . Long wearing, easily cleaned vinyl upholstery
- Plug-in socket for main wiring harness
- · Ash tray, front, ball-bearing
- · Deep-Dip body rust preventive
- · Double-coat, baked acrylic enamel finish
- Dual pin stripe (model 46-5 only)

- Dome light actuated by courtesy switches on doors
- 50 Amp. "Clear Power" battery
- 37 Amp. alternator (55 with air conditioning)
- Electronic ignition
- · Side-of-car, scissors action tire jack
- Foam front and rear cushion pads
- Sway bar, front (V-8 only)
- Fold down rear seat back
- Rear window liftgate
- All-synchromesh, 3-speed manual transmission
- Heavy duty 10" clutch
- Fuel tank-21 gal. capacity (79.5 liters)

Air-Pollution Control Systems (Standard Features)

- Positive crankcase ventilation
- Fuel vapor control system
- Air-Guard system (V-8 only)
- Thermostatically controlled air cleaner
- Exhaust gas recirculator

Safe Command Features (Standard Features)

- Lap and shoulder belt restraint system
- Certified flame resistant fabrics
- Two front head restraints
- 4-way hazard warning signals
- Automatic back-up lights · Side-of-car safety marker lights
- Inside rear-view mirror
- · Left side rear-view mirror
- Windshield washers (electric)
- Single-unit body construction
- Energy-absorbing steering column
- Energy-absorbing steering wheel
- Energy-absorbing front bumper
- Steel reinforced rubber bumper guards, rear
- · High-strength windshield glass

- · Tempered side and rear glass
- Guard rail doors
- Captive engine mounts
- Padded sun visors
- Padded instrument panel
- Double-safety brake system w/warning light
- Self-adjusting brake linings
- · Anti-theft ignition, steering and transmission lock with warning buzzer
- Front seat-back lock
- · Soft-feel instrument panel control knobs with international codes
- 2-key locking system
- Soft-feel horn bar
- · Parking brake warning light

Options	3
Power and	Performance

□ Power steering

Manual disc brakes, front Power disc brakes, front

Twin grip differential

Console (w/bucket seats 46-5 model only) Air conditioning system, 40 Amp. alternator w/V-8

(55 Amp. w/6 Cyl.), heavy duty engine cooling, 50 Amp, battery

Air conditioning group: air conditioning system

plus power steering, tinted glass ☐ Tinted glass, all windows or windshield only

☐ Tailgate air deflector

Roof rack

Rear quarter vent windows ☐ Tilt steering wheel including custom steering wheel

automatic transmission column only

☐ Fuel economy gauge

Cruise-Control (w/auto transmission only) Convenience group: dome/reading light, electric

clock, stowage/litter containers, dual horns, and

lights-on warning buzzer ☐ Visibility group: remote control left outside mirror. visor vanity mirror, day/night rearview mirror, deluxe

electric wiper □ Deluxe electric wipers, intermittent action

Light group: two courtesy lights, glove box light, ash tray light, and engine compartment light

☐ Space-saver tire

Rear window defogger (electric) includes 40 Amp. alternator w/V-8 (55 Amp. w/6 cyl.) and tinted rear glass ☐ Hidden compartment (vinyl tonneau cover)

Appearance Trim and Packages

☐ Vinyl roof

Rally stripes optional in 6 colors

☐ Bench cushion, custom fabric (NA 46-3)

☐ Bucket seats, vinyl (NA 46-3)

Gremlin "X" package: spear side decal, slot style wheels w/trim rings, special "X" back panel overlay, instrument panel overlay decals, Extra-Quiet insulation

package and D-70 x 14 black tires (NA 46-3) "Levi's" custom trim package (fabric):

blue denim bucket seat trim w/"Levi's" buttons and door panels, stowage/litter containers in blue denim, blue headlining, sun visors & front fender "Levi's"

decal, plus carpeting Custom steering wheel

Leather wrapped sports steering wheel

Sports steering wheel, 3 spokes, 15"

☐ Wheel covers (4)

Styled road wheels w/trim rings (4) 14" x 16"

Aluminum-styled wheels (4) 14" x 16" Decor group: wheel opening moldings and wheel

covers Interior appointment package: parcel shelf, glove

box lock, cigarette lighter Carpeted cargo area: carpet on stowage floor, rear wheel houses and rear seat back (NA 46-3)

Interior decor group: carpeted cargo area, interior appointment package and Extra-Quiet insulation package

Protection Items

Extra-Quiet insulation package: (Incl. w/"X" pkg., "Levis" and Decor Group)—Includes undercoating-full,
Coolant recovery system

hood insulation, roof insulation pad, absorption pads, vinyl foam tape, cargo floor deadener, front & rear

floor insulation Protection group: stainless steel door edge guards, color-keyed rubber floor mats, inside hood release,

and body side scuff moldings Bumper guards, front Inside hood release

☐ Scuff moldings

Heavy Duty Items Engine cooling system: heavy duty radiator, power-

flex fan and fan shroud (std. w/AC) 70 Amp. battery

H.D. suspension package: heavy duty springs and shocks plus front sway bar on 6 cylinder models,

H.D. springs and shocks on V-8's Front sway bar, 6 Cyl. (std. on V-8)

☐ Engine block heater AM push button radio

AM/FM push button radio, 4 speakers

Rear speaker (w/AM only)

Miscellaneous

Export headlamps (amber or clear lens)

☐ Touch-up paint Cigarette lighter, separate from appointment package

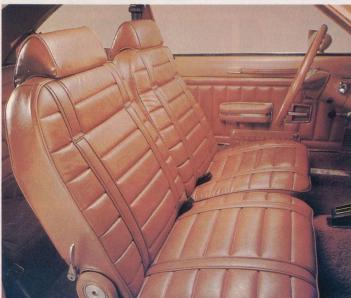
Dual horns

Clear lens-parking light









Hornet Touring Interior option. Individual reclining seats are covered in tan Sof-Touch vinyl.



Hornet D/L interior with optional Kasmir Knit fabric for individual reclining seats.

AMC Hornet

Value is the word for Hornet. A wealth of features and a range of models make it an ideal choice.

For the family, there are 2-door and 4-door Sedans—roomy, comfortable, gracious. The Hatchback is both sporty and a practical worker, while Sportabout combines the best of both the sedan and wagon worlds.

A smooth and stable luxury ride is offered on a 2.74 m (108") wheelbase. Quality vinyl and fabric upholstery covers deep foam seat padding in all models. There's cut-pile nylon carpeting, a locking glove box, full-width package tray, cigarette lighter and a lot more. A new center console is available on the Hatchback.

The Sportabout carries five adults in a sedan-like atmosphere. With the second seat folded down, a roomy 1.58 m3 (56.4 ft3) of cargo space is available. The optional D/L or "X" interior/exterior packages add such elegant and practical advantages as individually reclining seats and a roof rack. To emphasize the station wagon aspect of Sportabout, you can select woodgrain side and rear panels. The Hornet Hatchback also has a dual work-and-play personality with 855 liters (30.5 cubic feet) of load space with rear seat down. Make it even more interesting with the sporty "X" package with optional forged aluminum wheels.

Standard engine is a 3.8 liter (232 CID) Six with an optional 4.2 liter Six or 5 liter (304 CID) V-8. All engines are capable of going 48,000 km (30,000 miles) between tune-ups. Overdrive is optional with the standard manual transmission and six cylinder engines. Torque-Command automatic transmission is optional with all engines. A floor-mounted gear selector for standard transmission and Torque-Command can be supplied on the Hatchback.

Engines feature electronic ignition and the Sixes have a new electric choke. All fuel grades are suitable—regular, low-lead, or no-lead.

Pick the Hornet model that matches your needs. You can count on an exceptional value and a bonus of economical, trouble-free performance.

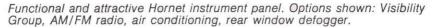


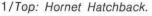












^{2/}Hornet's hatch gives access to 0.854 m³ of luggage space with rear seat folded down.

^{3/}Hatchback's standard rear quarter vent windows flip open, close securely. 4/Optional rear window defroster.

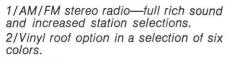
^{5/}Thrifty and lively Hornet 232 CID Six.











3/Day/Night rear view mirror (See Visibility Group.)

4/Hornet 4-Door Sedan

5/Hornet Sportabout D/L









1/Optional luggage rack with built-in rear air deflector.

2/Standard Hatchback bucket seats in green vinyl. Also comes in black, white, blue and tan.

3/Sportabout's unobstructed cargo space measures 1.58 m³ (56.4 ft³).

Hornet/Specifications

Dimensions



Exterior

Length	4.72 m (186.0")
Wheelbase	2.74 m (108")
Width (Sedans & Sportab	oout) 1.80 m (71.0")
Height (All but 4-Dr. Sed 4-Dr. Sedan	an) 1.33 m (52.2")
Tread (front/rear)1.	46 m/1.45 m (57.5"/57.1")
Turning Diameter (wall to	wall)11.77 m (38.6 ft.)

Interior

Head Room (front/rear)
(Sedans)97 cm/94 cm (38.1"/37.0")
(Sportabout)97 cm/95 cm (38.1"/37.4")
(Hatchback)97 cm/93 cm (38.1"/36.7")
Leg Room (front/rear)
(Sedans)1.07 m/90 cm (42.1"/35.5")
(Sportabout)1.03 m/90 cm (40.7"/35.6")
(Hatchback)1.03 m/82 cm (40.7"/32.1")
Shoulder Room (front/rear)
(Hatchback)1.39 m/1.35 m (54.9"/53.1")
(All Others) 1.39 m/1.38 m (54.9"/54.4")
Hip Room (front/rear)
(Hatchback)1.42 m/1.35 m (55.9"/53.1")
(All Others)1.39 m/1.38 m (54.9"/54.4")





Engines

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	STD./OPT.
3.8 I (232 CID) Six	1-Barrel	8.0:1	3.75" x 3.50"	STD.
4.2 I (258 CID) Six	1-Barrel	8.0:1	3.75" x 3.90"	OPT.
5 I (304 CID) V-8	2-Barrel	8.4:1	3.75" x 3.44"	OPT.

Engine/Transmission Combinations

Engine	Transmission	Trans. Avail.	Axle STD.	Ratios (OPT.)
	3-Speed Manual on Column	STD.	3.08:1	NA
	3-Speed Manual Floor Shift (Hatchback only)	STD.	3.08:1	NA
3.8 I (232 CID) Six	3-Speed Manual with Overdrive		3.08:1	NA
	Torque-Command Auto. on Column	OPT.	3.08:1	NA
	3-Speed Manual Floor Shift (Hatchback only)	STD.	3.08:1	NA
4.2 (258 CID) Six	3-Speed Manual with Overdrive	OPT.	3.08:1	NA
	Torque-Command Auto. on Column	OPT.	3.08:1	NA
	Torque-Command Auto. on Floor (Hatchback & Sportabout only)	OPT.	3.08:1	NA
5 I (304 CID) V-8	Torque-Command Auto. on Column	OPT.	2.87:1	(3.15:1)
	Torque-Command Auto. on Floor (Hatchback & Sportabout only)	OPT.	2.87:1	(3.15:1)
	3-Speed Manual Floor Shift (Hatchback only)	OPT.	3.15:1	(2.87:1)
			Water Street	

Specifications

Models: Hornet, Sportabout and Hatchback 4-Door Sedan 2-Door Sedan 7607-7 7608-7 · 4-Door Wagon: Sportabout 2-Door Hatchback Sedan 7603-7

Exterior & Interior (Standard Features)

- · Deep-dip body rust proofing
- Lustre-Gard acrylic enamel—double coat
- · Foam cushion front-seat pads
- Floor covering: carpeting, passenger compartment
- Dome light actuated by courtesy switches on front doors
- Glove box lock
- Ash tray: front and rear (rear right side only)
- Liftgate on Sportabout
- Rear quarter vent windows (Hatchback)
- · "Hatch" panel on Hatchback
- Hidden compartment storage space for Sportabout w/lock and available as a separate option on
- Hatchback Package tray full width under instrument panel

- Cigarette lighter
- Bench seats, non-reclining
- . 6.95 x 14 unbelted cord tires, blackwall
- Fuel tank-22 gal. capacity (83.3 liters)

Mechanical (Standard Features)

- All synchromesh 3-speed manual transmissions
- "Twin-Ball-Joint" front suspension design
- · Coil springs (front), leaf (sear)
- Heavy duty 10" clutch with 3-speed transmission and 232 engine
- Sway-bar, front (V-8 only)
- Step-on parking brake
- Suspended operating pedals
- Captive engine mounts
- Brake diameter sixes, 9 in.
- Brake diameter V-8's, 10 in.
- Brake lining area sixes, 153 in.²
- Brake lining area V-8's, 167 in.²
- Space saver spare tire (standard on Sportabout)
- 50 Amp. "Clear Power" battery
- 37 Amp. alternator (55 with air conditioning)

Leather wrapped sports steering wheel

Electronic ignition

Custom wheel covers (4)

Heating (Standard Features)

· Weather-Eye heater & defroster

Air-Pollution Control Systems (Standard Features)

- Positive crankcase ventilation
- Fuel vapor control system
- Exhaust gas recirculation
- Air Guard System (V-8 only)
- Thermostatically controlled air cleaner

Safe Command Highlights (Standard Features)

- Back-up lights & 4-way hazard warning lights
- · Rear view mirror left side, exterior
- Inside rear view mirror

(Hatchback & Sportabout)

- Electric windshield washers (actuating feature
- as part of wiper control knob)
- · Side-of-car safety markers (illuminated with headlights)
- · 2-speed electric windshield wipers

- Guard rail doors
- Lap & shoulder belt restraint system
- · 2-key locking system
- Double-safety brake system w/warning light
- High strength laminated windshield
- Tempered side & rear glass
- Self-adjusting brake linings
- Two front head restraints
- Padded instrument panel, visors, and front seat back
- · Soft-feel instrument panel control knobs with international codes
- · Soft-feel horn bar
- Safety shaped armrest
- Anti-theft lockable steering column
- Energy absorbing steering column
- Energy absorbing steering wheel, custom
- Energy absorbing front bumper
- Steel reinforced rubber bumper guards, rear
- Parking brake warning light
- Single-unit body construction
- Certified flame resistant fabrics
- Front seat back locks

Options

Paint & Upholstery Two-tone paint, Sedans & Hatchback ☐ Vinyl covered roof 6 colors Vinyl trim, standard on Sportabout Fabric trim, standard on Sedans & Hatchback Touring Interior package—Includes Tan Door Trim with carpet lower doors; woodgrain overlay instrument panel & glove box area; Door Pull Straps; Tan Vinyl Headliner & Tan Sun Visors; Tan Sports Steering Wheel; Tan Cut Pile Carpeting; Extra-Quiet Insulation; Tan "Sof-Touch" Vinyl Individual Reclining Seats (Hatchback & Sportabout only) Sedan D/L trim package-Includes Tan "Kasmir Knit" Fabric Individual Reclining Seats; Tan Door Carpet lower doors; Door Pull Straps; Tan Headliner & Tan Sun Visors; Woodgrain Overlay Instrument panel & glove box area; Woodgrain Steering Wheel Overlay; Extra-Quiet Insulation Package and trunk mat (2- & 4-Door Sedans only) Color-keyed woodgrain side panels on Sportabout (included w/"D/L" package & NA w/"SX" package) Rally side stripes 6 colors, Hatchback "X" **Power Assists** Power steering (recommended with air conditioning) Power disc brakes (front)

Audio AM push button radio AM/FM push button radio Rear speaker w/AM only (NA 2 dr. & 4 dr. Sedans)

Twin-Grip differential

Manual disc brakes (front)

Appearance Sports steering wheel, 3-spoke 15"

- ☐ Styled road wheels (4) 14" x 6" w/trim rings Aluminum styled wheels (4) 14" x 6" ☐ Hatchback "X" Package—Includes Slot Style 14" x 6" Wheels (4) w/Trim Rings; Rally Stripes; "X" Emblem; Black Grille Accents; Extra-Quiet Insulation Package; D 70 x 14 black tires Sportabout "X" Package (NA w/D/L Pkg.)-Includes Rally Stripes; Slot-Style 14" x 6" Wheels (4) w/Trim Ring; "X" Emblem; Black Grille Accents; Extra-Quiet Insulation Package; D 70 x 14 black tires Sportabout D/L Package (NA w/"X" Pkg.)-Includes woodgrain Side and Rear Panels; Custom Wheel Covers (4): Roof Rack w/Integral Rear Air Deflector; D/L Emblem; Extra-Quiet Insulation Package; Individual Reclining Seats w/Custom Fabric
- Convenience Console (w/bucket seats Hatchback only) Hidden compartment (Hatchback) rear area carpeting and space saver tire All-season air conditioning system; heavy duty engine cooling system; 50 Amp. battery, 40 Amp. alternator w/V8 (55 Amp. w/6 Cyl.) Air conditioning package: air conditioning system, tinted glass, power steering ☐ Tinted glass all windows or windshield only

Roof rack with integral liftgate air deflector, Sportabout Cruise control (w/auto. trans. only)

Rear window defogger, blower type (Sedan), electric

- ☐ Tilt steering wheel, with automatic transmission
- (column shift only) Visibility group; remote control left outside mirror, deluxe electric wipers, day/nite inside mirror, and
- visor vanity mirror Deluxe electric wipers, intermittent action
- Fuel economy gauge Light group: trunk light; two courtesy lights; glove
- box light; ash tray light; engine compartment light; rear door switches (4-dr. vehicles) and liftgate domelight switch (Sportabout & Hatchback)
- Space-saver tire (std. w/Sportabout) Convenience Group: dome/reading light; electric
- clock; stowage/litter containers; dual horns, headlights-on warning buzzer

Protection Items

- Extra-Quiet Insulation package (Incl. w/Touring, "X" & D/L pkgs.) Includes undercoatingfull, hood insulation; roof insulation pad; rear wheel house absorption pads; vinyl foam tape-lower trim panel; cargo floor deadener; insulation front floor & front floor seat area and insulation cowl panel-side (upper & lower)
- Protection group: stainless steel door edge guards; color-keyed floor mats; scuff moldings (side) & inside hood release
- ☐ Inside hood release

Scuff molding side w/vinyl insert ■ Bumper guards—front

Heavy Duty Equipment

- Heavy duty engine cooling system-heavy duty radiator, power flex fan and fan shroud (standard with air conditioning)
- Heavy duty 70 AMP. battery
- H.D. Suspension package: (6 Cyl.) front sway bar, heavy duty springs and shock absorbers
- □ Engine block heater

Miscellaneous

- Touch-up paint
- Export headlamps, amber or clear lens
- Metric speedometer
- Dual horns
- Trunk mat, 2- & 4-dr. Sedans
- Coolant recovery system Clear lens-Parking light







Matador bucket seats shown in Sof-Touch tan vinyl. Other color choices: black, white, and blue.



For the Matador Coupe—individual reclining seats in sumptuous tan Barcelona trim—also available in black.

AMC Matador

Three models invite your inspection: Coupe, 4-door Sedan and 4-door Wagon. Clearly, these are American Motors' finest. They look the part and the high level of trim and appointments confirms this impression.

The 4-door model's ride is superb on a 3.0 m (118") wheelbase-longest in the American intermediate class. The Coupe's wheelbase is an easyto-maneuver 2.89 m (114"). Coil spring suspension on all four wheels further cushions passengers from road harshness. Operating economy. is outstanding for a car of Matador's size. The Coupe's smooth, low-flowing lines are set off by a new horizontal motif grille. Already luxurious, a still higher degree of distinction is available with the Brougham Package. A new Barcelona Package with a deluxe interior treatment in black or tan and exclusive identification is offered for the Brougham Coupe.

4-door models are ideal family cars with abundant room and a strong emphasis on comfort and convenience. An excellent combination of passenger car and cargo carrier, the Matador Wagon comes in two and three seat models. All popular options are available for all models.

The Matador Sedan and Coupe standard engine is a 4.2 liter (258 CID) Six with column-mounted 3-speed manual transmission. A 5 liter (304 CID) V-8 is standard in the Matador Wagon; and a 5.9 liter (360 CID) V-8 (2- or 4-barrel carburetors) is optional. Columnmounted Torque-Command automatic transmission is optional. A floormounted gear selector is also offered for the Coupe. All engines feature electronic ignition and are thoroughly proven for dependable, efficient operation with regular, low-lead or no-lead fuel.

You can pay far more, but you can't buy better than Matador . . . American Motors' great luxury value.













^{1/}Matador Brougham Wagon.

^{2/}Matador Wagon can handle up to 2.67 m³ (95.2 ft³) of cargo.

^{3/}Matador Wagon's dual tailgate swings like a door for close-up loading.

^{4/}Or swings down like a door to provide extra space for an extra long cargo.

^{5/}Power lift side windows are optional on the Brougham Sedan and Wagon.







1/Opera Window and Padded vinyl root package add a touch of elegance to the Coupe.

2/Matador Brougham Interior with individually reclining seats trimmed in black fabric. Other colors: blue or tan.

3/Both the Matador Coupe (shown) and the sedan have big, roomy trunks with luggage space for touring.

Matador/Specifications

Dimensions



Exterior
Length (Coupe)
(Sedan)5.49 m (216.0")
(Wagon)5.47 m (215.5")
Wheelbase (Coupe)2.90 m (114.0")
(Others)
Width (Coupe)
Height (Coupe)
(Codon) 1 20 - (EA 7//)
(Sedan)
(Sedari)
(Coupe)1.52 m/1.53 m (59.7"/60.0")
(Sedan & Wagon)1.52 m/1.53 m (59.8"/60.0")
Turning Diameter (wall to wall)
(Coupe)12.47 m (40.9 ft.)
(Sedan)12.78 m (41.9 ft.)
(Wagon)
Interior
Head Room (front/rear)
(Coupe)96 cm/91 cm (37.6"/36.0")
(Sedan)1.01 m/95 cm (39.6"/37.5")
(Wagon)1.01 m/98 cm (39.9"/38.5") Leg Room (front/rear)
(Coupe)1.09 m/85 cm (43.0"/33.3")
(Sedan & Wagon)1.09 m/1.01 m (42.8"/39.6")
Shoulder Room (front/rear)
(Coupe)1.53 m/1.50 m (60.4"/59.0")
(Sedan & Wagon) 1.52 m/1.52 m (59.7"/60.0")
Hip Room (front/rear)
(Coupe)1.53 m/1.30 m (60.4"/51.0")
(Sedan & Wagon) 1.52 m/1.52 m (59.9"/59.8")
Capacities
Cargo Volume Index
(Coupe)
(Sedan)
(Wagon)2.666 m³ (95.2 ft.³) (a)
(a) Includes 8 cu. ft. of space under cargo floor.
Wagon Cargo Floor Length2.28 m (89.8")
Fuel Tank (Coupe & Sedan)93 I (24.5 gals.) (Wagon)
Vehicle curb weights (approx.)
(Coupe)1845 kg (4063 lbs.)
(Sedan)
(Wagon)
(- 0 - 7 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1





Engines

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	STD./OPT.
4.2 I (258 CID) Six	1- Barrel	8.0:1	3.75" x 3.90"	STD.*
5 I (304 CID) V-8	2- Barrel	8.4:1	3.75" x 3.44"	ОРТ.
5.9 I (360 CID) V-8	2- Barrel	8.25:1	4.08" x 3.44"	OPT.
5.9 I (360 CID) V-8 w/Power Package (dual exhaust)	4- Barrel	, 8.25:1	4.08" x 3.44"	OPT.

*258 Six standard on Coupe and Sedan, 304 V-8 standard on Wagon.

Engine/Transmission Combinations

Engine	Transmission	Trans. Avail.	Axle R STD.	atios (OPT.)
4.21	3-Speed Manual Column Shift	STD.	3.54	(3.15)
(258 CID) Six*	Torque-Command Auto. on Column	OPT.	3.15	(3.54)
5 I	Torque-Command Auto. on Column	ОРТ.	2.87***	(3.15) (3.54)
	Torque-Command Auto. on Floor**	OPT.	2.87	(3.15) (3.54)
5.9 I (360 CID) V-8 & (360 CID) V-8 - w/4 bbl. carb. dual exhaust	Torque-Command Auto. on Column	OPT.	2.87	(3.15) (3.54)
	Torque-Command Auto. on Floor**	OPT.	2.87	(3.15) (3.54)

*Not available on Wagons.

**Floor shift available only on Coupes with bucket seats and console.
***Required combination on base Matador Wagon.

Specifications Anti-theft lockable steering column • 55 amp. alternator Bench seats non-reclining Models: Matador 2-speed electric windshield wipers Custom steering wheel Electronic ignition 7685-7 4-Door Sedan Side-of-car markers, illuminated with headlights Cigarette lighter · Parking brake warning light 7688-7 • 4-Door Station Wagon Self-adjusting brake linings ● E 78 x 14 black unbelted tires 7616-7 2-Door Coupe Heating (Standard Features) · Lap & shoulder belt interlock system H 78 x 14 black unbelted tires · Weather eye heater & defroster Guard rail doors Extra-Quiet insulation package Exterior & Interior (Standard Features) Two front seat head restraints Deep-dip rust proofing Air-Pollution Control System · Energy-absorbing bumper, front & rear Mechanical (Standard Features) Lustre-Gard Acrylic enamel—double coat (Standard Features) · Steel reinforced rubber bumper guards, front and Body side scuff molding w/vinyl insert · Coil springs at all four wheels Positive crankcase ventilation rear (except rear wagon) · Coil-spring seat construction except formed wire Twin ball-joint front suspension system • Rear suspension of 4-link trailing arm design • Fuel vapor control system • Padded instrument panel, visors and front seat back on optional bucket seats Exhaust gas recirculation system · Soft-feel instrument panel control knobs with • Brake diameter, 6 Cyl. & V-8 (in inches) 10, self • Floor covering: carpeting, passenger compartment Thermostatically controlled air cleaner international codes Foam cushion front and rear seat pads adjusting type Air-Guard system (V-8 only) Soft-feel horn bar Brake lining area, 6 Cyl. & V-8 (167 in2 Sedan & Dual swing tailgate for Wagons Energy-absorbing steering column 196 in2 Coupe) Glove box lock Safe Command Highlights Double-safety brake system w/warning light Captive engine mounts Ash tray, front and rear (Standard Features) Front sway bar High-strength laminated windshield · Dome light actuated by courtesy switches on front Back-up lights and 4-way hazard warning signals Suspended operating pedals Energy-absorbing steering wheel · Rear view mirror left side, exterior Step-on parking brake Tempered side and rear glass Hidden compartment storage space w/lock • 12" day-nite mirror, inside · Manual disc brakes, front (Sedan & Coupe) Single-unit body construction (Wagon only) Electric windshield washers Front seat back locks Power disc brakes, front (Wagon) · Certified flame resistant fabrics • 50 amp. "Clear Power" battery **Options** Power front disc brakes (Coupe, Sedan) ☐ Remote control right outside mirror (w/visibility Heavy duty 70 Amp. battery Paint & Upholstery Power lift tailgate window (standard on 3-seat group only) Two-tone paint H.D. suspension package: heavy-duty springs and ☐ Vinyl covered roof (7 colors, Sedan & Coupe) shocks plus rear sway bar Wagon) ☐ Fuel economy gauge Convenience group: dome/reading light, electric Color-keyed wood grain side panel (Wagon only, Rear sway bar ☐ Twin-grip differential Power lift side windows (Sedan & Wagon) clock, stowage/litter containers, dual horns, not available with two-tone) ☐ Engine block heater headlights-on warning buzzer Bench cushion-fabric trim (Std. Coupe & Sedan) **Packages** Audio Bench cushion-vinyl trim (Std. Wagon) AM push button radio Miscellaneous ☐ Brougham package —Includes individual reclining seats w/custom fabrics (vinyl AM/FM push button multi-plex stereo radio: ☐ Touch-up paint Export headlamps, amber or clear lens 2 front door & 2 rear speakers Individually adjustable reclining seats (fabric or Wag.), woodgrain instrument panel & steering wheel overlay; custom door panels, roll-down rear quarter ☐ Rear speaker Sedan & Coupe w/AM radio only ☐ Entertainment center stereo tape player (8 track) ☐ Electric clock, separate from visibility group ☐ Bucket seats vinyl (2-Door Coupe only) windows (Coupe); trunk floor carpet (Coupe & Sedan); carpet cargo area (Wagon); wheel covers (4); rocker w/AM/FM radio & 2 door mounted speakers & 2 rear **Protection Items** panel moldings; "Brougham" script; hood stripe; speakers Protection group: Stainless steel door edge guards chrome overlay on back panel (Coupe & Sedan); Convenience and color-keyed rubber floor mats moldings on rear hood & grille perimeter (Coupe); All-Season air conditioning system: heavy duty nerfing strips for bumpers (Coupe) and roof rack & engine cooling system, 50 Amp. Battery (60 Amp. tailgate air deflector (Wagon). Sports steering wheel 15" 3-spokes w/360) & 55 Amp. alternator, 6 cyl. (60 Amp. V-8) "Barcelona" package (avail. on Coupe w/Brougham Leather-wrapped Sports Steering Wheel ☐ Tinted glass all windows or windshield only pkg. only)- individual reclining seats w/napped knit Wheel covers (4) Third seat for Wagon: 2 seat belts, carpet cargo mat fabric; unique door trim panels, pull straps w/woven Custom wheel covers (4) & power lift tailgate window accent strap; unique headliner; carpeting on floor & Styled road wheels (4) 14" x 6" lower door; grille surround & headlight bezel painted Rear window defogger, electric (Sedan & Coupe) Aluminum Wheels (4) 14" x 6" tan (w/tan trim only); body side decal (red & yellow ☐ Tailgate air deflector, Wagon only Roof top travel rack, Wagon only pin stripes); wheel covers-color keyed (black or tan); **Heavy Duty Equipment** Cruise control, w/automatic transmission only

☐ Tilt steering wheel, w/automatic transmission only

☐ Visibility group: remote-control left outside mirror,

lights, glove box light, ash tray light, engine compart-

visor vanity mirror (lighted), deluxe electric wipers

Light group: trunk or cargo light, two courtesy

Deluxe electric wipers

ment light

rear license plate depression-painted tan (w/tan trim

☐ Matador Coupe opera window and padded vinyl roof

only); Barcelona medallion on glove box door,

package-available on all Matador Coupes

Power Assists

Barcelona hood ornament; front fender nameplate.

Power steering (required with air conditioning)

Heavy duty engine cooling system: heavy duty

☐ Trailer towing package: H.D. engine cooling,

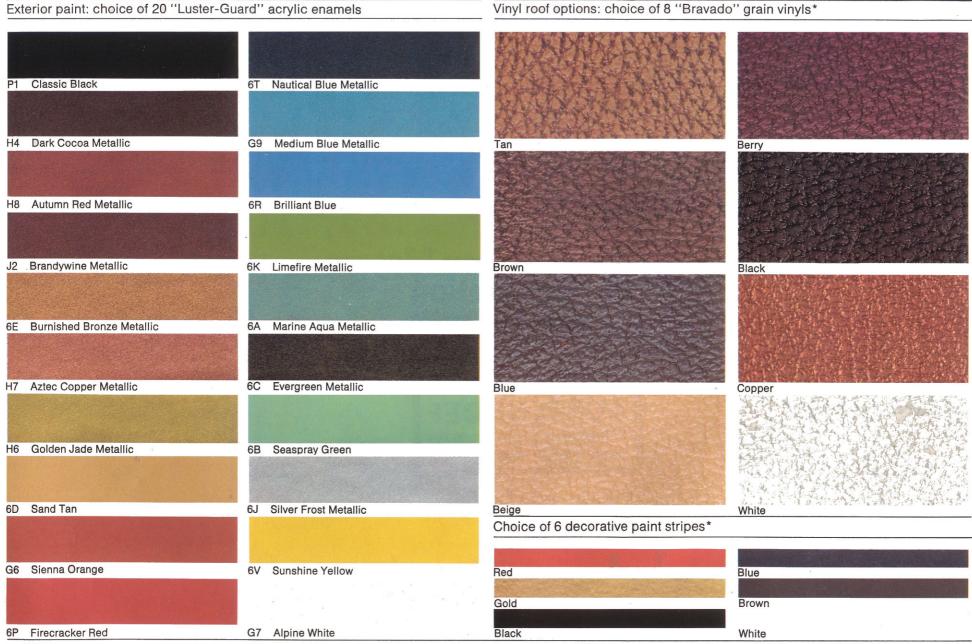
air conditioning)

wiring harness kit

radiator, power flex fan and shroud (standard with

auto. trans. auxiliary oil cooler, H.D. suspension pkg.,

adjustable air shock absorbers (rear), car-to-trailer



Equipment and power features, illustrated or described in this brochure, are optional at extra cost unless otherwise specified. Certain equipment items may not be available for all models. American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models, equipment or prices at any time without incurring any obligation. This also applies to local assembly or manufacture areas where local content requirements may affect standard and/or optional specifications.

^{*}For model applications, refer to your AMC dealer's Color and Trim book.

