



1976 AMC passenger cars... Built with you in mind



Special AUTO SHOW Edition



Pacer

Pacer, the first wide small car, has more of everything for everybody. That's a big order. But Pacer fills it beautifully.

Being the first wide small car gives Pacer a years-ahead look. Styling to stay in style . . . beautifully functional. A low, easy-to-see-over hood. Broad expanses of glass for virtually 360-degree visibility. A passenger side door nearly four inches wider to make getting in and out easier, front and rear.

Inside, Pacer's greater width pays off in more room than you thought possible in a small car. Try it for size. Even with a full complement of four passengers, there's more room all around.

And out on the road, Pacer's wide firm stance gives it a solid feel that's like nothing in its class. Rack and pinion steering provides handling that's a pure delight.

Economy, of course, is another Pacer strong point. Its 6-cylinder engine means more miles per gallon; its 22-gallon gas tank means more miles between fill-ups.

And there's another benefit to being the first wide small car—the wider coverage provided by AMC's exclusive BUYER PROTECTION PLAN.®

AMC  Pacer

Pacer D/L

Pacer X



Pacer

Pacer Standard Features

- Power team: economical 232 CID 6-cylinder engine, 3-speed manual synchromesh transmission
- Electronic ignition, virtually maintenance-free
- Foam-cushioned bench seats
- Color-keyed carpeting; color-keyed rubber mat in cargo area
- Folding second seat for up to 28 cu. ft. of cargo space
- Ventless side glass
- Protective body side scuff molding
- Parking brake warning light
- For smoother, quieter riding: isolated front cross member and coil-spring suspension; isolated rear leaf-spring suspension
- Weather Eye Heating and Defrosting System
- Concealed 2-speed electric wipers and washers
- Dome light actuated by doors
- Rear lift window with built-in assist for easy opening and closing
- Free-standing bumpers
- 50-amp battery
- Drum brakes (10" front, 9" rear)
- Aluminum hub caps
- Ash tray and cigarette lighter
- Durable "Luster-Guard" acrylic baked enamel finish

Pacer Options

ECONOMY OPTIONS

- ☐ Cruise Command automatic speed control (auto trans. req'd.)
- ☐ Fuel economy light. Comes on as a reminder whenever you're driving beyond the best fuel economy range. (Not avail. with Overdrive.)
- ☐ Higher-mileage steel-belted radial tires
- ☐ Overdrive (with all engines)
- ☐ Economy rear axle (2.53 to 1 ratio) available with auto trans.

AIR CONDITIONING OPTION

- ☐ All-Season Air Conditioning System for added comfort. Includes: heavy-duty engine cooling, power flex fan, 55-amp alternator. Requires tinted glass in all windows.

APPEARANCE OPTIONS

- ☐ Sporty high-back bucket seats.
- ☐ Individual reclining seats (D/L only)
- ☐ Two-tone paint includes front and rear body side scuff molding extensions. (Not avail. with vinyl roof.)
- ☐ Vinyl roof in five color choices
- ☐ Sports steering wheel
- ☐ Soft-wrapped sports steering wheel
- ☐ Full wheel covers.
- ☐ Styled road wheels
- ☐ Styled aluminum wheels
- ☐ "X" Package. (Not avail. with "D/L" Pkg.) *Interior:* vinyl bucket seats with manual floor shift, instrument panel woodgrain overlay, sports steering wheel, custom door trim (vinyl inserts, door pull straps, carpet in lower recessed area), Extra Quiet Insulation Package. *Exterior:* D78 x 14 black tires, slot-styled wheels, color-keyed side scuff moldings, door window moldings, bumper nerfing strips, front sway bar, Pacer "X" ornamentation.
- ☐ "D/L" Package. (Not avail. with "X" Pkg.) *Interior:* Basketry fabric, instrument panel woodgrain overlay, custom padded steering wheel, custom door trim (fabric inserts, door pull straps, carpet in lower recessed area), carpeted cargo area, Extra Quiet Insulation Package. *Exterior:* wheel covers, color-keyed side scuff moldings, door window moldings, license surround molding, bumper nerfing strips, front sway bar, Pacer "D/L" ornamentation.

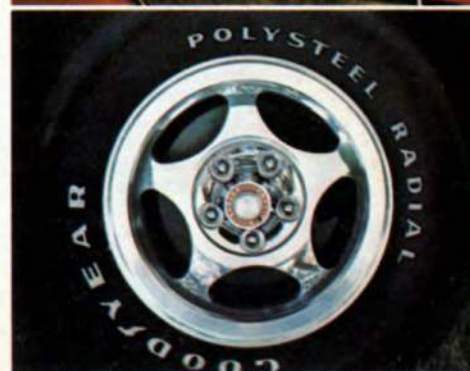
- ☐ Luxury Trim Option. Custom Hyde Park fabric seat trim on individual reclining seats and door trim inserts. (With D/L Pkg. only).
- ☐ Decor Package. Includes: wheel opening moldings, rear hood edge moldings, door window moldings, license surround moldings, wheel covers, lower back panel overlay, rear wheelhouse pads.

AUDIO OPTIONS

- ☐ AM radio: instant performance, long-range reception, push-button convenience.
- ☐ Rear speaker (with AM radio)
- ☐ AM/FM stereo radio. Four speakers enhance programming of both AM and FM station selections.
- ☐ Entertainment Center: AM/FM stereo radio, 8-track stereo tape with four speakers—surrounds you with sound!

CONVENIENCE OPTIONS

- ☐ Torque-Command automatic transmission
- ☐ Visibility Group. Includes: color-keyed remote-control outside left mirror, illuminated visor vanity mirror, 12-inch day/night mirror, intermittent-action windshield wipers.
- ☐ Between-the-seats console with lockable storage compartment (with bucket seats or reclining seats only).
- ☐ Tinted glass windshield
- ☐ Tinted glass in all windows
- ☐ Door vent windows
- ☐ Electric rear window defogger (heated glass). Includes 55-amp alternator and tinted rear glass.
- ☐ Rear window wiper/washer. Cleans big rear window just like windshield wipers up front.
- ☐ Rear Visibility Package. Includes rear window defogger and wiper/washer.
- ☐ Intermittent-action windshield



Pacer high-back bucket seats in tan Sof-Touch vinyl optional on all Pacer models (standard with "X" Package). Also comes in black, white, blue and berry.



Pacer D/L optional individual reclining seats in berry "Basketry Print" fabric. Black, blue, tan also available in this option.

wipers

- ☐ Lockable cargo cover to conceal valuables from view
- ☐ Light Group. Includes: dual courtesy lights, glove box light, ashtray light, engine compartment light, dome lamp switch on liftgate.
- ☐ Roof luggage rack
- ☐ Adjust-O-Tilt steering column (with auto. column shift only)
- ☐ Convenience Group. Includes: dome/reading lamp, electric clock, stowage/litter containers, second

(Optional features, top to bottom)

- ☐ Vinyl roof and luggage rack.
- ☐ Rear window wiper/washer.
- ☐ Entertainment center.
- ☐ Styled aluminum wheels.

horn, headlights-on warning buzzer.

HEAVY-DUTY OPTIONS

- ☐ Heavy-Duty Cooling System. Includes: heavy-duty radiator, power flex fan and fan shroud (std. with air conditioning).
- ☐ Heavy-Duty Suspension. Includes: heavy duty springs and shock absorbers, front sway bar.
- ☐ Engine block heater for easier winter starting and quick heat.
- ☐ Heavy duty battery (70-amp)

PERFORMANCE OPTIONS

- ☐ Rally Package (with bucket or ind. reclining seats) Includes: console, black, leather-wrapped sports steering wheel, tach.,

electric clock and amp., oil pressure, coolant/temp. gauges.

- ☐ 258 CID 6-cylinder engine, 1 bbl.
- ☐ 258 CID 6-cylinder engine, 2 bbl. for snappier performance
- ☐ Manual front disc brakes (greater fade resistance)
- ☐ Twin-Grip differential
- ☐ Front sway bar (added stability in cornering)
- ☐ Floor shift for manual or automatic trans.

POWER ASSIST OPTIONS

- ☐ Power steering
- ☐ Power front disc brakes

PROTECTION OPTIONS

- ☐ Protection Group. Includes: front

and rear floor mats (front mats have carpet inserts), rocker panel molding, scuff molding extensions.

- ☐ Locking gas cap
- ☐ Bumper nerfing strips and bumper guards
- ☐ Extra Quiet Insulation Package. Includes: cargo floor carpeting and sound deadener, rear floor insulation, cowl panel side insulation, lock pillar insulation, full undercoating.

All interiors shown are optional. For standard Pacer interior information, see your AMC Dealer.



Gremlin

Gremlin has always meant economy. And for '76, there's a Gremlin model among the lowest-priced cars built in America. Add to these savings Gremlin's happy, care-free way of going places, and you've got quite a car.

There's more. Sensible styling with a look all Gremlin's own. It's functional styling, too, with built-in versatility: whenever you need more carrying capacity (for luggage, groceries, other things), the rear seat folds down to lengthen the cargo deck. And, inherent in Gremlin's design is a wide, road-hugging stance that gives you a smooth, stable ride.

Behind the wheel, Gremlin's easy handling adds up to real driving fun. Gremlin with its thrifty Six and its big 21-gallon gas tank lets you go a long, long way between fill-ups!

Gremlin's high resale value—among the best in its class—says a lot for this subcompact. The exclusive AMC BUYER PROTECTION PLAN® says even more.

If you're in the market for an economy car this year, look into the '76 Gremlin. Treat yourself to some fun along with big helpings of savings and value.

AMC  **Gremlin**

Gremlin X

Custom Gremlin (rally stripe optional)



Gremlin

Gremlin Standard Features

- Power team: economical 232 CID 6-cylinder engine, 3-speed manual synchromesh transmission with floor shift
- Electronic ignition, virtually maintenance-free
- Foam-cushioned seats
- Color-keyed rubber floor covering
- Front ash tray
- Folding second seat for up to 26.9 cu. ft. of cargo space (with rear seat down)
- Weather Eye Heating and Defrosting System
- 2-speed electric wipers and washers
- Dome light actuated by courtesy switches on doors
- Handy rear lift window
- Front sway bar (V-8's)
- Manual drum brakes
- Rear bumper guards
- Front bumper corner rubber nerfing strips for added protection
- 50-Amp battery
- Parking brake warning light
- Aluminum hub caps
- Center-filling fuel tank for added convenience
- Durable "Luster-Guard" acrylic baked enamel finish

Gremlin Custom Standard Features

- In addition to all the above, the Gremlin Custom offers the following as standard equipment:
- Custom bench seats in Fairway pleated vinyl
 - Carpeting front and rear
 - Custom steering wheel
 - Custom door trim panels
 - Bright drip rail moldings
 - Bright rocker panel moldings
 - Dual body side paint stripes
 - Special Gremlin Custom grille

- Spare tire cover

Gremlin Options

ECONOMY OPTIONS

- ☐ Cruise Command automatic speed control (auto. trans. req'd.)
- ☐ Fuel economy gauge. (Not avail. with Overdrive.)
- ☐ Higher-mileage steel-belted radial tires
- ☐ Overdrive (with 6-cylinder engines)
- ☐ Economy rear axle (2.53 to 1 ratio) avail. with auto. trans.

AIR CONDITIONING OPTIONS

- ☐ All-Season Air Conditioning System for added comfort. Includes: heavy-duty engine cooling, power flex fan and 55-amp alternator (Sixes), 40-amp alternator (V-8's), full-width parcel shelf under instrument panel.
- ☐ Air Conditioning Package includes All-Season Air Conditioning System (as detailed above), plus tinted glass (all windows), power steering.

APPEARANCE OPTIONS

- ☐ Sporty high-back bucket seats. (Available Gremlin Custom only.)
- ☐ Soft-wrapped sports steering wheel
- ☐ Sports steering wheel
- ☐ Full wheel covers
- ☐ Styled aluminum wheels
- ☐ Styled road wheels
- ☐ Decor Package. Includes: wheel opening moldings, wheel covers
- ☐ Rally stripe
- ☐ "X" Package. (Avail. Gremlin Custom only.) Adds distinctive sports flair inside and out. Includes: full length body stripe with "X" decal, painted lower back panel, engine-turn finish on instrument panel cluster overlay, "X" decal with Gremlin name plate on glove

box door, D70 x 14 tires, slot-style wheels, "Space Saver" spare tire for extra cargo space (no cost option). Available with all 14 Gremlin color choices.

☐ Levi's® Trim Package (Avail. Gremlin Custom only.) Totally unique to Gremlin! Includes: sporty bucket seats in simulated blue denim fabric and "Levi's" buttons, simulated blue denim door trim and "Levi's" buttons, stowage/litter pouches in simulated blue denim, blue headlining and sun visors, plus "Levi's"® decal on front fenders.

☐ Interior Appointment Package. Includes: full-width parcel shelf under instrument panel, glove box lock, cigarette lighter.

☐ Interior Decor Package. (Avail. on Gremlin Custom.) Includes: Interior Appointment Pkg., carpeting in cargo area, Extra Quiet Insulation Pkg.

☐ Vinyl roof in six color choices.

AUDIO OPTIONS

- ☐ AM radio: instant performance, long-range reception, push-button convenience
- ☐ Rear speaker (with AM radio)
- ☐ AM-FM stereo radio. Four speakers enhance programming of both AM and FM station selections.

CONVENIENCE OPTIONS

- ☐ Torque-Command automatic transmission (column or floor shift)
- ☐ Visibility Group. Includes: Color-keyed remote-control outside left mirror, visor mirror, 12-inch day/night mirror, intermittent-action windshield wipers.
- ☐ Inside hood release
- ☐ Convenience Group. Includes: dome/reading lamp, electric clock, stowage/litter containers, second horn, leadlights-on warning buzzer



Gremlin Levi's interior. This exclusive option includes high-back bucket seats with a blue denim look and much more. Bucket seats also available with pleated vinyl.

- ☐ Between-the-seat console with lockable storage compartment (with bucket seats only).
- ☐ Vinyl tonneau cover to conceal luggage in rear compartment
- ☐ Tinted glass windshield
- ☐ Tinted glass in all windows (recommended with air conditioning)
- ☐ Intermittent wiper system
- ☐ Light Group. Dual courtesy

(Optional features, top to bottom)

- ☐ Soft-wrapped sports steering wheel.
- ☐ Fuel-saving Overdrive is available with either 6-cylinder engine.
- ☐ Vinyl roof is available in six colors.
- ☐ Rear window defogger.

- lights, glove box lights, ashtray light, engine compartment light.
- ☐ Tailgate air deflector
- ☐ Roof rack
- ☐ Adjust-O-Tilt custom steering wheel (with auto. column-mounted shift only).
- ☐ Flipper-type, movable rear quarter windows for increased ventilation
- ☐ Rear window defogger (electric).

HEAVY-DUTY OPTIONS

- ☐ Heavy-Duty Cooling System. Includes: heavy-duty radiator, power flex fan and fan shroud (std. with air conditioning).
- ☐ Heavy-Duty Suspension.



Gremlin Custom bench seat in tan Potomac Stripe fabric. This optional trim is also available in black, blue and green.

- Includes heavy-duty springs and shocks (plus front sway bar for 6-cyl. engines)
- ☐ Engine block heater for easier winter starting and quick heat.
- ☐ 70-amp battery

PERFORMANCE OPTIONS

- ☐ 258 CID 6-cylinder engine
- ☐ 304 CID V-8 engine
- ☐ Twin Grip Differential
- ☐ Manual front disc brakes (greater fade resistance)
- ☐ "Space Saver" spare tire

POWER ASSIST OPTIONS

- ☐ Power steering (recommended with air conditioning)
- ☐ Power front disc brakes

PROTECTION OPTIONS

- ☐ Protection Group. Includes: stainless steel door edge guards, front rubber floor mats with carpet inserts, body side scuff moldings, inside hood release.
- ☐ Extra Quiet Insulation Package. Consists of: roof insulation, rear wheelhousing insulation, cargo floor sound deadener, hood and front and rear floor insulation, full undercoating, and more.
- ☐ Locking Gas Cap
- ☐ Front bumper guards
- ☐ Inside hood release

All interiors shown are optional. For standard Gremlin interior information, see your AMC Dealer.



Hornet

Hornets come in four different versions—all of them sporty, fun, economical.

Hornet Sportabout is as much wagon as most people need. Four big, wide-opening doors. Cargo space (rear seat down) measuring 56 cu. ft. There's generous room for a full load of passengers, too.

Hornet Hatchback is a roomy, comfortable 5-passenger coupe. Yet when you need cargo space, you've got it like magic. Fold down the rear seat, open the big "third door" and—presto!—you've got 30½ cu. ft. of space just like that.

Hornet Sedans are available in both a 4-door and 2-door (not shown). Compare them with any other compact for room, ride, handling, workmanship. You'll be pleased with what you find.

All Hornets have economy in common (a great gas-saving Six is standard, optional overdrive saves even more!). And the BUYER PROTECTION PLAN® means additional savings in upkeep.

Hornets for 1976: economy cars with a sporty touch you didn't bargain for.

AMC  Hornet

Hornet Sportabout D/L

Hornet Hatchback X



Hornet 4-Door Sedan (2-Door Sedan also available)

Hornet Standard Features

- Power team: economical 232 CID 6-cylinder engine, 3-speed synchromesh manual transmission
- Electronic ignition, virtually maintenance-free
- Foam-cushioned front seat (front and rear in Hatchback)
- Color-keyed carpeting (plus carpet cargo mats in Sportabout and Hatchback)
- Handy full-width package shelf under instrument panel
- Locking glove box
- Custom steering wheel
- Flip-open rear quarter vent windows (Hatchback)
- Weather Eye Heating and Defrosting System
- 2-Speed electric wipers and washers
- Dome light actuated by courtesy switches on front doors
- Manual drum brakes
- Rear bumper guards
- Front sway bar (V-8's)
- Front bumper corner nerfing strips
- 50-amp battery
- Parking brake warning light
- Rear lift window (Hatchback and Sportabout)
- Folding rear seat for more cargo space (30.5 cu. ft. Hatchback, 56.4 cu. ft.* Sportabout)
- Aluminum hub caps
- Durable "Luster-Guard" acrylic baked enamel finish

*Includes 3.8 cu. ft. below cargo floor

Hornet Options

ECONOMY OPTIONS

- ☐ Cruise Command automatic speed control (auto. trans. req'd.)
- ☐ Fuel economy gauge. (Not avail. with Overdrive.)
- ☐ Higher-mileage steel-belted radial

tires

- ☐ Overdrive (6-cylinder engines)
- ☐ Economy rear axle (2.53 to 1 ratio) available with auto. trans. on 6-cylinder engines

AIR CONDITIONING OPTION

- ☐ All-Season Air Conditioning System. Consists of: heavy-duty engine cooling, power flex fan, 55-amp alternator (Sixes), 40-amp alternator (V-8's). (Power steering req'd. with V-8's.)
- ☐ Air Conditioning Package. Includes: All-Season Air Conditioning System (listed above) plus tinted glass (all windows), power steering.

APPEARANCE OPTIONS

- ☐ Soft-wrapped sports steering wheel
- ☐ Sports steering wheel
- ☐ Full wheel covers
- ☐ Custom wheel covers
- ☐ Styled aluminum wheels
- ☐ Styled road wheels
- ☐ Touring Interior (Sportabout, Hatchback). Adds extra comfort, convenience and styling touches. Includes: individual reclining seats in tan Sof-Touch vinyl, matching tan headlining and sun visors, sports steering wheel, woodgrain instrument panel overlay, and carpeted lower door panels, tan door pull straps, Extra Quiet Insulation Package.
- ☐ D/L Package (Sportabout). Distinctive and luxurious. Includes: individual reclining front seats with custom fabric, custom wheel covers, woodgrain paneling on body sides and rear, roof rack and air deflector, Extra Quiet Insulation Package, D/L ornamentation. (Not avail. with "X" Pkg.)
- ☐ D/L Package (Sedans). Consists of: individual reclining front seats in tan Kasmir knit fabric, carpeted

lower door panels, tan door pull straps, tan headlining and sun visors, woodgrain overlay in instrument panel, Extra Quiet Insulation Package, trunk mat.

- ☐ "X" Package (Hatchback and Sportabout). Adds distinctive sports flair. Includes: rally stripe, slot wheels and trim rings, D70 x 14 Black tires, plus "X" ornamentation on instrument panel and lower back panel, black grille accents, Extra Quiet Insulation Package.
- ☐ Simulated woodgrain side panels for Sportabout.
- ☐ Vinyl roof in six colors
- ☐ Two-tone paint (N.A. Sportabout)

AUDIO OPTIONS

- ☐ AM radio: instant performance, long-range reception, push-button convenience
- ☐ Rear speaker (with AM radio only on Hatchback and Wagon)
- ☐ AM-FM Push-button multi-plex stereo radio (four speakers on Hatchback, Sportabout; two speakers on Sedans)—wider choice of stations; full, rich stereo sound.

CONVENIENCE OPTIONS

- ☐ Torque-Command automatic transmission
- ☐ Convenience Group. Includes: dome/reading lamp, electric clock, storage/litter container, second horn, headlights-on warning buzzer.
- ☐ Hidden compartment (concealed space beneath cargo floor in Hatchback)
- ☐ Between-the-seats console with lockable storage compartment (with bucket seats in Hatchback only)
- ☐ Tinted glass windshield
- ☐ Tinted glass in all windows
- ☐ Visibility Group. Includes: Color-keyed remote-control outside left mirror, 12-inch day/night mirror, visor vanity mirror, intermittent wiper system.



Hornet D/L 2-Door and 4-Door Sedan interior; individual reclining seats in tan Kasmir Knit fabric. This option is available in this color only.

- ☐ Inside hood release
- ☐ Rear window defogger* (electric on Sportabout and Hatchback, blower on Sedans). *Defogger is mandatory option on Sedans sold in State of New York.
- ☐ Light Group. Consists of: trunk light (sedans), two courtesy lights, glove box light, ash tray light, engine compartment light, rear door courtesy switches (4-Door

(Optional features, top to bottom)

- ☐ AM-FM stereo radio—more station selections, richer sound.
- ☐ Below-floor hidden compartment (Std. on Sportabout, Opt. on Hatchback).
- ☐ Electric rear window defogger.
- ☐ Luggage rack/integral air deflector.

Sedan and Sportabout, liftgate Courtesy light switches on Sportabout and Hatchback).

- ☐ Adjust-O-Tilt steering wheel (automatic column shift only)
- ☐ Intermittent wiper system
- ☐ "Space Saver" spare tire (std. on Sportabout)
- ☐ Roof rack with air deflector (Sportabout)

HEAVY-DUTY OPTIONS

- ☐ Heavy Duty Cooling System. Includes: heavy duty radiator, power flex fan and fan shroud (std. with air conditioning).
- ☐ Heavy-Duty Suspension. Includes heavy-duty springs and shocks (plus front sway bar for



Hornet Hatchback X high-back bucket seats in green Fairway vinyl. This option also comes in black, white, blue and tan.

- 6-cyl. engines)
- ☐ Engine block heater for easier winter starting
- ☐ 70-amp battery

PERFORMANCE OPTIONS

- ☐ 258 CID 6-cylinder engine
- ☐ 304 CID V-8 engine
- ☐ Twin-Grip differential
- ☐ Manual front disc brakes (greater fade resistance)

POWER ASSIST OPTIONS

- ☐ Power steering
- ☐ Power front disc brakes

PROTECTION OPTIONS

- ☐ Protection Group. Includes: stainless steel door edge guards,

rubber floor mats (front mats with carpet inserts), body side scuff moldings, inside hood release.

- ☐ Extra Quiet Insulation Package. Consists of: roof insulation (Sedans), rear wheelhousing sound absorption pad (Hatchback), asphaltic foam tape (rear lower trim and quarter panels), cargo floor sound deadener (Hatchback & Sportabout), hood and front floor insulation, full undercoating.
- ☐ Locking gas cap
- ☐ Front bumper guards

All interiors shown are optional. For standard Hornet interior information, see your AMC Dealer.



Matador

Move up to the mid-size Matador—and you'll find that's as far as you need to go.

With the '76 Matador Coupe, you move up in style. Distinctive, individual, a clean-lined, functional look you can't confuse with any other mid-size. And you can move up as far as you like in luxury. The rich new Barcelona Coupe (at left) is one example. An elegantly tailored interior with individual reclining seats, and unique ornamentation.

Want a roomy 4-door sedan? Choose Matador. Need a versatile, hardworking wagon? Your choice is Matador again.

Inside, there's stretch-out room and comfort for six passengers. And plenty of room for luggage in the Sedan's big 19-cu. ft. trunk or the Wagon's spacious 95-cu. ft. cargo compartment. Even with all this inner space, both of these Matadors are trimly sized overall for easy handling and "painless" parking.

And quality is assured with AMC's exclusive BUYER PROTECTION PLAN.[®] Matador Coupe, Sedan or Wagon . . . the economy mid-size cars that let you move up all the way in style.

AMC  **Matador**

Matador Barcelona Coupe

Matador Brougham Sedan



Matador Brougham Wagon

Matador Standard Features

- Power team: economical 258 CID 6-cylinder engine (304 CID V-8 std. on Wagons and on all Matadors in California), 3-speed synchromesh man. trans. (Coupe & Sedan, auto. trans. std. on Wagon).
- Electronic ignition, virtually maintenance-free
- Bench seats (Coupe and Sedan)
- Individual reclining seats (Wagon)
- Color-keyed carpeting
- Ashtrays front and rear (with cigarette lighter in front)
- Extra Quiet Insulation Package. Includes: hood insulation, front and rear floor insulation, rear shelf panel insulation (Coupe and Sedan), plus door and rear quarter insulation (Coupe), full undercoating, cowl and rear wheel house insulation.
- Custom steering wheel
- Weather Eye Heating and Defrosting System
- Day/night rearview mirror
- 2-speed electric wipers/washers
- Dome light actuated by courtesy switches on front and rear doors (Sedan and Wagon), plus tailgate
- Dual-swing tailgate (Wagon)
- Front sway bar for greater cornering stability
- Bumper guards (front & rear on Coupe & Sedan; front on Wagon).
- Folding second seat for up to 95.2 cu. ft.* of cargo space (Wagon)
- Manual front disc brakes—greater fade resistance—(Coupe and Sedan)
- Power front disc brakes (Wagon)
- Inside hood release
- Durable "Luster-Guard" acrylic baked enamel finish

*Includes 8 cu. ft. below cargo floor

Matador Options

ECONOMY OPTIONS

- ☐ Cruise Command automatic speed control (auto. trans. req'd.)
- ☐ Fuel economy gauge
- ☐ Higher-mileage steel-belted radial tires

AIR CONDITIONING OPTION

- ☐ All-Season Air Conditioning System. Includes: heavy duty engine cooling, power flex fan, 55-amp alternator (6-cylinder engine) or 60-amp alternator (V-8).

APPEARANCE OPTIONS

- ☐ Two-tone paint
- ☐ Opera Window and Padded Vinyl Roof Package (Coupe). Elegant touches for your Matador Coupe. Available with all eight vinyl color choices.
- ☐ Vinyl roof (Coupe and Sedan)
- ☐ Simulated Woodgrain paneling (Wagon)
- ☐ Soft-wrapped sports steering wheel
- ☐ Full wheel covers
- ☐ Custom wheel covers
- ☐ Styled road wheels
- ☐ Styled aluminum wheels
- ☐ Rally stripe. Wraps around body sides and rear deck lid.
- ☐ Bucket seats in Sof-Touch vinyl.
- ☐ Brougham Package. Add styling richness, comfort and convenience. Interior: individual reclining seats on Coupe & Sedans (Hunter's Plaid fabric std. in Coupe, Custom Hyde Park fabric std. in Sedan, opt. in Wagon; Sof-Touch vinyl std. in Wagon, opt. in Coupe & Sedan), custom door trim panels with assist straps and inserts, woodgrain instrument panel overlay, padded horn bar, carpet floor covering throughout including trunk or cargo compartment. Exterior: wheel discs, "Brougham" script on "C" pillars, tailgate air

deflector and roof rack (Wagon), hood paint stripes, bumper nerfing strips (Coupe), rocker panel moldings, (N.A. Wagon with woodgrain paneling), back panel overlay on Sedan, plus (on Coupe) roll-down quarter windows, full-length body side scuff moldings, wheel lip moldings, grille perimeter and rear hood moldings, license plate surround molding, roll-down rear quarter windows (in Coupe).

☐ Barcelona Package (avail. only on Brougham Coupe). Distinctive fine car luxury. Consists of: individual reclining seats in choice of tan or black Knap knit fabric, color-keyed 24-ounce cut pile carpeting, (matching carpet insert trim in lower door panels, Knap knit fabric in upper panels), color-keyed door pull straps and headlining; (with tan interior) color-keyed wheel covers, and accents around grille, rear license plate area and in headlamp bezels; unique ornaments, nameplates and red/yellow body striping.

AUDIO OPTIONS

- ☐ AM radio
- ☐ Rear seat speaker (AM radio only, Coupe and Sedan)
- ☐ AM-FM stereo radio. Four speakers enhance programming of both AM and FM station selections.
- ☐ Entertainment Center: AM-FM stereo radio, 8-track stereo tape with four speakers.

CONVENIENCE OPTIONS

- ☐ Torque-Command automatic transmission
- ☐ Between-the-seats console with lockable storage compartment (with bucket seats in Coupe only)
- ☐ Convenience Group. Includes dome/reading lamp, electric clock, stowage/litter containers, second horn, headlights-on warning buzzer.



Individual reclining seats in tan Barcelona trim. This Matador Brougham Coupe option is also available in luxurious black.



Matador Coupe high-back bucket seats in tan Sof-Touch vinyl. Black, white and blue are other choices with this option.

- ☐ Visibility Group. Includes: remote control left-hand mirror, illuminated visor mirror, intermittent wiper system.
- ☐ Tinted windshield
- ☐ Tinted glass (rec. with A/C)
- ☐ Rear window defogger* (Coupe, Sedan). *Defogger is mandatory on Coupes and Sedans sold in N. Y. State.
- ☐ Right-hand outside rear view mirror (requires Visibility Group)

(Optional features, top to bottom)

- ☐ Between-the-seats console.
- ☐ Cruise Command automatic speed control.
- ☐ Powerlift side windows (Brougham Sedan & Wagon).
- ☐ Wagon roof rack with tailgate air deflector (std. Brougham Wagon).

- ☐ Light Group. Consists of: trunk light or cargo area light, two courtesy lights, glove box light, ashtray light, engine compartment light shelf lamp (Coupe).
- ☐ Tailgate air deflector (Wagon)
- ☐ Third seat for Wagon (power rear window included)
- ☐ Roof rack (Wagon)
- ☐ Adjust-O-Tilt steering wheel (automatic shift only)
- ☐ Intermittent wiper system

HEAVY-DUTY OPTIONS

- ☐ Heavy-Duty Cooling System. Includes: heavy-duty radiator, power flex fan and fan shroud.
- ☐ Heavy-Duty Suspension. Includes: heavy-duty springs and

shocks plus rear sway bar.

- ☐ Rear sway bar
- ☐ Trailer Towing Package (V-8 only). Includes: heavy-duty engine cooling, auxiliary automatic transmission oil cooler, Heavy-Duty Suspension, trailer wiring harness, adjustable rear air shock absorbers.
- ☐ Engine block heater
- ☐ 70-amp battery

PERFORMANCE OPTIONS

- ☐ Twin-Grip differential
- ☐ 304 CID V-8 (Std. on Wagons, and on all Matadors in California)
- ☐ 360 CID V-8 and 360 CID V-8 with 4-bbl. carburetor, dual exhaust

POWER ASSIST OPTIONS

- ☐ Power steering
- ☐ Power front disc brakes (std. on Wagons)
- ☐ Power lift tailgate window on Wagon (std. with 3-seat Wagon)
- ☐ Power lift side and tailgate windows (Brougham Wagon)
- ☐ Power lift side windows (4-door Brougham Sedan and Wagon)

PROTECTION OPTIONS

- ☐ Protection Group. Includes: stainless steel door edge guards, front rubber floor mats with carpet inserts and rear rubber floor mats, front and rear bumper nerfing strips, body scuff moldings.
- ☐ Locking gas cap
- ☐ Bumper nerfing strips (Coupe)

AND NOW A WORD FROM THE PEOPLE WHO BUILD AND STAND BEHIND THE CARS YOU'VE JUST SEEN.

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4. And a toll-free hot line to AMC Headquarters.

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- 4-way hazard warning signals
- Lane changer turn signals
- Automatic backup lights
- Side of car safety marker lights
- Guard-rail doors
- Energy-absorbing steering column
- High-strength windshield glass
- Tempered side and rear glass
- Padded sun visors
- Padded instrument panel
- Single-buckle front-seat lap and shoulder belts for driver and right side passenger (with seat belt buzzer and warning light); seat belts for all other passengers
- Safety-shaped armrests
- Double-safety brake system
- Brake system warning light
- Self-adjusting brakes
- Corrosion-resistant brake lines
- Safety rim wheels
- Captive engine mounts
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- Safety-shaped door handles
- 2-key locking system
- Front seat-back lock (2-door models)
- Dual action hood latch

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