INTRODUCING THE 1975 PASSENGER CARS WITH THE AMC BUYER PROTECTION PLAN.™

GREMLIN • HORNET • MATADOR

AMC

Special AUTO SHOW Edition

WE CARE ABOUT YOU AFTER YOU BUY YOUR AMC CAR...

AMC BUYER PROTECTION PLAN.™

1. A simple, strong guarantee:
When you buy a new 1975 AMC car from an American Motors dealer, American Motors Corporation guarantees to you that, except for tires, it will pay for the repair or replacement of any part it supplies that is defective in material or workmanship. This guarantee is good for 12 months from the date the car is first used or 12,000 miles, whichever comes first. All we require is that the car be properly maintained and cared for under normal use and service in the fifty United States or Canada and that guaranteed repairs or replacements be made by an American Motors dealer.

2. A free loaner car from almost every one of our dealers if guaranteed repairs take overnight.

3. Special Trip Interruption Protection.

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

TM. BUYER PROTECTION PLAN Is a registered trademark of American Motors Corporation.

AMC BUYER PROTECTION PLAN.™

More than just a guarantee.

We don't claim to be the only people who build economy cars. Although we've been building them right from the beginning and that's what we're famous for.

But, while other people make the usual claims for economy before you buy, we're the ones who offer assurance of value and long-lasting satisfaction *after* you buy. That makes us unusual.

What makes it all possible is something equally unusual—the AMC BUYER PROTECTION PLAN, a commitment to stand behind every car we build and the dealers who sell them. It's standard with every car we sell. And no other American automobile manufacturer has anything like it.

Plain and simply: we'll fix or replace, free, any part that's defective or wears out under normal use or service for a whole year or 12,000 miles. Whichever comes first. (Tires excepted.) We think that's an assurance of operating economy that really means something.

And for just $99.00 (list price), you can *double* this protection—in other words, up to a total of two years or 24,000 miles—with the Double BUYER PROTECTION PLAN. And this includes the loaner car, special Trip Interruption Protection, and a toll-free hot line to AMC Headquarters, too. (As you'd expect, your car must be maintained according to the prescribed factory maintenance and service schedule.) Your AMC dealer has complete details.

Add our exclusive BUYER PROTECTION PLAN to our traditional savings—low purchase price, good gas economy, low upkeep, all the rest—and you see why so many people are calling AMC dealers the Economy Experts.

Along with economy, safety is important in every car we build. On all AMC cars, these "SAFE-COMMAND" features are standard equipment:

- ☐ Energy-absorbing bumper system
- ☐ Single-buckle front-seat lap and shoulder belts for driver and right side passenger (with engine starter interlock); seat belts for front center and all rear seat passengers
- ☐ Certified flame-resistant fabrics
- ☐ Two front head restraints
- ☐ 4-way hazard warning signals
- ☐ Lane changer turn signals
- ☐ Automatic backup lights
- ☐ Side of car safety marker lights
- ☐ Non-glare wiper blades
- ☐ Guard-rail doors
- ☐ Energy-absorbing steering column
- ☐ High-strength windshield glass
- ☐ Tempered side and rear glass
- ☐ Padded sun visors
- ☐ Padded instrument panel
- ☐ Safety-shaped armrests
- ☐ Non-glare finish on inside parts
- ☐ Double-safety brake system
- ☐ Brake system warning light
- ☐ Self-adjusting brake linings
- ☐ Corrosion-resistant brake lines
- ☐ Safety rim wheels
- ☐ Tire tread wear indicators
- ☐ Captive engine mounts
- ☐ High-strength door locks and hinges
- ☐ Safety-shaped door handles
- ☐ 2-key locking system
- ☐ Front seat-back lock
- ☐ Dual action hood latch

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Here's where you'll find the details on each of our 1975 cars:

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Check out our 75s . . . We back them better because we build them better.

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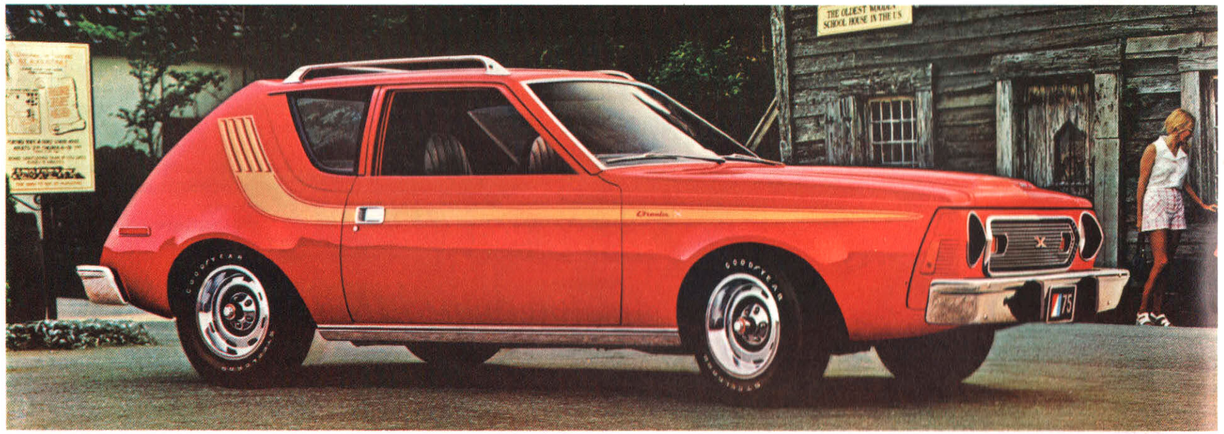
AMC Gremlin

For some time now, Gremlin has been showing a lot of folks how to save money. For example: Gremlin is the only U.S. sub-compact with a standard six-cylinder engine. More power for acceleration when you need it. Yet Gremlin is mighty easy on gas (as a lot of happy owners will tell you). And, with its good gas economy, Gremlin's large 21-gallon fuel tank means excellent driving range.

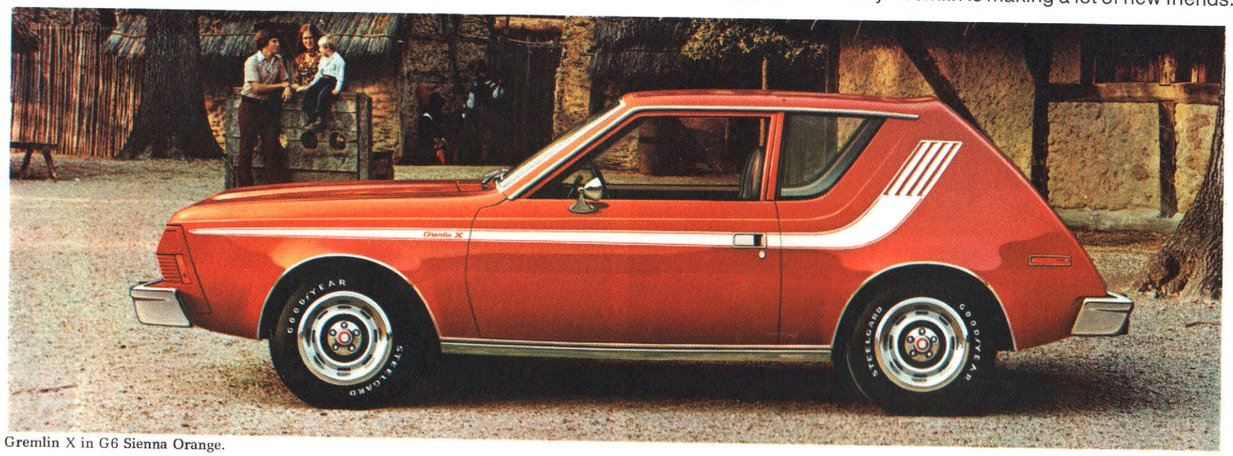
Gremlin is the roomy, comfortable sub-compact. (Seats are among the widest in its class.) And because it's heavier and has a wider track, Gremlin gives you a stable, smooth ride.

Add to these Gremlin versatility—a spacious rear compartment with nearly as much luggage room as a big car when the rear seat is folded down. And style: Gremlin has a look all its own. A flair in the way it looks and goes.

Top it all off with the exclusive BUYER PROTECTION PLAN—an assurance of quality and satisfaction—and you know why Gremlin is making a lot of new friends.

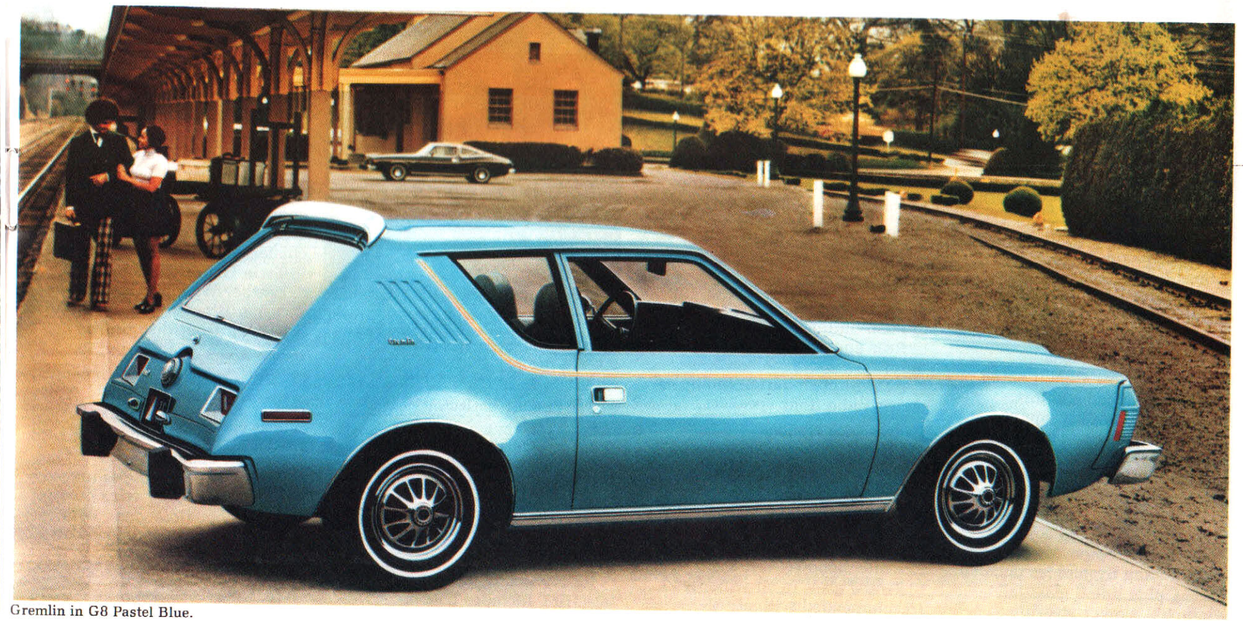


Gremlin X in D7 Red



Gremlin X in G6 Sienna Orange.

Levi's® Gremlin in H1 Deep Blue Metallic.



Gremlin in G8 Pastel Blue.

Gremlin

STANDARD FEATURES

☐ Power team: economical 232 CID six-cylinder engine, 3-speed manual transmission
☐ Electronic ignition
☐ Foam-cushioned seats, front and rear
☐ Four upholstery color choices
☐ Front armrests
☐ Color-keyed rubber floor covering
☐ Front ash tray
☐ Folding second seat for up to 16.7 cu. ft. of cargo space (with "Space Saver" spare tire)
☐ 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 model)
☐ Bumper guards (front and rear)
☐ Manual drum brakes
☐ Aluminum hub caps
☐ Fuel Tank Vapor Emission Control System (21 Gallon Tank)
☐ Center-filling fuel tank
☐ 15 exterior color choices in durable "Luster-Guard" acrylic baked enamel
☐ 50-amp battery

Gremlin OPTIONS

Economy Options

☐ Cruise Command automatic speed control (automatic transmission required)
☐ Fuel economy gauge
☐ Steel-belted radial tires
☐ Overdrive (with 6-cylinder engine, standard manual transmission)

Air Conditioning Options

☐ All-Season Air Conditioning System for added comfort. Includes: heavy-duty engine cooling, power flex fan and 55-amp alternator (Sixes), 51-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 bucket seats
☐ Custom steering wheel
☐ Wheel covers
☐ Styled road wheels
☐ Rally stripe
☐ Custom Trim Package. Consists of: custom door panels, pleated vinyl bench seats or vinyl bucket seats, Extra Quiet Insulation Package, cargo area insulation, carpeting, custom steering wheel. (Not available with "X" Package.)
☐ "X" Package. Includes: custom door panels, pleated vinyl bucket seats, sports steering wheel, Interior Appointment Package plus carpeting and cargo area insulation, slot-styled wheels with trim rings, (D78 x 14 Radial tires required), "Space Saver" spare tire for extra cargo space (no-cost option), Extra Quiet Insulation Package, 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, engine litre decal. Available with all 15 Gremlin color choices.
☐ Levi's® Custom Trim Package. 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 Extra Quiet Insulation Package and "Levi's"® decal on front fender. Also includes Custom Trim Package, except when "X" Package is ordered.

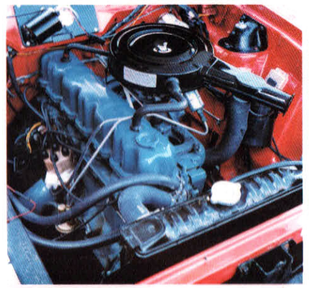
Audio Options

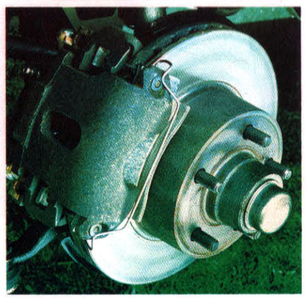
☐ Push-button AM radio
☐ Rear speaker (with AM radio only)
☐ AM-FM push-button multiplex stereo radio (four speakers)

Convenience Options

☐ Visibility Group. Includes: color-keyed remote-control outside left mirror, visor mirror, 12-inch day/night mirror, inside hood release, intermittent wiper system, clock, dual-note horn.
☐ Inside hood release
☐ Tinted glass in all windows (recommended with air conditioning)
☐ Tinted glass windshield
☐ Intermittent wiper system
☐ Light Group. Consists of: dual courtesy lights, glove box light, parking brake warning light and "headlights-on" warning buzzer.
☐ Interior Appointment Package. Includes: full-width parcel shelf under instrument panel, glove box lock, cigarette lighter.
☐ Stowage/litter pouches in both front doors

Economical 232 CID 6-Cylinder standard. 258 CID 6 or 304 CID V-8 optional.





Manual or power front disc brakes. Greater resistance to fade in repeated hard-braking situations with easier application.

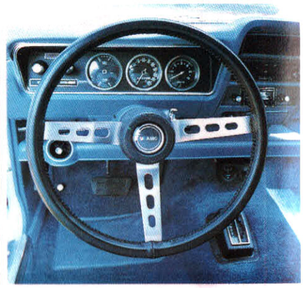
☐ Tailgate air deflector
☐ Roof rack
☐ Adjust-O-Tilt custom steering wheel (with automatic column-mounted shift only). Sports steering wheel optional.
☐ Flipper-type, movable rear quarter windows for increased ventilation
☐ Rear window defogger. (electric). Includes 55-amp alternator (6-cylinder), 51-amp alternator (V-8), tinted glass rear window.

**Defogger is mandatory option on vehicles sold in the state of New York.*

Heavy-Duty Options

☐ Heavy-Duty Cooling System. Includes: heavy-duty radiator, power flex fan and fan shroud (standard with air conditioning).
☐ Handling Package. Heavy-duty springs and shocks, front sway bar (6-cylinder models).
☐ Engine block heater

Leather-wrapped sports steering wheel. Available as separate option or as part of the Rally Package (detailed on this page).



Performance Options

☐ Rally Package. Includes: tachometer, oil and ammeter gauges, manual front disc brakes, front sway bar (6-cylinder models) and sporty black leather-wrapped sports steering wheel, black steering column and instrument cluster.
☐ Twin Grip Differential
☐ Leather-Wrapped Sports Steering Wheel
☐ Manual front disc brakes

Power Assist Options

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

Protection Options

☐ Protection Group. Includes: stainless steel door edge guards, front rubber floor mats with carpet inserts, body side scuff moldings.
☐ Extra Quiet Insulation Package.
☐ Locking Gas Cap

Distinctive Levi's® interior option. Sporty bucket seats trimmed in simulated blue denim with "Levi's" buttons in seats and door panels.

Gremlin Fairway custom vinyl bench seat interior in green, one of 4 color choices available with this option.

GREMLIN SPECIFICATIONS

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	Trans. Avail.	Axle Ratios STD.	Axle Ratios (OPT.)
232 CID Six	3-Speed Manual Floor Shift	STD.	2.73*	(3.08)
Standard 1-Bbl. Carb. Bore 3.75" Stroke 3.50" C.R. 8.0:1	3-Speed Manual with Overdrive	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Column	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Floor	OPT.	2.73*	(3.08)
258 CID Six	3-Speed Manual Floor Shift	STD.	2.73*	(3.08)
Optional 1-Bbl. Carb. Bore 3.75" Stroke 3.90" C.R. 8.0:1	3-Speed Manual with Overdrive	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Column	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Floor	OPT.	2.73*	(3.08)
304 CID V-8	3-Speed Manual Floor Shift	STD.	3.15	(3.54)
Optional 2-Bbl. Carb. Bore 3.75" Stroke 3.44" C.R. 8.4:1	Torque-Command Auto. on Column	OPT.	2.87**	(3.15)
	Torque-Command Auto. on Floor	OPT.	2.87**	(3.15)

*3.08 is the standard axle ratio in the State of California on all 6-cylinder Gremlins.
**3.15 is the standard axle ratio in the State of California on all V-8 Gremlins.
NOTE: All '75 engines run on no-lead fuels only.

EXTERIOR

Length	170.3"
Wheelbase	96.0"
Width	70.6"
Height	52.3"
Tread (front/rear)	56.7"/57.1"
Turning Diameter	32.8 ft.
Curb Weight (approx.)	2745 lbs.

INTERIOR

Head Room (front/rear)	38.0"/36.4"
Leg Room (front/rear)	42.1"/27.8"
Shoulder Room (front/rear)	54.9"/53.0"
Hip Room (front/rear)	54.9"/53.0"

TIRES

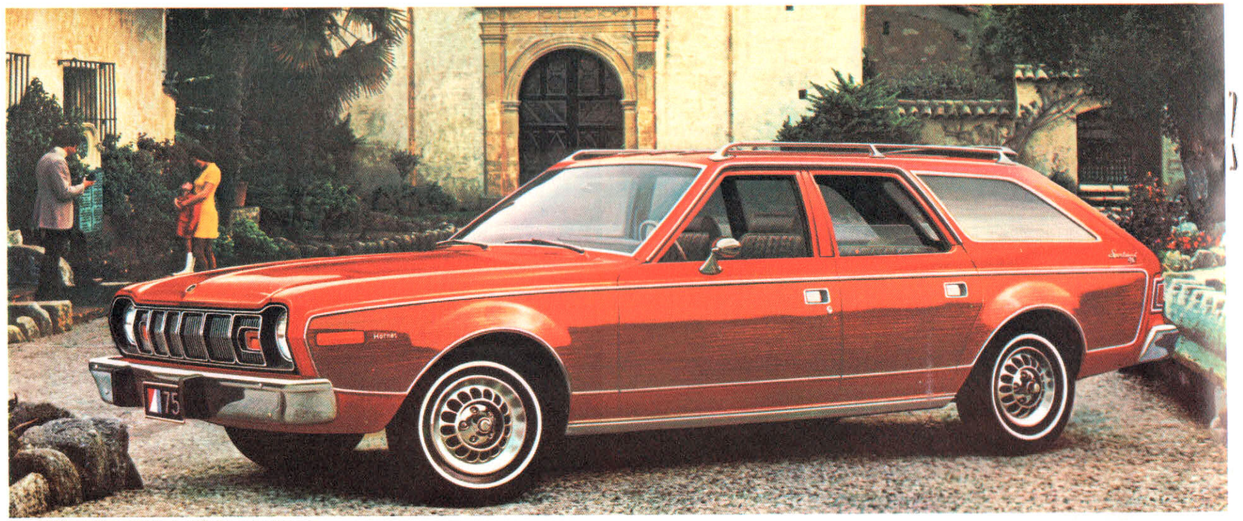
Tire	Sixes	V-8's
6.45 x 14 Black (White line optional)	STD.	N.A.
6.95 x 14 Black (White line optional)	OPT.	STD.
DR78 x 14 Radial (steel) Black	OPT.*	OPT.*
DR78 x 14 Radial (steel) White line	OPT.	OPT.
DR78 x 14 Radial (steel) White letters	OPT.	OPT.

*Required with Gremlin "X"

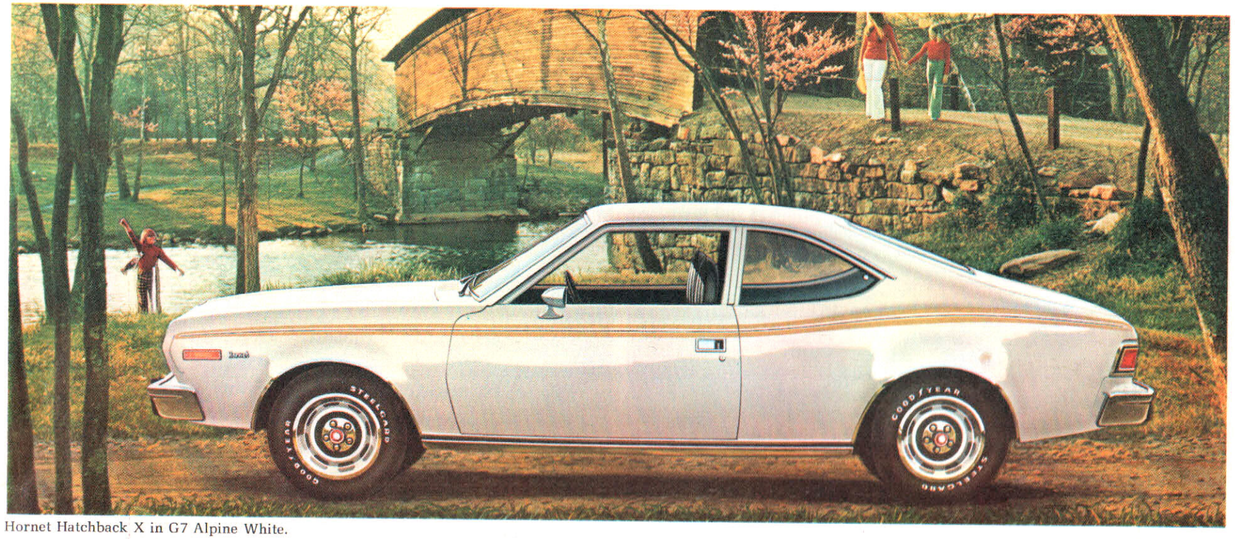
AMC Hornet

In compact size, we have four separate economy car choices for you—all named Hornet.
You might pick the Hornet Hatchback for sporty good looks or its practical side. The big "third door" and folding rear seat give you a big 21.1 cu. ft. of cargo space. But when it comes to carrying things in style, Sportabout is the Hornet stand-out. Almost 65 cu. ft. of space with the rear seat down—as much as you'll really ever need. Plus the extra convenience of four doors and a big extra helping of style. Because they're so easy to buy, own and operate, Hornet Sedans are the choice of all kinds of value-minded folks.

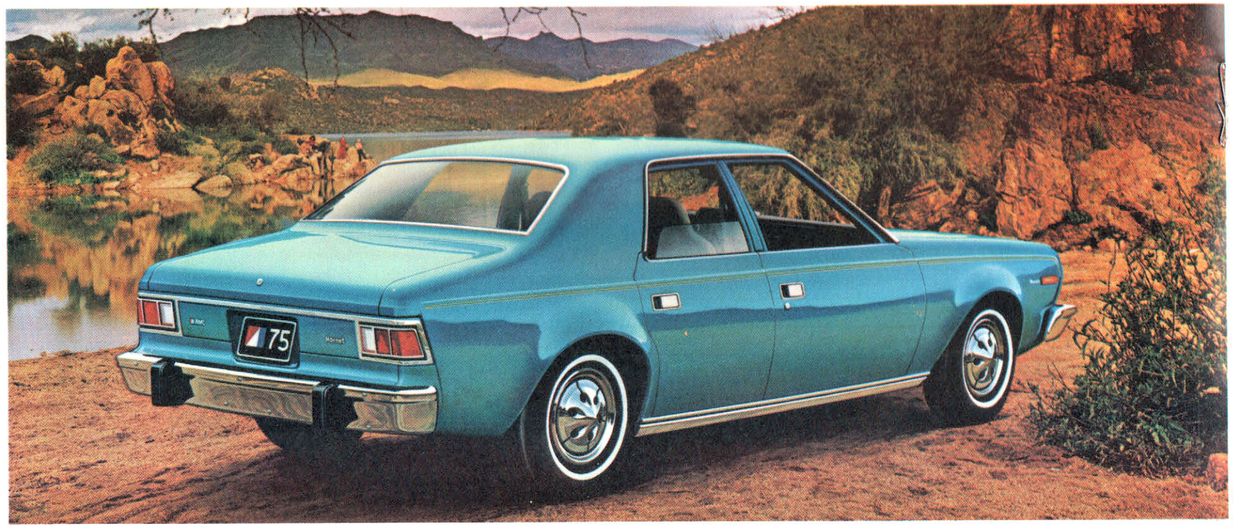
And adding extra value to any new Hornet you buy is AMC's remarkable BUYER PROTECTION PLAN.



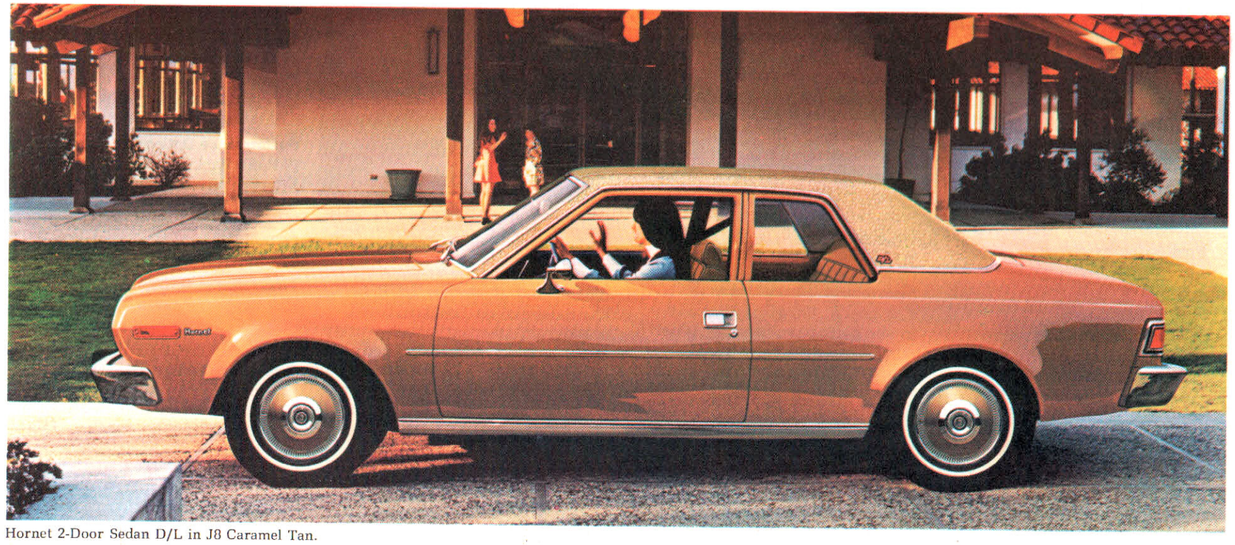
Hornet Sportabout D/L in G6 Sienna Orange



Hornet Hatchback X in G7 Alpine White.



Hornet 4-Door Sedan in G9 Medium Blue Metallic.



Hornet 2-Door Sedan D/L in J8 Caramel Tan.

Hornet
STANDARD FEATURES

☐ Power team: economical 232 CID six-cylinder engine, 3-speed manual transmission
☐ Electronic ignition
☐ Foam-cushioned front seat (front and rear in Hatchback)
☐ Four upholstery color choices
☐ Armrests
☐ Color-keyed carpeting
☐ Ashtrays front and rear
☐ Handy full-width package shelf under instrument panel
☐ Custom steering wheel
☐ Locking glove box
☐ 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
☐ Front sway bar (V-8 models)
☐ Bumper guards (front and rear)
☐ Manual drum brakes
☐ Rear lift window (Hatchback and Sportabout)
☐ Folding second seat for more cargo space (21.1 cu. ft. Hatchback, 64.6 cu. ft.* Sportabout)
☐ Fuel Tank Vapor Emission Control System (17 gal. fuel tank)
☐ Aluminum hub caps
☐ 15 exterior colors in "Luster-Guard" acrylic baked enamel
☐ 50-amp battery

*3.8 cu. ft. below cargo floor

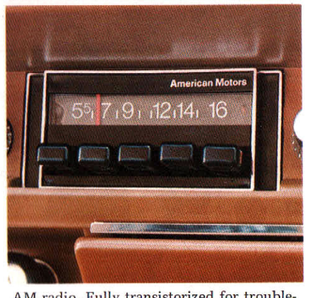
Hornet OPTIONS

Economy Options
☐ Cruise Command automatic speed control (auto. trans. req'd.)
☐ Fuel economy gauge
☐ Steel-belted radial tires
☐ Overdrive (with 6-cylinder engine, standard manual trans.)

Air Conditioning Options
☐ All-Season Air Conditioning System. Consists of: heavy-duty engine cooling, power flex fan, 55-amp alternator (Sixes), 51-amp alternator (V-8's).
☐ Air Conditioning Package includes All-Season Air Conditioning System (listed above), plus tinted glass (all windows), power steering.

Appearance Options
☐ Styled road wheels
☐ 14-Inch custom wheel discs
☐ "X" Package (Hatchback and Sportabout). Includes: sports steering wheel, rally stripe, Extra Quiet Insulation Package, DR 78 x 14 Radial tires (required), slot-styled wheels, hidden compartment under cargo floor, "Space Saver" spare tire, vinyl bucket seats (Hatchback), plus "X" ornamentation
☐ D/L Trim Package (Sportabout). Includes: individual reclining seats with custom fabric (vinyl optional) front seats and door panel, custom wheel covers, woodgrain paneling on body sides and rear, roof rack and air deflector, Extra Quiet Insulation Package, D/L name plate. (Not available with "X" Package.)
☐ Levi's® Custom Trim Package (Hatchback). Includes: sporty bucket seats in simulated blue denim fabric with "Levi's" buttons, matching door trim in simulated blue denim and "Levi's" buttons, blue denim stowage/litter pouches, blue headlining and sun visors, Extra Quiet Insulation Package, "Levi's®" decal on front fender.
☐ Simulated woodgrain side panels for Sportabout (included in D/L Package; unavailable with "X" or Touring Packages)
☐ Vinyl roof, Sedans and Hatchback (in Touring Package for Sportabout and Hatchback)
☐ Two-tone paint (except Sportabout)
☐ Touring Package. (Hatchback and Sportabout: not available with D/L, "X", Levi's® Trim Packages or Sportabout with woodgrain option.) Includes: individual reclining seats in Sportabout, bucket seats in Hatchback, tan vinyl roof and lower back panel overlay, wheel lip moldings, tan-accented wheel discs, tan grille and body side scuff moldings; plus the following interior features—new tan Sof'-Touch vinyl seat trim, vinyl headlining and matching sun visors, tan leather-wrapped sports steering wheel, 24-ounce tan cut pile carpeting (matching carpet insert trim in lower door panels), door pull straps, Extra Quiet Insulation Package.
☐ D/L Package (Hornet Sedans). Consists of: individual reclining seats in tan Kasmir knit fabric, new design door panels with pull straps and rear quarter panels (2-Door Sedan), Kasmir knit inserts and 24-ounce carpeting in lower area of doors along with tan Kasmir knit headlining surface and sun visors, woodgrain overlay in instrument panel cluster and glove box, Extra Quiet Insulation Package, woodgrain steering wheel overlay, tan-accented wheel discs, body side scuff moldings, brown or buff vinyl roof including lower back panel overlay, D/L nameplate.

Sportabout hidden compartment. Handy additional space concealed beneath floor. Hidden compartment optional in Hatchback.

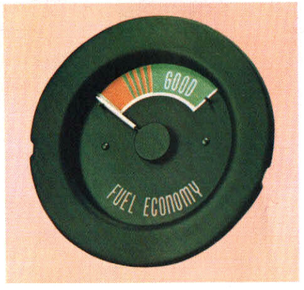


AM radio. Fully transistorized for trouble-free operation. AM/FM stereo radio with multiple speakers also available.

Audio Options
☐ Push-button AM radio
☐ Rear speaker (with AM radio only on Hatchback and Wagon)
☐ AM-FM Push-button multi-plex stereo radio

Convenience Options
☐ Roof luggage rack with integral rear air deflector (Sportabout only)
☐ Visibility Group
☐ Individual reclining seats
☐ Inside hood release
☐ Tinted glass, windshield or all
☐ Rear window defogger*
*Defogger is mandatory option on vehicles sold in the state of New York.
☐ Light Group.

Fuel economy gauge. Measures engine manifold vacuum to tell you when you're in good "miles-per-gallon" range.



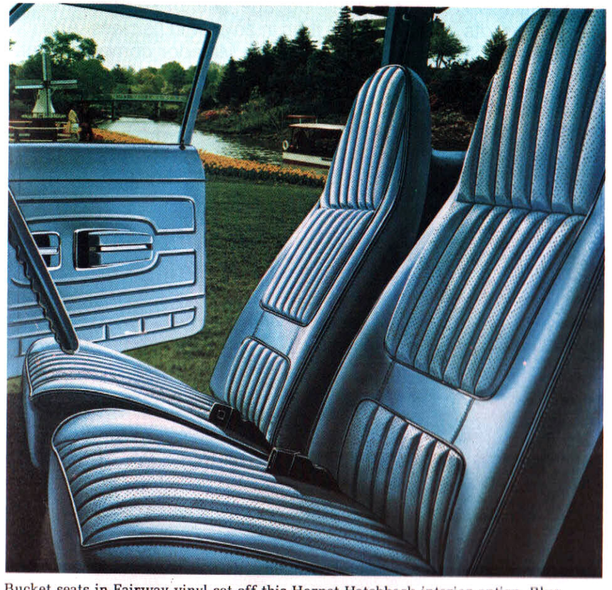
☐ Adjust-O-Tilt steering wheel (automatic column shift only)
☐ Flipper-type rear quarter windows (2-Door Sedan)
☐ Intermittent wiper system

Heavy Duty Options
☐ Heavy Duty Cooling System
☐ Handling Package
☐ Engine block heater
☐ Trailer Towing Package

Performance Options
☐ Rally Package (Hatchback and Sportabout) (See "Rally Package" under Gremlin Options for details.)
☐ Sports steering wheel
☐ Twin-Grip differential
☐ Manual front disc brakes

Power Assist Options
☐ Power steering
☐ Power drum brakes
☐ Power front disc brakes

Protection Options
☐ Protection Group
☐ Extra Quiet Insulation Package
☐ Locking Gas Cap



Bucket seats in Fairway vinyl set off this Hornet Hatchback interior option. Blue color scheme shown is one of 5 selections available.

All-new Touring Package option (see page 10) includes this luxurious interior with individual reclining seats upholstered in tan Sof'-Touch vinyl.

HORNET SPECIFICATIONS

EXTERIOR

Length	187"
Wheelbase	108"
Width (Sedans & Sportabout)	71.0"
(Hatchback)	71.1"
Height 52.2" (Except 4-Dr. Sedan: 51.7")	
Tread (front/rear)	56.4"/57.1"
Turning Diameter	36'

INTERIOR

Head Room (front/rear)	
(Sedans)	38.1"/37.0"
(Sportabout)	38.1"/37.4"
(Hatchback)	38.1"/36.7"
Leg Room (front/rear)	
(Sedans)	42.1"/35.5"
(Sportabout)	52.1"/35.6"
(Hatchback)	52.1"/31.6"
Shoulder Room (front/rear)	
(Hatchback)	54.9"/53.0"
(All Others)	54.9"/53.3"
Hip Room (front/rear)	
(Hatchback)	55.0"/53.1"
(All Others)	54.9"/54.4"

TIRES

Tires	6-Cylinder Hatchback & Sedans	V-8 2-Door Sedan & Hatchback Sportabout Six	V-8 4-Door Sedan & Sportabout
6.95 x 14 Black (White line optional)	STD.	STD.	N.A.
D78 x 14 Black (White line optional)	N.A.	OPT.*	STD.
DR78 x 14 Radial Black	OPT.	OPT.**	OPT.**
DR78 x 14 Radial (steel) White line	OPT.	OPT.	OPT.
DR78 x 14 Radial (steel) White letters	OPT.	OPT.	OPT.

*Minimum size required on any V-8 Hornet with air conditioning. Available as a delete option with "X" Packages.
**Minimum tire required on Hatchback and Sportabout "X" Packages.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	Trans. Avail.	Axle Ratios STD.	Axle Ratios (OPT.)
232 CID Six	3-Speed Manual on Column	STD.	2.73*	(3.08)
Standard 1-Bbl. Carb. Bore 3.75" Stroke 3.50" C.R. 8.0:1	3-Speed Manual with Overdrive	OPT.	2.73*	(3.08)
	3-Speed Manual Floor Shift (Hatchback only)	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Column	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Floor (Hatchback & Sportabout only)	OPT.	2.73*	(3.08)
258 CID Six	3-Speed Manual with Overdrive (Floor Shift—Hatchback only)	OPT.	2.73*	(3.08)
Optional 1-Bbl. Carb. Bore 3.75" Stroke 3.90" C.R. 8.0:1	3-Speed Manual Floor Shift (Hatchback only)	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Column	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Floor (Hatchback & Sportabout only)	OPT.	2.73*	(3.08)
304 CID V-8	Torque-Command Auto. on Column	OPT.	2.87**	(3.15)**
Optional 2-Bbl. Carb. Bore 3.75" Stroke 3.90" C.R. 8.4:1	Torque-Command Auto. on Floor (Hatchback & Sportabout only)	OPT.	2.87**	(3.15)**
	3-Speed Manual Floor Shift (Hatchback only)	OPT.	3.15	(3.54)

*3.08 is the standard axle ratio in the State of California on all 6-cylinder Hornets.
**3.15 rear axle ratio standard, 2.87 ratio not available in California.
NOTE: All '75 engines run on no-lead fuels only.

AMC Matador

Matador is proof that you can still have family-size room and comfort (plus lots of richness and style) in your next car without sacrificing economy.
Here's plenty of space for a family of five and their luggage, with more front seat legroom than in any car in its class. And for long mileage, Matador comes with an economical six-cylinder engine as standard equipment. Plus a big 24½-gallon fuel tank in the Coupe and Sedan (21 in the Wagon) to increase your driving range by miles and miles. With all this economy you can still have a lot of luxury. Consider these options: The elegant Brougham. Or the custom-tailored look of the "Oleg Cassini" Package with its unique copper accents. Or, if you like yours more sporty, choose the Matador X Package.

Of course the feature you'll value above all the rest in Matador is the exclusive BUYER PROTECTION PLAN. It's one new car plan that's simple, straight-forward, strong.

Matador Brougham Coupe with optional "Oleg Cassini" Package in P1 Classic Black with black vinyl roof.

Matador Brougham 4-Door-Sedan in H9 Silver Dawn Metallic with black vinyl roof option.

Matador X in D7 in Red.

Matador Brougham Wagon with optional woodgrain paneling in G6 Sienna Orange.

Matador

STANDARD FEATURES

☐ Power team: economical 258 CID six-cylinder engine (304 CID V-8 standard in California), 3-speed manual transmission
☐ Electronic ignition
☐ Foam-cushioned seats
☐ Four upholstery color choices
☐ Front and rear armrests
☐ Color-keyed carpeting
☐ Ashtrays front and rear
☐ Extra Quiet Insulation Package
☐ Custom steering wheel
☐ Weather Eye Heating and Defrosting System
☐ Day/night rearview mirror
☐ 2-Speed electric wipers and washers
☐ Dome light actuated by courtesy switches on front and rear doors (Sedan and Wagon), plus tailgate switch (Wagon)
☐ Rear shelf light (Coupe)
☐ Dual-swing tailgate (Wagon)
☐ Front sway bar
☐ Bumper guards front and rear (Coupe and Sedan), front (Wagon)
☐ Folding second seat for up to 99.1 cu. ft.* of cargo space (Wagon)
☐ Fuel Tank Vapor Emission Control System
☐ Manual front disc brakes (Coupe and Sedan)
☐ Power front disc brakes (Wagon)
☐ Inside hood release (Sedan and Wagon)
☐ Body side scuff moldings with vinyl inserts (Sedan and Wagon)
☐ Steel-belted radial tires
☐ Aluminum hub caps
☐ 15 Exterior colors in "Luster-Guard" acrylic baked enamel

*8 cu. ft. below cargo floor

Matador OPTIONS

Economy Options

☐ Cruise Command automatic speed control (auto. trans. req'd.)
☐ Fuel economy gauge

Air Conditioning Option

☐ All-Season Air Conditioning System. Includes: heavy duty engine cooling, power flex fan, 63-amp alternator (six-cylinder engine) or 62-amp alternator (V-8).

Appearance Options

☐ Two-tone paint
☐ Vinyl roof (Coupe and Sedan)
☐ Simulated woodgrain paneling (Wagon)
☐ Sports steering wheel
☐ Styled road wheels
☐ Wheel discs or 14-inch custom wheel discs
☐ Individual reclining seats with custom fabric or vinyl (Brougham Package)
☐ "X" Package (Coupe). Includes: sports steering wheel (leather-wrapped steering wheel at extra cost), rally stripe, black headlamp bezels and grille, custom door trim, slot-styled wheels, FR78 x 14 Radial tires (required), vinyl bucket seats, "X" ornamentation, grille perimeter molding.
☐ "Oleg Cassini" Package (Coupe with Brougham Package only): Individual reclining seats in black nylon-knit fabric, accented with copper buttons and "Oleg Cassini" crest embroidered on headrests, copper carpeting (black carpet in trunk), vinyl roof, special wheel covers plus many other unique interior and exterior styling touches.
☐ Brougham Package. Interior: individual reclining seats (Custom Hyde Park fabric standard in Coupe and Sedan, optional in Wagon; Super-Soft vinyl standard in Wagon, optional in Sedan), custom door trim panels with assist straps and inserts, woodgrain instrument panel overlay, carpet floor covering throughout including trunk or cargo compartment, woodgrain steering wheel inserts. 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, back panel overlay on Sedan, plus front fender moldings, lower grille, wheel lip and body side scuff moldings on Coupe.

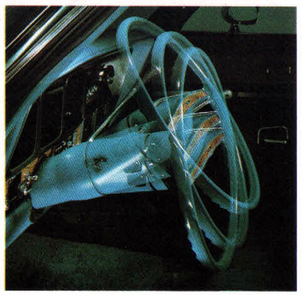
Audio Options

☐ Push-button AM radio
☐ Rear seat speaker (AM radio only, Coupe and Sedan)
☐ AM-FM push-button multiplex stereo radio (four speakers)
☐ Entertainment Center: AM-FM radio, 8-track stereo tape with four speakers

Convenience Options

☐ Visibility Group. Includes: remote control left-hand mirror, visor mirror, inside hood release (Coupe), intermittent wiper system, clock. (This option included as part of "Oleg Cassini" Package.)
☐ Inside hood release (Coupe)
☐ Tinted glass (all windows)

AM-FM stereo radio. Four speakers give you rich stereo sound. Also available: Entertainment Center combining 8-track tape deck with stereo radio.



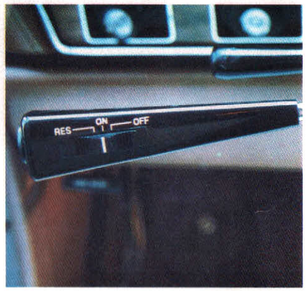
Adjust-O-Tilt steering wheel. Adjusts to six separate positions—one just right for you. Particularly useful when more than one person drives the car.

☐ Tinted glass windshield
☐ Outside remote control right-hand mirror. (Available only with Visibility Group.)
☐ Light Group. Consists of: trunk light or cargo area light, two courtesy lights, glove box light, ashtray light, parking brake warning light, "headlights-on" warning buzzer.
☐ Stowage/litter pouches for both front doors
☐ Tailgate air deflector (Wagon)
☐ Wagon third seat
☐ Roof rack (Wagon)
☐ Adjust-O-Tilt steering wheel (with automatic transmission only)
☐ Intermittent wiper system

Heavy Duty Options

☐ Heavy Duty Cooling System (standard with air conditioning). Includes: heavy duty radiator, power flex fan and fan shroud.
☐ Handling Package. Includes: heavy duty springs and shocks plus rear sway bar.
☐ Rear sway bar
☐ Trailer Towing Package (V-8)

Cruise-Command automatic speed control. Lets you set desired speed for steady, "foot-off-the-gas" cruising. Ideal for trips, long freeway runs.



Performance Options

☐ Twin-Grip differential
☐ Leather-wrapped sports steering wheel
☐ 360 CID V-8 with 4-barrel carburetor and dual exhaust

Power Assist Options

☐ Power steering
☐ Power front disc brakes for Coupe and Sedans (std. on Wagon)
☐ Power lift tailgate window on Wagon (std. with 3-seat Wagon)
☐ Power lift side and tailgate windows (Wagon)
☐ Power lift side windows (4-Door 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.
☐ Locking gas cap

"Oleg Cassini" interior option in Matador Coupe. Individual reclining seats are trimmed in rich black nylon knit fabric accented by copper buttons, embroidered crests.

Matador X Sports knit vinyl bucket seat interior option. In addition to handsome trim, sports steering wheel is a special feature (leather-wrapped at extra cost).

MATADOR SPECIFICATIONS

EXTERIOR

Tread (front/rear) (Coupe)	59.7"/60.0"
(Sedan & Wagon)	59.8"/60.0"
Turning Diameter (Coupe)	33.5'
(Sedan & Wagon)	39.0'

INTERIOR

Head Room (front/rear) (Coupe)	37.6"/36.0"
(Sedan)	39.6"/37.5"
(Wagon)	39.9"/38.5"
Leg Room (front/rear) (Coupe)	43.0"/33.3"
(Sedan & Wagon)	42.8"/39.6"
Shoulder Room (front/rear) (Coupe)	60.4"/59.0"
(Sedan & Wagon)	59.7"/60.0"
Hip Room (front/rear) (Coupe)	60.4/"51.0"
(Sedan & Wagon)	59.9"/59.8"

TIRES

Tire	6-Cylinder Coupe	V-8 Coupe	Sedans	Station Wagons
ER78 x 14 Radial Black (White line opt.)	STD.	N.A.	N.A.	N.A.
F78 x 14 Black (White line opt.)*	OPT.	OPT.	OPT.	N.A.
FR78 x 14 Black (White line opt.)	OPT.	STD.	STD.	N.A.
FR78 x 14 Radial (Steel) White letters**	OPT.	OPT.	N.A.	N.A.
HR78 x 14 Radial Black (White line opt.)	OPT.	OPT.	OPT.	STD.
H78 x 14 Black (White line opt.)†	N.A.	N.A.	N.A.	OPT.

*Available as delete option for Coupe and Sedan standard tires.
**Mounted on slot wheels, available only on Coupe with "X" package.
†Available as delete option for Wagon standard tires.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	Trans. Avail.	Axle Ratios STD.	Axle Ratios (OPT.)
258 CID Six Std. 1-Bbl. Carb. Bore 3.75" Stroke 3.90" C.R. 8.0:1	3-Speed Manual Column Shift	STD.	3.54	
	Torque-Command Auto. on Column	OPT.*	3.15	(3.54)
304 CID V-8 Opt. 2-Bbl. Carb. Bore 3.75" Stroke 3.44" C.R. 8.4:1	Torque-Command Auto. on Column	OPT.	3.15	(3.54)
	Torque-Command Auto. on Floor**	OPT.	3.15	(3.54)
360 CID V-8 Opt. 2- or 4-B. Carb. Bore 4.08" Stroke 3.44" C.R. 8.25:1	Torque-Command Auto. on Column	OPT.	3.15	(3.54)
	Torque-Command Auto. on Floor**	OPT.	3.15	(3.54)

*258 Six with automatic transmission standard in early wagon production only.
**Floor shift available only on Coupes with bucket seats and console.

For State of California: 258 CID, Six, 1 Barrel not available; 304 CID V-8 standard.
NOTE: All '75 engines run on no-lead fuels.

See all the '75 economy cars from AMC and you'll see why people call AMC dealers

THE ECONOMY EXPERTS

For 1975 . . .
17 "Luster-Guard" Acrylic Enamel Color Choices

P1 Classic Black **G7** Alpine White

G8 Pastel Blue

J7 Ivory Green

G9 Medium Blue Met.

H1 Deep Blue Met.

G3 Dark Green Met.

H5 Green Apple

J8 Caramel Tan

E6 Fawn Beige

H4 Dark Cocoa Met.

H8 Autumn Red Met.

D7 Red

H9 Silver Dawn Met.

E9 Mellow Yellow

G6 Sienna Orange

F9 Copper Met.

8 "Bravado" Grain Vinyl-covered Roof Options*

Blue

Green

Brown

Buff

Copper**

Tan

Black

White

	P1	G7	G8	G9	H1	J7	H5	G3	E6	J8	H4	H9	H8	D7	G6	E9	F9
Gremlin	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	
Hornet	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	
Matador	•	•		•	•	•		•	•	•	•	•	•	•	•	•	•

"Oleg Cassini" Package available on Matador Coupe only with P1, G6, F9 and G7 color selections.

*For model applications, refer to "Seat, Trim & Color Availability Charts" at your AMC Dealer.

**Available only on Matador Brougham Coupe with Cassini Package.

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