



'74 Matador

SEDAN/WAGON



AMC Matador

The 1974 Matador 4-Door Sedan and Station Wagon are mid-size cars that give you many big car advantages. Advantages like: interior room that lets you and your family stretch out, a 118 inch wheelbase and coil spring suspension for a smooth ride, lots of trunk and cargo space, foam padded seats with rich upholstery, Extra Quiet insulation and more.



MATADOR SEDAN AND WAGON

"SAFE-COMMAND" Standard Features

- Single-unit body construction
- Engine—232 CID Six on Sedan, 258 CID Six on Wagon
- Thick cushioned front and rear seats
- Full-synchromesh 3-speed manual transmission
- Body-side scuff molding with vinyl insert (not available with

wood-grain body side panels on Station Wagon)

- Deep-dip rustproofing
- Advanced exhaust/emission controls
- Side vent windows
- Coat hooks (4 on Station Wagon)
- Smooth-riding coil spring at each wheel
- Weather-Eye heating system
- Twin ball-joint front suspension system
- Baked on acrylic enamel paint
- Extra Quiet Insulation Package
- New front end styling
- New padded instrument panel
- Big 50-amp battery with

So, if you're looking for a mid-size car with many full-size features, consider the Matador 4-Door Sedan or Station Wagon.

And consider too: American Motors offers you something that you won't find on even the largest, most expensive cars — the benefits of the exclusive American Motors Buyer Protection Plan.

We back them better because we build them better.

- translucent case (60-amp with 360 or 401 CID V-8 Engines)
- Tempered side and rear glass
- Molded ceiling headliner
- Dome light with front door switches
- Heat-treated exhaust valve seats for longer wear
- Filters in fuel tank and carburetor line
- Cellulose fiber for carburetor air cleaner
- Durable color-keyed carpeting (with rubber mat for cargo area on Station Wagon)
- Ash tray, front and rear
- Anti-smog devices
- Full-flow oil filter

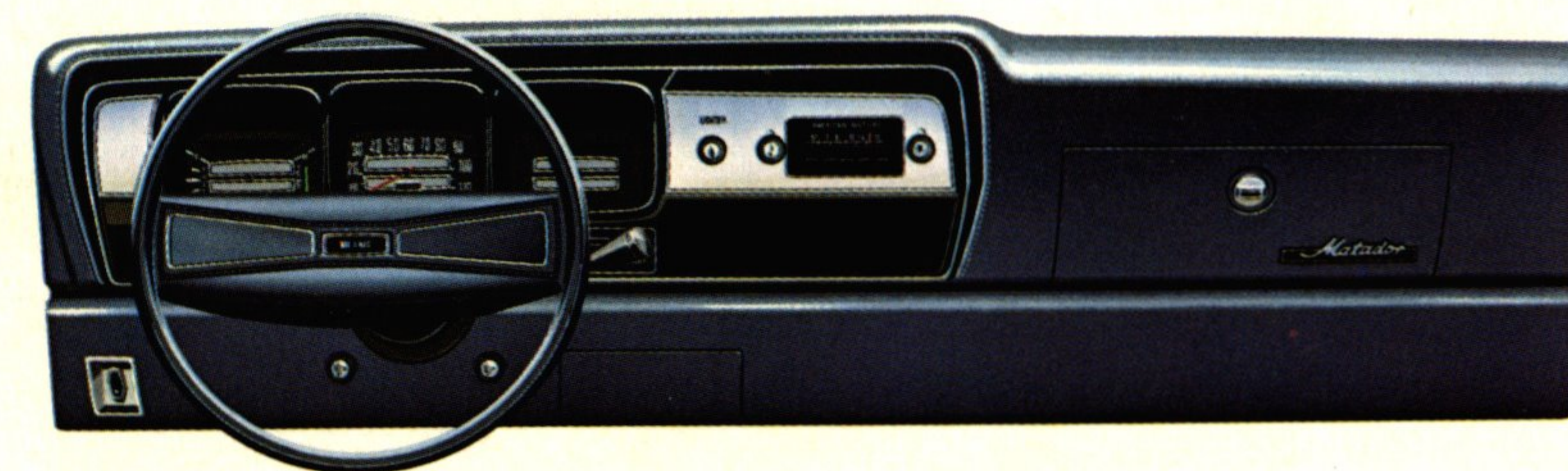
- Cigarette lighter
- Dimensions**
- Wheelbase: 118 inches
- Trunk space: 18.2 cubic feet in Sedan, 99.1 cubic feet on Wagon including under floor storage compartment
- Fuel tank: 20.5 gallons on Sedan, 17.5 gallons on Wagon
- Optional equipment**
- All-season air conditioning including: heavy-duty engine cooling system, 50-amp battery and 62-amp alternator (60-amp battery with 360 or 401 V-8 engines)
- Power steering (recommended



Attractive and durable "Regatta" fabric in blue, green, cinnamon or black is standard on the Matador 4-Door Sedan full-back bench seats.

- with air conditioning)
- Power disc brakes, front
- Cruise-Command automatic speed control (V-8's only)
- Tinted glass, all windows

- (recommended with air conditioning)
- Tinted windshield
- Blower-type rear window defogger (Sedan only)



Your standard Matador instrument panel is fully padded and safety shaped. It includes soft-plastic control knobs with international symbols, Weather-Eye heating system controls and a steering wheel with a soft-feel horn bar. And you can add a few charms yourself like air conditioning, AM radio, electric rear window defogger and more.

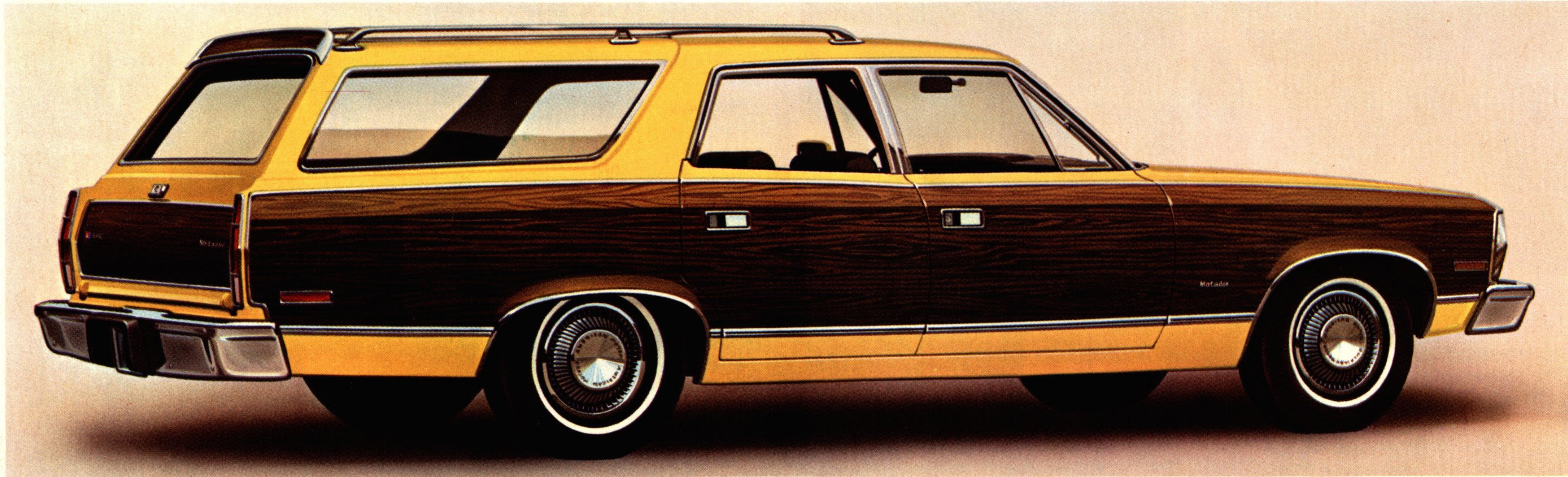


Individual reclining seats are optional in the handsome "Tropicana" custom fabric — shown here in cinnamon. Black, blue and green are also available.



- **A.** Individual reclining seats
- Vinyl roof (Sedan only)
- Two-tone paint
- Non-standard color
- Vinyl trim for bench seats (standard on Wagon)
- "Tropicana" custom fabric for individually reclining seats
- Adjust-O-Tilt steering wheel (with automatic transmission only)

- Stowage/litter container pouch in each front door
- AM push-button radio
- AM/FM push-button multi-plex stereo radio with four speakers
- Stereo 8-track tape player with manual AM radio and four speakers
- Rear speaker with AM radio (Sedan only)
- Inside hood release
- Light group including: trunk or cargo light, glove box light, ash tray light, parking brake warning light, headlights-on warning buzzer and two courtesy lights with front and rear door switches



MATADOR SEDAN AND WAGON

Optional equipment (cont'd)

- Three-spoke sport steering wheel
- Wheel covers
- Custom wheel covers
- Spoke-style wheels



- **A. Visibility group** including: remote-control left outside mirror, visor vanity mirror, inside hood release, deluxe electric wipers with intermittent action and electric clock
- Deluxe electric wipers with intermittent action

Special Wagon options

- Roof-top luggage rack
- Tailgate air deflector
- Wood-grain color-keyed side and rear panels
- Third seat including 2 seat belts, carpet cargo mat and power lift tailgate window
- Power lift tailgate window



Long-lasting steel belted radial tires are available on all '74 Matadors. Shown here on the optional spoke-style wheels.

Performance options

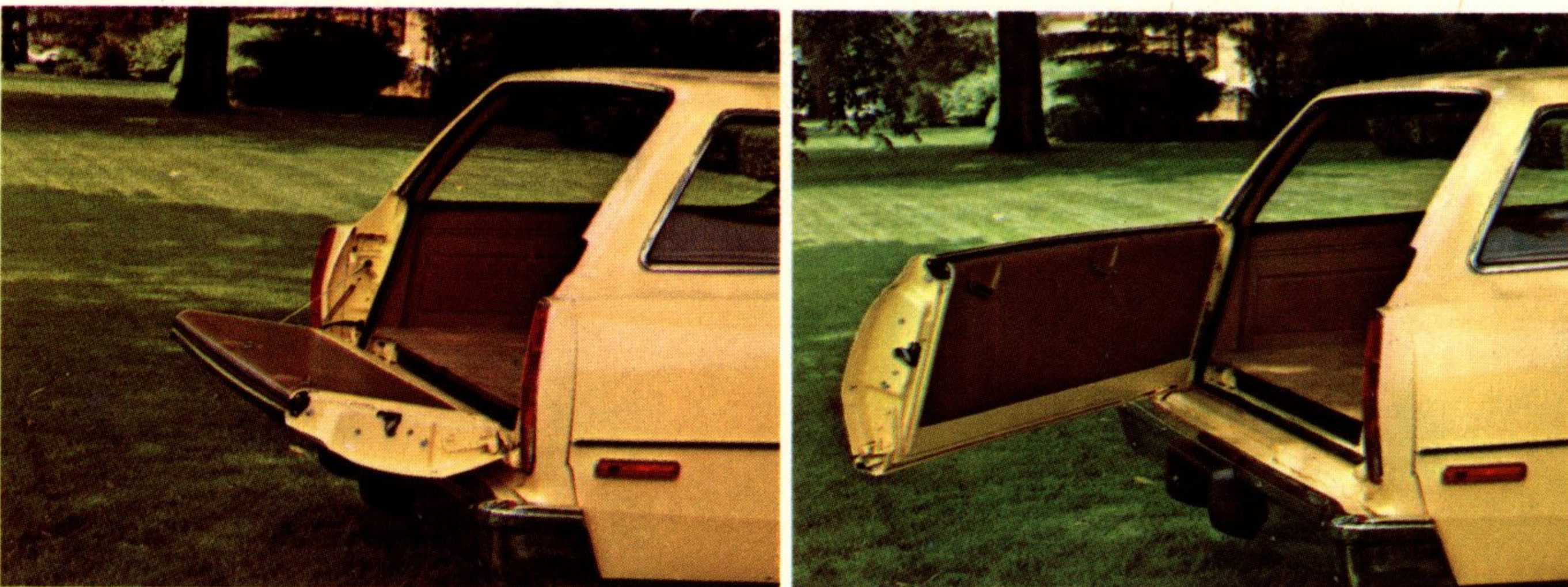
- Dual exhausts for 360 CID 4-barrel engine (standard on 401 CID)
- Twin-grip differential

Heavy-duty options

- Heavy-duty 70-amp battery
- Trailer Towing Package for trailers up to 5,000 lbs., including: car-to-trailer wiring harness kit, heavy-duty engine cooling, Handling Package, automatic



The comfortable, tough and easy-to-clean "Tru-Knit" vinyl with grained vinyl bolster is standard on the Matador Station Wagon (shown here) and on the Matador "X."



A two-way tailgate is standard on the Matador 4-Door Station Wagon so you can load your passengers or cargo easily.

transmission auxiliary oil cooler and adjustable air-shock rear suspension

- Handling Package including: heavy-duty springs and shock absorbers plus rear sway bar
- Rear sway bar

- Engine block heater (600 watts)

Protection options

- Protection group including: stainless steel door edge guards and color-keyed vinyl floor mats



99.1 cubic feet of cargo area with a lockable storage compartment.

Tire specifications

Tire	Sedans and Coupes	Station Wagons
E78 x 14 Black (White line opt.)	STD.*	
E78 x 14 Belted White line	OPT.*	
F78 x 14 Black (White line opt.)	OPT.* ***	
F78 x 14 Belted White line	OPT.*	
F70 x 14 Black raised white letters	OPT.**	
FR78 x 14 Radial (Steel) White line	OPT.	
FR78 x 14 Radial (Steel) White letters	OPT.	
G78 x 14 White line	OPT.*	
H78 x 14 Black (White line opt.)		STD.
H78 x 14 Belted White line		OPT.
HR78 x 14 Radial (Steel) White line		OPT.

*Not available on Matador "X" model.

**F70 x 14 Black raised white letter standard on "X" model, not available on Matador sedan.

***Minimum required tire size on all sedans and coupes with 360 V-8 or 401 V-8 engines and sedans or coupes with 304 V-8 engines and air conditioning. Standard size on Matador Brougham with V-8 engine.

Engine specifications

Engine	Carb. Type	Net HP @ RPM	Net Torque @ RPM	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six (1)	1- Barrel	100 @ 3600	185 @ 1800	8.0:1	3.75"x 3.50"	STD.
258 CID Six (2)	1- Barrel	110 @ 3500	195 @ 2000	8.0:1	3.75"x 3.90"	OPT.
304 CID V-8 (3)	2- Barrel	150 @ 4200	245 @ 2500	8.4:1	3.75"x 3.44"	OPT.
360 CID V-8	2- Barrel	175 @ 4000	285 @ 2400	8.25:1	4.08"x 3.44"	OPT.
360 CID V-8	4- Barrel	195(4) @ 4400	295(5) @ 2900	8.25:1	4.08"x 3.44"	OPT.
401 CID V-8 (6)	4- Barrel	235 @ 4600	335 @ 3200	8.25:1	4.165"x 3.68"	OPT.

Engine/transmission combinations

Engine	Transmission	Trans. Avail.	Axle Ratios STD. (OPT.)
232 CID Six (1)	3-Speed Manual Column Shift	STD.	3.54
	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
258 CID Six (2)	3-Speed Manual Column Shift (2)	OPT.	3.54
	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
304 CID V-8 (3)	Torque-Command Auto. on Column (3)	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor (7)	OPT.	3.15 (3.54)
360 CID V-8 (2 barrel)	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor (7)	OPT.	3.15 (3.54)
360 CID V-8 (4 barrel)	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor (7)	OPT.	3.15 (3.54)
401 CID V-8 (6)	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor (7)	OPT.	3.15 (3.54)

(1) Standard on Sedan, Base Coupe and Brougham only

(2) Standard on Wagon

(3) Standard on "X" model

(4) 220 @ 4400 w/dual exhaust

(5) 315 @ 3100 w/dual exhaust

(6) Dual exhaust standard

(7) Floor shift only available on Coupes with bucket seats and console

ENGINE CHART NOTE: All '74 engines run on regular-leaded, low-leaded or no lead fuels

1974 New Car Guarantee

When you buy a new 1974 AMC car from an American Motors dealer, American Motors 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 Guarantee repairs or replacements be made by an American Motors dealer.

**This guarantee is, to the extent not prohibited by law, in lieu of all other guarantees or warranties, express, implied or implied in law, of American Motors (Canada) Limited or others, including implied warranties of merchantability or fitness for a particular purpose.*