

PRESENTING THE ONLY ALL-NEW MID-SIZE CAR FOR 1974



Matador X

AMC  **Matador**

AMC Matador

You'd never guess a car this sporty has all this room.

No, your eyes don't deceive you. You're looking at the one mid-size car that's really new, really exciting.

Linger on that fresh, crisp new styling for a moment. The lines flow smoothly from the simple, yet tasteful grille to the sharply-raked rear deck. To enhance its sporty flair this new Matador pillared hardtop coupe is sturdy and has excellent visibility.

The big surprise, though, is room and comfort like you rarely get in a sporty car. And Matador has more front leg, hip and shoulder-room than any other '74 mid-size 2-door.

There are three versions of the new Matador Coupe, depending on how plush you think sporty should be.

The Matador Coupe offers all this great styling, extra-quiet insulation and thick, foam cushioned seats.

The Matador X boasts a distinctive blacked-out grille, slot-styled wheels, 3-spoke sports steering wheel, a 304 V-8 and automatic transmission. All Standard.

The Matador Brougham features items like bright rocker panel moldings, custom door trim with long armrests and woodgrain accents on the steering wheel and instrument panel.

And the glamorous new "Oleg Cassini" Matador Brougham, described below, includes a number of dramatic exterior and interior refinements accented in copper.

See the new Matador Coupes and all the exciting new '74 AMC cars at your AMC dealer soon. Each is backed by our Exclusive Buyer Protection Plan, our promise to stand behind every car we build.

We back them better because we build them better.



"Oleg Cassini" Matador Brougham



New Matador Interiors, from left: Bucket seats in vinyl knit, available on all Matador Coupes. Individual reclining seats with handsome Tropicana custom fabric, available on Brougham. The elegant new Matador Brougham "Oleg Cassini" Package, includes



individual reclining seats in black nylon knit fabric with copper buttons, plush copper-colored carpeting and copper-accented instruments and steering wheel. Outside: vinyl roof, custom wheel covers and copper trim. And much, much more.





Matador Brougham

AMC BUYER PROTECTION PLAN

1. A simple, strong guarantee!

When you buy a new 1974 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 AMC 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.

Gremlin



Hornet Hatchback



Javelin



Matador 4-Door



Ambassador Brougham

