

American
Motors



Matador







Matador 4-Door Station Wagon.



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



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.



Optional Individual reclining seats.



Optional Blower type rear window defogger.



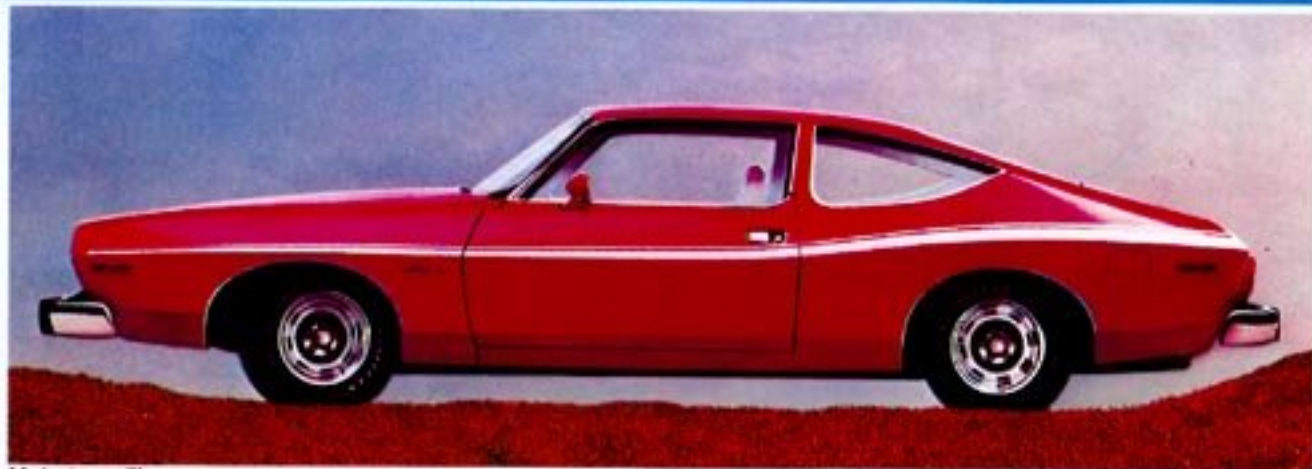
A two-way tailgate is standard on the Matador 4-Door Station Wagon so you can load your passengers or cargo easily.

A dramatically new 2-door coupe and luxurious Sedan and Station Wagon

Presenting a new American Motors look in the sleek four-passenger Matador coupe. Strikingly, dramatically new. This new Matador is built on its own 114-inch wheelbase. Styling features include frameless door glass, a hood that flows back to the windshield base and a fast sloping rear deck. The Matador coupe is offered in three versions distinguished by variation in exterior ornamentation; interior trim, upholstery and appointments. These are a smart basic Matador coupe, the sporty "X" and premium Brougham.

In keeping with American Motors "famous designer interior" program, an exclusive "Oleg Cassini" package will be offered for the Matador Brougham coupe. Black and copper is the featured color scheme.

Matador 4-door Sedan and 4-door Wagon are smooth riding with a 118" wheel base, the longest in the intermediate class. Coil spring seats are standard on all Matadors to further increase riding comfort. Energy-absorbing bumper front and rear protect against body damage in barrier crashes up to 5 mph (8 km/h). Styling refinements include a restyled hood, new grille and taillights.



Matador "X"



The elegant "Oleg Cassini" interior.



Bucket-seats in "Tru-Knit" vinyl and a floor-mounted automatic transmission with console. Available on all Matador Coupes.

Two six-cylinder and four V-8 engines are offered. Standard power team for the base and Brougham Coupe and 4-door Sedans is the 232 CID (3.8 l.), six with a 3-speed manual transmission. The 258 CID six and Torque-Command Automatic (floor mounted in Coupe), are optional. For the Wagon, a standard 258 CID (4.2 l.) Six and 3-speed manual with Torque-Command optional. A 304 CID (5 l.) V-8 and Torque-Command automatic column shift is standard on the Matador "X" model. V-8's offered for all models: 304 CID (5 l.) 2 barrel, 360 CID (5.9 l.) 2 barrel and 4 barrel, 401 CID (6.7 l.) 4 barrel.

All Matadors are equipped with a three-point system—Auto-Loc lap belt and inertial reel shoulder harness with ignition interlock.

A styling standard in its class, Matador models and body styles will satisfy virtually every family's requirements. Options range from infinitely-variable, individually adjustable reclining seats to a new flexible "soft-feel" rubber steering wheel and Tape and AM/FM stereo systems with four speakers and a 4-way balance control. And many others.

Matador—planned and built for outstanding value and the good things you want in a car.



Matador 4-Door Sedan.



Color-keyed body side scuff molding with vinyl insert and front and rear nerling strips.



Styling did not eliminate trunk space in the Matador Coupe. You get 17.3 cubic feet of room. Even more, with the optional Space Saver spare tire.

Attractive and durable "Regatta" fabric is standard on the Matador 4-Door Sedan full-back bench seats.

Specifications

Models: Matador	
• 4-Door Sedan	7415-7
• 4-Door Station Wagon	7418-7
• 2-Door Coupe	7416-7
• 2-Door Coupe "X"	7416-8
• 2-Door Coupe Brougham	7416-9

Dimensions	
• Wheel base (in inches) 118.0 (Wagon & 4-Door Sedan) 114.0 (Coupe)	
• Length (inches) 216.0 (Wagon), 209.3 (Coupe)	
• Wagon length (inches) 216.0	
• Width (inches) 77.2	
• Front tread (inches) 60.0	
• Rear tread (inches) 60.0	
• Trunk space (cu. ft.) 18.2 (4-Door Sedan)	
• Cargo space (cu. ft. incl. space saver) 21.3 (Coupe)	
• Cargo space (cu. ft. incl. underfloor storage) 59.1 (Wag.)	
• Fuel tank capacity (gallons) 24.9 (21.0 Wag.)	

- Exterior & Interior (Standard Features)**
- All welded single unit construction (Advanced Unit Construction)
 - Deep-dip rust proofing
 - Lustra-Gard Acrylic enamel—double coat
 - Molded fiberglass ceiling
 - Body side scuff molding (bonded in place)
 - Coil-spring seat construction except formed wire on optional bucket seats
 - Foam cushion front and rear seat pads
 - Dual swing tailgate for Wagons
 - Energy-absorbing front bumper
 - Steel reinforced rubber bumper guards, front and rear
 - Glove box lock
 - Interior lights
 - Hidden compartment storage space w/lock (Wagons only)
 - Bench seats non-reclining
 - Custom steering wheel
 - F78 x 14 unbelted cord tires, blackwall, Sedan & Coupe (Except 16-8)
 - F70 x 14 black w/white letters, 16-8 only)
 - H78 x 14 unbelted cord tires, blackwall, Wagon

- Mechanical (Standard Features)**
- All synchromesh 3-speed manual transmission w/6 cyl. engines only (except 18-8)
 - Torque command column transmission w/304 CID engine (16-8 only)
 - Coil springs at all four wheels
 - Twin ball-joint front suspension system
 - Rear suspension of 4-link trailing arm design
 - Brake diameter, 6 cyl. & V-8 (in inches) 10, self adjusting type
 - Brake lining area, 6 cyl. & V-8 (in square inches, 187 Sedan & Coupe, 195 Wagon)
 - Captive engine mounts
 - Front sway bar
 - Suspended operating pedals
 - Step-on parking brake
 - Manual disc brakes, front (Coupe)
 - Electronic alternator and transistorized voltage regulator

- Heating (Standard Features)**
- Weather eye heater

- Air-Pollution Control Systems (Standard Features)**
- Positive crankcase ventilation
 - Exhaust emission control system "Air-Guard"
 - Exhaust gas recirculator
 - Thermostatically controlled air cleaner
 - Transmission control spark (except 4 Dr.)
 - Nitrox-TCS system

- Safe Command Highlights (Standard Features)**
- Back-up lights and 4-way hazard warnings signals
 - High-intensity headlights
 - Rear view mirror left side, exterior
 - 12" day/night mirror, inside
 - Electric windshield washers
 - Anti-theft lockable steering column
 - 2-speed electric windshield wipers, non-glare finish
 - Side-of-car markers, illuminated with headlights
 - Double safety self-adjusting brake system
 - Flush contoured outside door handles
 - Leg & shoulder belt interlock system
 - Guard rail doors
 - Two front seat head restraints
 - High-strength door locks & safety shaped interior door handles

- Padded instrument panel, visors and front seat back
- Soft-feel instrument panel control knobs with international codes
- Soft-feel horn bar
- Energy-absorbing steering column
- Brake system warning light
- High-strength laminated windshield
- Energy-absorbing steering wheel
- Safety styled arm rests, front and rear

Options

- Paint & Upholstery**
- Two-tone paint
 - Vinyl covered roof (5 colors, Sedan & Coupe)
 - Color-keyed wood grain side panel (Wagon only, not available with two-tone)
 - All vinyl seat upholstery (Standard on Wagon & Coupe "X")

- Seats**
- Individually adjustable reclining seats
 - Bucket seats (2-Door Coupe only)

- Performance Items**
- Twin-grip differential
 - Dual exhaust system — for 360 CID, 4 bbl. engine (standard on 401 CID)

- Power Assists**
- Power steering (recommended with air conditioning)
 - Power front disc brakes
 - Power lift tailgate window (standard on 3-seat Wagon)

- Audio**
- AM push button radio
 - AM/FM push button multi-plex stereo radio: 2 front door & 2 rear speakers
 - Rear speaker, Sedan & Coupes w/AM radio only
 - Stereo tape player (8-track) w/manual AM radio & 2 door mounted speakers & 2 rear speakers

- Convenience**
- Snowgrip/Filter container, pouches for both front doors
 - All-season air conditioning system; heavy duty engine cooling system, 50 amp. battery (60 amp. w/360 or 401 CID) & 62 amp. alternator

- Center armrest & cushion (avail. w/bucket seats & w/o console)
- Carpet cargo mat—Wagon (incl. w/third seat)
- Third seat for Wagon; 2 seat belts, carpet cargo mat & power tilt tailgate window
- Rear window defogger, blower type
- Tailgate air deflector, Wagon only
- Roof top travel rack, Wagon only
- Cruise-Command automatic speed control system, V-8 only
- Adjust-O-Tilt steering wheel, automatic transmission only
- Visibility group: remote-control left outside mirror, vizer vanity mirror, inside hood release, deluxe electric wipers & electric clock
- Deluxe electric wipers, intermittent action
- Inside hood release
- Light group: trunk or cargo light, two courtesy lights, glove box light, ash tray light, parking brake warning light, headlights-on warning buzzer and rear door switches
- Space saver tire (2-Door Coupe only)

- Protection Items**
- Protection group: Stainless steel door edge guards and color-keyed vinyl floor mats
 - Scuff molding (Coupe & "X" only)
 - Body protection group: Scuff molding and nerling strips for front & rear bumpers

- Appearance**
- Sports steering wheel 16" 3-spokes (std. Matador "X")
 - Wheel covers (4) (std. Matador Brougham)
 - Custom wheel covers (4) (NA Matador "X")
 - Spoke-style wheels (4)

- Heavy Duty Equipment**
- Heavy duty 10" clutch—mandatory w/6 cyl. and standard transmission
 - Heavy duty engine cooling system; heavy duty radiator, power flex fan and shroud (standard with air conditioning)
 - 50 or 60 amp. tropical batteries
 - Heavy duty 70 amp. battery
 - Handling package: heavy duty springs and shocks plus rear sway bar
 - Rear sway bar
 - Engine block heater

- Miscellaneous**
- California Certification: Emission testing and emission decals
 - Touch-up paint
 - Export headlamps amber or clear lens
 - Metric speedometer
 - Locking gas cap
 - Electric clock, separate from visibility group

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 obligation. This also applies to local assembly or manufacture areas where local content requirements may affect standard and/or optional specifications.

Engines	Cyls.	Net HP @ RPM	Net Torque @ RPM	Compression Ratio & Fuel	Bore & Stroke	Manifold	Transmissions	Axle Ratios
232 Cu. In. Six (1)	1-Barrel	100 @ 3600	165 @ 1800	9.0:1 Reg.	3.75" x 3.58"	S	3-Speed Manual on Column (S) Torque Command Automatic on Column	3.15:1 (3.54:1) 3.15:1 (3.54:1)
258 Cu. In. Six (2)	1-Barrel	110 @ 3500	185 @ 2000	9.0:1 Reg.	3.75" x 3.59"	O	3-Speed Manual on Column (S) (NA Coupe) Torque Command Automatic on Column	3.54:1 3.15:1 (3.54:1)
304 Cu. In. V-8 (3)	2-Barrel	150 @ 4200	245 @ 2500	8.4:1 Reg.	3.53" x 3.44"	O	Torque Command Automatic on Column (Std. 18-8) Torque Command Automatic on Floor (Coupe)	3.15:1 (3.54:1) 3.15:1 (3.54:1)
360 Cu. In. V-8	2-Barrel	175 @ 4000	285 @ 2400	9.25:1 Reg.	4.08" x 3.44"	O	Torque Command Automatic on Column Torque Command Automatic on Floor (Coupe only)	3.15:1 (3.54:1) 3.15:1 (3.54:1)
360 Cu. In. V-8	4-Barrel	195 @ 4400 (4)	295 @ 2900 (3)	9.25:1 Reg.	4.08" x 3.44"	O	Torque Command Automatic on Column Torque Command on Floor (Coupe only)	3.15:1 (3.54:1) 3.15:1 (3.54:1)
401 Cu. In. V-8	4-Barrel	225 @ 4600	335 @ 3100	9.25:1 Reg.	4.185" x 3.69"	O	Torque Command Automatic on Column Torque Command on Floor (Coupe only)	3.15:1 (3.54:1) 3.15:1 (3.54:1)

(1) Standard on 15-3, 16-7 & 18-3
(2) Standard on 18-7 (opt. on 15-7, 16-7 & 18-8)
(3) Standard on 16-9 (2pc. others)

(4) 229 @ 4400 w/ideal exhaust. S—Standard
(5) 318 @ 3100 w/ideal exhaust. O—Optional