

'77 AMC

There's more to an AMC!



**AUTO SHOW
Edition**



Pacer 2 1/2

AMC



◀ Pacer D/L Wagon

▲ Pacer X Sedan
▼ Pacer D/L Sedan



PACER WAGON & SEDAN

In 1975, AMC introduced the revolutionary Pacer Sedan. In 1977, we're proud to announce that the revolution isn't over—the all new Pacer Wagon is here!

Like the Sedan, the Pacer Wagon is clean-lined, good-looking and extremely roomy. A yawning rear-hatch opens to 47.8 cu. ft. of cargo space with rear seat down.

The new Pacer Wagon has all the features that made the Sedan a sudden success, too. A 100-inch wheelbase coupled with an extra-wide stance and isolated suspension system for solid roadability, easy handling and a smooth, quiet ride. A responsive proven 6-cylinder engine with a 22-gallon fuel tank for excellent performance and driving range. And the unique passenger door that's even wider than the driver's for quick and easy rear-seat access.

The Pacer Wagon and Sedan are loaded with standard features. Make them even more comfortable and luxurious with options like Air Conditioning, D/L Package, AM/FM stereo radio, automatic speed control and many more!

And on top of everything else, you get AMC's new BUYER PROTECTION PLAN II to protect all that value. Pacer Wagon and Pacer Sedan . . . truly one-of-a-kind compacts.

AMC  **Pacer**





◀ Gremlin (with optional rally stripe)

▲ Gremlin X
▼ Gremlin



GREMLIN

Right from the start, Gremlin's unique styling and sporty individuality appealed to a wide range of drivers. For 1977, we've given Gremlin a fresh new look that's bound to make it even more appealing.

There's a rich-looking new front end treatment and distinctive taillights that give Gremlin an exciting new look from bumper to bumper. But in spite of the good looks, practicality and value still get top billing.

Gremlin has a new more expansive rear lift window for easier-than-ever loading. (The back seat folds down to provide a handy, roomy cargo space of nearly 27 cubic feet.) Front disc brakes. Parking brake warning light. Foam-cushioned seats in Rallye Perforated vinyl. Bright metal exterior moldings and much, much more. To add a distinctive flair to all this new Gremlin excitement, add the sporty X Package, one of dozens of options.

Gremlin features an easy-handling 96-inch wheelbase, and a proven 6-cylinder engine with a 21-gallon fuel tank (for responsive performance and long driving range).

And to protect Gremlin value, there's the new BUYER PROTECTION PLAN II, an AMC "standard" that other cars don't even offer as an option!

AMC  Gremlin



HORNET

For most people who need wagons—Hornet Wagon is really all they need. It's roomy, seating five or carrying two plus 62.8 cubic feet of cargo. It's convenient, with four doors and a rear liftgate. It's easy to maneuver, with a turning diameter of just 38½ feet. And it has standard features like color-keyed carpeting (even in the cargo area).

Or maybe the Hornet Hatchback is more your style—especially in the sporty AMX (left). Either way, you get a lot of usable space along with the style. Open the big "third door," flip down the rear seat and you have 30½ cubic feet of cargo room. In addition to all you can see, AMX comes on strong with a floor shift, console, sporty gauges, soft-feel sports steering wheel, and more.

For outstanding value, the Hornet Sedans (2- or 4-door) rate your consideration. Here's a combination of riding comfort, handling ease and solid, thorough quality.

All Hornet models feature an easy-to-handle 108-inch wheelbase, and a selection of engine/transmission combinations to suit any need. And, of course, adding to the value of every new Hornet is AMC's new Buyer Protection Plan II.

AMC  **Hornet**

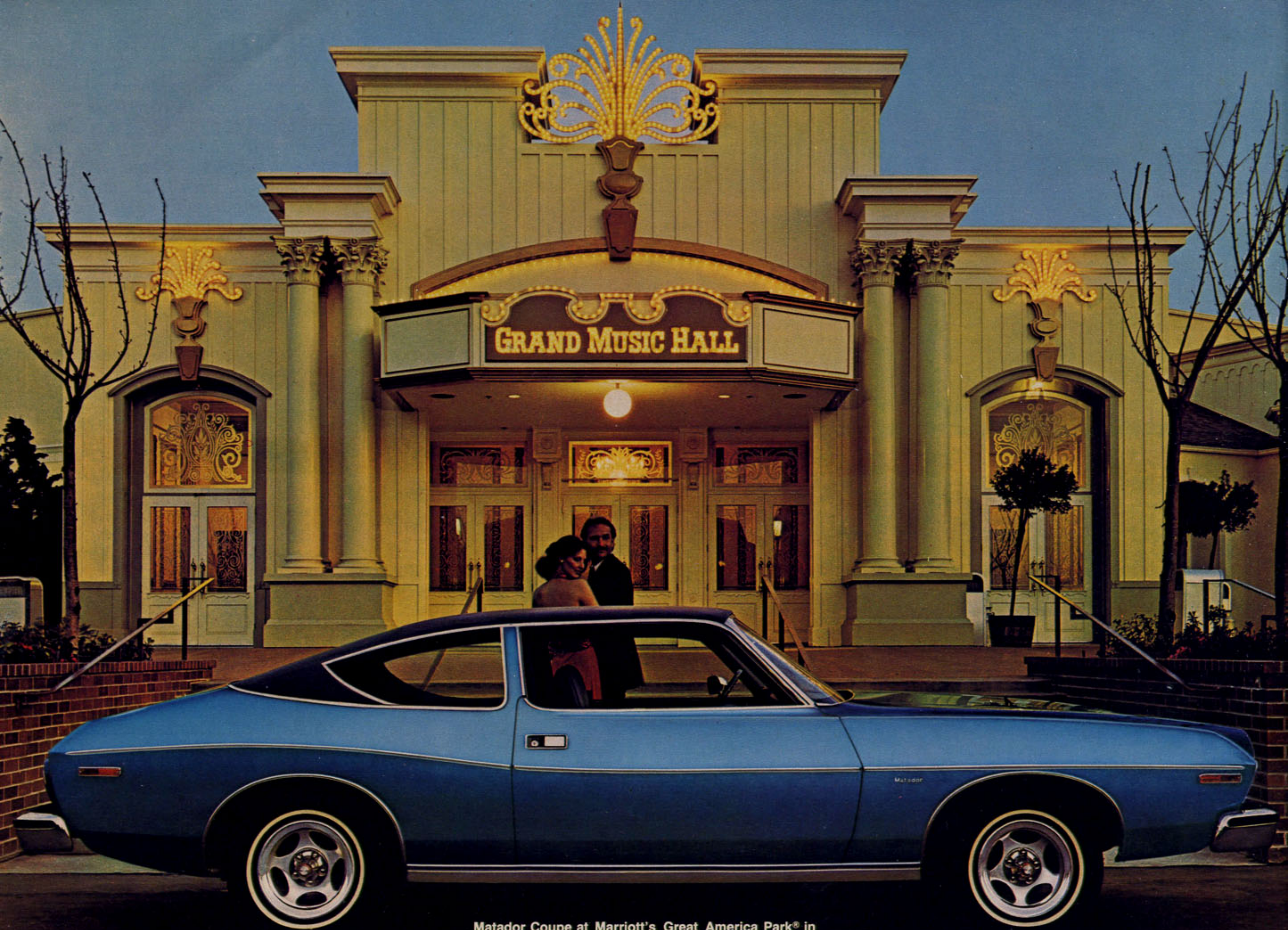


▲ Hornet AMX (standard Hatchback model also available)

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

◀ Hornet Wagon D/L





Matador Coupe at Marriott's Great America Park® in Santa Clara, California, where American Motors sponsors the "Grand Music Hall" show, and also at Marriott's companion park in Gurnee, Illinois.



◀ Matador Coupe

▲ Matador Sedan
▼ Matador Wagon



MATADOR COUPE WAGON & SEDAN

There are three ways to get more style, big-car comfort and luxury, and greater value in the mid-size field. Matador Coupe on a 114-inch wheelbase.

Matador 4-Door Sedan and Wagon on a 118-inch wheelbase.

Matador style speaks for itself. Equally impressive are the room and comfort which rival cars costing a good deal more. For example, the Coupe and Sedan have over 14- and 19-cubic feet of trunk space, respectively, and both have a big 24½-gallon fuel tank. (21 on Wagon.) Yet for all this size, their trim overall dimensions make them easy to handle and park.

The Matador Wagon has the most all-around room of any wagon in its class. That translates into stretch-out room for five, a cargo space of more than 95 cubic feet with the rear seat down. And the dual-swing tailgate converts from tailgate to door for your convenience.

Power steering, power front disc brakes, automatic transmission, 304 V-8 in the Wagon, 258 Six in the Coupe and Sedan, individual reclining seats, custom steering wheel, wheel covers, and a lot more—all come standard. Plus that great exclusive "standard," AMC's new Buyer Protection Plan II.

AMC  **Matador**

BE SEATED IN COMFORT AND STYLE



Bucket seat option in Rallye Perforated vinyl (Pacer)



Individual reclining seat option in Rallye Perforated vinyl (Pacer)



Individual reclining seat option in Basketry Print fabric (Pacer). Console optional.



Hot-Scotch plaid fabric bucket seat option (Gremlin X Package)



Levi's® trim option (Pacer, Gremlin, Hornet Hatchback)



Optional bucket seats in Rallye Perforated vinyl (Gremlin)

You'll be spending a lot of time in your new AMC—that's why we've made a special effort to make the interior so attractive and comfortable. Pictured here are representative interior choices of the entire '77 AMC line. Nothing, however, can compare with the real thing, which your AMC dealer is ready to show you now.



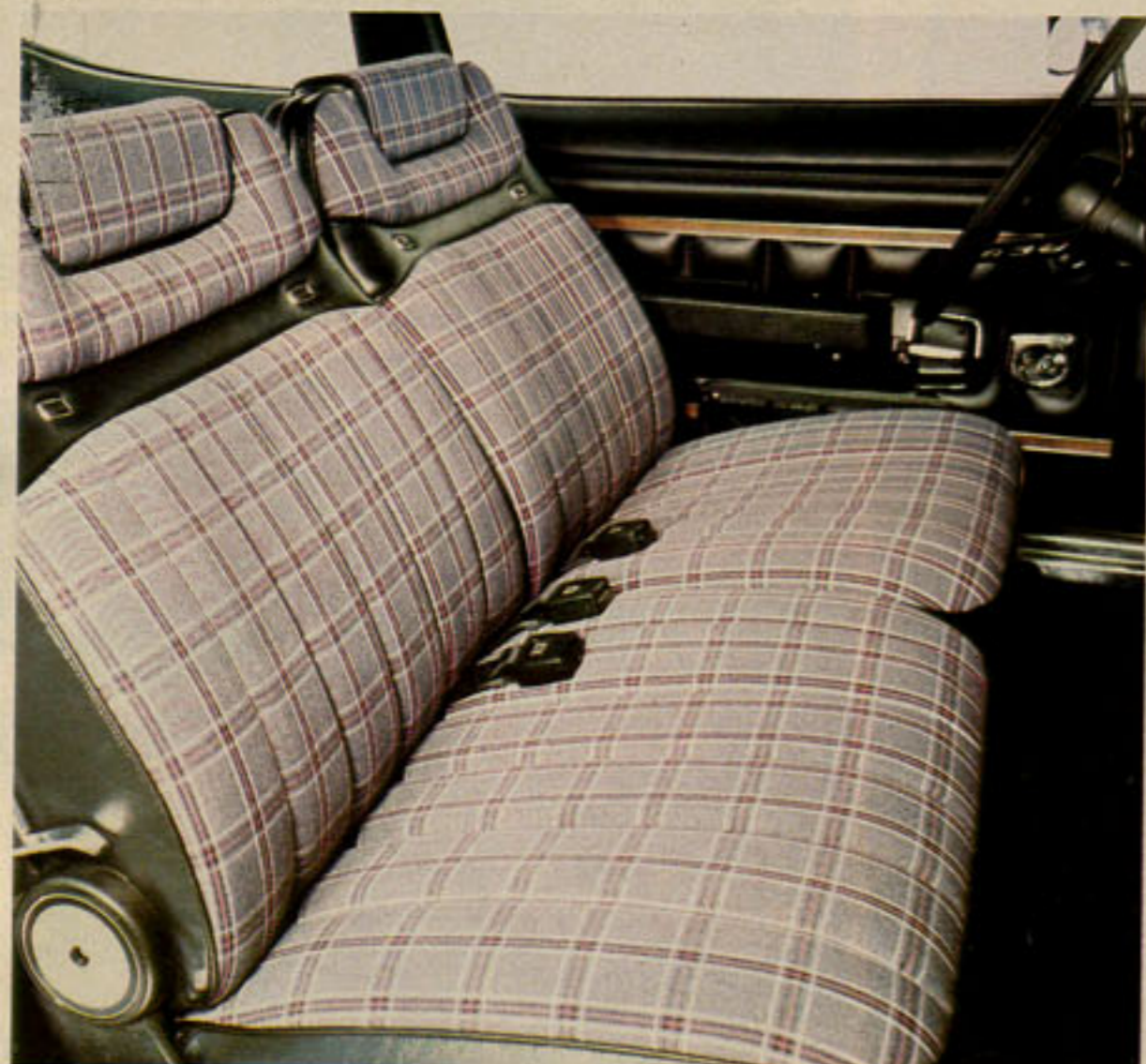
Individual reclining seat option in Veracruz fabric (Hornet D/L)



Individual reclining seat option in Rallye Perforated vinyl (Hornet D/L)



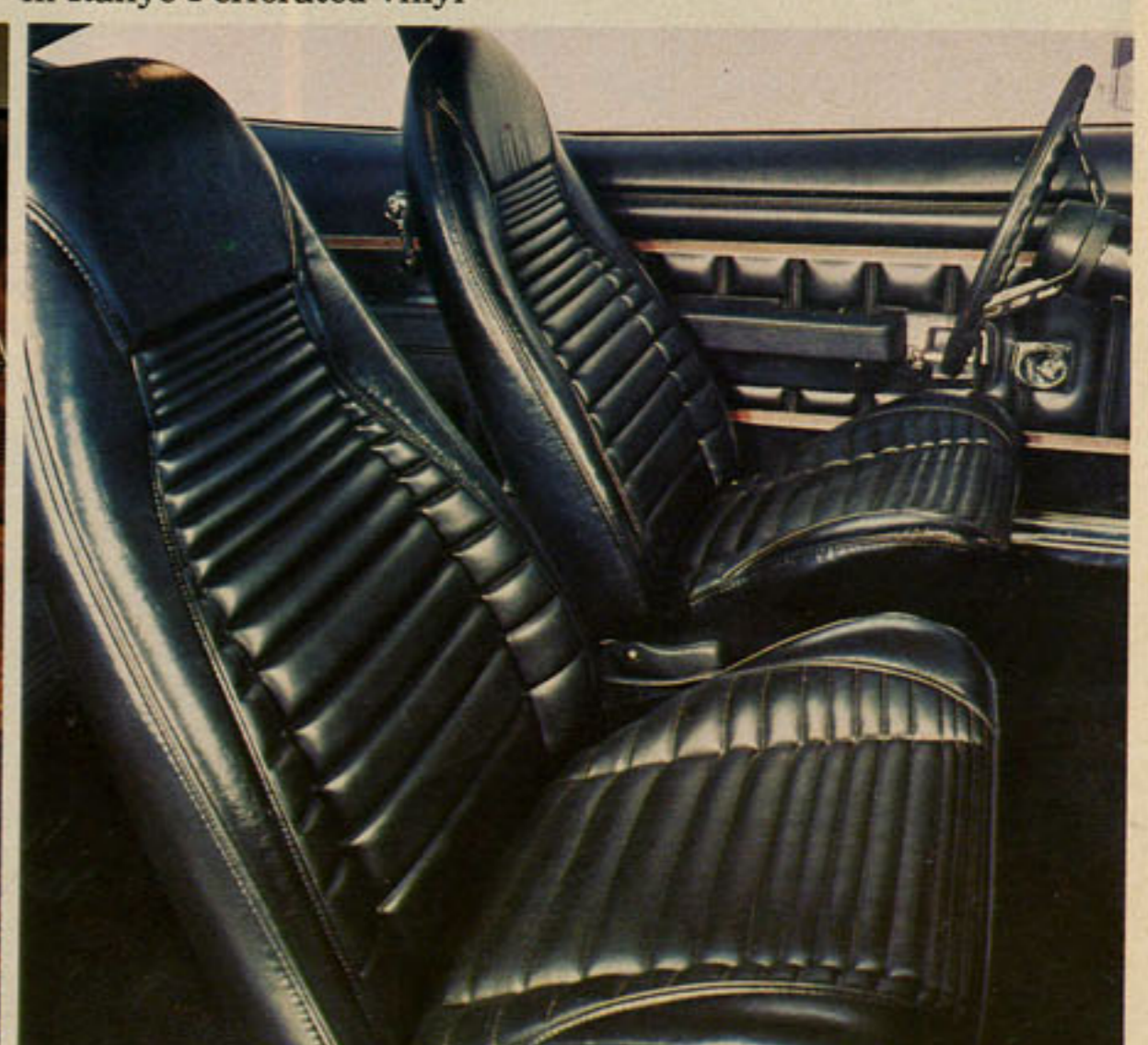
Hornet Hatchback standard bucket seats in Rallye Perforated vinyl



Standard Matador individual reclining seats. Brampton plaid fabric std. in Sedan & Coupe (opt. in Wagon) Crush Grain vinyl std. in Wagon (opt. in Sedan & Wagon)



Optional Matador Barcelona Coupe interior trim in tan Nap Knit fabric. Seats adjust and recline individually



Bucket seat option in Rallye Perforated vinyl (Matador Coupe)

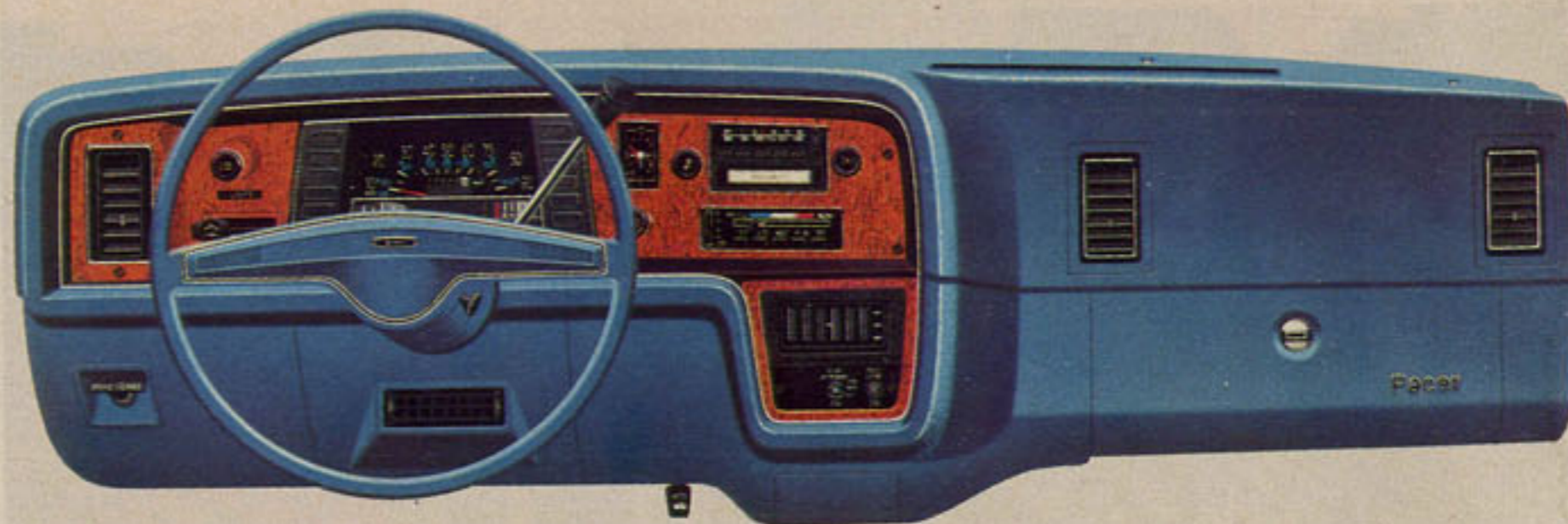
STANDARD FEATURES YOU'LL LIKE



Pacer Sedan cargo area



Extra-wide right door to ease rear entry (Pacer)



Pacer instrument panel (air conditioning, one of several options shown)



Color-keyed carpeting (all models)



Gremlin's handy lift window



Pacer Wagon cargo area



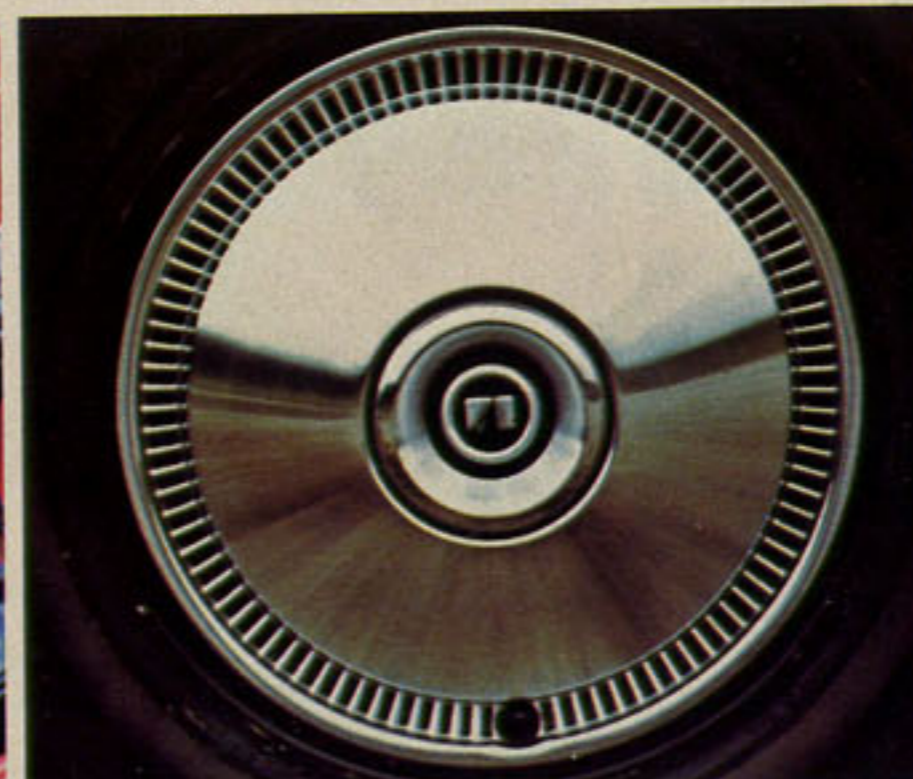
Rear bumper guards (Gremlin/Hornet & Matador)



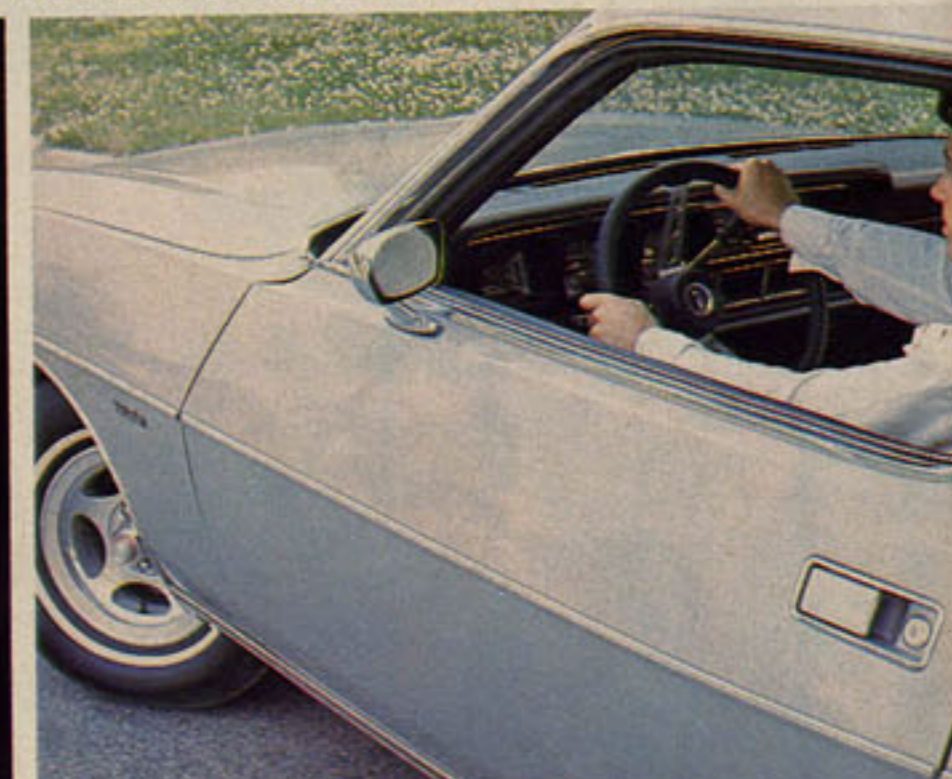
Flip-open rear window (Hatchback)



232 CID six (Pacer, Gremlin, Hornet)



Full wheel covers (Matador)

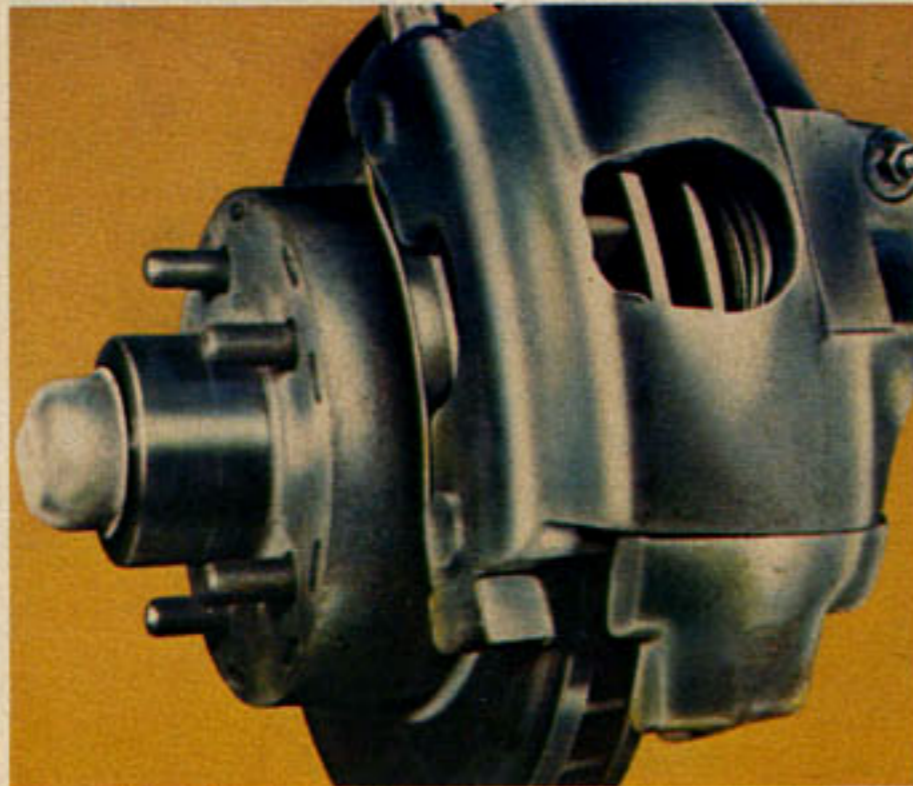


Power steering (Matador)

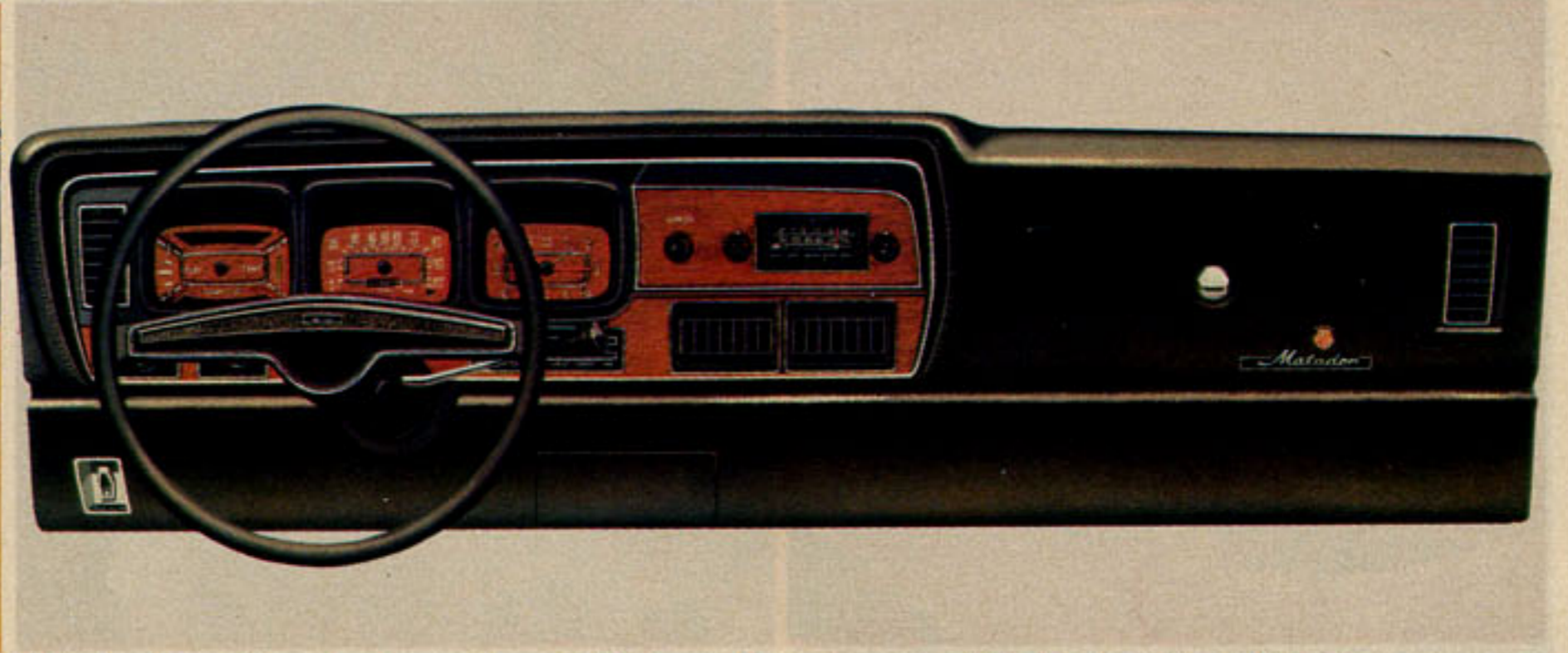
Highlighted here are some of the standard features you'll find on the cars of the 1977 AMC line. There are many more, and your AMC dealer will be happy to point them out to you. See him soon and learn first hand . . . there's more to an AMC.



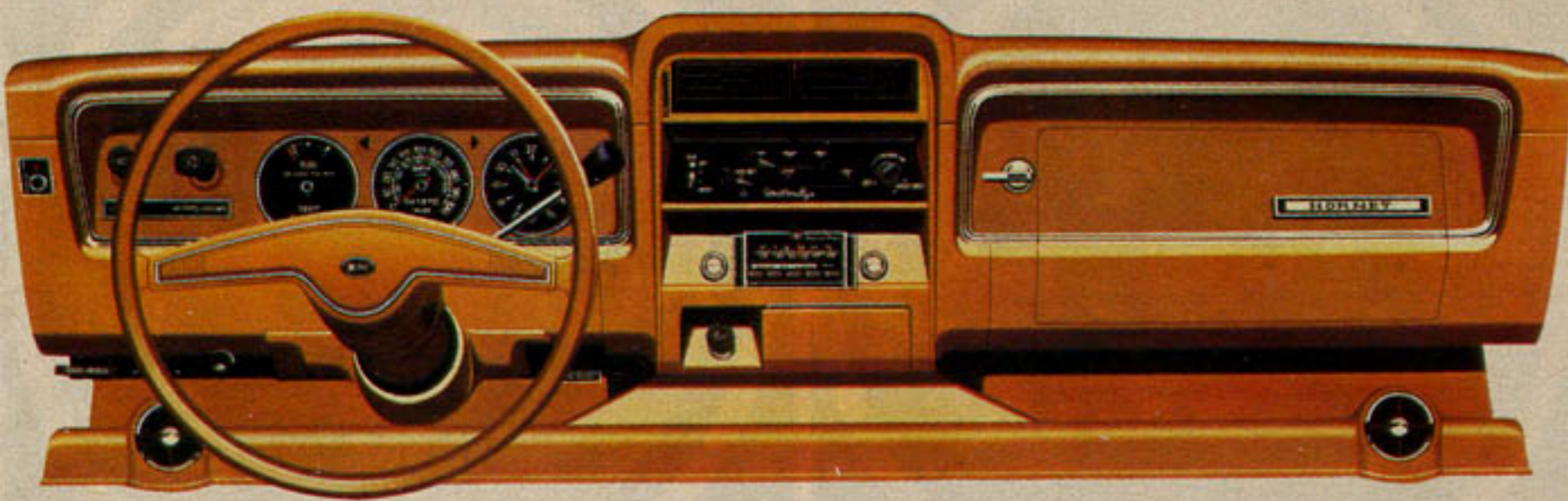
Scuff molding (Pacer & Matador)



Front disc brakes



Matador Barcelona instrument panel (air conditioning, one of several options shown)



Hornet & Gremlin (similar) instrument panel (air conditioning, one of several options shown)



Rear lift-gate (Hornet Wagon)



62.8-cu.-ft. cargo space (Hornet Wagon)



Individual reclining seats (Matador)



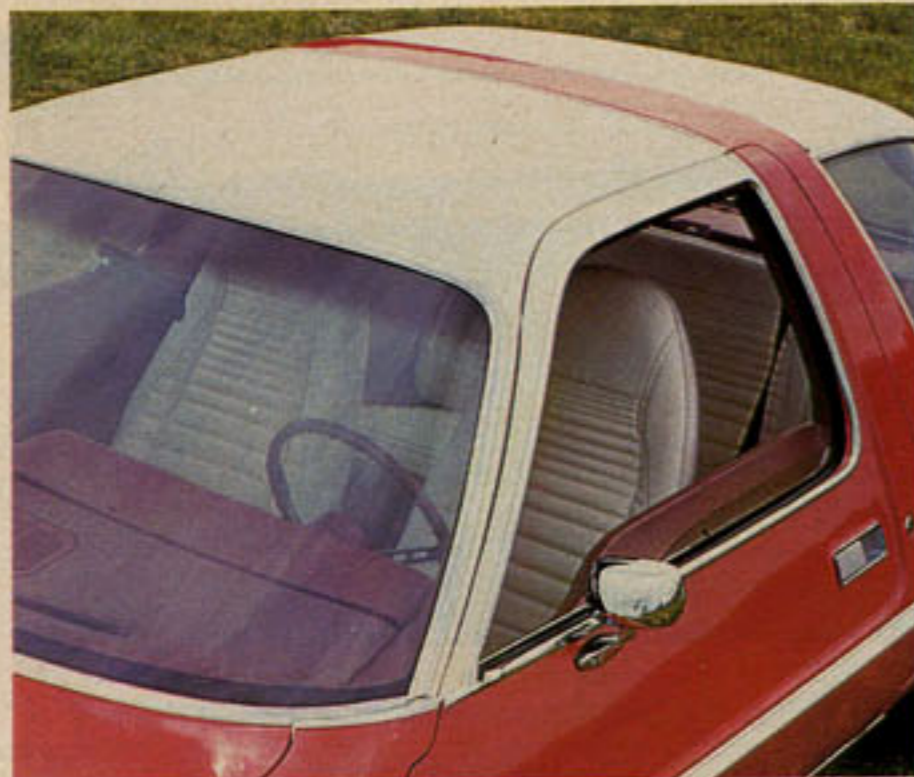
95-cu.-ft. load space (Matador Wagon)



Dual-swing tailgate (Matador Wagon)



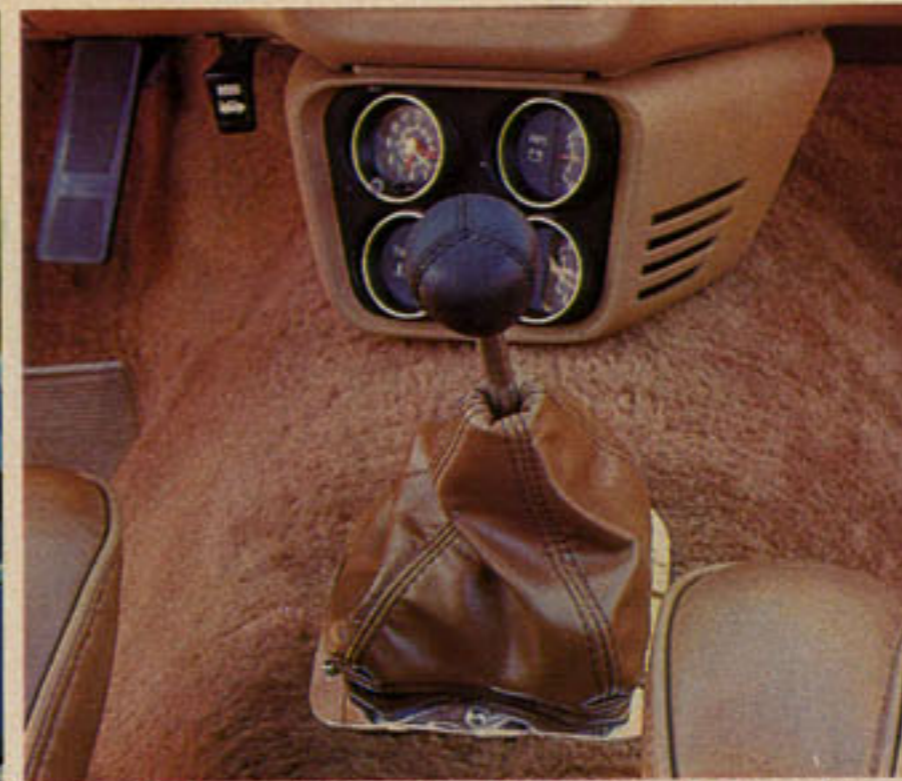
OPTIONS & ACCESSORIES TO MEET YOUR NEEDS & TASTE



Vinyl roof (Pacer, Hornet, Matador)



Rear window wiper/washer & defogger (Pacer)



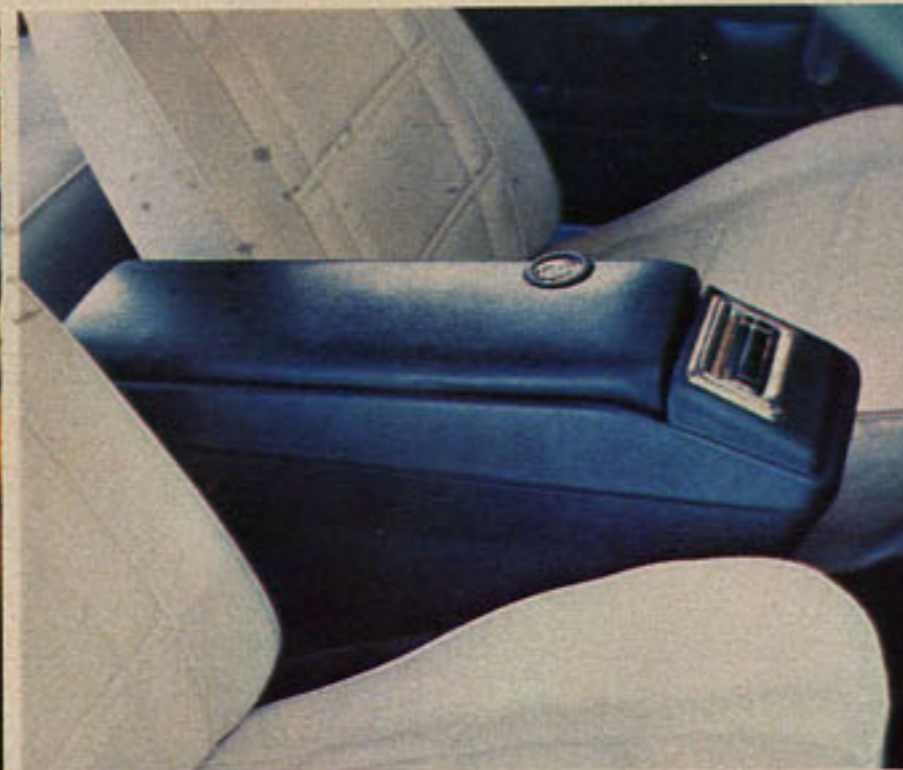
4-speed trans. (Gremlin, Pacer, Hatchback)



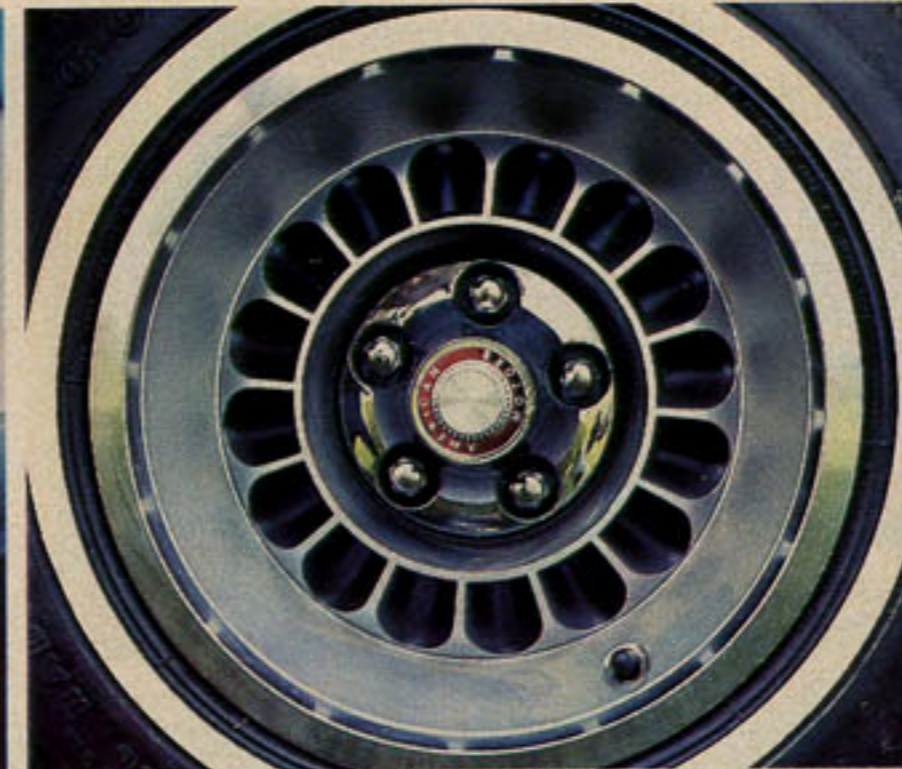
Lockable cargo cover (Pacer Sedan)



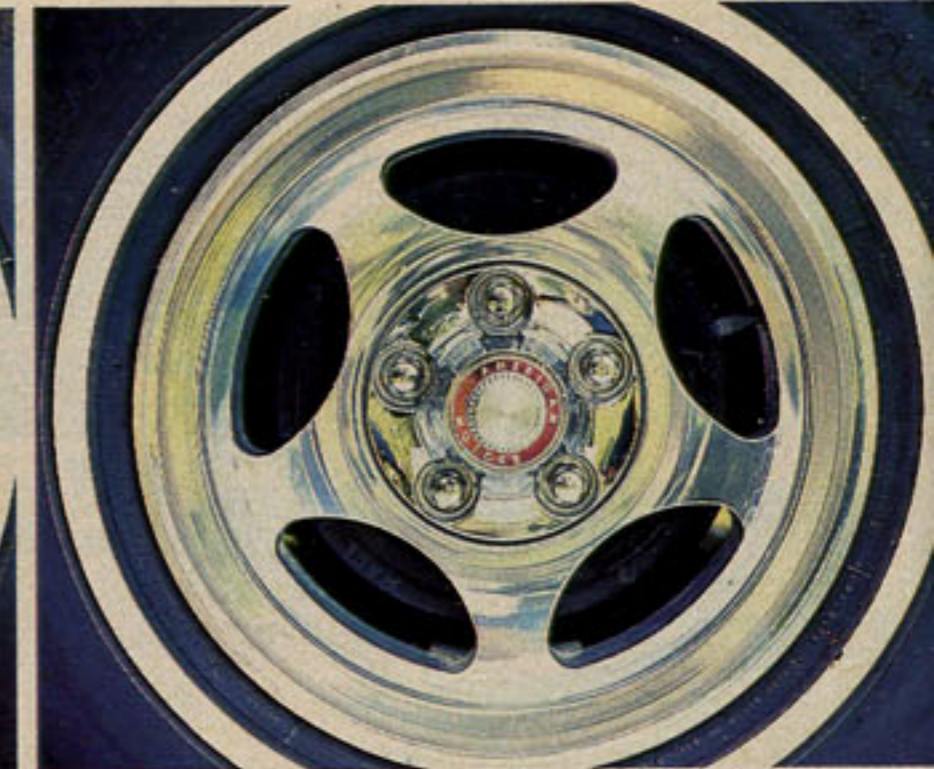
Rear window defogger (for most models)



Console (Gremlin, Pacer & Hatchback)



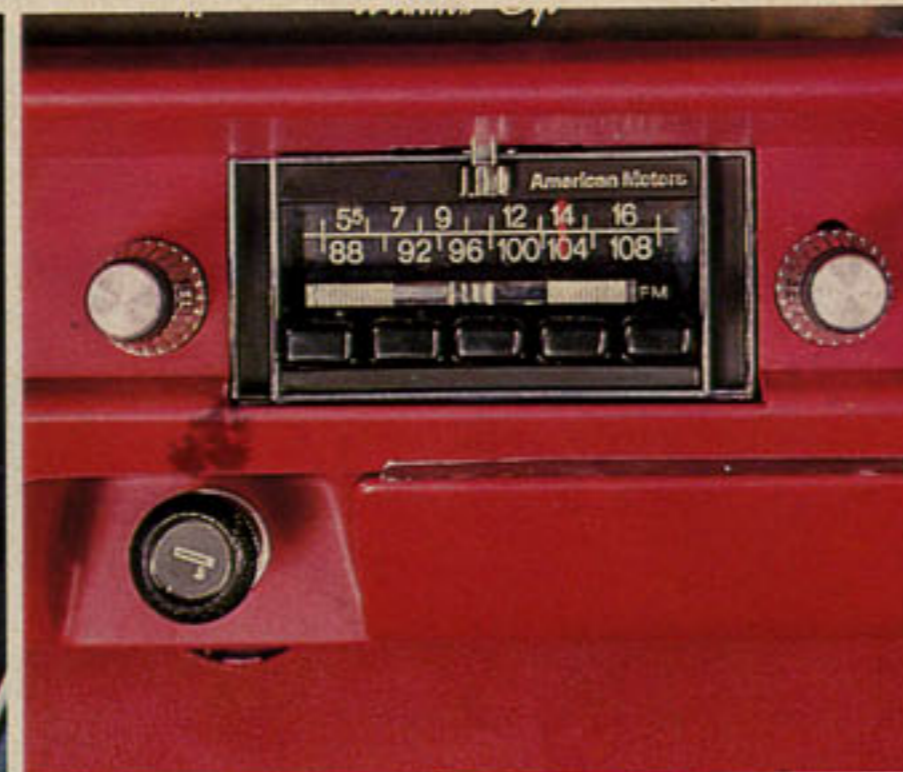
Styled road wheels (all models)



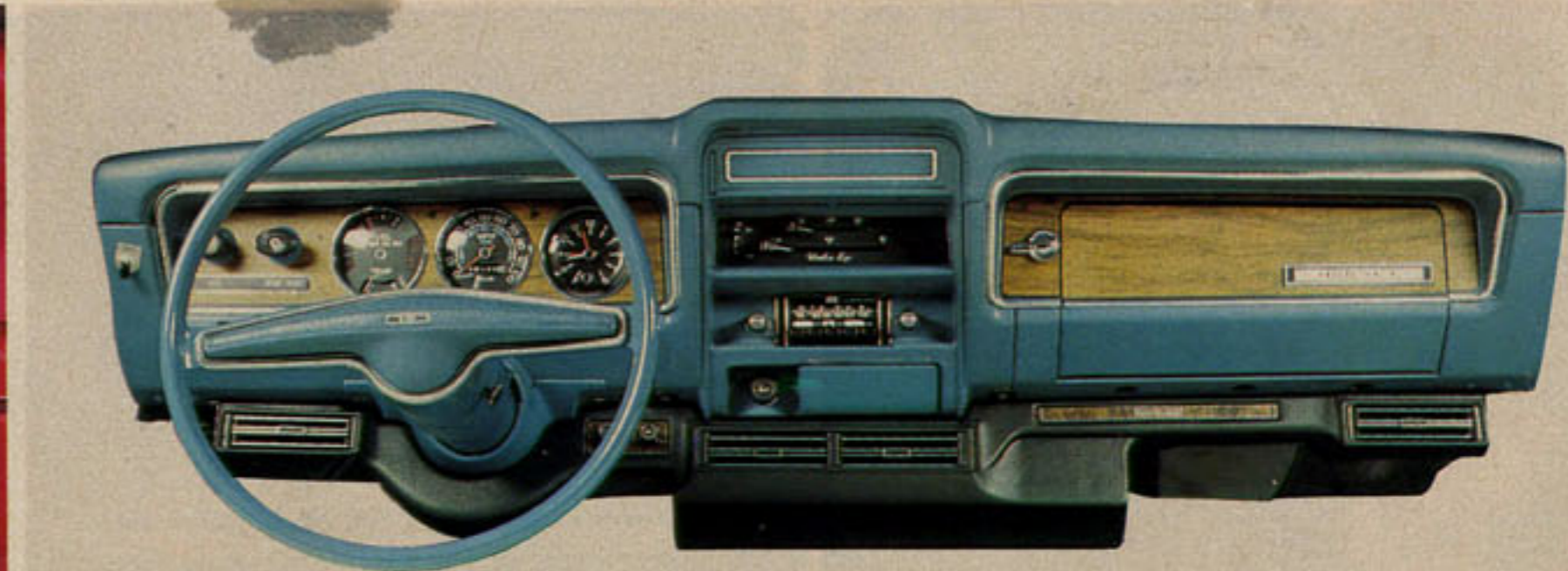
Aluminum wheels (all models)



AM/FM Multiplex/Tape Stereo (Pacer, Matador)

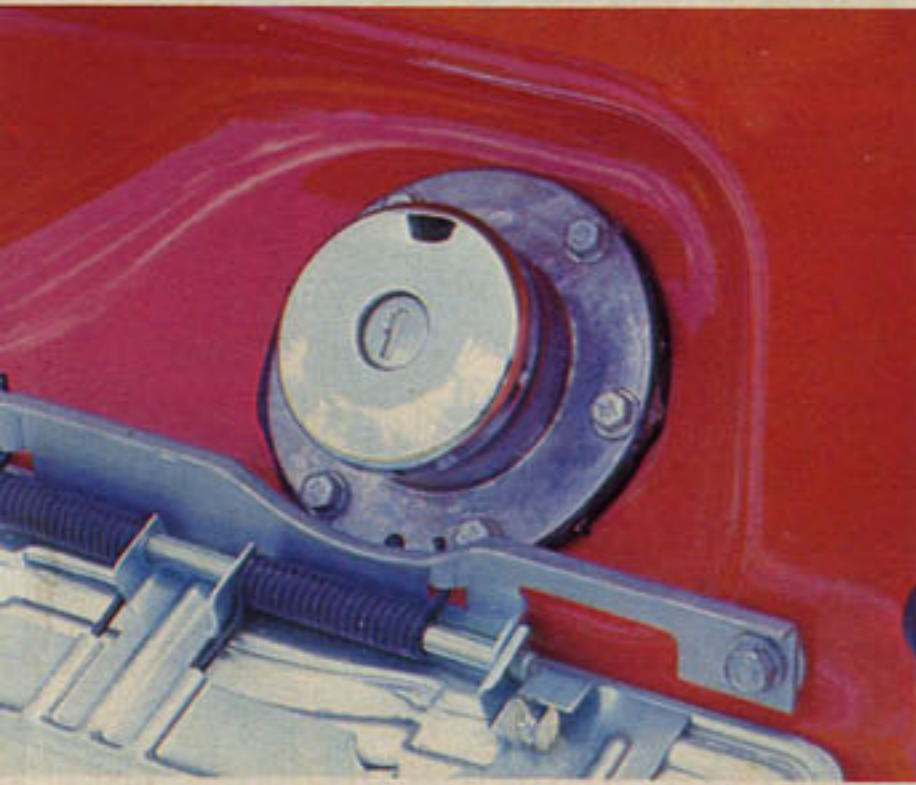


AM/FM stereo radio (all models)



Factory or Dealer installed (shown) Air Conditioning (all models)

*You can put even more into your AMC with options and accessories.
Here are a few of the most popular selections.
Your AMC dealer can show you many others that will add greater enjoyment and value to any
AMC model you choose.*



Locking gas cap (all models)



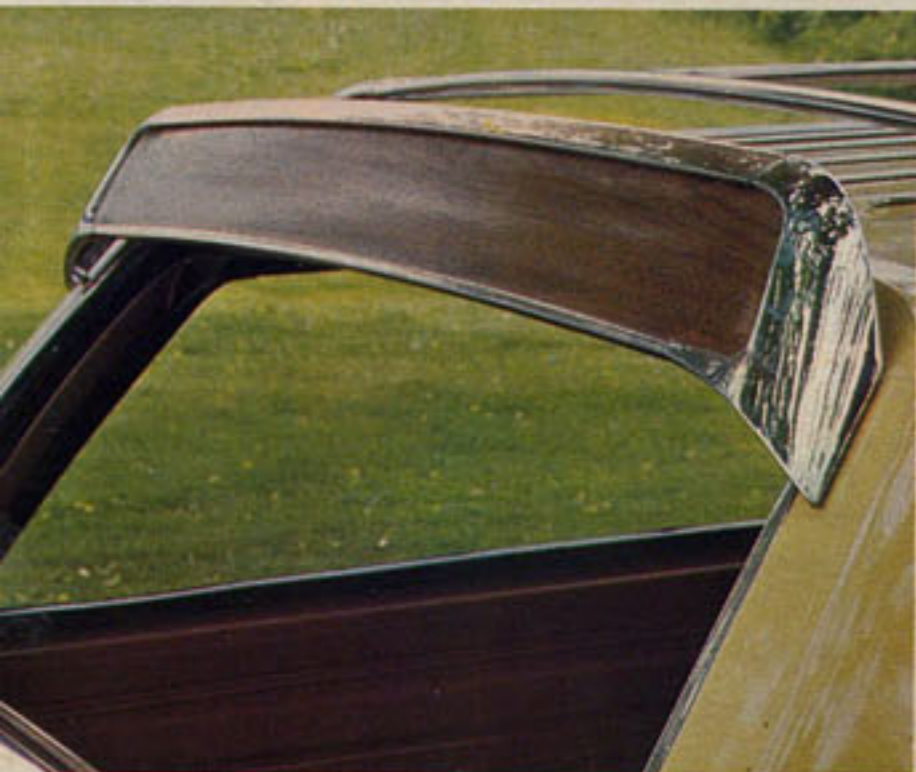
Roof rack (Hornet Wagon, Pacer & Gremlin)



Tilt steering wheel (Pacer, Hornet, Matador)



Soft Feel sports steering wheel (all models)



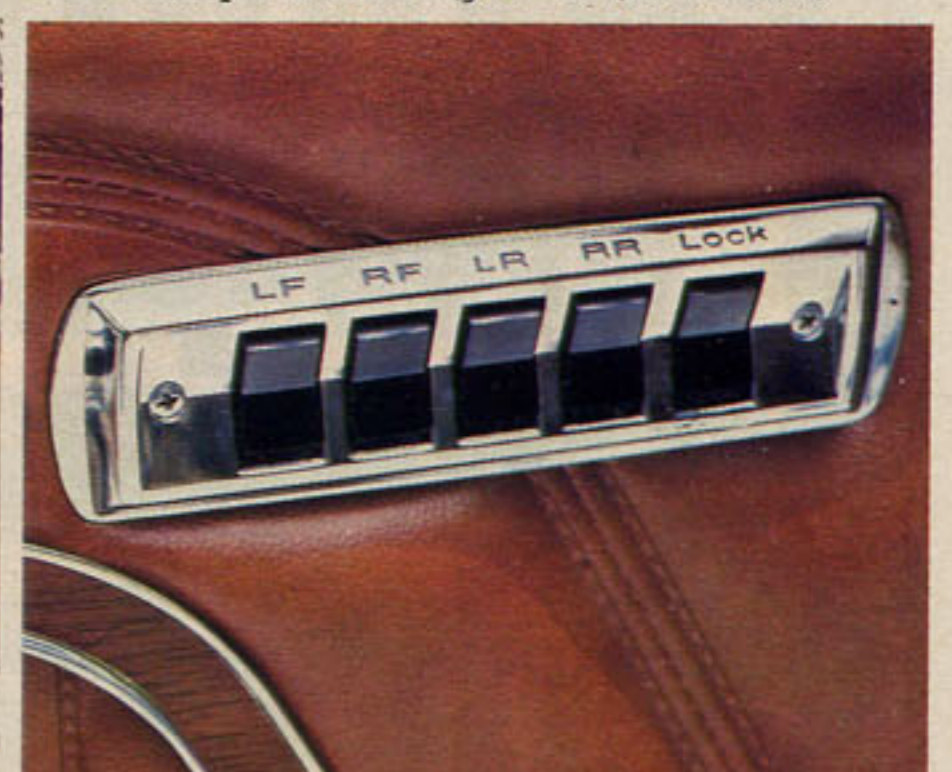
Air deflector (Matador, Hornet & Gremlin)



Vent windows (Pacer)



Third seat (Matador Wagon)



Power windows (Matador Sedan & Wagon)



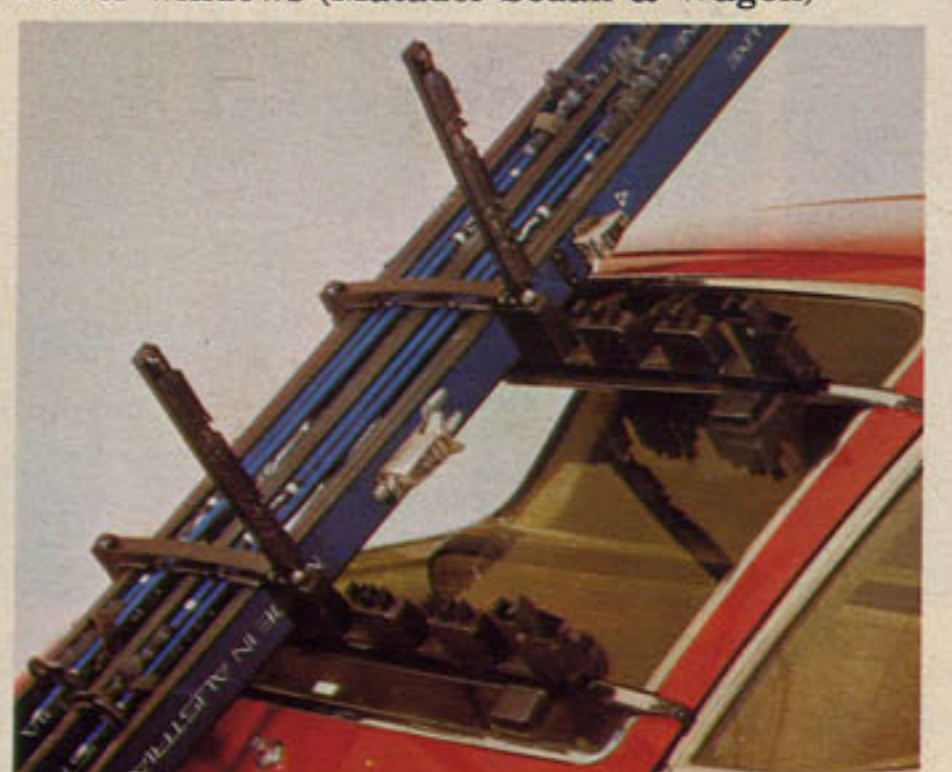
Citizen's Band radio (all models)



Litter container (all models)



Towing mirrors (all models)



Ski rack (all models)

AMC offers the only full 2 year, 24,000 mile warranty on engine and drive train.

INTRODUCING BUYER PROTECTION PLAN® II

BUYER PROTECTION PLAN II from AMC is the only full warranty covering engine and drive train for 2 years or 24,000 miles. And including a full 1 year/12,000 mile warranty protecting everything else on your car except tires.

All you do is properly maintain and care for your new AMC car with normal use and service. And have guaranteed repairs made by an AMC Dealer.

No other American car maker protects you like this. We even provide a free loaner car should guaranteed repairs take overnight.

See for yourself. Compare AMC's coverage against GM's, Ford's, and Chrysler's in the box below. They may call themselves the Big 3. But you'll discover AMC's the Big 1 when it comes to protecting car buyers.

FULL 2 YEARS OR 24,000 MILES					FULL 1 YEAR OR 12,000 MILES				
Parts fixed or replaced free. AMC GM FORD CHRYSLER					The following parts are covered against factory defects or failure due to wear for 1 year or 12,000 miles.				
Engine Parts Covered					Parts fixed or replaced free. AMC GM FORD CHRYSLER				
Cylinder Block	YES	NO	NO	NO	Spark Plugs	YES	NO	NO	NO
Cylinder Heads	YES	NO	NO	NO	Shock Absorbers	YES	NO	YES	YES
All Internal Engine Parts	YES	NO	NO	NO	Brake Linings	YES	NO	NO	YES
Intake/Exhaust Manifolds	YES	NO	NO	NO	Clutch Linings	YES	NO	NO	YES
Water Pump	YES	NO	NO	NO	Wiper Blades	YES	NO	NO	NO
Drive Train Parts Covered					All Light Bulbs				
Rear Axle/Differential	YES	NO	NO	NO	Hoses and Belts	YES	YES	NO	NO
Internal Transmission Parts	YES	NO	NO	NO	Mufflers	YES	NO	NO	YES
Transmission Case	YES	NO	NO	NO	Tail Pipes	YES	NO	NO	YES
Torque Converter	YES	NO	NO	NO	Services Provided Free				
Clutch	YES	NO	NO	NO	Free Loaner Car	YES	NO	NO	NO
Drive Shaft	YES	NO	NO	NO	Trip Interruption Program	YES	NO	NO	NO
Services Provided Free									
Free Loaner Car	YES	NO	NO	NO					
Trip Interruption Program	YES	NO	NO	NO					

GM has 5 year/60,000 mile warranty on its 140 CID engine.

®BUYER PROTECTION PLAN is reg. U.S. Pat. and Trm Off.



This Auto Show Edition covers highlights of 1977 AMC models. In view of limited space, complete model information covering all features, options and equipment is not included. Please consult your AMC Dealer for complete information and a more detailed catalog. Certain equipment items and features, illustrated or described in this catalog, are optional at extra cost, unless otherwise specified, and 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. AMC, PACER, GREMLIN, HORNET, AMX, MATADOR and BUYER PROTECTION PLAN® are trademarks of American Motors Corporation.