

1978 AMC

CONCORD · PACER · GREMLIN · AMX · MATADOR



THE VALUE AMERICANS WANT... THE SIZE AMERICA NEEDS.

The 1978 AMC cars are designed to meet today's needs for smaller, lighter, more efficient vehicles which provide outstanding interior room, comfort, ride and performance. Short overall length makes them agile and easy to maneuver. Good design provides a spacious interior. Strength and weight contribute to riding comfort usually found only in larger, more expensive cars.

For 1978, there are thirteen models in five distinctive AMC lines. All of these AMC cars offer an excellent blend of small car efficiency, handling and maneuverability.

There is the all-new luxury Concord compact. The unique, wide body Pacer with a fresh new look. The sporty but roomy Gremlin. The exciting AMX. And the smartly appointed Matador.

A wide selection of Hatchbacks, Wagons, 2-door and 4-door models are included in the 1978 model line-up. A broad choice of optional trim packages also are provided for added style and sportiness.

An abundance of luxury, performance, comfort and room has been built into all 1978 AMC passenger cars. They are well-designed and well-appointed, and priced to be a superior value for the money.

AMC '78. The quality Americans want . . .
The size America needs.

1978 AMC MODEL LINEUP

CONCORD



Concord 2-dr. Sedan
shown with optional D/L package



Concord 4-dr. Sedan



Concord 4-dr. Wagon



Concord Hatchback
2-dr. shown with optional sport package

PACER

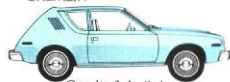


Pacer D/L Hatchback 2-dr.



Pacer D/L Wagon 2-dr.

GREMLIN



Gremlin 2-dr. Sedan



Gremlin Custom
2-Liter 2-dr. shown with optional X package



Gremlin Custom 2-dr.

AMX



AMX Hatchback 2-dr.

MATADOR



Matador 2-dr. Coupe



Matador 4-dr. Sedan



Matador 4-dr. Wagon

1978 BUYER PROTECTION PLAN®

The introduction of the BUYER PROTECTION PLAN by American Motors in 1972 marked the beginning of a new era of protection for American car buyers. Since that time, BPP has continued to provide a greater sense of confidence for AMC owners.

The BUYER PROTECTION PLAN includes the only full 12-month, 12,000-mile warranty in the automotive industry.

We provide this warranty because we are a consumer sensitive company dedicated to meeting

the needs of automotive buyers.

As you read the details of the BUYER PROTECTION PLAN printed below, you will see that it covers everything on the car. Nothing is excluded except tires. That's the way we want it, and that's why American Motors has earned a reputation as the company with the most unique service plan in the business.

Your satisfaction with the car you drive is important to us, and we feel the BUYER PROTECTION PLAN assures you satisfaction.

1978 AMC FULL 12-MONTH/12,000*-MILE NEW CAR WARRANTY

When you buy a new 1978 AMC car from an AMC dealer, American Motors Corporation** guarantees to you that for 12 months or 12,000* miles from the date of delivery or first use, whichever comes first, it will, except for tires, pay for the repair or replacement of any part it supplies which proves defective in material or workmanship.

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 AMC dealer.

No other express warranty is given or authorized by American Motors. American Motors shall not be liable for loss of use of vehicle, loss of time, inconvenience or other incidental or consequential damages. Some states and provinces do not allow limitation or exclusion of incidental or consequential damages so the above exclusion and limitation may not apply to you. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state or province to province.

*In Canada (20,000 km)

**In Canada: American Motors (Canada) Limited

RELATED FEATURES

COMPLETE GUARANTEE COVERAGE

This guarantee gives you 12-month or 12,000-mile (20,000 km) coverage on many items not covered by most car warranties. It covers wiper blades, brake linings, light bulbs—everything we put on the car except tires. If any part American Motors supplies is wrong on your 1978, you won't have to pay for the parts or the labor. You are responsible to see that your car is maintained, at your expense, according to the 1978 Owner's Manual and Maintenance Supplement.

SERVICE ADJUSTMENTS

Any needed service adjustments required during the first 12 months or 12,000 miles (20,000 km) of normal

use, whichever comes first, and which are not required as part of normal scheduled maintenance will be performed by an authorized AMC dealer without charge to the owner.

GUARANTEE SERVICE FOR OWNERS WHO MOVE OR TRAVEL

If you move or are traveling, any AMC dealer in the 50 United States or Canada will perform guarantee repairs for you.

GUARANTEE COVERAGE FOR SUBSEQUENT OWNERS.

Subsequent owners of an AMC car are eligible for any unused guarantee coverage. A subsequent owner need simply present the owner's manual (properly filled-out) to an authorized AMC dealer to obtain guarantee repairs.

TIRE POLICY

The tire manufacturer provides a limited warranty for the tires supplied with your new car. Specific warranty information and tire adjustments are handled directly with owners by the tire manufacturer's distributors, dealers or retail stores. Your AMC dealer will assist if you need help in securing an adjustment.

NEW CAR PRE-DELIVERY SERVICE

Your AMC dealer has serviced and tested your new car for starting, handling, braking and overall performance in accordance with AMC's Dealer Pre-Delivery Service Procedure. In addition, many other checks, inspections, adjustments and final clean-up services have been performed

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to assure your car meets the quality standards of AMC products.

A LOANER CAR

If your car needs guarantee repair work and "same day" (morning to evening) service cannot be completed as promised or if guarantee repairs require that the car be kept overnight, your AMC dealer will provide you with a free loaner car until your car is ready. To qualify, you must comply with your dealer's work schedule.

SPECIAL TRIP INTERRUPTION PROTECTION

If you're 100 miles (160 km) or more from home and a servicing AMC dealer can't provide "same day" guarantee repairs for your car, interrupting your trip, we will reimburse you for reasonable extra lodging and meal costs up to \$150, based upon your actual expenses. Submit receipts to the AMC dealer who serviced your car. He'll handle the paperwork that generates a direct reimbursement from Detroit to you.

AMC CONCORD 2 DOOR SEDAN

Introducing AMC's new Concord. A luxury compact with the refinement, quiet and comfort of big expensive cars, but without the big car price. Remember the name. Once you've seen Concord, you won't forget its stylish good looks.

Concord expresses its value through a high level of standard features and interior appointments. From the elegant character of the new roofline to



Concord 2-dr. Sedan shown with optional D/L package and two-tone paint

the distinctive new grille, Concord's sleek lines are at home in town or on the open road.

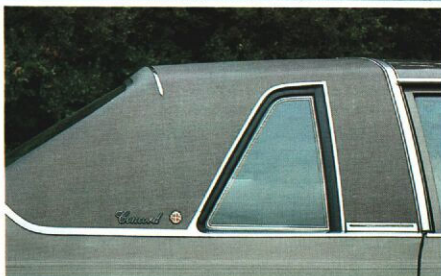
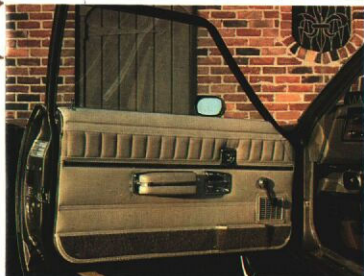
Leading the line is the tasteful Concord D/L featuring velveteen crush fabric seating, custom headliner and the mark of quality in the simulated regal walnut burl instrument panel. Plus handsome Landau vinyl roof and opera quarter windows with silver accents.

But there's a lot more to Concord than its appearance. You'll like how the Concord combines big car ride, comfort and convenience with compact car size and handling.

Go ahead. Indulge. Concord's affordable price and many standard features bring luxury down to earth.

What's more, AMC's exclusive BUYER PROTECTION PLAN gives you a bonus in peace of mind you can't get anywhere else. That's a lot of value for a very reasonable price in Concord: The luxury Americans want . . . The size America needs.

Concord D/L 2-door Sedan



AMC CONCORD 4 DOOR SEDAN

Suddenly 4-door compact sedans take on a new form of luxury with the introduction of the Concord. With a look of distinction from front to rear, Concord provides a handsome appearance plus a high level of appointments and standard equipment. And, its smooth, quiet big car ride and comfort add to its outstanding value in today's market.



Concord 4-door Sedan shown with optional D/L package

The Concord D/L offers a wide variety of comfort, convenience and appearance features usually found only on more expensive automobiles. Step into Concord D/L and you step up to a new level of driving pleasure at a surprisingly practical price. Outside, there are a stylish Landau vinyl roof, color-keyed wheel covers, wide rocker panel

moldings, bumper nerfing strips and whitewall tires. So impressive and affordable. Inside appointments include individual reclining seats, custom door trim panels, custom headliner, stylish touches of woodgrain highlights and a digital clock. Nice touches. Smart buy. And, that's just a sampling of Concord's D/L elegance.

Concord 4-door sedan: A fine car to own, made even better by AMC's exclusive BUYER PROTECTION PLAN. The convenience and luxury Americans want . . . The size America needs.



Concord D/L 4-door Sedan

AMC CONCORD WAGON

Now there's proof that you can have luxury, room, convenience and versatility in a compact wagon. It's the new AMC Concord. Think about what you want in a wagon and see how Concord meets your needs.

For people-carrying, the new Concord accommodates five. And, when it's time to put the rear seat down, you have plenty of space for your



Concord 4-door Wagon with optional D/L Package

trips to the supermarket, nursery, lumber yard, camp or beach.

Concord is easy to handle, too. A short turning radius lets you slip into tight spots with ease.

Best of all, there is a wagonful of value in Concord. More standard features and appointments, with extra luxury like padded custom door trim

panels and soft-feel vinyl seats to add to the appeal.

Other surprises include a handsome custom steering wheel, full wheel covers and a hidden compartment that locks.

You can dress up your Concord Wagon, too. Add the D/L Package for a host of comfort and appearance features like individual reclining seats, and woodgrain instrument panel.

Or, go for the flair of the Sport Package. The choice is yours.

If a compact wagon suits you, consider the luxury of Concord. Its extensive list of standard features makes Concord a wagon that is hard to resist, and the addition of AMC's exclusive BUYER PROTECTION PLAN makes it a value that can't be beat.



Concord 4-door Wagon with optional Sport Package

AMC CONCORD HATCHBACK

There's a big, wide world to explore, and the new Concord Hatchback helps you do it. Just open that full-width rear hatch, flip down the rear seat, load up your gear and you're ready to go.

Plenty of room for whatever you're hauling. Lots of comfort for the driver and passenger up front. And satisfaction in knowing that you're driving a car that is handsome as well as efficient.



Concord Hatchback 2-dr. shown with optional Sport Package

What's more, Concord Hatchback has standard features like a sport steering wheel, rocker panel and wheelip moldings, and even bucket seats in soft-feel vinyl. No extra cost here. Just a big bundle of value in an efficient, compact size. Space you need. Comfort and convenience you want. Flexibility and versatility you never thought you could have.

But why stop there, when you can add the special excitement of the Sport Package? Put some fun in your driving with slor styled wheels, 4-speed manual floor-shift, and a 258 CID 6-cylinder engine. You'll like the steel belted radial tires, wide rocker panel moldings and sleek brushed aluminum instrument panel, too.

And for sound appeal, you can go all the way by adding an AM/FM Stereo/CB.

There's more! AMC's exclusive BUYER PROTECTION PLAN. It's yours with the new Concord Hatchback!



Concord Hatchback 2-door

AMC CONCORD OPTIONS

AIR CONDITIONING OPTION

- All-Season Air Conditioning Package includes heavy-duty cooling system, tinted glass (all windows), power steering, and instrument panel parcel shelf

APPEARANCE OPTIONS

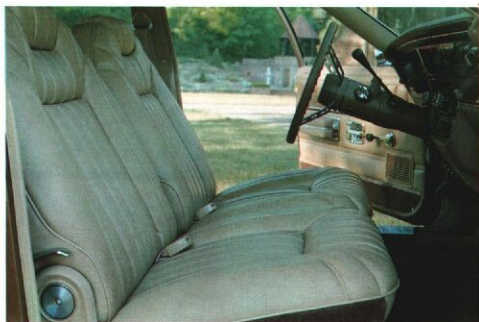
- Soft-feel sport steering wheel, black
- Sport steering wheel (standard on Hatchback)
- Custom wheel covers

- Styled road wheels (4)
- Forged aluminum wheels (4)
- D/L Package (Not available on Hatchback). Includes: Luxurious individual reclining seats in velveteen crush fabric for Sedans, soft-feel vinyl, Wagon; custom door trim panels with soft garnish and built-in map pockets; woodgrain instrument panel overlays; landau vinyl roof (Sedans); opera quarter windows with silver accents (2-Door Sedan

only); Light Group; dual horns; trunk carpeting and spare tire cover (Sedans); hood pinstripes; instrument panel parcel shelf; digital clock; color-keyed wheel moldings; wide rocker panel moldings; D78 x 14 WSW tires; bumper nerfing strips, F&R; extra-quiet insulation package; day/night mirror; woodgrain side overlays (Wagon); color-keyed body side scuff moldings (Sedans); D/L identification and much more



Velveteen Crush Individual Reclining Seats



Soft Feel Vinyl Individual Reclining Seats



Bucket Seats in Soft-Feel Vinyl

- Sport Package. Available all models. Bucket seats in soft-feel vinyl (individual reclining seats in the vinyl or velveteen crush fabric optional in Sedans and Wagon only); sport steering wheel (standard on Hatchback); DR78 x 14 BSW steel-belted radial tires; slot styled wheels (4); brushed aluminum instrument panel overlays; wide rocker panel moldings; lower body side tape stripe; extra-quiet insulation

package and custom door trim panels. Requires optional 258 CID 6 cylinder or 304 CID V8 engine. Standard scuff moldings are deleted on Sport Package.

AUDIO OPTIONS

- AM radio (rear speaker also available)
- AM/FM stereo, 4 speakers
- AM/CB
- AM/FM stereo/CB, 4 speakers

CONVENIENCE OPTIONS

- Power steering
- Power front disc brakes
- Interior Decor/Convenience Group. Includes: Dome reading lamp; front and rear floor mats with carpeted inserts in front; digital clock; "lights on" warning buzzer; lighted right visor mirror
- Visibility Group. Includes: Intermittent wipers, remote control left-side mirror, right-hand

- matching mirror, day/night mirror
- Stowage litter containers
- Tinted glass, all windows; Electric rear window defroster
- Electronic Cruise Command (requires automatic transmission)
- Light Group. Includes: Glove box light, engine compartment light, courtesy lights, dome light liftgate switch (Hatchback and Wagon), rear door switches (4-Door Sedan and Wagon), liftgate light switch (Hatchback and Wagon); trunk

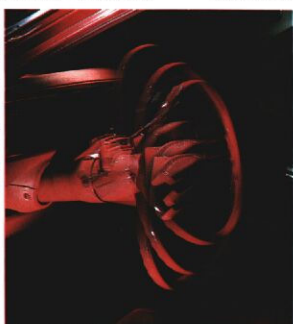
- light (Sedans)
- Adjust-O-Tilt steering wheel
- Hidden cargo area compartment (Hatchback)
- Roof rack (Wagon)
- Collapsed spare tire (standard on Wagon)

PERFORMANCE OPTIONS

- Heavy-duty suspension.
- Heavy-duty springs and shocks
- Twin grip differential
- Rally instrumentation



AM/FM Stereo



Adjust-O-Tilt Wheel



AM/FM Stereo/CB



Automatic Transmission with Floor Shifter



Roof Rack/Tailgate Air Deflector



Remote Control Mirror



Forged Aluminum Wheels



Lighted Vanity Mirror

AMC PACER HATCHBACK

Take a look at Pacer for 1978 and you'll see design innovations that widen your driving perspective and add a new lift to your life. Pacer doesn't look like any other compact car, and it doesn't ride or handle like other compacts either.

Pacer's wide design on a short wheelbase means that you maneuver with small car agility. Yet you ride with big car room, comfort and handling ease



Pacer Hatchback 2-door with optional Sport Package

because the wide stance is combined with isolated suspension and rack and pinion steering.

Performance is impressive, too. The standard 6-cylinder engine or the new optional V8 helps make Pacer at home in town or cruising on the open road.

Pacer also pays attention to the niceties of life. There is a high level of standard interior and

exterior appointments like individual reclining seats, Light Group and custom door trim panels.

For some additional excitement, consider the optional Sport Package featuring a unique, two-tone paint treatment in seven spirited combinations.

No need to worry about taking along that extra cargo either. The wide rear hatch opens on a flat load floor for easy loading and unloading.

One more thing. AMC's exclusive BUYER PROTECTION PLAN is with you and your Pacer wherever you may roam. You'll enjoy going more places and doing more things in Pacer: The room and ride Americans want . . . The size America needs.

Pacer D/L Hatchback 2-door



Pacer D/L Hatchback 2-door

AMC PACER WAGON

We designed the Pacer Wagon to be an exciting looking, efficiently-sized vehicle with a unique blend of mid-size room, ride and handling qualities. We also provided the Pacer with a variety of tastefully appointed standard features that usually cost extra on other makes.

Credit the Pacer's wide design for its distinctive appearance, passenger comfort and 52.5 cubic feet



Pacer D/L Wagon 2-door

of cargo area. The wide design plus Pacer's isolated suspension gives you a smooth, stable ride that softens road shocks. Rack and pinion steering provides for precise, responsive handling.

The Pacer Wagon is a pleasure to own as well as drive. There is an oversized passenger door for easy entry and exit, panoramic visibility for drivers and passengers and a wide rear hatch for easy access

to the flat load floor. And a fold-down rear seat provides even more loading space.

Other Pacer value features include a new electronic ignition, front disc brakes, 20-gallon fuel tank, individual reclining seats, custom door trim panels, woodgrain instrument panel and more.

There is a lot to like in a Pacer Wagon. Good value for the money, exceptional room and ride,

and a host of standard features. Only AMC has a wagon like Pacer. And only AMC backs its cars with the exclusive BUYER PROTECTION PLAN.



Pacer D/L Wagon 2-door

AMC PACER OPTIONS

AIR CONDITIONING OPTION

- All-Season Air Conditioning Package includes heavy-duty cooling system, power flex fan, tinted glass for all windows, and power steering

APPEARANCE OPTIONS

- Sporty bucket seats in soft-feel vinyl
- Individual reclining seats in soft-feel vinyl or Reflection print fabric for Hatchback. For the

Wagon, velveteen crush fabric or Reflection print fabric is available.

- Sport steering wheel
- Soft-feel sport steering wheel, black
- Custom wheel covers
- Styled road wheels (4)
- Forged aluminum wheels (4)
- Sport Package (Not available on Wagon). Includes: 2-tone paint—lower body side; bucket seats in soft-feel vinyl; sport steering wheel; DR78 x 14 BSW

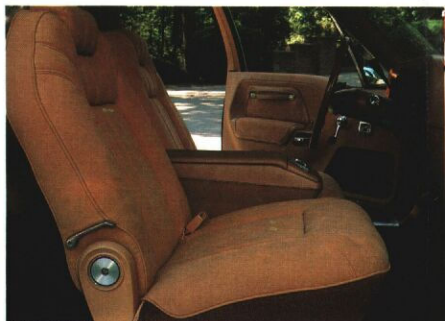
steel belted radial tires; slot styled wheels (4). Requires optional 258 CID 6 cylinder or 304 CID V8 engine.

AUDIO OPTIONS

- AM radio
- AM radio with rear speaker
- AM/FM stereo, 4 speakers
- AM/FM/tape stereo, 4 speakers
- AM/CB
- AM/FM stereo/CB, 4 speakers



Velveteen Crush Individual Reclining Seats



Soft-Feel Vinyl Individual Reclining Seats



Soft-Feel Vinyl Bucket Seats

CONVENIENCE OPTIONS

- Interior Decor/Convenience Group. Includes: Dome reading lamp; front and rear floor mats with carpeted inserts in front; "lights on" warning buzzer; lighted right visor mirror.
- Visibility Group. Includes: Intermittent wipers, remote control left-side mirror, right-hand matching mirror.
- Stowage litter containers

- Tinted glass, all windows
- Door vent windows
- Rear window wiper/washer
- Electric rear window defroster
- Intermittent wipers
- Electronic Cruise Command (requires automatic transmission)
- Adjust-O-Tilt steering wheel
- Console
- Hidden cargo area compartment (Hatchback)
- Locking gas cap
- Roof rack

HEAVY-DUTY OPTIONS

- Heavy-Duty Cooling System. Includes: Heavy-duty radiator, power flex fan, fan shroud (standard with air conditioning).
- Engine block heater
- 70-amp. battery (56 amp. with V-8 engine)

PERFORMANCE OPTIONS

- Heavy-Duty suspension.
- Heavy-duty springs and shocks.
- Twin grip differential

- Rally instrumentation, including tachometer

POWER ASSIST OPTIONS

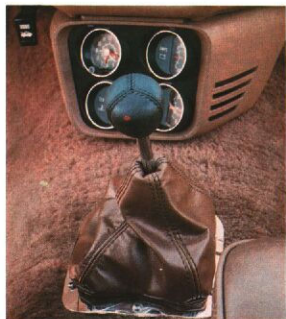
- Power steering
- Power front disc brakes
- Power door locks

PROTECTION OPTIONS

- Bumper guards, front and rear
- Protective inner coating



AM/FM Stereo/CB



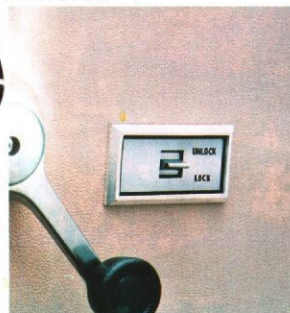
4 Speed Manual Transmission



Console



Hatchback Hidden Compartment



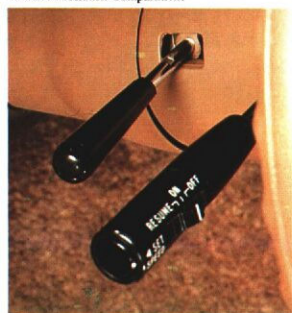
Power Door Locks



Roof Rack



Rear Window Wiper and Defroster



Electronic Cruise Command

AMC GREMLIN

Life gets a lift when you experience Gremlin. Spirits soar, and suddenly driving becomes more fun in Gremlin, the sporty sub-compact with a character all its own. Gremlin is a uniquely styled, fun-to-drive small car that offers a good balance of efficiency, performance, room and ride. Plus new features for '78 to work more Gremlin magic.

Gremlin's perky new optional 4-cylinder engine



Gremlin Custom 2-Liter 2-dr. shown with optional X package

and 4-speed manual transmission team up to give you the efficiency you want and the performance you need.

Gremlin also goes in fresh new style this year. Choose the new "X" package and slide your jeans into "Levi's"[®] fabric bucket seats in any of four different colors. With complementary "Levi's"[®] door trim to match.

There is plenty of room in Gremlin, too. Lots of front and rear hip room and more shoulder room. Think what that does for comfort and cargo area when you fold down the rear seat and raise that big rear lift window.

Standard on all Gremlins are AM radio, scuff moldings, whitewall tires and wheel covers.

Choose from a long list of options such as

All-Season air conditioning, power steering and electric rear window defroster.

Let Gremlin help you get more out of life. Gremlin: The fun Americans want . . . The size America needs. Backed by the exclusive AMC BUYER PROTECTION PLAN.



Gremlin Custom 2-dr.

AMC GREMLIN OPTIONS

AIR CONDITIONING OPTION

- All-Season Air Conditioning Package includes heavy-duty cooling system, tinted glass (all windows), power steering, and instrument panel parcel shelf

APPEARANCE OPTIONS

- Sport steering wheel (Custom models only)
- Soft-feel sport steering wheel (Custom models only)
- Custom wheel covers (Custom

models only)

- Styled road wheels (4) (Custom models only)
- Forged aluminum wheels (4) (Custom models only)
- X Package (Custom models only). Includes: Bucket seats and interior trim in "Levi's"® fabric; "X" lower body stripe; sport steering wheel; slot styled wheels (4); DR78 x 14 BSW steel belted radial tires; front sway bar; "X" ornamentation and "Levi's"® decal; brushed aluminum

instrument panel overlays; extra-quiet insulation package; back panel and "C" pillar decals; black wiper arms, side window frames, and "B" pillars. Standard scuff molding is deleted with the X package

AUDIO OPTIONS

- Rear speaker for standard AM radio
- AM/FM stereo, 4 speakers
- AM/CB



Levi's® Bucket Seats



Standard Split-Back Bench Seats (2-door sedan model)



Standard Bucket Seats in Soft-Feel Vinyl (Custom Models)

CONVENIENCE OPTIONS

- Visibility Group. Includes: Intermittent wipers; remote control left-side mirror; right-hand matching mirror; day/night mirror
- Interior Decor/Convenience Group. Includes: Dome reading lamp; floor mats with carpeted inserts, front and rear; digital clock; "lights on" warning buzzer; lighted right visor mirror, glove box light, engine compartment

- light, courtesy light
- Stowage litter containers
- Extra-quiet insulation package
- Day/night mirror
- Tinted glass, all windows
- Electric rear window defroster
- Intermittent wipers
- Dual horns
- Electronic Cruise Command (6-cylinder models with automatic transmission)
- Console (Custom models only)
- Locking gas cap

- Electric digital clock
- Tailgate air deflector
- Roof rack

HEAVY DUTY OPTIONS

- Heavy-Duty Cooling System. Includes: Heavy-duty radiator, power flex fan (6-cylinder models), coolant recovery system, 7-blade fan (Custom 2-Liter only)
- Engine block heater
- 70-amp. battery

POWER ASSIST OPTIONS

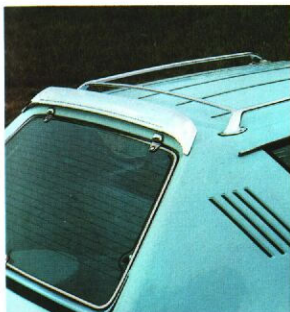
- Power steering
- Power front disc brakes

PERFORMANCE OPTIONS

- Twin grip differential
- 258 CID 6-cylinder engine
- Heavy-duty suspension. Heavy-duty springs and shocks, front sway bar
- Rally instrumentation, including tachometer (Custom only)
- Tachometer (Custom 2-Liter only)

PROTECTION OPTIONS

- Protection Group. Includes: Door edge guards, front bumper guards, inside hood release
- Bumper guards, front
- Protective inner coating



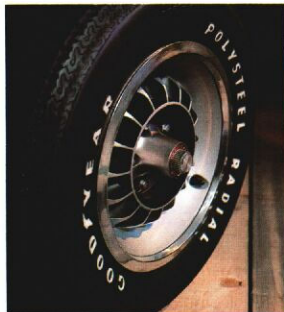
Roof Rack/Tailgate Air Deflector



4-Speed Manual Transmission



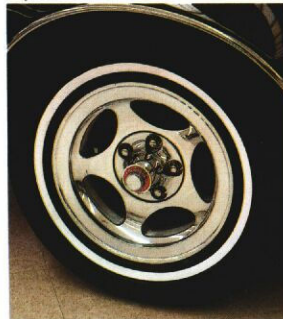
AM/CB



Styled Road Wheels



Automatic Transmission with Floor Shifter



Forged Aluminum Wheels



Console



Locking Gas Cap

AMC AMX HATCHBACK

Excitement is the word for the new AMX. From the sweep of the front fender to the flair of the rear deck, AMX's bold design transforms everyday driving into an exciting experience.

You'll know AMX by the racy side identification, front and rear painted bumpers, front air dam, stylish front and rear fender flares and rear window louvers. And check the dual flat black



AMX Hatchback 2-dr.

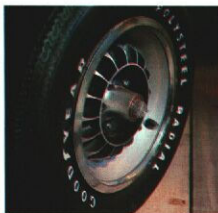
mirrors, roof band, color-coordinated slot styled wheels, and the mean, blacked out grille.

Inside AMX you'll be turned on to a floor console, rally gauges with tachometer, unique door trim panels, brushed aluminum instrument panel and the "soft-feel" sport steering wheel. Enjoy every minute in the comfort of your soft-feel vinyl bucket seats trimmed smartly in black, blue or beige.

Wrap it all up in one of these bold colors! Firecracker Red, Sunshine Yellow, Quick Silver Metallic, Alpine White or a special Classic Black with gold accents. Then add options like air conditioning and AM/FM stereo to help you adapt your AMX to the weather or your mood.

AMX: An exciting sporty car that makes driving come alive at an affordable price. With the

exclusive AMC BUYER PROTECTION PLAN.



AMX Hatchback 2-dr.

AMC MATADOR COUPE

If you're impressed by big car comfort and sleek automotive styling in a mid-sized car, you'll marvel at the Matador Coupe. In Matador, you travel in luxury with smooth, quiet riding qualities over all kinds of roads.

The 1978 Matador features an extensive variety of luxury equipment as standard. Power steering, power front disc brakes, automatic transmission and



Matador 2-door Coupe with Optional Barcelona Package

individual reclining seats in velveteen crush fabric are only a few. You'll also find such desirable trim items as wheel covers, 12" day/night mirror, dual horns and electric clock. Protection features include an inside hood release, sturdy front and rear bumper guards. All standard at Matador's moderate price.

The Barcelona package adds even more luxury. Special two-tone paint, Landau vinyl roof with

opera windows and a host of comfort, convenience and appearance features make the Matador Barcelona a mid-size value with outstanding appeal.

Take a look at the Matador Coupe and you'll be impressed. Take a ride and you'll be convinced that no other car in Matador's class offers so much for a comparable price.

Matador: with features that make it an

extraordinary value. And, backed by the exclusive BUYER PROTECTION PLAN.



Matador 2-dr. Coupe

AMC MATADOR 4 DOOR SEDAN

All the room and comfort you'll ever need in a sedan. Matador's interior spaciousness is a welcome surprise in this trim-size 4-door with full-size room. And it handles so easily. With sure-footed agility in city traffic and confident responsiveness on highways and expressways.

Matador quality is the product of careful attention to details of engineering and design.



Matador 4-door Sedan with optional Barcelona package

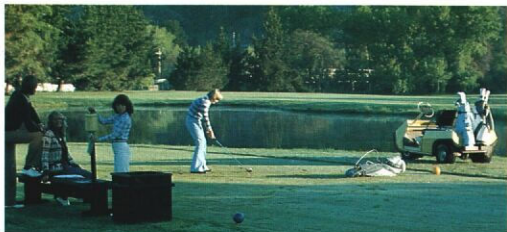
Matador value is revealed by fine appointments and extra equipment included at no extra cost. Interiors are luxurious, featuring the standard individual reclining seats trimmed in velveteen crush fabric, padded door panels and woodgrain instrument panel. Or, you can have the special Barcelona package to add even more distinction to this mid-size sedan.

The Barcelona Package supplies the grandeur of individually reclining seats in velveteen crush fabric with woven accent stripes. Other proud features are custom door trim panels, unique headliner and 15-inch whitewall tires.

There's even more glamour to be found in the full vinyl roof, deep carpeting and color-keyed slot styled wheels. Tie it all up in two-tone partners of

sunny Golden Ginger Metallic with Sand Tan, or make your choice Autumn Red Metallic on Claret Metallic.

Only AMC makes a car like Matador. Only AMC backs up all the cars it makes with the exclusive BUYER PROTECTION PLAN.



Matador 4-dr. Sedan

AMC MATADOR WAGON

When it's your turn to take the whole team to the game, or the gang to the lake, you need room. And the Matador Wagon has room to spare. Room for a bunch. Room for 6 or 8 passengers to ride in comfort and a cargo area that expands to over 87 cubic feet of wide open space with the rear seat down.

What's more, there are plenty of features to



Matador 4-dr. Wagon

make the room in your wagon comfortable and convenient. Features like the easy-operating tailgate that swings down from the top, or out from the side like a door.

Matador's standard equipment also helps to make your travels a breeze. There is a V8 engine for responsive performance, an automatic transmission, and power steering and brakes for easier handling.

And Matador lets you and your brood relax in individual reclining seats that will be appreciated on trips.

On the option front, you have choices like power windows, Adjust-O-Tilt wheel, handy roof rack and AM/FM/Tape stereo with four speakers.

Paint your wagon any one of thirteen exterior colors. Add woodgrain if you like. Everything goes

great on the all-purpose wagon with the all-around value.

Matador: A remarkable buy with the remarkable security of AMC's exclusive BUYER PROTECTION PLAN.



Matador 4-dr. Wagon



AMC MATADOR OPTIONS

AIR CONDITIONING OPTION

- All-Season Air Conditioning Package includes heavy-duty engine cooling, power flex fan, tinted glass for all windows

APPEARANCE OPTIONS

- Barcelona Package (Coupe and Sedan). Includes: Individual reclining seats in velveteen crush fabric with woven accent stripes; custom door trim panels; unique

headliner; headlight bezels painted accent color (Coupe); black trunk carpet; rear sway bar; GR78 x 15 WSW tires; color-keyed slot styled wheels; body color front and rear bumpers (Coupe); 2-tone paint combination of golden ginger metallic on sand tan, or autumn red metallic on claret metallic; full vinyl roof (Coupe); opera quarter windows with accents (Coupe); dual remote control

- mirrors painted body color; Barcelona medallion on glove box door and fenders; 24 oz. carpeting; bumper nerfing strips (Coupe). Standard scuff moldings are deleted with Barcelona package
- Vinyl roof (Coupe and Sedan)
- Sports steering wheel
- Soft-feel sports steering wheel, black
- Custom wheel covers
- Styled road wheels (4)
- Forged aluminum wheels (4)



Barcelona Velveteen Crush Individual Reclining Seats



Soft-Feel Vinyl Individual Reclining Seats



Soft-Feel Vinyl Bucket Seats

AUDIO OPTIONS

- AM radio
- AM radio with rear speaker (Coupe and Sedan)
- AM/FM stereo, 4 speakers
- AM/FM/tape stereo, 4 speakers
- AM/CB
- AM/FM stereo/CB, 4 speakers

CONVENIENCE OPTIONS

- Interior Decor/Convenience Group. Includes: Dome reading lamp; front and rear floor mats

with carpeted inserts in front; "lights on" warning buzzer; lighted right visor mirror

- Visibility Group. Includes: Intermittent wipers, remote control left and right side mirrors
- Stowage litter containers
- Tinted glass, all windows
- Electric rear window defroster (Coupe and Sedan)
- Intermittent wipers
- Electronic Cruise Command
- Adjust-O-Tilt Wheel

- Console (Coupe)
- Locking gas cap
- Tailgate air deflector (Wagon)
- Roof rack (Wagon)
- Third seat (Wagon)

HEAVY DUTY OPTIONS

- Heavy Duty Cooling System. Includes: Heavy-duty radiator, power flex fan and fan shroud and coolant recovery system (standard on Coupe)

- Automatic transmission auxiliary cooler
- Adjustable rear air shocks
- Maximum cooling system
- Engine block heater
- Rear sway bar
- 70-amp. battery

PERFORMANCE OPTIONS

- Heavy-Duty Suspension. Includes: Heavy-duty springs and shocks, rear sway bar
- Twin grip differential

POWER ASSIST OPTIONS

- Power side windows (Sedan and Wagon)

- Power rear window (Wagon)

PROTECTION OPTIONS

- Bumper nerf strips (Coupe)
- Protective inner coating



Roof Rack/Tailgate Air Deflector



Power Side Windows (Sedan and Wagon)



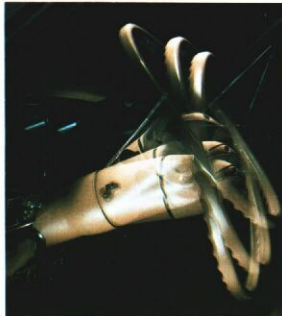
Forged Aluminum Wheels



AM/FM stereo/CB



Wagon Third Seat



Adjust-O-Tilt Wheel



Lighted Vanity Mirror



Electronic Cruise Command

AMC STANDARD FEATURES

CONCORD

- Power team: 232 CID 6-cylinder engine, 3-speed manual floor-shift transmission
- New electronic ignition
- Front disc brakes
- Color-keyed, fully carpeted interior
- Velvetreen fabric bench seats, 5 colors (Sedans); soft-feel vinyl bench seats, 4 colors (Wagon); soft-feel vinyl bucket seats (Hatchback)
- Custom steering wheel (Sedans and Wagon), sport steering wheel (Hatchback)
- Padded custom door trim panels
- Woodgrain center section instrument panel overlay
- Wheel covers
- C78 x 14 BSW tires
- Dual body side pinstrips
- Front sway bar
- Lower level instrument panel ventilation
- Rectangular headlamps
- Color-keyed body side scuff moldings
- Rear bumper guards
- Roll down rear windows (4-Door Sedan and Wagon)
- Flipper rear quarter windows (Hatchback)
- Inside hood release
- Locking hidden compartment with collapsed spare tire (Wagon)
- 22-gallon fuel tank
- Rocker panel, wheelclip and drip rail moldings
- Hood front edge moldings
- Hood ornament and wind split molding
- Tri-color taillamps

PACER

- Power team: 232 CID 6-cylinder engine, 3-speed manual floor shift transmission
 - Electronic ignition
 - D/I/L features include: Individual reclining seats in velvetreen crush fabric (Hatchback), soft-feel vinyl (Wagon); custom door trim panels with assist straps; woodgrain instrument panel and steering wheel overlays; dual horns; color-keyed wheel covers; wide rocker panel moldings; D78 x 14 WSW tires; bumper nerfing strips, F&R; cargo area skid strips (Wagon); extra-quiet insulation package; day/night mirror; wide color-keyed body side scuff moldings; D/L identification
 - Light Group. Includes: Glove box light, engine compartment light, courtesy lights, cargo area light (Wagon), liftgate light switch (Wagon)
 - Choice of 15 exterior colors including new for '78: Quick Silver Metallic, Khaki, British Bronze Metallic
 - High level ventilation
 - 20-gallon fuel tank
 - Inside hood release
 - Coolant recovery
 - Locking cargo area storage compartment (Wagon)
- ## GREMLIN
- Power team: 232 CID 6-cylinder engine, 3-speed manual floor-shift transmission (2-Door Sedan), 4-speed (Custom), 2-Liter, 4-cylinder engine, 4-speed manual floor-shift transmission (Custom 2-Liter)

- New electronic ignition (2-Door Sedan and Custom)
- Front disc brakes
- 13 exterior colors including new for '78, Quick Silver Metallic
- Color-keyed, fully carpeted interior
- Crush grain vinyl bench seats (2-Door Sedan)
- Soft-feel vinyl bucket seats (Custom models)
- Woodgrain instrument panel overlays (Custom models)
- Custom steering wheel
- Wheel covers
- B78 x 14 WSW tires
- AM Radio
- Lower level instrument panel ventilation
- 21-gallon fuel tank (2-Door Sedan and Custom); 13-gallon, Custom 2-Liter
- 2-speed electric windshield wipers
- Electric windshield washer
- 6" non-tilt rearview mirror
- Rear bumper guards
- Spare tire cover
- Body side scuff moldings
- Rocker panel moldings
- Bright wheelclip and drip rail moldings (Custom models)

AMX

- Power team: 258 CID 6-cylinder engine; 4-speed manual floor shift transmission (automatic floor shift optional at extra cost and is required with 304-V8 engine)*
- Front disc brakes
- Front and rear painted bumpers with bumper guards and nerfing strips
- Front air dam (black)
- Front and rear fender flares (black)
- Rear window louvers (black)

- "AMX" body side and interior graphics
- Brushed aluminum roof band with special insignia
- Dual flat black mirrors (LH remote)
- Slot styled wheels (4)
- Blacked out unique grille, headlight bezels, rear window molding, door and quarter frames, lower black panel license plate depression and wiper arms
- DR78 x 14 BSW steel belted radial tires
- Front sway bar
- Console
- Rally instrumentation and tachometer
- Flipper rear quarter windows
- Custom door trim panels with map pockets
- Door and quarter window belt moldings
- Brushed aluminum instrument panel overlays
- Soft-feel sport steering wheel (black)
- Unique body side scuff moldings (black)
- Day/night mirror
- 22-gallon fuel tank
- Instrument panel package tray
- Inside hood release
- Tri-color taillamps
- Choice of 5 exterior colors (Alpine White, Firecracker Red, Sunshine Yellow, Quick Silver Metallic or special Classic Black with Gold accents)
- Unique for Black AMX: gold decal on roof band, front doors and fenders; gold stripe on black slot styled wheels, black windshield reveal moldings

- New soft-feel vinyl bucket seats in black, blue or beige
- Note: The Rear Window Defogger option is recommended with the AMX. "Levi's"™ Trim Package is optional in black, blue or beige.
- *The California AMX uses the 258 CID engine with 1 barrel carburetor and the 4-speed transmission.

MATADOR

- Power team: 258 CID 6-cylinder engine (Coupe and Sedan); 360 CID V-8 engine, standard on Wagons, 3-speed automatic transmission
- Power steering
- Front disc brakes
- Electronic ignition
- Custom steering wheel
- Individual reclining seats in velvetreen crush fabric (Coupe and Sedan); crush grain vinyl (Wagon)
- Wheel covers
- Light Group. Includes: Glove box light, engine compartment light, courtesy lights, ashtray light
- Extra-quiet insulation package
- 12" day/night mirror
- Door vent windows (Sedan and Wagon)
- Roll down rear windows
- Dual horns
- Electric clock
- Inside hood release
- Body side scuff moldings
- Bumper guards, front and rear
- Front sway bar
- Coolant recovery (Coupe)
- 13 exterior colors, including 2 new for 1978: Quick Silver Metallic and Claret Metallic

AMC COLOR SELECTION



AMC ENGINE / TRANSMISSION SPECIFICATIONS*

MODELS

Key:

- A — Available mid-year
- N — Not Available
- S — Standard
- O — Optional
- NF — Not Available (49 States)—Standard (California)

Engine	Comp. Ratio	Bore & Stroke	Transmission	MODELS												
				Concord 2-dr. Sedan	Concord 4-dr. Sedan	Concord 4-dr. Wagon	Concord Hatchback 2-dr.	Pacer DL Hatchback 2-dr.	Pacer DL Hatchback 2-dr.	Gremlin 2-dr. Wagon 2-dr.	Gremlin Custom 2-dr.	Gremlin 2-dr. Sedan	AMX Custom 2-Liter 2-dr.	Matador 2-dr. Hatchback 2-dr.	Matador 2-dr. Coupe	Matador 4-dr. Sedan
2-Liter, 4 Cyl.	8.1:1	3.41" x 3.32"	4-Speed Manual Floor	A	A	N	A	N	N	N	N	S	N	N	N	N
			Automatic Floor	N	N	N	N	N	N	N	N	O	N	N	N	N
			Automatic Column	A	A	N	A	N	N	N	N	O	N	N	N	N
232 CID 6 Cyl.	8.0:1	3.75" x 3.50"	3-Speed Manual Floor	S	S	S	S	S	S	N	S	N	N	N	N	
			4-Speed Manual Floor	O	O	O	O	O	O	S	N	N	N	N	N	
			Automatic Floor	O	O	O	O	O	O	O	N	N	N	N	N	
258 CID 6 Cyl.	8.0:1	3.75" x 3.90"	Automatic Column	O	O	O	O	O	O	O	N	N	N	N	N	
			4-Speed Manual Floor	O	O	O	O	O	O	NF	N	S	N	N	N	
			Automatic Floor	O	O	O	O	O	O	O	N	O	N	N	N	
304 CID V-8	8.4:1	3.75" x 3.44"	Automatic Column	O	O	O	O	N	N	N	N	N	N	N		
			Automatic Floor	O	O	O	O	O	N	N	N	O	N	N		
360 CID V-8	8.25:1	4.08" x 3.44"	Automatic Column	N	N	N	N	N	N	N	N	N	N	O	O	S
			Automatic Floor	N	N	N	N	N	N	N	N	N	N	O	N	N

*CALIFORNIA REQUIREMENTS

As in the past, vehicles destined for sale and registration in the state of California must be equipped with the option "California Emission System and Factory Testing" which requires a special engine/transmission/axle ratio combination.

Equipment indicated as standard (S) or optional (O) may not be available in the state of California because of state emission requirements. Please consult your AMC dealer for specific information.

Certain equipment items and features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. Certain equipment items and features 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 price at any time without incurring obligation. AMC, CONCORD, PACER, GREMLIN, AMX, MATADOR and BUYER PROTECTION PLAN are trademarks of American Motors Corporation.



 **AMC**