

INTRODUCING THE 1975 PASSENGER CARS.



GREMLIN • HORNET • MATADOR



WE CARE ABOUT YOU AFTER YOU BUY YOUR AMC CAR...



AMC BUYER PROTECTION PLAN.™

1. A simple, strong guarantee:

When you buy a new 1975 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 American Motors 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.

™. BUYER PROTECTION PLAN is a registered trademark of American Motors Corporation.

AMC BUYER PROTECTION PLAN.™

More than just a guarantee.

We don't claim to be the only people who build economy cars. Although we've been building them right from the beginning and that's what we're famous for.



But, while other people make the usual claims for economy before you buy, we're the ones who offer assurance of value and long-lasting satisfaction *after* you buy. That makes us unusual.

What makes it all possible is something equally unusual—the AMC BUYER PROTECTION PLAN, a commitment to stand behind every car we build and the dealers who sell them. It's standard with every car we sell. And no other American automobile manufacturer has anything like it.



Plain and simply: we'll fix or replace, free, any part that's defective or wears out under normal use or service for a whole year or 12,000 miles. Whichever comes first. (Tires excepted.) We think that's an assurance of operating economy that really means something.



And for just \$99.00 (list price), you can *double* this protection—in other words, up to a total of two years or 24,000 miles—with the Double BUYER

PROTECTION PLAN. And this includes the loaner car, special Trip Interruption Protection, and a toll-free hot line to AMC Headquarters, too. (As you'd expect, your car must be maintained according to the prescribed factory maintenance and service schedule.) Your AMC dealer has complete details.



Add our exclusive BUYER PROTECTION PLAN to our traditional savings—low purchase price, good gas economy, low upkeep, all the rest—and you see why so many people are calling AMC dealers the Economy Experts.

INDEX

Here's where you'll find the details on each of our 1975 cars:

Gremlin	Pages 4-8
—Standard Features & Options	9-11
Hornet Hatchback	12-15
Hornet Sportabout	16-19
Hornet Sedans	20-23
—Standard Features & Options	24-27
Matador	Pages 28-33
—Standard Features & Options	34-36
Exterior Colors/ Vinyl Roofs	37

Check out our 75s . . . We back them better because we build them better.

THE SMALL CAR THAT MAKES IT FUN TO BE ECONOMICAL.



AMC  **Gremlin**

GREMLIN

For some time now, Gremlin has been showing a lot of folks how to save money. In a lot of ways.

For example: Gremlin is the only U.S. sub-compact with a standard six-cylinder engine. More power for acceleration when you need it. Yet Gremlin is mighty easy on gas (as a lot of happy owners will tell you). And, with its good gas economy, Gremlin's large 21-gallon fuel tank means excellent driving range.

Gremlin is the roomy, comfortable subcompact. (Front and rear seats are among the widest in its class.) And because it's heavier and has a wider track, Gremlin gives you a stable, comfortable ride.

Add to these Gremlin versatility—a spacious rear compartment with nearly as much luggage room as a big car when the rear seat is folded down. And style: Gremlin has a look all its own. A flair in the way it looks and goes that appeals to youth and the young at heart.

Top it all off with the exclusive BUYER PROTECTION PLAN — an assurance of quality and satisfaction — and you know why Gremlin is making a lot of new friends.



Gremlin X in D7 Trans-Am Red pictured at America's oldest wooden school house, St. Augustine, Florida.



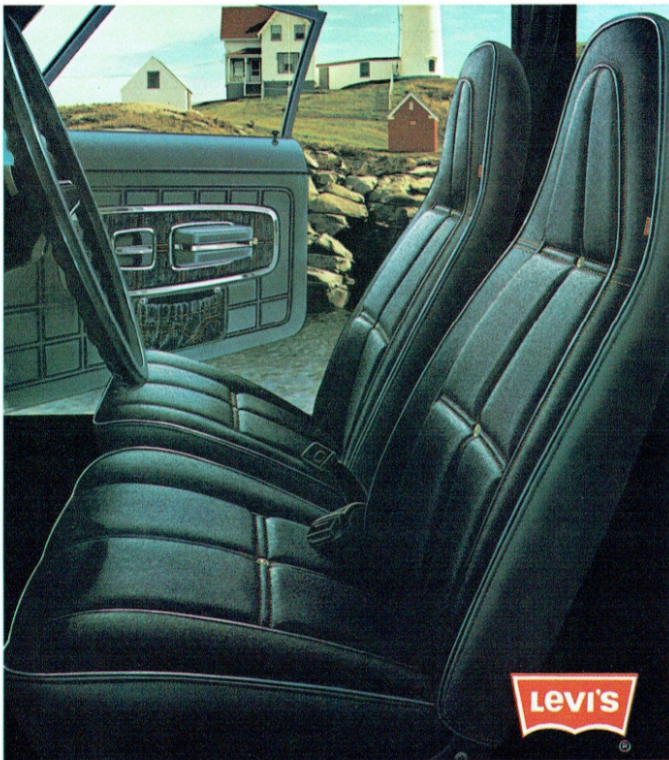
Levi's® Gremlin in H1 Deep Blue Metallic.



Gremlin X in G6 Sienna Orange.



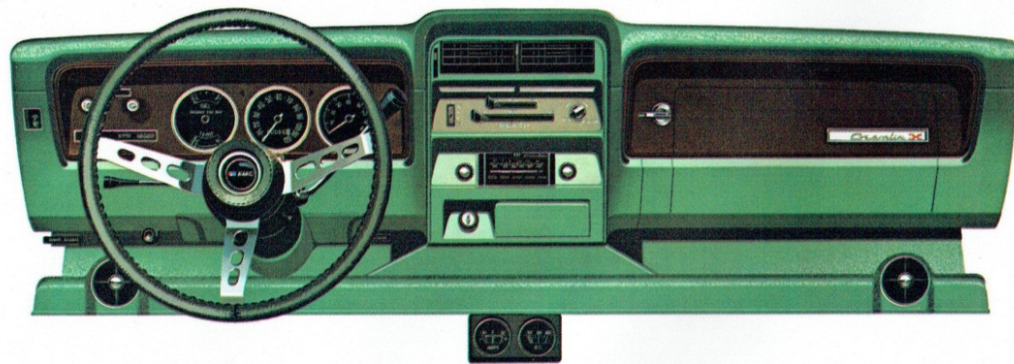
Gremlin in G8 Pastel Blue.



Distinctive Levi's® interior option. Sporty bucket seats trimmed in simulated blue denim with "Levi's" buttons in seats and door panels.



Gremlin Fairway custom vinyl bench seat interior in green, one of 5 color choices available with this option.



Instrument panel in Gremlin X. Other optional equipment shown includes Rally Package, AM-FM radio, air conditioning, rear window defogger. For more details, see page 10.

Gremlin

STANDARD FEATURES

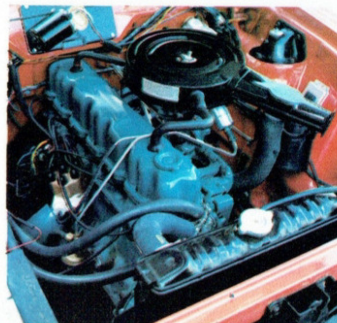
- Power team: economical 232 CID six-cylinder engine, 3-speed manual transmission
- Electronic ignition
- Foam-cushioned seats, front and rear
- Four upholstery color choices, all of attractive, durable vinyl
- Front armrests
- Color-keyed rubber floor covering
- Front ash tray
- Folding second seat for up to 16.7 cu. ft. of cargo space (with "Space Saver" spare tire)
- Weather Eye Heating and Defrosting System
- 2-speed electric wipers and washers
- Dome light actuated by courtesy switches on doors
- Handy rear lift window
- Front sway bar (V-8 model)
- Bumper guards (front and rear)
- Manual drum brakes

Along with economy, safety is important in every car we build. On all AMC cars, these "SAFE-COMMAND" features are standard equipment:

Rear lift window



- Two front head restraints
- 4-way hazard warning signals
- Lane changer turn signals
- Automatic backup lights
- Side of car safety marker lights
- Non-glare wiper blades
- Guard-rail doors
- Energy-absorbing steering column
- High-strength windshield glass
- Tempered side and rear glass
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double-safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Corrosion-resistant brake lines
- Safety rim wheels
- Tire tread wear indicators
- Captive engine mounts
- High-strength door locks and hinges
- Safety-shaped door handles
- 2-key locking system
- Front seat-back lock
- Dual action hood latch



Economical 232 CID 6-cylinder engine



Front bumper guards

- Aluminum hub caps
- Fuel Tank Vapor Emission Control System
- Center-filling fuel tank for added convenience
- 15 exterior color choices in durable "Luster-Guard" acrylic baked enamel
- 50-amp battery



Folding second seat

Gremlin OPTIONS

Economy Options

- Cruise Command automatic speed control (automatic transmission required)
- Fuel economy gauge
- Steel-belted radial tires
- Overdrive (with 6-cylinder engine, standard manual transmission)

Air Conditioning Options

- All-Season Air Conditioning System for added comfort. Includes: heavy-duty engine cooling, power flex fan and 55-amp alternator (Sixes), 51-amp alternator (V-8's), full-width parcel shelf under instrument panel.
- Air Conditioning Package includes All-Season Air Conditioning System (as detailed above), plus tinted glass (all windows), power steering.

Appearance Options

- Sporty bucket seats
- Custom steering wheel
- Wheel covers
- Styled road wheels
- Rally stripe
- Custom Trim Package. Consists of: custom door panels, pleated vinyl bench seats or vinyl bucket seats, Extra Quiet Insulation Package, cargo area insulation, carpeting, custom steering wheel. (Not available with "X" Package.)
- "X" Package. Includes: custom door panels, pleated vinyl bucket seats, sports steering wheel, Interior Appointment Package plus carpeting and cargo area insulation, slot-styled wheels with trim rings, (D78 x 14 Radial tires required), "Space Saver" spare tire for extra cargo space (no-cost option), Extra Quiet Insulation Package, full length body stripe with "X" decal, painted lower back panel, engine-turn finish on instrument panel cluster overlay, "X" decal with Gremlin name plate on glove box door, engine litre decal. Available with all 15 Gremlin color choices.
- Levi's® Custom Trim Package. Includes: sporty bucket seats in simulated blue denim fabric and "Levi's" buttons, simulated blue

denim door trim and "Levi's" buttons, stowage/litter pouches in simulated blue denim, blue headlining and sun visors, plus Extra Quiet Insulation Package and "Levi's"™ decal on front fender. Also includes Custom Trim Package, except when "X" Package is ordered.

Audio Options

- Push-button AM radio
- Rear speaker (with AM radio only)
- AM-FM push-button multiplex stereo radio (four speakers)

Convenience Options

- Visibility Group. Includes: color-keyed remote-control outside left mirror, visor mirror, 12-inch day/night mirror, inside hood release, intermittent wiper system, clock, dual-note horn.
- Inside hood release

Locking gas cap. Strong, tamper-proof lock protects your fuel supply against theft and vandalism.



Power front disc brakes. Greater resistance to fade in repeated hard-braking situations with easier application.

- Tinted glass in all windows (recommended with air conditioning)
- Intermittent wiper system
- Tinted glass windshield
- Light Group. Consists of: dual courtesy lights, glove box light, parking brake warning light and

Leather-wrapped sports steering wheel. Available as separate option or as part of the Rally Package (detailed on this page).



Rear window defogger. Keeps window glass frost and fog-free. (Larger alternator, tinted glass included as part of this option.)

- "headlights-on" warning buzzer.
- Interior Appointment Package. Includes: full-width parcel shelf under instrument panel, glove box lock, cigarette lighter.
- Stowage/litter pouches in both front doors
- Tailgate air deflector
- Roof rack
- Adjust-O-Tilt custom steering wheel (with automatic column-mounted shift only). Sports steering wheel optional.
- Flipper-type, movable rear quarter windows for increased ventilation

- Rear window defogger. (electric). Includes 55-amp alternator (6-cylinder), 51-amp alternator (V-8), tinted glass rear window.
- *Defogger is mandatory option on vehicles sold in the state of New York.*

Heavy-Duty Options

- Heavy-Duty Cooling System. Includes: heavy-duty radiator, power flex fan and fan shroud (standard with air conditioning).
- Handling Package. Heavy-duty springs and shocks, front sway bar (6-cylinder models).
- Engine block heater

Performance Options

- Rally Package. Includes: tachometer, oil and ammeter gauges, manual front disc brakes, front sway bar (6-cylinder models) and sporty black leather-wrapped sports steering wheel, black steering column and instrument cluster.

- Twin Grip Differential
- Leather-Wrapped Sports Steering Wheel
- Manual front disc brakes

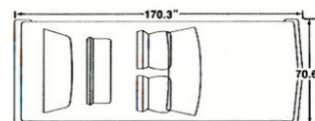
Power Assist Options

- Power steering (recommended with air conditioning)
- Power front disc brakes
- Power drum brakes

Protection Options

- Protection Group. Includes: stainless steel door edge guards, front rubber floor mats with carpet inserts, body side scuff moldings.
- Extra Quiet Insulation Package. Consists of: roof insulation, rear wheelhousing sound absorption pad, asphaltic foam tape (rear lower trim and quarter panels), cargo floor sound deadener, hood insulation, full undercoating. (Included in "X", "Levi's", and Custom Trim Packages.)
- Locking Gas Cap

DIMENSIONS



EXTERIOR

Length	170.3"
Wheelbase	96.0"
Width	70.6"
Height	52.3"
Tread (front/rear)	56.7"/57.1"
Turning Diameter	32.8 ft.

INTERIOR

Head Room (front/rear)	38.0"/36.4"
Leg Room (front/rear)	42.1"/27.8"
Shoulder Room (front/rear)	54.9"/53.0"
Hip Room (front/rear)	54.9"/53.0"

CAPACITIES

Luggage Space (useable) ..	6.4 cu. ft. (a)
Cargo Floor Length	50.4" (b)
Fuel Tank	21 gals.
Vehicle Curb Weight (approx.) ..	2745 lbs.
<i>(a) 16.7 cu. ft. with rear-seat down and "Space Saver" spare tire option.</i>	
<i>(b) With rear seat down.</i>	

GREMLIN SPECIFICATIONS

ENGINES

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six	1- Barrel	8.0:1	3.75" x 3.50"	STD.
258 CID Six	1- Barrel	8.0:1	3.75" x 3.90"	OPT.
304 CID V-8	2- Barrel	8.4:1	3.75" x 3.44"	OPT.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	Trans. Avail.	Axle Ratios	
			STD.	(OPT.)
232 CID Six	3-Speed Manual Floor Shift	STD.	2.73*	(3.08)
	3-Speed Manual with Overdrive	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Column	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Floor	OPT.	2.73*	(3.08)
258 CID Six	3-Speed Manual Floor Shift	STD.	2.73*	(3.08)
	3-Speed Manual with Overdrive	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Column	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Floor	OPT.	2.73*	(3.08)
304 CID V-8	3-Speed Manual Floor Shift	STD.	3.15	(3.54)
	Torque-Command Auto. on Column	OPT.	2.87**	(3.15)
	Torque-Command Auto. on Floor	OPT.	2.87**	(3.15)

*3.08 is the standard axle ratio in the State of California on all 6-cylinder Gremlins.
 **3.15 is the standard axle ratio in the State of California on all V-8 Gremlins.
 NOTE: All '75 engines run on no-lead fuels only.

TIRES

Tire	Sizes	V-8's
6.45 x 14 Black (White line optional)	STD.	N.A.
6.95 x 14 Black (White line optional)	OPT.	STD.
DR78 x 14 Radial (steel) Black	OPT.*	OPT.*
DR78 x 14 Radial (steel) White line	OPT.	OPT.
DR78 x 14 Radial (steel) White letters	OPT.	OPT.

*Required with Gremlin "X"

THE SPORTY CAR WITH ROOM TO TRAVEL.



AMC  **Hornet**

HATCHBACK

You might choose the Hornet Hatchback for its sporty good looks. But style is just one of its strong points.

Under way, the Hatchback gives you easy handling plus solid roadability. And economy. Standard is a thrifty, six-cylinder engine that moves out with authority, yet saves gas with the best of them.

In back is a big "third door" and folding rear seat to give you easy access to a vacation-size, 21.7 cu. ft. of cargo space. (Counterbalanced hatch door stays up out of the way in loading, gives you an assist in raising it.) As an option, you can have a hidden compartment that gives you added space below the floor.

Also out of sight, but never out of mind, is AMC's great BUYER PROTECTION PLAN. It's your assurance of value and long-lasting satisfaction. And no other American automobile manufacturer has anything like it!



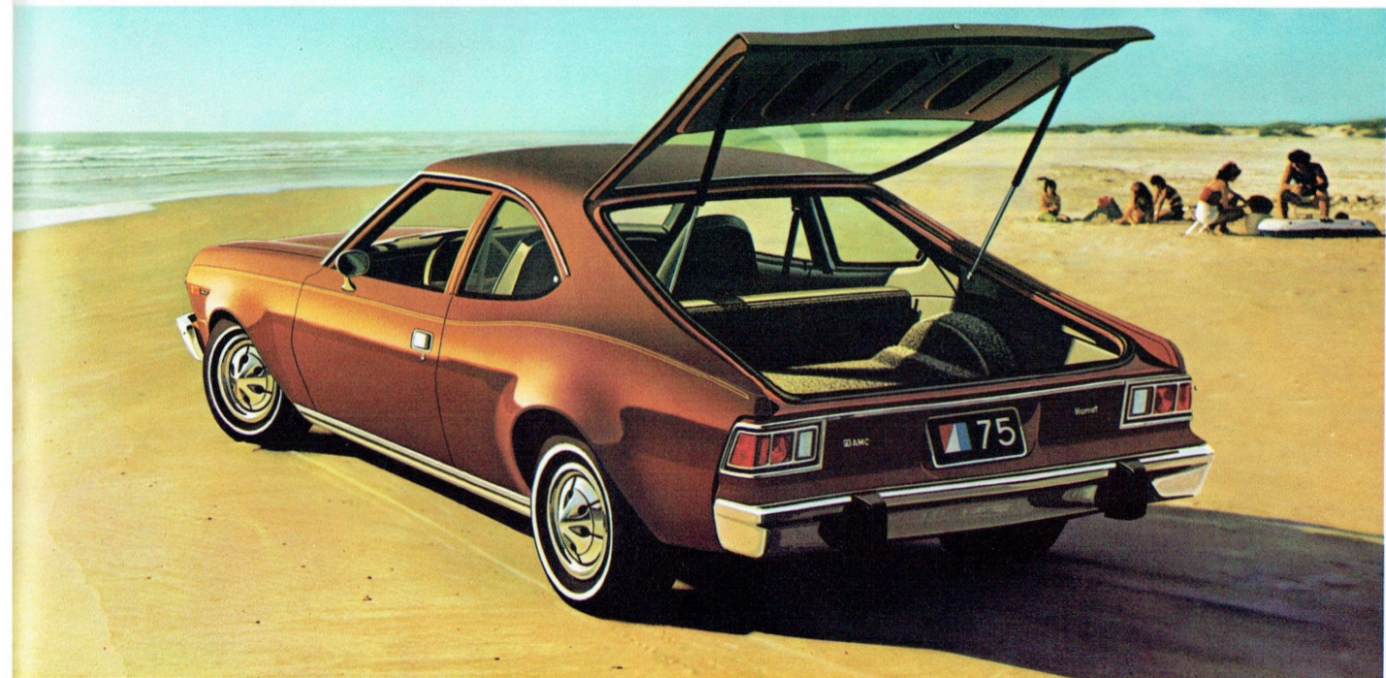
Hornet Hatchback X in G3 Dark Green Metallic on the wharf at Jamestown, Virginia, site of America's first permanent settlement in 1607.



Hornet Hatchback in E9 Mellow Yellow.



Hornet Hatchback X in G7 Alpine White.



Hornet Hatchback in H4 Dark Cocoa Metallic.

THE COMPACT WAGON WITH AS MUCH ROOM AS MOST FAMILIES NEED.



AMC  **Hornet**

SPORTABOUT

The Sportabout is in a class by itself. No other U.S. built compact wagon can give you all this: the extra convenience of four wide-opening doors, plus so much style and economy.

If you favor a wagon, see all the handy space that's here for you. Almost 65-cubic feet of cargo space (with rear seat down) made all the more convenient by a counter-balanced rear lift gate. All the room you'll really ever need for the Cub Scouts, the car pool, do it yourself materials, gardening supplies, or stocking up at the supermarket.

Behind the wheel, Sportabout out-maneuvers all the big wagons. You can slip through traffic, in and out of parking spaces, with a new kind of ease. Low-cost operation and gas savings come built-in with the standard six-cylinder engine. And there's the best assurance any owner can have of peace-of-mind driving—the AMC BUYER PROTECTION PLAN.

Hornet Sportabout: a unique car and a great choice for wagon fans, for families, for young couples—for just about any reason you care to name.



Hornet Sportabout D/L in G6 Sienna Orange seen at the 200-year old Carmel Mission, Carmel-by-the-Sea, California.



Hornet Sportabout in J8 Caramel Tan.



Hornet Sportabout X in D7 Trans-Am Red.



Hornet Sportabout in E9 Mellow Yellow.

THE COMPACT CAR THAT IS ECONOMICAL TO BUY, OWN AND OPERATE.



AMC  **Hornet**

SEDAN

Hornet Sedans make all kinds of good sense for all kinds of people. They're attractively priced. They're easy to own and maintain. They're thrifty to drive.

What makes even more sense is that you get savings and value *without* having to give up much of the comfort and many of the conveniences and little luxuries you're used to. The selection of four attractive upholstery choices. Rich color-keyed carpeting. A custom steering wheel. A glove box that you can lock. Roomy comfort for five in the 4-Door. Generous-sized trunk and lots more.

A gas-saving six-cylinder engine is standard. And, whichever Hornet Sedan you choose, the 4-Door or 2-Door, you get the added value of the exclusive AMC BUYER PROTECTION PLAN.

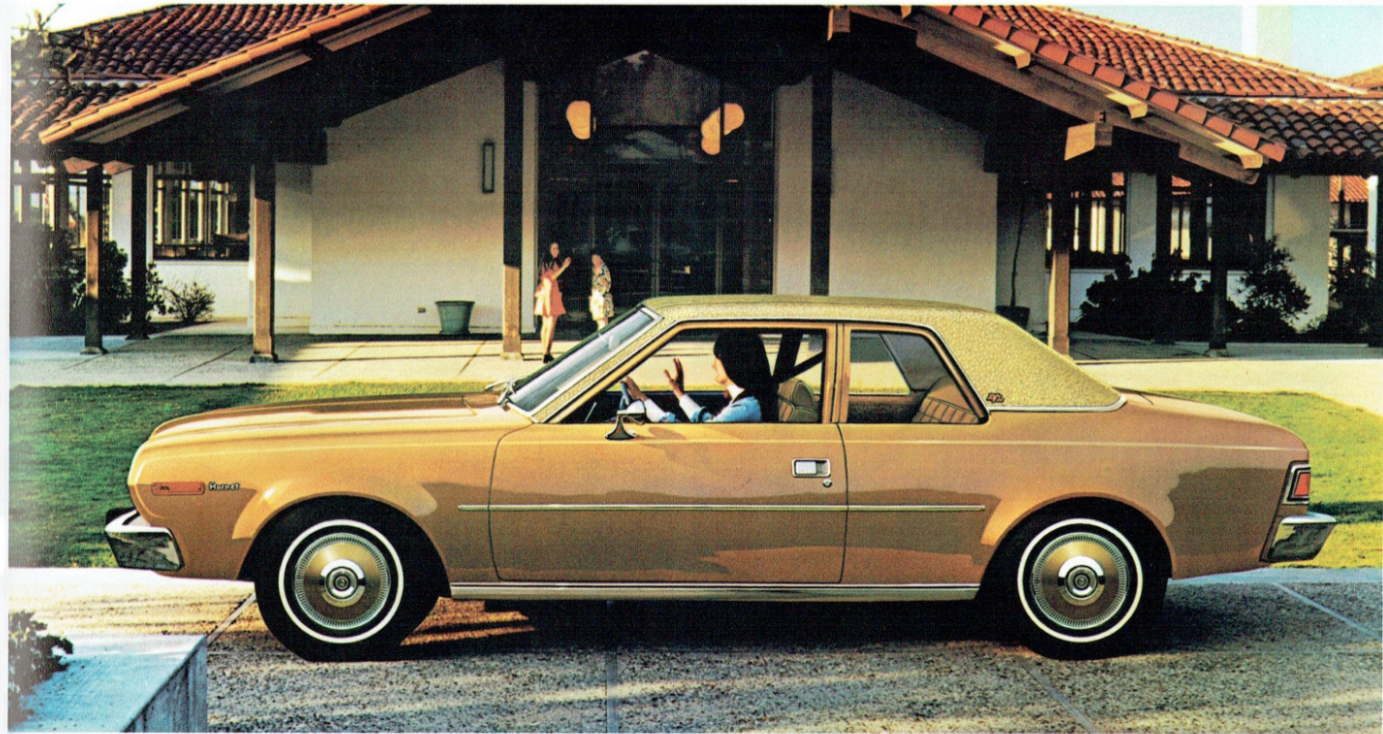
Sometimes you *do* get more value in small packages. Compare the Hornet Sedans with any other cars in their class and see if you don't agree.



Hornet 4-Door Sedan D/L in P1 Classic Black with tan vinyl roof shown in St. Augustine, Florida.



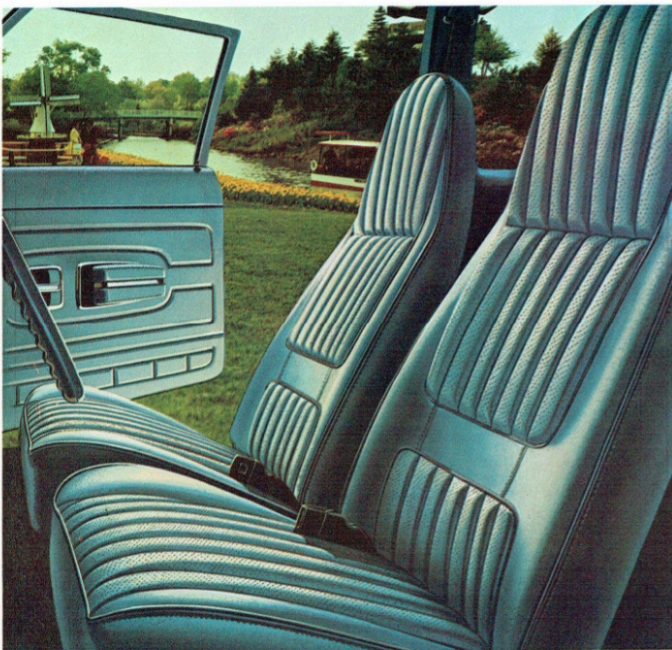
Hornet 2-Door Sedan in E6 Fawn Beige



Hornet 2-Door Sedan D/L in J8 Caramel Tan.



Hornet 4-Door Sedan in G9 Medium Blue Metallic.



Bucket seats in Fairway vinyl set off this Hornet Hatchback interior option. Blue color scheme shown is one of 5 selections available.



All new Touring Package option (see page 26) includes this luxurious interior with upholstery of tan Sof-Touch vinyl.



Individual reclining seats in beautiful Kasmir knit fabric in Hornet Sedan. Kasmir fabric, a new option for 1975, comes only in tan as shown here.



Hornet Sedan interior option of green Seville Custom fabric with individual reclining seats. Additional color choices include: black, blue, and tan.

Hornet

STANDARD FEATURES

- Power team: economical 232 CID six-cylinder engine, 3-speed manual transmission
- Electronic ignition
- Foam-cushioned front seat (front and rear in Hatchback)
- Four upholstery color choices (vinyl in Sportabout, fabric in Sedans, Hatchback)
- Armrests
- Color-keyed carpeting (plus carpet cargo mats in Sportabout and Hatchback)
- Ashtrays front and rear (with cigarette lighter in front)
- Handy full-width package shelf under instrument panel
- Custom steering wheel
- Locking glove box
- Flip-open rear quarter vent windows (Hatchback)
- Weather Eye Heating and Defrosting System
- 2-Speed electric wipers and washers
- Dome light actuated by courtesy switches on front doors
- Front sway bar (V-8 models)
- Bumper guards (front and rear)
- Manual drum brakes
- Rear lift window (Hatchback and Sportabout)
- Folding second seat for more cargo space (21.1 cu. ft. Hatchback, 64.6 cu. ft.* Sportabout)
- Fuel Tank Vapor Emission Control System
- Aluminum hub caps
- 15 exterior color choices in *3.8 cu. ft. below cargo floor

durable "Luster-Guard" acrylic baked enamel
 50-amp battery

Along with economy, safety is important in every car we build. On all AMC cars, these "SAFE-

Safety-shaped arm rest

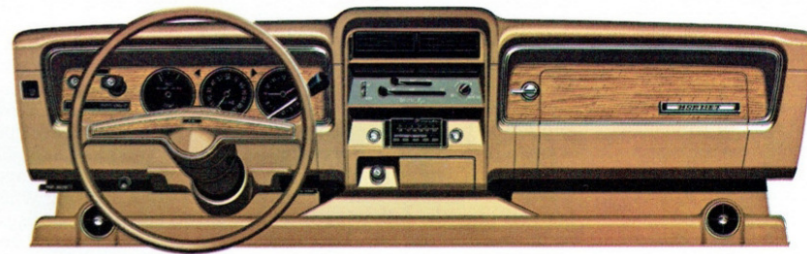


64.6 cu. ft.* cargo space (Sportabout)

COMMAND" features are standard equipment:

- Energy-absorbing bumper system
- Single-buckle front-seat lap and shoulder belts for driver and right side passenger (with engine starter interlock); seat belts for all rear seat passengers
- Certified flame-resistant fabrics
- Two front head restraints
- 4-way hazard warning signals
- Lane changer turn signals
- Automatic backup lights
- Side of car safety marker lights
- Non-glare wiper blades
- Guard-rail doors
- Energy-absorbing steering column
- High-strength windshield glass
- Tempered side and rear glass
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double-safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Corrosion-resistant brake lines
- Safety rim wheels
- Tire tread wear indicators
- Captive engine mounts
- High-strength door locks and hinges
- Safety-shaped door handles
- 2-key locking system
- Front seat-back lock
- Dual action hood latch

Hornet Sedan D/L instrument panel. Shown with controls for air conditioning. Visibility Group, AM/FM radio and rear window defogger. These options are detailed on next page.



Hornet OPTIONS

Economy Options

- Cruise Command automatic speed control (automatic transmission required)
- Fuel economy gauge
- Steel-belted radial tires
- Overdrive (with 6-cylinder engine, standard manual transmission)

Air Conditioning Options

- All-Season Air Conditioning System. Consists of: heavy-duty engine cooling, power flex fan, 55-amp alternator (Sixes), 51-amp alternator (V-8's).
- Air Conditioning Package includes All-Season Air Conditioning System (listed above), plus tinted glass (all windows), power steering.

Appearance Options

- Styled road wheels
- 14-Inch custom wheel discs
- "X" Package (Hatchback and Sportabout). Includes: sports steering wheel, rally stripe, Extra Quiet Insulation Package, DR 78 x 14 Radial tires (required), slot-styled wheels, hidden compartment under cargo floor, "Space Saver" spare tire, vinyl bucket seats (Hatchback), plus "X" ornamentation on instrument panel, and exterior lower back panel, black grille and lower back panel overlay.

- D/L Trim Package (Sportabout). Includes: individual reclining seats with custom fabric (vinyl optional) front seats and door panel, custom wheel covers, woodgrain paneling on body sides and rear, roof rack and air deflector, Extra Quiet Insulation Package, D/L name plate. (Not available in combination with "X" Package.)

- Levi's® Custom Trim Package (Hatchback). Includes: sporty bucket seats in simulated blue denim fabric with "Levi's" buttons, matching door trim in simulated blue denim and "Levi's" buttons, blue denim stowage/litter pouches, blue headlining and sun visors, Extra Quiet Insulation Package, "Levi's"™ decal on front fender.
- Simulated woodgrain side panels for Sportabout (included in

D/L Package; unavailable in combination with "X" Package).

- Vinyl roof (Sedans and Hatchback)
- Touring Package. (Hatchback and Sportabout; not available with D/L, "X", Levi's® Trim Packages or Sportabout with woodgrain option.) Includes: individual reclining seats in Sportabout, bucket seats in Hatchback; your choice of five

Sportabout hidden compartment. Handy additional space concealed beneath the cargo floor.



AM radio. Five push buttons for instant tuning. Fully transistorized for trouble-free operation. AM/FM stereo radio with multiple speakers also available.



Stowage/litter pouches. Mounted on either front door, just below the armrest. Ideal for maps, sunglasses, children's toys, many other small travel items.

exterior colors—Alpine White, Fawn Beige, Mellow Yellow, Dark Cocoa Metallic or Caramel Tan—and the following: tan vinyl roof and lower back panel overlay, wheel lip moldings, tan-accented wheel discs, tan grille and body side scuff moldings with tan vinyl inserts; plus the following interior features—new tan Sof-Touch vinyl seat trim, vinyl headlining and matching sun visors, tan

leather-wrapped sports steering wheel, 24-ounce tan cut pile carpeting (matching carpet insert trim in lower door panels), door pull straps, Extra Quiet Insulation Package.

- D/L Package (Hornet Sedans). Consists of: individual reclining seats in tan Kashmir knit fabric, new design door panels with pull straps and rear quarter panels (2-Door Sedan), Kashmir

Fuel economy gauge. Measures engine manifold vacuum to constantly and accurately tell you, as you're driving, when you're in the best "miles-per-gallon" range.

plate on "C" pillar.

Audio Options

- Push-button AM radio
- Rear speaker (with AM radio only on Hatchback and Wagon)
- AM-FM Push-button multi-plex stereo radio (four speakers on Hatchback, Sportabout; two speakers on Sedans)

Convenience Options

- Roof luggage rack with integral rear air deflector (Sportabout only)
- Visibility Group. Includes: visor mirror, 12-inch day/night mirror, color-keyed left-hand remote control outside mirror, inside hood release, intermittent wiper system, dual note horn, and clock or fuel economy gauge. (Clock or fuel economy gauge not available with Rally Package on Sportabout or Hatchback.)
- Individual reclining seats
- Inside hood release
- Tinted glass in all windows (recommended with air conditioning)
- Rear window defogger*. (electric on Sportabout and Hatchback, blower on Sedans). Includes: 51-amp alternator, (V-8's), 55-amp alternator (Sixes), tinted glass rear window.

*Defogger is mandatory option on vehicles sold in the state of New York.

- Light Group. Consists of: trunk light (sedans), two courtesy lights, glove box light, parking brake warning light, "headlights-on" warning buzzer, rear door courtesy light switches (4-Door Sedan and Sportabout, liftgate Courtesy light switches on Sportabout and Hatchback.)
- Adjust-O-Tilt steering wheel (automatic column shift only)
- Flipper-type rear quarter windows (2-Door Sedan)
- Intermittent wiper system

Heavy Duty Options

- Heavy Duty Cooling System. Includes: heavy duty radiator, power flex fan and fan shroud (standard with air conditioning).
- Handling Package. Heavy duty springs and shocks, front sway bar (6-cylinder models).
- Engine block heater
- Trailer Towing Package. Includes: heavy duty engine

cooling, trailer wiring harness and Handling Package.

Performance Options

- Rally Package (Hatchback and Sportabout). Includes: tachometer, oil pressure and ammeter gauges, manual front disc brakes, front sway bar (6-cylinder models), black leather-wrapped sports steering wheel, black instrument cluster.
- Sports steering wheel
- Twin-Grip differential
- Manual front disc brakes



Remote control mirror. Mirror can be precisely aimed by the driver without lowering the window. Mirror housing is color-keyed to exterior body color.

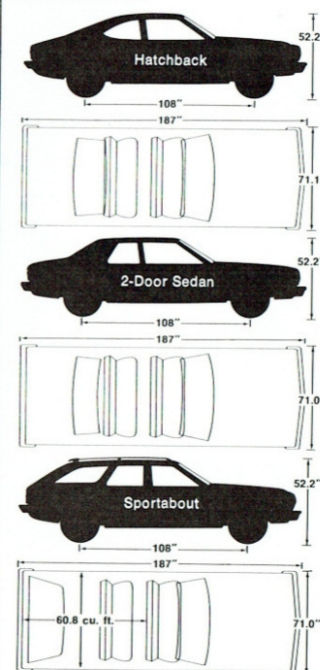
Power Assist Options

- Power steering
- Power drum brakes
- Power front disc brakes

Protection Options

- Protection Group. Includes: color-keyed front and rear rubber floor mats with carpet inserts (front), door edge guards, wheel lip moldings, body side scuff moldings (scuff moldings not available with Touring or D/L Packages, or woodgrain option on Sportabout).
- Extra Quiet Insulation Package
- Locking Gas Cap

DIMENSIONS



EXTERIOR

Length	187"
Wheelbase	108"
Width (Sedans & Sportabout)	71.0"
(Hatchback)	71.1"
Height	52.2" (All except 4-Dr. Sedan: 51.7")
Tread (front/rear)	56.4"/57.1"
Turning Diameter	36'

INTERIOR

Head Room (front/rear)	
(Sedans)	38.1"/37.0"
(Sportabout)	38.1"/37.4"
(Hatchback)	38.1"/36.7"
Leg Room (front/rear)	
(Sedans)	42.1"/35.5"
(Sportabout)	42.1"/35.6"
(Hatchback)	42.1"/31.6"
Shoulder Room (front/rear)	
(Hatchback)	54.9"/53.0"
(All Others)	54.9"/53.3"
Hip Room (front/rear)	
(Hatchback)	55.0"/53.1"
(All Others)	54.9"/54.4"

CAPACITIES

Luggage Space (useable)	
(Sedans)	11.1 cu. ft.
(Sportabout)	64.6 cu. ft. (a)
(Hatchback)	21.1 cu. ft. (b)
(a) 3.8 cu. ft. below cargo floor.	
(b) With rear seat down.	
Cargo Floor Length	
(Sportabout)	74.6"
(Hatchback)	72.8"
Fuel Tank	17 gals.

HORNET SPECIFICATIONS

ENGINES

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six	1-Barrel	8.0:1	3.75" x 3.50"	STD.
258 CID Six	1-Barrel	8.0:1	3.75" x 3.90"	OPT.
304 CID V-8	2-Barrel	8.4:1	3.75" x 3.44"	OPT.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	Trans. Avail.	Std. Axle Ratio	Opt. Axle Ratio (OPT.)
232 CID Six	3-Speed Manual on Column	STD.	2.73*	(3.08)
	3-Speed Manual with Overdrive	OPT.	2.73*	(3.08)
	3-Speed Manual Floor Shift (Hatchback only)	OPT.	2.73*	(3.08)
258 CID Six	Torque-Command Auto. on Column	OPT.	2.73*	(3.08)
	Torque-Command Auto. on Floor (Hatchback & Sportabout only)	OPT.	2.73*	(3.08)
	3-Speed Manual Floor Shift (Hatchback only)	OPT.	2.73*	(3.08)
304 CID V-8	Torque-Command Auto. on Column	OPT.	2.87**	(3.15)**
	Torque-Command Auto. on Floor (Hatchback & Sportabout only)	OPT.	2.87**	(3.15)**
	3-Speed Manual Floor Shift (Hatchback only)	OPT.	3.15	(3.54)

*3.08 is the standard axle ratio in the State of California on all 6-cylinder Hornets.

**3.15 rear axle ratio standard, 2.87 ratio not available in California.

NOTE: All 75 engines run on no-lead fuels only.

TIRES

Tires

	6-Cylinder Hatchback & Sedans	V-8 2-Door Sedan & Hatchback Sportabout Six	V-8 4-Door Sedan & Sportabout
6.95 x 14 Black (White line optional)	STD.	STD.	N.A.
D78 x 14 Black (White line optional)	N.A.	OPT.*	STD.
DR78 x 14 Radial Black	OPT.	OPT.**	OPT.**
DR78 x 14 Radial (steel) White line	OPT.	OPT.	OPT.
DR78 x 14 Radial (steel) White letters	OPT.	OPT.	OPT.

*Minimum size required on any V-8 Hornet with air conditioning. Available as a delete option with "X" Packages.

**Minimum tire required on Hatchback and Sportabout "X" Packages.

THE MID-SIZE CAR THAT STANDS OUT IN STYLE AND ECONOMY.



AMC  **Matador**

COUPE

Matador is proof that you can still have family-size room and comfort (plus lots of richness and style) in your next car without sacrificing economy.

Here's plenty of space for a family of five and their luggage, with more front seat legroom than in any car in its class. And for long mileage, Matador comes with an economical six-cylinder engine as standard equipment. Plus a big 24½-gallon fuel tank in the Coupe to increase your driving range by miles and miles.

With all this economy you can still have a lot of luxury. Consider these options: The elegant Brougham (shown here). Or the custom-tailored look of the "Oleg Cassini" Package with its unique copper accents (Page 33). Or, if you like yours more sporty, choose the Matador X Package (also on Page 33).

Of course the feature you'll value above all the rest in Matador is the exclusive BUYER PROTECTION PLAN. It's one new car plan that's simple, straightforward, strong.



Matador Brougham Coupe in H4 Dark Cocoa Metallic with brown vinyl roof, shown at historic Mitchie Tavern, Charlottesville, Virginia. Presidents Jefferson, Madison, Monroe and Jackson were guests here.



Matador Brougham Coupe with optional "Oleg Cassini" Package in P1 Classic Black with black vinyl roof.



Matador X in H8 Autumn Red Metallic.



Matador Brougham 4-Door-Sedan in H9 Silver Dawn Metallic with black vinyl roof option.



Matador Brougham Wagon with optional woodgrain paneling in G6 Sienna Orange.



"Oleg Cassini" interior option in Matador Coupe. Individual reclining seats are trimmed in rich black nylon knit fabric accented by copper buttons, embroidered crests.



Matador X Sports knit vinyl bucket seat interior option. In addition to handsome trim, sports steering wheel is a special feature (leather-wrapped at extra cost).



Matador Wagon in G9 Medium Blue Metallic.



Matador Brougham Wagon option. Individual reclining seats of new Sof-Touch vinyl. Available in green (above), black, blue and tan.



Matador Brougham 4-Door Sedan option. Individual reclining seats are trimmed in smart Hyde Park fabric. Also available in Brougham Coupe and Brougham Wagon.

Matador

STANDARD FEATURES

- Power team: economical 258 CID six-cylinder engine (304 CID V-8 standard in California), 3-speed manual transmission
- Electronic ignition
- Foam-cushioned seats (front and rear)
- Four upholstery color choices
- Front and rear armrests
- Color-keyed carpeting
- Ashtrays front and rear (with cigarette lighter in front)
- Extra Quiet Insulation Package. Includes: rear wheel housing sound absorption pad, hood insulation, front and rear floor insulation, rear shelf panel insulation (Coupe and Sedan), plus door and rear quarter insulation (Coupe), full undercoating.
- Custom steering wheel
- Weather Eye Heating and Defrosting System
- Day/night interior rearview mirror
- 2-Speed electric wipers and washers
- Dome light actuated by courtesy switches on front and rear doors (Sedan and Wagon), plus tailgate switch (Wagon)
- Rear shelf light (Coupe)
- Dual-swing tailgate (Wagon)
- Front sway bar
- Bumper guards front and rear (Coupe and Sedan), front (Wagon)
- Folding second seat for up to 99.1 cu. ft.* of cargo space (Wagon)
- Fuel Tank Vapor Emission Control System
- Manual front disc brakes

*8 cu. ft. below cargo floor

(Coupe and Sedan)

- Power front disc brakes (Wagon)
- Inside hood release (Sedan and Wagon)
- Body side scuff moldings with vinyl inserts (Sedan and Wagon)
- Steel-belted radial tires
- 15 Exterior color choices in durable "Luster-Guard" acrylic baked enamel

99.1 cu. ft.* cargo space (wagon)



Dual-swing tailgate



Along with economy, safety is important in every car we build.

On all AMC cars, these "SAFE-COMMAND" features are standard equipment:

- Energy-absorbing bumper system
- Single-buckle front-seat lap and shoulder belts for driver and right side passenger (with engine starter interlock); seat belts for all rear seat passengers
- Certified flame-resistant fabrics
- Two front head restraints
- 4-way hazard warning signals
- Lane changer turn signals
- Automatic backup lights
- Side of car safety marker lights
- Non-glare wiper blades
- Guard-rail doors
- Energy-absorbing steering column
- High-strength windshield glass
- Tempered side and rear glass
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double-safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Corrosion-resistant brake lines
- Safety rim wheels
- Tire tread wear indicators
- Captive engine mounts
- High-strength door locks and hinges
- Safety-shaped door handles
- 2-key locking system
- Front seat-back lock
- Dual action hood latch

Instrument panel in Matador Coupe with regal Oleg Cassini Package option. Air Conditioning, AM-FM radio options are also shown. For more details, page 35 (under "Color Choice page, opposite").



Matador OPTIONS

Economy Options

- Cruise Command automatic speed control (automatic transmission required)
- Fuel economy gauge

Air Conditioning Option

- All-Season Air Conditioning System. Includes: heavy duty engine cooling, power flex fan, 63-amp alternator (six-cylinder engine) or 62-amp alternator (V-8).

Appearance Options

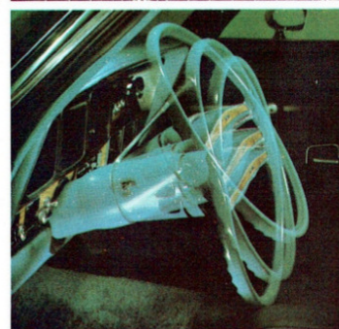
- Two-tone paint
- Vinyl roof (Coupe and Sedan)
- Simulated woodgrain paneling (Wagon)
- Sports steering wheel
- Styled road wheels
- Wheel discs or 14-inch custom wheel discs
- Individual reclining seats with custom fabric or vinyl (Brougham Package)
- "X" Package (Coupe). Includes: sports steering wheel (leather-wrapped steering wheel at extra cost), rally stripe, black headlamp bezels and grille, custom door trim, slot-styled wheels, FR78 x 14 Radial tires (required), vinyl bucket seats, "X" ornamentation, grille perimeter molding.
- "Oleg Cassini" Package (Coupe with Brougham Package only). Interior: individual reclining seats covered in rich black nylon-knit fabric, accented with copper buttons and a copper "Oleg Cassini" crest embroidered on each front headrest plus black door trim with fabric inserts and copper buttons, black headlining, custom sun visors, door pull straps, black instrument panel with copper dials and overlays, "Oleg Cassini" name plate on glove box door, black steering wheel with copper accents, 24-ounce copper carpeting (passenger compartment), black carpet on trunk floor and spare tire cover, Visibility Group with copper dial on clock*. Exterior: copper grille and headlamp bezels, front fender "Oleg Cassini" medallion, vinyl roof in copper or black, custom wheel covers with copper accents, color-keyed body

side scuff moldings.

*Or fuel economy gauge when specified as no-cost replacement for clock.

- Brougham Package. Interior: individual reclining seats (Custom Hyde Park fabric standard in Coupe and Sedan, optional in Wagon; Super-soft vinyl standard in Wagon, optional)

AM-FM stereo radio. Push buttons select five AM or FM stations. Four speakers give you rich stereo sound. Also available: Entertainment Center combining 8-track tape deck with stereo radio.



Adjust-O-Tilt steering wheel. Adjusts to six separate positions—one just right for you. Particularly useful when more than one person drives the car.

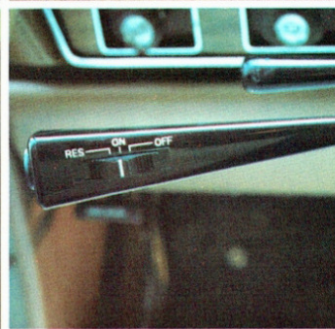
in Sedan), custom door trim panels with assist straps and inserts, woodgrain instrument panel overlay, carpet floor covering throughout including trunk or cargo compartment, woodgrain steering wheel inserts. Exterior: wheel discs, "Brougham" script on "C" pillars, tailgate air deflector and roof rack (Wagon), hood paint stripes, bumper nerfing strips (Coupe), rocker panel moldings,

back panel overlay on Sedan, plus front fender moldings, lower grille, wheel lip and body side scuff moldings on Coupe.

Audio Options

- Push-button AM radio
- Rear seat speaker (AM radio only, Coupe and Sedan)
- AM-FM push-button multiplex stereo radio (four speakers)

Power windows. Individual controls at each window, master control panel at driver's side to raise or lower windows as easily as pointing your finger.



Cruise-Command automatic speed control. Lets you set desired speed for steady, "foot-off-the-gas" cruising. Ideal for trips, long freeway runs.

- Entertainment Center: AM-FM radio, 8-track stereo tape with four speakers

Convenience Options

- Visibility Group. Includes: remote control left-hand mirror, visor mirror, inside hood release (Coupe), intermittent wiper system, clock. (This option included as part of "Oleg Cassini" Package.)
- Inside hood release (Coupe)

Tinted glass (all windows). Recommended with air conditioning.

- Tinted glass windshield
- Outside remote control right-hand mirror. (Available only with Visibility Group.)
- Light Group. Consists of: trunk light or cargo area light, two courtesy lights, glove box light, ashtray light, parking brake warning light, "headlights-on" warning buzzer.
- Stowage/litter pouches for both front doors
- Tailgate air deflector (Wagon)
- Third seat for Wagon. Includes: power lift rear window, carpet cargo area mat, two seat belts.
- Roof rack (Wagon)
- Adjust-O-Tilt steering wheel (with automatic transmission only)
- Intermittent wiper system

Heavy Duty Options

- Heavy Duty Cooling System (standard with air conditioning). Includes: heavy duty radiator, power flex fan and fan shroud.
- Handling Package. Includes: heavy duty springs and shocks plus rear sway bar.
- Rear sway bar
- Trailer Towing Package (V-8 only). Includes: heavy duty engine cooling, auxiliary automatic transmission oil cooler, Handling Package, trailer wiring harness, adjustable rear air shock absorbers.

Performance Options

- Twin-Grip differential
- Leather-wrapped sports steering wheel

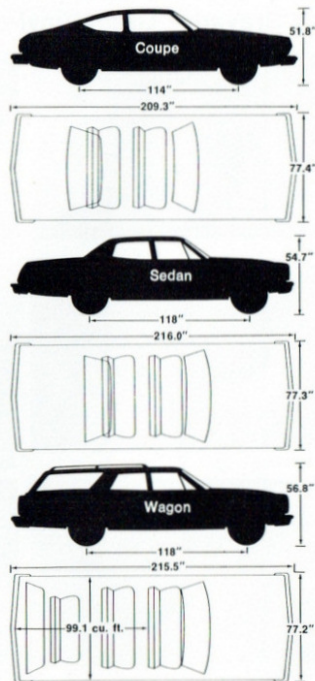
Power Assist Options

- Power steering
- Power front disc brakes
- Power lift tailgate window on Wagon (standard with 3-seat Wagon)
- Power lift side and tailgate windows (Brougham Wagon)
- Power lift side windows (4-Door Brougham Sedan and Brougham Wagon)

Protection Options

- Appearance Protection Group (Coupe). Includes: body side scuff moldings with vinyl inserts, front and rear bumper nerfing strips, grille perimeter molding. (Not available with Cassini Package.)
- Protection Group. Includes stainless steel door edge guards, front rubber floor mats with carpet inserts and rear rubber floor mats.
- Locking gas cap

DIMENSIONS



EXTERIOR

Tread (front/rear) (Coupe) ... 59.7"/60.0"
 (Sedan & Wagon) ... 59.8"/60.0"
 Turning Diameter
 (Coupe) ... 38.5"
 (Sedan & Wagon) ... 39.0"

INTERIOR

Head Room (front/rear)
 (Coupe) ... 37.6"/36.0"
 (Sedan) ... 39.6"/37.5"
 (Wagon) ... 39.9"/38.5"
 Leg Room (front/rear)
 (Coupe) ... 43.0"/33.3"
 (Sedan & Wagon) ... 42.8"/39.6"
 Shoulder Room (front/rear)
 (Coupe) ... 60.4"/59.0"
 (Sedan & Wagon) ... 59.7"/60.0"
 Hip Room (front/rear)
 (Coupe) ... 60.4"/51.0"
 (Sedan & Wagon) ... 59.9"/59.8"

CAPACITIES

Luggage Space (useable)
 (Coupe) ... 14.3 cu. ft. (a)
 (Sedan) ... 19.1 cu. ft.
 (Wagon) ... 99.1 cu. ft. (b)
 Wagon Cargo Floor Length ... 92.6"
 Fuel Tank (Coupe & Sedan) ... 24.5 gals.
 (Wagon) ... 21 gals.

(a) Plus 3 cu. ft. with "Space Saver" spare tire option.
 (b) Includes 8 cu. ft. of space under cargo floor.

MATADOR SPECIFICATIONS

ENGINES

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	STD./OPT.
258 CID Six	1- Barrel	8.0:1	3.75" x 3.90"	STD.
304 CID V-8	2- Barrel	8.4:1	3.75" x 3.44"	OPT.
360 CID V-8	2- Barrel	8.25:1	4.08" x 3.44"	OPT.
360 CID V-8 w/Power Package (dual exhaust)	4- Barrel	8.25:1	4.08" x 3.44"	OPT.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	Trans. Avail.	Axle Ratios STD. (OPT.)
258 CID Six	3-Speed Manual Column Shift	STD.	3.54
	Torque-Command Auto. on Column	OPT.*	3.15 (3.54)
304 CID V-8	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor**	OPT.	3.15 (3.54)
360 CID V-8 & 360 CID V-8 w/Power Package	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor**	OPT.	3.15 (3.54)

*258 Six with automatic transmission standard in early wagon production only.
 **Floor shift available only on Coupes with bucket seats and console.

For State of California:
 258 CID, Six, 1 Barrel not available; 304 CID V-8 standard.
 NOTE: All '75 engines run on no-lead fuels.

TIRES

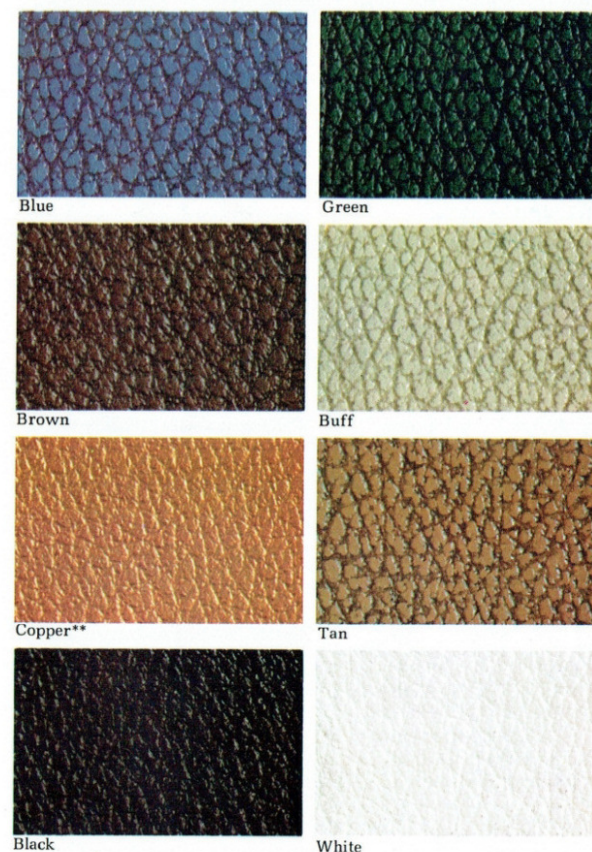
Tire	6-Cylinder Coupe	V-8 Coupe	Sedans	Station Wagons
ER78 x 14 Radial Black (White line opt.)	STD.	N.A.	N.A.	N.A.
F78 x 14 Black (White line opt.)*	OPT.	OPT.	OPT.	N.A.
FR78 x 14 Black (White line opt.)	OPT.	STD.	STD.	N.A.
FR78 x 14 Radial (Steel) White letters**	OPT.	OPT.	N.A.	N.A.
HR78 x 14 Radial Black (White line opt.)	OPT.	OPT.	OPT.	STD.
H78 x 14 Black (White line opt.)†	N.A.	N.A.	N.A.	OPT.

*Available as delete option for Coupe and Sedan standard tires.
 **Mounted on slot wheels, available only on Coupe with "X" package.
 †Available as delete option for Wagon standard tires.

**For 1975 . . .
 17 "Luster-Guard" Acrylic Enamel Color Choices**



8 "Bravado" Grain Vinyl-covered Roof Options*



	P1	G7	G8	G9	H1	J7	H5	G3	E6	J8	H4	H9	H8	D7	G6	E9	F9
Gremlin	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Hornet	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Matador	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

"Oleg Cassini" Package available on Matador Coupe only with P1, G6, F9 and G7 color selections.
 *For model applications, refer to "Seat, Trim & Color Availability Charts" at your AMC Dealer.
 **Available only on Matador Brougham Coupe with Cassini Package.

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**THE ECONOMY
EXPERTS**

