

# '77 AMC

There's more to an AMC!





Dear AMC Owner,

Of all the things you purchase in a lifetime, very few are as important as the automobile you drive. Not only is it a major investment financially, but it also plays a vital role in your daily life. For these reasons, you expect a lot from your car. You expect it to perform well. And you are absolutely justified in your expectations.

At American Motors, we have always been concerned with customer satisfaction, and our studies indicate that the public is very aware of our efforts. And we are proud of that achievement. Year after year, we believe we've done far more to comply with your car needs and expectations than any other car company. And what we're offering for 1977 is another significant step forward . . . BUYER PROTECTION PLAN II—one of the most comprehensive warranties available on any American made car.

BUYER PROTECTION PLAN II covers the engine and drive train, which, as we all know, is the area where repairs may be most expensive, for 24 months/24,000 miles. No other American car maker gives you that kind of coverage. BUYER PROTECTION PLAN II also covers every other part on our cars (except tires) for 12 months/12,000 miles. All we require is that you properly maintain your car and return it to your AMC dealer for guarantee repairs. We even give you free normal service adjustments, such as wheel balancing and alignment, for 4 months or 4,000 miles.

But our commitment to your satisfaction goes well beyond just a parts replacement guarantee.

When you're 100 miles or more from home and a servicing AMC dealer can't provide same-day guarantee repairs for your

car, we'll reimburse you for extra reasonable food and lodging expenses, up to \$150. And, BUYER PROTECTION PLAN II's Free Loaner Car Program provides you with a free loaner whenever your car has to be kept overnight for guarantee repairs.

Take a look at the chart on the opposite page and see for yourself. Compare our coverage to the other car makers. You'll see that they don't match the broad protection of BUYER PROTECTION PLAN II.

Of course, we have total confidence in the quality of the cars we build. And we really don't expect anything to go wrong with your new AMC. But in the event some trouble does occur, which is our fault, you can rest assured that we'll take care of it.

Sincerely,

EUGENE V. AMOROSO  
Vice President-Marketing Group  
American Motors Corporation

P.S. For a limited time only, your local AMC dealer is offering 5 quarts of motor oil FREE when you take a demonstration drive in a new 1977 AMC passenger car. To receive your free oil, just clip the coupon inside the back cover of this brochure and take it to your nearby AMC Dealer. So, stop by and see him soon!

# 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 American Motors is the only full warranty covering engine and drive train for 2 years or 24,000 miles. In addition, it gives you a full 1 year/12,000 mile warranty protecting everything else on your car except tires.

Furthermore, only American Motors offers service adjustments

for 4 months or 4,000 miles on wheel alignment/balancing, headlights, carburetor, distributor, brakes, manual transmission clutch, automatic transmission bands, belts and tightening of nuts/bolts.

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 our coverage against the competition. You'll discover American Motors is the leader when it comes to warranty coverage.

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

GM has 5 year/50,000 mile warranty on its 140 CID engine.

BUYER PROTECTION PLAN is reg. U.S. Pat. and Tm Off.



Pacer 2.4

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

*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!*

▲ Gremlin X  
▼ Gremlin

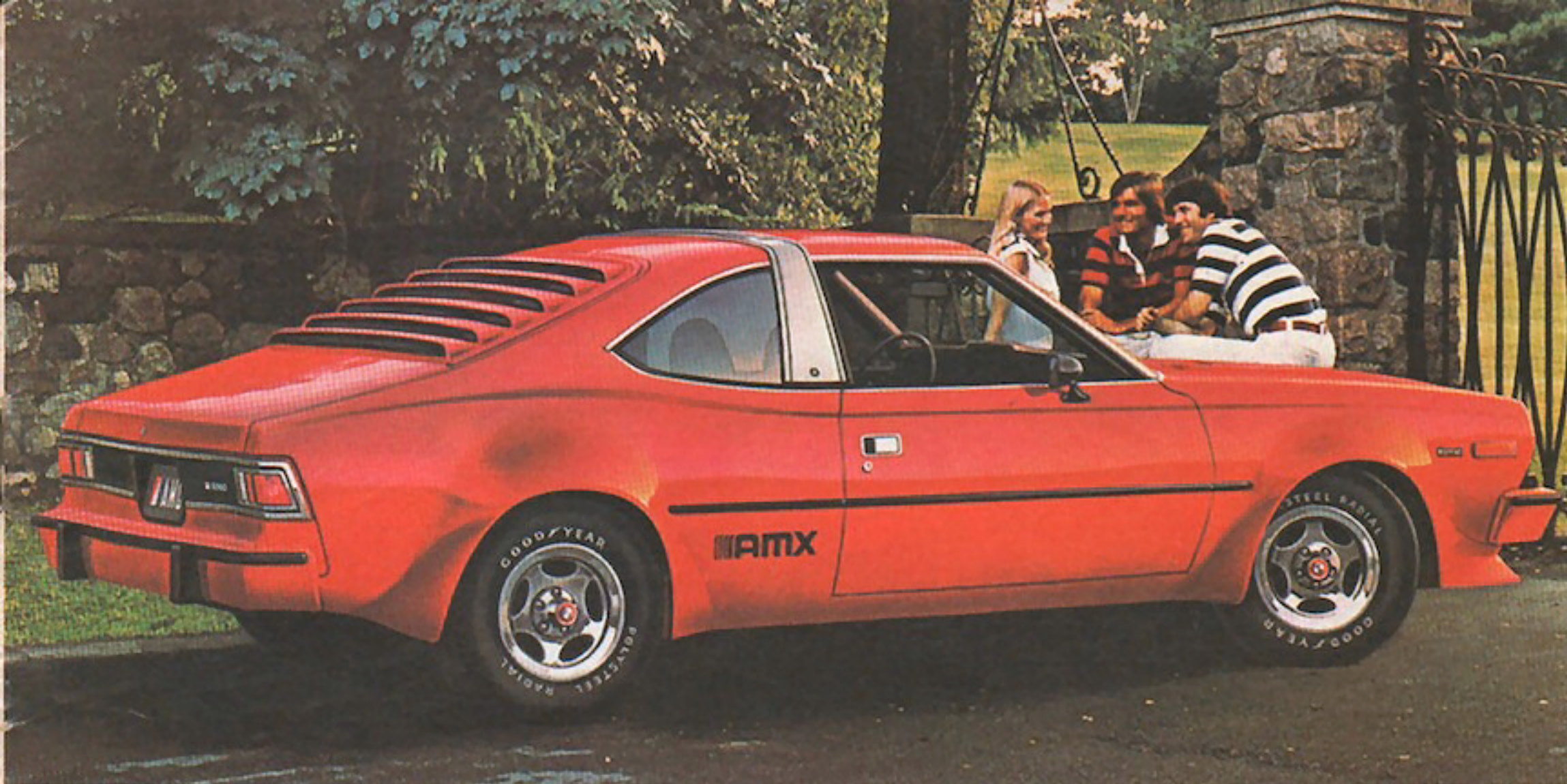
◀ Gremlin (with optional rally stripe)



**AMC**  **Gremlin**







◀ Hornet Wagon D/L

▲ Hornet AMX (standard Hatchback model also available)  
▼ Hornet 4-Door Sedan (2-Door Sedan also available)



## 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**



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 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**



▲ Matador Sedan  
▼ Matador Wagon

◀ Matador Coupe



## BE SEATED IN COMFORT AND STYLE

*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.*



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



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



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)

# STANDARD FEATURES YOU'LL LIKE

*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)



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



Pacer Wagon cargo area



232 CID six (Pacer, Gremlin, Hornet)



Gremlin's handy lift window



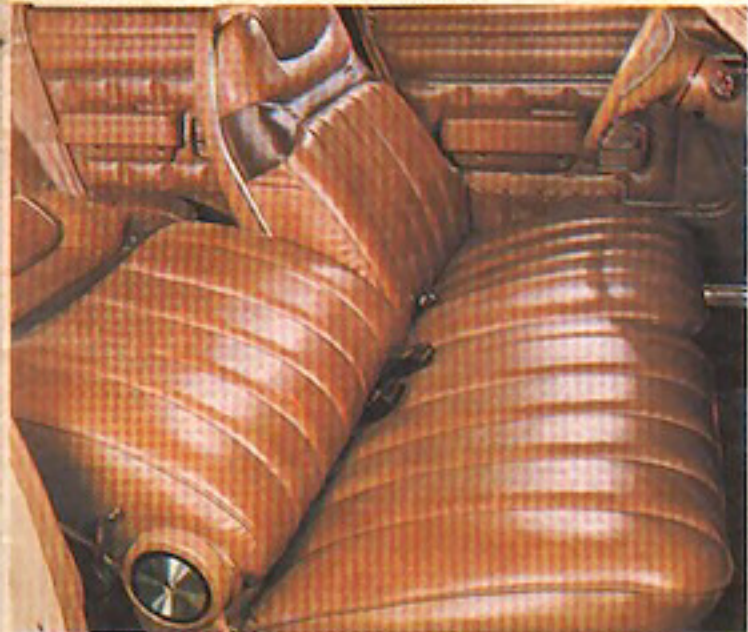
Color-keyed carpeting (all models)



Rear lift-gate (Hornet Wagon)



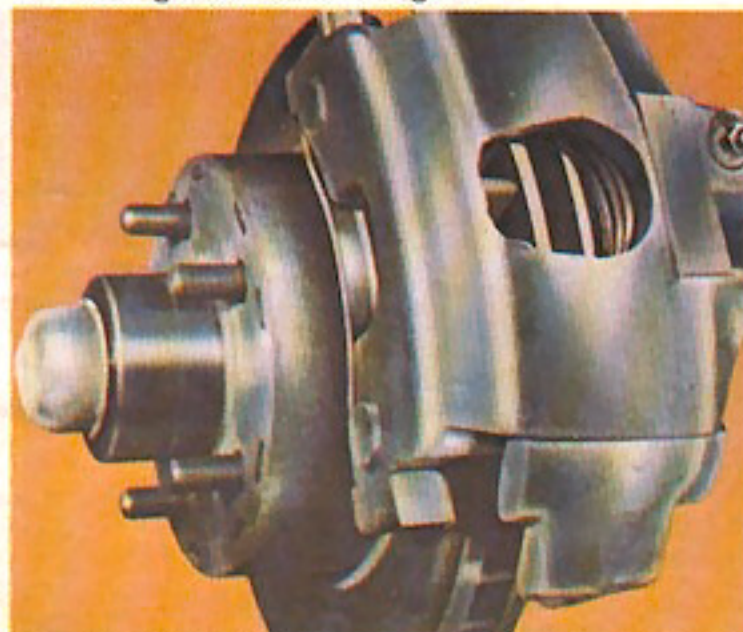
Flip-open rear window (Hatchback)



Individual reclining seats (Matador)



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



Front disc brakes (all models)



Power steering (Matador)

## OPTIONS & ACCESSORIES TO MEET YOUR NEEDS & TASTE

*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.*



Vinyl roof (Pacer, Hornet, Matador)



Rear window wiper/washer & defogger (Pacer)



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



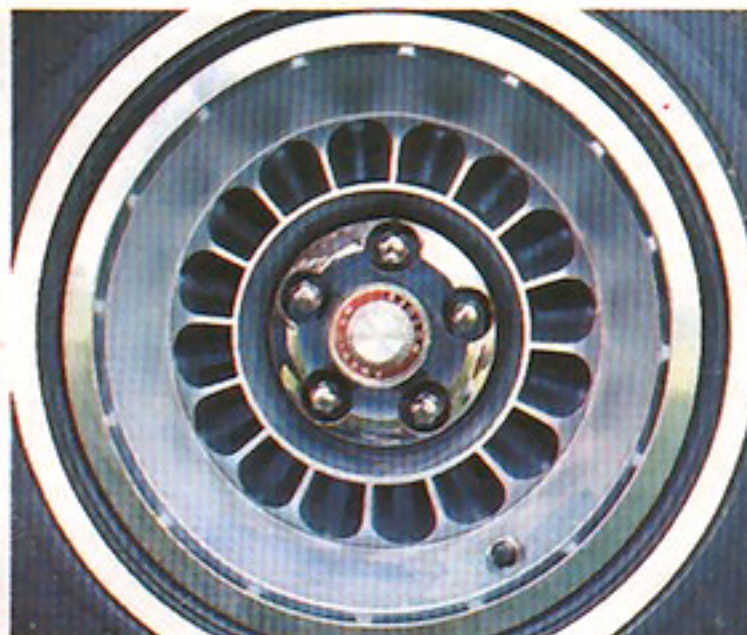
Lockable cargo cover (Pacer Sedan)



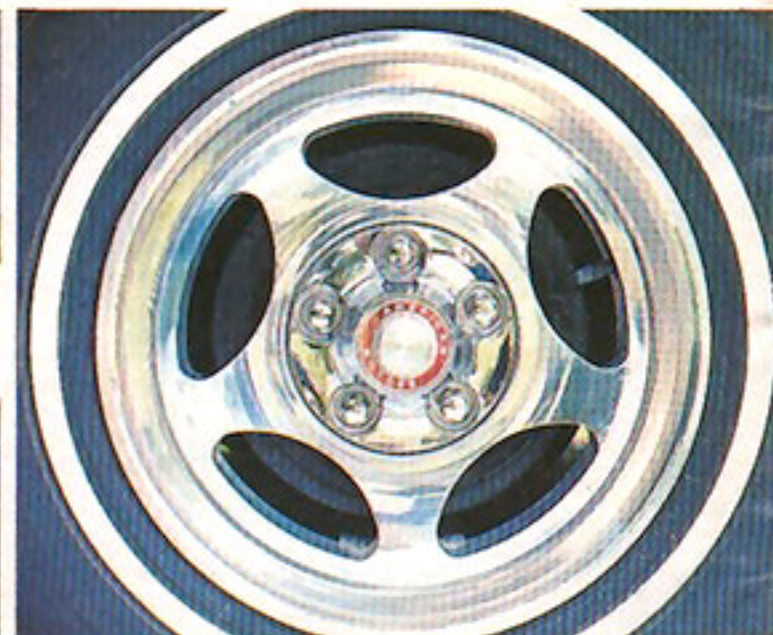
Rear window defogger (for most models)



Console (Gremlin, Pacer & Hatchback)



Styled road wheels (all models)



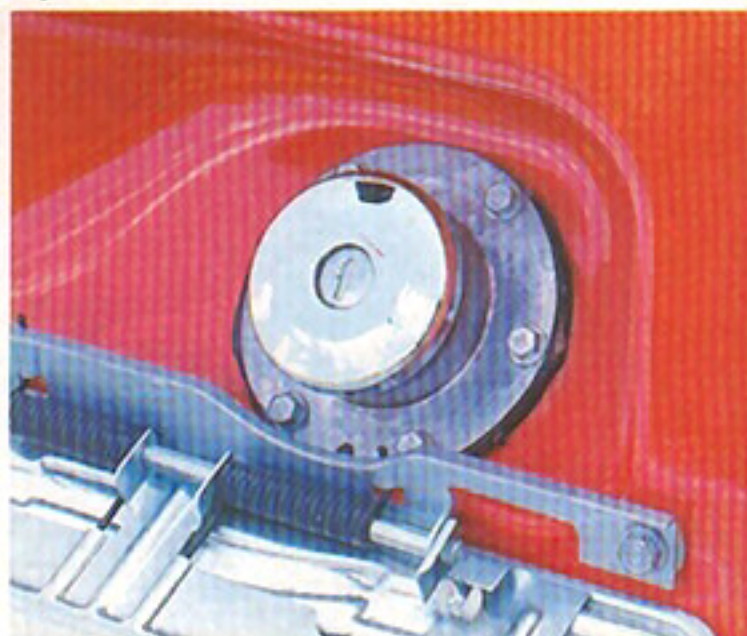
Aluminum wheels (all models)



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



Citizen's Band radio (all models)



Locking gas cap (all models)



Tilt steering wheel (Pacer, Hornet, Matador)

# FREE OFFER

## 5 QUARTS OF MOTOR OIL

### FOR TEST DRIVING A NEW 1977 AMC PASSENGER CAR

#### **FREE OIL COUPON**

Valid when you test drive a new 1977 AMC car

To receive your 5 quarts of free oil (10W40) take this coupon to your local AMC dealer and test drive a new 1977 AMC car. Upon completion of a test drive a new car sales representative will sign your coupon.

OFFER EXPIRES DECEMBER 30, 1976

To the AMC Dealer:

Upon completion of a test drive of a new 1977 AMC car, the customer identified on the reverse side of this coupon is to receive five quarts of 10W40 Motor Oil.

DEALER VALIDATION STAMP HERE  
(USE DATA RECORDER/IMPRINTER)  
Part No. 8128349

VOID WHERE PROHIBITED

SALESMAN'S SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

CUSTOMER SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

5 Quarts of Motor Oil (Redeemed at Dealership) For maximum engine protection under all driving conditions, use American Motors recommended 10W40 motor oil and provide your car with engine protection against oil oxidation, high temperature engine deposits, rust and corrosion.




# AMC

This Direct Mail 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.

# '77 AMC

THERE'S MORE TO AN AMC

---

BUYER PROTECTION PLAN<sup>®</sup> II

---

NEW EXCITING '77 MODELS

---

FREE GIFT COUPON/INSIDE

---

AMC Headquarters  
P.O. Box 295  
Detroit, Michigan 48231

Bulk Rate  
U. S. Postage  
**PAID**  
American Motors  
Corporation