1976 AMC passenger cars... Built with you in mind
Pacer

Pacer, the first wide small car, has more of everything for everybody. That's a big order. But Pacer fills it beautifully. Being the first wide small car gives Pacer a years-ahead look. Styling to stay in style... beautifully functional. A long, easy-to-see-over hood, broad expanses of glass for virtually 360-degree visibility. A passenger side door nearly four inches wider to make getting in and out easier, front and rear.

Inside, Pacer's greater width pays off in more room than you thought possible in a small car. Try it for size. Even with a full complement of four passengers, there's more room all around. And out on the road, Pacer's wide firm stance gives it a solid feel that's like nothing in its class. Rack and pinion steering provides handling that's a pure delight.

Economy, of course, is another Pacer strong point. Its 4-cylinder engine means more miles per gallon; its 22-gallon gas tank means more miles between fill-ups.

And there's another benefit to being the first wide small car—the wider coverage provided by AMC's exclusive BUYER PROTECTION PLAN.

AMC Pacer

Pacer D/L
Pacer Standard Features

- Power team: economical 282 CID 6-cylinder engine, 3-speed manual trans
- Electronic ignition, lights and starter maintenance-free
- Foam-cushioned bench seat
- Color-keyed carpeting; color-keyed rubber mat in cargo area
- Folding seat back for up to 58 cu. ft. of cargo space
- Ventilating side glass
- Protective body side moulding
- Parking brake warning light
- For smoother, quieter riding: isolated front cross member and coil-spring suspension; isolated rear leaf-spring suspension
- Washer/wiper/defogging system

- Comfortable, contoured electric wipers and washers
- Dome light actuated by doors
- Rear lift window with built-in sunshade
- Front and rear civilian (cheaper) bumpers
- Safety bumper guards
- 10-bolt brakes (10" front, 8" rear)
- Dual headlights, stop lights, turn signals
- Ash tray and cigarette lighter
- Rhodium "Luster-Gold" acrylic baked enamel finish

Pacer Options

ECONOMY OPTIONS

- Electric window control (auto. trans. only)
- Electric sun visors
- Electric speedometer
- Automatic roll-up door (in case of fire as a reminder when you're driving)
- Automatic temperature control economy range. (Not avail. with Overdrive automatic transmission)
- High-mileage steel-steel nitride (in case of fire as a reminder when you're driving)
- Overdrive (with all engines)
- Torque converter (in case of fire as a reminder when you're driving)

AIR CONDITIONING OPTION

- All-Season Air Conditioning System for added comfort. Includes: heavy-duty engine cooling, power floex fan, 50-amp alternator
- Refrigerated glass in all windows.

APPEARANCE OPTIONS

- Sporty high-back bucket seats.
- Individual reclining seats (D1 only).
- Two-tone paint includes front and rear body side moulding extensions. (Not avail. with vinyl roof)
- Vinyl roof in five color choices
- Sports steering wheel
- Bow-wrapped sports steering wheel
- Full wheel covers.
- Stylish road wheels
- Deluxe aluminum wheels
- "X" Package. (Not avail. with "D/L" pkg.) Interior: vinyl basket seats with manual floor shift, instrument panel woodgrain overlay, sports steering wheel, custom door trim (vinyl inserts), door pull straps, carpet in lower rear area), Extra Quiet Insulation Package, Exterior: D78 x 14 black tires, slot-style wheels, color-keyed side skirt moulding, door moulding windows, bumper nozzles, front and rear wheel openings, rear wheel guards.

CONVENIENCE OPTIONS


- Luxury Trim Option. Custom Hyde Park fabric seat trim on individual reclining seats and door trim inserts. (With D/L-Pkg. only.)
- Door pull straps, carpet in lower rear area, custom door trim openings, rear hood edge mouldings, rear door window mouldings, license surround mouldings, wheel covers, lower panel back overlay, rear wheelhouse panels.

AUDIO OPTIONS

- AM radio, instant performance, long-range reception, push-button control.
- Rear speaker (with AM radio)
- AM/FM stereo radio. Four speakers enhance programming of both AM and FM station selections.
- Entertainment Center: AM/FM stereo radio, 8-track stereo tape with four speakers—souvenirs with sound!

Pacer high-back bucket seats in two full theatrical vinyl optional on all Pacer models (standard with "X" Package). Also comes in black, white, blue and berry.

Pacer D/L, optional individual reclining seats in berry "Backlite" Fabric. Black, blue, tan also available in this option.

Wipers

- Available cargo cover to conceal valuables from view
- Light Group. Includes dual courtesy lights, glove box light, ashtray light, engine compartment light, dome lamp switch on lifegate.
- Rear bumper jack
- Adjust-O-Tilt steering column (with auto. column shift only)
- Convenience Group. Includes: dome reading lamp, electric clock, storage/stage containers, second wipers.

HEAVY-DUTY OPTIONS

- Heavy Duty Cooling System. Includes: heavy-duty radiator, power floex fan and fan shroud (std. with air conditioning).
- Heavy Duty Suspension.
- Heavy duty shocks and shock absorbers, front and rear.
- Engine block heater for easier winter starting and quick heat.
- Heavy duty battery.
- Power steering.
- Power front disc brakes.

POWER ASSIST OPTIONS

- Power steering.
- Power front disc brakes.

PERFORMANCE OPTIONS

- Daily Package (with "X" package or ind. reclining seats). Includes: console, cloth, black, leather-trimmed sports steering wheel, tech.
- Aluminum alloy wheels.
- Turbocharger (only available with "X" package or ind. reclining seats)
Gremlin

Gremlin has always meant economy. And for ’70, there’s a Gremlin model among the lowest-priced cars built in America. Add to these savings Gremlin’s happy, care-free way of going places, and you’ve got quite a car.

There’s more. Sensible styling with a look all Gremlin’s own. It’s functional styling, too, with built-in versatility: whenever you need more carrying capacity (for luggage, groceries, other things), the rear seat folds down to lengthen the cargo deck. And, inherent in Gremlin’s design is a wide, road-hugging stance that gives you a smooth, stable ride.

Behind the wheel, Gremlin’s easy handling adds up to real driving fun. Gremlin with its thrifty Six and its big 21-gallon gas tank lets you go a long, long way between fill-ups. Gremlin’s high resale value—among the best in its class—says a lot for this subcompact. The exclusive AMC BUYER PROTECTION PLAN says even more.

If you’re in the market for an economy car this year, look into the ’70 Gremlin. Treat yourself to some fun along with big helpings of savings and value.

AMC

Gremlin X

Gremlin

Custom Gremlin (rally stripe optional)
Hornet

Hornets come in four different versions—all of them sporty, fun, economical.

Hornet Sportabout is as much wagon as most people need. Four big, wide-opening doors. Cargo space (rear seat down) measuring 56 cu. ft. There's generous room for a full load of passengers, too.

Hornet Hatchback is a roosta, comfortable 5-passenger coupe. Yet when you need cargo space, you've got it like magic. Fold down the rear seat, open the big "third door" end—and presto!—you've got 20 3/5 cu. ft. of space just like that.

Hornet Sedans are available in both the 4-door and 2-door (not shown). Compare them with any other compact for room, ride, handling, workmanship. You'll be pleased with what you find.

All Hornets have economy in common (a great gas-saving Six is standard, optional overdrive saves even more!). And the BUYER PROTECTION PLAN® means additional savings in upkeep.

Hornets for 1976: economy cars with a sporty touch you didn't bargain for.

AMC Hornet

Hornet Hatchback X

Hornet Sportabout D/L

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

Move up to the mid-size Matador—and you'll find that's as far as you need to go.

With the '76 Matador Coupe, you move up in style. Distinctive, individual, a clean-lined, functional look you can't confuse with any other mid-size. And you can move up as far as you like in luxury. The rich new Barcelona Coupe (at left) is one example. An elegantly tailored interior with individual reclining seats, and unique ornamentation.

Want a roomy 4-door sedan? Choose Matador. Need a versatile, hardworking wagon? Your choice is Matador again.

Inside, there's stretch-out room and comfort for six passengers. And plenty of room for luggage in the Sedan's big 19-cu. ft. trunk or the Wagon's spacious 95-cu. ft. cargo compartment. Even with all this inner space, both of these Matadors are trimly sized overall for easy handling and "painless" parking.

And quality is assured with AMC's exclusive BUYER PROTECTION PLAN.*

Matador Coupe, Sedan or Wagon—the economy mid-size cars that let you move up all the way in style.

AMC Matador

Matador Barcelona Coupe

Matador Brougham Sedan

Matador Brougham Wagon
Matador Options

**ECONOMY OPTIONS**
- Cruise Command automatic speed control (auto. trans. only)
- Fuel economy gauge
- High mileage steel belted radial tire

**AIR CONDITIONING OPTION**
- All-Season Air Conditioning System: Includes heavy duty engine cooling, power flo fan, 5000 cfm evaporator (5 cylinder engine) or 60 amp alternator (V-8).

**APPEARANCE OPTIONS**
- Two-tone paint (Opal Window and Padded Vinyl Roof Package (Coupe), "Elegant touches")
- Available with all eight vinyl roof color choices.
- Vinyl roof (Coupe and Sedan)
- Simulated Woodgrain paneling (Wagon)
- Soft-wrapped sports steering wheel
- Full wheel covers
- Custom wheel covers
- Styled road wheels
- Styled aluminum wheels
- Rallye striping. Wrap around body and rear side deck lid.

**CONVENIENCE OPTIONS**
- Turquoise Command automatic transmission shift control
- Between-the-seats console with lockable storage compartment (with bucket seats in Coupe only)
- Cruise Command automatic speed control
- Power front side windows (Brompton Sedan & Wagon)
- Wagon rear window w/variable air deflector (al. Brompton Wagon).

**Matador Coupe**

<table>
<thead>
<tr>
<th>Matador Coupe high-back bucket seats in tan/Soft-Touch vinyl. Black, white and blue are other choices with this option.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Power steering</strong></td>
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<tr>
<td><strong>Power lift tailgate window on Wagon (std. on 3-seat Wagon)</strong></td>
</tr>
<tr>
<td><strong>Power lift side and tailgate windows (Brompton Wagon)</strong></td>
</tr>
<tr>
<td><strong>Power lift side windows (4-door Brompton Sedan and Wagon)</strong></td>
</tr>
</tbody>
</table>

**PROTECTION OPTIONS**
- Protection Group (front bumper stainless steel corner guards, roll bar, chrome, impact absorber, carpet inserts and rear rubber floor mats, front and rear bumper stripping, side body moldings, locking gas cap)
- Bumper stripping (Coupe)
AND NOW A WORD FROM THE PEOPLE WHO BUILD AND STAND BEHIND THE CARS YOU'VE JUST SEEN.

At American Motors and at your local AMC dealership, your needs as a consumer and your satisfaction as a customer always come first. In the big, busy, impersonal world of today that may seem rather different. It is. But we don't ask you simply to take our word for it.

Take our cars, for example. Each one from Pacer right up to Matador is designed to give you full value and longer-lasting satisfaction. Each is a quality-built product that provides outstanding, all-around economy—a car that is economical to buy, own and operate.

Whether it's your first car or your 15th...whether you're single, newly wed, have a family or your family is grown...our Pacers, Gremlins, Hornets and Matadors offer alternatives you'll appreciate. Our differences in design, features and equipment add up to a big difference in car choice. Within the full AMC line you'll find the model that more exactly suits your needs as it fills all the needs of today's driving.

Take our exclusive BUYER PROTECTION PLAN! It's always been the plan with a difference—protection for both your AMC car and you. And for a nominal sum, you get our DOUBLE BUYER PROTECTION PLAN which extends the protection up to two years or 24,000 miles.

Take our invitation. Now that you’ve read about our new cars, look them over closely. Try them out on the road. And be sure to explain in full each of the benefits of the BUYER PROTECTION PLAN, which we’ve highlighted for you here. You'll find in all of our differences a new kind of dedication to your satisfaction as a customer. You’ll also find every reason why this Bicentennial Year is the best one yet to go with the Economy Experts!

AMC BUYER PROTECTION PLAN.®

1. A simple, strong, full 12,000-mile/12-month warranty: When you buy a new 1976 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 that 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.

“Safe-Command” Features

Along with economy, safety is important in every car we build. In addition to the standard equipment listed with each series, the following “SAFE-COMMAND” features are standard on all AMC cars:

- Energy-absorbing bumper systems
- Certified flame-resistant fabrics
- Tire pressure indicator
- 4-way hazard warning signals
- Lane change turn signals
- Automatic backup lights
- Side of car safety marker lights
- Guard-rail doors
- Energy-absorbing steering column
- High-strength windshield glass
- Tempered side and rear glass
- Padded sun visors
- Glove compartment
-
- Single-buckle front-seat lap and shoulder safety belts for driver and right side passenger (with seat belt buzzer and warning light); seat belt for all other passengers
- Safety-shaped astonished
- Double-safety brake system
- Brake system warning light
- Self-adjusting brakes
- Corrosion-resistant brake lines
- Safety rim wheels
- Cogitive engine mounts
- High-strength door lockchilng
- Sponge soft door handles
- 2-key locking system
- Front seat-back lock (2-door models)
- Dual action head latch

® BUYER PROTECTION PLAN is a registered trademark of American Motors Corporation.
FOR YOUR '76 AMC CAR... Your choice of 20 beautiful colors* in "Luster-Guard" acrylic enamel

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>Classic Black</td>
</tr>
<tr>
<td>H4</td>
<td>Dark Cocoa Metallic</td>
</tr>
<tr>
<td>H8</td>
<td>Autumn Red Metallic</td>
</tr>
<tr>
<td>J2</td>
<td>Brandywine Metallic</td>
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<tr>
<td>6E</td>
<td>Burnished Bronze Metallic</td>
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<tr>
<td>H7</td>
<td>Aztec Copper Metallic</td>
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<td>H6</td>
<td>Golden Jade Metallic</td>
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<td>6D</td>
<td>Sand Tan</td>
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<td>G6</td>
<td>Sienna Orange</td>
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<td>Limefire Metallic</td>
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<td>Evergreen Metallic</td>
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<td>6B</td>
<td>Seaspray Green</td>
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<tr>
<td>6J</td>
<td>Silver Frost Metallic</td>
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<tr>
<td>6V</td>
<td>Sunshine Yellow</td>
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<tr>
<td>G7</td>
<td>Alpine White</td>
</tr>
</tbody>
</table>

Your choice of 8 "Bravado" grain vinyl-covered roof options* (Copper Vinyl Roof also available, not shown)

- Tan
- Beige
- Brown
- Berry
- Blue
- Black
- White

Your choice of these decorative paint stripes*

- Red
- Blue
- Gold
- Brown
- Black
- White

*For model applications, refer to your AMC dealer's Color and Trim book.