

# 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 DL package



Concord 4-dr. Sedan



Concord 4-dr. Wagon



Concord Hatchback  
2-dr. shown with optional sport package

### PACER



Pacer DL Hatchback 2-dr.



Pacer DL 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

# 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 DVL 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 OPTIONS

## AIR CONDITIONING OPTION

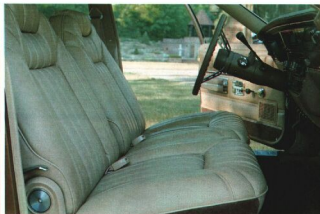
- All-Season Air Conditioning Package includes heavy-duty cooling system, tinted glass (all windows), power steering, and instrument panel parcel shelf
- APPEARANCE OPTIONS
- Soft-feel sport steering wheel, black
- Sport steering wheel (standard on Hatchback)
- Custom wheel covers

- 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 covers; 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 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

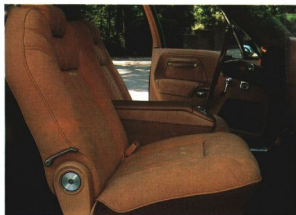
steel belted radial tires; slot styled wheels (4). Requires optional 258 CID 6 cylinder or 304 CID V8 engine.

## 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

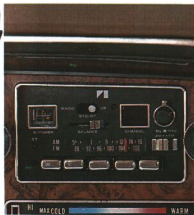
- Rally instrumentation, including tachometer

### POWER ASSIST OPTIONS

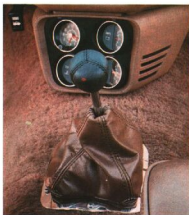
- Power steering
- Power front disc brakes
- Power door locks

### 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 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; landau padded vinyl roof (Coupe); full vinyl roof (Sedan); 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)

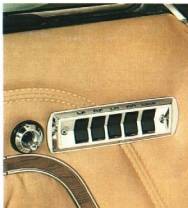
- Power rear window (Wagon)

#### PROTECTION OPTIONS

- Bumper nerfing strips (Coupe)
- Protective inner coating



Roof Rack/Tailgate Air Deflector



Power Side Windows (Sedan and Wagon)



Forged Aluminum Wheels



AM/FM stereo/CB



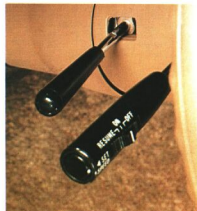
Wagon Third Seat



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, wheelip 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 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, Claret 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
- 8" non-tilt rearview mirror
- Rear bumper guards
- Spare tire cover
- Body side scuff moldings
- Rocker panel moldings
- Bright wheelip 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 bars with special insignia
- Dual flat black mirrors (LH remote)
- Six 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 Wagon 2-dr.	Gremlin Custom 2-dr.	Gremlin 2-dr. Sedan	AMX Custom 2-Liter 2-dr.	Matador 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	N	
			Automatic Floor	O	O	O	O	O	O	N	N	O	N	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	O	O	S	
			Automatic Floor	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.



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