



**Introducing the 1974 cars**

## AMC Matador

Only all-new mid-size for 1974.

This is one mid-size car you've never seen before. The roomy new AMC Matador Coupe. The experts are already calling it America's sportiest new car.

Examine the styling: smooth-flowing lines from the simple, tasteful grille to the sharply-raked rear deck. The new pillared hardtop combines good looks with sturdiness and visibility. The interior dimensions are so large and comfortable you wouldn't expect them in a mid-size car.

If you like a sporty accent, order the "X" model with special features like slot-styled wheels, rally stripes and sports steering wheel. Or, for luxury select the elite Matador Brougham. Or, for sheer elegance the "Oleg Cassini" Matador with copper accented black nylon knit fabric interior and an assortment of coordinated appointments.

Matador Coupe, an exciting and all-new car, backed by the exclusive AMC Buyer Protection Plan.

**We back them better because we build them better.**



Matador "X"





## MATADOR COUPE

### Standard features

- AMC "SAFE-COMMAND" Safety Features
- All-new exterior with frameless door glass
- Single-unit body construction
- Extra Quiet! Insulation Package
- Smooth-riding coil spring at each wheel
- Advanced "Air Guard" exhaust emission controls
- Thick foam cushioned seats
- Durable color-keyed carpeting
- Full-synchronous 5-speed manual transmission
- Deep-dip rustproofing
- Manual front disc brakes
- Engine—212 CID six-cylinder
- Cigarette lighter
- Coat hooks
- Weather-Cure heating system
- Twin ball-joint front suspension system
- Baked on acrylic urethane paint
- Molded ceiling headliner
- Rear shelf light with door switches
- Filters in fuel tank and catalytic converter line
- Dual-note horns
- Ash tray, front and rear

- Anti-smog devices
- Fuel tank vapor emission control system
- Sway-bar up front
- Full-flow oil filter
- Soft plastic control knobs with international symbols

### Additional standard features

#### Matador "X"

- Rally side-stripes which wrap around the rear deck
- Blacked-out grille
- Sport-styled wheels
- "X" model identification adjacent to Matador name plate on hood and front fenders plus "X" identification in the rear deck rally stripe
- Vinyl trim bench seats
- Three-spoke sports steering wheel
- A 304 CID V-8 engine
- Torque-Command automatic transmission

#### Matador Brougham

- Brougham model identification behind rear side windows
- Bright rocker panel moldings
- Wheel opening moldings
- Hood stripe
- Custom trim, fabric bench seat
- Hood rear edge bright molding
- Wheel covers
- Custom door trim panel with long armrests

- Rear license area molding
- Custom two-spoke steering wheel with woodgrain appliques



- A. Color-keyed body side mold molding with vinyl insert and door and rear sealing strips
- Woodgrain accented instrument panel
- Bright lower grille molding

### Dimensions

- Wheelbase: 114 inches
- Pack space: 17.3 cubic feet
- Fuel tank: 24.9 gallons



Styling did not eliminate trunk space in the Matador Coupe. You get 17.3 cubic feet of room. And even more when you get the optional Spare Saver spare tire.

### Optional equipment

- All-season air conditioning including: Heavy-duty engine cooling system, 50-amp battery and 42-amp alternator (60-amp battery with 360 V-8 or 401 V-6)
- Power steering (recommended with air conditioning)
- Deluxe electric windshield wipers, intermittent-action



Bucket seats in "In-Knit" vinyl and a floor-mounted automatic transmission with console. Available on all Matador Coupes to add that extra touch of sportiness.

- Vinyl bucket seats



The elegant "Oleg Cassini" 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. Coordinated door panel trim and headliner. And thick, plush copper carpeting.



■ "Oleg Cassini" Package for Matador Brougham includes individual front seats with black trim and copper buttons, Cassini Crest on head restraints, black door wire with fabric inserts and buttons. Plus, black headlining, black instrument panel with copper dials and overlays and "Oleg Cassini" identification on the glove box

door. Black steering wheel with copper accents, copper colored carpet, black carpet on trunk floor and spare wheel cover. Outside: copper accented grille, and headlamp bezels. "Oleg Cassini" front leader medallion, vinyl roof (including a new copper color), scuff moldings with vinyl inserts and custom wheel covers with copper accents.

- Individual reclining seats
- Vinyl roof
- Two-tone paint
- Vinyl trim for bench seats
- "Nopiciana" fabric trim for individually reclining seats on Brougham models
- Adjust-O-Tilt steering wheel (with automatic transmission only)
- Storage/litter container pouch for both front doors

- Vinyl disc release
- Power disc brakes, front
- Cruise-Command automatic speed control (V-8's with automatic transmission only)
- Tinted glass, all windows (recommended with air conditioning)
- Tinted windshield

#### Performance options

- Dual exhausts for 360 CID V-8 4-barrel engine (Std. on 401 CID V-8)
- Twin-grip differential



#### Heavy-duty options

- Heavy-duty 70-amp battery
- Trailer Towing Package for trailers up to 3000 lbs., including car-to-trailer wiring harness kit, heavy-duty engine cooling, Handling Package, automatic transmission auxiliary oil cooler and adjustable air-chock rear suspension
- Handling Package including: heavy-duty springs and shock absorbers plus rear sway bar
- Rear sway bar
- Engine block heater (600 watts)

- B. Blower type rear window defogger
- AM push-button radio
- Rear speaker (with AM radio only)
- AM/FM push-button multiplex stereo radio with 4-speaker system
- Stereo 8-track tape player with AM radio and 4-speaker system
- Visibility group includes: remote-control left outside mirror, rear vanity mirror, inside hood release, deluxe windshield wipers with intermittent action and electric clock
- Light group includes: trunk light, two courtesy lights, glove box light, ash tray light, parking brake warning light and headlights-on warning buzzer
- Three-spoke sports steering wheel
- Wheel covers
- Custom wheel covers
- Spoke-style wheels
- Decor Package includes: wheel opening moldings and grille moldings (available only on Matador "X").

#### Protection options

- Protection group includes stainless steel door edge guards and color-velvet vinyl floor mats with carpet inserts
- Body protection group includes scuff moldings with vinyl inserts and nerf strips for front and rear bumpers



A rear liftgate is standard on the Matador 4-Door Station Wagon so you can load your passengers or cargo easily.

transmission auxiliary oil cooler and adjustable air-sock rear suspension

- Handling Package including: heavy-duty springs and shock absorbers plus rear sway bar
- Rear sway bar

- Engine block heater (600 watts)

#### Protection options

- Protection group including stainless steel door edge guards and color-keyed vinyl floor mats with carpet inserts



99.1 cubic feet of cargo area with a lockable storage compartment.

## Tire specifications

Tire	Options and Centers	Station Wagons
F70 x 14 Black/White line opt.	STD*	
F70 x 14 White/White line	OPT	
F70 x 14 Black/White line opt.	OPT**	
F70 x 14 White/White line	OPT	
F70a 14 Black/white w/16 letters	OPT*	
F870 x 14 Radial/Steel/White line	OPT	
F870a 14 Radial/Steel/White letters	OPT	
G70a 14 White line	OPT	
H70a 14 Black/White line opt.		STD
H70a 14 White/White line		OPT
H870a 14 Radial/Steel/White line		OPT

\*F70a 14 Black/white/white line standard "16" wheel.

\*\*Minimum required tire size on all sedans and wagons with 800-V8 or 400-V8 engines and sedans or wagons with 800-V6 engines and air conditioning. Standard size on Matador Breakdown with 7-Engine.

## Engine specifications

Engine	Cyls./Spgr.	Net HP @ 2800	Net Torque @ 2000	Comp. Ratio	Base & Stroke	STD./OPT.
232 CID (6) (7)	3- Barrel	100 @ 3000	185 @ 1800	8.0 : 1	3.75" x 3.50"	STD.
258 CID (6) (2)	3- Barrel	110 @ 3000	190 @ 2000	8.0 : 1	3.75" x 3.50"	OPT
304 CID V-6 (3)	2- Barrel	150 @ 4200	241 @ 2300	8.4 : 1	3.75" x 3.44"	OPT
360 CID V-6	2- Barrel	175 @ 4000	281 @ 2400	8.25 : 1	4.00" x 3.44"	OPT
360 CID V-6	4- Barrel	190/4 @ 4000	290/5 @ 2000	8.25 : 1	4.00" x 3.44"	OPT
401 CID V-6 (6)	4- Barrel	235 @ 4000	340 @ 3200	8.25 : 1	4.125" x 3.44"	OPT

## Engine/transmission combinations

Engine	Transmission	Trans. Avail.	Auto Ratios (OPT)
232 CID (6) (7)	2-Speed Manual Column Shift	STD	3.54
	Torque-Command Auto. on Column	OPT	3.75 (3.54)
258 CID (6) (2)	2-Speed Manual Column Shift (2)	OPT	3.54
	Torque-Command Auto. on Column	OPT	3.75 (3.54)
304 CID V-6 (3)	Torque-Command Auto. on Column (3)	OPT	3.75 (3.54)
	Torque-Command Auto. on Floor (7)	OPT	3.75 (3.54)
360 CID V-6 (2 barrel)	Torque-Command Auto. on Column	OPT	3.75 (3.54)
	Torque-Command Auto. on Floor (7)	OPT	3.75 (3.54)
360 CID V-6 (4 barrel)	Torque-Command Auto. on Column	OPT	3.75 (3.54)
	Torque-Command Auto. on Floor (7)	OPT	3.75 (3.54)
401 CID V-6 (6)	Torque-Command Auto. on Column	OPT	3.75 (3.54)
	Torque-Command Auto. on Floor (7)	OPT	3.75 (3.54)

(7) Standard on Sedan, Base Coupe and Breakdown only.

(2) Standard on Wagon.

(3) Standard on "X" model.

(4) 120 @ 1000/1600 exhaust

(5) 175 @ 1700/1600 exhaust

(6) Dual exhaust standard.

(7) Floor shift available only on Coupes with bucket seats and w/wheel.

NOTE: State of California

232-CID, 6cyl, 3 Barrel not available.

360-CID, V-6, 2 Barrel is the minimum required engine size on Matador Wagon.

334-cyl only as equipped on size limited Matador Coupes and Base Sedans.

Optimal 120/160 "V-6" All "V-6" engines run on regular (87oct), low leaded or no lead fuels.

## 1974 AMC Exterior Colors "Luster-Guard" Acrylic Baked Enamel Finish



P1 Snow White P2 Classic Black P3 Maroon Yellow P4 Sun-In Red



P5 Earth Bronze P6 Golden Tan, Met. P4 Venous Orange



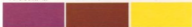
P7 Copper, Met. G3 Frontier Int., Met. G4 Silver Green, Met.



G2 Medium Green, Met. G3 Dark Green, Met. P2 Maxi Blue



P1 Diamond Blue, Met. P6 Medium Blue, Met. P7 Dark Blue, Met.



G4 Plum, Met. P4 Vinous-red Burgundy, Met. P4 Dazzle Yellow

	A1	F4	P1	D2	P6	BB	G6	P9	G5	G1	G2	G3	P2	P3	P6	P7	G4	P5	P1
Matador	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Granite	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Barnet	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Javelin & AMX	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Ambassador	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

\*"Oleg Cassini" package is only available with these color selections.

## 1974 "Bravado" Grain Vinyl-covered Roofs, Optional



\*Blue



\*Green



\*Brown



\*Gold



Copper  
(Custom only)



White  
(available with any  
customer colors)

Black  
(available with any  
customer colors)

\*Refer to "Text, Trim & Color Availability Chart" at your AMC Dealer for Model Application.