

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

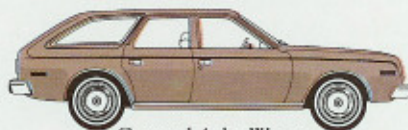
CONCORD



Concord 2-dr. Sedan
shown with optional D/L package



Concord 4-dr. Sedan



Concord 4-dr. Wagon



Concord Hatchback
2-dr. shown with optional sport package



Pacer D/L Hatchback 2-dr.



Pacer D/L Wagon 2-dr.

GREMLIN



Gremlin 2-dr. Sedan



Gremlin Custom
2-Liter 2-dr. shown with optional X package



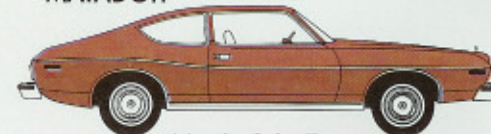
Gremlin Custom 2-dr.

AMX



AMX Hatchback 2-dr.

MATADOR



Matador 2-dr. Coupe



Matador 4-dr. Sedan



Matador 4-dr. Wagon

1978 BUYER PROTECTION PLAN®

The introduction of the BUYER PROTECTION PLAN by American Motors in 1972 marked the beginning of a new era of protection for American car buyers. Since that time, BPP has continued to provide a greater sense of confidence for AMC owners.

The BUYER PROTECTION PLAN includes the only full 12-month, 12,000-mile warranty in the automotive industry.

We provide this warranty because we are a consumer sensitive company dedicated to meeting

the needs of automotive buyers.

As you read the details of the BUYER PROTECTION PLAN printed below, you will see that it covers everything on the car. Nothing is excluded except tires. That's the way we want it, and that's why American Motors has earned a reputation as the company with the most unique service plan in the business.

Your satisfaction with the car you drive is important to us, and we feel the BUYER PROTECTION PLAN assures you satisfaction.

1978 AMC FULL 12-MONTH/12,000*-MILE NEW CAR WARRANTY

When you buy a new 1978 AMC car from an AMC dealer, American Motors Corporation** guarantees to you that for 12 months or 12,000* miles from the date of delivery or first use, whichever comes first, it will, except for tires, pay for the repair or replacement of any part it supplies which proves defective in material or workmanship.

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 guarantee repairs or replacements be made by an AMC dealer.

No other express warranty is given or authorized by American Motors. American Motors shall not be liable for loss of use of vehicle, loss of time, inconvenience or other incidental or consequential damages. Some states and provinces do not allow limitation or exclusion of incidental or consequential damages so the above exclusion and limitation may not apply to you. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state or province to province.

*In Canada (20,000 km)

**In Canada: American Motors (Canada) Limited

RELATED FEATURES

COMPLETE GUARANTEE COVERAGE

This guarantee gives you 12-month or 12,000-mile (20,000 km) coverage on many items not covered by most car warranties. It covers wiper blades, brake linings, light bulbs—everything we put on the car except tires. If any part American Motors supplies is wrong on your 1978, you won't have to pay for the parts or the labor. You are responsible to see that your car is maintained, at your expense, according to the 1978 Owner's Manual and Maintenance Supplement.

SERVICE ADJUSTMENTS

Any needed service adjustments required during the first 12 months or 12,000 miles (20,000 km) of normal

use, whichever comes first, and which are not required as part of normal scheduled maintenance will be performed by an authorized AMC dealer without charge to the owner.

GUARANTEE SERVICE FOR OWNERS WHO MOVE OR TRAVEL

If you move or are traveling, any AMC dealer in the 50 United States or Canada will perform guarantee repairs for you.

GUARANTEE COVERAGE FOR SUBSEQUENT OWNERS.

Subsequent owners of an AMC car are eligible for any unused guarantee coverage. A subsequent owner need simply present the owner's manual (properly filled-out) to an authorized AMC dealer to obtain guarantee repairs.

TIRE POLICY

The tire manufacturer provides a limited warranty for the tires supplied with your new car. Specific warranty information and tire adjustments are handled directly with owners by the tire manufacturer's distributors, dealers or retail stores. Your AMC dealer will assist if you need help in securing an adjustment.

NEW CAR PRE-DELIVERY SERVICE

Your AMC dealer has serviced and tested your new car for starting, handling, braking and overall performance in accordance with AMC's Dealer Pre-Delivery Service Procedure. In addition, many other checks, inspections, adjustments and final clean-up services have been performed

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to assure your car meets the quality standards of AMC products.

A LOANER CAR

If your car needs guarantee repair work and "same day" (morning to evening) service cannot be completed as promised or if guarantee repairs require that the car be kept overnight, your AMC dealer will provide you with a free loaner car until your car is ready. To qualify, you must comply with your dealer's work schedule.

SPECIAL TRIP INTERRUPTION PROTECTION

If you're 100 miles (160 km) or more from home and a servicing AMC dealer can't provide "same day" guarantee repairs for your car, interrupting your trip, we will reimburse you for reasonable extra lodging and meal costs up to \$150, based upon your actual expenses. Submit receipts to the AMC dealer who serviced your car. He'll handle the paperwork that generates a direct reimbursement from Detroit to you.

AMC PACER HATCHBACK

Take a look at Pacer for 1978 and you'll see design innovations that widen your driving perspective and add a new lift to your life. Pacer doesn't look like any other compact car, and it doesn't ride or handle like other compacts either.

Pacer's wide design on a short wheelbase means that you maneuver with small car agility. Yet you ride with big car room, comfort and handling ease



Pacer Hatchback 2-door with optional Sport Package

because the wide stance is combined with isolated suspension and rack and pinion steering.

Performance is impressive, too. The standard 6-cylinder engine or the new optional V8 helps make Pacer at home in town or cruising on the open road.

Pacer also pays attention to the niceties of life. There is a high level of standard interior and

exterior appointments like individual reclining seats, Light Group and custom door trim panels.

For some additional excitement, consider the optional Sport Package featuring a unique, two-tone paint treatment in seven spirited combinations.

No need to worry about taking along that extra cargo either. The wide rear hatch opens on a flat load floor for easy loading and unloading.

One more thing. AMC's exclusive BUYER PROTECTION PLAN is with you and your Pacer wherever you may roam. You'll enjoy going more places and doing more things in Pacer: The room and ride Americans want . . . The size America needs.

Pacer D/L Hatchback 2-door



Pacer D/L Hatchback 2-door

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

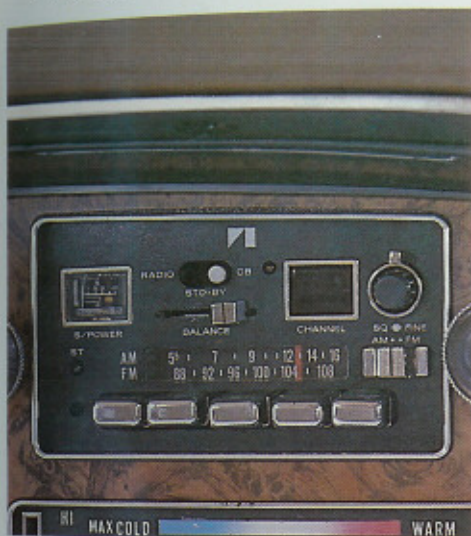
- Rally instrumentation, including tachometer

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 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
- Velveteen 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 pinstripes
- 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/L features include: Individual reclining seats in velveteen 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, 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 band with special insignia
- Dual flat black mirrors (LH remote)
- Slot styled wheels (4)
- Blacked out unique grille, headlight bezels, rear window molding, door and quarter frames, lower back 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

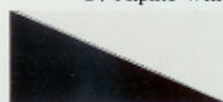
- New soft-feel vinyl bucket seats in black, blue or beige
- Note: The Rear Window Defogger option is recommended with the AMX. "Levi's"[®] Trim Package is optional in black, blue or beige.
- *The California AMX uses the 258 CID engine with 1 barrel carburetor and the 4-speed transmission.

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 velveteen 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

G7 Alpine White



P1 Classic Black



7D Powder Blue



7W Captain Blue, Met.



7K Midnight Blue, Met.



6V Sunshine Yellow



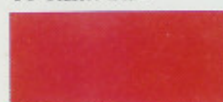
6D Sand Tan



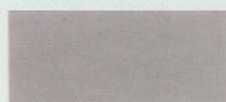
7M Golden Ginger, Met.



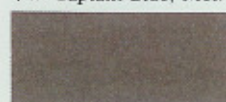
7B Mocha Brown, Met.



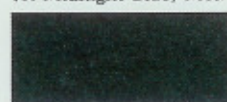
7Z Sun Orange



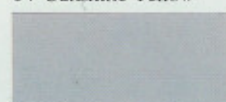
8A Khaki



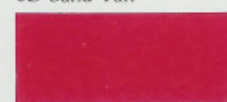
8B British Bronze, Met.



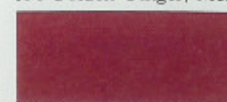
7L Lodan Green, Met.



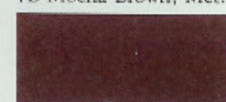
8C Quick Silver, Met.



6P Firecracker Red



7C Autumn Red, Met.



8D Claret, Met.

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 Wagon 2-dr.	Gremlin Custom 2-dr.	Gremlin 2-dr. Sedan	Gremlin Custom 2-Liter 2-dr.	Matador 2-dr. Coupe	Matador 4-dr. Sedan	Matador 4-dr. Wagon	
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	N
			4-Speed Manual Floor	O	O	O	O	O	O	S	N	N	N	N	N	N
			Automatic Floor	O	O	O	O	O	O	O	O	N	N	N	N	N
258 CID 6 Cyl.	8.0:1	3.75" x 3.90"	4-Speed Manual Floor	O	O	O	O	O	O	O	NF	N	S	N	N	N
			Automatic Column	O	O	O	O	O	O	O	O	N	N	S	S	N
			Automatic Floor	O	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	N
			Automatic Floor	O	O	O	O	O	O	N	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	N	O	O	S
			Automatic Floor	N	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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