

Introducing the 1974 cars

The 1974 AMC Buyer Protection Plan.

AMC BUYER PROTECTION PLAN

1. A simple, strong guarantee!

When you buy a new 1974 car from an AMC dealer, American Motors Corporation guarantees to you that, except for tires, it will pay for the repair or replacement of any part it 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 AMC 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.

We care what happens to you after you buy our car.

Two years ago American Motors introduced the Buyer Protection Plan.

Nothing like this had ever come out of Detroit. No automotive company had ever made this kind of commitment to its customers. A commitment to stand behind every car we build and the dealers who sell them.

It worked. More people are buying more AMC cars. So when you consider a 1974 AMC car, you can rest assured that American Motors will stand behind any car you may select—Gremlin, Hornet, Javelin, Matador or Ambassador.

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

How The Buyer Protection Plan backs your car.

If anything we did goes wrong with your new '74, (except tires), in the first 12,000 miles or 12 months, we fix it. Free.

Yes, anything.
Including air conditioning.
Battery. Radio. Front-end alignment. Wiper blades. Even light bulbs.

And you don't pay for labor or parts either.
We pay.

Your '74 AMC car comes with a report card.

Another part of the Buyer Protection Plan is what we call a "report card," a signed checklist on the sun visor.

Signed by a man who certifies he's road-tested your car for handling, braking, and overall performance.

You get a free loaner car.

If we have to keep your '74 overnight for guaranteed repairs, most of our dealers will loan you a car to use. Free.

Special Trip Interruption Protection.

If you're 100 miles or more from home and the servicing AMC dealer can't provide same-day Guarantee repairs for your car, AMC will reimburse you for reasonable extra lodging and meal costs, up to \$150, based upon your actual expenses.

And this Trip Interruption Protection is also free.

The hot line to AMC Headquarters.

When you buy a new '74 from us you get a person in Detroit at AMC Headquarters you can talk to—toll free—whenever you have a problem with your new car that you can't get handled.

You'll get fast results.
Not fast talk.

The Extended Buyer Protection Plan.

For a small additional charge you can extend the protection the Plan provides to 24 months or 24,000 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 AMC dealer.

We're committed to protecting more than your car.

We're committed to protecting you.

So our '74 cars are protected by strong bumper systems. Including some that compress backward on minor impacts. Then simply return to normal.

In addition, as an AMC "SAFE-COMMAND" feature all '74 cars are equipped with a new passenger restraint system for the driver and right side passenger and lap belts for other passengers.



Lap and shoulder belts operate from separate retractors but are secured with one buckling operation. The shoulder belt "gives" with body movements during normal car operations, allowing freedom of movement. But, it locks instantly if the vehicle stops abruptly.

The system is sequential, designed to encourage the use of safety belts. First, the driver and front seat passenger must be seated. Then, secure their lap and shoulder belts. Then, the engine can be started.

Other AMC "SAFE-COMMAND" features include:

- Certified flame resistant fabrics
- Two front head restraints
- 4-way hazard warning signals
- Lane changer turn signals
- Automatic back-up lights
- Side marker lights
- Non-glare wiper blades
- Guard-rail doors
- Energy-absorbing steering column
- Deep-dish energy absorbing steering wheel
- High-strength windshield glass
- Tempered side and rear glass
- Padded sun visors
- Padded instrument panel
- Safety-shaped armrests
- Non-glare finish on inside parts
- Double-safety brake system
- Brake system warning light
- Self-adjusting brake linings
- Corrosion-resistant brake lines
- Safety rim wheels
- Tire tread wear indicators
- Captive engine mounts
- High-strength door locks and hinges
- Safety shaped door handles
- 2-key locking system
- Front seat-back lock
- Dual action hood latch

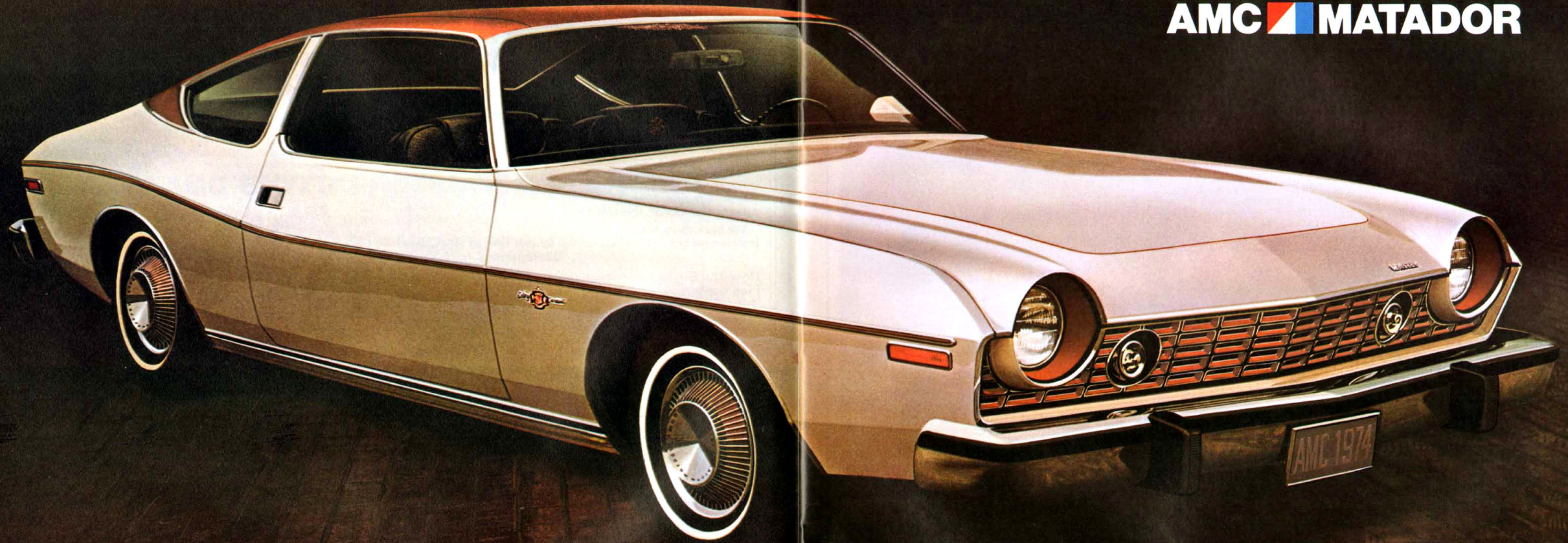
We've explained how AMC protects your new car and you. Now, on the following pages you'll see our '74's. The most exciting line of cars we've ever built.

So, if you're thinking about buying a new car, think first about all you get from us.

AMC.

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

AMC  MATADOR



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 Brougham



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-synchromesh 3-speed manual transmission
- Deep-dip rustproofing
- Manual front disc brakes
- Engine—232 CID six-cylinder
- Cigarette lighter
- Coat hooks
- Weather-Eye heating system
- Twin ball-joint front suspension system
- Baked on acrylic enamel paint
- Molded ceiling headliner
- Rear shelf light with door switches
- Filters in fuel tank and carburetor 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
- Slot-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 scuff molding with vinyl insert and front and rear nerfing strips
- Woodgrain accented instrument panel
- Bright lower grille molding

Dimensions

- Wheelbase: 114 inches
- Trunk 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 Space Saver spare tire.

Optional equipment

- All-season air conditioning including: Heavy-duty engine cooling system, 50-amp battery and 62-amp alternator (60-amp battery with 360 V-8 or 401 V-8)
- Power steering (recommended with air conditioning)
- Deluxe electric windshield wipers, intermittent-action



Bucket seats in "Tru-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 trim 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 fender 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
- "Tropicana" fabric trim for individually reclining seats on Brougham models
- Adjust-O-Tilt steering wheel (with automatic transmission only)
- Stowage/litter container pouch for both front doors

- Inside hood 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 5000 lbs., including: car-to-trailer wiring harness kit, heavy-duty engine cooling, Handling Package, automatic transmission auxiliary oil cooler and adjustable air-shock 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 includes stainless steel door edge guards and color-keyed vinyl floor mats with carpet inserts
- Body protection group includes scuff moldings with vinyl inserts and nerfing strips for front and rear bumpers



- B. Blower type rear window defogger

- AM push-button radio
- Rear speaker (with AM radio only)
- AM/FM push-button multi-plex 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, visor 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").

AMC Matador

The 1974 Matador 4-Door Sedan and Station Wagon are mid-size cars that give you many big car advantages. Advantages like: interior room that lets you and your family stretch out, a 118 inch wheelbase and coil spring suspension for a smooth ride, lots of trunk and cargo space, foam padded seats with rich upholstery, Extra Quiet insulation and more.

So, if you're looking for a mid-size car with many full-size features, consider the Matador 4-Door Sedan or Station Wagon.

And consider too: AMC offers you something that you won't find on even the largest, most expensive cars—the benefits of the exclusive AMC Buyer-Protection Plan.

We back them better because we build them better.



MATADOR SEDAN AND WAGON

Standard features

- AMC "SAFE-COMMAND" Safety Features
- Single-unit body construction
- Engine—232 CID Six on Sedan, 258 CID Six on Wagon
- Thick cushioned front and rear seats
- Full-synchromesh 3-speed manual transmission
- Body-side scuff molding with vinyl insert (not available with

wood-grain body side panels on Station Wagon)

- Deep-dip rustproofing
- Advanced exhaust/emission controls
- Side vent windows
- Coat hooks (4 on Station Wagon)
- Smooth-riding coil spring at each wheel
- Weather-Eye heating system
- Twin ball-joint front suspension system
- Baked on acrylic enamel paint
- Extra Quiet Insulation Package
- New front end styling
- New padded instrument panel
- Big 50-amp battery with

translucent case (60-amp with 360 or 401 CID V-8 Engines)

- Tempered side and rear glass
- Molded ceiling headliner
- Dome light with front door switches
- Heat-treated exhaust valve seats for longer wear
- Filters in fuel tank and carburetor line
- Cellulose fiber for carburetor air cleaner
- Durable color-keyed carpeting (with rubber mat for cargo area on Station Wagon)
- Ash tray, front and rear
- Anti-smog devices
- Full-flow oil filter

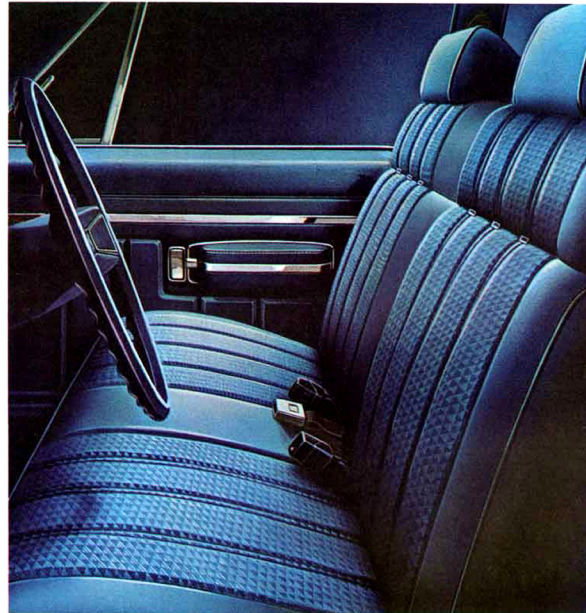
- Cigarette lighter

Dimensions

- Wheelbase: 118 inches
- Trunk space: 18.2 cubic feet in Sedan, 99.1 cubic feet on Wagon including under floor storage compartment
- Fuel tank: 24.9 gallons on Sedan, 21 gallons on Wagon

Optional equipment

- All-season air conditioning including: heavy-duty engine cooling system, 50-amp battery and 62-amp alternator (60-amp battery with 360 or 401 V-8 engines)
- Power steering (recommended



Attractive and durable "Regatta" fabric in blue, green, cinnamon or black is standard on the Matador 4-Door Sedan full-back bench seats.

with air conditioning)

- Power disc brakes, front
- Cruise-Command automatic speed control (V-8's only)
- Tinted glass, all windows

(recommended with air conditioning)

- Tinted windshield
- Blower-type rear window defogger (Sedan only)



Your standard Matador instrument panel is fully padded and safety shaped. It includes soft-plastic control knobs with international symbols, Weather-Eye heating system controls and a steering wheel with a soft-feel horn bar. And you can add a few charms yourself like air conditioning, AM radio, electric rear window defogger and more.



Individual reclining seats are optional in the Sedan and Coupe with handsome "Tropicana" custom fabric—shown here in cinnamon. Black, blue and green are also available.



- A. Individual reclining seats
- Vinyl roof (Sedan only)
- Two-tone paint
- Non-standard color
- Vinyl trim for bench seats (standard on Wagon)
- "Tropicana" custom fabric for individually reclining seats
- Adjust-O-Tilt steering wheel (with automatic transmission only)

- Stowage/litter container pouch in each front door
- AM push-button radio
- AM/FM push-button multi-plex stereo radio with four speakers
- Stereo 8-track tape player with AM radio and four speakers
- Rear speaker with AM radio (Sedan only)
- Inside hood release
- Light group including: trunk or cargo light, glove box light, ash tray light, parking brake warning light, headlights-on warning buzzer and two courtesy lights with front and rear door switches



MATADOR SEDAN AND WAGON

- Three-spoke sport steering wheel
- Wheel covers
- Custom wheel covers
- Spoke-style wheels



- **A.** Visibility group including: remote-control left outside mirror, visor vanity mirror, inside hood release, deluxe electric wipers with intermittent action and electric clock
- Deluxe electric wipers with intermittent action

Special Wagon options

- Roof-top luggage rack
- Tailgate air deflector
- Wood-grain color-keyed side and rear panels
- Third seat including 2 seat belts, carpet cargo mat and power lift tailgate window
- Power lift tailgate window



Long-lasting steel belted radial tires are available on all '74 Matadors. Shown here on the optional spoke-style wheels.

Performance options

- Dual exhausts for 360 CID 4-barrel engine (standard on 401 CID)
- Twin-grip differential

Heavy-duty options

- Heavy-duty 70-amp battery
- Trailer Towing Package for trailers up to 5,000 lbs., including: car-to-trailer wiring harness kit, heavy-duty engine cooling, Handling Package, automatic



The comfortable, tough and easy-to-clean "Tru-Knit" vinyl with grained vinyl bolster is standard on the Matador Station Wagon (shown here) and on the Matador "X".



A two-way tailgate 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-shock 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	Sedans and Coupes	Station Wagons
E78 x 14 Black (White line opt.)	STD*	
E78 x 14 Belted White line	OPT	
F78 x 14 Black (White line opt.)	OPT**	
F78 x 14 Belted White line	OPT	
F70 x 14 Black raised white letters	OPT*	
FR78 x 14 Radial (Steel) White line	OPT.	
FR78 x 14 Radial (Steel) White letters	OPT.	
G78 x 14 White line	OPT.	
H78 x 14 Black (White line opt.)		STD.
H78 x 14 Belted White line		OPT.
HR78 x 14 Radial (Steel) White line		OPT.

*F70 x 14 Black raised white letter standard on "X" model.

**Minimum required tire size on all sedans and coupes with 360 V-8 or 401 V-8 engines and sedans or coupes with 304 V-8 engines and air conditioning. Standard size on Matador Brougham with V-8 engine.

Engine specifications

Engine	Carb. Type	Net HP @ RPM	Net Torque @ RPM	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six (1)	1- Barrel	100 @ 3600	185 @ 1800	8.0:1	3.75" x 3.50"	STD.
258 CID Six (2)	1- Barrel	110 @ 3500	195 @ 2000	8.0:1	3.75" x 3.90"	OPT.
304 CID V-8 (3)	2- Barrel	150 @ 4200	245 @ 2500	8.4:1	3.75" x 3.44"	OPT.
360 CID V-8	2- Barrel	175 @ 4000	285 @ 2400	8.25:1	4.08" x 3.44"	OPT.
360 CID V-8	4- Barrel	195(4) @ 4400	295(5) @ 2900	8.25:1	4.08" x 3.44"	OPT.
401 CID V-8 (6)	4- Barrel	235 @ 4600	335 @ 3200	8.25:1	4.165" x 3.68"	OPT.

Engine/transmission combinations

Engine	Transmission	Trans. Avail.	Axle Ratios STD. (OPT.)
232 CID Six (1)	3-Speed Manual Column Shift	STD.	3.54
	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
258 CID Six (2)	3-Speed Manual Column Shift (2)	OPT.	3.54
	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
304 CID V-8 (3)	Torque-Command Auto. on Column (3)	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor (7)	OPT.	3.15 (3.54)
360 CID V-8 (2 barrel)	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor (7)	OPT.	3.15 (3.54)
360 CID V-8 (4 barrel)	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor (7)	OPT.	3.15 (3.54)
401 CID V-8 (6)	Torque-Command Auto. on Column	OPT.	3.15 (3.54)
	Torque-Command Auto. on Floor (7)	OPT.	3.15 (3.54)

(1) Standard on Sedan, Base Coupe and Brougham only

(2) Standard on Wagon

(3) Standard on "X" model

(4) 220 @ 4400 w/dual exhaust

(5) 315 @ 3100 w/dual exhaust

(6) Dual exhaust standard

(7) Floor shift available only on Coupes with bucket seats and console

NOTE: State of California

232 CID, Six, 1 Barrel not available

360 CID, V-8, 2 Barrel is the minimum required engine size on Matador Wagon

3.54 axle ratio is required on six-cylinder Matador Coupes and 4-door Sedans

ENGINE CHART NOTE: All '74 engines run on regular-leaded, low-leaded or no lead fuels

AMC  GREMLIN



AMC Gremlin

The 1974 Gremlin. Unique and fun-to-drive.

Gremlin combines style with economy. Economy that comes from spending less to buy it, spending less for gas and spending less to service it.

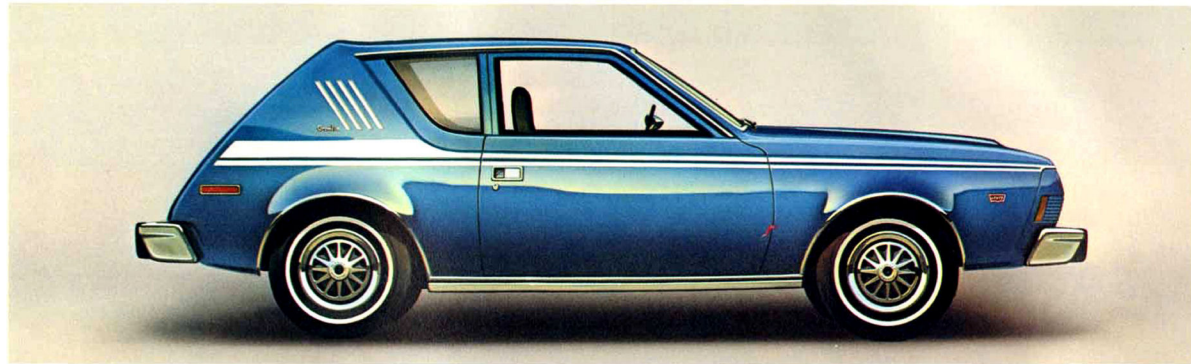
Gremlin comes with an economical six-cylinder engine as standard equipment, so it reaches turnpike speed easily. And it weighs more for good stability in a crosswind.

Plus, you can personalize a Gremlin to make it really

you, with options like the "X" Package or the "LEVI'S"® Custom Trim Package—for the blue denim look throughout the interior.

But, even more importantly, Gremlin gives you the benefits of the exclusive AMC Buyer Protection Plan. Gremlin. Unique and fun-to-drive.

We back them better because we build them better.



GREMLIN

Standard features

- AMC "SAFE-COMMAND" Safety Features

- New color-keyed grille
- New headlamp bezels
- New push-button latching mechanism for rear liftgate
- New free-standing reinforced front and rear bumpers with rubber bumper guards
- New distinctive sheet metal accents on upper rear quarter
- Deep-dip rustproofing
- Soft-plastic control knobs with international symbols

- Ventless side windows for less wind noise
- Long-wearing and attractive vinyl seat and door trim
- Foam-cushion front and rear seats
- Double body-side paint stripes
- Fold-down rear seat for increased load space
- Durable rubber floor and trunk mats
- Front ash tray
- 3-speed manual transmission with floor-mounted shift
- 232 CID six-cylinder engine
- Advanced exhaust emission controls

- Weather-Eye heating system
- Single-unit body construction
- Induction-hardened exhaust valve seats for longer engine life
- Front sway bar for V-8 versions
- Cellulose-fiber air cleaner for carburetor
- Fuel filters in gas tank and carburetor line

Dimensions

- Wheelbase: 96 inches
- Stance 56.7 inches, front; 57.1 inches, rear
- Turning diameter: 32.8 feet
- Usable luggage capacity: 6.4 cubic feet with rear seat upright;

- 16.2 cubic feet with rear seat folded down
- Fuel tank: 21 gallons

Optional equipment

- All-season air conditioning includes heavy-duty engine cooling system, 50-amp battery and 51-amp alternator
- Air Conditioning Package includes the above, plus tinted glass and power steering.
- Spoke-style wheels (available with D70 or DR78 x 14 tires only)
- Custom steering wheel
- Sports steering wheel with three spokes



One of the optional "Fairway" custom trim interiors. Simulated knitted vinyl with grained vinyl bolsters. Available on bench or bucket seats in colors including the above red and black combination.

- Gremlin "X" Package, consisting of new "Hockey Stick" side decal stripes, painted back panel, engine litre decal, slot style wheels, D70 x 14 black tires, space saver tire with regular wheel, custom interior with bucket seats, Extra Quiet Insulation Package, cargo area

insulation and carpeting, sports steering wheel, Interior Appointment Package and special "X" identification, attractively located on the front grille.

- Tinted windshield
- Tinted glass for all windows (recommended with air conditioning)



Dress your Gremlin in "Levi's"®—spun nylon blue denim bucket seat trim with "Levi's" buttons and door panels, stowage/litter containers in blue denim plus front fender "Levi's" decals and more. All yours with the optional "Levi's" Custom Trim Package.

- "LEVI'S"® Custom Trim Package: bucket seats trimmed with spun nylon version of "LEVI'S" blue denim and "LEVI'S" buttons and door panel, stowage/litter container in blue denim, blue headliner and sun visors, front fender "LEVI'S"

decals; plus carpeting, Extra Quiet Insulation Package, cargo area insulation and custom steering wheel

- AM push-button radio
- New rally side stripes
- Power steering (recommended with air conditioning)



● **A.** Rear window electric defogger (includes 51-amp alternator and rear window tinted glass)



Floor-mounted Torque-Command automatic transmission gear selector lever. Sporty. Smooth. Dependable. And convenient.

- **Visibility group**, with remote-control left outside mirror, visor vanity mirror, day/night inside mirror, inside hood release, deluxe electric wipers with intermittent action and dual horns

- Stowage/Litter containers
- Adjust-O-Tilt custom steering wheel (available with column automatic transmission only)
- Space saver spare tire
- Deluxe electric wipers with intermittent action
- Interior Appointment Package, including: instrument panel, parcel shelf, glove box lock, glove box light and cigarette lighter.



- **B.** Inside hood release
- Wheel covers
- Bright trim rings with hub caps



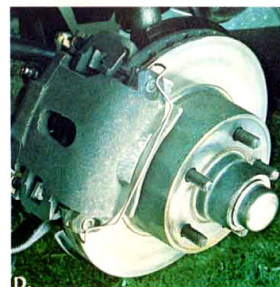
Choose a Gremlin "X" with the optional 304 CID V-8 and you get this "5-Litre" decal for the rear deck.



The handy roof-top luggage rack option allows you to take a whole lot when you travel. Add an air deflector to help the rear window stay free of snow, rain and dirt.



- **C.** AM/FM push-button multiplex stereo radio with 4-speaker system
- Light group that includes two courtesy lights, parking brake warning light and headlights-on warning buzzer
- Decor group including bright wheel opening moldings, drip moldings and wide rocker panel moldings (available with Gremlin "X" or "LEVI'S"® Custom Trim Package)
- Custom Trim Package including: custom door panels, pleated vinyl seat trim, carpeting, Extra Quiet Insulation Package, cargo area insulation, custom steering wheel, bright wheel opening moldings and drip moldings.



- **D.** Power disc brakes, front
- Manual disc brakes, front
- Power brakes
- Roof-type luggage rack
- Tailgate air deflector
- Rear quarter movable vent windows

Performance options

- Twin-grip differential
- 304 V-8 engine



E.

- **E.** Rallye "X" Package (available only with Gremlin "X" Package), includes: tachometer, oil pressure gauge, ammeter gauge, manual front disc brakes, front sway bar for 6-cylinder engine, 3-speed manual floor shift, leather wrapped sports steering wheel, black instrument panel cluster and steering wheel column and power steering.

Heavy-duty options

- Heavy-duty engine cooling system (standard with air conditioning), includes: heavy-duty radiator, power flex fan and fan shroud
- Heavy-duty 70-amp battery
- Handling Package, with: heavy-duty springs and shocks (plus front sway bar for 6-cylinder).
- Engine block heater (600 watts)

Protection options

- New Extra Quiet Insulation Package (included with "X" Package and "Levi's"® Custom Trim) includes: rear wheelhouse absorption pads, full undercoating, hood insulation, cowl side panel insulation pads, asphaltic foam tape, cargo floor deadener and roof insulation
- Protection group, including: stainless steel door edge guards and color-keyed vinyl floor mats for the front floor
- Body-side scuff molding with vinyl inserts
- Locking gas cap

Tire specifications

Tire	Sizes	V-8's
6.45 x 14 Black (White line optional)	STD.	
6.95 x 14 Black (White line optional)	OPT.	STD*
C78 x 14 Belted White line	OPT.	OPT.
D70 x 14 Belted Black (White letters optional)	OPT**	OPT**
DR78 x 14 Radial (steel) White line	OPT.	OPT.
DR78 x 14 Radial (steel) White letters	OPT.	OPT.

*Minimum required size with 304 CID V-8

**Standard with Gremlin "X"

Engine specifications

Engine	Carb. Type	Net HP @ RPM	Net Torque @ RPM	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six	1- Barrel	100 @ 3600	185 @ 1800	8.0:1	3.75" x 3.50"	STD.
258 CID Six	1- Barrel	110 @ 3500	195 @ 2000	8.0:1	3.75" x 3.90"	OPT.
304 CID V-8	2- Barrel	150 @ 4200	245 @ 2500	8.4:1	3.75" x 3.44"	OPT.

Engine/transmission combinations

Engine	Transmission	Trans. Avail.	Axle Ratios STD. (OPT.)
232 CID Six	3-Speed Full-Synchromesh Manual Floor Shift	STD.	2.73* (3.08)
	Torque-Command Auto. on Column	OPT.	2.73* (3.08)
	Torque-Command Auto. on Floor	OPT.	2.73* (3.08)
258 CID Six	3-Speed Full-Synchromesh Manual Floor Shift	STD.	2.73* (3.08)
	Torque-Command Auto. on Column	OPT.	2.73* (3.08)
	Torque-Command Auto. on Floor	OPT.	2.73* (3.08)
304 CID V-8	3-Speed Full-Synchromesh Manual Floor Shift	STD.	3.54
	Torque-Command Auto. on Column	OPT.	3.15
	Torque-Command Auto. on Floor	OPT.	3.15

*3.08 is the required axle ratio in the State of California on all six-cylinder Gremlins.

ENGINE CHART NOTE: All 74 engines run on regular-leaded, low-lead or no-lead fuels.



AMC  **HORNET
HATCHBACK**

AMC Hornet

Hornet Hatchback—the sporty car with room to travel in. Easy on gas. Easy to handle. Under the hatch, a cargo area of 23 cubic feet with the rear seat folded down.

That's room enough to carry plenty of traveling gear, including all the suitcases and golf clubs you'll need for a two-week vacation.

Another important thing that the Hornet Hatchback carries is the protection of the exclusive AMC Buyer Protection Plan.

The "LEVI'S"® interior with the blue denim look is available again in 1974. A new Rallye "X" Package adds a tachometer, oil and ammeter gauges, manual disc brakes, variable ratio power steering, floor-mounted shifting for manual or automatic transmission and more.

The Hornet Hatchback blends sports car styling, room and economy to suit your contemporary needs.

We back them better because we build them better.



HORNET HATCHBACK

Standard features

- AMC "SAFE-COMMAND" Safety Features
- Thick foam-cushioned front and rear seats
- Fold-down rear seat for extra cargo space
- Long-wearing carpeting in passenger compartment
- Safety-contoured rear armrests
- Engine—232 CID Six
- Locking glove box
- Handy full-width package shelf under instrument panel

- Soft-plastic control knobs with international symbols
- Custom steering wheel
- 3-speed full synchromesh manual transmission with column shift
- Single-unit body construction to help resist squeaks, corrosion
- Bright rocker panel molding
- Deep-dip rustproofing
- Front sway bar (V-8 only)
- Fuel tank vapor emission control system
- Fuel filters in fuel tank and carburetor line
- Advanced exhaust emission controls
- Cigarette lighter, ash trays
- Front and rear bumper guards



- A. Flip open rear quarter vent windows
- Fabric seat trim

Dimensions

- Wheelbase: 108 inches
- Stance: 56.44 inches, front; 57.1 inches, rear
- Cargo space: 23.1 cubic feet with back seat folded and optional Space-Saver spare tire
- Fuel tank: 16 gallons

Optional equipment

- All-season air conditioning, including heavy-duty engine cooling system, 50-amp battery (60-amp with 360 CID, V-8) and 51-amp alternator
- Air Conditioning Package includes the above plus tinted glass and power steering.
- Tinted glass, all windows (recommended with air conditioning)
- Tinted windshield
- Electric rear window defogger
- Power brakes
- Power disc brakes, front
- Manual disc brakes, rear
- Power steering (recommended with air conditioning)
- Visibility group includes remote-control left outside mirror, visor vanity mirror, day/night inside mirror, inside hood release, deluxe electric wipers with intermittent action, electric clock (not available with Rallye "X" Package) and dual horns
- Light group includes cargo light, two courtesy lights, glove box light, parking brake warning light, headlights-on warning buzzer and liftgate switch for dome light
- Deluxe electric wipers with intermittent action

- Decor group includes wider rocker panel molding and side belt line moldings
- Hornet Hatchback "X" Package, includes: vinyl bucket seats ("LEVI'S"® trim available at extra cost), hidden compartment with space saver spare, sports steering wheel, rally stripe, Extra Quiet Insulation Package, "X" emblem and slot-style wheels (requires minimum tire size of D70 x 14).
- "LEVI'S"® Custom Trim Package includes: Spun nylon version of "LEVI'S" blue denim with "LEVI'S" buttons and door panel, stowage/litter containers in blue denim, blue headliner and sun visors, front fender "LEVI'S" decals, and the Extra Quiet Insulation Package.



- B. Hidden rear compartment for safe storage. Also includes Space-Saver spare tire and rear area carpeting (included in "X" Package)

- Inside hood release
- AM push-button radio
- AM/FM push-button multiplex stereo radio with 4-speaker system
- Stowage/litter pouches in front doors
- Adjust-O-Tilt steering wheel (available only with automatic transmission column shift)
- Bucket seats with "Fairway" vinyl, "Domino" fabric or "LEVI'S" fabric trim
- Three-spoke sports steering wheel
- Wheel covers
- Custom wheel covers
- Spoke-style wheels

Performance options

- Twin-grip differential
- Rallye "X" Package, includes:



Hornet Hatchback bucket seats are dressed in optional "Fairway" simulated knitted vinyl. Blue is just one of the six colors available. Bucket seats are also available with "LEVI'S" custom fabric trim.

tachometer, oil pressure gauge, ammeter gauge, floor-mounted shift for manual transmission, manual front disc brakes, front sway bar (for 6-cylinder), power steering, leather-wrapped sports steering wheel, black steering column and instrument cluster.

Heavy-duty options

- Trailer Towing Package, includes: car-to-trailer wiring harness kit, heavy-duty engine cooling system and Handling Package.
- Heavy-duty engine cooling system (standard with air conditioning) including heavy-duty radiator, power-fan and fan shroud
- Heavy-duty 70-amp. battery

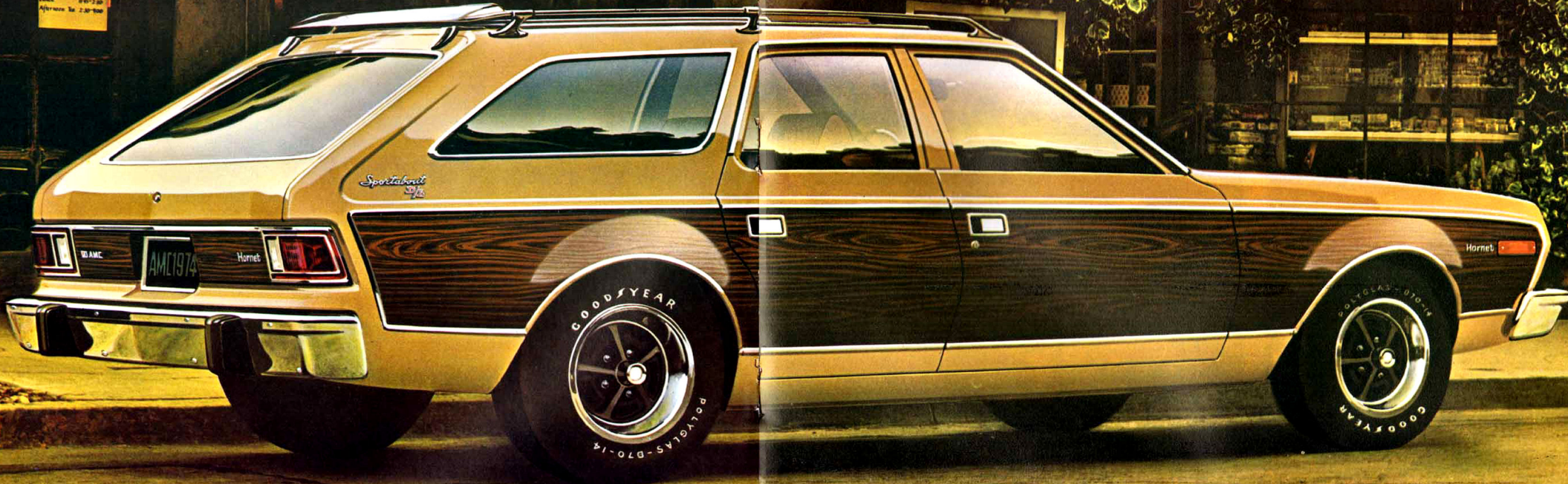
- Handling Package, including: heavy-duty springs and shocks (plus front sway bar for 6-cylinder).
- Engine block heater (600 watts)

Protection options

- Extra Quiet Insulation Package (included with "X" and "LEVI'S" Trim Packages) consists of: cowl side panel insulation pads, rear wheel house absorption pads, full undercoating and hood insulation, asphaltic foam tape, cargo floor deadener and roof insulation.
- Protection group including stainless steel door edge guards, and color-keyed front and rear vinyl floor mats
- Body-side scuff molding with vinyl inserts



AMC  **HORNET**
SPORTABOUT



Breakfast 8:00-9:00
Lunch 11:00-2:00
Afternoon Tea 2:30-5:00

1800
ENGLISH TEA ROOM

PARTY CAROUSEL

AMC Hornet

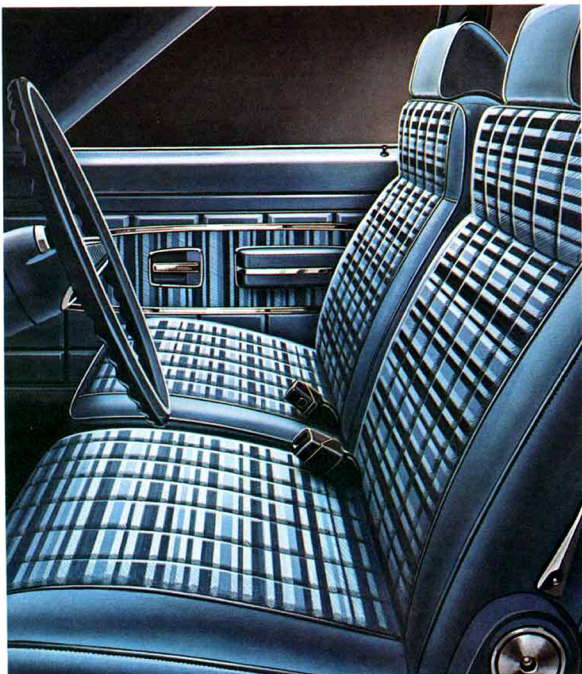
The 1974 Hornet Sportabout. A unique station wagon: a compact car that combines roomy seating, four doors and ample cargo space. Yet it's modestly-priced, sporty-looking and maneuverable enough to ease in and out of tight places.

Some specifics: 60 cubic feet of luggage space with the back seat folded down, an economical six-cylinder

engine for good mileage and low-cost operation, spring-type liftgate and a lot more.

The 1974 Hornet Sportabout is an eye-catching, versatile family car that looks good full of groceries or plywood. And it's backed by the exclusive AMC Buyer Protection Plan.

We back them better because we build them better.



"Venetian" custom fabric with grained vinyl bolsters and individual reclining seats. Available on Hornet Sportabout and Sedans, and included in Sportabout "D/L" Package.



The optional individual reclining seats covered in "Tru-Knit" vinyl. Shown here in Cinnamon/Buf, one of five colors available.

HORNET SPORTABOUT

Standard features

- AMC "SAFE-COMMAND" Safety Features
- 60 cubic feet of luggage space with the back seat folded down
- Easy-opening spring-type liftgate
- Carpeting throughout
- Advanced exhaust/emission controls
- Handy full width package tray under instrument panel
- Soft-plastic control knobs with international symbols
- Engine 232 CID, six-cylinder
- Full-synchromesh 3-speed transmission
- Custom steering wheel
- Ash trays, front and rear
- Body side paint stripe
- Sway-bar, up front (V-8 only)
- Bumper guards, front and rear
- Weather-Eye heating system
- Full length body side moldings

Dimensions

- Wheelbase: 108 inches
- Stance: 56.4 inches front, 57.1 inches rear
- Cargo space: 60.79 cubic feet. Additional 3.8 cubic feet under cargo floor

- Fuel tank: 16 gallons
- **Optional equipment**
- All-season air conditioning includes heavy-duty engine cooling system plus 50-amp battery (60-amp with 360 CID, V-8) and 51-amp alternator
- Air Conditioning Package includes the above plus tinted glass and power steering
- Tinted glass, all windows (recommended with air conditioning)
- Tinted windshield
- Power brakes
- Manual disc brakes, front
- Power disc brakes, front
- Power steering (recommended with air conditioning)
- Luggage rack with integral rear air deflector
- Adjust-O-Tilt steering wheel (available only with automatic transmission column shift)
- Luxurious, individual reclining seats
- Inside hood release
- Wood-grain "color-keyed" side panels (included with "D/L" Package, not available with Sportabout "X" Package)
- "X" Package, includes: sport steering wheel, rally stripes, "X" emblem, 14" x 6" slot-style wheels plus Extra Quiet Insulation Package.



- Light group, includes: cargo light, two courtesy lights, glove box light, parking brake warning light, headlights-on warning buzzer, rear door switches and liftgate switches
- Three-spoke sports steering wheel

Performance options

- Twin-grip differential

Heavy-duty options

- Trailer Towing Package, includes: car-to-trailer wiring harness kit, heavy-duty engine cooling and Handling Package
- Heavy-duty engine cooling system (standard with air conditioning) includes heavy-duty radiator, power-flex fan and fan shroud
- Heavy-duty 70-amp battery
- Handling Package, includes: heavy-duty springs and shock absorbers (plus front sway bar for 6-cylinder)
- Engine block heater (600 watts)

Protection options

- Extra Quiet Insulation Package (included with "D/L" Package) includes: full undercoating, hood insulation, cowl side panel insulation pads, rear wheel house absorption pads, asphaltic foam tape and cargo floor deadener

AMC  **HORNET**
SEDAN



AMC Hornet

The 1974 Hornet is a compact car that's designed to save you money. It's economical to run and economical to maintain.

But the new Hornet is also designed to make your "economy drive" comfortable and stylish.

Look at the details like foam-cushioned bench seats with rich fabric upholstery and plush carpeting that covers the floors throughout. Plus, items like a custom

HORNET 2 AND 4-DOOR SEDAN

Standard features

- AMC "SAFE-COMMAND" Safety Features
- Engine—232 CID six-cylinder
- Thick foam-cushion seats up front
- Handy full width package tray under the instrument panel
- Full-synchromesh 3-speed manual transmission with column shift
- Soft-plastic control knobs with international symbols
- Full length body side moldings
- Deep-dip rustproofing
- Single-unit body construction
- Body side paint stripe
- Advanced exhaust/emission controls
- Safety-shaped armrests, front and rear
- Fuel tank vapor emission control system
- Ventless side windows for less wind noise
- Weather-Eye heating system
- Durable carpeting in passenger area
- Ash trays, front and rear
- Glove box lock
- Hub caps
- Cigarette lighter
- Coat hooks



• A. Front and rear bumper guards

Dimensions

- Wheelbase: 108 inches
- Stance: 56.4 in. front, 57 in. rear
- Trunk space: 11.2 cubic feet
- Fuel tank: 16 gallons

Optional equipment

- All-season air conditioning includes heavy-duty engine cooling system, 50-amp battery (60-amp with 360 CID V-8) and 51-amp alternator
- Air Conditioning Package includes the above, plus tinted glass and power steering.
- Two-tone paint
- Three-spoke sports steering wheel
- Deluxe electric wipers with intermittent action
- Rear window defogger (Blower type)
- Movable rear quarter vent windows (Available on 2-door only)

steering wheel, locking glove box, handy full width package tray under the instrument panel. All this and more as standard equipment—making Hornet just that much more of a pleasure to drive.

'74 Hornet. You'll get economy and value. And you'll get the benefits of the exclusive AMC Buyer Protection Plan.

We back them better because we build them better.



This foam-cushioned bench seat is standard on your Hornet. Also standard is this "Nassau" fabric, with grained-vinyl bolsters.

- Visibility group includes remote-control left outside mirror, visor vanity mirror, day/night mirror, inside hood release, deluxe electric wipers with intermittent action, electric clock and dual horns

- Vinyl roof
- "Venetian" fabric or "Tru-Knit" vinyl seat trim
- Individual reclining front seats
- Tinted glass, all windows (recommended with air conditioning)
- Tinted windshield
- Power steering (recommended with air conditioning)
- Power brakes, front
- Power disc brakes, front
- Manual disc brakes, front
- Inside hood release
- Stowage/litter container pouches for both front doors



- B. AM push-button radio
- AM/FM push-button multi-plex stereo radio with two door mounted speakers
- Light group includes trunk light, two courtesy lights, glove box

light, parking brake warning light, headlights-on warning buzzer, plus rear door switches (4-door)

- Wheel covers
- Adjust-O-Tilt steering wheel (available only with automatic transmission column shift)
- Spoke-style wheels
- Custom wheel covers

Heavy-duty options

- Heavy-duty 70-amp battery
- Handling Package, includes: heavy-duty springs and shock absorbers and front sway bar for 6-cylinder.
- Trailer Towing Package
- Heavy-duty engine cooling system (standard with air conditioning) includes heavy-duty radiator, power flex fan and fan shroud
- Engine block heater (600 watts)

Protection options

- Extra Quiet Insulation Package that includes full undercoating, hood insulation, cowl side panel insulation pads, rear wheelhouse absorption pads, asphaltic foam tape, cargo floor deadener and roof insulation.
- Protection group includes stainless steel door edge guards and color-keyed vinyl floor mats for front and rear floors

Engine specifications ...all Hornet models

Engine	Carb. Type	Net HP @ RPM	Net Torque @ RPM	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six	1- Barrel	100 @ 3600	185 @ 1800	8.0:1	3.75"x 3.50"	STD.
258 CID Six	1- Barrel	110 @ 3500	195 @ 2000	8.0:1	3.75"x 3.90"	OPT.
304 CID V-8	2- Barrel	150 @ 4200	245 @ 2500	8.4:1	3.75"x 3.44"	OPT.
360 CID V-8	2- Barrel	175 @ 4000	285 @ 2400	8.25:1	4.08"x 3.44"	OPT.

Engine/transmission combinations

Engine	Transmission	Trans. Avail.	Axle Ratios STD. (OPT.)
232 CID Six	3-Speed Manual on Column	STD.	2.73 (3.08)*
	3-Speed Full-Synchromesh Manual Floor Shift (Hatchback only)	OPT.	2.73 (3.08)*
	Torque-Command Auto. on Column	OPT.	2.73 (3.08)*
	Torque-Command Auto. on Floor (Hatchback only)	OPT.	2.73 (3.08)*
258 CID Six	Torque-Command Auto. on Column	OPT.	2.73 (3.08)*
	Torque-Command Auto. on Floor (Hatchback only)	OPT.	2.73 (3.08)*
	3-Speed Full-Synchromesh Manual Floor Shift (Hatchback only)	OPT.	2.73 (3.08)*
304 CID V-8	Torque-Command Auto. on Column	OPT.	2.87 (3.15)
	Torque-Command Auto. on Floor (Hatchback only)	OPT.	3.15
	3-Speed Full-Synchromesh Manual Floor Shift (Hatchback only)	OPT.	3.54
360 CID V-8	Torque-Command Auto. on Column	OPT.	3.15** (3.54)
	Torque-Command Auto. on Floor (Hatchback only)	OPT.	3.15** (3.54)

*3.08 is the required axle ratio in the State of California on all six-cylinder Hornets.
**2.87 standard and 3.15 optional on Hornet 2-Door Sedan with 360 V-8.

ENGINE CHART NOTE: All '74 engines run on regular-leaded, low-lead or no-lead fuels.

Tire specifications ...all Hornet models

Tires	Sixes (Sedans)	V-8 Sedans All Sportabouts	All Hatchbacks
6.95 x 14 Black (White line optional)	STD.	STD.	STD.
C78 x 14 Belted White line	OPT.	OPT.	OPT.
D78 x 14 Black (White line optional)		OPT.*	OPT.*
D70 x 14 Belted Black (White letters optional)	OPT.	OPT.	OPT.**
DR78 x 14 Radial (steel) White line	OPT.	OPT.	OPT.
DR78 x 14 Radial (steel) White letters	OPT.	OPT.	OPT.

*Minimum required tire size with Sportabout "X" Package or combination of 304 V-8 with air conditioning or 360 V-8. Not available with six-cylinder engine on Hatchback.

**Minimum required tire size with Hatchback "X" Package



AMC1974

AMC  **JAVELIN**



AMC Javelin

Javelin.

Control.
Head turning styling.
Outstanding performance.
This is the '74 Javelin.

A personal sports car with the right combination of performance, good looks and clean aerodynamics. And yet, there's room enough to seat four comfortably. Features like these make Javelin America's distinctive sports car.



AMX

The ultimate Javelin.

Standard: a 304 V-8, disc brakes, slot-styled wheels, a rear deck spoiler and more.

Optional: things like a 401 V-8 "Go" Package, "Rally-Pac" instruments and twin-grip differential.

Put it all together and you've got a truly tough performance car.

Javelin or Javelin AMX can give you a new experience in driving. And either car gives you the AMC Buyer Protection Plan.

We back them better because we build them better.

JAVELIN AND JAVELIN AMX

Standard features

• AMC "SAFE-COMMAND" Safety Features

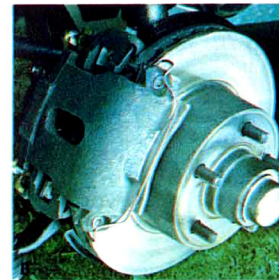
- Javelin engine—232 CID Six
- AMX engine—304 CID V-8
- Hi-back front bucket seats with deep-foam cushions and vinyl upholstery
- Full-synchromesh 3-speed manual transmission (with floor mounted shift)
- Quiet ventless side windows
- Dual horn
- Distinctive grilles
- Color-keyed carpeting
- Rubber trunk mat
- Ash tray, front and rear
- Weather-Eye heating system
- Single-unit body construction
- Deck mounted spoiler on AMX (not available on Javelin)
- Slot-style wheels on AMX
- F70 x 14 raised white letter tires on AMX.
- Deep dip rustproofing
- Baked-on acrylic enamel paint
- Steady, twin ball-joint front suspension
- Anti-smog devices
- Wrap-around instrument panel with finger-tip precision switches, engine-turned dash panel on AMX, woodgrain dash panel on Javelin.
- Manual disc brakes—front
- Custom steering wheel on Javelin
- Three-spoke sports steering wheel on AMX
- Front and rear bumper guards
- Dome light with door switches
- Full flow oil filter
- Cellulose-fiber air cleaner for carburetor
- Cigarette lighter
- Two coat hooks
- Sway bar up front (V-8 only)

Dimensions

- Wheelbase: 110 inches
- Stance: 59.3 inches front, 60 inches rear (Javelin); 58.52 inches front, 60 inches rear (AMX)
- Trunk space: 10.2 cubic feet
- Fuel tank: 16 gallons

Optional equipment

- All season air conditioning includes heavy-duty engine cooling system, 50-amp battery (60-amp with 360 or 401 CID V-8's), and 51-amp alternator
- Floor Console with all floor mounted manual or automatic transmissions
- Power steering (recommended with air conditioning)



- B. Power disc brakes, front
- Adjust-O-Tilt Steering wheel
- Three-spoke sports steering wheel for Javelin
- Bright trim rings and hub caps (Javelin only)
- Wheel covers (Javelin only)
- Four 15" x 7" slot-style wheels with 14" space saver spare tire and wheel (Available on V-8's only)
- Spoke-style wheels, 14" x 6"
- Tinted windshield

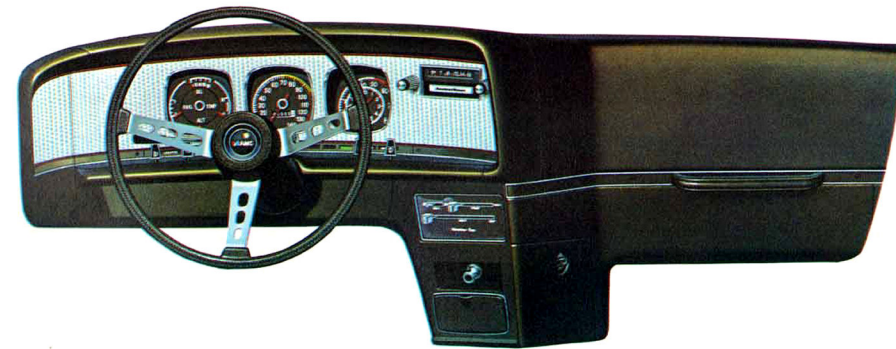


- A. Stowage/litter pouch for both front doors (not available with AM/FM stereo radio or stereo tape)

- Tinted glass, all windows (recommended with air conditioning)
- Luggage rack for rear deck (Javelin only)
- Rear window defogger (blower type)



- C. Inside hood release
- Light group including trunk light, two courtesy lights, map light, glove box light, parking brake warning light and headlights-on warning buzzer (Javelin only)
- Wheel covers (Javelin only)
- Four 15" x 7" slot-style wheels with 14" space saver spare tire and wheel (Available on V-8's only)
- Visibility group includes remote-control left outside mirror, visor vanity mirror, inside hood release, and electric clock
- Space saver spare tire for Javelin (standard on AMX)



Our AMX instrument panel with the engine-turned dash and "Rally-Pac" instruments: Oil pressure and ammeter gauges, tachometer and clock combination (Tick-Tach) and 140 mph speedometer. Very performance conscious and very functional.

Performance options

- Twin-grip differential
- Dual exhaust standard on 360 V-8 4-barrel and 401 V-8



• **D.** 4-Speed manual transmission with Hurst® shifter

- 360 "Go" Package (AMX only) includes: 360 4-barrel V-8 engine, hood "T" stripe decal, flat black painted rear panel, Rally-Pac instruments, Handling Package,

heavy-duty engine cooling, twin-grip differential, power disc brakes, E60 x 15 Polyglas® tires with raised white letters, 15 inch slot-style steel wheels with space saver spare tire and wheel.

- 401 "Go" Package (AMX only) includes: all of the above except it replaces 360 CID V-8 4-barrel with the 401 CID V-8 4-barrel.



Optional E60 x 15 tires with raised white letters and 15" slot-style wheels add that finishing performance touch.

- Rally-Pac instruments (V-8 only) including ammeter gauge, oil pressure gauge, tachometer/clock combination ("tick-tach") and 140 mph speedometer
- Torque-Command automatic transmission

Audio options

- AM push-button radio
- AM/FM push-button multi-plex stereo radio with two door mounted speakers and two rear speakers
- Stereo 8-track tape player with AM radio and 4-speaker system
- Rear speaker (with AM radio only)

Exterior options

- Vinyl roof
- Rally side stripes (Javelin only)
- Hood "T" stripe (AMX only)

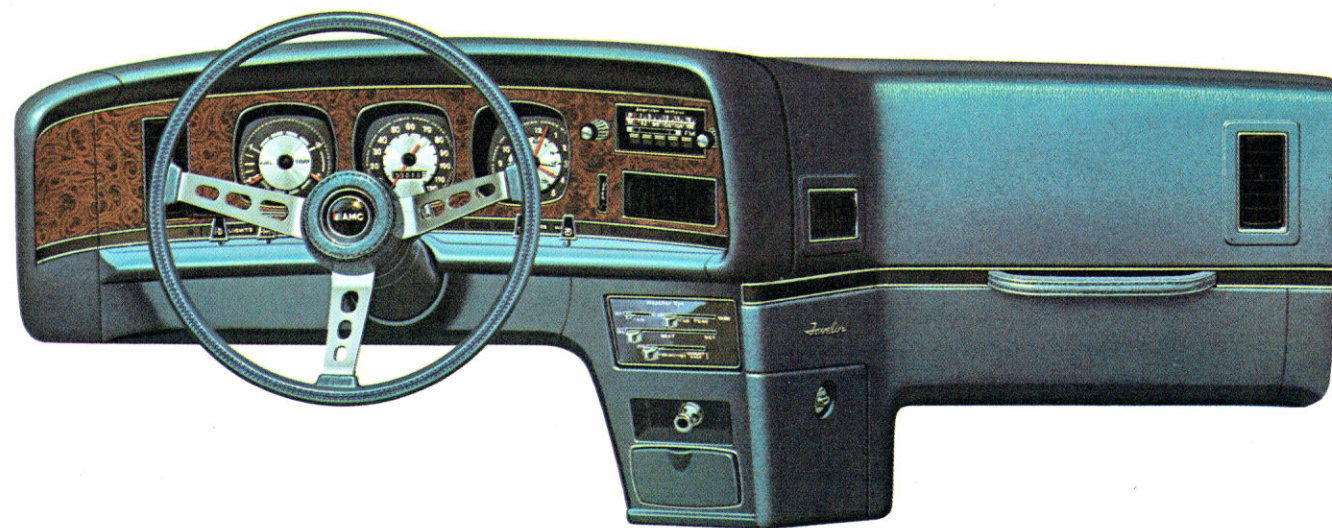
Heavy-duty options

- Heavy-duty engine cooling system (standard with air conditioning) includes heavy-duty radiator, power-flex fan and fan shroud

- Heavy-duty 70-amp battery
- Engine block heater (600 watts)
- Handling Package, includes: heavy-duty springs and shock absorbers (plus front sway bar for 6-cylinder).

Protection options

- Protection group includes stainless steel door edge guards and color-keyed vinyl floor mats
- Vinyl body-side scuff molding (not available with rally stripe)
- Insulation group includes full undercoating and hood insulation
- Heavy-duty bumper system—front and rear



The wrap-around Javelin instrument panel comes with finger-tip precision switches and woodgrain surrounding the instruments. It's color-keyed to the interior and beautifully adaptable to whatever options you choose.



This handsome "Domino" fabric with fabric bolster is available on either Javelin or AMX bucket seats in Green (pictured), Black, Blue or Cinnamon.

Tire specifications

Tire	Javelin		AMX
	Sixes	V-8's	
D78 x 14 Black (White line optional)	STD.	STD.	
E78 x 14 Black (White line optional)	OPT.	OPT.	
E78 x 14 Belted White line	OPT.	OPT.	
F70 x 14 Belted Black with White letters	OPT.	OPT.	STD.
FR78 x 14 Radial (Steel) White line		OPT.	OPT.
FR78 x 14 Radial (Steel) with White letters		OPT.	OPT.
E60 x 15 Belted Black with White letters		OPT.	OPT.

Engine specifications

Engine	Carb. Type	Net HP @ RPM	Net Torque @ RPM	Comp. Ratio	Bore & Stroke	STD./OPT. Javelin	STD./OPT. AMX
232 CID Six	1- Barrel	100 @ 3600	185 @ 1800	8.0:1	3.75" x 3.50"	STD.	—
258 CID Six	2- Barrel	110 @ 3500	195 @ 2000	8.0:1	3.75" x 3.90"	OPT.	—
304 CID V-8	2- Barrel	150 @ 4200	245 @ 2500	8.4:1	3.75" x 3.44"	OPT.	STD.
360 CID V-8	2- Barrel	175 @ 4000	285 @ 2400	8.25:1	4.08" x 3.44"	OPT.	OPT.
360 CID V-8 (1)	4- Barrel	220 @ 4400	315 @ 3100	8.25:1	4.08" x 3.44"	OPT.	OPT.
401 CID V-8 (1)	4- Barrel	235 @ 4600	335 @ 3200	8.25:1	4.165" x 3.68"	OPT.	OPT.

Engine/transmission combinations

Engine	Transmission	Trans. Avail. Javelin	Avail. AMX	Axle Ratios STD. (OPT.)	
232 CID Six	3-Speed Manual on Floor (2)	STD.		3.08	
	Torque-Command Auto. on Column	OPT.		3.08	
258 CID Six	Torque-Command Auto. on Column	OPT.		3.08	
	304 CID V-8	3-Speed Manual on Floor (2)	STD.	STD.	3.54
360 CID V-8 (2- Barrel)	Torque-Command Auto. on Column	OPT.		3.15 (3.54)	
	Torque-Command Auto. on Console	OPT.	OPT.	3.15	(3.54)
	4-Speed Manual on Floor (2)	OPT.	OPT.	3.15	(3.54)
360 CID V-8 (4- Barrel)	Torque-Command Auto. on Column	OPT.		3.15 (3.54)	
	Torque-Command Auto. on Console	OPT.	OPT.	3.15	(3.54)
401 CID V-8	4-Speed Manual on Floor (2)	OPT.	OPT.	3.54	
	Torque-Command Auto. on Console	OPT.	OPT.	3.15	(3.54)
	4-Speed Manual on Floor (2)	OPT.	OPT.	3.54	

(1) Dual Exhaust
(2) Floor console optional

NOTE: State of California 4-speed manual transmission not available.

ENGINE CHART NOTE: All '74 engines run on regular-leaded, low-lead or no-lead fuels.

DEL MONTE LODGE

AMC  AMBASSADOR



AMC Ambassador

There's a good chance that everything you'd want on your new luxury car is standard equipment on the '74 Ambassador Brougham.

For instance, Ambassador standard equipment includes air conditioning, a V-8 engine, automatic transmission, power steering, power front disc brakes, AM Radio, whitewall tires, tinted glass, Extra Quiet insulation and more.

So when you think of Ambassador, think of all the luxuries you'll get without even asking. And without paying extra.

Also yours without asking is our Buyer Protection Plan—a piece of standard equipment *no competitor offers*.

'74 Ambassador. It's what you don't have to pay extra for that's important.

We back them better because we build them better.



AMBASSADOR BROUGHAM SEDAN AND WAGON

Standard Features

- AMC "SAFE-COMMAND" Safety Features
- Engine—304 CID V-8
- All-season air conditioning system
- Torque-Command automatic transmission with auxiliary transmission oil cooler
- Big, 50-amp battery with "translucent" case (60-amp with

360 and 401 V-8 engines)

- 62-amp alternator
- Power steering
- AM push-button radio
- Side vent windows
- Tinted glass, all windows
- Thick foam-cushion seats, front and rear
- Fabric trim for Sedan bench seats
- Vinyl trim for Wagon bench seats
- Weather-Eye heating system
- Distinctive wheel covers
- Deep-dip rustproofing
- Tough, mirror-like acrylic enamel paint
- Custom steering wheel
- Body side scuff molding with

vinyl inserts (not available with woodgrain trim on Station Wagon)



- A. Front and rear bumper guards
- Dome light
- Light group includes trunk or cargo light, two courtesy lights, glove box light, ash tray light, parking brake warning light, and

- headlights-on warning buzzer
- Visibility group includes remote-control left outside mirror, visor vanity mirror, deluxe electric wipers with intermittent action and electric clock
- Inside hood release
- Extra Quiet Insulation Package, includes: full undercoating, hood insulation, cowl side panel, roof insulation pad, rear wheelhouse, pads, asphaltic foam tape and cargo floor deadener
- Smooth-riding coil spring at each wheel
- Twin ball-joint front suspension system
- Soft-plastic control knobs with international symbols



The standard of luxury for Ambassador Sedan really speaks for itself when you don't have to pay extra for this beautiful "Abbington" fabric upholstery.

- Anti-smog devices
 - Glove box lock
 - Locking cargo compartment in Wagon floor
 - Dual-swing tailgate on Wagon
 - Filters in fuel tank and carburetor line
 - Durable color-keyed carpeting plus cargo area carpeting on Wagon
 - Sway bar up front
 - Color-keyed woodgrain body side and rear panels for Station Wagon
 - Station Wagon roof-top travel rack and tailgate air deflector
- Dimensions**
- Wheelbase: 122 inches

- Trunk space: 18.2 cubic feet (Sedan)
- Cargo space: 2-seat Wagon, including underfloor storage, 99 cubic feet; 3-seat Wagon, 91.1 cubic feet
- Fuel tank: 24.9 gallons for Sedan, 21 gallons for Wagon

Optional equipment

- Cruise-Command automatic speed control
- Storage/litter container pouch in each front door
- Three-spoke sports steering wheel
- Third seat for Wagon including power tailgate window and two seat belts



Comfortable and elegant "Pavillion" fabric is available on individual reclining seats for both Ambassador Sedan and Station Wagon. Colors include Black, Green, Blue and Cinnamon.

- Individual reclining seats available with the luxurious "Pavillion" fabric or "Tru-Knit" vinyl trim

- Two-tone paint
- Non-standard color
- Spoke-style wheels



The deep-padded woodgrained instrument panel has been designed for maximum driver safety and convenience. Controls and instruments are easily accessible and easy to read.



Tough, puncture resistant steel belted radial tires are available on Ambassador and all AMC cars.

- Custom wheel covers
- Blower type rear window defogger (not available on Wagon)



- B. Adjust-O-Tilt steering wheel that adjusts to six different positions

Performance options

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

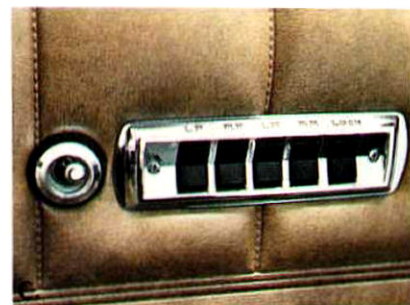
Protection options

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

Audio

- AM/FM push-button multi-plex stereo radio with 4-speaker system
- Rear speaker for sedan (with AM radio only)
- Stereo 8-track tape player with AM radio and 4-speaker system

Power options



- C. Power side windows
- Power lift tailgate window for Wagon. Standard on Wagon with third seat option
- Power side windows and power lift tailgate for Station Wagon

Tire specifications

Tire		Sedan	Station Wagon
F78 x 14	White Line	STD.	
F78 x 14	Belted White Line	OPT.	
FR78 x 14	Radial (Steel) White Line	OPT.	
G78 x 14	Belted White Line	OPT.	
H78 x 14	White Line		STD.
H78 x 14	Belted White Line		OPT.
HR78 x 14	Radial (steel) White Line		OPT.

Engine specifications

Engine	Carb. Type	Net HP @ RPM	Net Torque @ RPM	Comp. Ratio	Bore & Stroke	STD./OPT.
304 CID V-8	2-Barrel	150 @ 4200	245 @ 2500	8.4:1	3.75" x 3.44"	STD.
360 CID V-8	2-Barrel	175 @ 4000	285 @ 2400	8.25:1	4.08" x 3.44"	OPT.
360 CID V-8	4-Barrel	195 (1) @ 4400	295 (2) @ 2900	8.25:1	4.08" x 3.44"	OPT.
401 CID V-8 (3)	4-Barrel	235 @ 4600	335 @ 3200	8.25:1	4.165" x 3.68"	OPT.

Engine/transmission combinations

Engine	Transmission	Trans. Avail.	Axle Ratios STD. OPT.
304 CID V-8	Torque-Command Auto. on Column	STD.	3.15 (3.54)
360 CID V-8 (2-barrel)	Torque-Command Auto. on Column	STD.	3.15 (3.54)
360 CID V-8 (4-barrel)	Torque-Command Auto. on Column	STD.	3.15 (3.54)
401 CID V-8	Torque-Command Auto. on Column	STD.	3.15 (3.54)

(1) 220 @ 4400 with dual exhaust
 (2) 315 @ 3100 with dual exhaust
 (3) Dual exhaust

NOTE: State of California
 360 V-8 2-barrel is the minimum required engine size.

ENGINE CHART NOTE: All '74 engines run on regular-leaded, low-lead or no-lead fuels.

AMC  **Ambassador**

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



	A1	F4	E9	D7	E6	F8	G6	F9	G5	G1	G2	G3	F2	E1	F6	F7	G4	F5	P1
Matador	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Gremlin	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Hornet	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Javelin & AMX	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Ambassador	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

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

1974 "Bravado" Grain Vinyl-covered Roofs, Optional



*Refer to "Seat, Trim & Color Availability Charts" at your AMC Dealer for Model Application.

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 prices at any time without incurring obligation. Litho in U.S.A.



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