

'77 AMC

There's more to an AMC!



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THERE'S MORE TO AN AMC: MORE FEATURES, MORE VALUE, MORE PROTECTION.

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As part of our continuing efforts to improve our products, American Motors talks to hundreds of car owners just like you every year. Out of this research, one point has emerged as a unanimous feeling. More than anything else, the American car buying public wants a car they can count on. For value. And reliability.

We feel that American Motors made a major step in complying with these wishes when we originated the famous 12 month, 12,000 mile Buyer Protection Plan. Since its inception, AMC owners have enjoyed a totally new feeling of confidence. Because they knew that if anything went wrong with their car and it was our fault, we'd fix it—free.

And now, we've gone one step further with the introduction of our Buyer Protection Plan II. Developed with you in mind, Buyer Protection Plan II significantly extends the warranty protection on every new AMC car—covering all major drive train components for 24 months/24,000 miles. (That's twice as long as the previous 12 month/12,000 mile coverage!) But the most important aspect of Buyer Protection Plan II is

what it does for you as an AMC owner. Namely, you can own and drive a '77 AMC car with a feeling of confidence and satisfaction.

There are other important reasons for choosing a new AMC car this year. A wider selection to choose from, ten models in all, with an all-new Pacer Wagon leading the way. There's also a restyled Gremlin. Four new Hornets, the quality-built compacts. And three new Matadors with standard equipment that includes everything from automatic transmission to individual reclining seats.

As you look over the new '77 AMC cars, you'll notice that we have concentrated on providing you, the new car buyer, with more useable and accessible space. And our many special standard features offer you more comfort, more convenience and more driving ease than ever before.

At American Motors, we believe that our kind of coverage and our kind of product adds up to the most value for your automotive dollar. We think you'll agree. There's more to an AMC. More value, more confidence, and more satisfaction with Buyer Protection Plan II.

NEW FOR '77 BUYER PROTECTION PLAN[®] II: FEATURING A FULL 24 MONTH/24,000 MILE ENGINE/DRIVE TRAIN WARRANTY.

In 1972, we introduced the Buyer Protection Plan which surprised the industry and satisfied American car buyers. And now, another innovation from American Motors, Buyer Protection Plan II. It covers the car (except tires) for 12 months/12,000 miles, and covers

engine and drive train parts for 24 months/24,000 miles. Buyer Protection Plan II's Free Loaner Car Program provides you with a free loaner whenever your car must be held overnight for guaranteed repairs. And our Trip Interruption Protection pays you for reasonable extra lodging and meal

expenses (up to \$150) when you're 100 miles or more from home and a servicing AMC dealer can't provide same-day Guarantee repairs for your car.

Find out for yourself exactly how much more Buyer Protection Plan II offers you, when you become an AMC owner.

1977 AMC FULL 12 MONTH/12,000-MILE NEW CAR WARRANTY; FULL 24-MONTH/24,000-MILE ENGINE AND DRIVE TRAIN WARRANTY

When you buy a new 1977 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. American further guarantees that for 24 months or 24,000 miles from the date of delivery or first use, whichever comes first, it will pay for the repair or replacement of the following parts which it supplies if they prove to be defective in material or workmanship: cylinder block, heads and valve train; internal engine parts; intake and exhaust manifolds; water pump; flywheel; crankshaft pulley; transmission; torque converter; clutch assembly; drive shaft and U-Joints; rear axle housing and its internal parts.

Normal service adjustments are not covered by this guarantee beyond the first 4 months or 4,000 miles of use, whichever comes first. Normal service adjustments include, but are not

limited to: wheel alignment and balancing, headlight alignment; adjustments to carburetor, distributor timing, clutch, brake, transmission linkage and bands, belts, doors, windows, hood, rear deck lid, and tailgate.

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.

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

**In Canada: American Motors (Canada) Limited*

We offer Buyer Protection Plan II because we're a consumer sensitive company. Furthermore, we feel that if it's our mistake, WE

should pay for it, not you. So if you want the ONLY full new automobile warranty in America, PLUS the Free Loaner Car Program,

PLUS Trip Interruption Protection, GET IT— with Buyer Protection Plan II. Proof beyond a doubt that there's more to an AMC.



Pacer

AMC

PACER WAGON

In 1975, AMC introduced the revolutionary Pacer Sedan. In 1977, we're proud to announce that the revolution isn't over—the all new Pacer Wagon is here! So now there are two great Pacer models to choose from.

Like its Sedan running mate, the Pacer Wagon is clean-lined, good-looking and extremely roomy. It features 47.8 cu. ft. of wide-design cargo area with the rear seat down. The cargo area offers a flat, level load-space that's easily accessible through the yawning rear-hatch! The new Pacer Wagon has all the

features that made the Sedan a sudden success, too. Wide stance and isolated suspension system for solid roadability, easy handling and a smooth, quiet ride. Styled for all-around visibility. A responsive and proven 6-cylinder engine with a 22-gallon fuel tank for excellent performance. And the unique wider passenger-side door for quick and easy entries and exits.

As you can see, the '77 Pacer Wagon and Sedan are already loaded with outstanding standard features. But you can make them

even more comfortable and luxurious by loading them with options like All-Season Air Conditioning, the D/L Package, AM/FM stereo radio, Cruise Command automatic speed control and many more!

And on top of everything else, you get AMC's new BUYER PROTECTION PLAN II to protect all that value. Pacer Wagon and Pacer Sedan . . . truly one-of-a-kind compacts.

AMC  **Pacer**



Pacer D/L Wagons





Pacer X Sedan



Pacer D/L Sedan

PACER SEDAN

PACER WAGON & SEDAN STANDARD FEATURES

See how much *more* you get for your money.

- Power team: 232 CID 6-cylinder engine, 3-speed manual synchromesh transmission with floor shift
- Electronic ignition, virtually maintenance-free
- Foam-cushioned bench seats trimmed in Rallye Perforated vinyl (Wagon), Basketry Print fabric (Sedan)
- Color-keyed carpeting
- Folding second seat for up to 47.8 cu. ft. of cargo space (Wagon); 29.5 cu. ft. of space (Sedan)
- Ventless door windows; rear quarter window vents (Wagon)
- Locking stowage compartment in rear quarter panel (Wagon)
- Protective body side scuff molding
- Parking brake warning light
- Inside hood release
- For smoother, quieter riding: isolated front cross member and coil-spring suspension; isolated rear leaf-spring suspension
- Heating and Defrosting System
- 2-Speed electric wipers/washers
- Dome light actuated by doors
- Rear hatch with built-in assist for easy opening and closing
- Front disc brakes
- Ash tray and cigarette lighter
- Durable "Luster-Guard" acrylic baked enamel finish

An AMC adds up to *more* value for you!





▲ Standard split-back bench seat in Basketry Print Fabric
▼ Individual reclining seat option in Basketry Print Fabric



▲ Bucket seat option in Rallye Perforated Vinyl
▼ Individual reclining seat option in Rallye Perforated Vinyl.



PACER OPTIONS

AIR CONDITIONING OPTION

All-Season Air Conditioning System for added comfort. Includes: heavy-duty engine cooling, power flex fan, 55-amp alternator. Requires tinted glass in all windows (258 CID six recommended.)

APPEARANCE OPTIONS

Sporty bucket seats in either Rallye Perforated vinyl or blue Levi's® fabric
 Individual reclining seats in Rallye Perforated vinyl or Basketry Print fabric

Two-tone paint (not avail. with vinyl roof.)
 Vinyl roof in six color choices
 Sports steering wheel
 Soft-feel sports steering wheel
 Full wheel covers
 Custom Wheel Covers
 Styled road wheels
 Aluminum wheels
 D/L Package. (Not avail. with X Pkg.) Distinctive and luxurious. Individual reclining seats in Rallye Perforated vinyl (Wagon), or Basketry print fabric (Sedan), custom door panels with assist straps, woodgrain instrument panel overlay, custom steering wheel,

Light Group, dual horns, 12-inch day/night mirror, High Level Ventilation, wheelip moldings, styled road wheels, D78 x 14 white sidewall tires, rear wheelhouse pads, carpeted cargo side walls and lift-gate with skid strips (Wagon), door reveal moldings, license plate surround moldings (std. on Wagon), lower back panel overlay (Sedan), woodgrain overlays on side and rear panels (Wagon), hood rear edge molding, bumper nerfing strips, Extra Quiet Insulation Package, "D/L" identification.
 X Package. Adds distinctive sports flair inside and out. (Not

avail. on wagon or D/L Pkg.): Rallye Perforated vinyl bucket seats, woodgrain instrument panel overlay, sports steering wheel, custom door trim (vinyl inserts, door pull straps), upper door moldings. DR 78 x 14 black tires, slot styled wheels, High Level Ventilation, Extra Quiet Insulation Package, Pacer "X" ornamentation.

AUDIO OPTIONS

AM radio
 Rear speaker (with AM radio)
 AM/FM stereo radio. Four speakers enhance programming of both AM and FM station

Vinyl roof in six colors



Aluminum Wheels



Pacer instrument panel (air conditioning one of several options shown)



Rear window wiper/washer



Console



4-speed manual transmission



Lockable cargo cover



selections.

- AM/FM Multiplex/Tape Stereo

CONVENIENCE OPTIONS

- Cruise Command automatic speed control (with auto. trans. only)
- Automatic transmission (column or floor shift available)
- Visibility Group. Includes: remote-control left-side mirror, right-side mirror, 12-inch day/night mirror, intermittent-action windshield wipers.
- Deluxe Visibility Group. Includes: Visibility Group plus rear window defroster, rear window washer/wiper.
- Between-the-seats console with lockable storage compartment (with bucket seats or reclining seats only).
- Tinted glass in all windows
- Door vent windows
- Electric rear window defroster (heated glass). Includes 55-amp alternator and tinted rear glass.
- Rear window wiper/washer. Cleans big rear window just like windshield wipers up front.
- Intermittent-action windshield wipers
- Lockable cargo cover to conceal valuables from view (sedan). Easily removed.
- Light Group. (included in D/L Pkg.) Dual courtesy lights, cargo area light, glove box light, ash tray light, engine compartment light, dome lamp switch on liftgate.
- Roof luggage rack
- Adjust-O-Tilt steering wheel (with auto. trans. column shift, only)
- Interior Decor/Convenience Group. Includes: dome reading lamp, floor mats with carpeted inserts, clock, storage/litter containers, "headlights-on" warning buzzer, lighted visor mirror.

HEAVY-DUTY OPTIONS

- Heavy-Duty Cooling System. Includes: heavy-duty radiator, power flex fan and fan shroud (included with air conditioning).
- Engine block heater for easier winter starting
- Heavy-duty battery (70-amp)

PERFORMANCE OPTIONS

- Performance Package. Includes: 258 CID. Six, 4-speed manual transmission with floor shift, heavy-duty springs and shocks, front sway bar, soft-feel sports steering wheel, instrument panel overlay, clock, tach., amp., oil pressure, coolant/temp. gauges.
- Heavy-Duty Suspension. Includes: heavy duty springs and shock absorbers and front sway bar.
- 258 CID. 6-cylinder engine
- Steel-belted radial tires (front sway bar included)
- Twin-Grip differential
- Front sway bar
- 4-speed manual transmission with floor-mounted shifter.

POWER ASSIST OPTIONS

- Power door locks (available mid-year)
- Power steering
- Power disc brakes

PROTECTION OPTIONS

- Extra Quiet Insulation Package. Includes: cargo floor sound deadener, roof and floor insulation, hood insulation, full undercoating.
- Locking gas cap (available mid-year)
- Bumper nerfing strips and bumper guards

PACER ENGINE SPECIFICATIONS

Engine	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six	8.0:1	3.75" x 3.50"	STD.
258 CID Six	8.0:1	3.75" x 3.90"	OPT.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	STD./OPT.	Axle Ratios			
			49 State		Cefit.	High Alt.
			STD.	OPT.		
232 CID Six	3-Speed Manual Floor Shift	STD.	2.73	N.A.	N.A.	3.08
	4-Speed Manual Floor Shift	OPT.	2.73	2.53	N.A.	3.08
	Automatic Column Shift	OPT.	2.73	2.53	3.08	3.08
	Automatic Floor Shift*	OPT.	2.73	2.53	3.08	3.08
258 CID Six	3-Speed Manual Floor Shift	OPT.	2.73	N.A.	N.A.	3.08
	4-Speed Manual Floor Shift	OPT.	2.73	2.53	N.A.	N.A.
	Automatic Column Shift*	OPT.	2.73	2.53	3.08	3.08
	Automatic Floor Shift	OPT.	2.73	2.53	3.08	3.08

*Transmission available only with individual reclining or bucket seats.

TIRE AVAILABILITY

Tire	Sedan	Wagon
6.95 x 14 Blackwall	STD.	N.A.
6.95 Whitewall	OPT.	N.A.
D78 x 14 Blackwall	OPT.	STD.
D78 x 14 Whitewall	OPT.	OPT.
DR78 x 14 Blackwall (Steel Belted Radial)	OPT.	OPT.
DR78 x 14 Whitewall (Steel Belted Radial)	OPT.	OPT.
DR70 x 14 Blackwall (Steel Belted Radial)	OPT.	OPT.
DR70 x 14 Raised White Letters (Steel Belted Radial)	OPT.	OPT.

Note: Wheel Covers or Custom Wheel Covers are available on all tire sizes. Slot Styled Wheels are available only with the Pacer Sedan X. Styled Road Wheels or Aluminum Wheels require D78 x 14 tires (minimum).

DIMENSIONS

EXTERIOR

Length (Sedan)	170.0"
Length (Wagon)	174.0"
Wheelbase	100.0"
Width	77.0"
Height (Sedan)	52.7"
(Wagon)	53.0"
Tread (front/rear)	61.2"/60.2"
Turning Diameter (wall to wall)	37.5 ft.

INTERIOR

Head Room (front/rear) (Sedan)	38.3"/37.0"
(Wagon)	38.4"/38.1"
Leg Room (front/rear)	42.0"/34.9"
Shoulder Room (front/rear)	57.3"/48.5"
Hip Room (front/rear)	55.8"/44.24"

CAPACITIES

Cargo Volume Index (Sedan)	29.5 cu. ft.*
(Wagon)	47.8 cu. ft.*
Fuel Tank	22 gals
Vehicle Curb Wt. (approx.) (Sedan)	3165 lbs.
(Wagon)	3242 lbs.

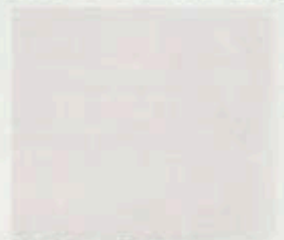
*With rear seat down.

1977 COLOR CHOICES AND VINYL ROOF SELECTIONS

Eighteen beautiful colors in "Luster Guard" acrylic enamel.*



P1 Classic Black



G7 Alpine White



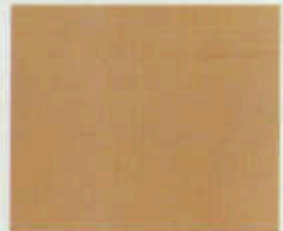
7B Mocha Brown Metallic



J2 Brandywine Metallic



7C Autumn Red Metallic



6D Sand Tan



7Y Tawny Orange



7Z Sun Orange



7M Golden Ginger Metallic



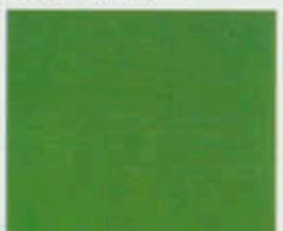
6P Firecracker Red



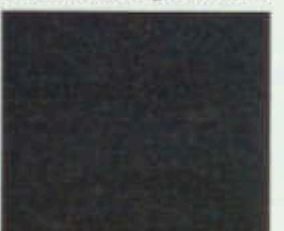
6J Silver Frost Metallic



6V Sunshine Yellow



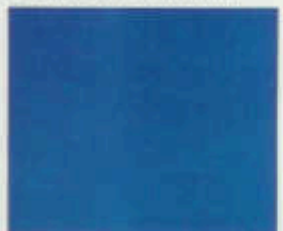
7P Lime Green



7L Loden Green Metallic



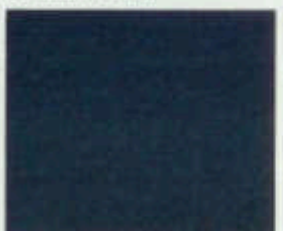
7D Powder Blue



6R Brilliant Blue



7W Captain Blue Metallic



7K Midnight Blue Metallic

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

1977 HIGH ALTITUDE PACKAGE

COMPONENTS OF PACKAGE
 • Special Engine/Transmission/Axle Ratio Combination. • Adjustments to: Carburetor Fuel/Air Mixture, Idle Speeds (High and Low) & Ignition Timing. • Revised Emission Control Equipment.

PACKAGE REQUIRED:
 The High Altitude Package is a required option for all AMC vehicles sold for principal use in counties wholly situated at elevations above 4,000 feet (1,219 meters). This regulation does not apply to California vehicles which must meet California requirements. High Altitude Package is a freely available option and may be ordered on vehicles under 4,000 feet. According to the U.S. Geological Survey, 167 counties are wholly located above 4,000 feet elevation. For complete listing of affected counties, contact your local AMC dealer.

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 selection of engine/transmission/axle combination.

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, PACER, GREMLIN, HORNET, AMX, MATADOR and BUYER PROTECTION PLAN® are trademarks of American Motors Corporation.

Job #7-2424-835-01

Litho in U.S.A.

Six "Bravado Grain" vinyl roof options.*



Black



Brown



Berry



White



Beige



Silver

DEALER INSTALLED AMC ACCESSORIES



Litter Container



CB transceiver



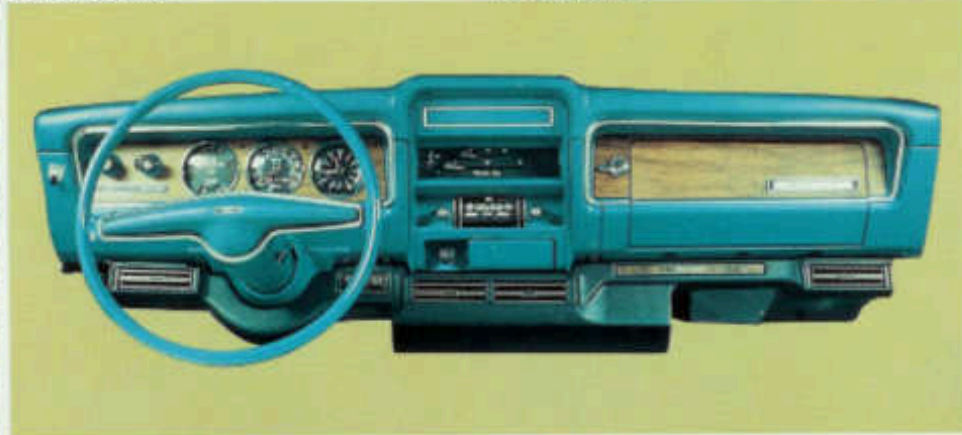
Vinyl Carrier



Wood Grain Roof Rack



Fender Splash and Stone Deflector Guards



AMERICAN/AIR®—Auto Air Conditioning



Ski Rack



Compass



Towing Mirrors



Portable Air Compressor



Vent Shades



 AMC