

# MATADOR 1972



American  
Motors



All you could ask for . . .  
and more

Matador was designed to give you an extra measure of the good things you want in a luxurious family size car. Full six-passenger room and comfort. Extra touches for interior graciousness: full carpeting, foam padded front and rear seats, cigarette lighter and ash trays front and rear, a locking glove box—and many more of the niceties of motoring. The ride is superb on the longest wheelbase of any American-built intermediate size car and cushioned by 4 wheel coil-spring suspension. There are three Matador models to choose from: 4-door Sedan, 2-door Hardtop and 4-door Wagon (with optional third seat). All the desirable comfort and convenience options are available—power steering, power brakes and air conditioning just to name a few. The stylish design is emphasized by the sweeping hood and new horizontal grille with its three color-keyed bars. Matador is powered by a choice of six engines (two Sixes, four V-8's) from the standard 232 CID Six to a big 401 CID V-8. Transmissions are a standard column mounted manual or the optional "Torque-Command" automatic. If you are looking for room, style and comfort in a luxury package—look at Matador. It gives you more.

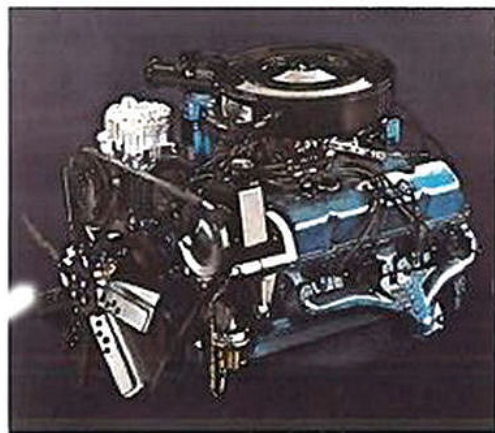


Matador 2-door hardtop in Snow White with green vinyl top.





*Left: Individual reclining seats (optional) available in two optional trim styles: rich, perforated vinyl and (shown in blue) custom fabric with grained-vinyl bolster.*



*Far left: Optional 304 CID V-8 engine. One of 6 engines available for Matador.*



*Center left: Dual-Swing tailgate, standard on Matador Wagon models.*



*Left: Instrument panel with optional Adjust-O-Tilt steering column and 15" sports steering wheel.*





*4-door wagon in Canary Yellow with optional woodgrain panels.*



*Matador 4-door Sedan in Sparkling Burgundy with standard double body side stripes.*



# Specifications

## Models: Matador

- 4-Door sedan
- 4-Door Station Wagon
- 2-Door Hardtop

## Dimensions:

- Wheelbase (in inches) 118.0
- Sedan & hardtop length (in inches) 206.1
- Wagon length (in inches) 205.0
- Width (in inches) 77.2
- Front tread (in inches) 59.94
- Rear tread (in inches) 60.0
- Trunk space (in cubic feet) 18.2
- Cargo space (in cubic feet incl. underfloor storage) for 2-seat Wagons 99.1 and 3-seat Wagons 91.1
- Fuel tank capacity (in gallons) 19.5 (20.0 3-seat wagon)

## Exterior & Interior Features

- All welded single unit construction (Advanced Unit Construction)
- Deep-dip rust proofing
- Lustre-Gard Acrylic enamel—triple coats
- Molded fiberglass ceiling
- Double body side paint stripes
- Coil-spring seat construction except formed wire on optional bucket seats
- Foam cushion front and rear seat pads
- Dual swing tailgate for Wagons
- Front and rear safety-styled arm rests
- Glove box lock
- Interior lights
- Body sound insulation on floor
- Hidden compartment storage space w/lock (Wagons only)
- Bench seats non-reclining (standard)

## Mechanical

- All synchromesh 3-speed manual transmission w/6 cyl. engines only
- Coil springs at all four wheels
- Twin ball-joint front suspension system
- Rear suspension of 4-link trailing arm design
- Brake diameter, 6 cyl. & V-8 (in inches) 10, self adjusting type
- Brake lining area, 6 cyl. & V-8 (in square inches) 167 sedan & hardtop, 196 wagon
- Anti-smog exhaust emission control
- Anti-smog fuel-tank vapor emission control system
- Front sway bar all models
- Suspended operating pedals
- Step-on parking brake
- Custom steering wheel

## Heating

- Weather eye heater

## Safe Command Highlights

- Back-up lights and 4-way hazard warnings signals
- High-intensity headlights with "Guard-Glo" feature
- Rear view mirror left side, exterior
- 12" day-night mirror, inside
- Electric windshield washers

- Anti-theft lockable steering column
- 2-speed electric windshield wipers, non-glare finish
- Side-of-car markers, illuminated with headlights
- Double safety self-adjusting brake system
- Flush contoured outside door handles
- Seat belts for all seating positions
- Two front shoulder belts
- Two front seat head restraints
- High-strength door locks & safety shaped interior door handles
- Padded instrument panel, visors and front seat back
- Energy-absorbing steering column
- Brake system warning light
- High-strength laminated windshield
- Deep-dish energy absorbing steering wheel

# Options

## Paint & Upholstery

- ☐ Two-tone paint
- ☐ Vinyl covered roof (5 colors, Sedan & Hardtop)
- ☐ Color-keyed wood grain side panel (Wagon only, not available with two-tone)
- ☐ All vinyl seat upholstery (Standard on Wagons)

## Seats

- ☐ Individually adjustable reclining seats
- ☐ Bucket seats non-reclining with center armrest & center cushion (Hardtop only)

## Performance Items

- ☐ Twin-grip differential
- ☐ Dual exhaust system—for 360 CID, 4 bbl. engine (standard on 401 CID)
- ☐ Low compression 232 & 258 CID engine

## Power Assists

- ☐ Power steering (recommended with air conditioning)
- ☐ Power brakes
- ☐ Power front disc brakes (6 & V-8)
- ☐ Manual front disc brakes (6 cyl. w/o AC, Sedan & Hardtop)
- ☐ Power lift tailgate window (standard on 3-seat Wagon)

## Audio

- ☐ AM push button radio
- ☐ AM/FM push button multi-plex stereo radio: 2 front door & 2 rear speakers (Sedans & Hardtops), 2 front door speakers (Wagon)
- ☐ Rear speaker, Sedan & Hardtop w/AM radio only

## Convenience

- ☐ Stowage/litter container
- ☐ All-season air conditioning system: heavy duty engine cooling system, 50 amp. battery (60 amp. w/360 or 401 CID) & 55 amp. alternator
- ☐ Tinted glass, all windows or windshield only
- ☐ Third seat for wagon: 2 seat belts, carpet cargo mat & power lift tailgate window
- ☐ Rear window defogger: 55 amp. alternator & tinted rear glass (NA on Wagon)
- ☐ Tailgate air deflector, Wagon only

- ☐ Luggage rack, top, Wagon only
- ☐ Cruise-Command automatic speed control system, V-8 only
- ☐ Adjust-O-Tilt steering wheel, automatic transmission only
- ☐ Visibility group: remote-control left outside mirror, visor vanity mirror, inside hood release, deluxe 3-speed electric wipers, electric clock & cargo net (Wagon)
- ☐ Deluxe 3-speed electric wipers
- ☐ Light group: trunk or cargo light, two courtesy lights, glove box light, ash tray light, parking brake warning light headlights-on warning buzzer and rear door switches
- ☐ Headlights-off delay system

## Protection Items

- ☐ Bumper guards, front & rear (Sedan & Hardtop)
- ☐ Bumper guards, front (Wagon only)
- ☐ Insulation group: undercoating & hood insulation
- ☐ Clear vinyl floor protection mats
- ☐ Scuff molding, side (NA on Wagon w/wood grain)

## Appearance

- ☐ Sports steering wheel 15" 3-spokes
- ☐ Wheel covers (4)
- ☐ Custom wheel covers (4)
- ☐ Turbo-Disc wheel covers (4)
- ☐ Spoke-style wheels (4) V-8 only

## Heavy Duty Equipment

- ☐ Heavy duty 10" clutch—mandatory w/6 cyl. and standard transmission
- ☐ Heavy duty engine cooling system: heavy duty radiator, powerflex fan and shroud (standard with air conditioning)
- ☐ 50 or 60 amp. tropical batteries
- ☐ Heavy duty 70 amp. battery
- ☐ 55 amp. alternator (standard with A.C.)
- ☐ Handling package: heavy duty springs and shocks plus rear sway bar
- ☐ Rear sway bar
- ☐ Engine block heater
- ☐ Adjustable air-shock rear suspension

## Miscellaneous

- ☐ Nitrox/TCS system—Nitrox and transmission controlled spark system
- ☐ Touch-up paint
- ☐ Export headlamps amber or clear lens
- ☐ Metric speedometer
- ☐ Locking gas cap
- ☐ Export tool kit
- ☐ Electric clock, separate from visibility group

Equipment and power features, illustrated or described on this brochure, are optional at extra cost unless otherwise specified. Certain equipment items 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. This also applies to local assembly or manufacture areas where local content requirements may affect standard and/or optional specifications.



| Engines                | Carbs.   | NET HP @ RPM   | NET Torque @ RPM | Compression Ratio | Bore & Stroke  | Matador | Transmissions                       | Axis Ratios     |
|------------------------|----------|----------------|------------------|-------------------|----------------|---------|-------------------------------------|-----------------|
| 232 Cu. In. Six (1)(2) | 1-Barrel | 100 @ 3600     | 185 @ 1800       | 8.0:1 Reg.        | 3.75" x 3.50"  | S       | 3-Speed Manual on Column (Standard) | 3.15:1 (3.54:1) |
|                        |          |                |                  |                   |                |         | Torque Command Automatic on Column  | 3.15:1 (3.54:1) |
| 258 Cu. In. Six (1)(3) | 1-Barrel | 110 @ 3500     | 195 @ 2000       | 8.0:1 Reg.        | 3.75" x 3.90"  | O       | 3-Speed Manual on Column (Standard) | 3.54:1          |
|                        |          |                |                  |                   |                |         | Torque Command Automatic on Column  | 3.15:1 (3.54:1) |
| 304 Cu. In. V-8        | 2-Barrel | 150 @ 4200     | 245 @ 2500       | 8.4:1 Reg.        | 3.57" x 3.44"  | O       | Torque Command Automatic on Column  | 2.87:1 (3.15:1) |
| 350 Cu. In. V-8        | 2-Barrel | 175 @ 4000     | 285 @ 2400       | 8.5:1 Reg.        | 4.08" x 3.44"  | O       | Torque Command Automatic on Column  | 2.87:1 (3.15:1) |
| 360 Cu. In. V-8        | 4-Barrel | 195 @ 4400 (4) | 295 @ 2900 (5)   | 8.5:1 Reg.        | 4.08" x 3.44"  | O       | Torque Command Automatic on Column  | 2.87:1 (3.15:1) |
| 401 Cu. In. V-8        | 4-Barrel | 255 @ 4600     | 345 @ 3300       | 8.5:1 Reg.        | 4.165" x 3.65" | O       | Torque Command Automatic on Column  | 2.87:1 (3.15:1) |

(1) Low compression 6 cylinder engine available in these horsepower ratings.

(2) Standard Sedan and Hardtop only.

(3) Standard Wagon, optional Sedan and Hardtop.

(4) 220 @ 4400 w/dual exhaust.

(5) 315 @ 3100 w/dual exhaust.

S—Standard O—Optional