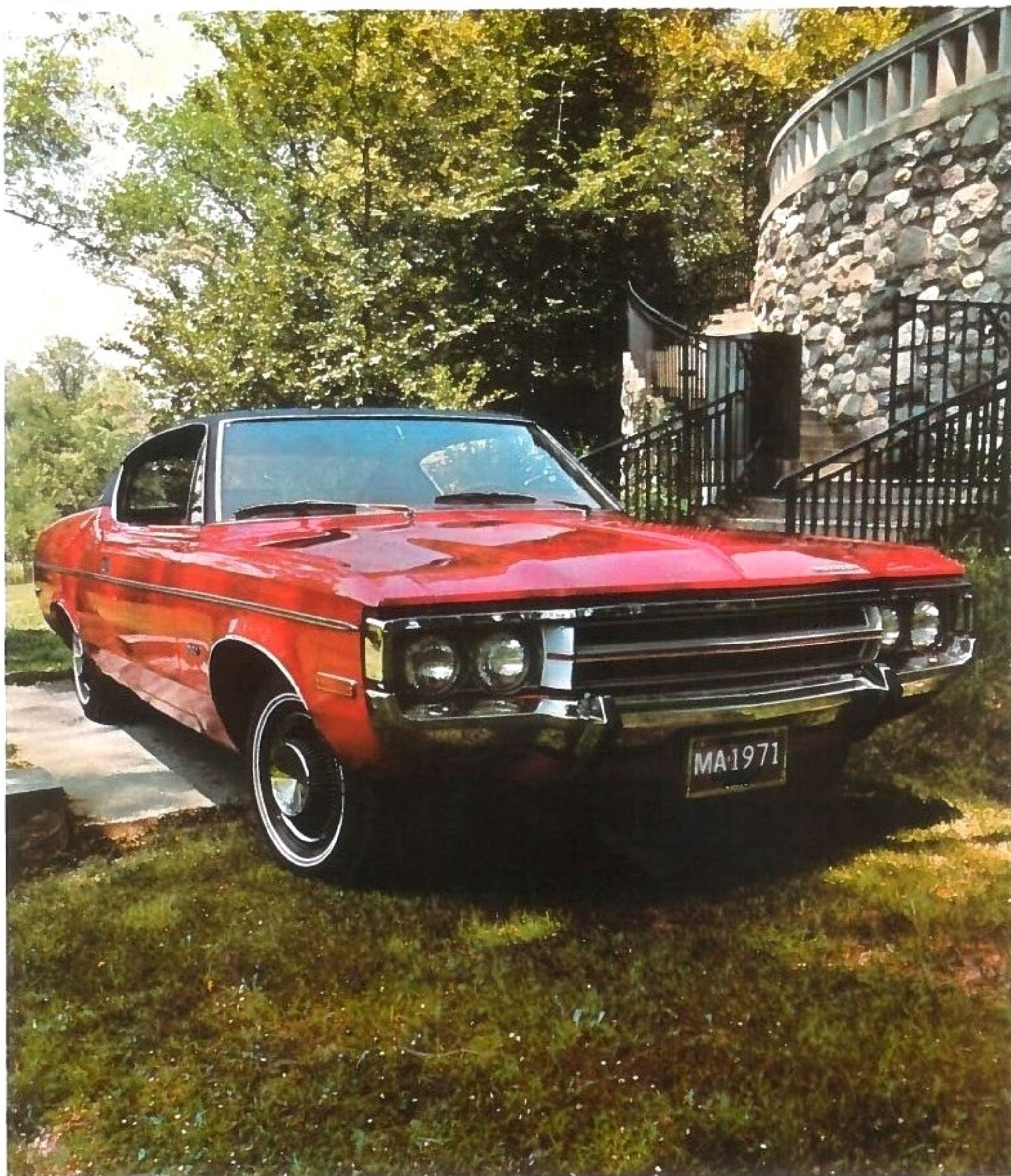






Matador 4-door sedan has the largest interior in its class.

1971 Matador. A family-size luxury car.

The average family car is usually anything but luxurious. And there's hardly a single luxury car today that's designed with a family's uses in mind. Which is why the 1971 American Motors Matador is a perfect compromise: Truly a luxury car, yet truly a family car.

There are three Matadors for '71: the 2-door hardtop, the 4-door sedan and a 4-door station wagon. There's no doubt that all qualify as family cars. Each has room for 6 passengers (even more room in the station wagon if you order a third seat). And like all American Motors automobiles, each features unit-body construction for greater strength and durability.

As for luxury, what more could you ask than full carpeting, padded instrument panel, foam-padded split bench seat with reclining seat backs, glove box with lock, cigarette lighter, ash trays front and rear, interior lighting—and in the station wagons a rear tailgate that swings open for people,

or down for things. If you want more, you can order optional features like power steering, power brakes, air conditioning and radio. See your local American Motors dealer for a complete list of luxury features available for Matador.

For power, Matador offers six engines,

starting with the standard 232 six, and going all the way up to a 401 V-8. Transmissions include fully synchronized 3- and 4-speed manual and 3-speed Shift Command automatic.

The 1971 American Motors Matador: Every inch a family car, yet truly a personal luxury car. Magnificent.



Top: Matador 2-Door Hardtop.

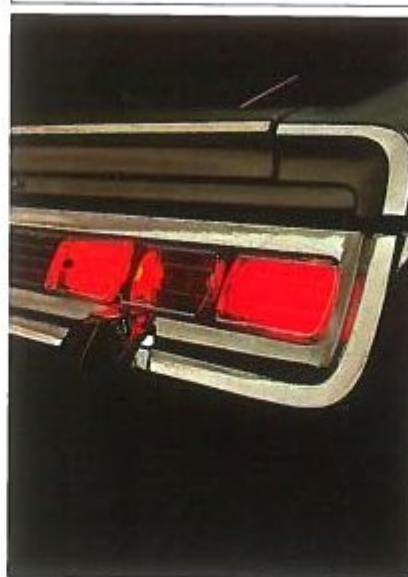
Below: Matador station wagon shown with standard Two Way Tailgate in operation.



Left: Matador offers optional individual reclining seats upholstered in miracle fabrics or ventilated vinyls for all models, plus Custom Serape fabric (shown) for the hardtop.



Far left: For extra power, Matador's optional 304 V-8 engine is a good choice.



Far left: Matador's wrap-around rear bumper with integral triple taillights.



Left: Matador's capacious trunk holds over 18 cubic feet of loading space. Enough for the whole family.

1971 MATADOR SPECIFICATIONS AND OPTIONS



Specifications

Models: Matador

- 4-Door Sedan
- 4-Door Station Wagon
- 2-Door Hardtop

Dimensions

- Wheelbase 118.0"
- Sedan & Hardtop length 206.0"
- Wagon length 205.0"
- Width 77.2"
- Front tread 60.0"
- Rear tread 60.0"
- Trunk space 18.2 cu. ft.
- Cargo space for Wagons (underfloor storage) 91.1 cu. ft. (8.0 cu. ft.)

Exterior & Interior

- All-welded single unit construction (Advanced Unit Construction)
- Deep-Dip rust proofing
- Front-seat foam cushions
- Molded ceiling
- Front arm rests
- Interior lights
- Glove box lock
- Dual horn

Mechanical

- Front suspension, twin ball-joint design with coil springs
- Front suspension sway bar
- Rear suspension, 4-link-trailing-arm design with coil springs
- All-Season engine coolant
- Clear-Power 24 battery
- Aluminized exhaust system (duals standard with 401 V-8)
- Brake diameter, 10.0"
- Fuel tank capacity 16.3 gal.
- Fuel tank capacity for 2-seat Wagons 16.3 gal. 14.2 gal. for 3-seat Wagons

Heating & Air Conditioning

- Weather-Eye heating & ventilating system
- High-level ventilation system with opt. air cond.

Safe-Command Standard Features

- Seat belts
- Two front shoulder belts
- Two rear shoulder-belt anchors
- Two front head restraints
- 4-Way hazard warning signals
- Lane-changer turn signals
- Automatic back-up lights
- Side-of-car safety marker lights
- High-Intensity headlights with "Guard-Glo"
- Inside rear-view mirror with twin ball-joint pivots
- Left side rear-view mirror
- Windshield washers (manual)
- Non-glare windshield wipers
- Windshield defrosters (heater)
- Single-unit body construction
- Energy-absorbing steering column
- Deep-dish steering wheel
- High-strength windshield glass
- Tempered side & rear glass
- Molded ceiling headliner
- 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
- Mechanical stop-light switch
- Corrosion-resistant brake lines

- Safety-rim wheels
- Tire tread-wear indicators
- Anti-theft ignition, steering & transmission lock with warning buzzer
- High-strength door locks
- Safety-shaped door handles
- Two-key locking system
- Safety-shaped control knobs
- Safety-styled instrument panel
- Front seat-back lock
- Dual-action hood latch

Standard Tires

- E78 x 14 Black (white-twin-line optional) on Sedans & Hardtops
- G78 x 14 Black (white-twin-line optional) on Wagons
- E60 x 15 Black with white letters on Hardtop with optional Machine package

Options

Paint, Vinyl Roof & Wood-Grain

- ☐ Two-tone paint
- ☐ Vinyl covered roof, black, white, green & blue (Sedan & Hardtop)
- ☐ Simulated wood grain side panels for Wagon

Seats & Upholstery

- ☐ Bench non-reclining seat—vinyl (vinyl standard on Wagon)
- ☐ Individual reclining seats—fabric
- ☐ Individual reclining seats—custom fabrics (Hardtop only)
- ☐ Individual reclining seats—vinyl (vinyl standard on Wagon)
- ☐ Bucket seats—vinyl (Hardtop only)

Performance (see "Engine" & "Transmission/Axle Ratio" Charts)

- ☐ 360 or 401 "Machine Go" package for Hardtop (1)
- ☐ Dual exhaust system for 360-4 barrel (standard on 401)
- ☐ Twin-Grip differential (recommended with performance equip., req'd. option with 3.91 axle)

Power Assists

- ☐ Power steering (recommended with air conditioning)
- ☐ Power brakes
- ☐ Power disc brakes, front (V-8 only)
- ☐ Power-lift tailgate window (included with 3-seat Wagon option)

Radio & Tape Equipment

- ☐ AM push-button radio
- ☐ AM/FM push-button radio
- ☐ Rear speaker, with radio (not for Wagon)
- ☐ 8-Track stereo tape player & 2 rear speakers (Sedan & Hardtop)

Convenience Items

- ☐ Armrest & center cushion (included with optional bucket seats for Hardtop)
- ☐ Air conditioning (includes H.O. engine cooling & 55 amp. alternator)
- ☐ A/C package (includes air cond., tinted glass, power steering & insulation group)
- ☐ Tinted glass, all windows (recommended with air conditioning) or windshield only
- ☐ Wagon roof rack
- ☐ Wagon roof air deflector—tailgate
- ☐ Third seat Wagon (includes power-lift tailgate window & two seat belts)
- ☐ Cruise-Command automatic speed control system (V-8 automatic)
- ☐ Adjust-O-Tilt steering wheel (not with manual column shift)

- ☐ Electric clock
- ☐ Convenience group (2)
- ☐ Electric windshield wipers & electric washers
- ☐ Visibility group (includes convenience group, electric windshield wipers & washers)
- ☐ Light group (3)
- ☐ Headlights-off delay system
- ☐ Electric rear window defogger (except Wagons) (4)

Protection Items

- ☐ Bumper guards—front only (Wagon)
- ☐ Bumper guards—front and rear (except Wagon)
- ☐ Insulation group (includes undercoating & hood insulation)
- ☐ Clear vinyl floor mats, front & rear

Appearance Items

- ☐ Wood grain sports steering wheel with rim-blow
- ☐ Wheel covers, 4
- ☐ Custom wheel covers, 4
- ☐ Turbo-Cast or wire wheel covers, 4
- ☐ 14" x 6" Spoke-style wheels, 4 (V-8 only)

Heavy-Duty & Trailer Equipment

- ☐ Handling package—V-8 (heavy-duty springs, shocks & rear sway bar)
- ☐ Adjustable air-shock rear suspension
- ☐ Trailer towing package No. 1 (5)
- ☐ Trailer towing package No. 2 (V-8) (6)
- ☐ Heavy-duty engine cooling system (included with air conditioning)
- ☐ 70 Amp. battery (standard 50 amp. on 6 & 340 V-8, 60 amp. on 360 & 401 V-8)
- ☐ Cold-start package—70 amp. battery & 55 amp. alternator (for cars less A/C)
- ☐ Engine block heater

Air-Pollution Control System

- ☐ NITROX-TCS system (req'd. by State of California)

Optional Tires

- ☐ F78 x 14 Black (white-twin-line optional) on Sedans & Hardtops
- ☐ H78 x 14 Black (white-twin-line optional) on Wagon

1. 401 or 360 CID 4-B, V-8, dual exhaust system, 15" x 7" slot-style wheels, E60 x 15 Polyglas™ white-lettered tires, Space-Saver spare tire, handling package and power disc brakes.

2. Remote-control left outside mirror, visor vanity mirror and clock.

3. Trunk or cargo light, two courtesy lights, glove-box light, front ashtray light, parking brake warning light, headlights-on warning buzzer, low-fuel warning light, plus rear-door switches.

4. Includes 55-amp. alternator and rear-window tinted glass.

5. Package No. 1 trailers up to 2,000 pounds: car-to-trailer wiring harness kit, heavy-duty engine cooling and automatic transmission oil cooler for 6's (standard on all 6's in California, nation-wide on 258 CID 6's and all V-8's).

6. Package No. 2 for trailers from 2,000 to 5,000 pounds: Same as Package No. 1, plus automatic transmission "auxiliary" oil cooler and handling package.

Equipment and power features, illustrated or described in 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	Carb. Type	H.P. @ R.P.M.	Torque @ R.P.M.	Comp. Ratio & Fuel	Bore & Stroke	Transmissions	Axle Ratios Std. (Opt.)
232 CID Six (Standard)	1-Barrel	135 @ 4000	210 @ 1600	8.0:1 Reg.	3.75" x 3.50"	3-Speed Manual on Column (Standard)	3.15 (3.54)
						Shift-Command Automatic on Column	3.15 (3.54)
258 CID Six*	1-Barrel	150 @ 3800	240 @ 1800	8.0:1 Reg.	3.75" x 3.90"	Shift-Command Automatic on Column	3.15 (3.54)
304 CID V-8	2-Barrel	210 @ 4400	300 @ 2600	8.4:1 Reg.	3.75" x 3.44"	Shift-Command Automatic on Column	2.87 (3.15)
						Shift-Command Automatic on Console	2.87 (3.15)
360 CID V-8	2-Barrel	245 @ 4400	365 @ 2600	8.5:1 Reg.	4.08" x 3.44"	Shift-Command Automatic on Column	2.87 (3.15)
						Shift-Command Automatic on Console	2.87 (3.15)
360 CID V-8	4-Barrel	285 @ 4800	390 @ 3200	8.5:1 Reg.	4.08" x 3.44"	Shift-Command Automatic on Column	2.87 (3.15)
						Shift-Command Automatic on Console	2.87 (3.15)
						4-Speed Manual on Floor (Go Pkg. only)	3.54 (3.15 & 3.91)
401 CID V-8	4-Barrel	330 @ 5000	430 @ 3400	9.5:1 Pre.	4.17" x 3.68"	Shift-Command Automatic on Column	2.87 (3.15)
						Shift-Command Automatic on Console	2.87 (3.15 & 3.54)
						4-Speed Manual on Floor (Go Pkg. only)	3.54 (3.15 & 3.91)

*Largest displacement and greatest horsepower 6-cylinder engine on any passenger car.