

American Center

1980 AMC

SPIRIT
AMX
CONCORD
PACER
EAGLE 4-WD



THE AMERICAN MOTORS COMMITMENT

It's a twofold commitment. To respond to America's needs. And to build automobiles that are built to last.

The commitment began when American Motors became the first to build economical small cars. It deepened with the introduction of the Buyer Protection Plan.² Another first.

And for 1980, the American Motors commitment continues to grow. With two more firsts: Ziebart[®] Factory Rust Protection[™] and a 5-year Full No-Rust-Thru[™] Warranty.

It takes confidence to make such a commitment.

Confidence in the automobiles American Motors builds are truly built to last.

But then, confidence pulses through the entire corporation. And for some very good reasons. For example, with sales of \$3 billion and assets of over \$1 billion, American Motors is one of America's largest manufacturing corporations. AMC passenger cars and Jeep vehicles are sold in more than 100 countries. Manufacturing facilities, assembly plants and licensees are located around the world.

A recent agreement with Renault of France adds an important dimension to American Motors' worldwide marketing strength.

It unites the small-car pioneers of America and Europe. It's a venture that promises significant benefits to car buyers far into the future. It also

provides American Motors with an additional line of technologically advanced products. Immediately. All with very competitive fuel economy and sophisticated engineering to meet the demands of the 1980's.

Confidence also runs high at American Motors because of its AM General subsidiary. Through AM General, American Motors is one of the world's major producers of tactical trucks, Postal Service delivery vehicles and equipment and people movers.

Other products that figure in the company's growth include Wheel Horse lawn and garden tractors. And industrial engines and plastic parts used in a wide variety of products.

A COMMITMENT TO QUALITY: THE SPECIFICS

Nobody else builds automobiles quite the way American Motors does. And nobody else goes as far to protect the interests of the people who buy the automobiles.

Take rust, for example. American Motors is doing something about it. With a series of steps that extend throughout the manufacturing process. Every 1980 automobile is dipped above the door line with a corrosion fighting primer.

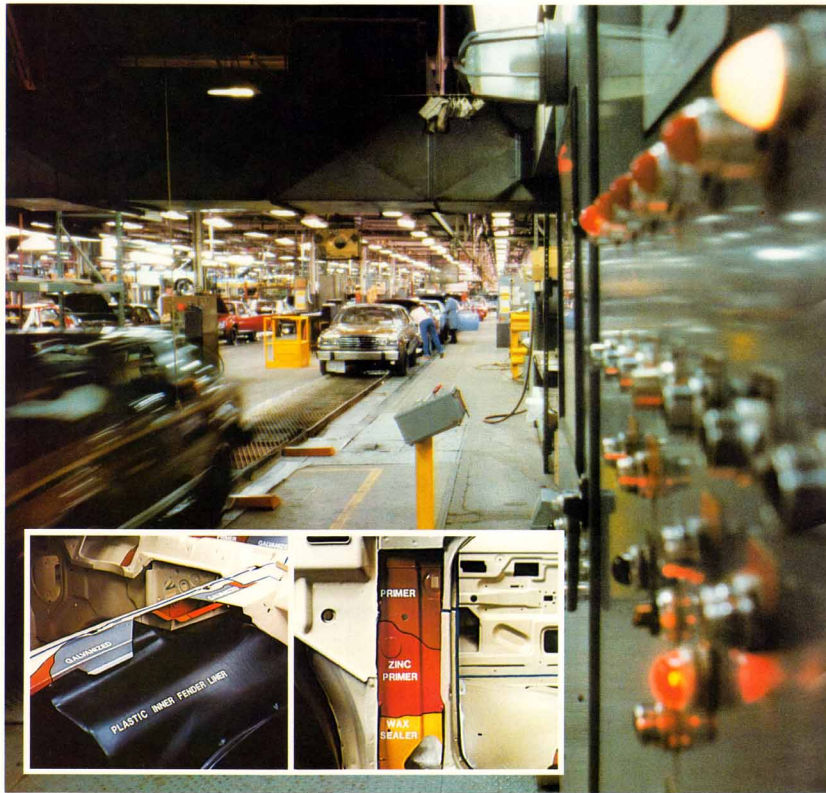
Also at no extra cost, the exclusive AMC Buyer Protection Plan[™] — with the only full 12-month/12,000-mile warranty offered by any car maker.

Galvanized steel is used in critical rust-prone areas. Zinc-rich primers are then added to areas where humidity could cause problems. Special sealers and coatings are worked into sensitive areas. Special rust-resistant fender inner-liners are installed.

Then comes exclusive Ziebart[®] Factory Rust Protection. It's applied in lower pillar areas, under the doors, on the lower outer door inside surfaces, lower fenders and in the rear wheel openings. All of the rust protection is backed by the only full 5-year No-Rust-Thru[™] Warranty. At no extra cost. There are no mileage restrictions and the warranty is transferable to subsequent owners.

Also at no extra cost, the exclusive AMC Buyer Protection Plan[™] — with the only full 12-month/12,000-mile warranty offered by any car maker. It's the best warranty in the industry because it covers every part of every new AMC automobile even if it wears out.

The steps taken against rust are only one example of the commitment to quality in American Motors assembly plants.



American Motors dedication to quality is evident throughout the production process in American Motors assembly plants. Pride in individual craftsmanship is a trademark. Quality checks are made at random during all assembly phases to evaluate production standards. These checks serve as plant production "report cards". Unquestionably, 1980 American Motors automobiles are very different from others being built today. The difference is the commitment.

◀ Ziebart[®] Factory Rust Protection and Full No-Rust-Thru[™] Warranty is another first in the automotive industry from American Motors and covers every 1980 AMC automobile for five years, unlimited mileage. This warranty is backed up by the extensive use of galvanized steel together with special primers, waxes and sealants right on the assembly line.

² Ziebart[®] is a registered trademark of Ziebart International Corp.

SPIRIT LIFTBACK

There's more to Spirit than meets the eye. The Spirit liftback combines a whole new dimension of small car value with its sleek appearance. Experience the Spirit and you'll see what we mean. Lift up the rear hatch and conveniently stow your cargo. Ease yourself into Spirit's front seat and enjoy the comfort that functional design can provide.

On the road, the 2.5 liter engine is remarkably responsive. As you drive you'll note that Spirit's riding qualities smooth out bumps and jolts in a way that you may not have experienced in a small car before. That's due, in part, to a wider track and longer wheelbase than Pinto or Chevette.

Spirit liftback also proves that a small car doesn't



have to be austere to be affordable. The DL model offers an extensive list of standard equipment including leather like custom reclining bucket seats, luxury woodgrain steering wheel and a woodgrained instrument panel.

For even more demanding tastes, let Spirit Limited put a full measure of luxury in your driving life. Genuine leather seating, custom door trim panels and plush 18-oz. color keyed carpeting, plus a host of other premium features make Spirit Limited a truly sophisticated small car value. Best of all, with Spirit you're riding with more peace of mind than you could have in any other subcompact car. Spirit liftback comes equipped with the American Motors exclusive Buyer Protection Plan* including the 12-Month/12,000-Mile

Full New Automobile Warranty, plus Ziebart® Factory Rust Protection and a Full No-Rust-Thru® Warranty covering your AMC automobile against perforation damage due to corrosion for 5 years with unlimited mileage.

It's all standard equipment in this uncommonly efficient car from AMC.



Spirit Limited Interior — Chelsea Leather



Spirit Limited liftback

SPIRIT G.T. LIFTBACK

For people who look for something extra in everything they do, we put some extra Spirit into the Spirit G.T. Liftback, extra style that turns heads wherever it goes. And extra added attractions to put spice in your driving life.

The G.T. features the European look of blackout exterior accents such as grille, headlight bezels and bumpers with guards and nerfing strips to lead the way. Bold black sidewall glass-belted radial tires surround spoke styled wheels. There is a sleek left hand black remote mirror, and inside a tachometer adds flair and function along with a color-keyed Sport steering wheel.

All this and more as standard equipment on the Spirit G.T. liftback.

When tight handling and maneuverability are desired, the G.T. Rally-tuned suspension comes into its own. This optional package includes front and

rear sway bars, adjustable "Strider" shock absorbers, tuned strut rod bushings, heavy duty front disc rear drum brakes, unique steering gear and Hi-control rear springs.

There is nothing ordinary about this sporty driving machine. Extra-ordinary is the word for Spirit G.T. liftback.

Spirit G.T. liftback



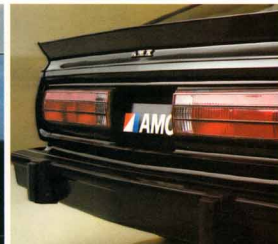
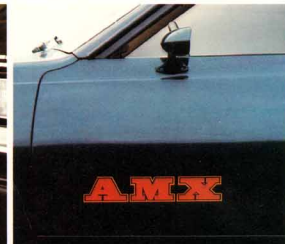
AMX

For car enthusiasts only: A picture of performance with front air dam, rear deck spoiler, accent stripes, flared fenders, blacked out bumpers, bumper guards and nerfing strips, a blackout grille and headlight bezels, spoke styled wheels, Flexten-belted outline-white-lettered radial tires, and bold AMX graphics.

Inside AMX you settle back in bucket seats of Sport vinyl. Your eyes take in the functional good looks of the instrument panel with tachometer, Sport steering wheel and other interior appointments.

You're in for a new driving experience with the standard G.T. Rally-tuned suspension system, a performance-tuned exhaust system (with manual transmission only), and extra quiet insulation to keep distractions out and your personal driving satisfaction in.

AMX also lets you have some fun and sun with an optional pop-up moon roof. For car enthusiasts, AMX is hard to resist. We planned it that way.



AMX

SPIRIT SEDAN

A smart appearance, a practical price tag and some exceptionally sensible features come in this small car package. The Spirit Sedan is for families who want a little style in their life at a price they can afford.

Spirit's true driving satisfaction is the result of thoughtful design and dedication to quality. Interior dimensions keep passengers in mind, and the variety of features offered as standard equipment on Spirit Sedan is an eye-opener when compared with the competition. Custom bucket or bench seats, full carpeting, a folding rear seat back, custom steering wheel, white sidewall tires and high level ventilation are only a few.

If your taste is more selective, you should consider the high level of standard equipment on Spirit DL and Limited models. When you opt for

DL luxury you receive custom reclining bucket seats, split folding rear seat, custom door trim panels, an electronic quartz digital clock, AM radio and much more at no extra cost.

Choose the Limited model and you receive the DL equipment plus genuine leather upholstery, power steering, power door locks, tilt steering wheel, convenience, light and protection groups as standard equipment.

You ride smoothly and comfortably in Spirit. A wide track and long wheelbase provides a remarkably smooth, stable ride with small car convenience and maneuverability.

Spirit Sedan also has something no other manufacturer's car can provide: consumer oriented warranty protection that is first in the industry. This means the Full 12-Month/12,000-Mile New Automobile Warranty and other Buyer Protection

Spirit DL Interior — Caberfae Corduroy



Spirit Sedan



Plan® features, Ziebart® Factory Rust Protection and AMC's Full No-Rust-Thru™ Warranty that covers your Spirit against perforation damage due to corrosion for 5 years, unlimited mileage. That's big protection and value in an economical Spirit Sedan. See and drive one today.



Spirit DL Sedan

SPIRIT/AMX OPTIONS

ment in addition to or in place of Base or DL items: Interior — tachometer, sport steering wheel; Exterior — black bumpers with guards and nerf strips, blackout grille and headlight bezels, blackout moldings — windshield, rear window, drip rails, belt and 'B' pillar overlay — black rear Venturi area, spoke styled wheels, G.T. medallions, black left remote mirror, dual pinstrips; Functional — deep-tone exhaust (6-cylinder engine with manual transmission only), P195/75 R14 fiberglass belted radial BSW tires

- Two-tone paint (not available with Rally stripe or on Spirit Base models)
- Rally stripe (not available with two-tone or Spirit G.T. package)
- AMX hood decal
- AMX custom interior (AMX only; includes custom reclining bucket seats in Sport vinyl or

(Some items or groups listed are standard on DL or Limited models, AMX or with select packages)

Power

- Power steering
- Power disc brakes
- Power door locks
- Power liftback release

Audio

- AM radio (standard on DL and Limited models)
- AM/FM stereo radio
- AM/FM cassette stereo radio
- AM/FM/CD stereo radio
- Premium audio system (includes power amplifier, four high-fidelity speakers and Fader control; requires one of the above stereo options)

Convenience

- Air conditioning system (includes H.D. cooling system, H.D. alternator and parcel shelf)

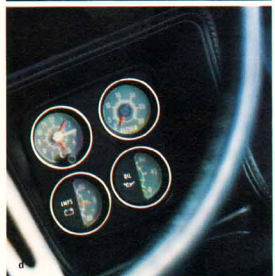


- Air conditioning package (includes air conditioning system above, power steering and tinted glass)
- Visibility Group (includes remote LH & RH mirrors, 10" day/night mirror)
- Light Group (includes dome/map light, two courtesy lights, glove box light, engine compartment light and liftback dome light switch)
- Convenience Group (includes lighted passenger view mirror, lights-on buzzer, intermittent windshield wipers)
- Gauge Package (includes tachometer, clock, amp and oil gauges and vacuum pressure gauge; console and bucket seats required; not available with 4-cylinder engine)

- Tinted glass
- Rear window defogger
- Pop-up moon roof (not available with roof rack)
- Dual note horns
- Remote left-hand mirror
- Cruise control (with automatic transmission only)
- Adjustable tilt steering wheel
- Leather wrapped sports steering wheel
- Console (requires bucket seats and parcel shelf; not available with automatic column shift)
- Halogen headlamps
- Roof rack (sedan only)

Appearance

- Spirit G.T. Package (optional with Spirit Base and DL models; includes the following equip-



Caberfae corduroy, custom door trim panels, split rear seat, day/night mirror, courtesy lights under instrument panel, parcel shelf, premium headliner and sun visors)

Wheel Trim

- Styled wheel covers
- Wire wheel covers
- Spoke-styled wheels
- Turbine aluminum wheels
- Turbocast II aluminum wheels

Protection

- Protection Group (includes front and rear bumper guards and nerf strips, door edge guards, front floor mats)
- Extra quiet insulation
- Locking gas cap
- Scuff molding

Heavy Duty

- G.T. Rally-tuned suspension package (includes uniquely tuned front sway bar, rear sway bar, heavy duty adjustable Gabriel Strider shock absorbers, tuned strut rod bushings, tuned rear spring ISO-clamp pads, Hi-control rear leaf springs, unique steering gear, heavy duty disc drum brakes. Available with Spirit G.T. Package only. Not available with 4-cylinder)
- Handling Package (includes unique front and rear sway bars. Not available with Spirit G.T., AMX or 4-cylinder engine)
- Heavy duty shock absorbers
- Manually adjusted air shocks (not available on Spirit G.T., AMX or with heavy duty shock absorbers)
- Front sway bar (optional only on Spirit Sedan with Bias Ply tires; standard all other models)
- Heavy duty cooling system (includes heavy



duty radiator, viscous drive fan, fan shroud, cool-air recovery system)

- Heavy duty battery
- Cold Climate Group (includes heavy duty battery, engine block heater, heavy duty alternator, coolant protection to -34°F)

Tires

- D78-14 Bias BSW
- D78-14 Bias WSW
- P195/75R14 Fiberglass Radial BSW
- P195/75R14 Fiberglass Radial WSW
- P195/75R14 Steel Radial BSW
- P195/75R14 Steel Radial WSW
- DR70-14 Flexten Radial BSW
- DR70-14 Flexten Radial OWL
- ER60-14 Flexten Radial OWL

- a) Pop-up moon roof
- b) AM/FM/cassette stereo radio with Premium Audio System
- c) Adjustable tilt steering wheel
- d) Gauge package
- e) Turbocast II aluminum wheels

SPIRIT/AMX STANDARD FEATURES



Spirit liftback

Spirit base models offer the following equipment:

FUNCTIONAL:

- 2.5 liter (151 CID) 4-cylinder engine
- 4-speed manual transmission
- Floor shift
- High pressure compact spare tire
- Front disc/rear drum brakes
- 21-gallon fuel tank
- 8" rear view mirror
- Inside hood release
- Cigarette lighter
- Lighted ashtray (front)
- Key warning buzzer
- Parking brake warning light
- Dome light
- High level ventilation
- Front stabilizer bar (liftback)

EXTERIOR:

- Full wheel covers
- C78 x 14 bias-ply WSW tires
- Anodized aluminum bumpers with black end caps
- Dual bodyside pinstrips
- Quad rectangular headlamps
- Ladder-type bright grille insert with logo medallion
- Wide rocker panel moldings
- Drip rail-moldings
- Wheelip moldings
- Hood front edge molding
- Windshield surround molding
- Rear window surround molding
- Quarter window frame (outer)
- 'B' pillar overlays
- Black windshield wipers

INTERIOR:

- Base bench or bucket seat in Sport vinyl (sedan)
- Base bucket seat in Sport vinyl (liftback)
- Folding rear back seat
- Base door trim panel
- Custom steering wheel
- 12-oz. color-keyed carpeting (full)
- Fiberglass headliner/vinyl sun visors
- Lockable glove box
- Carpeted spare tire cover
- Color-keyed seat belts



Spirit Sedan

Spirit DL models offer the following equipment in addition to or in place of Spirit base model equipment.

FUNCTIONAL:

- 10" day/night rear view mirror
- Electronic quartz digital clock
- AM radio
- Courtesy lights (2 under dash)
- Dual note horns
- Extra quiet insulation package

EXTERIOR:

- Styled wheel covers
- Bumper guards (front and rear)
- Wide lower bodyside moldings
- Blackout rocker panels
- Door and quarter window frame moldings (liftback)
- Blackout door frames
- Blackout rear quarter window frames (liftback)
- Belt moldings (liftback)
- Front side markers — chrome surround
- DL medallions

INTERIOR:

- Custom reclining bucket seats in Caberfae Corduroy or Sport vinyl
- Split folding rear seat
- Liftback and integral map pockets
- Custom door trim panel with lower area carpet
- Luxury woodgrain steering wheel
- Cloth headliner and sun visors
- Woodgrain instrument panel overlay
- Instrument panel parcel shelf

Spirit Limited models offer the following equipment in addition to or in place of Spirit base and DL model equipment:

FUNCTIONAL:

- Power steering
- Power doorlocks
- Power liftback release (liftback model only)
- Tilt steering wheel
- Dual remote exterior mirrors
- Dome map light
- Glove box light
- Engine compartment light
- Lightgate dome/light switch (liftback model only)
- Lighted passenger view mirror
- Lights-on warning buzzer
- Intermittent windshield wipers



AMX

EXTERIOR:

- Wire wheel covers
- P195/75 fiberglass belted radial WSW tires
- Bumper nerf strips (front and rear)
- Door edge guards
- Limited medallions

INTERIOR:

- Custom reclining seats in Chelsea leather
- Woodgrain armrest overlays
- 18-oz. color-keyed carpeting
- Full length console with center armrest
- Color-keyed floor mats (front only)
- Limited nameplates

The AMX model offers the following equipment in addition to or in place of Spirit base model equipment:

FUNCTIONAL:

- 4.2 Liter (258 CID) 6-cylinder engine
- G.T. Rally-tuned suspension system
- Tachometer
- Black left remote mirror
- Power liftback release
- Deep-tone exhaust system (manual transmission only)
- Extra quiet insulation
- Dual note horns

EXTERIOR:

- Spoke style wheels
- DR70 x 14 outline white letter tires
- Black bumpers
- Bumper guards
- Bumper nerf strips
- Black front and rear fender flares with accent stripes
- Black front air dam
- Color-keyed rear deck spoiler with accent stripes
- Black grille insert and headlight bezels
- Black door, quarter window and rear window surround moldings
- Black venturi area
- Black 'B' pillar overlay
- Black windshield wipers
- AMX graphics on doors
- AMX nameplates on grille and rear spoiler

INTERIOR:

- Sport steering wheel
- AMX nameplate on glove box door



Wheel Cover Standard base



Styled Wheel Cover (argent) Standard DL Optional base. Not available G.T., AMX



Wire Wheel Cover Standard Limited Optional base. Not available G.T., AMX



Spoke Style Wheel Standard G.T., AMX Optional all models



Turbine Wheel Optional all models Except AMX



Turbocast II Wheel Optional all models

CONCORD 2-DOOR SEDAN



The appearance is distinctive. The level of standard features and appointments is high. The ride and handling qualities are impressive. Concord is the compact 2-door sedan that combines good sense and good taste.

The Concord DL 2-door is distinguished by the stylish Opera window and Landau roof. It's new and dramatic. So is the horizontal bar grille. And the full width taillamps. New flair for a new day. Inside Concord, you'll find AMC's traditional attention to driver and passenger comfort. The variety of appointments and trim in all Concord models is extensive.

On DL models, individual reclining seats, custom door trim panels, woodgrain instrument panel overlay and quartz digital clock are standard luxury features.

Limited models feature an additional complement of impressive standard equipment like genuine leather or St. Lauren deep plush fabric upholstery; power steering, luxury woodgrain tilt steering wheel, AM radio and power door locks.

Drive Concord and experience smooth and stable riding characteristics that reinforce your sense of comfort and well-being. It's all part of the AMC value story.



Concord DL Interior — Rochelle Velour fabric



Concord DL 2-door Sedan

CONCORD 4-DOOR SEDAN

Meet the Concord DL 4-door Sedan and become acquainted with a remarkable value story. This Concord is efficiently sized on the outside, and smartly sized on the inside where room and comfort count. It also provides a standard of luxury that includes a wide variety of convenience and styling features.

Concord's look of elegance is unmistakable. For 1980, Concord introduces the dramatic distinction of an Opera window that also adds the practical touch of extended visibility for rear seat passengers.

Other impressive appearance features include a new full vinyl roof, a tastefully refined horizontal bar grille at the front and new full width taillamps. Concord's smooth ride is due to a contemporary-design handling and suspension system, and



the long list of standard features and luxury appointments make the Concord 4-door a unique driving experience. Base model features like wide, comfortable bench seats, a custom steering wheel and full color-keyed carpeting are all included at no extra cost.

When more refinements are desired, Concord DL models provide individual reclining seats, custom door trim panels, quartz digital clock, extra quiet sound insulation and many other luxury touches. Limited models add to these such impressive features as genuine leather or St. Laurent deep plush fabric upholstery, power steering, luxury woodgrain tilt steering wheel, power door locks and Convenience, Light and Protection Groups. Concord value also means an extended driving range. The combination of an efficient, responsive 4-cylinder engine and a 22-gallon fuel

tank lets you drive your Concord a long way between fill-ups.

Concord: very tempting to consider; very gratifying to own.



Concord Limited Interior — Chelsea Leather



Concord DL 4-door Sedan

CONCORD WAGON

If you need a wagon with plenty of space, operating efficiency and lasting value, consider Concord.

Five passengers ride in comfort. And whether you're maneuvering in city traffic, scooting around shopping mall parking lots or cruising on country roads, you do it easily with Concord's responsive steering and short turning radius.

What's more, when there is cargo to haul, additional load space appears by merely lowering the fold-down rear seat. Flip open the tailgate and you can pack in groceries, luggage or sporting equipment into a full 57 cubic feet of cargo space. You can drive a long way between fill-ups, too, with the tough 4-cylinder standard engine and the 22 gallon fuel tank that brings peace of mind when fuel stops are few and far between.

And consider one more fact. The Concord Wagon, like all AMC automobiles, features the most comprehensive warranty protection in the industry. This protection includes the full 12-Month/12,000-Mile New Automobile Warranty and other Buyer Protection Plan® features, plus Ziebart® Factory Rust Protection, and AMC's Full No-Rust-Thru® Warranty to protect your automobile against corrosion perforation damage for 5 years with unlimited mileage.

If you're considering a wagon, you'll want to see the Concord Wagon. Concord's functional efficiency, style, comfort and convenience add up to a lot of wagon value from AMC.

Concord Limited Wagon



Concord Limited Wagon Interior — Chelsea Leather



Concord Limited Wagon

CONCORD OPTIONS

Appearance

- Two-tone paint (not available on Concord base models)
- Woodgrain bodyside panels (Wagon base model only)



(Some items or groups listed are standard on DL or Limited models)

Power

- Power steering
- Power disc brakes
- Power windows
- Power door locks
- 6-way power driver's seat (DL and Limited models only)
- 6-way power seats (driver's and passenger's seat — DL and Limited models only)
- Power deck lid release

Audio

- AM radio
- AM/FM stereo radio
- AM/FM/cassette stereo radio
- Premium audio system (includes power amplifier, four high-fidelity speakers and Fader control; requires one of the above stereo options; not available with AM radio)



Convenience

- Air conditioning system (includes H.D. cooling system, H.D. alternator, parcel shelf)
- Air conditioning package (includes air conditioning system above, power steering, tinted glass)
- Visibility Group (includes remote LH and RH mirrors, 10' day/night mirror)
- Light Group (includes dome/map light, two courtesy lights, glove box light, engine compartment light, rear door switches, trunk light, liftgate dome light switch)
- Convenience Group (includes lighted passenger visor mirror, lights-on buzzer, intermittent windshield wipers)
- Tachometer
- Electronic quartz digital clock
- Tinted glass
- Rear window defogger (required on Concord Sedans in N.Y. State)
- Pop-up moon roof (not available with roof rack)
- Dual note horns
- Remote left-hand mirror
- Cruise control (with automatic transmission only)
- Tilt steering wheel
- Leather wrapped sports steering wheel
- Luxury woodgrain steering wheel
- Halogen headlamps
- Roof rack (Wagon only)

Wheels

- Styled wheel covers
- Wire wheel covers
- Spoke styled wheels
- Turbine aluminum wheels

Protection

- Protection Group (includes front and rear nerf strips, front and rear bumper guards, door edge guards, floor mats)
- Bumper guards (front and rear)
- Extra quiet insulation
- Locking gas cap

Heavy Duty

- Handling Package (includes unique front and rear sway bars)
- Heavy duty shock absorbers
- Automatic load leveling air shocks (includes

accessory fill kit)

- Light-Duty Trailer Towing Package (includes bumper mounted hitch, 5 connector wiring harness and Vehicle to Trailer Wiring Kit; recommended: heavy duty battery, automatic load leveling air shocks; for trailers up to 2,000 lbs., tongue load not to exceed 200 lbs.)
- Heavy duty cooling system (includes heavy duty radiator, viscous drive fan, fan shroud, coolant recovery system)
- Cold Climate Group (includes engine block heater, heavy duty battery, heavy duty alternator, coolant protection to -34°F)
- Heavy duty battery

Tires

- D78-14 Bias WSW
- P195/75R14 Fiberglass Radial BSW
- P195/75R14 Fiberglass Radial WSW
- P195/75R14 Steel Radial BSW
- P195/75R14 Steel Radial WSW
- DR70-14 Flexten Radial BSW
- DR70-14 Flexten Radial OWL

- a) Rear window defroster
- b) Vanity mirror
- c) Concord DL instrument panel
- d) Power windows/door locks
- e) Roof rack
- f) AM/FM stereo radio

CONCORD STANDARD FEATURES



Concord 2-door Sedan



Concord 4-door Sedan



Concord Wagon

Concord base models standard equipment:

FUNCTIONAL:

- 2.5 Liter (151 CID) 4-cylinder engine
- 4-speed manual transmission — floor shift
- High pressure compact spare tire
- Front disc rear drum brakes
- 22 gallon fuel tank
- 8" rear view mirror
- Inside hood release
- Cigarette lighter
- Lighted ashtray (front)
- Parking brake warning light
- Dome light
- Front stabilizer bar
- High level ventilation

EXTERIOR:

- Full wheel covers
- D78 x 14 bias ply BSW tires
- Anodized aluminum bumpers with black end caps
- Dual bodyside pinstripes
- Quad rectangular headlamps
- Horizontal bar grille
- Narrow wheelie lip moldings
- Narrow rocker panel moldings
- Drip rail moldings
- Hood front edge molding
- Windshield surround molding
- Rear window surround molding
- Wind split hood molding
- Hood ornament
- Narrow black side scuff moldings
- Black windshield wipers

INTERIOR:

- Bench seat in Sport vinyl or Stripe Knit fabric
- Base door trim panel
- Custom steering wheel
- 12-oz. color-keyed carpeting (full)
- Fiberglass headliner/visor (full)
- Partial (lower) woodgrain instrument panel overlay
- Lockable glove box
- Single rear seat ashtray
- Color-keyed seat belts

Concord DL models offer the following equipment in addition to or in place of Concord base model equipment:

FUNCTIONAL:

- 10' day/night rear view mirror
- Electronic quartz digital clock
- Courtesy lights (2 under dash)
- Dual note horns
- Extra quiet insulation package

EXTERIOR:

- Styled wheel covers
- D78 x 14 bias ply WSW tires
- Bumper guards (front and rear)
- 'B' pillar pinstripes (4-door sedan)
- Liftgate pinstripes (wagon)
- Landau vinyl roof (2-door sedan)
- Full vinyl roof (4-door sedan)
- Vinyl roof trap moldings (sedan)
- Woodgrain bodyside panels (wagon)
- Opera windows (sedan)
- Opera window overlay moldings (4-door sedan)
- Belt moldings (4-door sedan and wagon)
- Wide wheelie lip moldings
- Wide rocker panel moldings
- Color-keyed rear window surround molding (sedan)
- Color-keyed wide side scuff moldings (sedan)
- 'B' pillar crests
- Front side markers — chrome surround
- DL medallions

INTERIOR:

- Individual reclining seats in Sport vinyl
- Custom door trim panel
- Custom steering wheel with woodgrain accents
- Cloth headliner and sun visors
- Full woodgrain instrument panel overlay
- Trunk carpeting (sedan)
- Carpet covered spare tire (sedan)
- Cargo area skid strips (wagon)
- Dual rear seat ashtrays

Concord Limited models offer the following equipment in addition to or in place of Concord base and DL model equipment:

FUNCTIONAL:

- Power steering
- Power door locks
- Tilt steering wheel
- Dual remote exterior mirrors
- AM radio
- Dome map light with rear door or liftgate switches

EXTERIOR:

- Glove box light
- Engine compartment light
- Trunk light
- Lighted passenger visor mirror
- Lights-on warning buzzer
- Intermittent windshield wipers

EXTERIOR:

- Wire wheel covers
- P195/75 fiberglass belted radial WSW tires
- Bumper nerf strips (front & rear)
- Door frame inner moldings
- Door edge guards
- Limited medallions

INTERIOR:

- Individual reclining seats in Chelsea leather or St. Lauren deep plush fabric
- Custom door trim panel with woodgrain front armrest overlays
- Luxury woodgrain steering wheel
- 18-oz. color-keyed carpeting (full)
- Carpeted trunk/cargo area side panels (18-oz.)
- Color-keyed floor mats (front & rear)
- Instrument panel parcel shelf
- Limited nameplates



Corporate Wheel Covers Standard base



Styled Wheel Cover (argente) Optional base.



Wire Wheel Cover Standard Limited Optional base, DL



Spoke Style Wheel Optional all models



Turbine Wheel Optional all models

PACER WAGON

Looking for a compact wagon with sizeable cargo capacity and a ride like a big car? The Pacer DL Wagon's the answer. A functional wagon, boasting 52.5 cubic feet of flat-load-floor cargo space that's easily accessible through the wide rear hatch. Plus an over-sized passenger door that simplifies passenger entrances and exits too.

But wagons should be attractive as well as functional. So in addition to the spacious interior, you'll appreciate the Pacer DL's custom door trim panels, woodgrained instrument panel design and individual reclining seats. For ultimate luxury, the Pacer Limited Wagon sports a genuine leather interior. And on the long list of Limited standard equipment, there are a variety of power assists, including power steering, power windows and power door locks.

Pacer DL Wagon



Out on the road, Pacer's riding and handling qualities are impressive with its standard 4.2 liter engine, wide track, isolated suspension and precise rack and pinion steering. Pacer Wagon is big in value and comfort and is extremely practical.

PACER HATCHBACK

Pacer has big car room and comfort and small car size and maneuverability. The AMC Pacer continues to provide unique advantages of practical transportation and sophisticated style. Pacer rides surely over the open road due to its wide design, isolated suspension and rack and pinion steering. Pacer's width translates into passenger room. Cargo can be loaded easily onto the flat load floor through the wide rear hatch. The Pacer DL also delivers a host of standard features like individual reclining seats in Sport vinyl, walnut burl instrument panel overlays, a custom steering wheel and a folding rear seat back.

For added luxury and convenience, the Pacer Limited Hatchback presents a genuine leather interior, a folding center armrest, and driving aids

like power steering, tilt wheel, dual remote mirrors and power windows and door locks. No other car combines Pacer's advantages of small car size, and big car ride with the Buyer Protection Plan's full 12-Month/12,000-Mile Warranty, plus Ziebart® Factory Rust Protection.

Pacer DL Hatchback



Pacer DL Interior — Rochelle Velour fabric

PACER OPTIONS

(Some items or groups listed are standard on Limited models)

Power

- Power steering
- Power disc brakes
- Power windows
- Power door locks

Audio

- AM radio
- AM/FM stereo radio
- AM/FM/8-track stereo radio
- AM/FM/CB stereo radio

Convenience

- Air Conditioning System (includes H.D. cooling system, H.D. alternator, parcel shelf)
- Air Conditioning Package (includes air conditioning system above, power steering, tinted glass)
- Visibility Group (includes remote LH & RH mirrors)
- Light Group (includes dome/map light, glove box light, engine compartment light, liftgate come light switch)



- Convenience Group (includes lighted passenger visor mirror, lights-on buzzer, intermittent windshield wipers)
- Tinted glass
- Rear window defogger
- Rear window wiper/washer (includes fluid indicator light)
- Door vent windows
- Pop-up moon roof (hatchback only)
- Remote left-hand mirror
- Cruise control (automatic transmission only)
- Tilt steering wheel
- Leather wrapped sports steering wheel
- Luxury woodgrain steering wheel
- Folding center armrest
- Roof rack



Appearance

- Two-tone paint
- Clear Coat Paint (available on Limited in one color only; not available with two-tone)
- Woodgrain bodyside panels (wagon only; not available with two-tone)

Wheel Trim

- Wire wheel covers
- Spoke-styled wheels
- Turbine aluminum wheels



Protection

- Protection Group (includes front and rear nerf strips, door edge guards, floor mats.)
- Locking gas cap

Heavy Duty

- Heavy duty shock absorbers
- Heavy duty cooling system (includes heavy duty radiator, fan shroud)
- Cold climate group (includes engine block heater, heavy duty battery, heavy duty alternator, coolant protection to -34°F)
- Heavy duty battery

Tires

- P195/75R14 Steel Radial BSW
- P195/75R14 Steel Radial WSW

- a) Cruise control
- b) Roof rack
- c) Vanity mirror
- d) AM/FM stereo radio
- e) Rear window defroster and wiper
- f) Wire wheel covers

PACER STANDARD FEATURES



Pacer Wagon



Pacer Hatchback

Pacer DL models offer the following equipment:

FUNCTIONAL:

- 4.2 Liter (258 CID) 6-cylinder engine
- 4-speed manual transmission — floor shift
- High pressure compact spare
- Front disc/rear drum brakes
- 21 gallon fuel tank
- 10" day/night rear view mirror
- Inside hood release
- Electric clock
- Cigarette lighter
- Dome light
- Courtesy lights (2 under dash)
- Parking brake warning light
- Key warning buzzer
- Lockable glove box
- Swing-out rear quarter windows (wagon)
- Dual note horns
- Extra quiet insulation package
- Front stabilizer bar
- High level ventilation

EXTERIOR:

- Styled wheel covers
- P195/175R14 fiberglass belted radial WSW tires
- Bumper guards (front & rear)
- Blackout grille insert
- Color-keyed wide bodyside scuff moldings
- Hood ornament and wind split molding
- Wide rocker panel molding
- Wheel lip moldings
- Hood rear edge molding
- Lower grille molding
- License plate surround molding
- Back panel overlay (hatchback)
- Windshield surround molding
- Rear window surround molding
- Door and rear quarter window surround moldings
- Rear side marker — chrome surround
- Black windshield wipers
- DL medallions

INTERIOR:

- Individual reclining seats in Sport vinyl
- Folding rear seat back
- Custom door trim panels with woodgrain accents and lower carpet area
- Walnut burl woodgrain instrument panel overlays
- Black speedometer face
- Chrome plated ventilation louvers
- Padded, woodgrain accented over/away glove box
- Custom steering wheel with woodgrain accents
- Custom headliner and sun visors
- Color-keyed seat belts
- 12-oz. color-keyed carpeting (full)
- Rear seat armrests (on wheelhouses)
- Rear seat ashtray
- Cargo area skid strips (wagon)

Pacer Limited models offer the following equipment in addition to or in place of Pacer DL model equipment:

FUNCTIONAL:

- Power steering
- Power windows and door locks
- Tilt steering wheel
- Dual remote exterior mirrors
- AM radio
- Dome/map light
- Front ashtray/light
- Glove box light
- Engine compartment light
- Liftgate dome light switch
- Lighted passenger visor mirror
- Lights-on warning buzzer
- Intermittent windshield wipers

EXTERIOR:

- Wire wheel covers
- Bumper nerf strips (front & rear)
- Blackout rocker panels
- Ribbed lower bodyside molding
- Limited medallions

INTERIOR:

- Individual reclining seats in Chelsea leather
- Folding center armrest in vinyl
- Luxury woodgrain steering wheel
- 18-oz. color-keyed carpeting (full)
- Color-keyed floor mats
- Limited nameplates



Styled Wheel Covers (argenti)
Standard DL



Wire Wheel Covers
Standard Limited
Optional DL



Spoke Style Wheel
Optional all models



Turbine Wheel
Optional all models

EAGLE 4-WD

The American Eagle.
Totally new. Totally exciting.
And totally right for the 1980s!

AMC Eagle is one of America's first 4-wheel drive automobiles. It combines the comfort and luxury features you've come to expect in passenger cars, with the exceptional handling capabilities inherent in four-wheel drive vehicles. That means you can have handsome styling and comfort plus the peace-of-mind in knowing that the American Eagle can get you there — when you want to be there.

Heavy rain, sticky mud, slushy snow or slippery ice are no match for Eagle's advanced automatic four-wheel drive system. Once you've experienced its secure, road-hugging stability, you'll see why we call it the first real alternative to conventional two-wheel drive transportation.

Built on a compact 109.3 inch wheelbase, the American Eagle is available in three body styles — 4-Door Wagon, 2-Door Sedan and 4-Door Sedan — each measuring a trim 86.2 inches in overall length. Powered by a 4.2 Liter (258 CID) six cylinder engine and 3-speed Torque Command automatic transmission, Eagle is very much attuned to the energy and environmental concerns of the 1980s.

Everything about the new Eagle is truly remarkable! Its tastefully refined exterior and interior styling. Its innovative engineering features independent front suspension. Employment of the most advanced automatic four-wheel drive system in the world.

Plus the availability of many of the luxurious comfort and convenience amenities previously reserved for passenger cars. The exciting new Eagle has it all!

And at no extra cost; the exclusive Buyer Protection Plan® and new Ziebart® Factory Rust Protection and 5-year Full No-Rust-Thru® Warranty for that extra peace-of-mind.

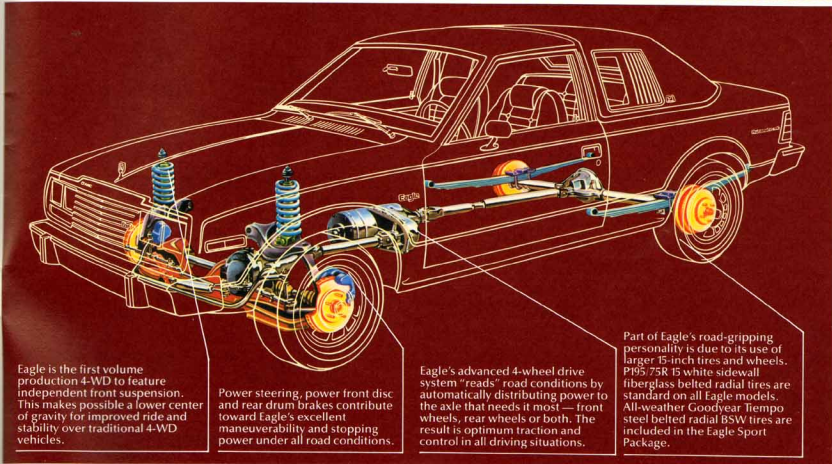
However impressive the American Eagle is to read about, the actual experience of driving one will tell the whole story. You owe it to yourself to see just how the Eagle is totally capable of building confidence between man and machine. Treat yourself to a test drive. It's the best way to experi-

ence how the Eagle is about to revolutionize the world of driving.

Eagle Wagon



Eagle 4-door Sedan



Eagle is the first volume production 4-WD to feature independent front suspension. This makes possible a lower center of gravity for improved ride and stability over traditional 4-WD vehicles.

Power steering, power front disc and rear drum brakes contribute toward Eagle's excellent maneuverability and stopping power under all road conditions.

Eagle's advanced 4-wheel drive system "reads" road conditions by automatically distributing power to the axle that needs it most — front wheels, rear wheels or both. The result is optimum traction and control in all driving situations.

Part of Eagle's road-gripping personality is due to its use of larger, 15-inch tires and wheels. P165 75R 15 white sidewall fiberglass belted radial tires are standard on all Eagle models. All-weather Goodyear Tiemopo steel belted radial 85W tires are included in the Eagle Sport Package.

SPECIFICATIONS

A WORD ON GENUINE AMC PARTS AND ACCESSORIES

Always insist on the use of genuine AMC replacement parts to help maintain the high standard of quality built into all AMC vehicles. And be sure to select from the vast line-up of factory-approved accessories to personalize your vehicle to suit your driving needs.

Because AMC parts and accessories are designed and engineered specifically for AMC vehicles, they will fit correctly, perform properly and give long-lasting satisfaction. Genuine AMC parts and accessories are available only through your local AMC dealer. Ask him for the latest copy of the AMC Accessory Catalog.

DIMENSIONS AND CAPACITIES	Spirit/AMX Liftback	Spirit Sedan	Concord 2-Door	Concord 4-Door	Concord Wagon	Pacer Hatchback	Pacer Wagon
EXTERIOR (Inches)							
Wheelbase	96.0	96.0	108.0	108.0	108.0	100.0	100.0
Overall Length	167.2	167.0	185.0	185.0	185.0	173.9	178.8
Overall Width	71.9	72.0	71.0	71.0	71.0	77.0	77.0
Overall Height	51.5	51.6	51.9	51.3	52.6	52.7	53.1
Front Overhang	35.4	35.4	35.4	35.4	35.4	34.2	34.2
Front Overhang	35.9	35.6	41.6	41.6	41.6	39.7	44.6
Front Track	58.1	58.1	57.6	57.6	57.6	61.2	61.2
Rear Track	57.0	57.0	57.1	57.1	57.1	60.0	60.0
INTERIOR (Inches)							
Front Leg Room	40.8	40.8	40.8	40.8	40.8	40.7	40.7
Front Head Room	38.1	38.1	38.1	38.1	38.1	38.3	38.5
Front Shoulder Room	53.9	53.9	54.0	54.0	54.0	58.7	58.7
Front Hip Room	54.3	54.3	54.3	54.4	54.4	56.0	56.0
Rear Leg Room	27.8	27.8	36.1	36.1	36.1	35.0	35.0
Rear Head Room	35.6	37.7	37.5	37.5	37.9	36.9	38.0
Rear Shoulder Room	53.2	53.0	53.2	53.4	53.4	53.3	53.3
Rear Hip Room	40.3	43.5	52.5	53.6	53.6	42.2	42.2
Cargo Index Volumes (Cu. Ft.)	25.5	27.3	11.4	11.4	57.0	32.2	52.5
Fuel Capacity (Gallons)						NA	NA
4-Cylinder	21	21	22	22	22	21	21
6-Cylinder	21	21	22	22	22	21	21
Curb Weight—Base	2615/2963	2519	2710	2767	2816	3197	3235

NOTE: 3.8 cubic feet of hidden cargo volume on Concord Wagons.

ENGINE/TRANSMISSION/AXLE SPECIFICATIONS

Model	Engine	Transmission	Axle Ratio		
			49 States	Calif.	High Altitude
SPIRIT	2.5 Liter (151 CID) 2V 4-Cylinder	4-speed floor	3.08 S	3.08 S	3.08 S
		3-speed auto.-column	3.08	3.08	3.08
		3-speed auto.-floor	3.08	3.08	3.08
	4.2 Liter (258 CID) 2V 6-Cylinder	4-speed floor	2.53	2.53	2.53
		3-speed auto.-column	2.53	2.53	2.73
		3-speed auto.-floor	2.53	2.53	2.73
CONCORD	2.5 Liter (151 CID) 2V 4-Cylinder	4-speed floor	3.08 S	3.08 S	3.08 S
		3-speed auto.-column	3.08	3.08	3.08
		4-speed floor	2.53	2.53	2.53
	4.2 Liter (258 CID) 2V 6-Cylinder	3-speed auto.-column	2.53	2.53	2.73
PACER	4.2 Liter (258 CID) 2V 6-Cylinder	4-speed floor	2.53 S	2.53 S	2.53 S
		3-speed auto.-column	2.53	2.53	2.73
		3-speed auto.-floor	2.53	2.53	2.73
AMX	4.2 Liter (258 CID)	4-speed floor	2.53 S	2.53 S	2.53 S
		3-speed auto.-floor	2.53	2.53	2.73

S—Standard Engine/Transmission/Axle Ratio

1980 BUYER PROTECTION PLAN®

Warranty Coverage For Subsequent Owners

Subsequent owners of an AMC automobile are eligible for any unused warranty coverage. A subsequent owner need simply present the original folder (properly filled out) to an authorized AMC dealer to obtain warranty repairs.

Tire Policy

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

Pre-Delivery Service

Your AMC dealer has serviced and tested your new automobile for starting, handling, and braking and overall performance in accordance with AMC's Dealer Pre-Delivery Service Procedure. In addition, many other checks, inspections, adjustments and final clean-up services have been performed to assure your auto meets the quality standards of AMC products.

A Loaner Automobile

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

Special Trip Interruption Protection

If you're 100 miles (160 km) or more from home and a servicing AMC dealer can't provide "same day" warranty repairs for your automobile, interrupting your trip, we will reimburse you for reasonable extra lodging and meal costs up to \$50, based upon your actual expenses. Submit receipts to the AMC dealer who serviced your automobile. He'll handle the paperwork that entitles you to direct reimbursement from American Motors to you.

Ziebart® Factory Rust Protection and Full Five (5) Year Perforation from Corrosion Warranty

When you buy a new 1980 AMC automobile with Ziebart® Factory Rust Protection from an authorized AMC dealer, American Motors Corporation warrants to you that it will pay for the repair or replacement of any part it supplies, except exhaust system components, which proves under normal use and service to have developed perforation from corrosion within five (5) years from the date of delivery or first use, whichever occurs first. There is no mileage limitation.

All we require is that the automobile be properly maintained in accordance with the conditions set forth in the Owner's Manual. All repairs and parts replacements under this warranty must be performed by an authorized AMC dealer. You must notify your dealer as soon as you are aware of perforation due to corrosion.

Corrosion other than perforation which is due to defective factory materials or workmanship is covered by the Full 12-Month or 12,000-Mile (20,000 km) AMC New Automobile warranty. Perforation from corrosion due to accident, damage, abuse or vehicle alteration is not covered under this warranty.

Collision-damaged panels must be repaired or replaced with new factory-approved or authorized parts and rust-protected within two (2) months to be included in this warranty.

For service under this warranty, you must take your automobile to an AMC dealer for examination and approval by a service representative of American Motors prior to repair or replacement of any part.

Except for other written warranties issued by American Motors applicable to AMC automobiles, no other warranty is given or authorized by American Motors. American Motors shall not be liable for loss of use of automobile, loss of time, inconvenience or other incidental or consequential damages. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

1980 AMC Full 12-Month/12,000-Mile® New Automobile Warranty

When you buy a new 1980 AMC automobile from an AMC dealer, American Motors Corporation® warrants to you that for 12 months or 12,000 miles* from the date of delivery or first use, whichever comes first, it will, except for tires, pay for the repair or replacement of any part it supplies which proves defective in material or workmanship. All we require is that the automobile be properly maintained and cared for

under normal use and service in the fifty United States or Canada and that warranty repairs or replacements be made by an authorized AMC dealer.

Except for other written warranties issued by American Motors applicable to AMC vehicles no other warranty is given or authorized by American Motors. American Motors shall not be liable for loss of use, loss of time, inconvenience or other incidental or consequential

damages. Some states and provinces do not allow limitation or exclusion of incidental or consequential damages so the above exclusion and limitation may not apply to you. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state or province to province.

*In Canada: (20,000 km)

**In Canada: American Motors (Canada) Limited

BODY STYLES

SPIRIT



Spirit liftback

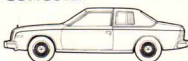


Spirit Sedan



AMX

CONCORD



Concord 2-door Sedan



Concord 4-door Sedan



Concord Wagon

PACER



Pacer Hatchback



Pacer Wagon

EAGLE



Eagle 2-door Sedan



Eagle 4-door Sedan



Eagle Wagon

COLOR SELECTOR



Cardinal Red 1)



Russet, Met. 2)



Bordeaux, Met. 2)



Cameo Blue 1)



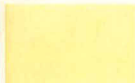
Med. Blue, Met. 2)



Navy Blue 1)



Dk. Green, Met. 3)



Saxon Yellow 1)



Cameo Tan 1)



Caramel 4)



Med. Brown, Met. 1)



Dk. Brown, Met. 2)



Misty Beige Clearcoat 5)



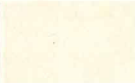
Quick Silver, Met. 2)



Smoke Gray, Met. 2)



Classic Black 1)



Olympic White 1)

- 1) all lines
- 2) all lines except AMX
- 3) Concord/Eagle only
- 4) Spirit/Pacer only
- 5) Pacer only

 **American Motors Corporation**

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