

ALL-NEW 1961

RAMBLER AMERICAN

America's Leading Economy
Compact Car





The New World Standard Of Basic Excellence

Rambler is dedicated to the pursuit of excellence. Excellence in design—excellence in quality—in construction, comfort, performance and economy.

The Rambler concept is one of greater usefulness to the user. It is well expressed in Rambler's styling . . . constant improvement—not mere change for change's sake. This idea of styling continuity permits major investments to be made in those areas of product superiority that mean the greatest usefulness to the user. Rambler's exclusive Ceramic-Armored muffler and tail-pipe, guaranteed against defects for the life of the car while in the hands of the original owner, is an example of the effect of this concept. So, too, is the long-life protection of Deep-Dip rustproofing—the extra strength and durability of Rambler Single-Unit construction . . . the personal livability afforded by Rambler interiors, designed to make the entire passenger compartment a useful family living space.

The Rambler concept finds expression, too, in the extra thousands of miles of trouble-free, service-free operation that Rambler owners get from their cars.

Only Rambler builds all three sizes of compact cars:

Size One—The Economy Compact—Rambler American.

Size Two—The All-Purpose Compact—Rambler Classic 6 or V-8.

Size Three—The Luxury Compact—Ambassador V-8 by Rambler.

This brochure illustrates and describes the new 1961 Rambler American. You will see that it is completely new in styling. Yet this is an evolutionary change—not revolutionary. It is modern, *enduring* style—not the mere addition of garish chrome or protruding fins. You can be sure your new Rambler American will be in style for years to come.

Some new compacts have imitated Rambler size. Others have imitated Rambler economy. But none can imitate the Rambler concept—proved in 11 years' experience in building compact cars and more than 35 billion owner-driven miles.

This dedication to enduring quality makes Rambler the New World Standard of Basic Excellence!

We invite you to see and drive the new 1961 Ramblers at your Rambler dealer's soon.

President

AMERICAN MOTORS CORPORATION





1961 RAMBLER AMERICAN CUSTOM 4-DOOR SEDAN



For 1961, Rambler American presents a whole new array of rich interiors. Choose from newly-styled upholstery weaves and patterns with complementary vinyls. All are easily cleaned with a damp cloth. Custom models offer luxurious door-to-door carpeting as standard equipment.



1961 RAMBLER AMERICAN CUSTOM 4-DOOR STATION WAGON

The All-New Rambler American 4-Door Station Wagon for 1961 is tops
in smart styling and practical usefulness in the economy compact field. Here is
true compact station wagon handling ease, plus 4-door ease of entrance and exit.

All Rambler American models combine quality construction and
spirited performance with low first cost and top operating economy.

1961 RAMBLER AMERICAN

Meet the new American Beauty! Representing design continuity, the functional new styling of the 1961 Rambler American

is advanced in concept—clean, smart, contemporary.

This advanced styling is evident in every 1961 Rambler model, including the newest, smartest, freshest convertible on the road.

RAMBLER AMERICAN CUSTOM CONVERTIBLE

Fresh as sea breeze, yet rock-sturdy with its Single-Unit construction, the all-new Rambler American Convertible is the outstanding youthful, practical fun car. Top raises and lowers automatically at finger-tip command.



AMERICA'S LEADING ECONOMY COMPACT CAR
OFFERS NEW MODELS
FOR EVERY FAMILY NEED!

What do you want in a compact car? Quality—of course! Rambler American quality is proved by 11 years' experience and more than 35 billion owner-driven miles. Economy—indeed! Rambler American is America's recognized economy king, proved in officially-authenticated economy tests. Parking and garaging ease? The 100-inch wheelbase compact Rambler American parks where others can't . . . fits any garage. And the wide range of models—2-door sedans, 4-door sedans, 2-door and 4-door station wagons, and smart, new convertible—means there is a Rambler American for you . . . no matter what your needs or desires may be.



Rambler American's new sculptured beauty is evident again in the smart rear contours of the car. Beneath the wide rear deck lid is 50 per cent more trunk room.



1961 RAMBLER AMERICAN
DELUXE 2-DOOR SEDAN

All-new for '61! Ideal car for families with small children. Compact 100" wheelbase and 173" overall length make parking and garaging a cinch. Available also in Super and Custom models.



1961 RAMBLER AMERICAN SUPER 4-DOOR SEDAN

Family-size 6-passenger room. L-Head Super Flying Scot engine is standard. 125 H.P. overhead valve Six is optional. Custom and Deluxe models also available.



**1961 RAMBLER AMERICAN
SUPER 4-DOOR STATION WAGON**

All-new for '61! Easy-loading large cargo space plus six-passenger room. Exclusive smart Roof-Top Travel Rack affords additional luggage space on Super and Custom models. Deluxe model also available.



**1961 RAMBLER AMERICAN
CUSTOM 2-DOOR STATION WAGON**

The smartest, top economy 2-door compact station wagon on the road. Sparkling chrome belt moulding gives added flair and true custom appearance. Door-to-door carpeting is standard equipment.



Cargo loading and unloading is even easier with the wider tail-gate opening on 1961 Rambler American Station Wagons. There's 23% more room for your family's vacation gear on the longest trips.



**1961 RAMBLER AMERICAN
DELUXE 2-DOOR STATION WAGON**

The trim beauty that combines compact car economy and maneuverability with station wagon family room and carrying space. Super model also available.



*Choose from two record-breaking
economy engines for your 1961 Rambler American*

125 H.P. OVERHEAD VALVE CUSTOM FLYING SCOT

Provides a superb combination of top fuel economy and peak, effortless performance on regular grade gasoline. This powerplant won the Compact Car Class and gave most miles per gallon of all cars in 1960 Mobilgas Economy Run. Standard on Custom models—optional on Super and Deluxe models.

90 H.P. L-HEAD SUPER FLYING SCOT

Offers lots of go and economy, too, with its unusual blending of smooth, quiet performance and record gasoline mileage, proved in coast-to-coast NASCAR supervised economy run. Uses regular grade gasoline for extra savings. This time-proven powerplant is standard on Deluxe and Super models.

