

*American Motors  
presents the  
newest idea in automobiles  
The Rambler  
for 1955*



# IT HAD TO COME!

**We of American Motors** believe the time has come for a new idea in automobiles—

• • The time has come for nimble, more agile cars, quicker in traffic, easier to park on crowded streets.

• • The need is here—for more versatile cars, real work-and-play family cars, better designed for cross-country travel

needs... even with complete All-Season Air Conditioning! • •

The time has come for greater safety in automobiles . . . stronger in construction, easier to handle, safer on curves.



• • The time has come for lower operating costs . . . for cars that can travel up to 600 miles on a tankful of gas-

oline. • • And the time is here for a truly fine car,

economically priced, built without one single compromise . . . a car that bows to none—in

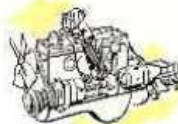
features—in comfort—and in per-

formance. • • We have built

that car. It is here today, ready for

you to see and drive . . . the Rambler! • • See it. Enjoy it. Then see if you don't agree that

this is the start of a whole new motoring trend.



The new 1955

*Rambler*

**NEW IDEA!** Whether it's below zero or scorching hot, you travel in living-room comfort. All-Season Air Conditioning cools faster, warms faster. It's the year-round system that  
Heats . . . Cools . . . Ventilates . . . Filters.



Even  
the **air**  
is **new!**

*You enjoy a whole new Kind of Comfort  
with Complete All-Season Air Conditioning*

Now you can have the greatest safety, health and comfort feature ever built into an automobile—All-Season Air Conditioning—at a price millions can afford.

Think of the enjoyment of year 'round comfort . . . thermostatically controlled heat in winter . . . cooling air-conditioning in summer! Think of breathing fresh, clean air all year-long, filtered free of dust and pollen . . . safely free of monoxide exhaust fumes! Think of resale value!

Your Air Conditioned Rambler will be worth far more when you trade or sell it!

Yes . . . the revolutionary new All-Season Air Conditioning System\* is the greatest health and comfort feature ever built into an automobile. It makes possible the "just-right" temperature inside your car in every season. And it's priced far lower than other comparable air conditioning and heating systems on the market.

\*Patents Applied For.

**NOW YOU CAN OWN A COMPLETELY AIR CONDITIONED  
RAMBLER FOR LESS THAN THE PRICE OF AN ORDINARY CAR!**



One single system heats, cools, ventilates, filters with one-knob temperature control. Safest, simplest, fastest system known. An exclusive American Motors development.



Not one single inch of trunk space is used to hold Air Conditioning unit as in other cars. The Rambler All-Season system is contained entirely forward of the instrument panel.

# HERE IS IRRESISTIBLE GLAMOUR

## ON WHEELS

*Created to Your  
Discriminating  
Taste*

Never before have you seen a car so gay, so smart, so beautifully glamorous inside and out.

There's glamour that catches the eye and quickens the pulse in the long, rakish "Continental Styled" lines . . . in the wide sweep of the broad windshield . . . the low-recessed hood . . . in the flair of the distinctive Road-Guide Fenders that serve as a real guide in passing or parking . . . in the distinctive Continental Rear Tire Mount.

Open the door and see fabulously beautiful interiors. Here are irresistible rich leathers, exquisite nylon jacquards—all in gay, fashion-smart colors that harmonize deftly with the new exterior two-tone and solid colors.

Yes—when you own a 1955 Rambler, you enjoy "Glamour on Wheels"—the car that is boulevard-smart and a highway-delight.

The Rambler Country Club, at right, is in Coral and Snowberry White. Note below the distinctive Charcoal Gray and white interior, the quilted two-tone vinyl doors. No car on the road, at any price, offers more luxury, more smartness, more glamour!





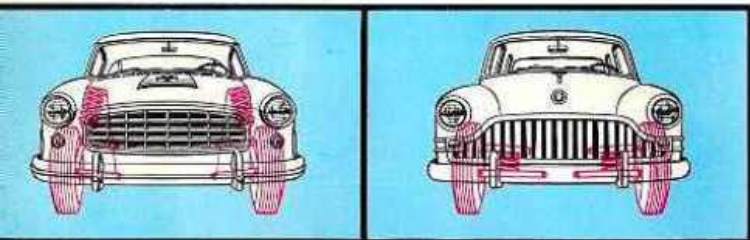
**RAMBLER CUSTOM COUNTRY CLUB**—A "two-in-one" car that offers the fun of a convertible with the snug comfort of a sedan. Combines ultra-smart Continental lines with beautiful interiors designed to harmonize with body colors.

discover something  
absolutely new...

## The Deep Coil Ride



**BACK SEAT COMFORT** as smooth as the front with new balanced springing. Front and rear springs oscillate at the same rate to give you an "even-keel" ride on any type of road. New "tension type" rear spring shackles provide a variable spring effect for uniform riding comfort.



**NOW YOU SEE THE DIFFERENCE!** Rambler Deep Coil Springs put car weight and center of gravity between and below the springs, instead of above the springs, as in other cars. Note how springs are longer, braced outward like "Sea Legs".

**OLD-STYLE SPRINGS** are close together, offer little resistance to side-sway. Notice how much shorter ordinary springs are—lacking the length and suppleness to absorb shock. Compare the Rambler ride with any ride you've known before.



It's another "first" by American Motors engineers—the first great improvement in front suspension and springing in 20 years. Rambler springs are longer, softer—and braced outward like "Sea Legs" to cushion car sway and give a smoother, quieter ride.

Try it. You'll be amazed at the difference. You turn corners sharper and quicker than ever before—with a safer, "geared-to-the-road" feeling.

Ram it over the roughest road you know. The usual bounce and steering-wheel jiggle are gone. Those long, supple coil springs just "swallow up" road-shock and smother noise. And, for long trips, there is simply not another car—regardless of price—that can speed you 500 miles or more in a day with less effort or strain.

Discover the revolutionary new idea in riding comfort—the Rambler Deep Coil Ride.



**TWIN TRAVEL BEDS.** Great for vacation, fishing, hunting and camping trips. Right-hand seat can be made up separately—ideal for resting children and keeping them on their "nap schedule" while traveling. Available in 4-door models.



**AIRLINER RECLINING SEATS**—another Rambler exclusive. Driver and front-seat passengers can change the angle of seat-backs at lever touch to reduce tension and banish the strain of long trips. Available in all models.



**RAMBLER CUSTOM 4-DOOR SEDAN**—a beauty that combines roominess and smartness in a manner never before thought possible. Headroom, legroom, hiproom are of really generous proportions, to accommodate a family of six.



**RAMBLER CUSTOM CROSS COUNTRY**—America's smartest car for town and travel. Attractive roof-top "Travel Rack" affords carrying space for extra luggage. Luxurious interiors are color-keyed to blend with body colors. Choice of handsome upholstery in jacquard, needlepoint or homespun fabrics trimmed with matching genuine leather. No other car compares with it for style and utility.



# The New Idea in Station Wagons

*The Smartest Thing on Wheels! The Most Practical Car You Can Buy!*

## **Rambler** "CROSS COUNTRY"



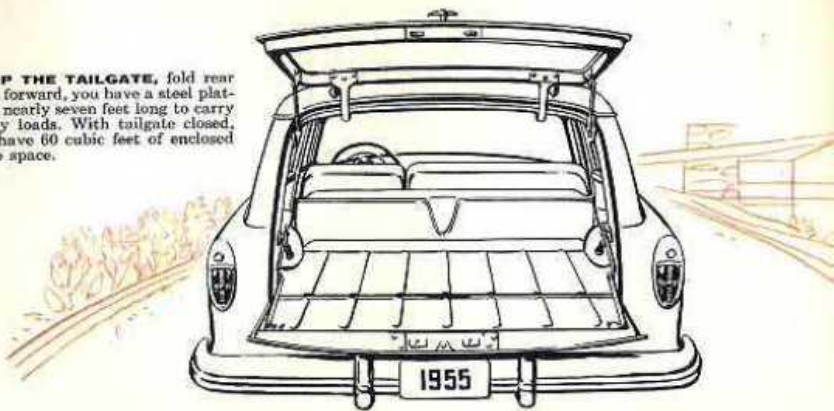
**LOOK AT THE EXTRA LUGGAGE** you can carry on your vacation trips with the smart new "Travel Rack"—standard at no extra cost. Plus amazing room for other baggage and gear behind the rear seat.

Yes, it's the Newest Idea in Cars for the new needs of fast-moving, far-traveling, do-it-yourself Americans. A large four-door family sedan, smart enough for a Fifth Avenue wedding, yet with all kinds of utility capacity that make it the most practical car you can buy. For long-distance travel you simply can't find its equal. Think of having Airliner Reclining Seats to "nap" the children, Twin Travel Beds for camping . . . and that handy Travel Rack for extra luggage. Inside, you'll see the most luxurious interiors ever designed into a car so practical—the finest fabrics and genuine leathers, blending with the eye-catching exterior body colors. The rear seat folds down flush with the floor to give added "pay-load" capacity.



**HERE YOU SEE** the vast expanse of interior luggage space behind the rear seat. It's the perfect place for stowing parcels when shopping, packing picnic supplies . . . it can even double as a play-pen for the toddlers in the family. See the Rambler Cross Country—America's low-priced 4-door station wagon.

**DROP THE TAILGATE,** fold rear seats forward, you have a steel platform nearly seven feet long to carry utility loads. With tailgate closed, you have 60 cubic feet of enclosed cargo space.



a **brand new**  
kind of  
performance

*...with the shortest turning radius  
of any family car in America*

Slip behind the wheel and get set for an entirely new experience in motoring. Set your new Rambler in motion and head into traffic. Right away you'll realize that here is a car that's different . . . that scampers through traffic and parks in its own shadow so effortlessly that you scarcely know you are driving.

Take it out on the highway and more new thrills await you! The miles slip behind you before you realize it. And you'll be delighted at the money-saving gas mileage of up to 30 miles per gallon.

Take the wheel of a Rambler and you'll never be satisfied with any other car again.

**IT SCAMPERS UP THE HILLS!** Drive a Rambler in the mountains. You'll thrill to the way it takes the steepest grades—clings to the curves like a mountain-climber.



80% of driving is in traffic. You get around town so much quicker, so much easier, when you drive a Rambler.



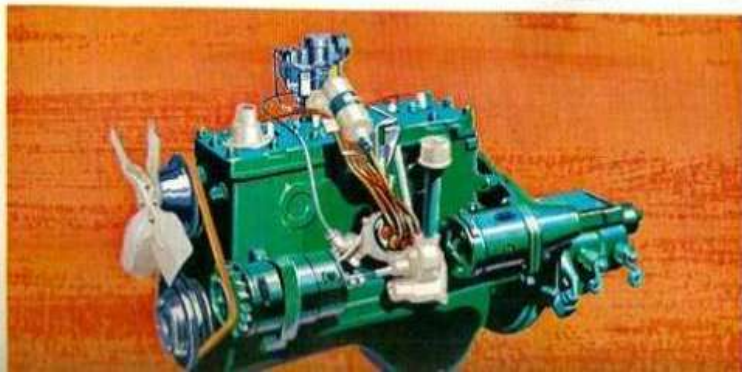
You park in places others have to pass by. And it's so easy to turn too, even for the most delicate lady driver.

**OUT-MANEUVERS THEM ALL!** Under today's traffic conditions, a nimble car is a virtual necessity. Here again, the Rambler is tops. Its 36-foot turning diameter is the shortest of any family sedan in America. What's more, maneuverability tests at the American Motors Proving Grounds prove the Rambler turns quicker, at the driver's command, than any other car you've ever driven . . . and with finger-tip control, too.





**RAMBLER TWO-DOOR SEDAN**—the ideal car for those who want the finest transportation at the lowest cost. Every spacious inch speaks of outstanding Rambler quality.



**Super Flying Scot Engine  
The Heart of the New Rambler**

Up to 30 miles a gallon with performance that gives a new thrill to driving. Here is the stout heart of the Rambler, the Super Flying Scot engine, with a compression ratio of 7.3 to 1. This amazing economy is possible with regular gasoline, too. The famous Iso-Thermal intake manifold assures more constant temperature control in all weather. Beneath the hood is the secret of unmatched Rambler responsiveness, performance and gasoline economy.

# America's **Most Practical** Utility Car

*Designed for Personal,  
Business and  
Recreational Use*



**THE RAMBLER SUBURBAN**—Here is the really practical station wagon that doubles as an attractive passenger carrier and a husky working car.

Businessmen, salesmen and retail merchants find it ideal for light deliveries and carrying samples. Sportsmen look upon it as the perfect traveling companion on hunting, fishing and camping trips. The rear seat folds down flush with the floor to give ample payload space or room for beds on trips to the fields and streams. Then—presto—it is a smart,

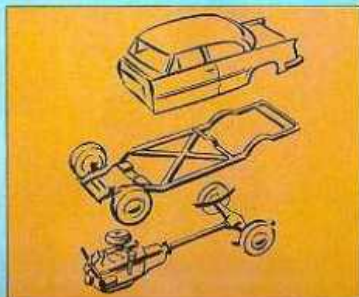
stylish passenger car, equally at home at the opera or club. The Rambler Suburban—today's top-value utility station wagon—is available in striking solid colors and two-tone exterior combinations.

# New Double Strength Unit Body Brings You Life-Saving Safety . . . Stays New Years Longer!



**THE NEW AND MODERN WAY!** In Rambler, the entire body-and-frame (A) is a solid, welded unit constructed together. The engine, transmission, and Hotchkiss drive line assembly (B) is secured to the independently rigid unit body structure. The simplicity and complete integration of Double Strength Unit Body Construction are shown graphically by a comparison of the Rambler method (above) with the conventional method (right).

**IN OLD-TYPE CONSTRUCTION,** (right) the lighter body rides "piggy-back" on a frame, joined by body bolts that eventually loosen and rattle. Note the lack of bracing forward of the body cowl, where protection from accident impact is needed.



The 1955 Rambler introduces safety and durability not available in any other low-price car today . . . torsional-strength the costliest cars in America have not matched!

It's an exclusive American Motors development proved by 75 billion driving miles . . . Double Strength Unit Body construction. In Rambler, the entire body and frame are one solid, welded unit, with heavy steel girders surrounding passengers and engine compartment. Lift the hood and you'll see the difference—the extra girder sections that protect you and yours from impact.

## TORSIONAL DEFLECTION TEST



**ACTUAL SCIENTIFIC TESTS** show that the Double Strength Unit Body Construction has *twice* the torsional strength of cars built the ordinary way—with separate body and frame. The bar chart above showing the results of the torsion test illustrated below, give graphic proof. This *better* way to build an automobile affords double resistance to twist and strain.



# It Took American Motors To Do It!



**never before  
have cars  
so fine  
been priced  
so low!**

Yes, we are proud of what we have achieved in the Rambler—the first new car from American Motors.

Never before at Rambler price could you buy an automobile built so strongly, nor to so high an ideal of quality. Never before at this low price could you enjoy Air Conditioning, Hydra-Matic Drive, Deep Coil Ride, Double Strength Unit Body, Weather Eye Heating and Ventilating System, Tubeless Tires, Airliner Reclining Seats, Twin Travel Beds, Complete Rust-proofing, Genuine Baked Enamel Finish—and many more “finest-car features.” Never before has such luxury of styling, fabrics and appointments been available in a car millions can afford. And never before has a car been created with the handling ease that belongs to Rambler alone.



**NOW**, the greater safety and far longer life of Tubeless Tires are yours in the Rambler. Tubeless Tires offer increased resistance to heat and punctures, enables quicker starting and stopping, with added pleasure of carefree driving.



**RAMBLER ALONE** in the low-price field offers you Dual-Range Hydra-Matic Drive—the same as America's high priced cars. You also have your option of Automatic Overdrive and Standard Synchromesh transmissions.



**BAKED ENAMEL**  
**BAKED ENAMEL**  
**PRIMER**  
**PRIMER**  
**BONDERIZING**  
**METAL**

**100% BONDERIZING** of all sheet metal plus *double-baked* enamel (instead of the usual synthetic lacquer) gives the Rambler a lustrous, longer lasting finish... keeps its "new-car" appearance throughout the long life of the car.



**YOU'RE JUST A LITTLE BIT PROUDER** than anyone else on the road when you sit behind this smartly functional instrument panel with beautiful colors that match the exterior, sweeping smartly around the easy-to-read instrument cluster.

**YOU'LL ENJOY THE WORLD'S FINEST HEATING AND VENTILATING SYSTEM**

The famous Weather Eye heating and ventilating system with control at your finger-tips, enables you to ride without wraps, even in mid-winter. You enjoy fresh, warm air—free of fogged windows, dust or dirt. The efficient—*above the hood*—air intake scoops in clean air at cowl level, not down at the dangerous "monoxide" level.



**LOOK AHEAD . . . LOOK AROUND!** You get the safest view of the road close ahead over that low, sloping continental hood with high, "Road-Guide" fenders—spectacular vision in every direction—for driving, for backing, for parking. In your new 1955 Rambler you enjoy "observation-car" visibility every mile you drive.

## vital facts about the 1955 *Rambler*



**ALL RAMBLER MODELS** are built the new and better way—with Double Strength Unit Body Construction. Body and frame are one single unit for greater strength, safety, rigidity and quietness . . . Every Rambler is Bonderized to resist rust and weather corrosion. . . . Every Rambler is finished with Perma-Lux baked enamel to assure lasting beauty. . . . Rambler 4-Door Sedan and Cross Country Station Wagon models are on a 108" wheelbase. Other models are on a 100" wheelbase. . . . The 1955 Rambler has the shortest turning radius of any American car. . . . Anti-friction suspension bearings provide new

steering ease. . . . All 1955 Ramblers have as standard equipment the All-New 6.40 x 15 Tubeless Super-Cushion Goodyear Tires. Whitewall tubeless tires are available as optional equipment.



**AMAZING ECONOMY** and superbly smooth performance are outstanding characteristics of the famous Rambler Super Flying Scot L-Head Engine. This efficient power plant has a high compression ratio of 7.3 to 1 and features Sealed-In Iso-Thermal Intake Manifold and Full-Length Water Jackets. The 20-gallon gas tank means fewer stops for gasoline.

Because of American Motor's Corporation policy of continuing progress to improve our products, specifications are subject to change without notice.



**A VARIETY OF EQUIPMENT**, new colors and smart interior trim selections is available on all Rambler models. Your dealer will be glad to describe them to you. In addition, you can enjoy the world's finest car Air Conditioning System—All-Season Car Air Conditioning, Airliner Reclining Seats and Twin Travel Beds are likewise available at extra cost. You have three transmission choices on all Rambler models—Dual-Range Hydra-Matic and Automatic Overdrive at extra cost—or Standard Syncromesh. Complete specifications furnished by your dealer on request.

# AMERICAN MOTORS

means

## More for Americans



**ALL AMERICAN MOTORS DEALERS FROM COAST TO COAST**

**SELL AND SERVICE THE NEW 1955 RAMBLER**