

'64 RAMBLER



CLASSIC 6 or V-8 • AMBASSADOR V-8 • AMERICAN

RAMBLER leads . . . because RAMBLER listens!

For 1964, we are pleased to present to you a brilliant new line of cars in three separate series to meet your desire for economy with new style . . . for handling ease and roominess . . . for trim beauty and fully satisfying performance . . . plus the utmost in rich interior appointments. In fact, everything you've ever longed for in a car you'll find in the new, 1964 Ramblers. You see, we ask owners what they want. And we listen. That's why Rambler leads in advanced design and engineering concepts, in product excellence, in consumer benefits—in usefulness to the user. See and try Rambler '64. You'll discover an ideal balance of performance, economy and size . . . in an obviously better value in product and price.

Ray Abernethy

President, American Motors Corporation



New Shift-Command Flash-O-Matic combines 3-speed, stick-shift control and fully automatic transmission. Great new Rambler V-8 performance option for bucket-seat-console fans.



RAMBLER '64—More of what you ask for in style, stamina, economy and comfort
... ideally balanced in 3 great series—Ambassador V-8, Classic 6 or V-8, American.



RAMBLER AMERICAN. All-new line of heart-teasing compact hardtops, sedans, wagons and convertible. Longer, lower, lean and luxurious . . . the Economy King has new roominess, Advanced Unit Construction, curved-glass side windows, new front suspension system. Still a cinch to turn and park. Engines range from 90-, 125- to 138-hp Sixes.



smart, new interiors

You can be your own interior designer when you order your new Rambler. You can choose beautiful all-new fabrics, vinyls and porous vinyls . . . color-keyed to exterior colors. And no other car—at any price—offers such a wide range of seating options. Airliner Reclining Seats adjust to various reclining angles for restful traveling. They may be easily converted to travel beds. Other options: individually adjustable front seats, wide bucket seats, slim bucket seats with console (standard on 440-H; and 990-H, shown). Headrests, too! You get the cushioned luxury of full coil-spring construction. While most cars use less costly, less comfortable zig-zag or formed-wire support, Rambler's coil springs are *standard* in all seats . . . both front and rear!



RAMBLER CLASSIC 6 or V-8. Smartest value leader in 2- and 4-door sedans, wagons, and now an exciting hardtop! Big inside where a car should be big—trim outside where a car should be trim. Here's true comfort for six big 6-footers! Six-cylinder hp from 127 standard to 138 optional (aluminum optional). Husky 287-cu.-in. V-8 option develops 198 hp.



RAMBLER AMBASSADOR V-8. This superb, limited-edition series boasts a 4-door sedan, wagon, and two dashing new hardtops . . . all with luxury features as standard equipment. Padded instrument panel and doors richly accented with wood-grain inserts. Spirited 327-cu.-in., 250-hp V-8 standard on 990's. 270-hp V-8 powers 990-H; optional on 990's.

presenting RAMBLER STATION WAGONS for 1964



RAMBLER AMERICAN 330 (top, left). Get sedan-like comfort and ride. Seats with full coil springs. Full, 6-passenger room. And there's more. You get big, full-sized doors, full 75 cu. ft. of cargo space and over 50-inch-wide tail gate; roll-down window. Power rear window optional. Travel Rack standard, 330.

RAMBLER AMBASSADOR 990 (top, right). New, rich appointments inside and luxury styling that shows up beautifully on the outside. Handsome side-hinged 5th door or lower tail gate, Roof-Top Travel Rack and hidden compartment for valuables are a few of many standard features. Power windows and solid-foam 3rd seat are extra-cost optional features.

RAMBLER CLASSIC 770 (in foreground). Beautiful styling helped to make the Classic America's best selling six-cylinder wagon. And for 1964, it's available with a lively 198-hp V-8. Choose the wide tail gate or an optional side-hinged 5th door. Travel Rack and hidden compartment come as standard. Solid-foam 3rd seat and power windows are offered at extra cost. Many durable interiors, plus suspension options, to meet your needs.



Only Rambler gives you all these extra-value features—**1.** Curved-glass side windows. **2.** Double-Safety Brake System with separate braking front and rear—self-adjusting, too. **3.** Advanced Unit Construction. **4.** More galvanized steel. **5.** Deep-Dip rustproofing. **6.** Ceramic-Armored exhaust system. **7.** Cushioned-Acoustical Ceiling of molded fiber glass in Classics and Ambassadors . . . laminated ceiling in Americans. **8.-9.** American (125 hp) had best mileage in 1963 Mobil Economy Run and Pure Oil Economy Trials. **10.** In Rambler '64, you get a beautiful new version of *Motor Trend Magazine's* 1963 "Car of the Year."



Tri-Poised Power
now standard in all
'64 Rambler series!

Tri-Poised-Power engine mounting is a Rambler feature that cradles the engine at the center of gravity. Result? Ride smoothness and freedom from engine vibration. Nine great Rambler engines for 1964, from a 90-hp Six for the American to a responsive, 270-hp V-8 for the Ambassador 990-H. Easy-to-shift manual transmission is standard on all Ramblers. Many models offer these options: No-clutch E-Stick for Sixes, Overdrive, Flash-O-Matic 3-speed automatic, Twin-Stick Floor Shift and new Shift-Command Flash-O-Matic with floor-shift control available on all V-8's.

