

RAMBLER FOR 1963



All New...All Beautiful...All Rambler!

RAMBLER presents a dramatic advance
in construction, quality and style for 1963



New Curved Glass
Side Windows



New Easy Entrance and Exit

Rambler moves years ahead of the industry again with Advanced Unit Construction incorporating new one-piece uniside body panels. A complete box structure is formed all around the doors and rocker panels, to provide greater strength, snug door fit and to assure watertightness. More galvanized steel guards against rust. This new advanced concept of body construction makes possible Rambler's sparkling new beauty and curved glass side windows (far left). These contemporary-shaped windows hush wind noise . . . provide more interior room. And Advanced Unit Construction also makes possible the wider door openings and low sill height for easiest entry and exit. It's the New Shape of Quality . . . All New . . . All Beautiful . . . All Rambler for 1963!





GLAMOROUS NEW RAMBLER INTERIORS CREATE AN ADVANCED HIGH FASHION NOTE

Choose the 1963 Rambler you wish—Ambassador V-8, Classic Six, Rambler American. In each, you will have a wide selection of fine fabric and vinyl upholstery and trims that represent an outstanding achievement in interior decoration. Bucket seats, too, offer a choice of six different colors each in fabrics and vinyls to complement the beautiful body colors. You'll see what you like and like what you see in Rambler—the car to see in '63.



INDIVIDUALLY ADJUSTABLE FRONT SEATS

Another low-cost Rambler option that sets a new standard of passenger comfort. Both front seats glide back and forth individually to enable driver and front-seat passenger to have just the right amount of legroom for perfect comfort. Adjustable headrests for even more comfort plus safety are also optional. These options bring a degree of personalized comfort not attainable in any other car.



1963 RAMBLER SETS NEW STANDARDS OF PERSONALIZED COMFORT

The exclusive Rambler Lounge-Tilt Seat provides the only true posture chair in an automobile. The seat cushion adjusts to conform to the angle of the reclining seat-back. The cushion is adjusted by means of a convenient handle that energizes a hydraulic cylinder. This low-cost option is offered in conjunction with the individual and bucket-seat options and is available for both driver and front-seat passenger. Headrests for added comfort and safety are included with the Lounge-Tilt option.



Twin Travel Beds make up out of Rambler's Airliner Reclining Seats for comfortable all-night sleeping on camping or vacation trips in sedans or wagons.



Nap Couch for resting children—and adults, too—on long trips is another application of Rambler's ingenious reclining seats in sedans or wagons.

Powered top standard



NEW FLAIR FOR 1963

There's real sports-car flair to the bucket seat and console combination optional on the Classic 770, Ambassador V-8 990 and American 440 models (standard on 440-H hardtop). The reclining bucket seats are upholstered in durable vinyl or luxurious fabrics in a choice of colors to harmonize with the exterior body enamel. The sports-car console has a key-locked compartment for valuables. It mounts Twin-Stick Floor Shift levers, if desired, for the 5-speed overdrive transmission to meet a wide variety of driving situations.



RAMBLER PRESENTS THE VERY FINEST IN CAR HEATING AND AIR CONDITIONING SYSTEMS

Rambler Weather Eye Heating and Ventilating System—long famous for efficiency—is improved for even better heating, ventilating and windshield defrosting. Rambler All-Season Air Conditioning cools in summer, heats in winter, ventilates year-round. New 3-port discharge grilles in center of instrument panel are independently adjustable and provide spot or area cooling, as desired. New alternators are standard with air conditioning, and on all Ambassadors. Both systems are optional.



New parallel-action windshield wipers—for Classic and Ambassador—overlap to sweep a wide area in the center for clearest vision. Power-boosted system standard on all models.



Cushioned-Acoustical Ceiling of molded fiber glass is standard on all Rambler Classic and Ambassador models. Cuts road noise 30%... never sags... insulates against heat and cold.



Exclusive Ceramic-Armored muffler and tailpipe will be repaired or replaced by a Rambler dealer if either rusts out, without charge to the original owner for as long as he owns his Rambler (accident damage excepted). Aluminum-steel shield protects muffler against objects thrown from the road.



Double-Safety Brake System assures safe, sure stopping. Tandem master cylinders—one for front brakes, the other for rear. If one set of brakes is damaged, the other still works. And, self-adjusting brakes are also standard.

Rambler's outstanding quality is further expressed in the many optional equipment items that add a new measure of driving pleasure to your motoring. Illustrated (at right) are Rambler power brakes, power steering, Power-Lift windows and push-button transistor radio. Your Rambler dealer will be glad to tell you of many others to suit your driving requirements.



Power Brakes



Power Steering



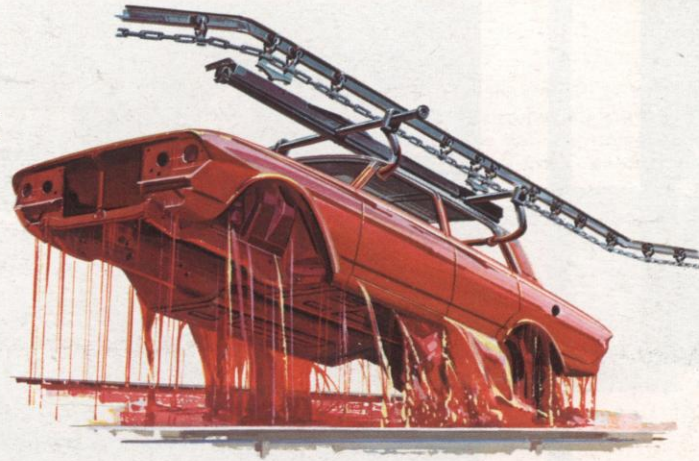
Power Windows



Transistor Radio

**RAMBLER GOES FAR BENEATH THE BEAUTIFUL
SURFACE TO BRING YOU THE FINEST QUALITY
IN THE INDUSTRY!**

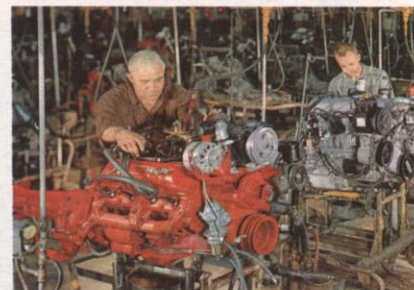
From raw materials to finished product, quality is designed and built into every Rambler. Deep-Dip rustproofing is an example. Rambler is the only car that takes a deep bath in rustproofing primer paint clear up to the roof. Every nook and cranny is protected against rust and corrosion. Super-quality, double-coat baked enamel in 13 colors plus 42 optional two-tones preserve lasting beauty.



Greater rust protection with 7 times more galvanized steel for Classic, Ambassador.



Rambler doors fit snugly and provide the ultimate in watertightness.



Rambler quality is reflected in many '63 engine refinements for longer service life.

**ONLY RAMBLER
GIVES YOU
THIS PROTECTION**

33,000-Mile (or 3-Year) chassis lubrication period. 2,000-Mile chassis lubrication period for American models. Many parts lubricated for life.

4,000-Mile engine-oil and filter change period.

Dowgard Full-Fill radiator coolant protects to -40 degrees. No change for two years. Low cost. Warranted for 24 months or 24,000 miles, whichever occurs first.

No drain required for transmission and rear axle oil.

Rambler Powr-Guard "24" Battery warranted for 24 months or 24,000 miles, whichever occurs first.

Every '63 Rambler carries new-car warranty for 12 months or 12,000 miles, whichever occurs first.

Rambler quality and long-life features mean top resale value, year after year.