

'64 RAMBLER



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



Rambler American — 440 convertible, 440H hardtop, 330 station wagon

RAMBLER '64 brings you breathtaking new styling and luxury

Beautiful news wherever you look! For the 1964 Rambler American . . . bright, bold new style from road to roofline. For Classics and Ambassadors . . . sleek new hardtops, luxurious new interiors, and lots more! Spritely. Spirited. So, go ahead, open the folder and get the hard facts on extra-value features, quality construction and smart, new styling. Take a close look at Rambler's flair for compact, purposeful design—more usefulness to the user—in all three series.



Rambler Classic 6 or V-8 — 770 Cross Country station wagon, 770 hardtop



Rambler Ambassador V-8 — 990-H hardtop

RAMBLER CLASSIC 6 or V-8

beautifully balanced—big inside, trim outside

America's smartest value never looked smarter—and for 1964 there are 2- and 4-door sedans, station wagons and a sleek new hardtop! All of what you want in one beautiful series of roomy compacts. Big inside where a car should be big—trim outside where a car should be trim. The rakish, fast-back hardtop sports a crisply sculptured roof, curved-glass side windows, massive twin-headlight grille, and a new, low silhouette that looks so smart nestled in your driveway. Like all Classics, there's room for six big 6-footers—or any combination of six you happen to choose. And you seat them in the widest choice of interiors going! Under the hood? A lively lineup of powerplants, from the standard 127-hp Six or optional 138-hp Six (aluminum optional) to the sparkling, optional 198-hp V-8. And all thrive on regular-grade fuel! Electronic alternator is

RAMBLER AMBASSADOR V-8

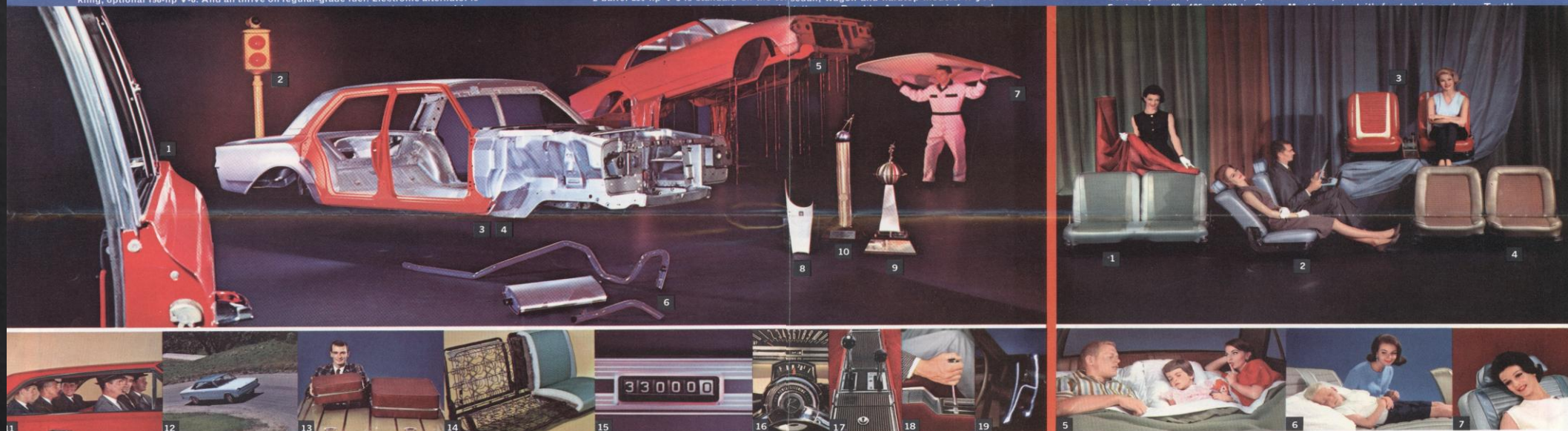
total excellence in a high-performance luxury V-8

Now you can enjoy the satisfaction of Rambler ownership in a glamorous limited-edition series—the Ambassador V-8 990. Here is total excellence in two exciting new hardtops, a 4-door sedan and station wagon—all with an array of luxury features as standard equipment. Interiors are the ultimate in tasteful elegance and craftsmanship. Wood-grain inserts smartly accent doors and instrument panel—which has green-hued instrument night-lighting. Upholstery materials are all new, all beautiful, in a selection of rich vinyl and vinyl-fabric combinations. The distinctive, new 990-H hardtop boasts reclining bucket seats and console, folding armrests front and rear, chrome roof bows, and the superior performance of a 4-barel, 270-hp V-8—all standard! A spirited 2-barel 250-hp V-8 is standard on the 990 sedan, wagon and hardtop models. If you

RAMBLER AMERICAN

compact economy king with new beauty room for six

Here is a brand-new dimension in motoring—Rambler American for 1964. Longer. Lower. Lean and luxurious. Outside: bold good looks in a heart-teasing line of compact hardtops, sedans, wagons and convertible. Inside: full six-passenger room with appointments and attention to detail comparable to far higher priced cars. Rambler American is the only car in its class with the styling distinction of curved-glass side windows. This, plus big, wide door openings and 6-footer headroom takes the squat and crouch out of getting in and out. There's lots more: A balance of eager performance and top economy (it's America's Economy King!). The handling and parking ease of America's shortest turning diameter (just 36') on a new, 106" wheelbase. New front suspension, wider track, improved rear suspension. Advanced Unit Construction.



Rambler '64 offers more extra-values, more usefulness to the user.....more seating options, too!

1. Curved-glass side windows, first introduced by Rambler in its field, now enhance the beauty of every 1964 series, allow more interior room and permit easier entry and exit. 2. In a Rambler, you stop when most other cars can't—thanks to Double-Safety Brake System with separate braking front and rear. They're self-adjusting, too! 3. Now Rambler Americans, Classics and Ambassadors all have the solidity and safety of Advanced Unit Construction—Rambler's major breakthrough in car building with exclusive, one-piece uniside members on sedan and wagon models. 4. Generous use of galvanized steel on more vital body parts guards against rust. 5. You get exclusive Deep-Dip rustproofing! Every Rambler body is dipped clear to the roof in a rust-fighting paint-primer bath. 6. You get Ceramic-Armored muffler, tailpipe and exhaust pipe

designed to prevent rust-out. 7. Exclusive Cushioned-Acoustical Ceiling of molded fiber glass on Classics and Ambassadors adds lasting beauty. Smart, laminated foam-and-fiber ceiling is used on Americans for 1964. 8-9. Proved gas economy, Rambler American 440 with 125-hp OHV standard engine, delivered top gas mileage of all cars in all classes in both the 1963 Mobil Economy Run and the Pure Oil Economy Trials. 10. In the 1964 Rambler, you get a beautifully new version of *Motor Trend* Magazine's "Car of the Year." The full line of 1963 Ramblers captured this coveted award for "outstanding design achievement and engineering leadership." 11. For 1964, every Rambler series—American, Classic, and Ambassador—offers six-passenger room and traveling comfort. 12. Road-Command Front Suspension, now in

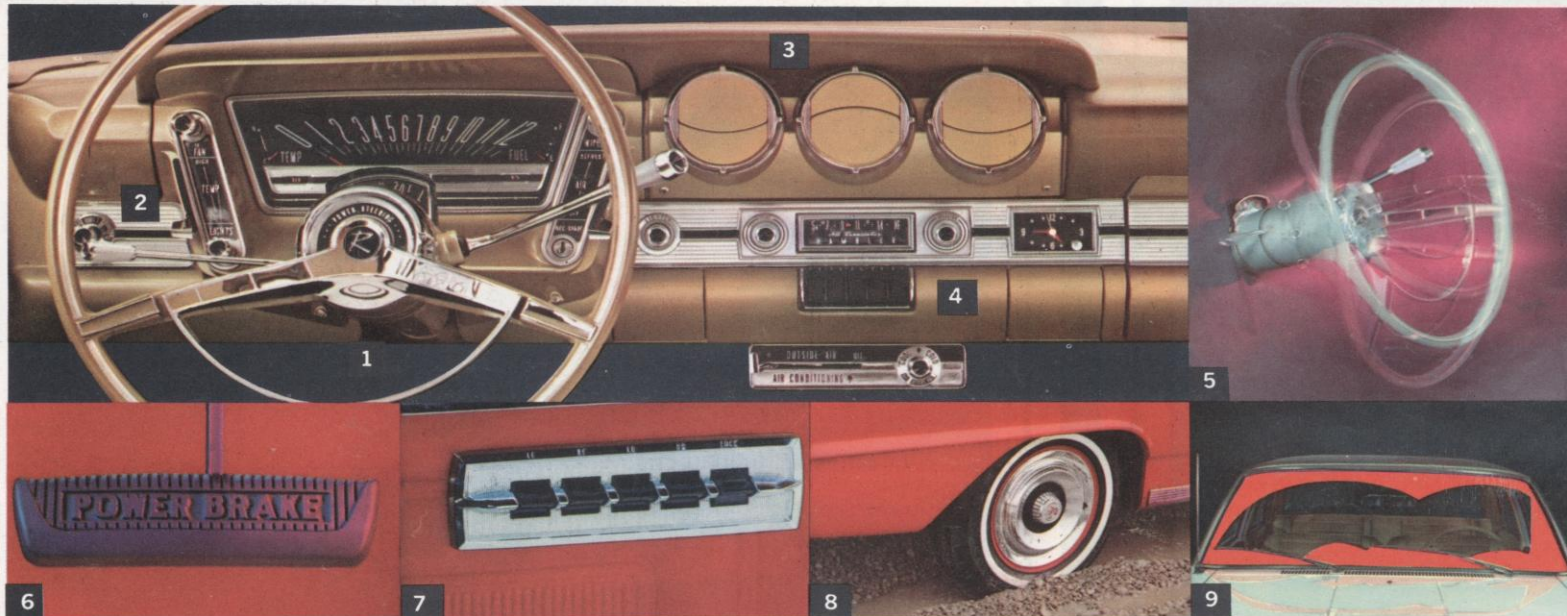
every new Rambler, provides exceptional stability and smooth, road-leveling ride. And Rambler still runs circles inside other cars—thanks to short turning diameters (37' in Classic, 37.2' in Ambassador and 36' in American). 13. Want extra space for luggage and gear? Handy Roof-Top Travel Rack is standard on every Rambler station wagon except the thrifty American 220. You pay extra for this feature on all other U.S.-made wagons. 14. Rambler gives you the restful comfort of full coil-spring seat construction. All but a few other cars still use less costly, less comfortable "zig-zag" or formed-wire springs. Rambler's coil springs come standard in every seat—front and rear. 15. Now the Rambler American, as well as the Classic and Ambassador, offers 33,000-mile or 3-year chassis lubrication; 4,000-mile engine-oil change and many more parts

lubed for the life of the car. 16. Rambler's Flash-O-Matic is a smooth, full automatic 3-speed transmission. Optional on all models. 17. Want sports-car control in your Rambler? Then take hold of Twin-Stick Floor Shift with Overdrive. Five forward speeds! It's smart. It's fun. It's available with bucket seats and console on all Rambler series. 18. Here's more-on-the-floor! All-new Shift-Command Flash-O-Matic. Combines 3-speed stick-shift control with fully automatic transmission. This great new V-8 performance option is offered with bucket seats and console. 19. Rambler's E-Stick Transmission eliminates the clutch pedal. You get most of the convenience of a full automatic with the economy and control of manual, 3-speed, shifting. It is optional on Sixes. Like Rambler's standard column-shift transmission, E-Stick is offered with optional Overdrive.

Be your own interior designer with this wide range of seating options and smart, new fabrics, vinyls and porous vinyls—all durably made, beautifully color-keyed to exterior car colors. 1. Here are Rambler's popular Airliner Reclining Seats. The coil-spring, bench-type seat has split seat-backs that adjust to five reclining angles—smoothly, easily. 2. Did you know that Rambler offers individually adjustable front seats? They recline to five seat-back positions and move fore-and-aft for individual legroom comfort. 3. Slum bucket seats (they recline) and console give a sports-car fair to top-line Rambler models. Standard on American 440-H, optional on 440's and Classic 770's. And these bucket seats, plus unique folding front armrest and center subseat or console are offered on Ambassador 990; folding front and rear armrests, plus handy console, are standard on the new Ambassador 990-H.

4. Want bucket-seat sportiness—without a console? Choose wide bucket seats. They're yours as an option on Rambler American 440's and Classic 770's. 5. Stumped for a place to stop overnight? Not in a Rambler with Airliner Reclining Seats! Just move the front seat cushion full forward, recline the seat-backs so they're resting on the removable bed supports. And presto! You're ready for pillows, bedding—and bedtime. Special air mattresses and insect window screens are available. Ask your dealer for free bed supports when you order this option. 6. The right-hand Airliner Reclining Seat becomes an instant Nap Couch—a boon to parents on trips with their offspring. And it's nice for senior citizens, too. 7. Optional cushioned headrests, pioneered by Rambler, can be adjusted for riding comfort and safety. And every Rambler comes with built-in provisions for seat belts.

Rambler optional equipment adds to your driving pleasure!



1. New Road-Control Power Steering responds to feather-light touch yet gives full feel-of-the-road. **2.** Weather Eye Heating and Ventilating System. **3.** All-Season Air Conditioning. **4.** Transistor Radios galore! AM or AM/FM, manual, push button; two fine rear-seat speaker systems for Ambassador and Classic sedans or hardtops. **5.** Adjust-O-Tilt Steering Wheel tilts to seven positions for easy exit and driving comfort. (Optional on Classics, Ambassadors with power steering and automatic or Twin-Stick Transmission.) **6.** Power Brakes help bring your car to a

sure, effortless stop. Big, wide pedal in low position to increase safety, cut fatigue. **7.** Power-Lift windows are optional on all Classics and Ambassadors. New lock-out switch on master panel makes all but driver's window inoperable. Powered tail-gate window offered for all wagons. **8.** Twin-Grip Differential powers the wheel that grips the road; the "stuck" wheel doesn't spin. **9.** Electric windshield wipers have parallel action for maximum swept area and are not affected by sudden acceleration. Variable-speed permits precise wiper control.