



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 Air-liner 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.

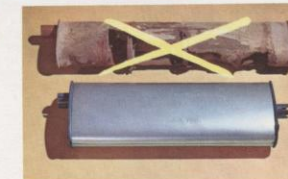


RAMBLER PRESENTS THE VERY FINEST IN CAR HEATING AND AIR CONDITIONING SYSTEMS

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.



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



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.

RAMBLER CLASSIC 6

The only car with the Best of Both: Big car room and comfort... small-car economy and handling ease... plus All-New Bumper! It's All New... All Beautiful... All Rambler! It has lots of room for six 6 doors—more legroom and hip room than most of the bigger, more cumbersome, more expensive cars. Yet its practical 112-inch wheelbase and 168.8 inches of overall length give it the maneuverability and handling ease of smaller cars. See it—drive it in the model you prefer.



THE SMARTEST OF THE SIXES: Rambler Classic Six 770 4-Door Sedan



FAMILY FAVORITE: Rambler Classic Six 880 4-Door Sedan
Also available in 880 series



NEW NOTE IN BEAUTY: Rambler Classic Six 770 2-Door Sedan



RAMBLER QUALITY THROUGHOUT: Rambler Classic Six 880 2-Door Sedan
Also available in 880 series



BIG CARGO SPACE AND TOP ECONOMY: Rambler Classic Six 880 4-Door Cross Country



RAMBLER-WAGON LIVING IS FUN: Rambler Classic Six 770 4-Door Cross Country
Also available in 880 series, 2- or 3-door models



All 1965 Rambler Classic and Ambassador engines are cradled in a new "De-Bound" design—designed to be easier to service, for even greater convenience at all levels. The 121 HP 121 HP optional V-8 engine fits with standard block is standard on all Classic models. The 121 HP 121 HP optional V-8 engine fits with standard block is standard on all Classic models. The 121 HP 121 HP optional V-8 engine fits with standard block is standard on all Classic models.



Two-Door Four Will meet anyone for quick action from on wheels. Greater wheel-to-wheel grip.

RAMBLER AMBASSADOR V-8

With more style, more luxury, more performance, Rambler Ambassador V-8 for 1965 is the new action-packed beauty! It's the smart performer with real get-up-and-go. Plus luxury that can well set the standard for the industry. The '65 Ambassador has one of the very best power-to-weight ratios for better-than-ever performance coupled with outstanding V-8 economy. For really luxurious motoring, choose from Ambassador 2- or 4-door sedans, and 2- or 3-door station wagons.



PATRIOTIC PERFORMANCE: Rambler Ambassador V-8 880 4-Door Sedan



TOP VALUE CLEAR THROUGH: Rambler Ambassador V-8 880 2-Door Sedan
Also available in 880 series



ACTION-PACKED LUXURY: Rambler Ambassador V-8 880 4-Door Sedan



SMART WAY TO TRAVEL: Rambler Ambassador V-8 880 Cross Country
Also available in 880 series



FAMILY FUN AND PRACTICAL: TOO! The tail gate is a 19th door in Rambler Ambassador V-8 880 3-door station wagon

RAMBLER AMERICAN

The 1965 Rambler American is family-size, with a flair for fun! It represents America's smartest combination of luxury and savings. There's new smartness outside and smart newness inside with a wide selection of color-coordinated interiors in rich vinyls and fabrics to satisfy the most exacting taste. The 1965 Rambler American has 45 important improvements that mean more comfort—better performance—greater value than ever before. Rambler American—the Economy King—has brand new tag for 1965!



NEW FOR 1965: SPORTS-CAP FLAIR—FAMILY-SIZE: Rambler American 440 in Practical
Also available in 440 series



SMART WAY TO GO PLACES: Rambler American 440 4-Door Sedan (440 880 2-Door Sedan 440) Also available in 330 and 440 series



FOR FUN IN THE SUN: Rambler American 440 Convertible
Power-top top standard



SMART ECONOMY KING: Rambler American 330 4-Door Sedan
Also available in 880 series



EASY LOADING: Rambler American 330 2-Door Station Wagon
Also available in 880 series



FUNCTIONAL WAGON: Rambler American 440 2-Door Station Wagon
Also available in 330 and 880 series



121 HP Overhead Valve Custom Power Top Engine is standard on 1965 Rambler American 440. Available in vinyl or cloth interior. 121 HP 121 HP optional V-8 engine fits with standard block is standard on all Classic models. The 121 HP 121 HP optional V-8 engine fits with standard block is standard on all Classic models.



1963 RAMBLER SPECIFICATIONS and DETAILS

CLASSIC 6 MODELS: 2- or 4-Door Sedan and 4-Door 2-Seat Station Wagon 550, 660 and 770 Series. 3-Seat Station Wagon in 660 Series.

CLASSIC 6 ENGINES: Overhead Valve Aluminum block engine with hydraulic valve lifters is standard on all Classic models. Cast-iron engine with solid valve lifters optional at no extra cost on all Classic models. (BUT NOT available on Right Hand drive models.) Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.7:1. Horsepower 127. Torque 180. Twin-barrel carburetor engine develops 138 horsepower, 185 lb. ft. torque (extra cost option). Regular grade fuel.

CLASSIC 6 MECHANICAL DETAILS: Wheelbase 112". Length 188.8" (189.3" wagon). Loaded height 54.6" (54.9" wagon). Front tread 58.2". Rear tread 57.4". Loaded ground clearance 6". Hypoid-gear differential. Choice of rear axle ratios to meet special requirements. Wheel size 14 x 5". Tire size 6.50 x 14 standard, 7.00 x 14 optional, both in 4-ply rating 2-ply rayon (Tyrex). Four Captive-Air Nylon 7.00 x 14 tires standard on 3-seat wagons, optional in sets of four or five on other models. Whitewall tires optional. Coil springs, front and rear. Torque tube drive. Direct-action shock absorbers. Brake diameter 9", lining area 153.8 sq. inches. Step-on parking brake. Powr-Guard "24" 12-volt battery, 50 amps. (60 amps. with air cond.). 30-Amp. generator (alternator standard with air cond.).

AMBASSADOR V-8 MODELS: 2- or 4-Door Sedan and 4-Door 2-Seat Station Wagon in 880 and 990 Series. 3-Seat Station Wagon in 990 Series.

AMBASSADOR V-8 ENGINES: Overhead Valve V-8. Cast-iron block. Hydraulic valve lifters. Displacement 327 cu. in. Bore 4". Stroke 3.25". Standard engine; 2-barrel carburetor, compression ratio 8.7:1, develops 250 horsepower, 340 lb. ft. torque on regular grade fuel. Extra cost optional engine; 4-barrel carburetor, compression ratio 9.7:1, 270 horsepower, 360 lb. ft. torque on premium fuel.

AMBASSADOR V-8 MECHANICAL DETAILS: Wheelbase 112". Length 188.8" (189.3" wagon). Loaded height 55.3" (55.6" wagon). Front tread 58.6". Rear tread 57.5". Loaded ground clearance 6".

Hypoid-gear differential. Performance rear axle ratio optional at no cost with optional column-shift overdrive. Wheel size 14" x 5½". Tire size 7.50 x 14, 4-ply rating 2-ply rayon (Tyrex). Four Captive-Air Nylon tires standard on 3-seat wagons, optional in sets of four or five on other models. Whitewall tires optional. Coil springs, front and rear. Front sway-stabilizer bar. Torque tube drive. Direct-action shock absorbers. Brake diameter 10", lining area 167.5 square inches. Step-on parking brake. Powr-Guard "24" 12-volt battery, 60 amps. Alternator, std.

STANDARD EQUIPMENT: Column-shift 3-speed manual transmission. Turn signals. Double-Safety Brake System. Self-adjusting brakes. Bonded linings. Engine-oil filter. Fuel-tank filter. Windshield-wiper power-booster fuel pump, and filter. Cellulose-fiber carburetor air cleaner. Anti-smog engine-vent system. 19-gallon fuel tank (17 on 3-seat wagon). Automatic choke. Front armrests. Rear armrests (except 550). Dual sun visors. Cigarette lighter. Two front ash trays (one on 550). Rear ash trays (except 550). Trunk or cargo floor cover. Floor carpeting (rubber on 550). Electric clock (except 550). Lock for glove box and wagon hidden box (except 550). Front-seat foam cushion. Non-reclining front seat. Dome light. Seat-belt provisions. Fresh-air ventilation. Wheel-tire assembly static balanced. Blackwall tires. Ceramic-Armored muffler, exhaust pipe and tailpipe. Station-wagon Travel Rack. Two coat hooks. Porous-vinyl seat upholstery, optional at no cost (not available with bucket seats). Dual headlights. Hood insulation for Ambassador.

AMERICAN MODELS: 2- or 4-Door Sedan, 4-Door Station Wagon in 220, 330 and 440 Series; 2-Door Station Wagon in 220 and 330 Series; 2-Door Convertible and Hardtop in 440 Series, plus 440-H 2-Door Hardtop model.

AMERICAN ENGINES: Six-cylinder, cast-iron block. L-Head engine with 8.0:1 compression ratio standard on 220 and 330. Overhead valve engine with 8.7:1 compression ratio standard on 440, extra cost option on 220 and 330. Solid valve lifters. Displacement 195.6

cu. in. Bore 3.13". Stroke 4.25". Single-barrel carburetor. L-Head engine horsepower 90, torque 150 OHV engine horsepower 125, torque 180. Regular fuel.

AMERICAN MECHANICAL DETAILS: Wheelbase 100". Length 173.1". Loaded sedan height 56.1" (56.3" station wagon). Front tread 54.62". Rear tread 55". Loaded ground clearance 6.38". Hypoid-gear rear-axle differential. Wheel size 15" x 4". Tire size 6.00 x 15 standard, 6.50 x 15 optional, both in 4-ply-rating 2-ply rayon (Tyrex). Whitewall tires optional. Coil springs front. Semi-elliptic rear springs. Hotchkiss drive. Direct-action shock absorbers. Brake diameter 9", area 139.5 sq. in. Manual parking brake on rear wheels.

STANDARD EQUIPMENT: Column-shift 3-speed manual transmission. Turn signals. Double-Safety Brake System. Self-adjusting brakes. Bonded linings. Powr-Guard "24" Battery, 12-volts, 50 amps. (60 amps. with air cond.). 30-amp. generator (alternator with air cond.). Engine-oil filter. Fuel-tank filter. Windshield-wiper power-booster fuel pump, and filter. Cellulose-fiber carburetor air cleaner. Anti-smog engine-vent system. 20-gallon fuel tank. Automatic choke. Front armrests. Rear armrests (except 220). Dual sun visors. Cigarette lighter (except 220). Front ash tray. Rear ash trays (except 220). Trunk or cargo floor cover. Floor carpeting (rubber on 220). Bumper guards, front and rear. Front-seat foam cushion. Non-reclining front seat (reclining bucket seat with console standard on 440-H). Dome light (panel lights on convertible and hardtop). Seat-belt provisions. Fresh-air ventilation. Wheel-tire assembly static balanced. Blackwall tires. Ceramic-Armored muffler and tailpipe. Station-wagon Travel Rack (except 220). Coat hook (except convertible). Porous-vinyl seat upholstery, optional at no cost (not available with bucket seats). Hood ornament (except 220). Powered top for convertible in black or white vinyl.

A wide selection of optional equipment such as Radio, Weather Eye Heater, All-Season Air Conditioner, Flash-O-Matic Transmission, etc., are available at extra cost. Your Rambler Distributor will furnish complete information.

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.

AMERICAN MOTORS, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT TO DISCONTINUE OR CHANGE SPECIFICATIONS, MODELS OR PRICES AT ANY TIME WITHOUT INCURRING OBLIGATION.