




*Mr.  
Chevrolet  
Owner...*

**Do You Own Your  
Car-Or Does It  
Own You?**




*Read this  
Challenging Statement*

Do you own your car, or does your car own you?

# NEW RAMBLER AMERICAN CHALLENGES "BIG CAR CONCEPT"

by George Romney  
President  
American Motors Corporation



Today, American Motors adds the Rambler American to a family of cars of a modern, different concept.

This five-passenger, 100-inch-wheelbase Rambler American is the smallest of the modern compact Ramblers.

Like the other Ramblers, it is much more than just "another new car." Each is a ringing declaration of independence for the U. S. motorist.

**An Iron Mold of Big Car Conformity**

Over the years, automobile design, selling and advertising clamped an iron mold of big car conformity on the U. S. public, and created a "big car complex."

The public has been kept keeping in step with the times demands every year a car longer, wider, heavier, greater in gas-hungry horsepower, more ornate in styling.

As a result, the smallest 1958 cars of our major competitors are now as big as their biggest cars used to be, but without comparable increase in room. These cars have *overcrowded parking spaces, owners' garages, and owners' pocketbooks.*

**The Iron Mold is Broken**

This iron mold, this "big car complex," is being smashed by the modern, efficient, compact Rambler, first introduced in 1950.

It was the result of a fundamentally different product philosophy that rebelled against the "big car complex" and returned to the nine fundamental yardsticks of car value: 1. Dependability. 2. Passenger space. 3. Economy. 4. Performance. 5. Comfort. 6. Handling. 7. Convenience. 8. Safety. 9. Style.

**A New and Better Way**

This new and revolutionary Rambler product philosophy was made possible by the development of a new and better way to build an automobile, with body and frame one all-welded unit which completely surrounds the passengers—instead of the outmoded method of bolting a body on top of a separate frame.

This is the new, better way already used to build anything that moves—jet planes, streamlined trains and modern buses—everything except 1958 passenger cars built the old-fashioned way.



Others are Following

Until this year, only American Motors cars offered single-unit construction.

However, when Ford decided to



New Rambler American, foreground. In background, Ambassador V-8 Four-Door Hardtop by Rambler, Rambler Rebel V-8 Cross Country, Rambler 6 Sedan

build a completely new body plant for 1958 Lincoln, Continental and Thunderbird production, they equipped it to build these models with modern single-unit construction.

When will the rest of the industry adopt single-unit car construction?

**Change-Over Will Take Years**

The change is coming but it will take several years. The cost of converting is staggering. When costs were much lower than today, it still cost American Motors \$40 million. For our competitors to change over, the estimated cost runs into billions.

**What Does This Mean to You?**

Simply this: If you buy a 1958 car today with old-type, bolted body and frame, the chances are that when you are ready to trade again in two, three or four years,

priced, big cars in passenger space, first in economy—Ramblers cost least to own and operate, and depreciate less than other low-priced cars.

The Rambler holds these records for most miles per gallon of gasoline:

**Rambler 6: Mobilgas Economy Run with Automatic Transmission, 27.71 m.p.g.; with overdrive, 31.05 m.p.g.—Rambler 6: Los Angeles to New York, 32.89 m.p.g.—Rambler American: Los Angeles to Miami, 35.39 m.p.g., both with overdrive.**

**BETTER PERFORMANCE**—Just as in aircraft and streamlined trains, Rambler single-unit construction eliminates the drag of dead weight.

**SUPERIOR RIDING COMFORT**—Single-unit construction is stronger up front where other cars are weakest, so Rambler can use longer coil springs that absorb

entire passenger compartment is surrounded by a "safety-cage" of these rugged, steel box-girders.

**Highest Trade-in Value, Too**

You would expect the car which ranks higher by yardsticks of new car value to lead in resale. Rambler does.

Both the national authorities on the value of used cars—the Red Book National Market Reports and the N.A.D.A. Official Used Car Guide—report Rambler has outstanding trade-in value.

**Two Alternatives to Big Cars**

Today the thoughtful buyer who revolts against big gas hogs has two options—the small European car or a Rambler.

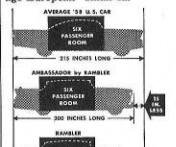
Small European cars give economy but they have a high noise level and are short on room.

**"The Best of Both"**

Rambler alone gives Americans "the best of both"—the big car advantages of room and comfort with the small car advantages of economy and maneuverability.

**Unique in Concept**

Ramblers are unique. Here's how they compare in size with the average 1958 U. S. car and average European "small car"—



**Quick Facts About the New Rambler AMERICAN**

It is built in America to American standards of room, ride and comfort, with nationwide service facilities, at a lower price than many foreign small cars. More room than any foreign small car... plus top economy of all American-built cars. Wheelbase, 100 inches with a turning radius of only 18 feet. The only small car available with fully automatic transmission. Compact enough to park almost anywhere, yet roomy enough to ride five adults in comfort. With a 90 horsepower, 6-cylinder engine of remarkable smoothness and flexibility in all ranges. And priced as low as \$1789 (suggested factory delivered price F. O. B. Kenosha, Wisc. Optional equipment, state and local taxes, if any, extra.)

it will be obsolete, and therefore worth less in trade for a new model than if you bought a car today with single-unit construction.

You see, single-unit construction cars are superior when measured by eight of the nine fundamental yardsticks of car value. (Only style is unaffected.)

**DEPENDABILITY**—All-welded, single-unit construction will take greater punishment and remain like new, free of rattles, longer than any other construction.

**ROOM**—Single-unit construction gives you more usable room inside, instead of unwieldy bulk outside. That's why compact Ramblers equal many medium-

bumps three times better.

**EASIEST HANDLING**—Free of bulging bulk, Rambler turns sharper, steers easier than any other American sedan.

**CONVENIENCE**—A survey of 2-car families owning both a Rambler and a bigger car showed four out of five drive the Rambler most, instead of the big car, because Rambler is more convenient, more fun to drive.

**TWICE AS STRONG**—Rambler extends big, steel box-girders all the way to the grille and up to the fender level. This permits absorbing the brunt of impact at the point of contact instead of transmitting it back to passengers. The

comfort equal to the average "big car." Our new Rambler American has room and comfort for five passengers and gives high economy with good, quiet performance.

Rambler American has the lowest advertised price of any American car. In fact, all Rambler models are priced below comparable competitors' models.

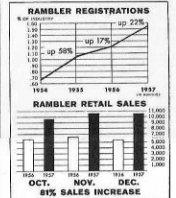
**FEATURES!** Everything from air suspension and air conditioning to pushbutton driving is available. EXCLUSIVES? Reclining seats, twin travel beds.

**To "Last Longer" . . . Not "Long Longer"**

Only Rambler gets full-dip rust-proofing—the body is completely submerged in primer paint, not just sprayed. This inhibits rust and assures both longer life and higher trade-in value.

**Rambler Scores No Accident**

The results: Sales of Ramblers are rising fastest of all. See chart.



**New Rambler Dealers Hourly**

Asstute car dealers across the country are seeking the Rambler franchise, increasing our nationwide quality dealer organization.

**Cars are Personal Necessities**

We just have to have cars. We need cars for work, to take the children to school, to shop, to attend church, to go to the P.T.A. and to chaperone the young ones to Scout meetings, Little League, music lessons. We can't get along without cars, even though it's getting difficult to afford them.

**Cars Represent 10% of Budget**

"Is Your Car Keeping You Broke?" is the title of a recent article in CHANGING TIMES, Kiplinger Magazine. Most families spend about 10% of their income, after taxes, on their cars.

A stark fact has become apparent—the big, gas-guzzling U. S. cars are keeping millions of Americans broke. But there is a sensible remedy.

**Driving's FUN Again . . . in Rambler**

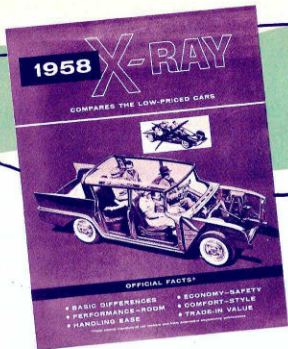
Take the wheel of a Rambler and suddenly you'll discover that driving is fun again. You will find you can cut your car costs in half, and restore your family budget to a more normal condition.

Your neighborhood Rambler, Nash or Hudson dealer has a Rambler for every family, every budget, every need. See him today.

Why not enjoy *owning* your car . . . instead of having it own you?

*George Romney*

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