



America's recognized Economy King! Rambler American topped all cars in actual miles per gallon in latest Mobil Economy Run... holds official NASCAR coast-to-coast economy record.

The World's Largest Builder of Compact Cars Presents

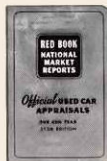
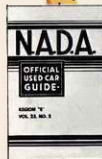
RAMBLER AMERICAN FOR 1960

THE MOST IMITATED CAR IN AMERICA



SOLD AND SERVICED
BY RAMBLER DEALERS
THROUGHOUT THE U. S. A.

RAMBLER AMERICAN



TOPS IN RESALE VALUE
YEAR AFTER YEAR

1960 RAMBLER AMERICAN

SPECIFICATIONS

MODELS: Deluxe and Super 2-Door Club Sedan. Deluxe and Super 2-Door Station Wagon. Deluxe and Super 4-Door Sedan.

MECHANICAL: Wheelbase 100". Over-all length 178.32" (185.44" with opt. Continental tire). Width 73". Loaded height 57.27" (57.67" Sta. Wag.). Front tread 54.62". Rear tread 55". Economy axle ratios standard, other ratios available at no extra cost. Standard tire size 5.90 x 15 4-ply Tyrex tubeless. Optional tire size 6.40 x 15 4-ply Tyrex or Nylon tubeless. Station Wagon tire sizes 6.40 x 15 4-ply Tyrex, Nylon optional. Optional white wall tires. Coil springs front. Leaf springs with Hotchkiss drive rear. Direct action shock absorbers. Servo-action 9" diameter bonded lining brakes.

ENGINE: L-Head six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.0:1. Solid valve lifters. Horsepower 90. Torque 150. Carter YF single-barrel downdraft carburetor. Fuel filter. Vacuum booster fuel pump. 22" gallon fuel tank. Operates on regular grade gas. 12-Volt electrical system.

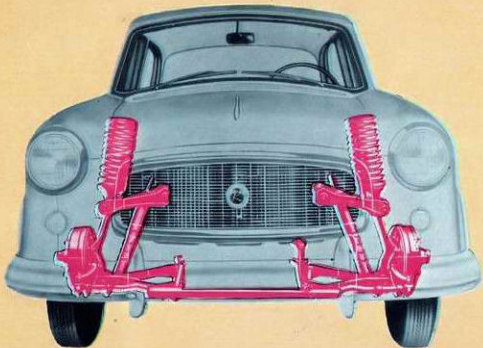
STANDARD EQUIPMENT: Deluxe: Synchromesh manual transmission. Directional signals. Hood ornament. Baked enamel single colors. Left hand sun visor. Front ash tray. Manual dome light.

Vacuum booster fuel pump. Fuel filter. Dry type air cleaner. Coat hook. One horn. Hub caps. Vinyl-fabric or all-vinyl upholstery. Cargo mat (sta. wag.).

SUPER: Above Deluxe items plus following: Front and rear arm rests. Right hand sun visor. Cigarette lighter. Front foam cushion. Rear ash trays. Trunk or cargo mat. Automatic dome light. Stainless steel windshield and side mouldings, plus sedan rear window mouldings. Roof-top rack on wagon. Two-tone interiors.

OPTIONAL EQUIPMENT: Flash-O-Matic. Over-drive. Twin-Grip axle. Power steering. Weather Eye heater. Manual transistor-powered radio. Undercoating. Airliner reclining seats. Two-tone colors. Front foam cushion (std. on Super). Rear foam cushion. Outside rear mirror (left). Inside non-glare mirror. Self-adjusting brakes. Continental tire mount (Sedans). Oil filter. Oil bath air cleaner. Electric clock. Custom steering wheel. Wheel discs. Heavy-duty springs and shocks. Solex glass. Heavy-duty radiator. Heavy-duty cooling (fan, shroud, radiator). Windshield washers. Back-up lights. License plate frames (1 or 2). Super-package for Deluxe (R.H. visor, front arm rests, cigarette lighter). Optional tires as listed in "Mechanical" section. Dealer installed Air Conditioning.

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



Deep Coil Front Springs, longer and softer than those used on most other cars and angled inward to control sway on curves, help make the American the smoothest riding 5-passenger car. New shock absorbers level the roughest roads.



Cargo Room aplenty for all the luggage and gear needed by a family of five. Rear seat folds down flush with the floor to give 52 cubic feet of load space. Smart Roof-Top Travel Rack carries additional luggage on Super models.

1960 RAMBLER AMERICAN SUPER STATION WAGON

Here are small car economy and maneuverability combined with station wagon family room and carrying capacity. With low first price, top economy and highest resale value, the Rambler American is the top value U.S.-built station wagon buy. And it offers outstanding comfort and sparkling performance. Available in Deluxe models.





*Headroom and legroom to spare!
The Rambler American's generous
interior dimensions assure top com-
fort throughout every driving mile
. . . on both short trips and long.*

The New Standard of Basic Excellence

The 1960 Rambler American is the result of more than ten years' experience in building compact cars, plus 25 billion owner-driven miles.

Its overwhelming sales success is the result of proved quality and enduring value. Quite naturally, this success has bred many imitators. But while others attempt to copy, the 1960 Rambler American continues ten years ahead.

Why be satisfied with an imitation when you can own the original? Ask any Rambler owner. He'll tell you what Rambler quality means in terms of comfort, economy, dependability and performance.

Now . . . for the first time
RAMBLER AMERICAN
4-DOOR SEDAN

Here by popular demand is the newest member of the Rambler American family . . . the dashing family-size four-door sedan that combines the parking and handling ease made possible by its 100-inch wheelbase with the ease of entrance and exit of four wide doors. Here is the big buy in family cars for 1960. Super model illustrated. Also available in Deluxe.





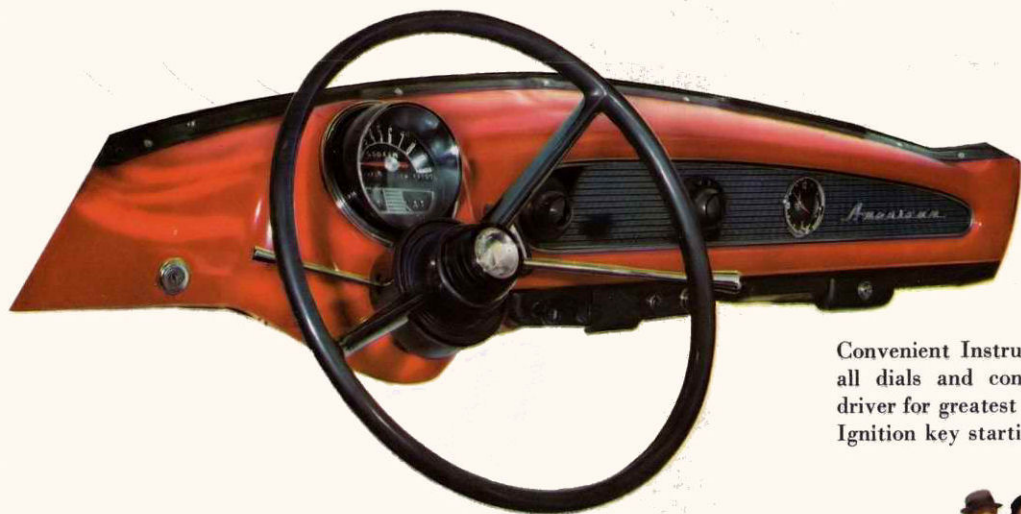
The new 1960 Rambler American interiors offer new beauty . . . new color-keyed harmony that blends with the wide choice of exterior single and two-tone body color combina-

tions. Rich fabrics and complementary hardware present an attractive decor that befits this smart car. The seats are wide and deep to give full family-size travel comfort.

**1960 RAMBLER AMERICAN
SUPER CLUB SEDAN**

America's most practical family car retains the clean styling that has become an American classic. Tops in resale value . . . highest economy . . . easiest to park, handle and garage. Here is the compact sedan best suited for families with growing children.





Convenient Instrument Panel design groups all dials and controls directly in front of driver for greatest accessibility and visibility. Ignition key starting is easy and convenient.

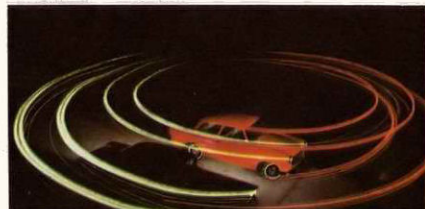


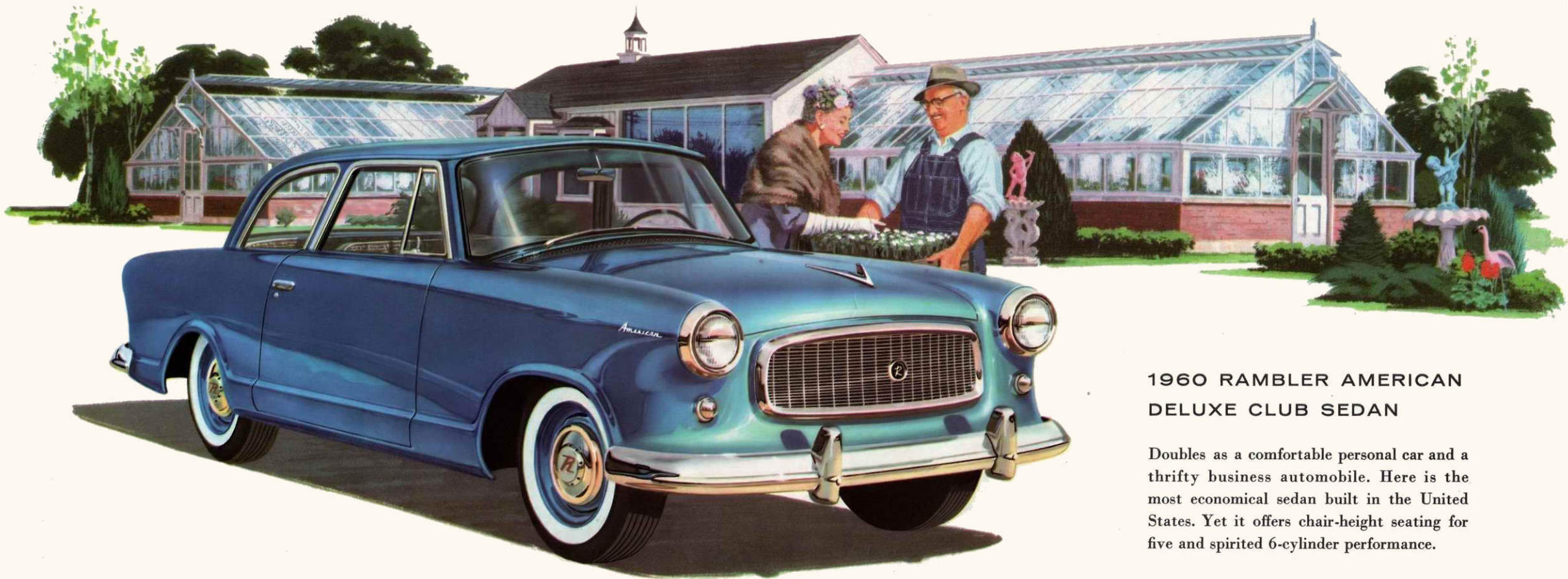
Airliner Reclining Seat, optional, adjusts to five comfortable positions at the flick of a lever . . . becomes a comfortable nap couch for resting children or senior citizens on long trips.



Full 5-Passenger Room. The Rambler American provides lots of space to stretch out and relax. It has more legroom than many high-priced American cars.

Shortest Turning Radius of any American-built car. The Rambler American outparks and out-turns U.S.-built cars and many foreign-built cars. Here's the one car expressly built for today's traffic conditions.





**1960 RAMBLER AMERICAN
DELUXE CLUB SEDAN**

Doubles as a comfortable personal car and a thrifty business automobile. Here is the most economical sedan built in the United States. Yet it offers chair-height seating for five and spirited 6-cylinder performance.

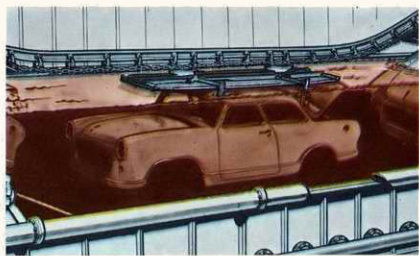
Rambler American Power Steering, optional, removes the last vestige of effort from driving America's easiest-steering car. You can turn the wheel with your fingertips.



Twin-Grip Differential gives positive traction on ice, snow, mud or when rear wheel slips onto a soft shoulder. Optional equipment on all Rambler American models.



Deep-Dip Rustproofing. All Rambler American bodies are completely submerged in rust-proofing paint primer bath for lasting protection against rust and corrosion.



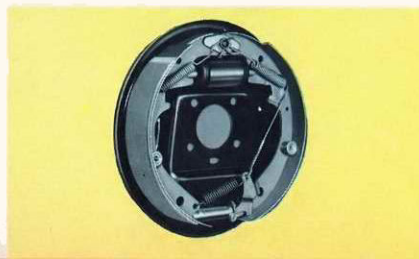
Weather Eye Heating and Ventilating circulates warm air, filters, whisks out dust and smoke, optional. Air conditioning system is a dealer-installed option.



Continental Rear Tire Mount gives added distinction to the smart American appearance, saves luggage room in the trunk compartment. Optional on all 1960 Rambler American sedans.



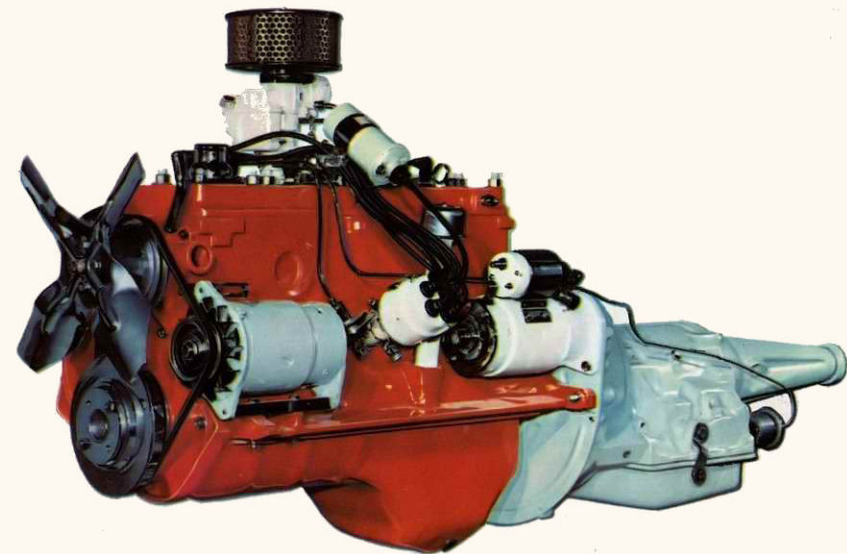
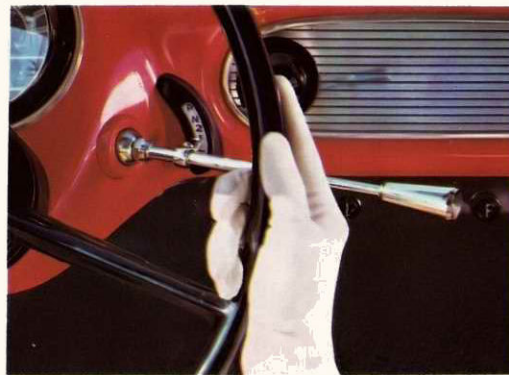
Self-Adjusting Brakes minimize brake adjustment problems . . . improves brake operating efficiency. Optional equipment on all models. New bonded linings are standard.





Airplane-Type Single Unit Construction was originated by American Motors more than 20 years ago. Body-and-frame are built together in one strong, all-welded unit. It means a stronger, safer car . . . with more room inside and less bulk on the outside. It's the only way a real *compact car* should be built. And only Rambler has the experience to do it properly.

Flash-O-Matic Transmission—advanced automatic transmission at its convenient best—is one of the many options available on the 1960 Rambler American. Optional overdrive and standard Syncromesh transmissions are also available on all models.



Lots of Go—and Economy, Too! The 90 H.P. Rambler American Super Flying Scot engine has a rare combination of smooth, quiet performance and record-breaking gasoline economy. It has plenty of get-up-and-go to satisfy every driving demand. Regular grade gas for extra savings.

RAMBLER—THE NEW STANDARD OF BASIC EXCELLENCE



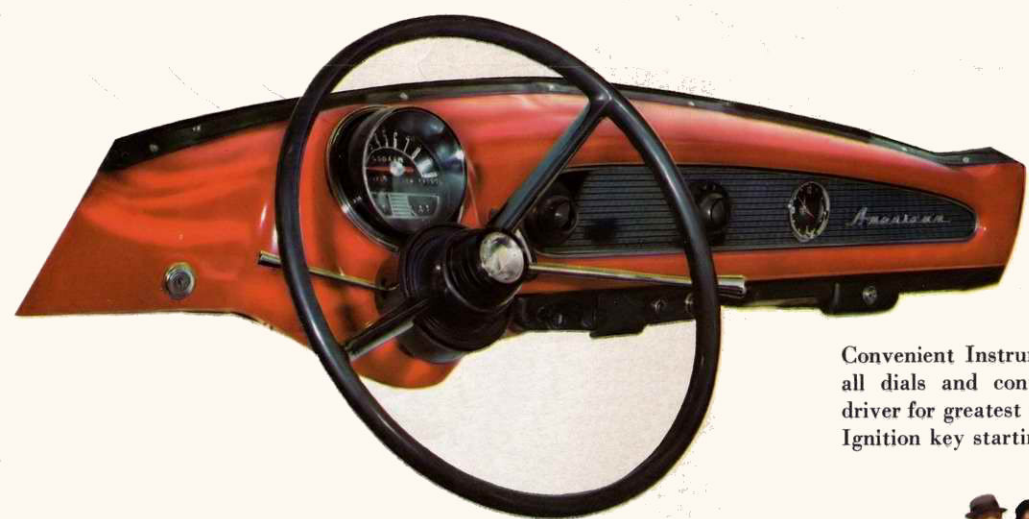
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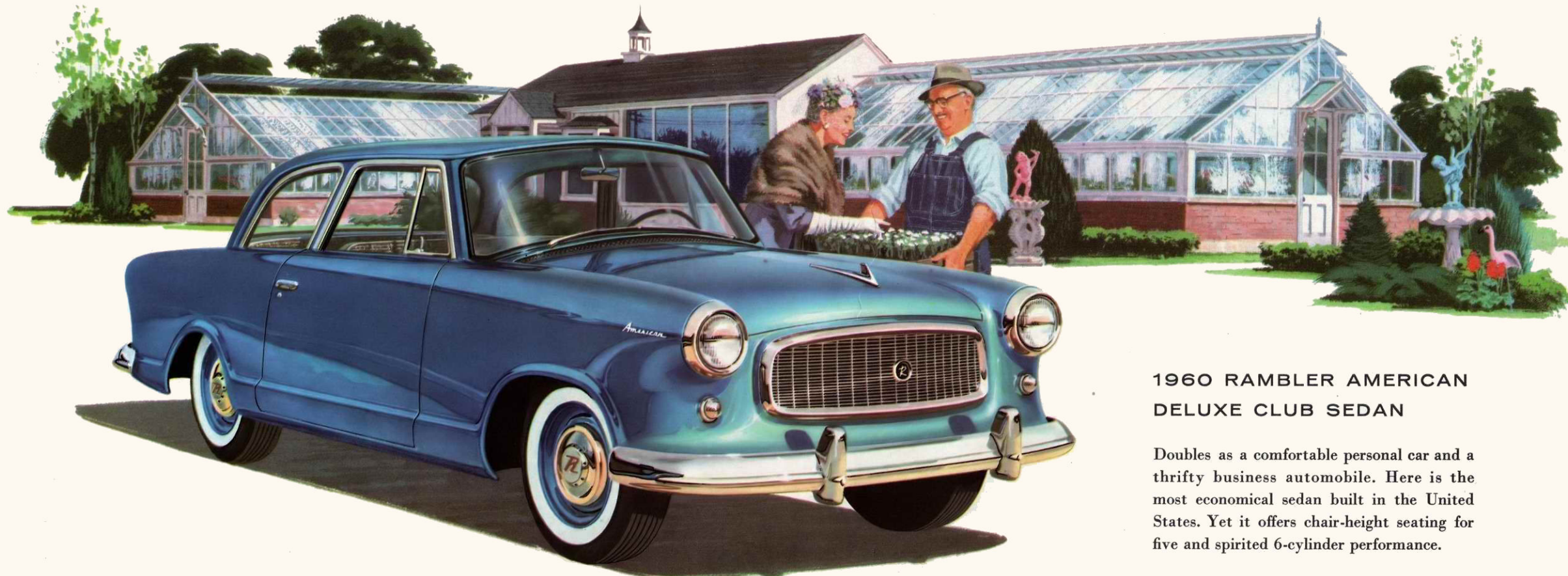


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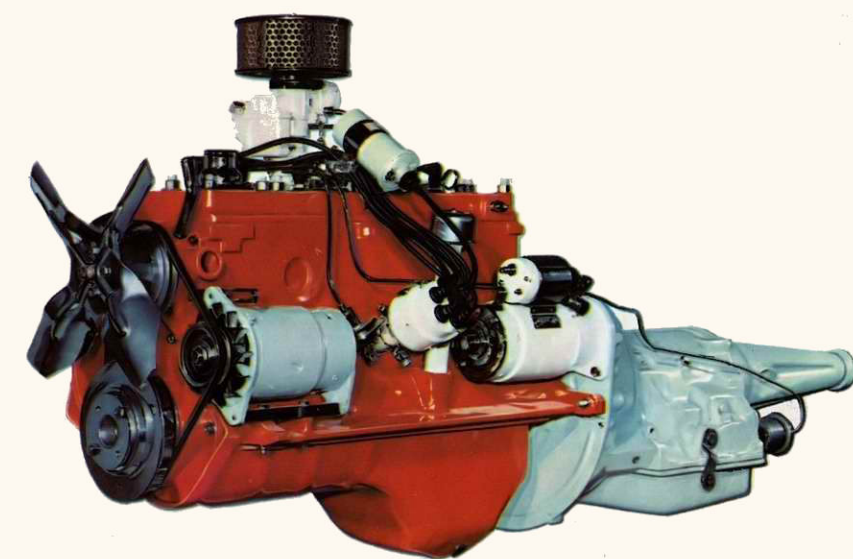
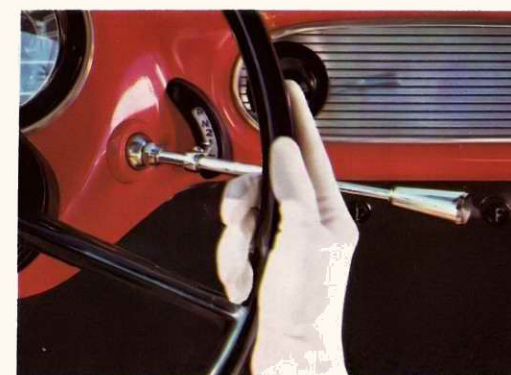
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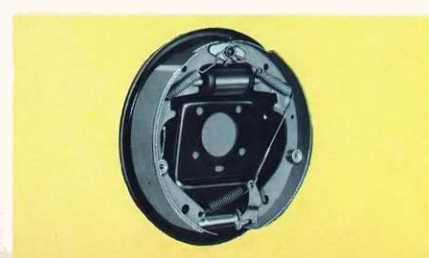
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