

Rambler Gives You More In Quality . . . In Choice Of Wheelbase And Models . . . In Engine Selection!



1961 RAMBLER AMERICAN—America's Leading Economy Compact

Meet the new American Beauty! Completely new in styling from bumper to bumper. Representing design continuity, the functional new styling of the 100-inch wheelbase 1961 Rambler American is advanced in concept . . . clean, smart contemporary. 125 H.P.

Overhead Valve Custom Flying Scot engine is standard on Custom models—optional on Super and Deluxe models. 90 H.P. L-Head Super Flying Scot engine is standard on Super and Deluxe models. Both give top performance and economy on regular grade fuel.



1961 RAMBLER CLASSIC 6 and V-8—The All-Purpose Compact

Classic in style . . . classic in its smooth, economical performance . . . classic in its concept of big car room and comfort combined with compact car economy and handling ease, the 108-inch Rambler Classic for 1961 represents the Rambler Idea of maximum usefulness

to the user. Choose from two great engines—all-new Die-Cast Aluminum Six or the High-Performance Economy V-8. Both give maximum performance and economy on regular grade gasoline. 14 models in America's most wanted body styles.



AMBASSADOR V-8 by Rambler—America's First Luxury Compact

For 1961, Ambassador V-8 offers the one great luxury compact car that deny you . . . the modern luxury of compactness. New, modern exterior and interior styling balanced with superb performance and outstanding V-8 economy. Big car room and comfort balanced with

compact car garaging and handling ease. The 250 and 270 H.P. Ambassador V-8 engines provide outstanding power-to-weight ratios for top performance and economy. Choose from six compact luxury models including 4-door sedans, and 2 or 3-seat station wagons.

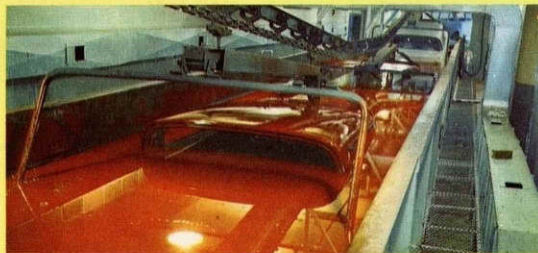
Test Drive RAMBLER For 1961

RAMBLER AMERICAN
RAMBLER CLASSIC 6
RAMBLER CLASSIC V-8
AMBASSADOR V-8 by *Rambler*



RAMBLER *Single-Unit Construction*

American Motors pioneered Single-Unit construction more than two decades ago. Sturdy box girders completely surround passengers above, below and to the sides—even extend around the engine compartment to protect against front-end impact. Single-Unit construction is stronger, safer—lastingly free from body-bolt squeaks and rattles.



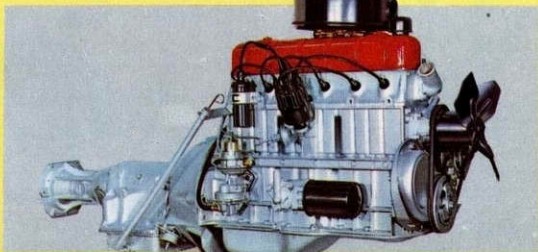
RAMBLER *Deep-Dip Rustproofing*

All Rambler bodies are submerged in a rustproofing paint primer bath for lasting protection against rust and corrosion. Deep-Dip rustproofing—pioneered by American Motors—protects even the hidden spots missed by ordinary “spray-on” methods. Super baked enamel insures lasting beauty.



All-New Guaranteed Ceramic-Armored Muffler and Tail-Pipe

For the first time anywhere! New guaranteed Ceramic-Armored muffler and tail-pipe—another Rambler first! Let you forget muffler and tail-pipe replacement worry and expense as long as you own your 1961 Rambler. Muffler and tail-pipe are coated and lined with a special ceramic material that protects against corrosion. Galvanized metal shield around muffler gives added protection.



RAMBLER CLASSIC *Die-Cast Aluminum Six*

America's First! Backed by 6 years of design experience with die-cast aluminum engines—proven by more than 2 million test miles on highway and track. New aluminum cylinder block reduces front-end weight by 80 pounds. Precision die-casting process assures absolute uniformity. 127 H.P. standard. 138 H.P. with optional 2-barrel carburetor. Regular grade fuel for extra savings.



Personalized Comfort For You And Your Family

All 1961 Rambler series offer as optional equipment individually adjustable front seats, Airliner Reclining Seats that convert into Twin Travel Beds. Rambler gives you and your family personal comfort not found in other compacts.



Rambler Twin Travel Beds are perfect for comfortable all-night sleeping on vacation trips.

New Cushioned Acoustical Ceilings of Molded Fiber-Glass—another Rambler first! Deaden road noises to a whisper—increase headroom—insulate against summer heat and winter cold—fireproof and waterproof. Standard on all 1961 Rambler Classic and Ambassador models.



Nap Couch is but one of the many comfortable positions available with Airliner Reclining Seats.

RAMBLER

FOR 1961



RAMBLER—America's Recognized Economy King!

While others talk economy, Rambler proves it in official tests and in 35 billion owner-driven miles. A Rambler American Custom with automatic transmission won the Compact Car Class—topped all cars in all classes in most miles per gallon—in 1960 Mobilgas Economy Run, adding to the laurels previously won in other Mobilgas and officially supervised tests. You save every mile you drive in a Rambler! You save, too, when you buy, trade or sell.

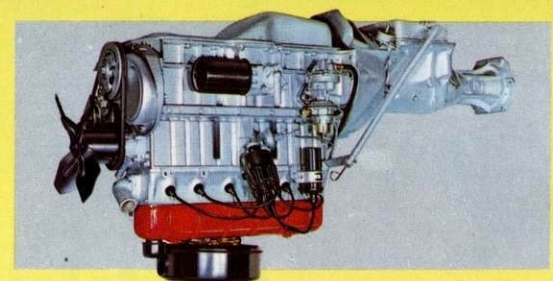
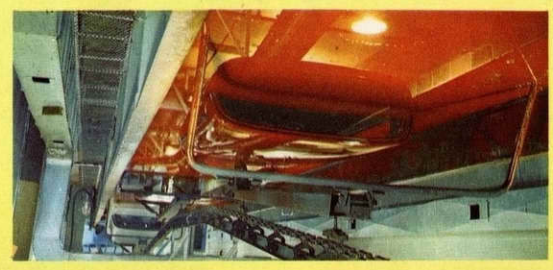
1961 RAMBLER Optional Equipment For Your Added Driving Pleasure

FLASH-O-MATIC TRANSMISSION • OVERDRIVE TRANSMISSION • POWER STEERING • POWER BRAKES • SELF-ADJUSTING BRAKES • LOCK-O-MATIC VACUUM-POWERED DOOR LOCKS • TWIN-GRIP DIFFERENTIAL • PADDED INSTRUMENT PANEL AND VISORS • TRANSISTOR-POWERED RADIO • POWER-LIFT WINDOWS • SOLEX GLASS ALL-SEASON AIR CONDITIONING • WEATHER EYE HEATING AND VENTILATING

And Other Optional Features

The New World Standard of Basic Excellence

**Test Drive
RAMBLER
For 1961
RAMBLER AMERICAN
RAMBLER CLASSIC V-8
RAMBLER CLASSIC V-8
AMBASSADOR V-8 by Rambler**



RAMBLER Single-Unit Construction
American Motors pioneered Single-Unit construction more than two decades ago. Sturdy box girders completely surround passengers above, below and to the sides—even extend around the engine compartment to protect against front-end impact. Single-Unit construction is stronger, safer—lastingly free from body-bolt squeaks and rattles.

RAMBLER Deep-Dip Rustproofing
All Rambler bodies are submerged in a rustproofing paint primer bath for lasting protection against rust and corrosion. Deep-Dip rustproofing—pioneered by American Motors—protects even the hidden spots missed by ordinary "spray-on" methods. Super baked enamel insures lasting beauty.

All-New Guaranteed Ceramic-Armored Muffler and Tail-Pipe
For the first time anywhere! New guaranteed Ceramic-Armored muffler and tail-pipe—another Rambler first! Let you forget muffler and tail-pipe replacement worry and expense as long as you own your 1961 Rambler. Muffler and tail-pipe are coated and lined with a special ceramic material that protects against corrosion. Galvanized metal shield around muffler gives added protection.

RAMBLER CLASSIC Die-Cast Aluminum Six
America's First! Backed by 6 years of design experience with die-cast aluminum engines—proven by more than 2 million test miles on highway and track. New aluminum cylinder block reduces front-end weight by 80 pounds. Precision die-casting process assures absolute uniformity. 127 H.P. standard, 138 H.P. with optional 2-barrel carburetor. Regular grade fuel for extra savings.

Rambler Gives You More In Quality... In Choice Of Wheelbase And Models... In Engine Selection!



AMBASSADOR V-8 by Rambler—America's First Luxury Compact

For 1961, Ambassador V-8 offers the one great luxury compact car garaging and handling ease. The 250 and 270 H.P. Ambassador V-8 engines provide outstanding power-to-weight ratios for top performance and economy. Choose from six compact luxury models including 4-door sedans, and 2 or 3-seat station wagons.



1961 RAMBLER CLASSIC 6 and V-8—The All-Purpose Compact

Classic in style . . . classic in its smooth, economical performance . . . classic in its concept of big car room and comfort combined with compact car economy and handling ease, the 108-inch Rambler Classic for 1961 represents the Rambler Idea of maximum usefulness to the user. Choose from two great engines—all-new Die-Cast Aluminum Six or the High-Performance Economy V-8. Both give maximum performance and economy on regular grade gasoline. 14 models in America's most wanted body styles.



1961 RAMBLER AMERICAN—America's Leading Economy Compact

Meet the new American Beauty! Completely new in styling from bumper to bumper. Representing design continuity, the functional new styling of the 100-inch wheelbase 1961 Rambler American is advanced in concept . . . clean, smart contemporary. 125 H.P. Overhead Valve Custom Flying Scot engine is standard on Custom models—optional on Super and Deluxe models. 90 H.P. L-Head Super Flying Scot engine is standard on Super and Deluxe models. Both give top performance and economy on regular grade fuel.

Personalized Comfort For You And Your Family
All 1961 Rambler series offer as optional equipment individually adjustable front seats, Airliner Reclining Seats that convert into Twin Travel Beds. Rambler fort not found in other compacts. gives you and your family personal comfort. New Cushioned Acoustical Ceilings of Molded Fiber-Glass—another Rambler first! Deadens road noises to a whisper—increases headroom—insulate against summer heat and winter cold—fireproof and waterproof. Standard on all 1961 Rambler Classic and Ambassador models.



Nap Couch is but one of the many comfortable positions available with Airliner Reclining Seats.



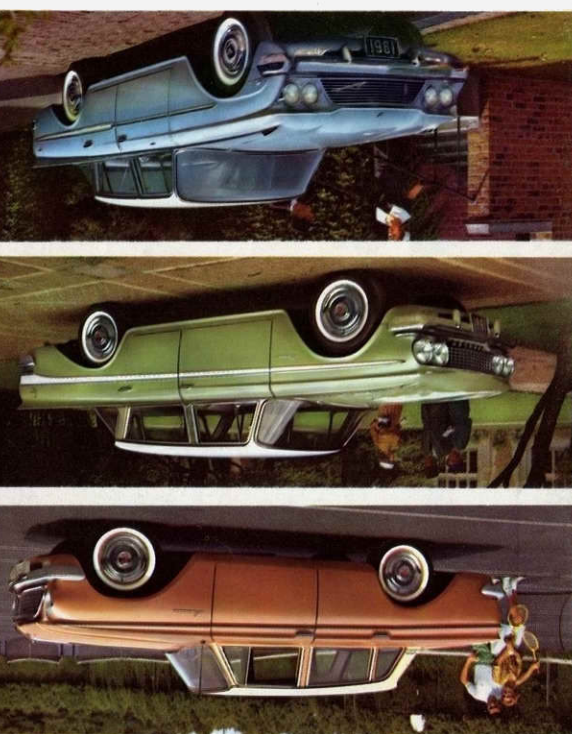
Rambler Twin Travel Beds are perfect for comfortable all-night sleeping on vacation trips.



RAMBLER—America's Recognized Economy King!
While others talk economy, Rambler proves it in official tests and in 33 billion owner-driven miles. A Rambler American Custom with automatic transmission won the Compact Car Class—topped all cars in all classes in most miles per gallon—in 1960 Mobilgas and officially supervised tests. You save every mile you drive in a Rambler! You save, too, when you buy, trade or sell.

1961 RAMBLER Optional Equipment For Your Added Driving Pleasure
FLASH-O-MATIC TRANSMISSION • OVERDRIVE TRANSMISSION • POWER STEERING • SELF-ADJUSTING BRAKES • LOCK-O-MATIC VACUUM-POWERED DOOR LOCKS • TWIN-GRIP DIFFERENTIAL • PADDED INSTRUMENT PANEL AND VISORS • TRANSMITTER-POWERED RADIO • POWER-LIFT WINDOWS • SOLEX GLASS • ALL-SEASON AIR CONDITIONING • WEATHER EYE HEATING AND VENTILATING
And Other Optional Features

**RAMBLER
FOR 1961**



**The New
World Standard
of Basic Excellence**

Only Rambler Offers All 3 Sizes Of Compact Cars...Choose The One That Fits Your Needs!

SIZE NO. 1

RAMBLER
AMERICAN

The Rambler American steps out in new style. Shortest, most maneuverable of any U.S. car, Rambler American offers room for six adults. Get 50% more luggage space; high, wide doors for easy entrance and exit. Rambler American is the economy leader with lowest price, lowest upkeep, most miles per gallon. 13 models. See American first!



RAMBLER AMERICAN CUSTOM 4-DOOR STATION WAGON



RAMBLER AMERICAN DELUXE 2-DOOR SEDAN



ALL NEW
RAMBLER AMERICAN
CUSTOM CONVERTIBLE



RAMBLER AMERICAN CUSTOM
2-DOOR STATION WAGON

SIZE NO. 2
RAMBLER
CLASSIC 6 and V-8

Now a still more beautiful version of the car that gives the best of both: big car room and compact car economy. Smartly re-styled inside and out, the Rambler Classic boasts a new Die-Cast Aluminum Six engine—major break-through in engine design. Or choose the high-performance V-8 that gives outstanding economy on regular grade fuel. 14 models. Go Rambler Classic—and save!



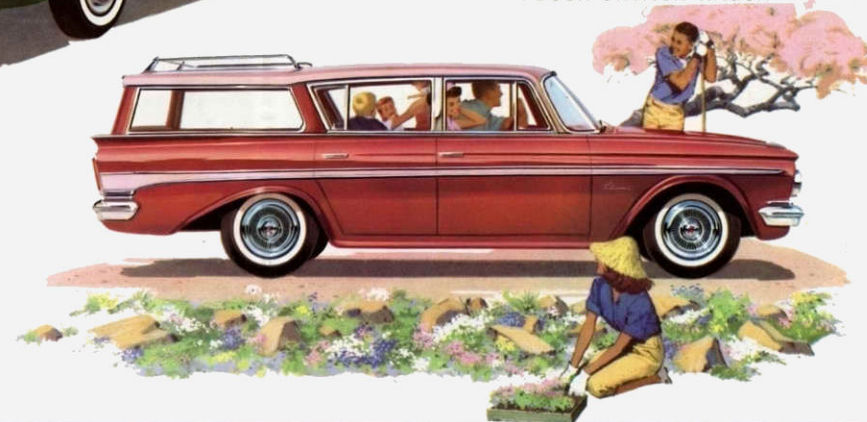
RAMBLER CLASSIC CUSTOM 4-DOOR SEDAN



RAMBLER CLASSIC CUSTOM
 3-SEAT STATION WAGON



RAMBLER CLASSIC SUPER 4-DOOR SEDAN



RAMBLER CLASSIC CUSTOM
 4-DOOR STATION WAGON

SIZE NO. 3
AMBASSADOR V-8
by Rambler

America's original compact luxury car will be the most imitated of 1961. But neither the old-fashioned luxury cars nor the new compact imitators can offer such a perfect balance of all that's best: elegant interiors, 6-passengers big, on an easy-to-park 117-inch wheelbase; 250 to 270 H.P. performance from thrifty V-8's; fine car craftsmanship balanced with a modest price tag. 6 models.



AMBASSADOR V-8 CUSTOM 4-DOOR SEDAN



AMBASSADOR V-8 SUPER 4-DOOR STATION WAGON

AMBASSADOR V-8 CUSTOM 4-DOOR STATION WAGON

AMBASSADOR V-8 SUPER 4-DOOR SEDAN

AMBASSADOR V-8 CUSTOM 3-SEAT, 5-DOOR STATION WAGON

Only Rambler Offers All 3 Sizes Of Compact Cars...Choose The One That Fits Your Needs!

SIZE NO. 1

RAMBLER AMERICAN

The Rambler American steps out in new style. Shortest, most maneuverable of any U.S. car, Rambler American offers room for six adults. Get 50% more luggage space; high, wide doors for easy entrance and exit. Rambler American is the economy leader with lowest price, lowest upkeep, most miles per gallon. 13 models. See American first!



RAMBLER AMERICAN CUSTOM 4-DOOR STATION WAGON



RAMBLER AMERICAN DELUXE 2-DOOR SEDAN



ALL NEW RAMBLER AMERICAN CUSTOM CONVERTIBLE



RAMBLER AMERICAN CUSTOM 2-DOOR STATION WAGON

SIZE NO. 2

RAMBLER CLASSIC 6 and V-8

Now a still more beautiful version of the car that gives the best of both: big car room and compact car economy. Smartly re-styled inside and out, the Rambler Classic boasts a new Die-Cast Aluminum Six engine—major break-through in engine design. Or choose the high-performance V-8 that gives outstanding economy on regular grade fuel. 14 models. Go Rambler Classic—and save!



RAMBLER CLASSIC CUSTOM 4-DOOR SEDAN



RAMBLER CLASSIC CUSTOM 3-SEAT STATION WAGON



RAMBLER CLASSIC SUPER 4-DOOR SEDAN



RAMBLER CLASSIC CUSTOM 4-DOOR STATION WAGON

SIZE NO. 3

AMBASSADOR V-8 by Rambler

America's original compact luxury car will be the most imitated of 1961. But neither the old-fashioned luxury cars nor the new compact imitators can offer such a perfect balance of all that's best: elegant interiors, 6-passengers big, on an easy-to-park 117-inch wheelbase; 250 to 270 H.P. performance from thrifty V-8's; fine car craftsmanship balanced with a modest price tag. 6 models.



AMBASSADOR V-8 CUSTOM 4-DOOR SEDAN



AMBASSADOR V-8 SUPER 4-DOOR STATION WAGON



AMBASSADOR V-8 SUPER 4-DOOR SEDAN



AMBASSADOR V-8 CUSTOM 3-SEAT, 5-DOOR STATION WAGON