



ONE OF 3 SENSIBLE SPECTACULARS - 1965 RAMBLER AMBASSADOR
...largest and finest of the new RAMBLERS



spectacular performance—sensible new size
Rambler Ambassador 990 Convertible

Rambler Ambassador for 1965 is the longest, the most luxurious, the top performer of the three great new Ramblers. It's a car with impressive new long-lived styling outside—luxurious new spaciousness within. With the new safety of optional sports-car Disc Brakes teamed with the strongest of car construction. Every beautiful inch of brawny steel is completely new. The size is all-new . . . 200 inches of overall length . . . 116-inch wheelbase. Yet, with all its new size, the Ambassador still handles

and parks cat-quick, fingertip-easy. The power range is all-new for even more spectacular performance—a range that extends from the world's most advanced Six to a zestful 270-hp V-8. The choice of models for 1965 is doubled and includes the youthful new convertible pictured. The 1965 Ambassadors—Rambler's finest—are proof-on-wheels that a truly spectacular car can have a modest price tag. You'll have to see and drive Ambassador to believe it. Do it now!



New "Sable-Grain" vinyl upholstery, standard in the convertible, adds a spectacular touch of beauty . . . a sensible degree of long wear. Individual reclining seats, optional.

Ambassador's spectacular new beauty is exemplified in the going-away view. The full-height taillights blend into the slim-crowned, rear fender profile and wrap around the fenders to give excellent visibility from all side and rear angles.





spectacular beauty—sensible big room
Rambler Ambassador 990-H Hardtop

Take your choice of two exciting new Ambassador Hardtops for 1965...the luxurious 990-H, illustrated, and its smart companion, the 990 Hardtop. Both combine the fun of open-air travel with the comfortable snugness of a sedan. Both offer sensible big room, including a new dimension in rear-seat legroom. The full-length chrome trim capping the crown of the side and fender panels complements the sculptured body panels.

V8
 AMBASSADOR
 6



Slim bucket seats with center cushion and armrests are standard on 990-H. Console, floor shift, optional.

Shift-Command Flash-O-Matic lets you shift manually—or it shifts by itself. Optional on Ambassadors when equipped with slim bucket seats and console.

Rambler's exclusive All-Season Air Conditioning keeps you fresh and cool in hottest weather. It's a great optional companion to the famous Weather Eye Heating... a new standard feature for 1965.

For extra comfort, the fold-down armrest, front and rear, is standard on Ambassador 990-H. Front armrest optional on 990 with slim bucket seats and console or cushion.





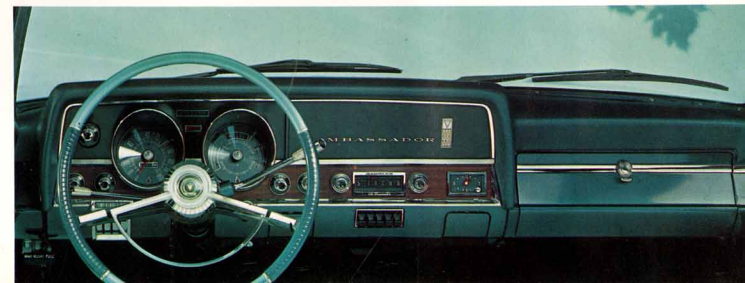
spectacular luxury—sensible handling ease
Rambler Ambassador 990 4-Door Sedan

Rambler presents spectacular sedan beauty and luxury—200 exquisite inches of it—in a car that remains among America's easiest to park and handle. Much greater trunk room, too. Choose from two smart models—the 990 (illustrated) and the 880. Both offer full six-passenger room for all the family. New Lustre-Gard Acrylic Enamel in 14 colors and 52 optional two-tone combinations give longer paint life.

V8
AMBASSADOR
6



This is but one of the many rich upholstery combinations available in Rambler Ambassador. Spectacular is the word for Ambassador's decorator-styled interiors. The vinyl-covered instrument-panel padding curves gracefully into the doors. Simulated wood-grain door and panel inserts add a smart accent.



Real jewel-like elegance is represented in the 1965 Ambassador instrument panel. Gauges and indicators are conveniently grouped in two large instrument dials located for easy driver vision. Electric wipers, optional.



spectacular smartness—sensible thrift
Rambler Ambassador 880 2-Door Sedan

A smart town car . . . a versatile highway performer . . . a sound family car! That's the Ambassador 880 Two-Door Sedan for 1965. New swing-pivoting front seat-back gives easiest entrance and exit for rear-seat passengers. For all its spectacular smartness, Ambassador's low initial cost and outstanding Six or V-8 economy, make this beauty a sensible thrift buy. Smart wheel discs are optional on the 880.

V-8
 AMBASSADOR
 6

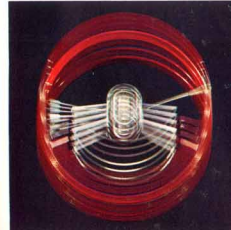


Tailor the interior of your Ambassador to suit your own taste.

The Ambassador's long rear deck covers a large luggage compartment with over 15 cubic feet of usable luggage space. Lots of room for all the family gear and luggage. Spare tire positioned to give maximum trunk space.

Twin-Stick Floor Shift is optional on 990 and 990-H models with slim bucket seats and console. This sporty transmission permits 5 forward speeds and kickdown from overdrive. Second lever locks overdrive in or out.

Adjust-O-Tilt steering wheel tilts to seven positions for easy entrance and exit and most comfortable driving position. Optional with automatic or floor-shift transmissions.





spectacular versatility—sensible features
Rambler Ambassador 990 Cross Country

For family fun—for workaday chores . . . for vacation trips no station wagon matches the versatility of the Ambassador Cross Country. Two- and optional three-seat models provide plenty of passenger room, plus large cargo area. New simulated wood-grain option complements the 14 body colors. Optional reclining seats make travel and camping a genuine pleasure. Handy and safe electric tailgate window, optional.

Here is the Ambassador 880 Cross Country with optional 3rd seat that includes the exclusive side-hinged tailgate that acts as a 5th door. No protruding tailgate to step over or load over. Optional on 2-seat wagons. The handy Roof-Top Travel Rack is standard. Provides extra-carrying capacity. Costs extra, when available at all, on other U. S.-built wagons. Smart wheel discs are optional on 880.

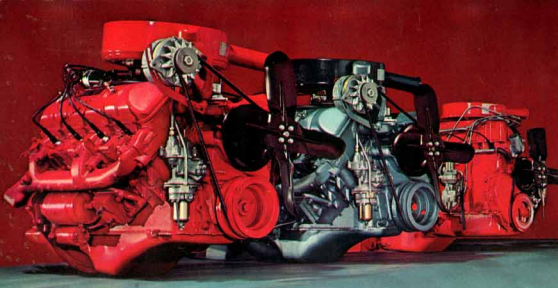


V8
 AMBASSADOR
 6

**ONLY RAMBLER GIVES YOU ALL THESE
 EXTRA-VALUE FEATURES AT NO EXTRA COST!**

Strong, Safe Advanced Unit Construction • Deep-Dip Rustproofing up to the roof • Double-Safety Brake System • Ceramic-Armored Exhaust System • Lustre-Gard Acrylic Enamel for lasting beauty • Luxury Full-Coil Seat Springs—Front and Rear • 32,000-Mile or 3-Year Chassis Lubrication • Weather Eye Heater . . . and more!

TOP RESALE VALUE, TOO!



America's most advanced Six—the 155-hp Torque Command 232 is standard on 1965 Ambassadors. Seven-main-bearing crankshaft with eight counterweights. Has scores of engineering advancements

for unbelievable smoothness, long life and economical trouble-free operation. 270-hp 327-cu.-in. V-8, with 4-barrel carburetor, and 198-hp 287-cu.-in. V-8 and 2-barrel carburetor are both optional.



Both AM and AM/FM radios are optional for 1965 Ambassadors. Duo-Coastic and Vibra-Tone rear-seat speaker systems also available on Hardtop and Sedan models.



Ultra-modern sports-car-type wire-wheel covers (optional) give an added touch of beauty to your new Ambassador. Wheel discs with spinners are also optional.



New Disc Brakes that go down mountain grades with confidence, stop surely in the wettest weather. Available with Power Brake. Double-Safety System, standard.

RAMBLOR for '65—The Sensible Spectaculars...



AMERICAN—The Compact Economy King

CLASSIC—The New Intermediate-Size Rambler

AMBASSADOR—The Largest and Finest of the New Ramblers

DERBY RAMBLOR SALE

2922 Peck Street

Muskegon Heights, Michigan

Specifications for Rambler Ambassador V-8 or 6

Wheelbase 116". Length 200" (197" on wagons). Loaded height 55" for sedan and convertible, 55.4" on station wagon. 53.9" on hardtop. Width 74.5". Front tread 58.6", rear tread 57.5". Loaded ground clearance 6". Hypoid-gear differential. Choice of rear-axle ratios on some models. Coil springs on all four wheels. Direct-action, independent front suspension with sway-bar stabilizer. Standard brake diameter 10", lining area 167.5 sq. in. Step-on parking brake. Tire size 7.35 x 14, standard; 7.75 x 14, optional (standard with V-8). Four LifeGuard Safety Tires, standard on wagons with 3rd-seat option, optional on other models in sets of four or five tires. Torque-Tube drive. Fuel-tank capacity, 19 gallons (17 gallons on wagons with 3rd-seat option). 35-amp, electronic alternator and transistorized regulator, standard; 40-amp, standard with air conditioning.

Standard Equipment

Weather Eye Heater. Column-shift 3-speed manual transmission. Turn signals. Double-Safety Brake System, self-adjusting brakes, bonded linings. Engine-oil filter. Fuel filters in tank and fuel pump. Windshield-wiper power-booster; fuel pump. Anti-smog engine-vent system (regulator type). Cellulose-fiber carburetor air cleaner. Automatic choke. Heavy-duty lights. Front armrests. Rear armrests. Dual sun visors. Cigarette lighter. Two front ashtrays. Rear ashtrays. Trunk or cargo floor covering. Floor carpeting. Front-seat foam cushion. Collapsible seat construction. Dome or side-pillar lights. Retractable front-seat belts. Fresh-air ventilation. Five tubular black-wall tires, (four LifeGuard tires, standard with 3-seat wagon option). Ceramic-Armored muffler, tailpipe and exhaust pipe. Station Wagon Roof-Top Travel Rack. Glove-box lock. Two coat hooks (exc. convertible). Power-Guard "24" Intercell Battery (50 amp, on Sixes; 60 amp, standard on V-8's, and on Sixes with air conditioning; 70 amp., optional). Power-operated convertible top. Every 1965 Rambler carries a new-car warranty for a period of 24 months or 24,000 miles, whichever occurs first.

Options

Optional items listed here are in addition to engines, transmissions, power assists, tire sizes, colors, upholstery materials and optional seats shown or listed elsewhere. Transmissions: Overdrive, Twin-Stick Floor Shift, Flash-O-Matic, Shift-Command Flash-O-Matic, AM or FM radio. Duo-Coastic or Vibra-Tone rear-seat speakers (sedans and hardtops). All-Season Air Conditioning. Power steering. Power brakes. Disc Brakes (also order Power Brakes). Power-lift windows (except convertible). Power-lift tailgate window. Twin-Grip differential. Porous-vinyl upholstery for 880 models. Electric windshield wipers. Exterior appearance group for 880 models. Wheel-opening moldings for 990 sedans and wagons. Adjust-O-Tilt steering wheel. Whitewall tires. Solex Glass, all or windshield only (except rear on convertible). Power-Saver V-8 engine fan. Electric clock (std. on 990, 990-H). Rear-seat foam cushion (std. 990, 990-H). Wheel discs (std. on 990, 990-H). Wheel discs with spinners. Wire-wheel covers with spinners. Padded instrument panel (std. on 990, 990-H). Padded visors (std. on convertible). Light Group (std. on 990-H); trunk or cargo light, glove-box light, courtesy lights, parking-brake warning light and backup lights (also single opt.). Visibility Group "A"; windshield washer; left outside mirror, inside tilt mirror and visor vanity mirror (all available separately). Visibility Group "B" same as "A", except for remote-control left outside mirror. 3rd seat for wagons. Side-hinged tailgate (std. with 3rd-seat option). Retractable front-seat belts, non-retractable rear- and 3rd-seat belts. Downward-Fall-Off coolant. Heavy-duty cooling system (includes H.D. radiator, H.D. fan and fan shroud, std. with air conditioning). Heavy-duty shock absorbers. Heavy-duty springs, shock absorbers. Bumper guards.

Exterior Colors

New long-wearing, triple-coated Lustre-Gard Acrylic Enamel. Select from 43 optional two-tones, plus 8 for top-line models. 14 solid colors that are standard: Classic Black, Antigua Red, Legion Blue, Seaside Aqua, Montego Rose, Solar Yellow, Frost White. Metallic colors: Mystic Gold, Viscount Blue, Marina Aqua, Atlantis Aqua, Barcelona Turpe, Coral Cordovan, Woodlake Green. Convertibles 4 top colors—Black, White, Blue and Aqua, standard. Simulated wood-grain panels for wagons, optional.

PERFORMANCE SELECTOR

	Standard	Optional	Optional
Engine Type	Torque Command Six	OHV V-8	OHV V-8
Displacement, Cubic-Inch	232	287	327
Bore and Stroke	3 1/4"x3 1/2"	3 3/4"x3 3/4"	4"x3 3/4"
Compression Ratio	8.5:1	8.7:1	9.7:1
Horsepower @ RPM	155 @ 4400	198 @ 4700	270 @ 4700
Torque @ RPM	222 @ 1600	280 @ 2600	360 @ 2600
Carburetor	2-barrel	2-barrel	4-barrel
Fuel	Regular	Regular	Premium

AMERICAN MOTORS—DEDICATED TO EXCELLENCE
Accessories and power features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. 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.