



ONE OF 3 SENSIBLE SPECTACULARS
THE COMPACT ECONOMY KING
'65 RAMBLER AMERICAN

RAMBLER AMERICAN FOR 1965

Smart, stylish, youthful—with new refinements and improvements galore—that's the sensible, spectacular, compact Rambler American for 1965.

Spectacular in style—sensible in maneuverability and economy in every one of ten smart models.

The 1965 Rambler American, too, gives you a choice of three peppy 6-cylinder powerplants, including the new 155-horsepower Rambler Torque Command

232—the Six that comes on like an Eight, optional in all Rambler Americans with automatic transmission.

The Rambler American remains America's acknowledged economy king. The smart-stepping 125-horsepower Six, standard on 440 and 440-H models, has won best mileage in every officially recognized economy run entered, including the 1964 Mobil Economy Run and Pure Oil Economy Trials.

The American offers all the glamour options in the book, too: reclining bucket seats, five-on-the-floor shift, newly designed headrests, wire-wheel covers—you name it and you can have it in your smart new American.

Still, with all its air of youthful beauty and sporty flair, the Rambler American comes with low, low price tags. What's more, you'll find them not on just one car, but on Hardtops, Sedans, Station Wagons, and Convertibles alike. Come see for yourself.



Peppy 6's: 90, 125, new 155-hp Torque Command.



Twin-Stick Floor Shift permits five forward speeds. Optional on 440 and 440-H models.



SPECTACULAR IN STYLE SENSIBLE IN PRICE

Treat yourself to fresh-air fun when the sun is shining. Or ride snug and warm when the cold breezes blow. You can do both in the youthfully smart Rambler American 440-H Hardtop. The all-new extruded aluminum grille... the recessed headlights... the full-length side spear, all combine to add to the distinctiveness of the American's "fine-line" styling theme.

Go the way of young moderns with a new Rambler American 440-H Hardtop! Companion 440 Hardtop also available.

440H

440 RAMBLER AMERICAN

SPECTACULAR YOUTH APPEAL SENSIBLE HANDLING EASE

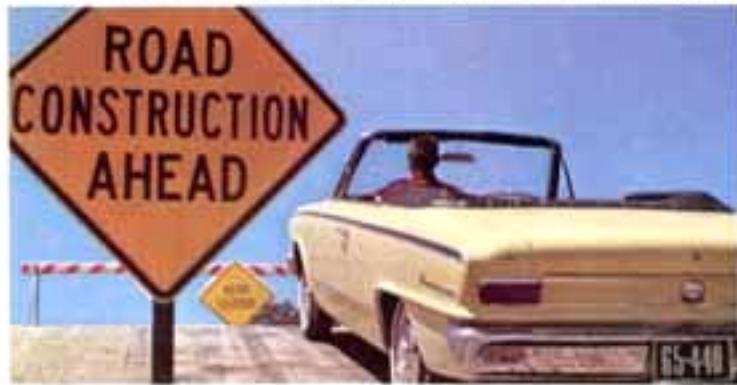
A boy! A girl! A Rambler American '65 Convertible! That's the proper combination for zestful living and youthful fun. Sensible? Of course it's sensible. For, with all its sports-car flair, the American continues as the lowest priced U.S.-built convertible. Why not get aboard this sensible, young, spectacular convertible now?



Top down. Spirits up. Optional reclining seats, too!



1. New stick shift!



2. Stops on a dime!



3. Rides like a magic carpet!

1. *New Shift-Command Flash-O-Matic lets you shift or it shifts automatically. Optional on 440 or 440-H with optional 155-hp Torque Command 232 Six engine.*

2. *Double-Safety Brake System standard. Tandem master cylinders — one for front brakes and other for rear. If one set is damaged, the other still works. Rambler brakes are self-adjusting, too.*

3. *Rock-solid strength, with lasting freedom from body-bolt squeaks and rattles, thanks to Rambler's exclusive Advanced Unit Construction. Has America's best turning diameter—only 36 compact feet.*



1965 Rambler American 440 Convertible (Wire-Wheel Covers with knock-off spinners, optional)



1965 Rambler American 440 Four-Door Sedan (Stylish Wheel Discs, optional)

440 RAMBLER AMERICAN



1. Full 6-passenger room!



2. Rustproofed the best way!



3. Merely sips gas (regular grade)!



4. Curved for beauty!

SPECTACULAR COMFORT SENSIBLE ECONOMY

Be carefree. Travel far or travel near in the youthful Rambler American 4-Door Sedan. Smart as a whistle in style. Easy on the pocketbook, too. Easiest to park and handle of all U.S.-built cars. 4-Door Sedans also available in '65 330 and 220 series.

1. Six tall passengers can ride in leg-stretching comfort in the spacious American. Enjoy full-width bench seats, slim bucket seats with console; wide bucket seats (standard on 440-H), reclining seats or individually adjustable seats.

2. Deep-Dip rustproofing up to the roof protects against rust and corrosion . . . helps keep your new car looking new.

3. Rambler American is the nation's recognized economy king. With its peppy 125-hp Six (standard on 440 and 440-H), it has won best mileage in every official economy test it has entered.

4. Curved-glass side windows are standard features. Help give more interior shoulder room, even easier entry, exit.

330 RAMBLER AMERICAN

SPECTACULAR TRAVEL CAR SENSIBLE CARRYING SPACE

Here's the travel car that lets you answer the call of the outdoors—the Rambler American 330 Station Wagon. You'll find lots of carry-all room . . . lots of family-sized passenger room. And the smart, youthful American appearance makes this station wagon as at home on the boulevard as it is on the backroads' trail. Also available in 220 model with standard 90-hp Six powerplant.



1. Spectacular interior luxury!



2. Cargo room to spare!



3. Tops in extra luggage space!

1. *The feel of the great outdoors, plus the exquisite taste of the interior decorator's salon, are reflected in the many upholstery trims and appointments available in the '65 American Station Wagons.*

2. *You'll always find room to spare in the large cargo area of the Rambler American Station Wagon. Lots of room for luggage, camping and sports gear . . . for whatever your travel needs require.*

3. *Roof-Top Travel Rack is standard on American 330 Wagons. This handy feature costs extra on most other wagons. It adds to the spectacular appearance and offers sensible load-carrying capacity.*



1965 Rambler American 330 Station Wagon



1965 Rambler American 220 Two-Door Sedan

220 RAMBLER AMERICAN



1. Smart instrument panel!



2. Sports-car-type wire-wheel covers!



3. All-Season Air Conditioning and Heating!



4. Long-lasting Lustre-Gard Acrylic Enamels!

SPECTACULAR OPTIONS SENSIBLE EXTRA VALUES

Sensible in its low initial and operating costs . . . spectacular in comfort and in usefulness! That's the new Rambler American 220. Take your choice of 4-Door and 2-Door Sedans or Station Wagons. The low prices contradict the extra value you get. And Rambler's traditionally high resale makes the 220 an even better buy. New electronic alternator system, standard. Also in the 330 model.

1. Trim as the Rambler American itself is the smart instrument panel. All gauges and dials are conveniently located. Padded panel and sun visors are optional.

2. To make your smart Rambler American even smarter, equip it with optional wire-wheel covers with sports-car-type, knock-off spinners. Gives added air of beauty.

3. Rambler's exclusive All-Season Air Conditioning cools in summer, heats in winter, ventilates. The Weather-Eye heating and ventilating system warms and circulates fresh air. Both are optional.

4. Every 1965 Rambler model is finished in Lustre-Gard Acrylic Enamel. This means greater beauty, longer paint life, freedom from chalking and easier paint repairs.

SENSATIONAL

Advanced Unit Construction

ONE and ONLY

Deep-Dip Rustproofing

AMAZING

Double-Safety Brake System

TIME-DEFYING

Ceramic-Armored Exhaust System

SPECTACULAR

Lustre-Gard Acrylic Enamels

FABULOUS

Full-Coil Seat Springs

SENSIBLE

32,000-Mile or 3-Year

Chassis Lubrication



Extra value at no extra cost!

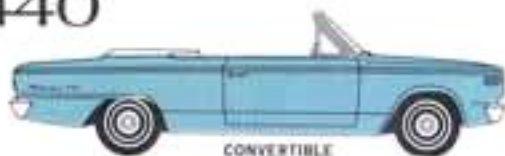
RAMBLER AMERICAN SELECTOR

440H

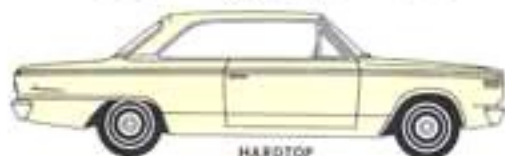


HARDTOP

440



CONVERTIBLE



HARDTOP



4-DOOR SEDAN

330



4-DOOR SEDAN



2-DOOR SEDAN



4-DOOR STATION WAGON

220



4-DOOR SEDAN



2-DOOR SEDAN



4-DOOR STATION WAGON

'65 RAMBLER AMERICAN SPECIFICATIONS

Wheelbase 106". Length 177.25". Loaded height, 54.5" for sedans and wagons, 53.4" for hardtops, 54.4" for convertibles. Width 68.6". Front tread 56", rear tread 55". Loaded ground clearance, 6". Hypoid-gear differential. Choice of rear-axle ratios on some models. Direct-action, independent front suspension with coil springs. Rear suspension with semi-elliptical leaf springs. Brake diameter 9", lining area 139.5 sq. in. Pull-type parking brake. Tire size, 6.45 x 14 (optional sizes—6.85 x 15, 6.95 x 14). Fuel-tank capacity 16 gallons. 35-amp. electronic alternator and transistorized regulator, standard, 40 amp., standard with air conditioning. Manually operated convertible top, power optional.

STANDARD EQUIPMENT

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 (regular type). Cellulose-fiber carburetor air cleaner. Automatic choke. Heavy-duty lights. Front armrests. Rear armrests (exc. 220). Dual sun visors. Cigarette lighter (exc. 220). Front ashtray. Rear ashtrays (exc. 220). Trunk or cargo floor covering. Floor carpeting (rubber on 220). Front-seat foam cushion. Coil-spring seat construction. Dome or side-pillar lights. Non-retractable front-seat belts. Fresh-air ventilation. Tubeless blackwall tires. Ceramic-Armored muffler, tailpipe and exhaust pipe. Station Wagon Roof-Top Travel Rack (exc. 220 wagon). Glove-box lock (exc. 220, 330). Two coat hooks (exc. convertible). Powr-Guard "24" Intercell Battery (50 amp., standard; 60 amp., standard with air conditioning; 70 amp., optional). Every 1965 Rambler carries a new-car warranty for a period of 24 months or 24,000 miles, whichever occurs first.

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.

THE SENSIBLE SPECTACULARS

AMBASSADOR—Largest and Finest of the New Ramblers

CLASSIC—The New Intermediate-Size Rambler

AMERICAN—The Compact Economy King



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. Manual or push-button radio. Weather-Eye Heater. All-Season Air Conditioning (only with 125-hp engine and includes 2-barrel carburetor). Power steering. Power brakes. Power-lift tailgate window. Twin-Grip differential. Porous-vinyl upholstery. Electric windshield wipers. Exterior appearance group (except wagons). Whitewall tires. Solex Glass, all or windshield only (except rear on convertible). Wheel discs (std. on 440-H). Wheel discs with spinners. Wire-wheel covers with spinners. Padded instrument panel. Padded visors (std. on convertible). Light Group: 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. Retractable front-seat belts, non-retractable rear-seat belts. Dowgard Full-Fill 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 and shock absorbers. Oil-bath carburetor air cleaner for L-Head engine (220, 330). Bumper guards.

EXTERIOR COLORS

New long-wearing, triple-coated Lustre-Gard Acrylic Enamel. Select from 44 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 Taupe, Corral Cordovan, Woodside Green. Convertibles offer 4 top colors—Black, White, Blue and Aqua, standard.