

**RAMBLER 1968**  
**AMERICAN**



1968 Rambler American Tap-Door Sedan in Lardo Tan.

# AMERICAN



**It's the lowest-priced\* car made in the U.S.A.**

Lowest by a lot.

Pricewise\*, it's far under the U.S. compacts—closer to the much smaller cars made outside the U.S.A.

But buywise, the American 2-door sedan is miles ahead.

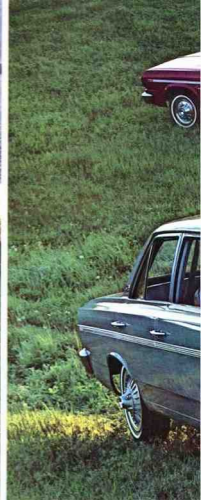
It's 20 in. longer, 10 in. wider, with plenty of leg room front and rear (4 in. more than

the leading small European car allows back seat passengers). And double the trunk space.

Yet it turns around in the same circle.

You get a lot more power; a 199 cu. in. 6-cylinder engine is standard (while the other small car has only a 4-cylinder engine). And three bigger engines are extra-cost options

—so are "shift-command" automatic and 4-on-the-floor.



1969 Rambler American Four-Door Sedan (l)

**Rambler American 4-door, And Rogue.**

There are two 4-door sedans. The one at top left is the lowest-priced\* 4-door made in the U.S.A. The 440 at lower right costs a little more because it's better dressed. This one gives you a big protective side molding outside, and a choice of four interior colors in fabric (or optional vinyl) with loop pile carpeting wall-to-wall.

Then there's the 4-door-and-tailgate 440 at upper right that's the lowest priced\* wagon made in the U.S.A. With everything you get in the 440 sedan plus the fact that the upholstery is vinyl. Options: a hefty 232 cu. in. six plus a pair of 290 V-8s...that rooftop travel rack...and a special handling package for heavy hauling on rough roads.

The American Rogue is the 2-door hardtop you see at lower left. Here, the big 232 six is standard. Notice the optional wire wheel covers and vinyl covered roof. Other options: eye-level tachometer, V-8 engines, "shift-command", 4-on-the-floor, specially installed springs-shocks-and-swaybar, power disc brakes. Roguish.

\*Based on a comparison of manufacturers' suggested retail prices.



Early Green with Ford White roof. Rambler American 440 for 1968. Sedan in Safari Blue. Station Wagon in Matador Red. 1968 Rambler American Regue Hardtop in Turb Silver and black vinyl covered roof.



## Rambler American Specifications

**Dimensions:** Wheelbase 106" (2.69 m.). Length 181" (4.60 m.). Width 70 8/8" (1.80 m.). Front tread 56" (1.42 m.). (56 4/8" (1.43 m.) V-8). Rear tread 55" (1.40 m.) (55 3/8" (1.404 m.) V-8). Trunk luggage 12 cubic feet (.34 m<sup>3</sup>). Wagon cargo 66 cubic feet (1.87 m<sup>3</sup>).

**Body:** Standard safety features (see last page). All-welded, Single-Unit body construction (safe, strong, durable). Deep-Dip body rustproofing. Fresh air ventilation. Triple coated Lustre-Gard acrylic enamel in 13 colors (6 for basic models). Molded ceiling. Curved side-glass. Extruded aluminum grille. Front armrests. Rear armrests for 440 and Rogue. Cigarette lighter for 440 and Rogue. Front ashtray. Rear ashtrays for 440 and Rogue. Full-width carpeting for 440 and Rogue (rubber for basic models, carpet with 4-speed transmission). Coil-spring seat construction. Front seat foam cushion. Dome or side-pillar lights. Glove-box lock for 440 and Rogue. Two coat hooks.

**Mechanical:** Direct-action, independent coil-spring front suspension with sway bar on V-8's. Rear suspension with semi-elliptical leaf springs. Hypoid-gear differential. Self-adjusting brakes with bonded linings. Brake diameter for Sixes 9"; lining area 153.8 square inches (992 cm<sup>2</sup>). Brake diameter for V-8's 10" (25.4 cm.); lining area 167.5 square inches (1081 cm<sup>2</sup>). Standard 4-ply-rating, 2-ply tires; 6.45x14 on Sixes (except wagons), 6.95x14 on V-8's and Six wagons (see "Options"). Ceramic-Armored muffler, tailpipe and exhaust pipe. Engine-oil filter. Fuel filters in tank and fuel pump. Fuel-tank approximate capacity, 16 gallons (60.56 l.). All-Season engine coolant. Anti-smog positive crankcase vent. "Engine-Mod" exhaust emission control system ("Air-Guard" on V-8's with manual transmission). Automatic choke.

**Electrical:** Dual horns for 440 and Rogue (one for basic model). Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air-conditioning). Power-Guard "24" Intercell battery, 50 amp standard, 60-amp standard with air-conditioning, 70-amp optional.

## Rambler American Options

Engines, transmissions and axle ratios are on last page. Two-tone paint. Black or off-white vinyl-covered roof for Rogue. Vinyl upholstery, standard on wagons. Individually adjustable reclining seats. Headrests, right and left. Shoulder belts and mid-passenger seat belts (see last page). Weather Eye heater. All-Season air-conditioning (includes 60-amp battery, 40-amp alternator and heavy-duty engine cooling). Power steering. Power brakes. Power disc brakes for V-8's. Automatic transmission oil cooler for Sixes (standard on V-8's). Twin Grip rear axle differential. Sports wood-grain-look steering wheel for 440 and Rogue. Custom steering wheel for base car (standard on 440 and Rogue). Solex glass, all or windshield only. Wheel discs. Turbo-Cast wheel covers. Wire-wheel covers. Appearance Group; rocker panel moldings and wheel discs. Electric wipers. Visibility Group; remote control left side mirror, visor vanity mirror, electric windshield washers and electric wipers. Light Group; trunk or cargo light, two courtesy lights, glove-box light, parking brake warning light, headlights on warning buzzer, and front door switches for base models. AM push-button radio. Roof-top travel rack for wagon. Bumper guards, front and rear (wagon, front only). Insulation Group; undercoating and hood insulation. Heavy-Duty engine cooling; radiator, power-flex fan and shroud (standard with air-conditioning). 70-amp battery (40-amp alternator standard with air-conditioning). 70-amp battery and 40-amp alternator (for cars less air-conditioning). Engine block heater. Handling Package for 6-cylinder; front sway bar, heavy-duty springs and shock absorbers. Handling Package for V-8's; larger sway bar, heavy-duty springs and shock absorbers, 5 1/2" rim wheels, Heavy-Duty clutch for 3-speed transmission (128 HP 6 or 200 HP V-8). Tachometer for V-8's. Tires: 6.45x14 standard, 6.95x14 optional for 6-cylinder sedans and handtraps; 6.95x14 standard, 7.35x14 optional for all V-8's (6.95 and 7.35 in 4-ply-rating, 2-ply or 8-ply-rating, 4-ply, black or whitewall); D70x14 wide profile red-line tires with 5 1/2" rim wheels for V-8's (except wagons).

## Safety Features

**Interior:** Optional two retractable front-seat belts, two rear-seat belts, front shoulder belts. Optional mid passenger seat belts, front and rear. Rear shoulder belt anchors. 4-Way hazard warning signals. "Lane-changer" for turn signals. High-strength door locks. Safety-shaped door handles, cranks, control knobs, coat hooks, armrests. Padded front-seat back. Automatic lock with manual release for front-seat back on 2-door models. Folding rear-seat-back latches for station wagons. Energy-absorbing safety steering column. Deep-dish 3-spoke steering wheel. Padded instrument panel. Ball-bearing "break-away" front ashtray. Padded sun visors. Front-seat headrests (optional). Molded ceilings.

**Mechanical and Exterior:** Double-safety brake system with brake system warning light. Side-of-car safety markers. Mechanical stop light switch. Automatic back-up lights. Tread-wear indicator molded into tire tread. Uniform shift pattern for automatic transmission. Corrosion-resistant brake lines. Safety-rim wheels. Two key locking system. **Visibility:** "Safety-styled" instrument-panel layout and controls. Non glare finish for various interior parts. Inside rear-view day/night mirror with twin pivots and protected edges. Rear-view left side mirror. High strength, thick laminate windshield glass (safety glass all-around). Windshield washers, manual (electric, optional). Variable speed non-glare windshield wipers with vacuum power-booster (variable-speed electric, optional). Defrosters.

## Equipment Not Available On Right Hand Drive Models

V-8 Engine  
Overdrive Transmission  
\*Lights on Warning Buzzer  
Power Steering  
Power Brakes  
Visibility Group  
Brake Warning Signal Light  
Energy Absorbing Steering Column  
All-Season Air-Conditioning  
Handling Package  
Custom Steering Wheel (American Basic)  
Sports Steering Wheel  
Lane Changer Type Turn Signals  
Four-Way Hazard Warning Signals

\* Part of Light Group on LHD. On RHD Light Group consists of: Trunk or Cargo Light, Two Courtesy Lights, Glove Box Light, Also Front Door Switches, and parking brake warning light for American basic models.

## Performance Selector

ENGINES	*199" Six	*232" Six	*200" V-8s	
Standard Engine (G):	American Export Rogue	Rogue		
Optional Engine (G):		American Export Rogue	All	All
Horsepower @ RPM	128 @ 4400	145 @ 4300	200 @ 4600	225 @ 4700
Torque @ RPM	180 @ 1600	215 @ 1600	205 @ 2000	300 @ 3200
Compressor	1-Barrel	1-Barrel	2-Barrel	4-Barrel
Compression Ratio/Fuel	8.5:1/Regular	8.5:1/Regular	9.0:1/Regular	10.0:1/Premium
Displacement Cu. In. Liters	199 3.25	232 3.8	200 4.75	200 4.75
Bore and Stroke	3.75"x3.00"	3.75"x3.50"	3.75"x3.28"	3.75"x3.28"

## Transmissions and Axle Ratios

	*199" Six (1-Barrel)		*232" Six	*200" V-8s	
	Sedans less A.C.	Wagons and Sedans with A.C.	1-Barrel	2-Barrel	4-Barrel
3-Speed Manual, Column (Std.)	3.68:1 (2.3:1)	3.08:1 (2.3:1)	3.08:1 (2.3:1)	3.15:1	
Overdrive	No	No	No	Yes	No
Shift-Command, Column (Opt.)	2.73:1 (2.58 and 3.31)	3.08:1 (2.73 and 3.31)	3.08:1 (2.73 and 3.31)	3.15:1 (2.87)	
Shift-Command, Console (Opt.)					
4-Speed, Floor (Opt.)				3.15:1 (3.34)**	3.15:1 (3.54)**

\* Rogue \*232" Hardtop; 2.3:1 std. (2.73 and 3.08 opt.)  
\*\* 4.44:1 Bowler Kit at extra cost.

Optional ratios at no cost.

## Mandatory Options For Right Hand Drive Models

Electric Windshield Wipers & Washers  
Right Hand Outside Rear View Mirror

Equipment and power features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. Certain equipment items may not be available for all models. American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models, equipment or prices at any time without incurring obligation.