

# RAMBLER

FOR 1960

The New Standard  
of Basic Excellence





## The 1960 Rambler Represents a Decade of Experience in Building Compact Cars

The significant changes taking place in the automotive industry are prompted by Rambler's overwhelming success. In 1959, Rambler enjoyed the greatest sales increase in recent automotive history.

The reasons for this success are clear. More than a decade ago Rambler originated the compact car concept. Today we are the world's largest builders of compact cars. We realized that motorists needed a smart, quality-built automobile that is economical to own and operate . . . easier to park, handle and garage . . . yet has full family-size room and comfort.

The 1960 Rambler is the ultimate result of these ten years of experience and 25 billion owner-driven miles.

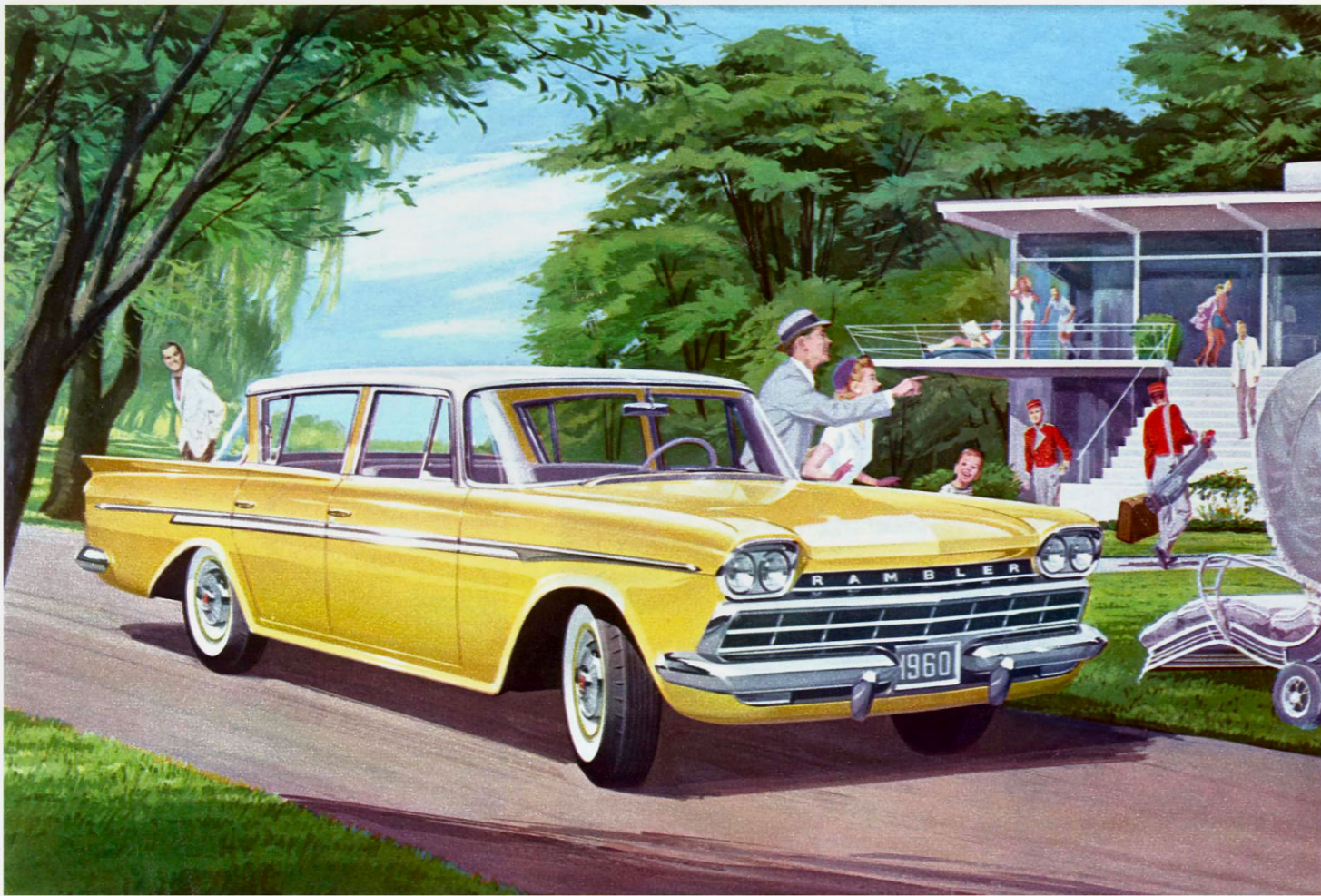
The 1960 Rambler is *the new standard of basic excellence* . . . a standard upon which others will be judged for quality construction, materials and craftsmanship. It offers even greater economy—smooth trouble-free performance . . . highest resale value.

Only Rambler gives the best of both:

1. Big car room and comfort.
2. Small car economy and handling ease.

We invite you to see and drive the advanced *compact* 1960 Ramblers at your Rambler dealer's soon.

*George Romney*  
 President  
 AMERICAN MOTORS CORPORATION



1960 Rambler Custom 4-Door Sedan  
—Economy 6 or Rebel V-8 Engines



ALL-NEW 1960 RAMBLER 3-SEAT STATION WAGON—3 Wide Seats! 5 Big Doors! The tail-gate is a fifth door that swings wide to allow rear-seat passengers to step in easily. Six or Rebel V-8, Super or Custom.

## Rambler 6 and Rebel V-8—1960's Biggest Car Values

1960 Rambler Super 4-Door Sedan  
—Economy 6 or Rebel V-8 Engines



1960 Rambler Six Deluxe 4-Door Sedan



Rambler's Fresh New Look is Quickly Apparent in the Rear Contours



1960 Rambler Custom Country Club Hardtop  
—Economy 6 or Rebel V-8 Engines

Your 1960 Rambler Dollar is a bigger dollar! That's because you get so much more in quality, economy, performance, and trouble-free operation.

Here is sleek new styling that is fresh and exciting—new compact handling ease—top miles per gallon on regular grade gasoline from the recognized economy leader.

On every score, Rambler brings you 1960's best balanced values. Drive Rambler today and discover why it's America's No. 1 Success Car . . . a product of the world's largest builder of compact cars.

- No. 1 in compact car sales
- No. 1 in airplane-type single unit design
- No. 1 in established resale value
- No. 1 in quality construction and features
- No. 1 in owner-proved economy
- No. 1 in economical, trouble-free operation
- No. 1 in balanced values
- No. 1 in owner loyalty



1960 Rambler Super Cross Country—Economy 6 and Rebel V-8 Engines



1960 Rambler Six Deluxe Station Wagon

Rambler is America's largest selling compact station wagon. The new 1960 Rambler Cross Country models—including the all-new 3-Seat Station Wagon—offer fresh advanced styling, generous family-size room, ample cargo space and top economy. Choose from 11 distinctive models.



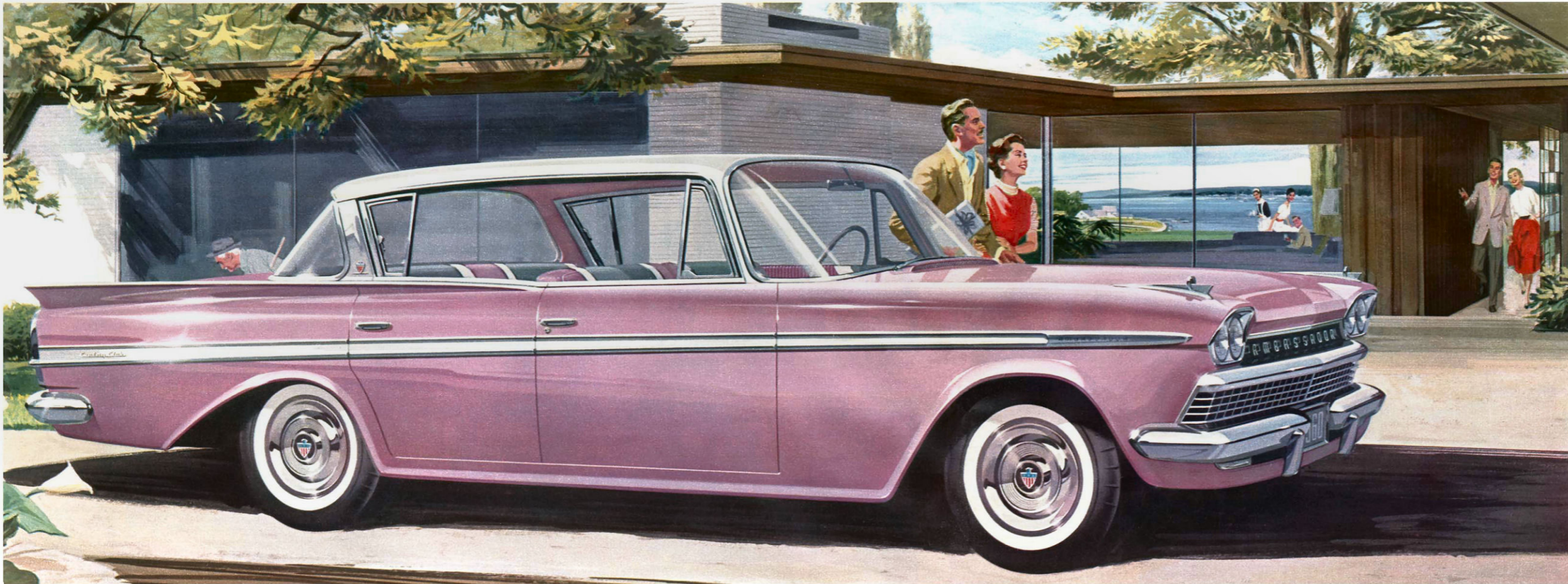
1960 Rambler Custom 4-Door Cross Country—Choice of Economy 6 and Rebel V-8 Engines. Full 6-passenger room, plus 80 cubic feet of cargo space



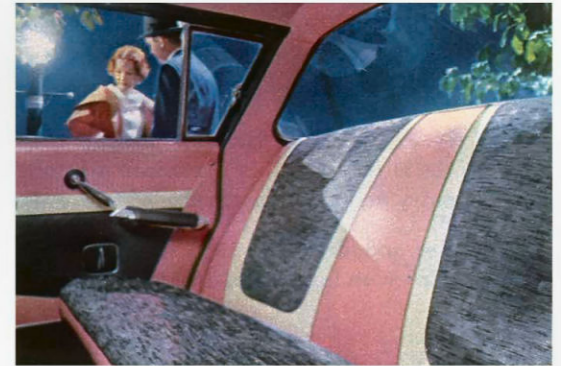
ROLL-DOWN REAR WINDOW disappears into tail-gate. In 2-seat station wagon models, tail-gate folds down flush with the floor for easiest loading.



SMART ROOF-TOP TRAVEL RACK adds a distinctive style note to Rambler Cross Country station wagons . . . gives additional luggage space for long trips.



Luxurious 1960 Ambassador V-8 Custom Country Club 4-Door Hardtop



Ambassador presents a new note of distinction in luxurious interiors for 1960. You can choose from a scintillating array of upholstery combinations, including vinyls that can be cleaned with a mere sweep of a damp cloth.

**America's Only Compact Luxury Car**  
**1960 AMBASSADOR V-8** *By Rambler*

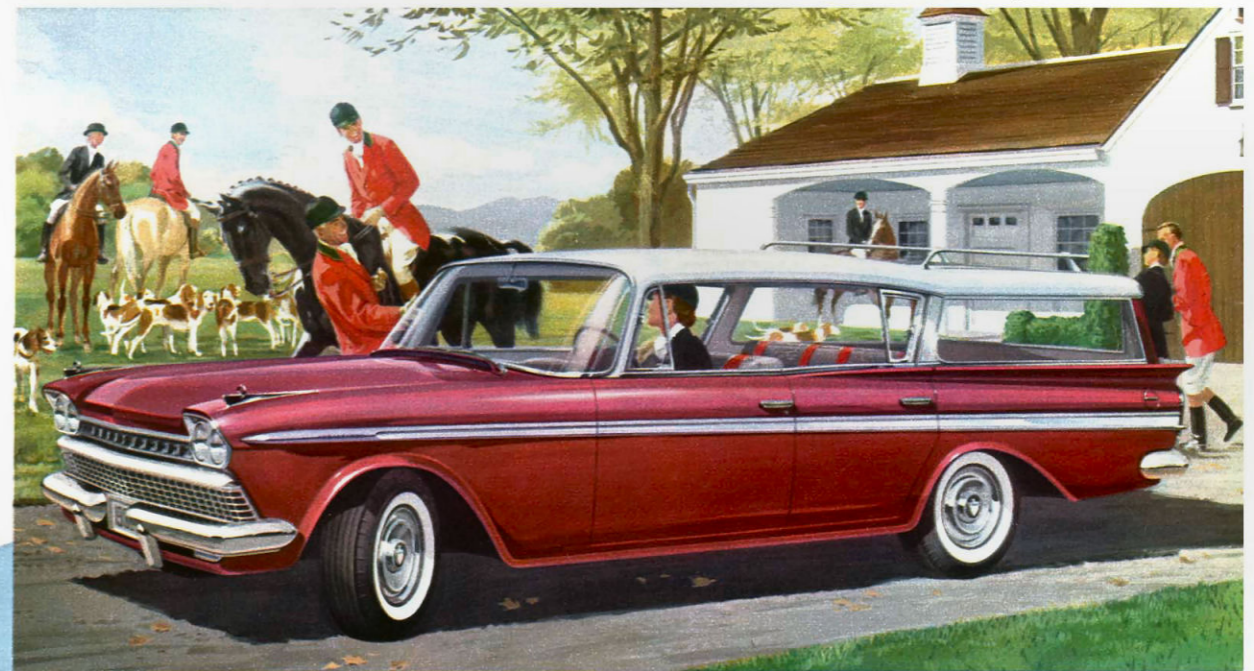


1960 Ambassador 4-Door Station Wagon  
 —Available in 2 and 3-Seat Custom and Super Models

The distinguished Ambassador proves that a luxury car need not be big, bulky, hard to handle and park . . . expensive to buy and operate.

Ambassador offers the ultimate in tasteful elegance—the peak in comfort and luxury, yet its compact dimensions make it a genuine pleasure to drive, park and garage.

Choose from eight distinguished models powered by the new 250-H.P. Ambassador V-8 engine that gives improved V-8 economy on regular grade gasoline . . . a high power-to-weight ratio for responsive performance. 270-H.P. "power-pack" optional.



1960 Ambassador Custom Cross Country Hardtop Station Wagon



1960 Ambassador Custom 4-Door Sedan



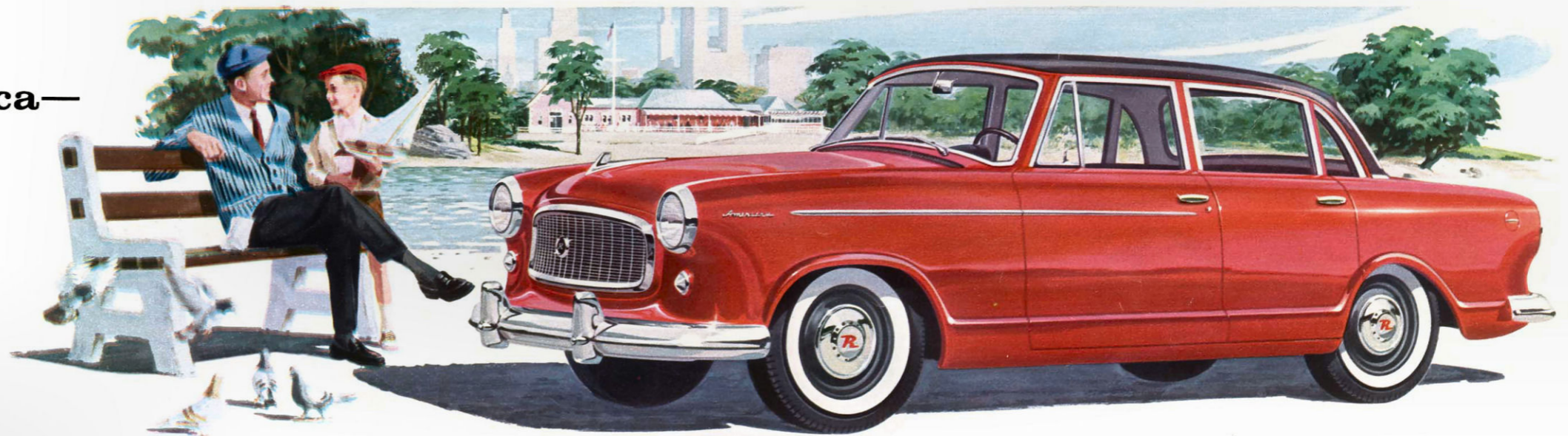
1960 Ambassador Super 4-Door Sedan

# The Most Imitated Car In America— 1960 Rambler American

Rambler American—proved by 10 years of compact car building experience and 25 billion owner-driven miles. Two full decades of pioneering in modern airplane-type Single Unit Construction. No wonder the rest of the industry is trying to imitate. But why buy an imitation when you can own the original?

Now—for 1960—Rambler presents the car that is here by popular demand—the all-new Rambler American 4-Door Sedan. Full family-size room with the entry and exit convenience of four wide doors.

See and drive the 1960 Rambler American—America's low-priced compact car—with highest resale and top economy.



All-New 1960 Rambler American 4-Door Sedan—Deluxe and Super Models



1960 Rambler American Super 2-Door Club Sedan



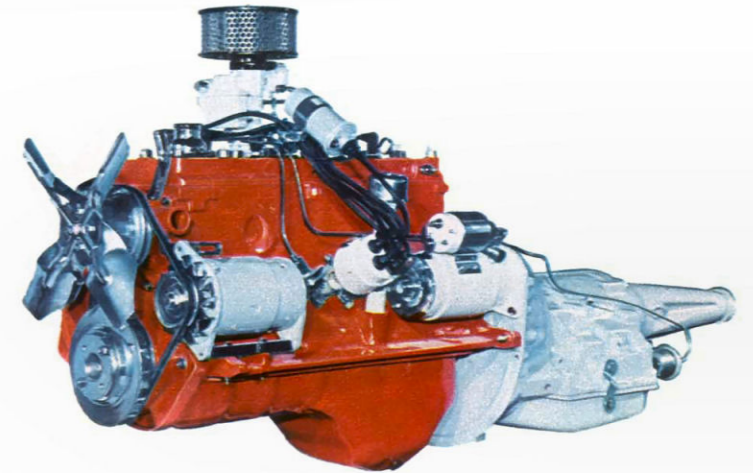
1960 Rambler American 2-Door Station Wagon—Deluxe and Super Models  
America's Most Economical Station Wagon



1960 Rambler American Deluxe 2-Door Club Sedan



**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 area. Smart Roof-Top Travel Rack on Super models carries additional luggage.



**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 economy. Plenty of get-up-and-go to meet all driving demands on regular grade gas.



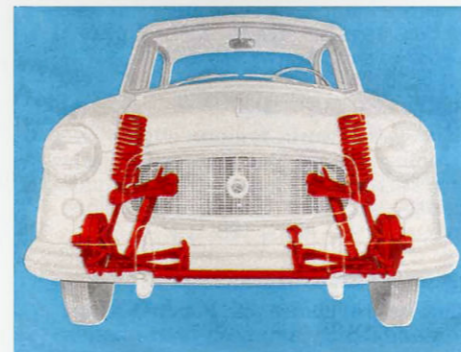
**AIRLINER RECLINING SEAT** (optional) adjusts to five comfortable positions at the flick of a lever . . . becomes a comfortable nap couch for resting children on long trips.



**NEW BEAUTY . . . NEW COLOR-KEYED HARMONY** characterize the spacious interiors of the Rambler American. Rich fabrics and trims and complementary hardware give an attractive decor that harmonizes smartly with body colors.

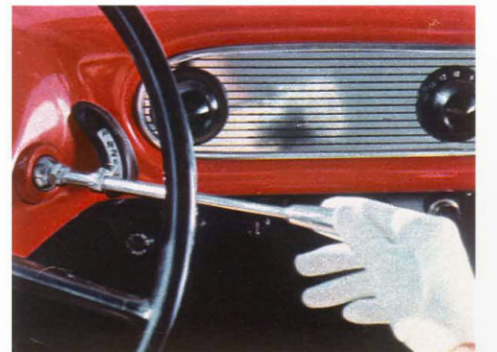


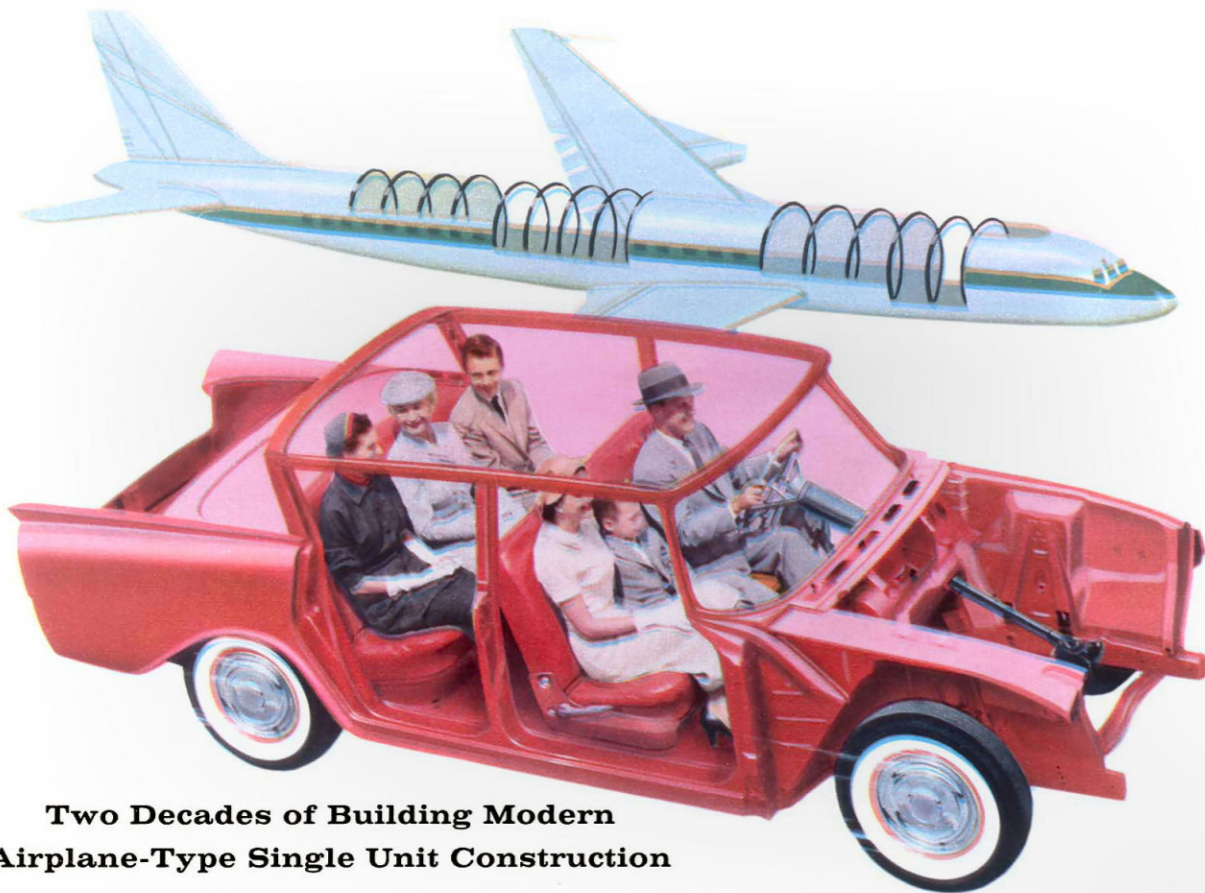
**FULL FAMILY-SIZE ROOM** is yours to enjoy in the 1960 Rambler American. The soft, deep seats are wide to give a generous measure of shoulder room and hip room for five big passengers.



**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 Rambler American the smoothest riding smaller family car. New shock absorbers provide a smoother, more enjoyable ride.

**FLASH-O-MATIC TRANSMISSION**—advanced automatic transmission at its convenient best—is but one of the transmission options available on the 1960 Rambler American. Optional overdrive and standard Syncromesh transmissions are also available.



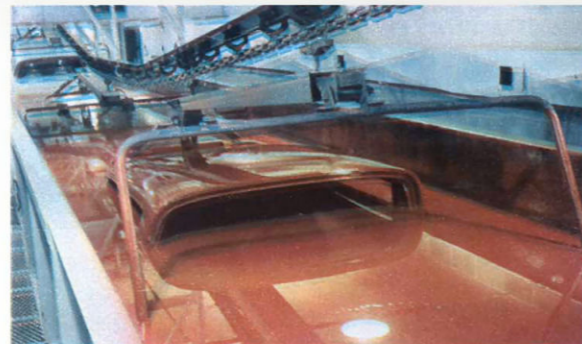


### Two Decades of Building Modern Airplane-Type Single Unit Construction

More than twenty years ago, American Motors originated Single Unit Construction. Body-and-frame are built together in one strong unit in the same manner that modern airplanes, buses and streamlined trains are built. It means a stronger, safer car . . . with more room inside and less bulk on the outside. No body rattles and squeaks. It's the only way a real compact car should be built.

And only Rambler—the world's largest builder of compact cars—has the experience to do it properly.

All Rambler, Ambassador and Rambler American bodies are dipped in a paint primer bath (right) that gives lasting protection against rust and corrosion. Deep-Dip Rustproofing is far superior to the "Spray On" method used on most other cars.



### Powerplants with the Balanced Combination of Performance and Economy

#### AMBASSADOR 250 H.P. V-8

A superb powerplant that offers the latest and most advanced short-stroke engine design. New 2-barrel carburetor and 8.7:1 compression ratio improves over-all economy with regular grade fuel for added savings. The Ambassador engine provides one of the truly outstanding power-to-weight ratios in the automotive industry for superlative performance. Optional 4-barrel carburetor, 9.7:1 compression ratio, and dual exhausts give 270 H.P. rating.

#### RAMBLER REBEL 200 H.P. V-8

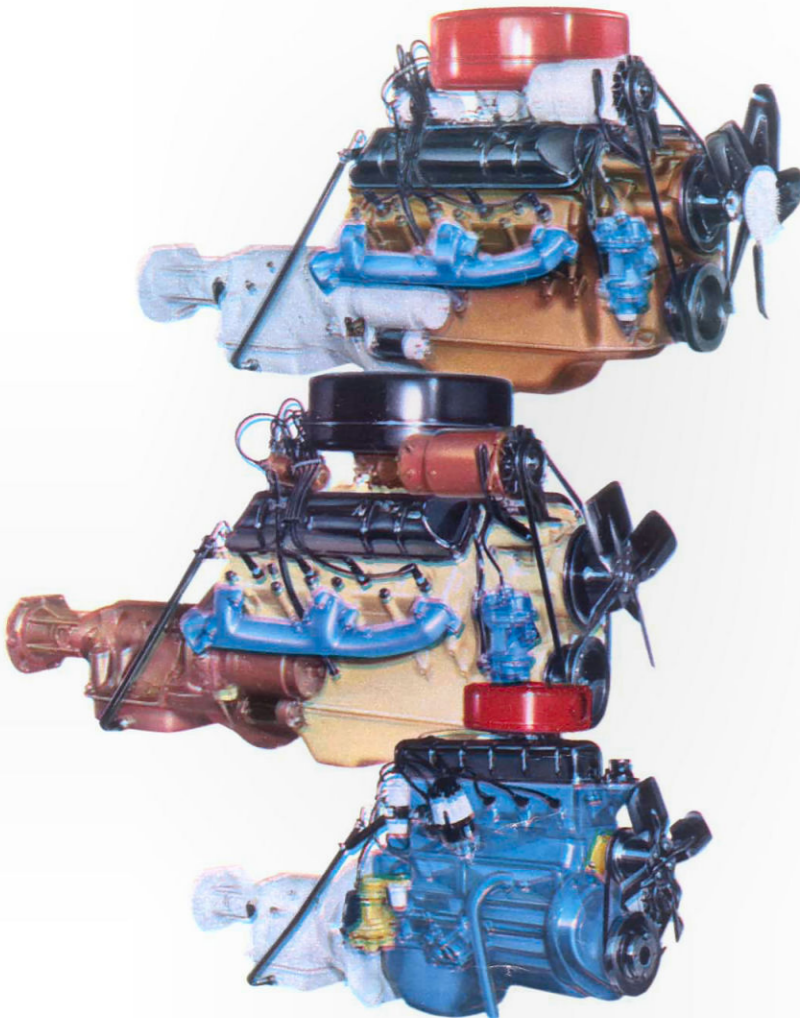
Want economical V-8 performance with Rambler parking and handling ease? Then choose the Rebel V-8 powerplant. This efficient engine has high torque for instant response when passing—smooth performance at cruising speeds—improved V-8 economy on regular grade fuel. Optional 4-barrel carburetor and dual exhausts give 215 H.P.

#### RAMBLER 127 H.P. SIX

Here is the Economy King—the world-famous engine that holds three NASCAR economy records from border-to-border and coast-to-coast with overdrive and Flash-O-Matic. Single-throat carburetor provides top economy on regular grade fuel. Optional Dual-throat carburetor develops 138 H.P.

#### CHOICE OF 3 TRANSMISSIONS

The 1960 Rambler owner has a choice of Flash-O-Matic, Automatic Overdrive or standard Synchromesh transmissions with all engines.



### Only Rambler Offers All These Personalized Comfort Features for 1960

Here is new Personalized Comfort—features that mean far more in comfort, safety and all-around motoring satisfaction than you can get in any other automobile, regardless of price.

The features illustrated and described on this page mean more value and more pleasure for you in your 1960 Rambler. Ask your dealer for a demonstration and complete information.



COMFORTABLE NAP COUCH—perfect for napping children, invalids or senior citizens—is but one of the many restful positions available with Airliner Reclining Seats, adjustable to 5 comfortable positions—optional on all 1960 Rambler and Ambassador models.



TWIN TRAVEL BEDS sleep three in comfort . . . are perfect for restful all-night sleeping on vacation or camping trips. Make up in a jiffy and let you forget hotel and motel reservation worries. A real boon to travel comfort.



NEW ADJUSTABLE HEADRESTS—available singly or in pairs on the 1960 Rambler and Ambassador, match the color and trim of seats. Adjustable to 10 positions. An outstanding comfort and safety feature.



### Tops in Personalized Comfort—Individually Adjustable Front Seats

Short or tall—big or small—each front seat passenger rides in equal comfort in the 1960 Rambler or Ambassador with adjustable front seats. Each seat slides forward and backward independently to give driver and front seat passenger the exact amount of legroom each needs for perfect comfort. Optional on all models.

### In Torrid or Zero Weather, You Can Always Enjoy Perfect Comfort in Rambler for '60!



Rambler All-Season Air Conditioning cools in summer—heats in winter—ventilates the year around. Entire unit located forward of cowl to leave trunk free for luggage. America's lowest-cost, most efficient factory-installed car air conditioning system.



Rambler Weather Eye is the finest heating and ventilating system ever built into an automobile. Clean, fresh air is taken in at cowl level and circulated throughout the car to give uniform warmth in front and rear compartments. Whisks out smoke and dust. Optional.

## These 1960 Rambler Features Add a New Standard of Pleasure to Driving

Rambler's basic excellence has created a degree of owner loyalty unmatched by any other car in any size or price class. Owners agree that Rambler's handling ease and maneuverability make it more fun to drive.

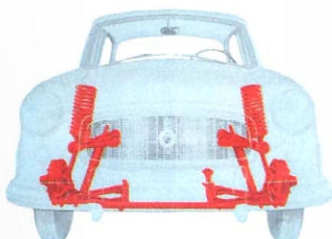
Now, for 1960, Rambler presents even finer features and options that add a new standard of pleasure to driving. Drive Rambler yourself and you'll know why. Your dealer will be happy to make a demonstration.



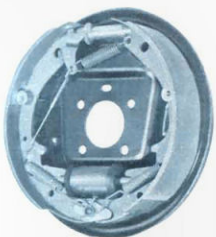
Full six-passenger room is yours to enjoy in Rambler 6, Rebel V-8 and Ambassador. The wide, comfortable coil-spring seats afford shoulder room and hip room to spare . . . actually more room than in many large, bulky cars.



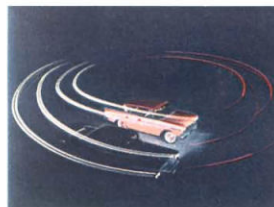
Rambler's compact size lets you slip neatly into tight parking spaces you would have to pass up in other cars.



Rambler Deep Coil Ride features springs that are longer and softer than the short springs used on most other cars. Front springs angle inward like "Sea-legs" to provide stability on curves.



Rambler's new self-adjusting brakes minimize brake adjustment problems . . . further improve braking efficiency. A low-cost option. New bonded brake linings standard.



Rambler's short turning radius means outstanding maneuverability . . . lets you make U-turns in streets 3 to 4 feet too narrow for other cars.



Rambler Twin-Grip Differential, optional on all models, assures positive rear axle traction even on ice, snow, mud or soft road shoulders.



Rambler Power Brakes give sure, safer stops with toe-tip touch. An optional extra that makes America's easiest handling car even easier to drive.



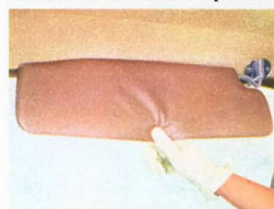
Power Steering lets you twirl the wheel with one finger, even when the car is parked. It removes the last vestige of work in driving. Optional.



New Rambler transistor-powered radio has push-button control . . . has unusual clarity and fidelity. Rear seat speaker optional on Sedan or Hardtop.



Rambler Powr-Lift windows move up and down at the touch of a button. Master control on left door panel. Individual control on each door. Optional.



Softi-padded sun visors and instrument panel give added protection for passengers. Standard on Ambassador Custom models. Optional on all other models.



Touch a button to start your Rambler. Touch another button to select the gear you want. Push-Button Flash-O-Matic Drive, optional feature.



Rambler Step-on Parking Brake is an appreciated convenience feature. Hand release is located above foot pedal. Handy warning light optional.



Rambler Air Coil Ride, optional, keeps the car on an even keel regardless of load or road conditions. The only air suspension that won't let you down.