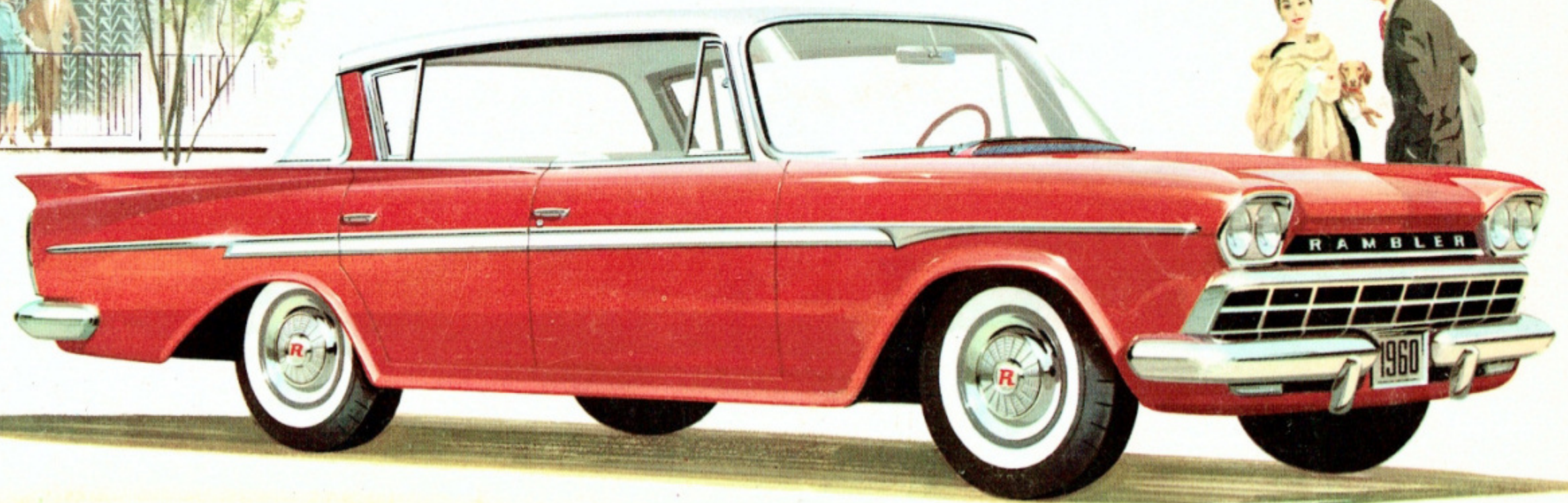


*For 1960 - The New Standard  
Of Basic Excellence*



RAMBLER



## *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.

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 builder 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.

*Only Rambler gives the Best of Both:*

1. BIG CAR ROOM AND COMFORT.
2. SMALL CAR ECONOMY AND HANDLING EASE.

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.

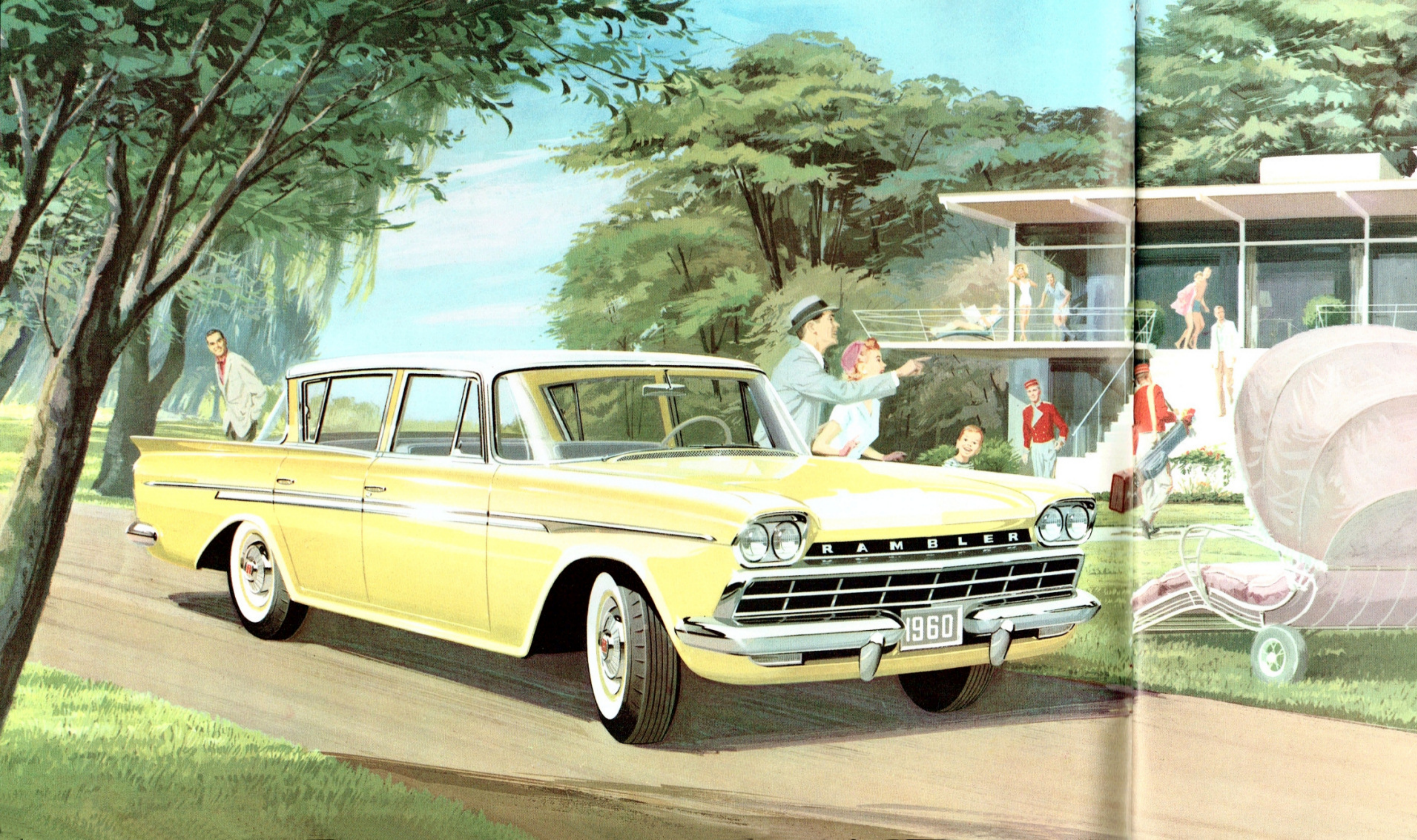
We invite you to see the advanced *compact* 1960 Ramblers at your Rambler dealer's.

*George Romney*  
President

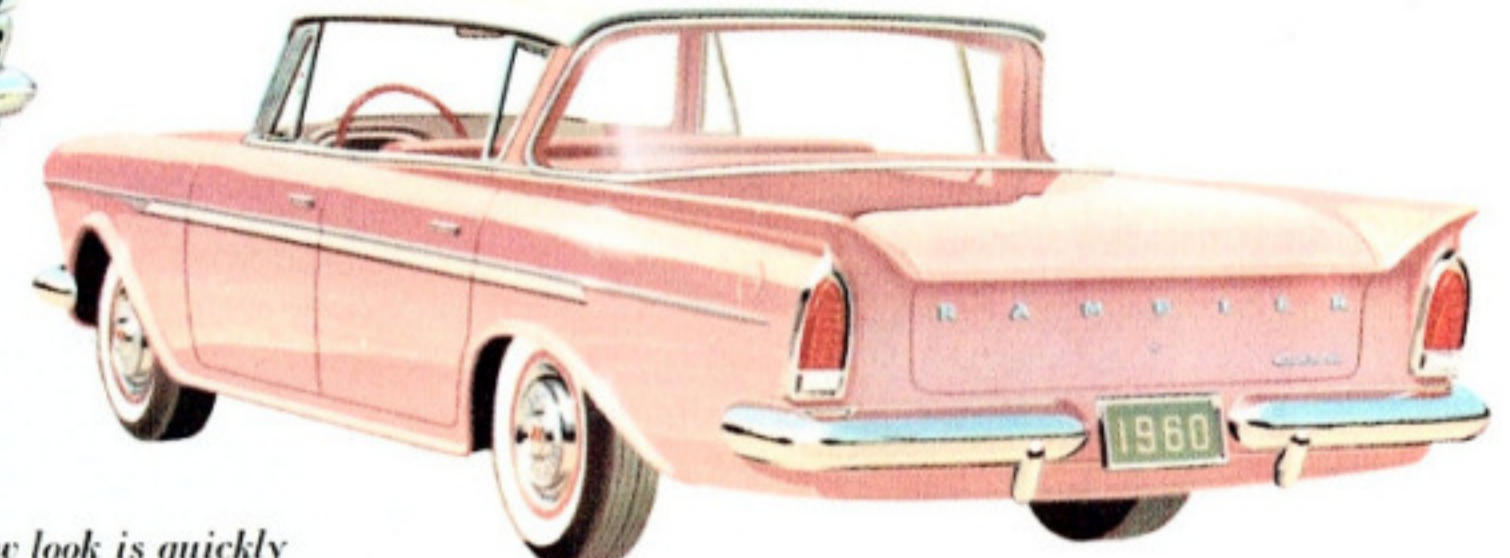
AMERICAN MOTORS CORPORATION

*Rambler, The New Standard Of Basic Excellence,  
From The World's Largest Builder Of Compact Cars*





1960 Rambler Six Deluxe 4-Door Sedan

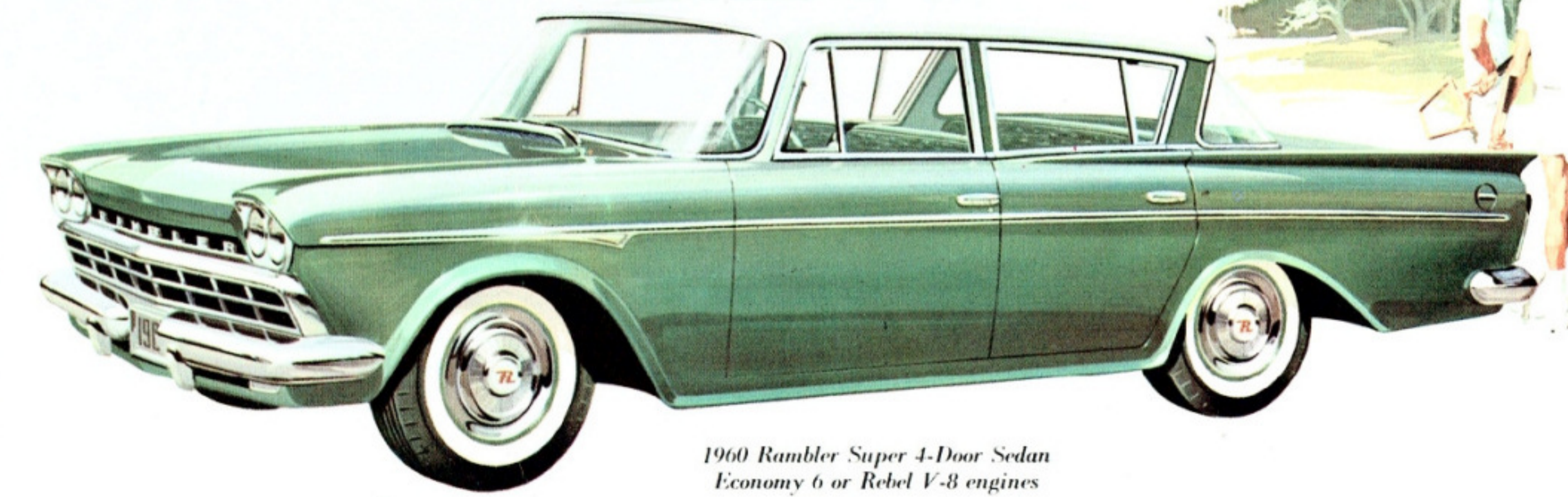


Rambler's fresh new look is quickly apparent in the rear contours. New 1960 rear-end design harmonizes smoothly with the over-all body lines

## Your Rambler Dollar Is A Bigger Dollar

Your Rambler Dollar is a bigger dollar! That's because you get so much 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.



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

1960 Rambler Custom 4-Door Sedan (Left)  
Economy 6 or Rebel V-8 engines

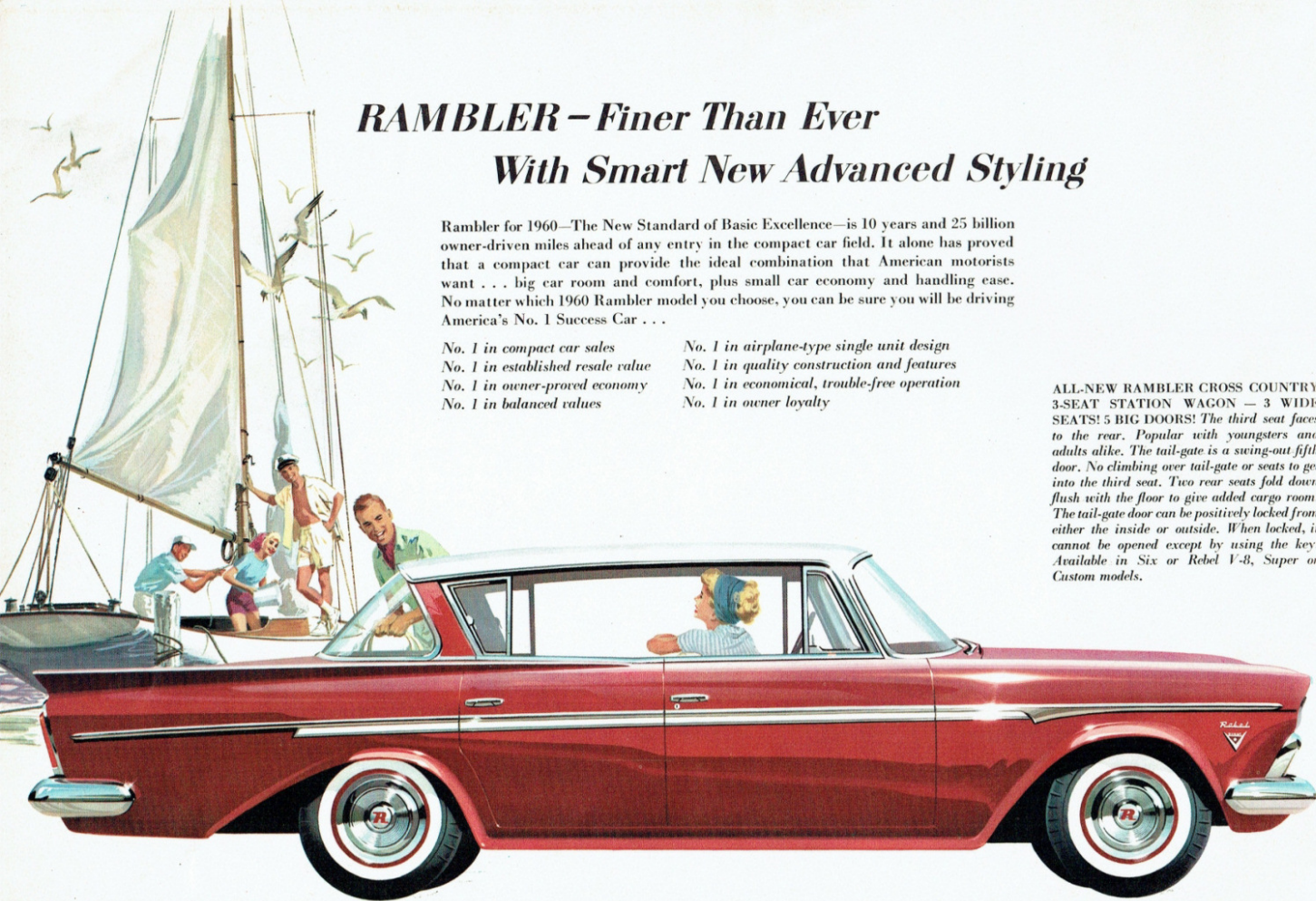
## RAMBLER—Finer Than Ever With Smart New Advanced Styling

Rambler for 1960—The New Standard of Basic Excellence—is 10 years and 25 billion owner-driven miles ahead of any entry in the compact car field. It alone has proved that a compact car can provide the ideal combination that American motorists want . . . big car room and comfort, plus small car economy and handling ease. No matter which 1960 Rambler model you choose, you can be sure you will be driving America's No. 1 Success Car . . .

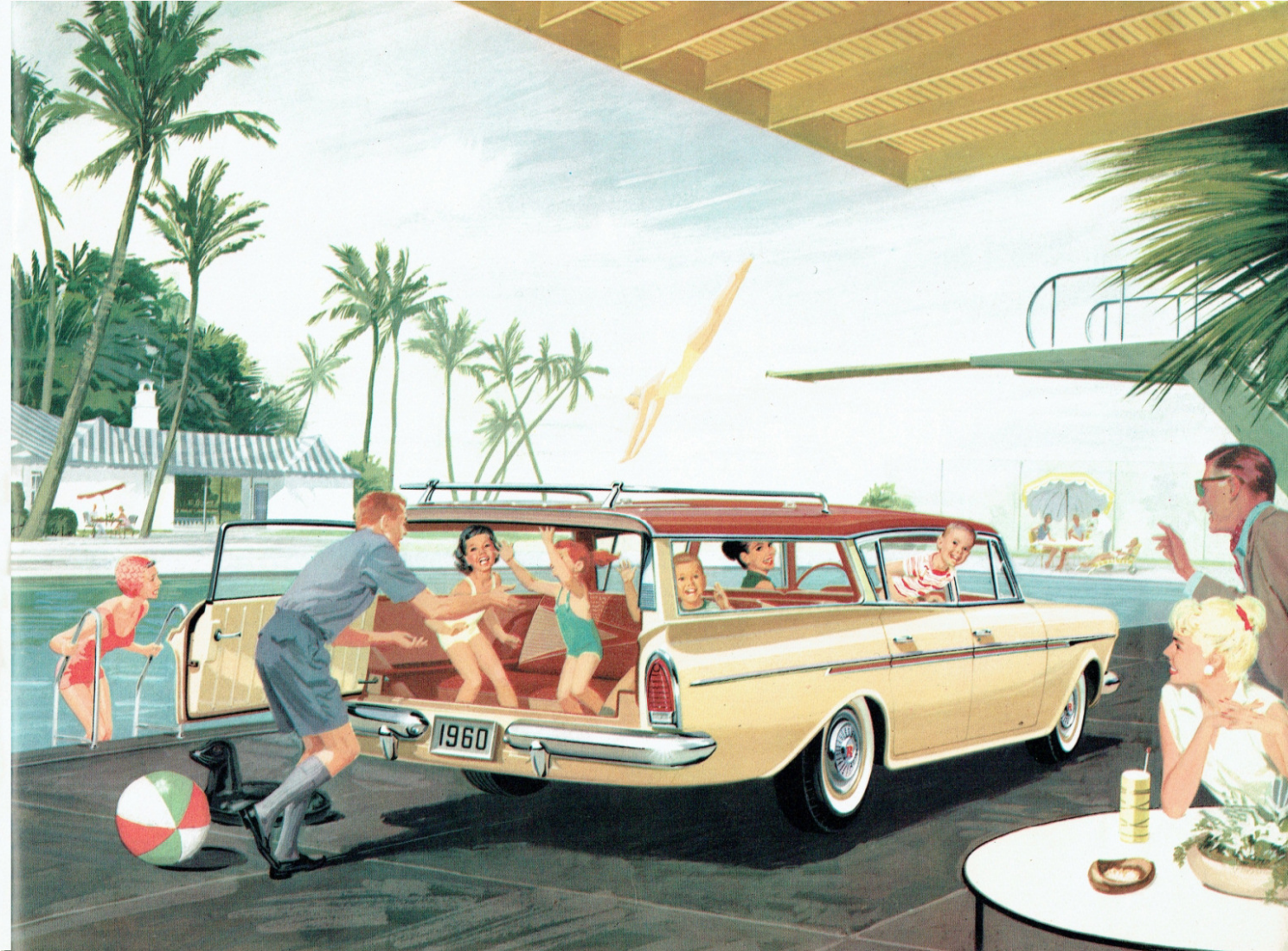
*No. 1 in compact car sales  
No. 1 in established resale value  
No. 1 in owner-proved economy  
No. 1 in balanced values*

*No. 1 in airplane-type single unit design  
No. 1 in quality construction and features  
No. 1 in economical, trouble-free operation  
No. 1 in owner loyalty*

ALL-NEW RAMBLER CROSS COUNTRY 3-SEAT STATION WAGON — 3 WIDE SEATS! 5 BIG DOORS! The third seat faces to the rear. Popular with youngsters and adults alike. The tail-gate is a swing-out fifth door. No climbing over tail-gate or seats to get into the third seat. Two rear seats fold down flush with the floor to give added cargo room. The tail-gate door can be positively locked from either the inside or outside. When locked, it cannot be opened except by using the key. Available in Six or Rebel V-8, Super or Custom models.



1960 RAMBLER CUSTOM COUNTRY CLUB HARDTOP—SIX OR REBEL V-8



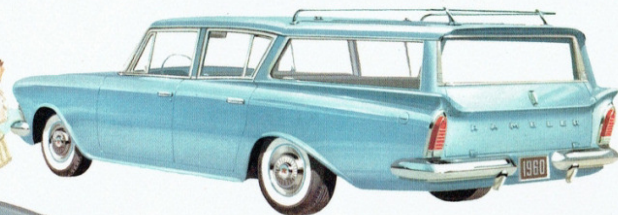


DISTINGUISHED 1960 RAMBLER CUSTOM 4-DOOR CROSS COUNTRY—available in Economy 6 and Rebel V-8 series. Full 6-passenger room plus 80 cubic feet of cargo space.

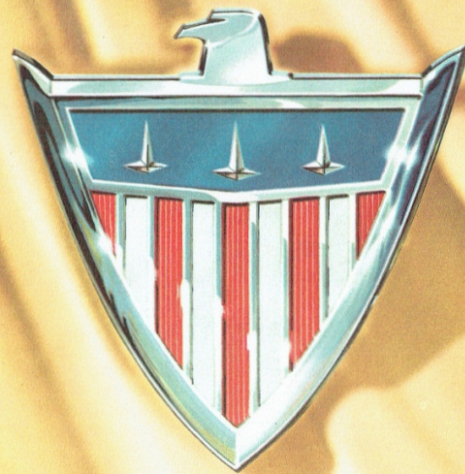
## America's Largest Selling Compact Station Wagons



1960 RAMBLER SUPER 4-DOOR CROSS COUNTRY—the ideal 4-door station wagon for all family uses. Smart Roof-Top Travel Rack. Choose from Economy Six and Rebel V-8 series.



1960 RAMBLER DELUXE 4-DOOR CROSS COUNTRY—the practical carrier for a multitude of personal uses. Perfect for business. Low first cost . . . top gas mileage . . . high resale value.



# America's Compact Luxury Car AMBASSADOR V-8 BY RAMBLER

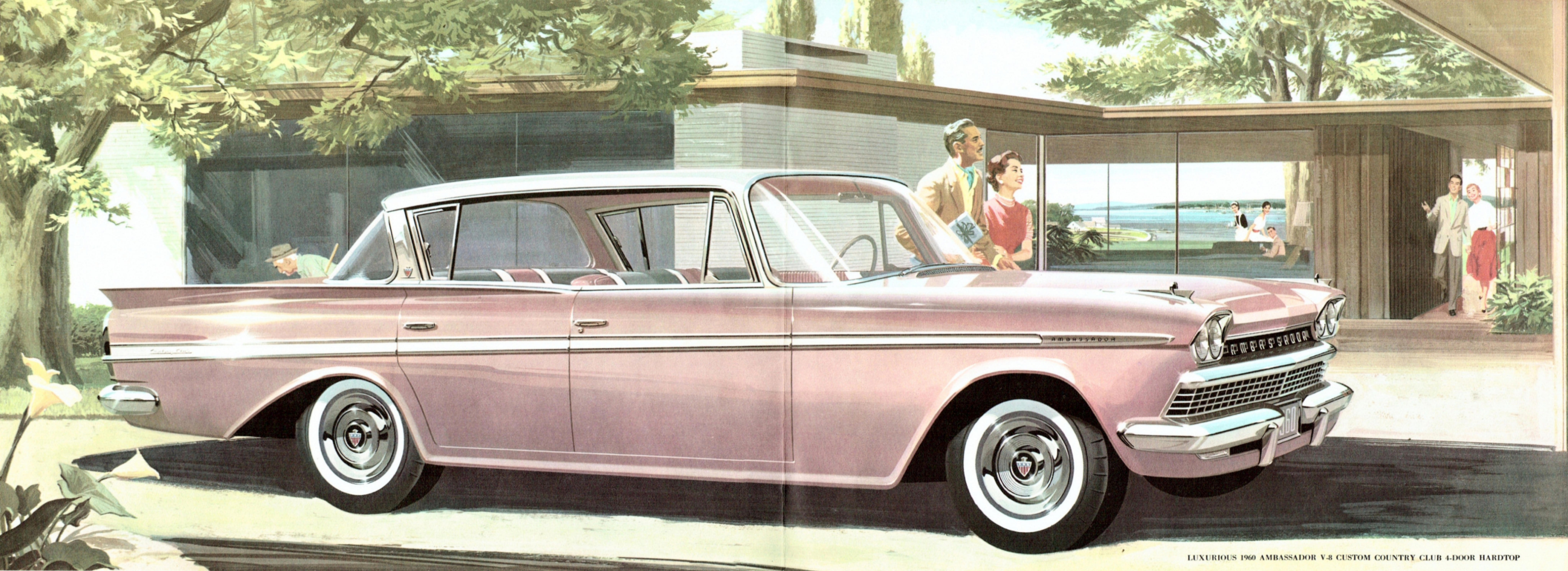
The new 1960 Ambassador proudly presents its credentials.

This distinguished automobile proves conclusively 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 refinement, yet its compact dimensions make it a genuine pleasure to drive, park and garage.

The new 250 H.P. Ambassador V-8 engine gives this prestige car a high power-to-weight ratio for peak performance and improved V-8 economy on regular grade fuel.

Drive America's only compact luxury car and discover the finest in motoring pleasure.



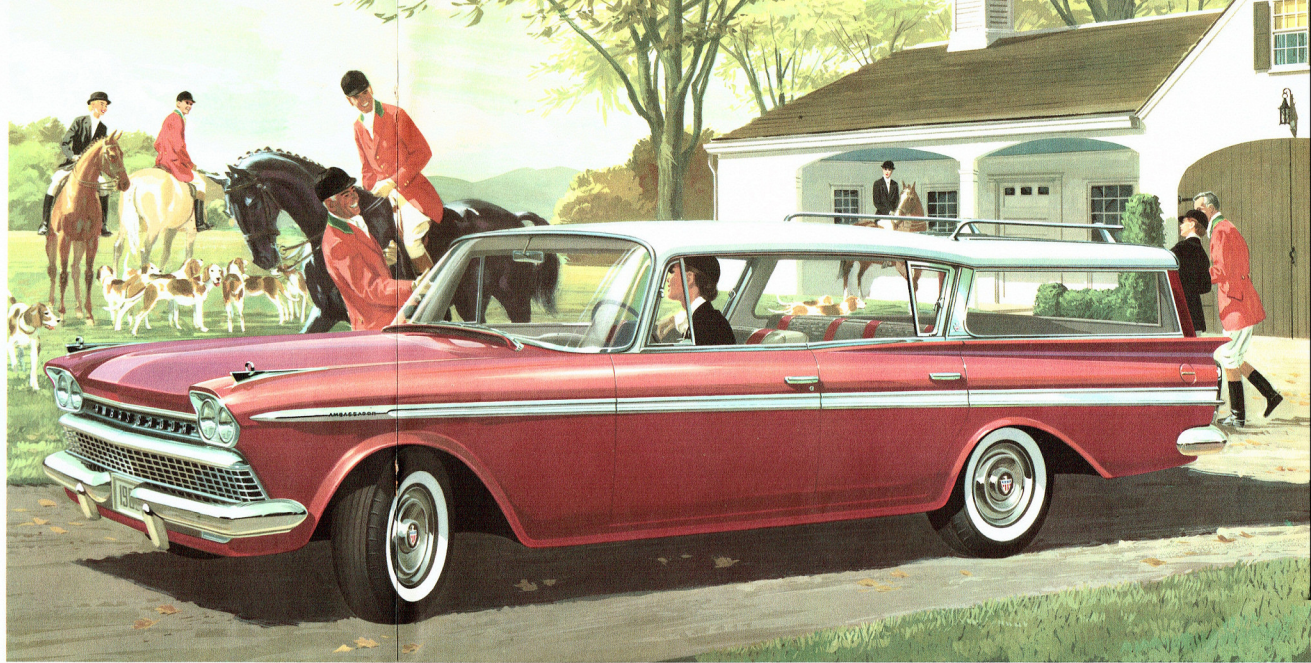
LUXURIOUS 1960 AMBASSADOR V-8 CUSTOM COUNTRY CLUB 4-DOOR HARDTOP

**1960 AMBASSADOR 4-DOOR CROSS COUNTRY HARDTOP**

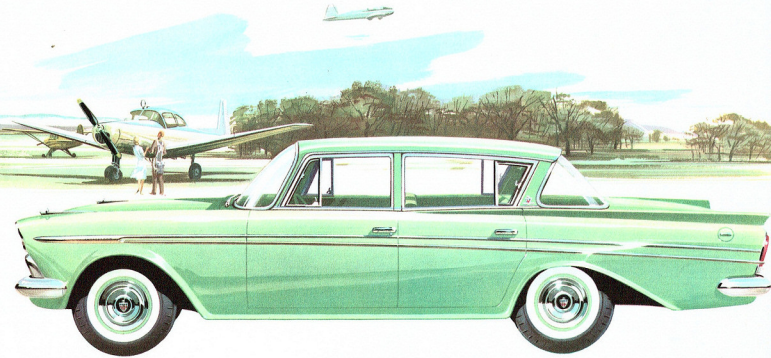
*A truly magnificent station wagon that carries the whole family in real luxury. 80 cubic feet of cargo space, plus distinctive Roof-Top Travel Rack for additional luggage. Compact 117 inch wheelbase for easy parking.*

**1960 AMBASSADOR SUPER 4-DOOR CROSS COUNTRY**

*Here is your passport to finer, more luxurious station wagon travel. Notice the new Sceno-Ramic windshield, with 1372 square inches of glass area—24% more than before—that characterizes all 1960 Ambassador models.*



*The Compact Luxury Line For 1960 – The Distinguished Ambassador V-8 By Rambler*



**1960 AMBASSADOR CUSTOM 4-DOOR SEDAN**

*Look where you will, you won't find a finer, more distinguished car within hundreds of dollars of the price. The crisp, smooth flowing lines suggest the performance that belongs to Ambassador alone. The Ambassador Custom strikes a new high note in interior styling and appointments.*

**1960 AMBASSADOR SUPER 4-DOOR SEDAN**

*Enjoy spacious luxury and maximum comfort that only Ambassador offers at lowest cost in this smart 6-passenger, 4-door sedan. You have a choice of Flush-O-Matic, Overdrive or standard Synchromesh transmissions in all Ambassador V-8 models.*



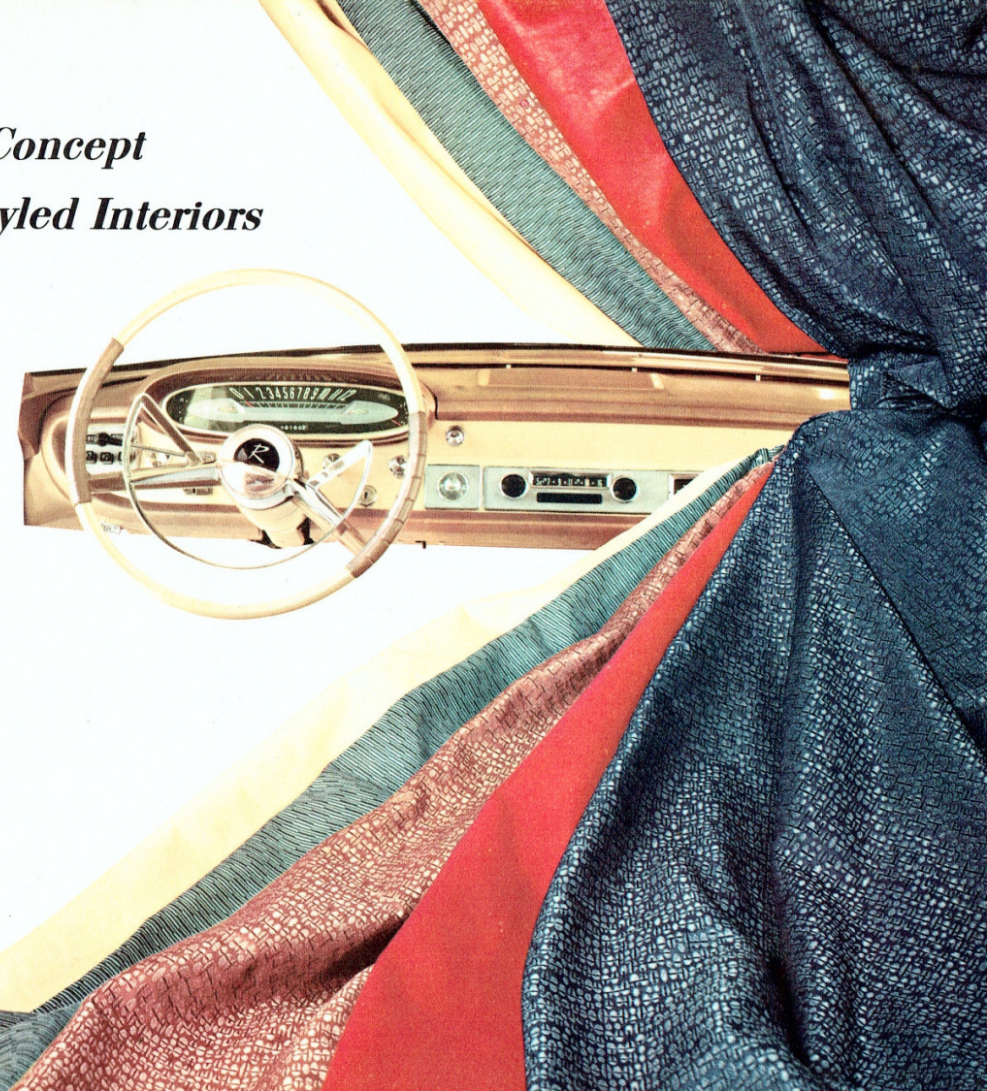
## *For 1960 - A New Concept In Decorator-Styled Interiors*

For 1960, Rambler presents a scintillating array of upholstery and trim combinations that reflect the ultimate in good taste and high fashion.

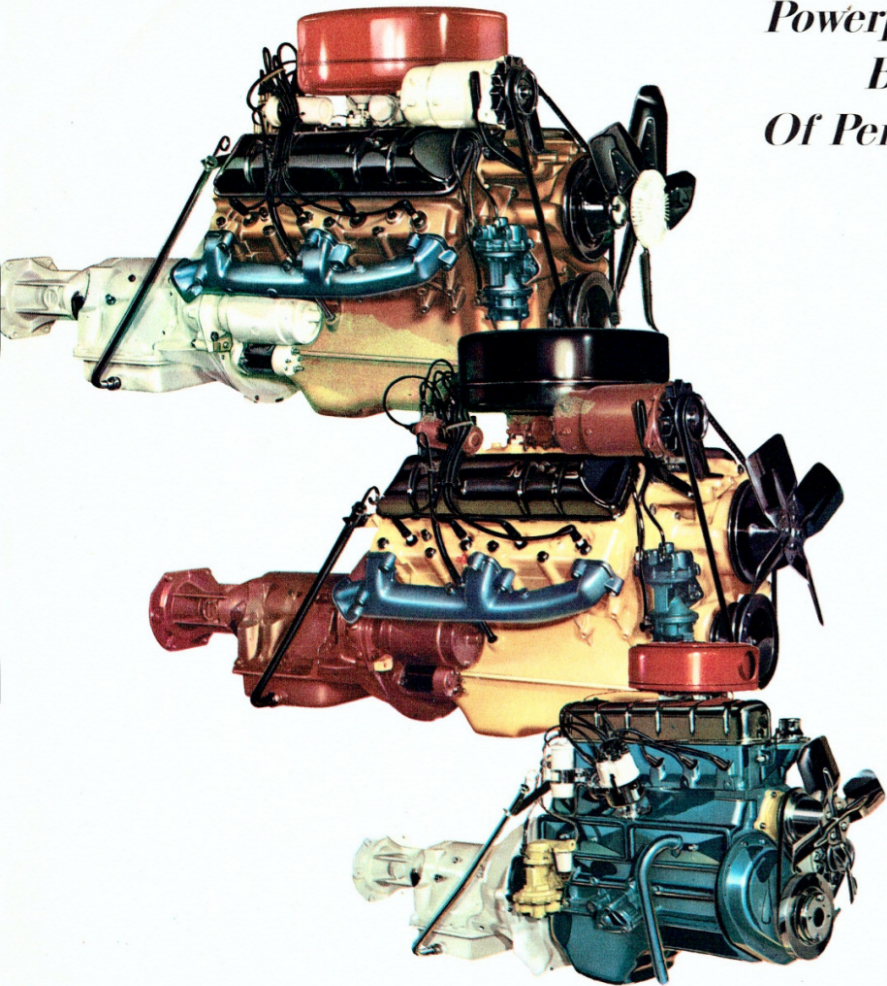
You have a choice of a variety of colors and materials including new miracle fabrics and "breathable" vinyls that are easily cleaned with the mere sweep of a damp cloth.

The upholstery and trim combinations, together with the hardware and appointments, complement one another and harmonize beautifully with the exterior body colors.

The steering wheel is a new "deep-dish" design. The instrument panel too is completely new, providing greater safety and top visibility of dials and instruments.







## *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 overall 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.

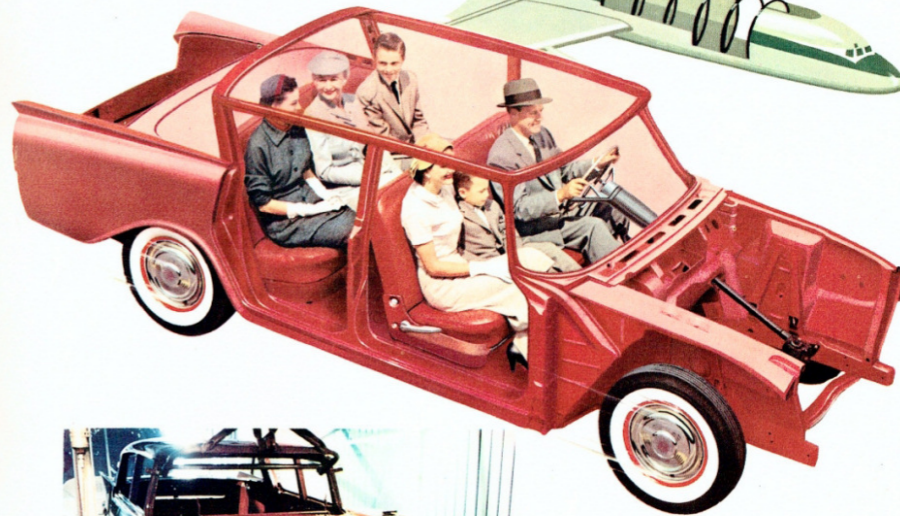
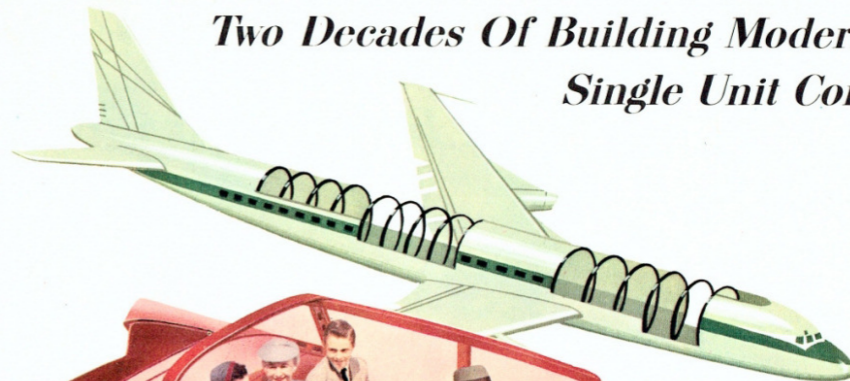
### RAMBLER 127 H.P. SIX

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 Synchronesh transmissions with all engines.

## *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, busses 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.



The wooden-beam and nut-and-bolt were the first units of body-frame construction. Modern engineers started a revolution with welded unit construction.



Old-fashioned ox-carts were built with wood-beam frames. On top was the box (or body). Train builders adopted unit construction. Bus builders followed.



The buggy wagon, "horseless carriage" and yesterday's trains were built with separate body and frame. Modern jetplanes are built as a single unit . . . like Rambler.



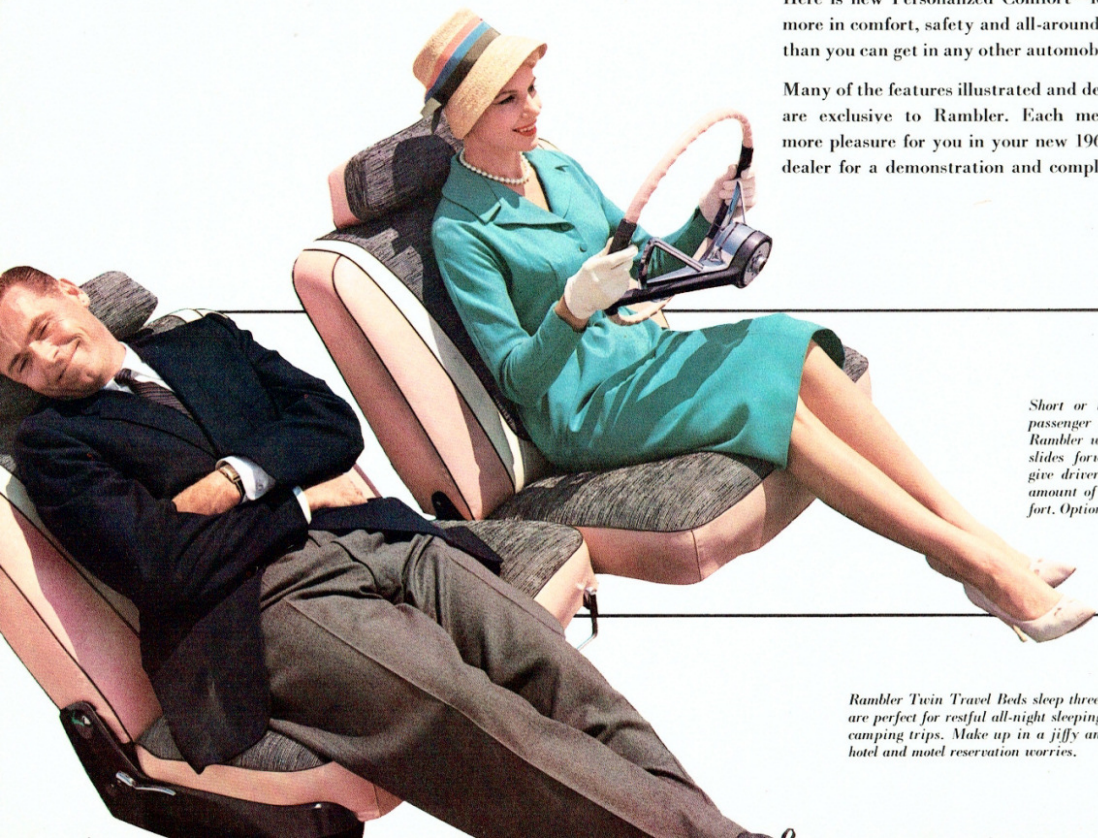
The separate frame used on most U.S. cars is relatively easy to bend or twist. Single Unit Construction—pioneered by American Motors—makes Rambler safer, more spacious.

Deep-Dip Rustproofing. All Rambler bodies are dipped in a rustproofing paint primer bath for lasting protection against rust and corrosion.

# Only Rambler Offers All These Personalized Comfort Features For 1960

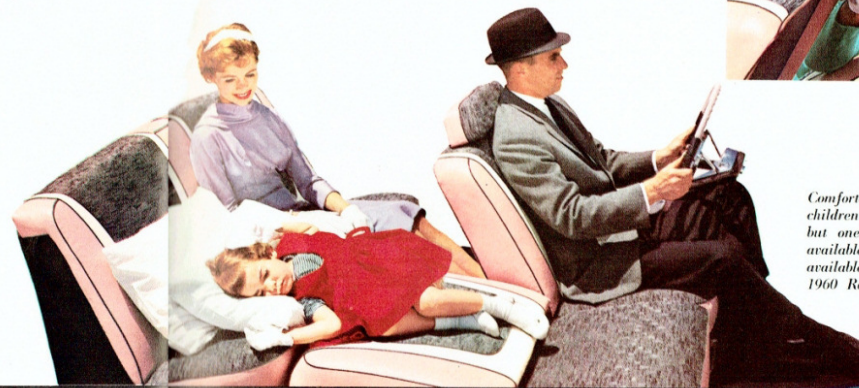
Here is new Personalized Comfort—features that mean far more in comfort, safety and all-around motoring satisfaction than you can get in any other automobile, regardless of price.

Many of the features illustrated and described on these pages are exclusive to Rambler. Each means more value and more pleasure for you in your new 1960 Rambler. Ask your dealer for a demonstration and complete information.



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

Rambler 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.



Comfortable nap couch—perfect for resting children, invalids or senior citizens—is but one of the many restful positions available with Airliner Reclining Seats, available as optional equipment on all 1960 Rambler and Ambassador models.



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 that is available as a low-cost option on all 1960 Rambler and Ambassador models.

Five comfortable positions at the mere flick of a lever are yours to enjoy with Airliner Reclining Seats in Rambler for 1960. Both front seats adjust individually to afford perfect relaxation. Optional.



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.



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.

## These Features In Your 1960 Rambler

### Add A New Standard Of Pleasure To Driving



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

Rambler's basic excellence has created a degree of owner loyalty unmatched by any other car. Owners know Rambler is quality-built to provide thousands upon thousands of miles of trouble-free operation. It is the recognized Economy King, giving more miles per gallon

than other U.S.-built cars. Above all, owners know Rambler is much more fun to drive. Now, for 1960, Rambler presents even finer features and options that add a new measure of pleasure to driving. Drive Rambler yourself and you'll know why.



Touch a button to start your Rambler. Touch another button to select the gear you want. Rambler Push-Button drive provides added convenience and safety with Flash-O-Matic transmission.



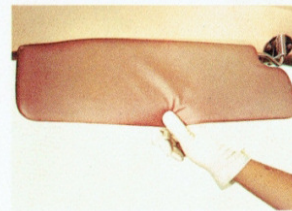
Rambler's short turning radius means outstanding maneuverability . . . lets you make U-turns in streets 3 to 4 feet too narrow for other cars. Rambler is America's easiest-handling car.



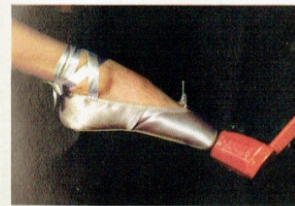
Rambler Power-Lift Windows. Driver can control all four windows from a master control. Windows can also be raised or lowered individually by front and rear seat passengers. Optional.



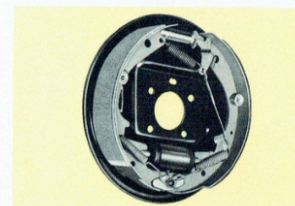
Twin-Grip Differential, optional on all models, assures positive traction under all driving conditions—even on ice, snow or mud, or in case a rear wheel slips off the pavement.



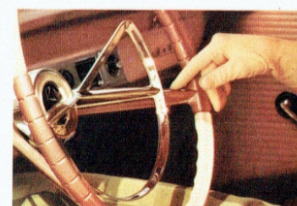
Soft-padded sun visors and instrument panel give added protection for front seat passengers and driver in case of sudden stops. Standard on Ambassador Custom. Optional on other models.



Rambler Power-Brakes give surer, safer stops with toe-tip touch. They are an optional extra that makes America's easiest handling car even easier and safer to drive. New bonded linings.



Rambler's new self-adjusting brakes minimize brake adjustment problems . . . improve braking efficiency. Optional on all Ramblers and Ambassadors. New bonded linings are standard.



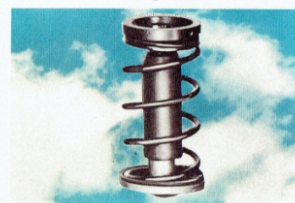
Rambler Power Steering lets you twirl the wheel with one finger, even when parked. Combined with Rambler's easy handling, it removes the last vestige of work from driving. Optional.



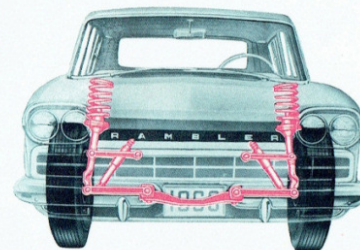
Rambler Step-on Parking Brake is an appreciated convenience feature that is standard equipment on all models. Hand release is located above the foot pedal. Handy warning light is optional.



New Rambler transistor-powered radio brings in stations with clarity and fidelity. Rear seat speaker is optional on sedan and hardtop models, standard on Ambassador Custom.



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



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

## 1960 RAMBLER SPECIFICATIONS

### RAMBLER 6

**MECHANICAL:** Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.3" (57.5" station wagon). Front tread 57.75". Rear tread 58". Economy axle ratios standard, other ratios available at no extra cost. Five stud 4.5" wheel rim. Standard tire size 6.40 x 15-4 ply tubeless. Optional tire size 6.70 x 15. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 9" diameter servo-action bonded lining brakes. Coil springs with torque tube drive.

**ENGINE:** Overhead valve six. Displacement 195.6 cu. in. Piston bore 3.13". Stroke 4.25". Compression ratio 8.7:1. Solid valve lifters. Horsepower 127. Torque 180. Optional engine with twin-throat carburetor, horsepower 138, torque 185. Heavy-duty cellulose-fiber air cleaner standard. Oil-bath air cleaner optional (std. with twin-throat carb.). Partial-flow disposable oil filter opt. 22 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

**MODELS, 4-DOOR:** Deluxe, Super and Custom Sedan. Deluxe, Super and Custom Station Wagon. Super and Custom 3-seat Station Wagon. Custom Hardtop.

### RAMBLER REBEL V-8

**MECHANICAL:** Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.1" (57.3" station wagon). Front tread 58.75". Rear tread 59.13". Economy axle ratios standard, other ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 7.50 x 14-4 ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive.

**ENGINE:** Overhead valve V-8. Displacement 250 cu. in. Piston bore 3.5". Stroke 3.25". Compression ratio 8.7:1. Solid valve lifters. Two-barrel carburetor. Horsepower 200. Torque 245. Optional engine with dual-exhausts, four-barrel carburetor, horsepower 215, torque 260. Heavy-duty cellulose-fiber air cleaner standard. Full-flow disposable type oil filter optional. 22 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

**MODELS, 4-DOOR:** Super and Custom Sedan. Super and Custom Station Wagon. Super and Custom 3-seat Station Wagon. Custom Hardtop.

### AMBASSADOR V-8

**MECHANICAL:** Wheelbase 117". Over-all length 198.5". Width 72.2". Loaded height 56.9" (57.1" station wagon). Front tread 57.75". Rear tread 59.13". Economy axle ratios standard, other ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 8.00 x 14-4 ply. White-

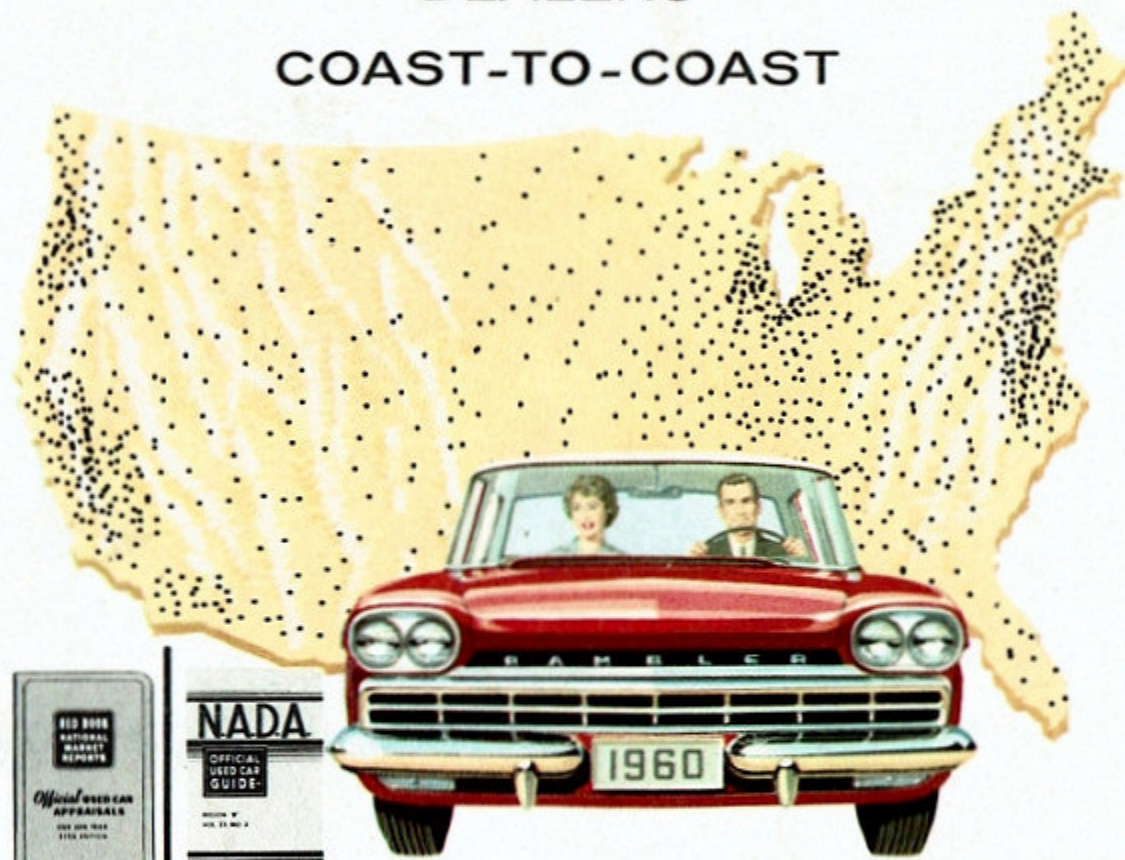
SOLD AND SERVICED

BY

# RAMBLER

DEALERS

COAST-TO-COAST



TOPS IN RESALE VALUE  
YEAR AFTER YEAR

The recognized used car authorities—N.A.D.A. Official Used Car Guide and Red Book National Market Reports—prove that Rambler has the top resale value of all low-priced cars in every section of the country, year after year.

wall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive. Front sway-stabilizer torsion bar. Radiator-to-fan shroud.

**ENGINE:** Overhead valve V-8. Displacement 327 cu. in. Piston bore 4". Stroke 3.25". Compression ratio 8.7:1. Hydraulic valve lifters. Two-barrel carburetor. Horsepower 250. Torque 340. Optional engine with 9.7:1 compression ratio, dual-exhausts, four-barrel carburetor, horsepower 270, torque 360. Heavy-duty cellulose-fiber air cleaner and full-flow disposable type oil filter is standard. 22-gallon fuel tank. Regular grade gasoline (premium for optional engine). 12-volt electrical system.

**MODELS, 4-DOOR:** Super and Custom Sedan. Super and Custom Station Wagon. Super and Custom 3-seat Station Wagon. Custom Hardtop Station Wagon. Custom Hardtop.

**STANDARD EQUIPMENT:** Directional signals. Synchromesh manual transmission. Twin instrument panel ash trays. Baked enamel solid colors. Fabric with vinyl or all-vinyl interiors. Fuel filter. Vacuum booster fuel pump. Step-on parking brake. Station wagon Travel-Rack. Coat hooks. Following items standard except Deluxe series: Dual horns. Dual headlights. Cigarette lighter. Door arm rests. Automatic dome light. Twin sun visors. Wheel discs and electric clock standard on all Custom models. Hood insulation, rear seat speaker and fender ornaments on Ambassador. Handi-Pak net carrier is standard on Ambassador Custom.

**DEALER ACCESSORIES:** Seat belts. Travel rack straps. Child Guard door locks. Plus many other approved items.

**OPTIONAL EQUIPMENT:** Flash-O-Matic. Overdrive. Twin-grip axle. Power options (see "Engine" section). Amb. V-8 Power-Saver Fan. Power steering. Power brakes. Power windows. Solex Glass. Airliner reclining seats or individual adjustable seats. Headrest (left, right, or pair). Weather Eye Heater. All-Season Air Conditioning. Air-Coil Ride. Self-Adjusting Brakes. Push-button transistor-powered radio. Rear seat speaker (except sta. wag.). Undercoating. Back-Up lights. Light Package (Trunk or cargo light, inst. panel courtesy lights, and park-brake warning light). Parking brake warning light. Windshield washers. Outside rear view mirror. Inside non-glare mirror. Heavy-duty springs and shock absorbers. Heavy-duty radiator. Heavy-duty cooling (fan, shroud, radiator). See "Mechanical" section for optional tires. Two-tone exterior. Front foam cushions and Dual-headlights (standard on all except Deluxe). Electric-wound clock†. Full wheel discs.‡ Rear foam cushions.\* Padded instrument panel and sun visor.\* Airliner reclining seats.\* Super-package for Deluxe (R.H. visor, front arm rests, cigarette lighter). License plate frames (1 or 2).

†Standard on all Customs.

\*Standard on Ambassador Custom.

AMERICAN MOTORS, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT, HOWEVER, TO DISCONTINUE OR CHANGE SPECIFICATIONS, MODELS OR PRICES AT ANY TIME WITHOUT NOTICE OR WITHOUT INCURRING OBLIGATION.