

AMERICA'S FIRST COMPACT
LUXURY CAR

1961

AMBASSADOR V-8

By RAMBLER





The New World Standard Of Basic Excellence

Rambler is dedicated to the pursuit of excellence. Excellence in design . . . excellence in quality . . . in construction, comfort, performance and economy.

The Rambler concept is one of greater usefulness to the user. It is well expressed in Rambler's styling . . . constant improvement—not mere change for change's sake. This idea of styling continuity permits major investments to be made in those areas of product superiority that mean the greatest usefulness to the user. Rambler's exclusive Ceramic-Armored muffler and tail-pipe, guaranteed against defects for the life of the car while in the hands of the original owner, is an example of the effect of this concept. So, too, is the long-life protection of Deep-Dip rustproofing—the extra strength and durability of Rambler Single-Unit construction . . . the personal livability afforded by Rambler interiors, designed to make the entire passenger compartment a useful family living space.

The Rambler concept finds expression, too, in the extra thousands of miles of trouble-free, service-free operation that Rambler owners get from their cars.

Only Rambler builds all three sizes of compact cars:
Size One—The Economy Compact—Rambler American.
Size Two—The All-Purpose Compact—Rambler Classic 6 or V-8.
Size Three—The Luxury Compact—Ambassador V-8 by Rambler.

Some new compacts have imitated Rambler size. Others have imitated Rambler economy. But none can imitate the Rambler concept . . . proved in 11 years' experience in building compact cars and more than 35 billion owner-driven miles.

This dedication to enduring quality makes Rambler the New World Standard of Basic Excellence!

We invite you to see and drive the new 1961 Ramblers at your Rambler dealer's soon.

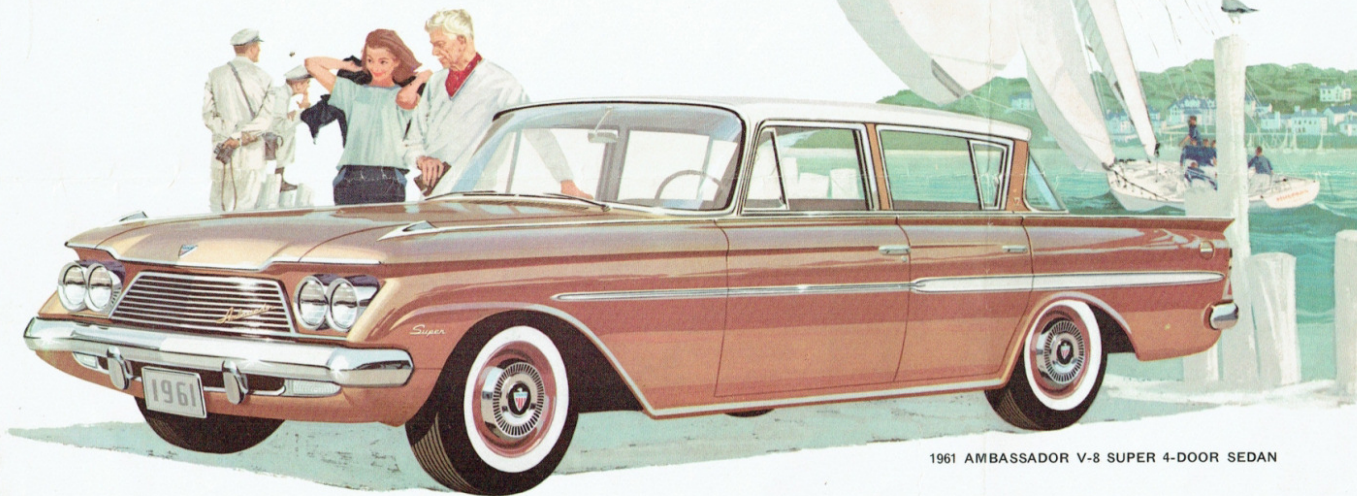
George Romney
President
AMERICAN MOTORS CORPORATION

AMBASSADOR V-8 by RAMBLER

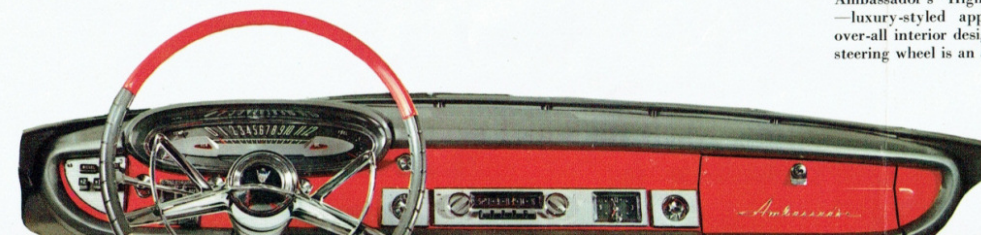
For 1961, the distinguished new Ambassador V-8 offers the one great luxury other fine cars deny you . . . the modern luxury of compactness. The Ambassador alone gives you the distinctive balance of the elegant and the agile . . . luxurious room for 6 six-footers combined with trim exterior size . . . new, modern exterior and interior styling balanced with superb performance and outstanding V-8 economy. Choose from six compact luxury models.



For 1961, Ambassador presents a scintillating array of upholstery and trim combinations that reflect the ultimate in high fashion. Choose from new miracle fabrics and-breathable vinyls, all in color combinations that harmonize beautifully with the exterior body colors.



1961 AMBASSADOR V-8 SUPER 4-DOOR SEDAN



Ambassador's "High-Visibility" instrument panel—luxury-styled appointments complement the over-all interior design. The "Deep-Dish" design steering wheel is an added safety feature.



AMBASSADOR V-8 by Rambler

RAMBLER CLASSIC

RAMBLER AMERICAN



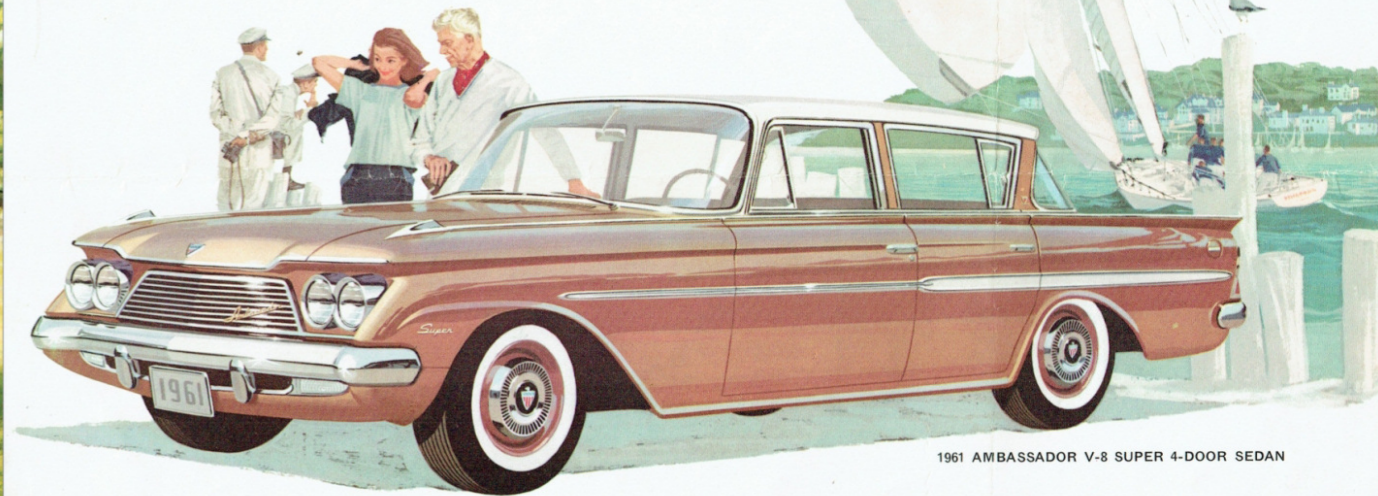
LUXURIOUS 1961 AMBASSADOR V-8 CUSTOM 4-DOOR SEDAN

AMBASSADOR V-8 by RAMBLER

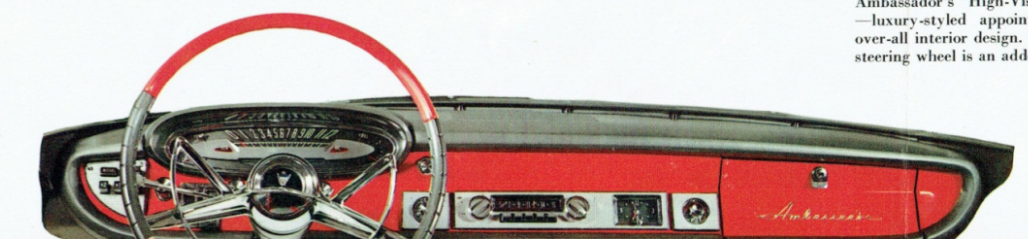
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WORLD'S WIDEST CHOICE OF
COMPACT LUXURY STATION WAGONS

The 1961 Ambassador Cross Country represents the ultimate in station wagon beauty and usefulness to the user. Choose from 2-seat and 3-seat models as your family needs require. The

80 cubic feet of cargo space assure plenty of luggage room.

The compact 117-inch wheelbase makes parking and garaging easy.

The superb 250 and 270 horsepower Ambassador V-8 engines provide high power-to-weight ratios, assuring exceptional performance and outstanding economy under all operating conditions.



1961 AMBASSADOR V-8, 3-SEAT, 5-DOOR CROSS COUNTRY STATION WAGON, CUSTOM or SUPER MODELS

ROLL-DOWN REAR WINDOW that disappears into the full-lowering tail-gate is standard on all Ambassador 2-seat station wagons. Roof-Top Travel Rack gives additional cargo room.



1961 AMBASSADOR V-8 CUSTOM CROSS COUNTRY STATION WAGON



1961 AMBASSADOR V-8 SUPER CROSS COUNTRY STATION WAGON



TAIL-GATE IS A FIFTH DOOR on Ambassador 3-seat station wagons. Swings wide for easy entrance, exit and cargo loading. Optional on 2-seat station wagons.

1961 Ambassador Features that give new pleasure to auto motive living

Rambler's dedication to the principle of basic excellence is expressed in the many outstanding features and options that mean longer car life, finer performance, greater safety and more all-around motoring enjoyment. One such example is the Ambassador interior—uniquely designed for complete family living.

The 1961 Ambassador Is The Only Compact Luxury Car With Personalized Living Comfort

In no other car can you and your family enjoy personal comfort that you can in an Ambassador. As low-cost options, you can have adjustable front seats that glide forward and backward individually to give equal comfort and the right amount of leg room for driver and front seat passenger alike. Ambassador Airliner Reclining Seats adjust to five comfortable positions at the flick of a lever—even make up into a nap couch or Twin Travel Beds. Also optional, adjustable headrests for more comfort and safety.



NEW WEATHER EYE HEATING

The world-famous American Motors Weather Eye Heating and Ventilating System is even finer for '61. New air intake ducts and ventilation channels assure uniform heating and ventilating for front and rear seat passengers alike. Optional.



NEW ALL-SEASON AIR CONDITIONING

Long acknowledged to be America's most efficient, lowest-cost factory-installed car air conditioning system. Now completely new and improved for '61. Cools in summer—heats in winter—ventilates the year around. Optional.

SINGLE-UNIT CONSTRUCTION—PIONEERED BY AMERICAN MOTORS
American Motors pioneered Single-Unit construction more than two decades ago. Sturdy box girders completely surround passengers above, below and to the sides—even extend around the engine compartment to protect against front-end impact. Single-Unit construction is stronger, safer, more durable, lastingly free of body-bolt squeaks and rattles. Many other cars are still built the old-fashioned separate body and frame way. Some cars with unitized construction terminate the forward protection at the fire wall. Get Rambler with 100% Single-Unit construction.



DEEP-DIP RUSTPROOFING

All Rambler Ambassador bodies are submerged in a rustproofing paint primer bath for lasting protection against rust and corrosion. Deep-Dip rustproofing—pioneered by American Motors—protects even the hidden spots. Super baked enamel insures lasting beauty.

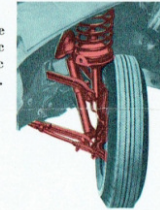


New guaranteed Ceramic-Armored Muffler and Tail-Pipe—another Rambler first! Let you forget muffler and tail-pipe replacement worries and expense for as long as you own your Ambassador. Muffler and tail-pipe are coated and lined with a special ceramic material that protects against corrosion. A galvanized metal shield around the muffler gives added protection.



New Cushioned Acoustical Ceilings of Molded Fiber-Glass—another Rambler first! The all-new molded fiber-glass ceilings deaden road noises to a whisper—insulate against summer heat and winter cold—increase headroom—fireproof and waterproof—permanently shaped for perfect fit.

New Improved Shock Absorbers! The front shock absorbers are redesigned to give a smooth, bounce-free ride. A rebound hydraulic cut-off system gives outstanding ride control. One of 46 basic Rambler improvements that mean more usefulness to the user.



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

FOR YOUR ADDED PLEASURE AND CONVENIENCE 1961 AMBASSADOR V-8 OPTIONS

FLASH-O-MATIC TRANSMISSION—ultra-smooth, 3-speed automatic driving at its convenient best with push-button control.

OVERDRIVE TRANSMISSION—automatic 4th gear saves gas. Engine runs quieter with less wear.

POWER STEERING—removes the last vestige of effort from driving America's easiest steering car.

POWER BRAKES—give sure, safe stops with toe-tip touch. Bonded linings are a standard feature for longer service.

SELF-ADJUSTING BRAKES—minimize adjustment problems and improve brake operating efficiency. Step-on park-brake is standard.

LOCK-O-MATIC VACUUM-POWERED DOOR LOCKS—a new automatic safety and convenience feature for all 4-doors. Locks children in, intruders out!

TWIN-GRIP DIFFERENTIAL—gives positive traction on ice, snow, mud or when a wheel slips onto a soft shoulder.

PADDED INSTRUMENT PANEL AND VISORS—give added protection for driver and front-seat passengers in case of sudden stops.

TRANSISTOR-POWERED RADIO—brings in stations with fidelity and clarity. Push-button controls. Rear seat speaker available on sedans, plus, Power-Lift Windows . . . Solex Glass . . . and other optional features.

1961 SPECIFICATIONS AMBASSADOR V-8 by Rambler

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

MECHANICAL: Wheelbase 117". Over-all length 199". Width 73.6". 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. 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. 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 oil filter is standard. 20-gallon fuel tank. Regular grade gasoline (premium for optional engine). 12-volt electrical system.

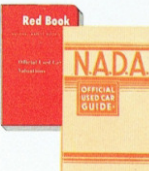
STANDARD EQUIPMENT: Directional signals. Syncromesh manual transmission. Twin instrument panel ash trays. Baked enamel solid colors. Fabric with vinyl or all-vinyl interiors. Hood insulation. Oil filter. Fuel filter. Vacuum booster fuel pump. Step-on parking brake. Station wagon Travel-Rack. Coat hooks. Front foam cushions. Handi-Pak net carrier*. Glove box light. Rear vent window. Dual horns. Dual headlights. Cigarette lighter. Door arm rests. Automatic dome light. Twin sun visors.

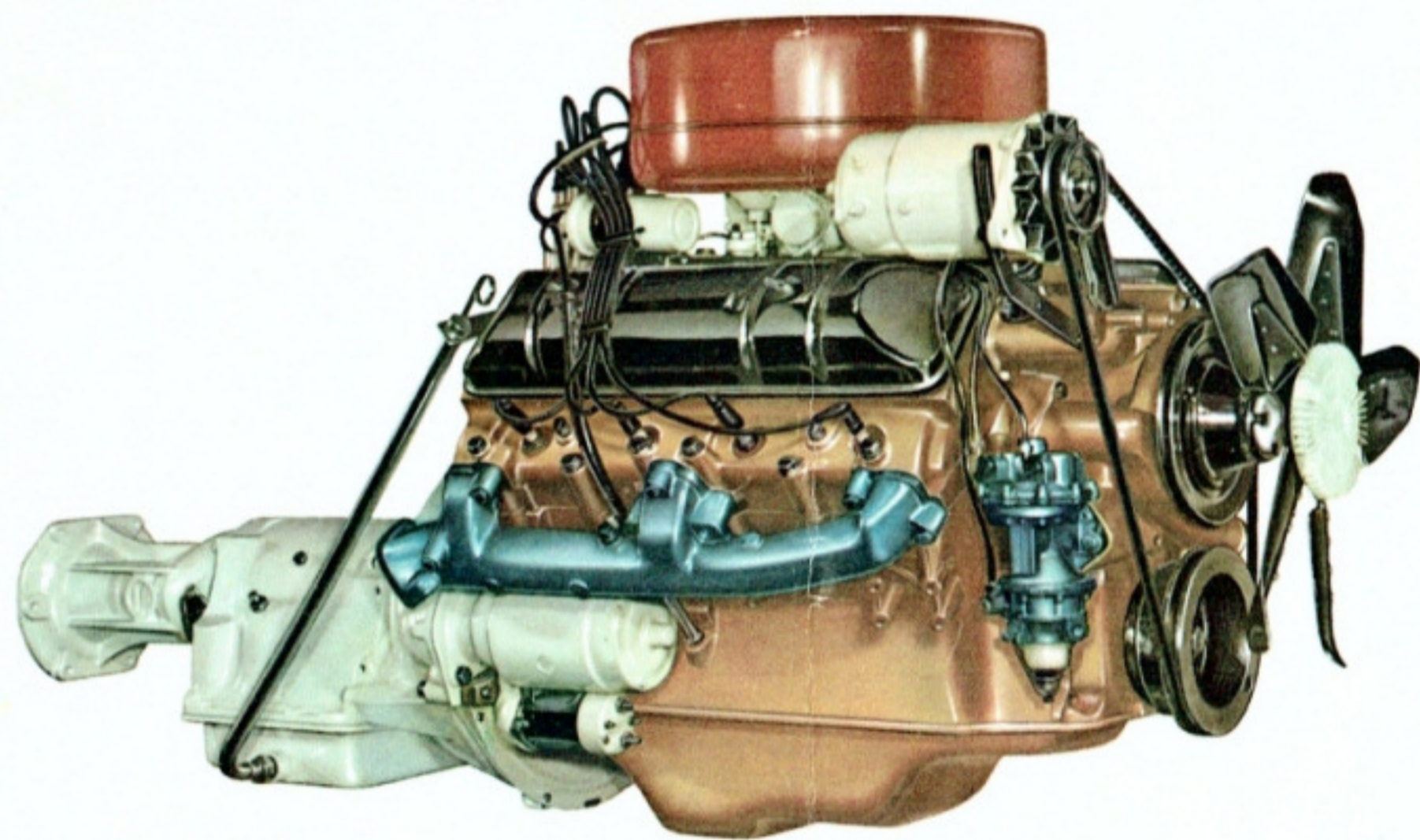
OPTIONAL EQUIPMENT: Flash-O-Matic. Overdrive. Twin-Grip axle. Power option (see "Engine" section). Power-Saver fan. Power steering. Power brakes. Power windows. Lock-O-Matic door locking system. Solex glass. Airliner reclining seats*. Individual front seats (foam cushion, std.). Headrest (left, right, or pair). Weather Eye Heater. All-Season Air Conditioning. Self-Adjusting Brakes. Push-button transistor-powered radio. Undercoating. Back-Up lights. Light Package (Trunk or cargo light, inst. panel courtesy lights, and parking-brake warning light). Parking brake warning light. Windshield washers. Outside rear view mirror. Inside non-glare mirror. Heavy-duty shock absorbers. Heavy-duty springs and shock absorbers. Heavy-duty radiator. Heavy-duty cooling (5-blade fan, radiator), std. with air conditioning. See "Mechanical" section for optional tires. Two-tone exterior. Electric clock*. Full wheel discs*. Rear foam cushions*. Padded instrument panel and sun visors*. Side-opening tail-gate (std. on 3-seat wagons). License plate frames (1 or 2).

DEALER ACCESSORIES: Seat belts. Travel-Rack leather straps. Center pillar trim*. Child Guard rear door locks. Plus many other approved items.

*Standard on Custom.

Both recognized used car authorities—N.A.D.A. Used Car Guide and Red Book National Market Reports—prove that Rambler has high trade-in value in every section of the country, year after year. Rambler Ambassador costs less to buy—less to operate—brings you more when it comes time to trade or sell.





Perfect Balance of Performance and Economy

AMBASSADOR 250 H.P. V-8 ENGINE

This superb powerplant offers the latest and most advanced short-stroke engine design. The thrifty 2-barrel carburetor and 8.7:1 compression ratio give outstanding over-all economy with regular grade fuel. Balanced with this economy is superlative performance made possible by one of the truly outstanding power-to-weight ratios in the entire automotive industry. Optional 4-barrel carburetor, 9.7:1 compression ratio and dual exhausts give 270 H.P. rating on premium grade fuel.

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.