

EXCITING NEW 1961

RAMBLER CLASSIC

THE ALL-PURPOSE COMPACT CAR



Choice of America's First Die-Cast Aluminum Six or High-Performance Economy V-8



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, are examples 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 backed by a 1-year or 12,000-mile warranty.

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



RAMBLER CLASSIC

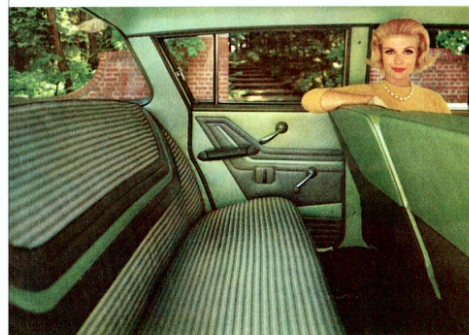
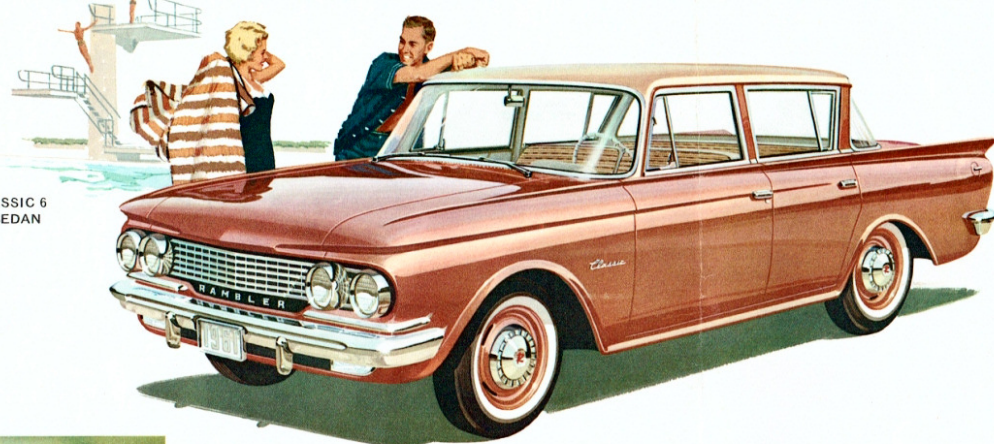
AMBASSADOR V-8 by Rambler

RAMBLER AMERICAN

STRONGEST GUARANTEE OF ANY POPULAR-PRICED CAR

1. For 12 months or 12,000 miles, whichever occurs first, your Rambler dealer will repair or replace without charge any Rambler part which is defective in material or workmanship, except tires which are covered by the tire manufacturer's warranty. Owners will be responsible for normal service maintenance, including normal replacement of such parts as filters, spark plugs, ignition points and wiper blades.
2. The Rambler Ceramic-Armored muffler and tail-pipe are further guaranteed against such defects for the life of the car while original buyer owns it.

1961 RAMBLER CLASSIC 6
DELUXE 4-DOOR SEDAN



For 1961, the Rambler Classic presents a whole new array of contemporary interior selections, all color-keyed to harmonize with the eye-pleasing solid and two-tone body colors.

RAMBLER CLASSIC—THE ALL-PURPOSE COMPACT

Classic in style . . . classic in its smooth, economical performance . . . classic in its concept of big car room and comfort combined with compact car handling ease, the 108-inch wheelbase Rambler Classic for 1961 represents the Rambler Idea of maximum usefulness to the user. Choose from three great engines—all-new die-cast aluminum block Custom Six proven by two million test miles—time-proven cast-iron Six or Economy V-8 with 200 or 215 horsepower.

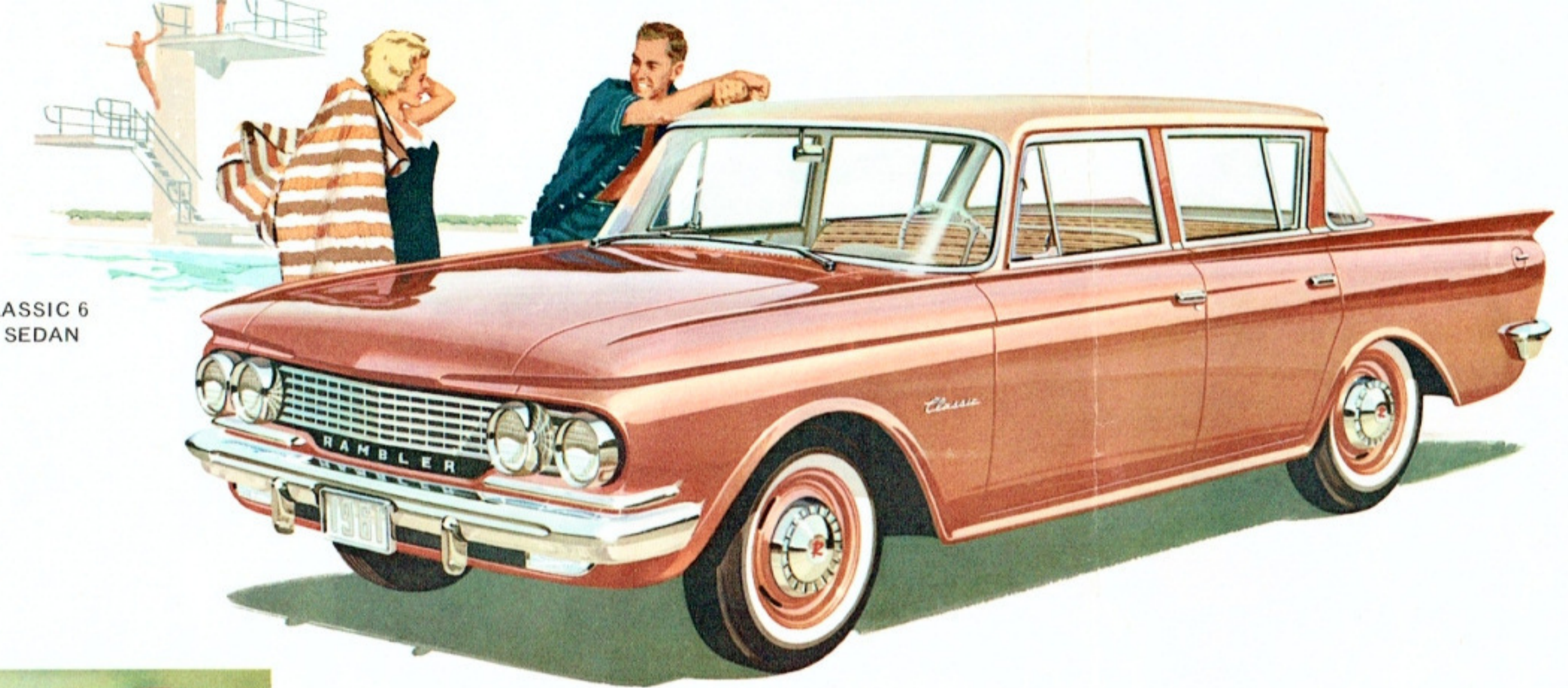


1961 RAMBLER CLASSIC 6 AND V-8 SUPER 4-DOOR SEDAN



1961 RAMBLER CLASSIC 6 AND V-8 CUSTOM 4-DOOR SEDAN

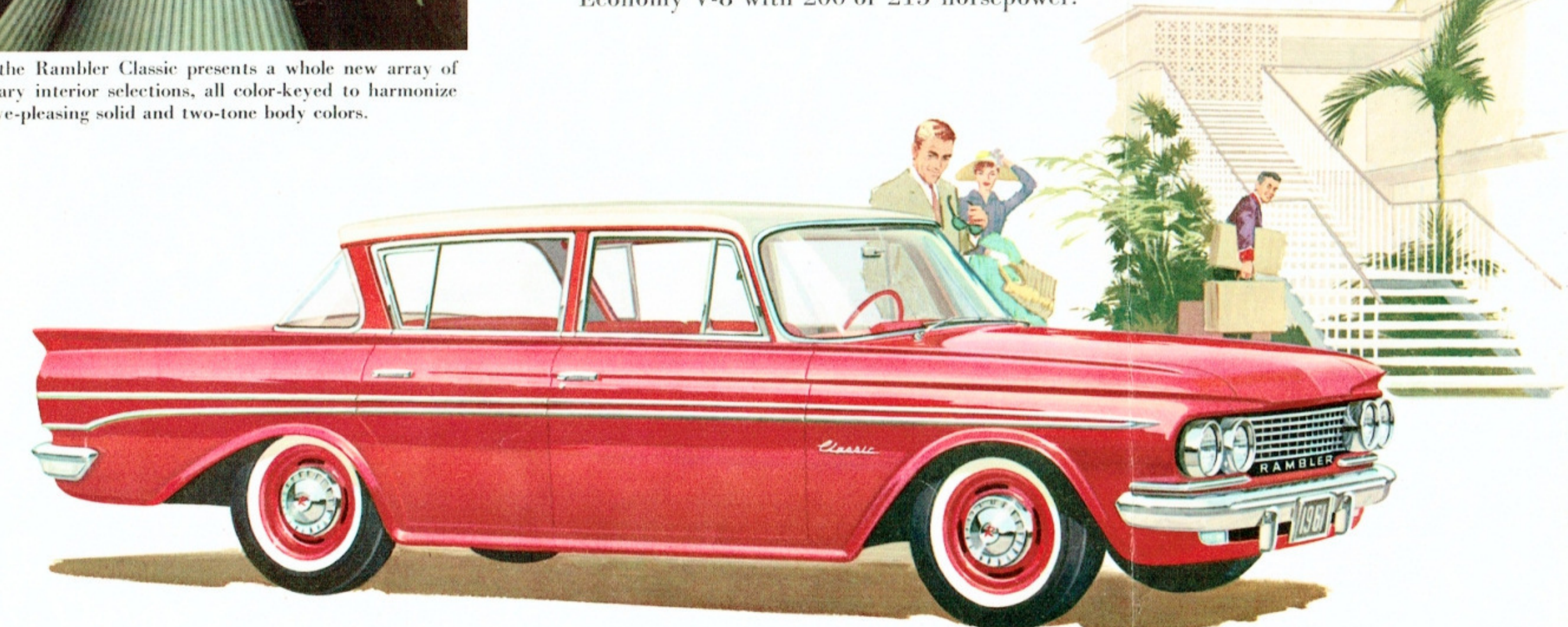
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1961 RAMBLER CLASSIC 6 AND V-8 SUPER 4-DOOR SEDAN



**1961 RAMBLER CLASSIC CUSTOM
CROSS COUNTRY 3-SEAT, 5-DOOR
STATION WAGON**

The tail-gate is a fifth door that swings wide to permit easy entrance and exit to the rear-facing third seat or convenient cargo loading when the third seat is folded down. Available in Custom and Super 6 and V-8 models. Fifth door is also available as an extra-cost option on all 1961 Rambler Classic two-seat station wagon models.

1961 RAMBLER CLASSIC STATION WAGONS

The Rambler Classic Cross Country Station Wagons are another example of the Rambler Idea of true usefulness to the user. Each of the nine distinctive models provide real family living space and generous cargo room.



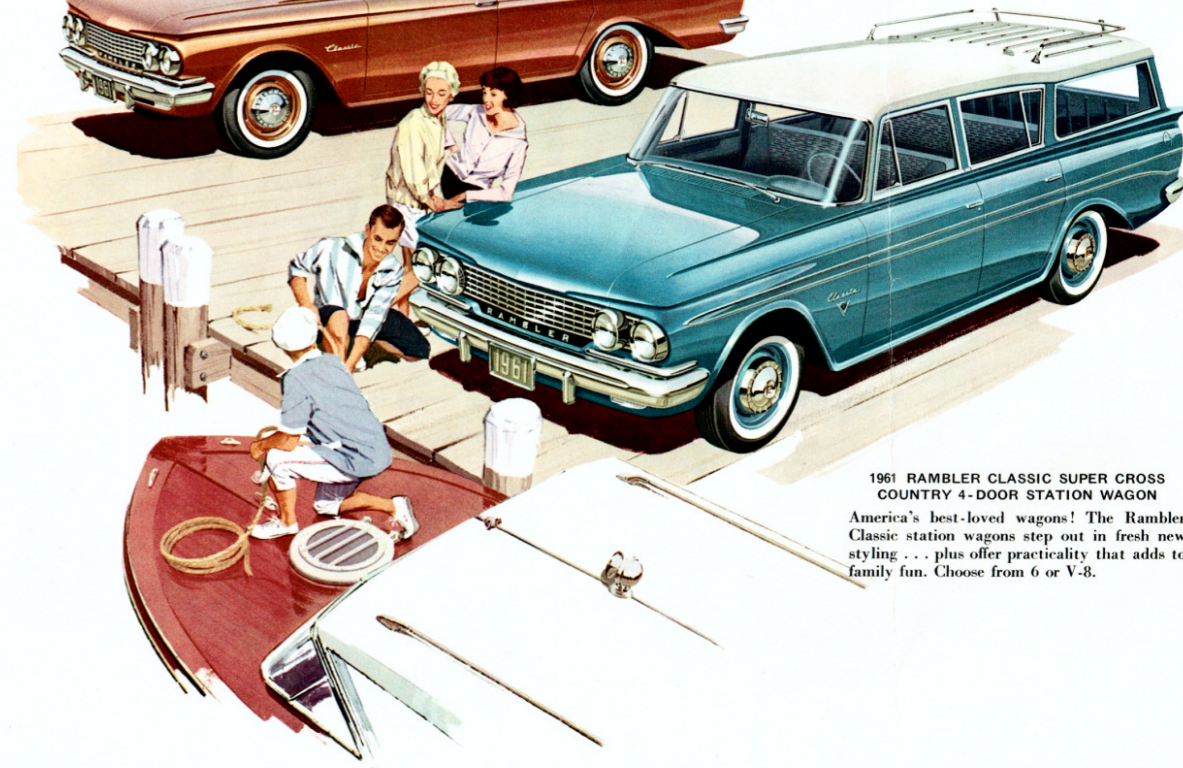
1961 RAMBLER CLASSIC CUSTOM 4-DOOR CROSS COUNTRY
Six-passenger, 80 cubic feet of cargo space. Available with 6 or V-8 engines.



THE RAMBLER IDEA! Lots of cargo space for every family need. Even room for a boat and outboard motor in the 80 cubic foot capacity cargo area. Roof-Top Travel Rack carries additional luggage . . . a standard feature.

**1961 RAMBLER CLASSIC 6 DELUXE CROSS
COUNTRY 4-DOOR STATION WAGON**

Low first cost . . . top gas mileage . . . high resale value. A perfect business and family station wagon.



**1961 RAMBLER CLASSIC SUPER CROSS
COUNTRY 4-DOOR STATION WAGON**

America's best-loved wagons! The Rambler Classic station wagons step out in fresh new styling . . . plus offer practicality that adds to family fun. Choose from 6 or V-8.

1961 Rambler Classic Features that give new meaning 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 Rambler interior—uniquely designed for complete family living.

1961 SPECIFICATIONS RAMBLER CLASSIC 6

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

MECHANICAL: Wheelbase 108". Over-all length 189.8". Width 72.4". 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 6.50 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. 20 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

DELUXE AND SUPER ENGINE: Overhead valve cast-iron block six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.7. Solid valve lifters. Horsepower 127. Torque 180. Twin-throat carburetor option, horsepower 138, torque 185. Cellulose-fiber air cleaner. Partial-flow oil filter optional. Oil-bath air cleaner optional with single-throat carburetor.

CUSTOM ENGINE (Optional on Deluxe and Super models): Overhead valve aluminum block six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.7. Hydraulic valve lifters. Horsepower 127. Torque 180. Twin-throat carburetor option, horsepower 138, torque 185. Cellulose-fiber air cleaner and full-flow oil filter standard. Oil-bath air cleaner opt. with single-throat carb.

RAMBLER CLASSIC V-8

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

MECHANICAL: Wheelbase 108". Over-all length 189.8". Width 72.4". 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. 20 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

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. Cellulose-fiber air cleaner and full-flow oil filter standard.

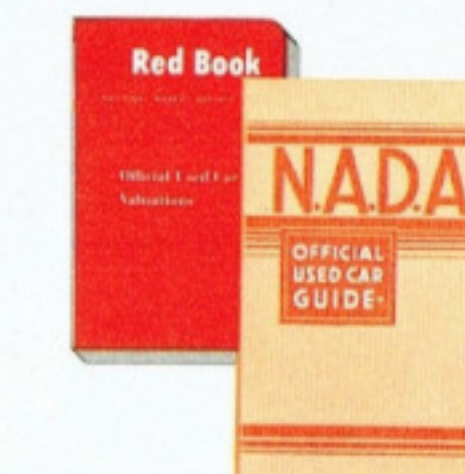
STANDARD EQUIPMENT: Directional signals. Synchromesh manual transmission. Twin instrument panel ash trays. Baked enamel solid colors. Fabric with vinyl or all-vinyl interiors. Fuel filter. Vacuum booster fuel pump. Step-on parking brake. Station wagon Travel-Rack. Coat hooks. Dual headlights. Cigarette lighter. Front door arm rests. Twin sun visors. Following items standard except Deluxe: Dual horns. Front foam cushions. Automatic dome light. Rear door arm rests. Glove box light std. on Custom.

OPTIONAL EQUIPMENT: Flash-O-Matic. Overdrive. Twin-Grip axle. Power option (see "Engine" sections). 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. Rear seat speaker (except sta. wag.). Undercoating. Back-Up lights. Light Package; Trunk or cargo, inst. panel courtesy, glove box*, parking brake warning (also separate option) lights. 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, shroud, radiator), std. with air conditioning. See "Mechanical" section for optional tires. Two-tone exterior. Front foam cushions (standard on all except Deluxe). Rear foam cushions. Electric-wound clock*. Full wheel discs*. Padded instrument panel and sun visor. Side-opening tail-gate (std. on 3-seat wagons). License frames (1 or 2).

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

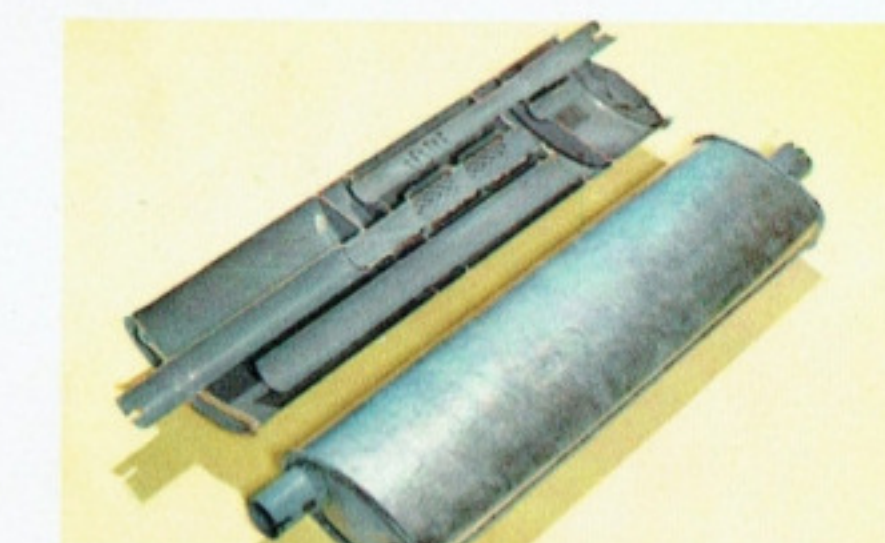
*Standard on Custom.

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 among low-priced cars in every section of the country, year after year. Rambler Classic costs less to buy . . . less to operate . . . brings you more when it comes time to trade or sell.



Personalized Comfort For You And Your Family

In your 1961 Rambler Classic, you and your family can enjoy personal comfort not obtainable in other compacts. 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 legroom for driver and passenger alike. Airliner Reclining Seats that 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.

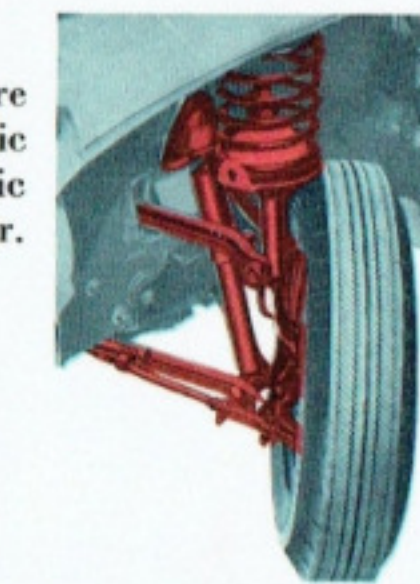


New guaranteed Ceramic-Armored Muffler and Tail-Pipe—another Rambler first! Let you forget muffler and tail-pipe replacement worries and expense for as long as you own your Rambler Classic. Muffler and tail-pipe are coated and lined with a special ceramic material that protects against corrosion. A galvanized 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—increase headroom—insulate against summer heat and winter cold—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 Classic 6 and V-8 model. The wide, comfortable coil-spring seats afford shoulder room and hiproom to spare—actually more room than in many large, bulky cars.

NEW RAMBLER 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.



NEW

WEATHER EYE HEATING

Now—the world-famous Rambler 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.

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 Classic 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.

FOR YOUR ADDED PLEASURE AND CONVENIENCE 1961 RAMBLER CLASSIC 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.

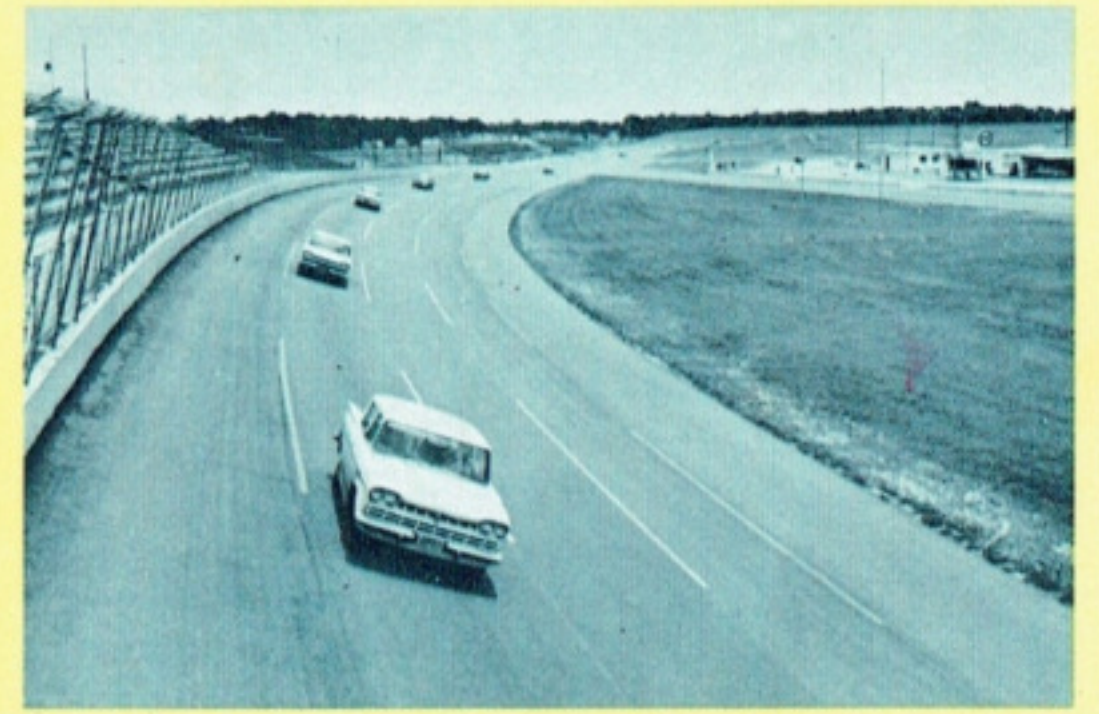
LOCK-O-MATIC VACUUM-POWERED DOOR LOCKS—a new automatic safety and convenience feature for all 4-doors. Locks children in, intruders out!

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.

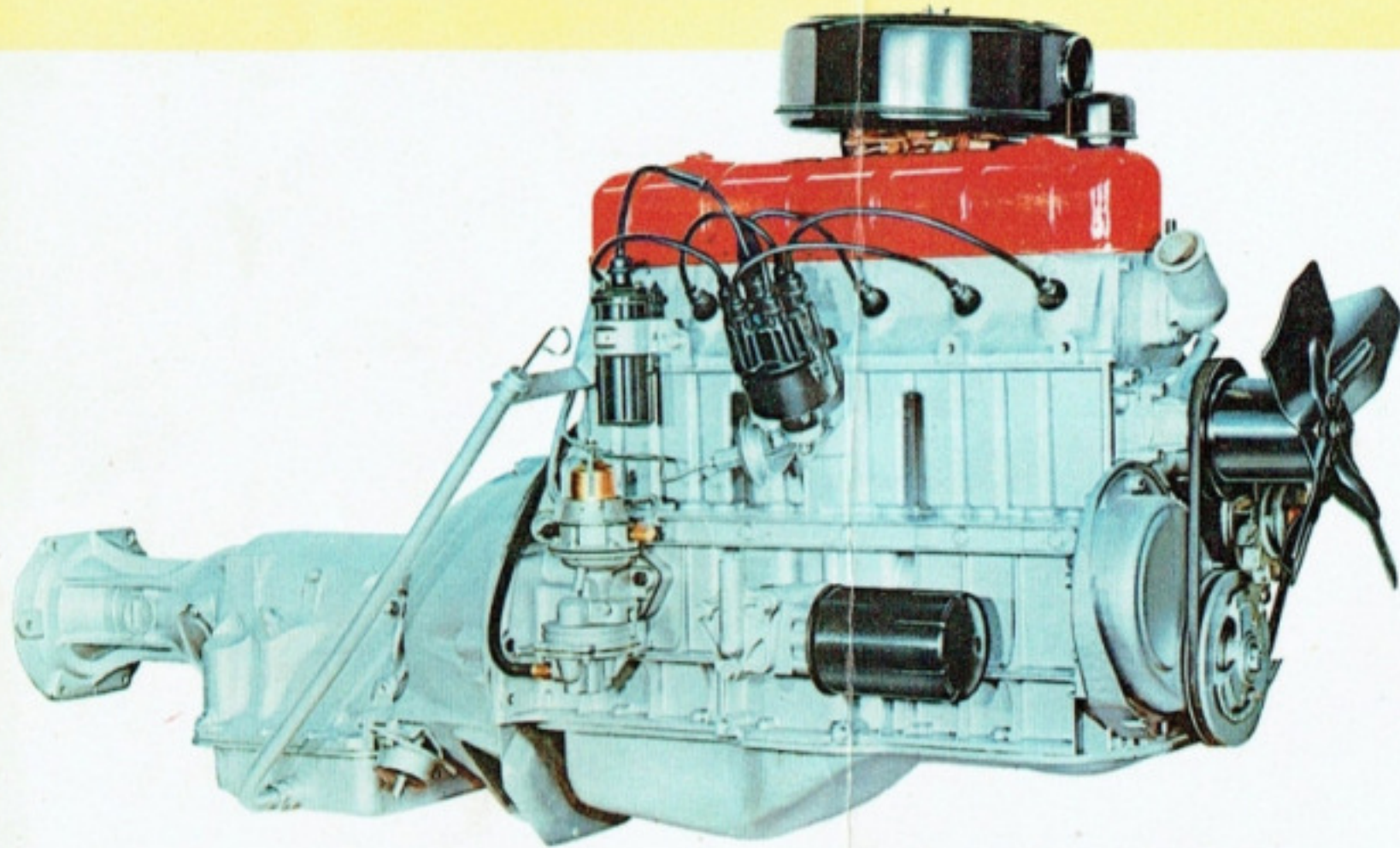
TRANSISTOR-POWERED RADIO—brings in stations with fidelity and clarity. Push-button controls. Rear seat speaker available on sedans, plus, Power-Lift Windows . . . Solex Glass . . . and other optional features.





Supplementing extensive engineering test-cell, highway and proving ground tests of over 1 million miles, a separate Million Mile Test was performed at Daytona International Speedway under official NASCAR supervision. Running night and day,

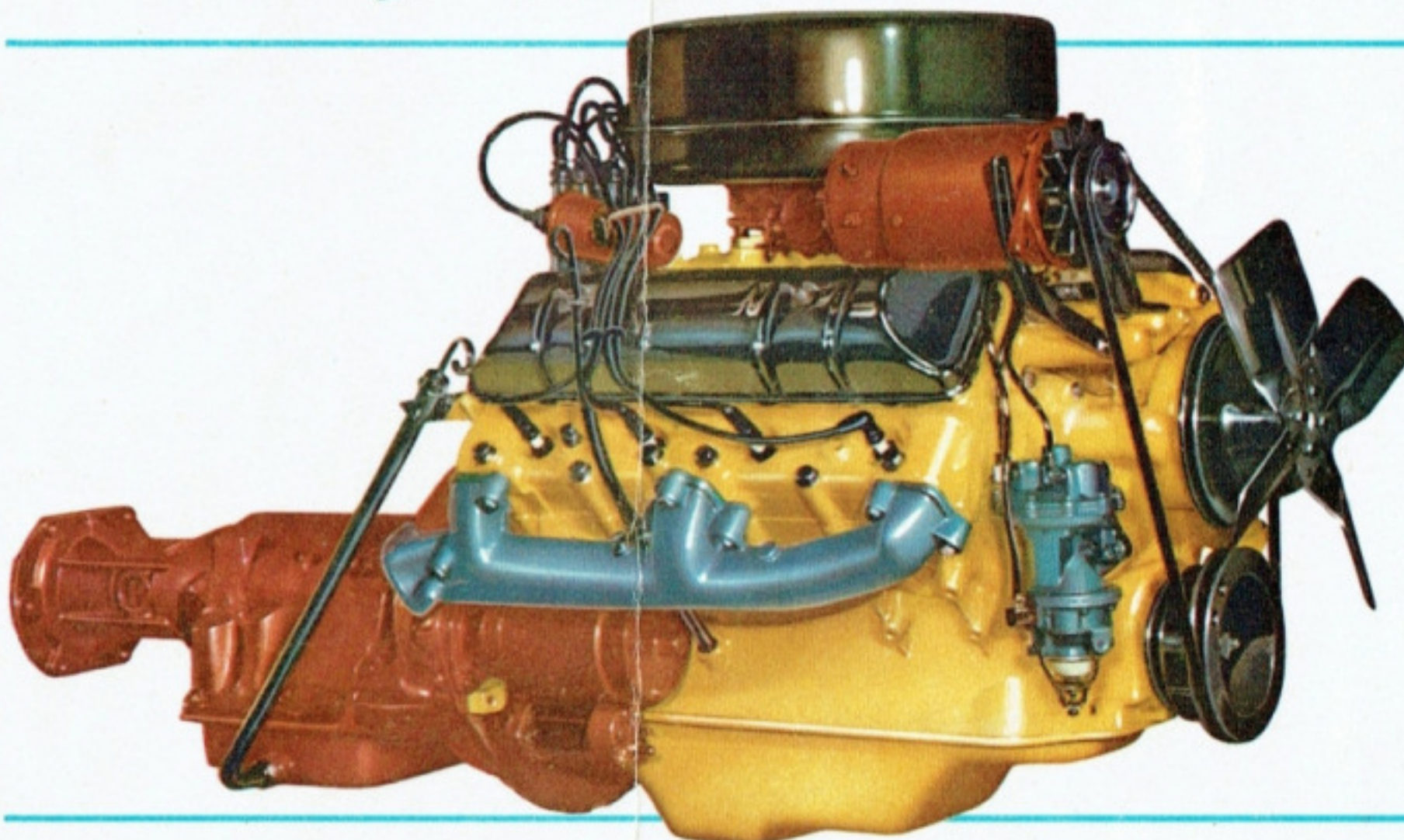
week after week, ten Ramblers powered by the new aluminum block engine piled up a total of 1,000,000 miles of high speed driving to prove the superb durability, economy, and performance of the most advanced automotive engine on the road.



AMERICA'S MOST THOROUGHLY TESTED NEW ENGINE— RAMBLER CLASSIC CUSTOM DIE-CAST ALUMINUM SIX

Backed by 6 years of design experience with die-cast aluminum engines—proven by over 2 million test miles on highway, proving grounds and track. New aluminum cylinder block reduces front-end weight by 80 pounds. Precision die-casting process assures absolute uniformity. Centrifugally cast iron cylinder liners, hydraulic valve tappets and full-flow oil filter assure quietness and long life. Aluminum engine is standard on Custom, optional on Deluxe and Super. Deluxe and Super models feature the time-proven economy Six engine with cast-iron block, solid valve tappets and optional partial-flow oil filter.

Both engines develop 127 H.P. standard or 138 H.P. with optional 2-barrel carburetor. Regular grade fuel for extra savings.



AMERICA'S HIGH PERFORMANCE— TOP ECONOMY V-8 ENGINE RAMBLER CLASSIC V-8

Want economical V-8 performance with Rambler parking and handling ease? Then choose the Rambler Classic V-8 power-plant. This 200 H.P. engine has high torque for instant response when passing—smooth performance at cruising speeds—outstanding V-8 economy on regular grade fuel. Optional 4-barrel carburetor and dual exhausts give 215 H.P.

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