

**What's  
New  
IN Rambler FOR '62**

**... *And Why!***



**You're being asked  
to "think big, think compact  
and think small"  
For 1962 "THINK HARD"**

In 1962, you will be asked to "think big, or think compact, or think small" as to the size or kind of car you really need.

We recommend, instead, that you "Think Hard."

Think hard about the things you want *most* in your next car. Then look hard.

Look for most value. There are more than 100 improvements in the 1962 Rambler. See how many of these advances are missing in competitive cars.

With our workers as progress-sharing partners, you can expect superior craftsmanship in Ramblers. American Motors' company-wide objective is to make trouble-free Ramblers a symbol of American industrial integrity and honesty . . . to make Rambler quality superior to that of even far costlier cars built anywhere in the world.

To accomplish this, we are sharing our progress with customers. Because to continue our growth we know we have to give you an obviously better value in product and in price.

How can Rambler give you more than the "Big Two"?  
It's a matter of dollars and cents.

Every completely new car in the past three years including the Lincoln Continental and Thunderbird has copied Rambler's modern principle of Single-Unit construction.

To convert from old-fashioned separate-body-and-frame production lines to single-unit production requires hundreds of millions of dollars for retooling.

Our modern production lines have already been fully paid for. Furthermore, we produce more cars in our Kenosha plant than does any single automobile plant in America. We have also avoided styling changes for the sake of change and held down the number of models — actually reduced them 30% for '62. Therefore we can spend our money to bring you important new benefits and keep our prices low. The records show that our two major competitors have increased prices on their low-priced standard models about 50% more than Rambler in the period from 1955 to 1961.

This is one way in which Rambler has been sharing progress with customers.

We *must* be offering an obviously better value, for in just 12 months, 278,494 owners — of all makes, in all price ranges — switched to Rambler.

Rambler owners — new and old — say they are going to buy Rambler again. In owner loyalty, Rambler continues its big lead over ALL makes of cars — DOMESTIC AND FOREIGN, REGARDLESS OF PRICE — according to a recent survey for a national magazine.

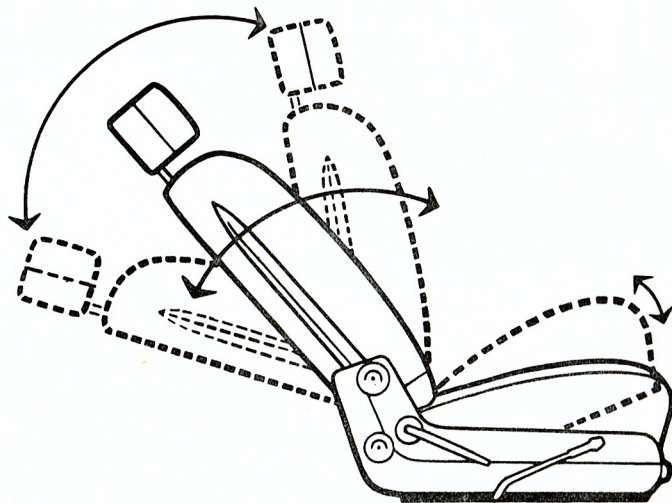
The same survey reveals that new car buyers are keeping their cars 25% longer than they did 5 or 6 years ago.

With Rambler-pioneered Single-Unit construction, Rambler owners can keep their cars longer with fewer worries about rattles, rust and cost.

For 1962, we have spent huge sums of money . . . largely for "under-the-skin" improvements which assure longer car life, greater safety, lower upkeep, more trouble-free, service-free driving; easier handling, better performance and superior comfort.

We hope you will read this booklet thoroughly. Then take a Rambler Discovery Drive and see for yourself.

President, American Motors Corporation

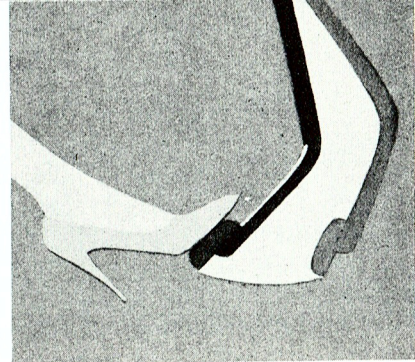


## New Lounge-Tilt Seat

Front seat cushion on the passenger side is hydraulically raised for the most comfortable knee height. At present, most other cars have no provision to raise the forward edge of the seat cushion to a level best suited to your knee height. There's a convenient handle with which you raise the seat cushion easily and quickly. This feature, combined with a reclining seat back and adjustable headrest, gives you, in effect, the luxuriously comfortable lounge chair to be found in so many homes. Here is true personalized comfort in an automobile . . . comfort that makes even the longest trips a pleasure, not a burden. Available on all 1962 Ramblers with individual or bucket-type seats.

## New Double-Safety Brake System

Rambler's new Double-Safety Brake System has a tandem master cylinder, one hydraulic system for front brakes, one for rear brakes. They operate in unison, but should the front brakes fail because of a puncture in the front hydraulic line, the rear brakes still will function. Conversely, should the rear brakes fail, the front brakes still will operate. Without this new safety device, all four brakes in ordinary hydraulic systems will fail if even one line should break and lose fluid. You can see the tremendously increased safety factor provided by the new design . . . a double margin of safety in the event of a hydraulic failure. In addition to the '62 Rambler only the very highest-priced cars — Rolls-Royce, Jaguar and 1962 Cadillac — offer this advanced safety feature as standard equipment. Self-adjusting brakes with bonded linings are also standard. Improved power brakes are optional.



## New 33,000-Mile Chassis Lubrication

1962 Rambler Classic and Ambassador models require chassis lubrication only every 33,000 miles (or 3 years, whichever occurs first), instead of the conventional 1,000-mile interval. Chassis lubrication period on Rambler American models has been increased from 1,000 to 2,000 miles—for more miles of care-free driving.

## New Life-Time Lubrication

Various mechanical components have been redesigned to provide built-in lubrication, eliminating customary grease or oil servicing requirements. Among these are (1) clutch linkage featuring a plastic-type bearing (2) the steering column shaft assembly (3) the engine generator and (4) the engine distributor (except for the cam).

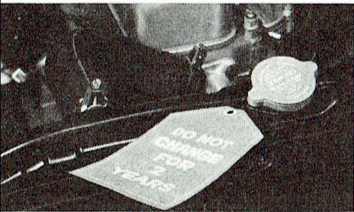
## New 4,000-Mile Oil Change

Oil filters are standard at no extra cost on all 1962 Ramblers, so the normal period for engine-oil changes has been increased from 2,000 to 4,000 miles.

New, improved larger cellulose-fiber carburetor air cleaner element does not require replacement until 25,000 miles. Manual transmission never requires draining (just checking fluid level every 4,000 miles). New, improved automatic transmission is to be drained and refilled at 25,000 miles, instead of 15,000.

## New 2-Year Engine Coolant Guarantee

Rambler's factory-installed Dowgard Full-Fill engine coolant is guaranteed for two years or 24,000 miles,\* whichever occurs first. It ends the need for adding anti-freeze, rust inhibitors or anything else for two full years. The coolant will not boil away, protects to 40° below, and cools in the hottest weather. Available on all 1962 Ramblers.



\*Warranties apply to new 1962 Ramblers purchased from an authorized Rambler Dealer. If coolant leaks during first 2 years or 24,000 miles, whichever occurs first (misuse, negligence or accident excepted) it will be replaced without charge by going to a Rambler dealer.

## New Wider Track Wheels

There's a more solid road stance, thanks to the wider track on both Classic and Ambassador models. Both front and rear tracks are widest of any compact, including the new compacts being announced this season. More road-hugging ability, better cornering, result from this.



## New Road Command Suspension

The front suspension has been completely redesigned around the high-mounted Deep-Coil spring principle. Your control is complete and precise with much greater cornering stability, pin-point steering, easier turning, and a velvet ride. The new Road Command Suspension features a single lower control arm with outer ball joints, and a rear-facing radius rod. Front springs and front and rear shock absorbers are newly calibrated. Steering linkage, idler arm, pitman arm, gear box ratio are also new. These, together with wide tire rims, wide-track wheels, give you an entirely new "feel" in handling. Standard on Classic and Ambassador for 1962.

New improved steering and ride in the 1962 Rambler Americans, too. Steering idler arm, bushing and gear box ratio are improved. Rear springs and shock absorbers are also redesigned.

## New Battery, Guarantee Doubled

Don't confuse this with ordinary battery warranties. Should the 1962 Rambler Powr-Guard "24" battery fail

within two years or 24,000 miles, whichever occurs first, it will be replaced free, without pro-rata charges by your Rambler Dealer. This Rambler guarantee is unlike the usual battery guarantee that reimburses you only for the unused period of the guarantee in case of failure. In event of failure, you will get a new battery without any cost to you within the guarantee period. Standard on all 1962 Ramblers.

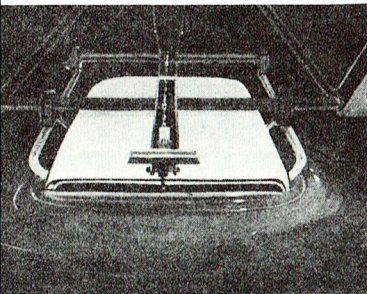
## Better Rustproofing

Rambler does more to fight rust than any other make —

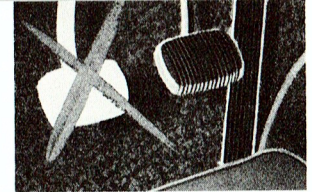
1. Deep-Dip rustproofing: First, below-door body panels from fender to fender — are made of rustproof zinc-clad steel. Critical welded areas are protected with zinc-rich primer. Second, the entire body is treated with a rust-proof paint-bonding chemical. Third, the body is submerged in rustproofing primer paint — up to the roof — to protect hidden places spraying can't reach. Fourth, additional spray-coat of baked-on primer paint. Fifth, a waterproof wax is sprayed inside girders, rocker-panels, fenders and other hidden areas. Sixth, two spray-coats of chip-

resistant, salt-resistant enamel (instead of synthetic lacquer) are baked on. Finally, a combination sound-deadening and rustproofing material is sprayed on portions of the underbody.

2. Ceramic-Armored muffler and tailpipe won't rust out.
3. Rustproof aluminum window frames.

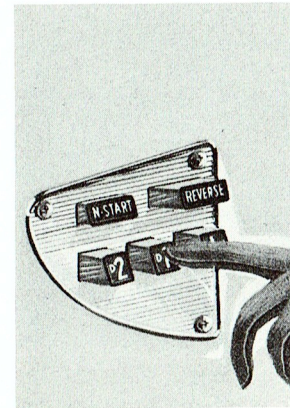


## New E-Stick Transmission



Here, for the first time, is an automatic-clutch transmission that gives the precise control and economy of personal shifting without the inconvenience of a clutch pedal. Optional on the 1962 Rambler American with either standard or overdrive, the new E-Stick transmission costs only about one-third the price of fully automatic transmissions. Actually, you shift into the desired gear with more precision and control than is possible with standard transmissions, since the clutch operations are performed automatically. With new E-Stick, five transmission choices are available on the Rambler American.

## New Gas-Saving Flash-O-Matic Transmission



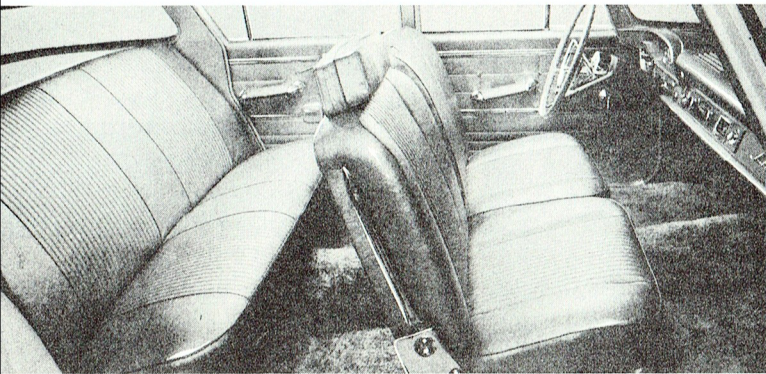
More compact in size, and ideally suited to the power and torque output of Rambler 6-cylinder models, this completely automatic, new three-speed transmission features a true torque converter with all its advantages. The new design needs less hydraulic fluid, with a resultant decrease in both inertia and spin loss—higher all-around efficiency and fuel economy. Available on the Rambler American and Classic-6.

## 27% Greater Road Clearance

At last, there's a luxurious passenger car with only 1½ inches less road clearance than a jeep. You'll be able to go places where other cars would "hang up." A great asset in off-the-road travel, on deep-rutted roads, and clearing the crest of ramps. You're less likely to scrape when you drive over a deep pothole. Clearance increased 27% on Classic and Ambassador, 19% on American.



## Easiest-To-Clean Interiors of Any Car

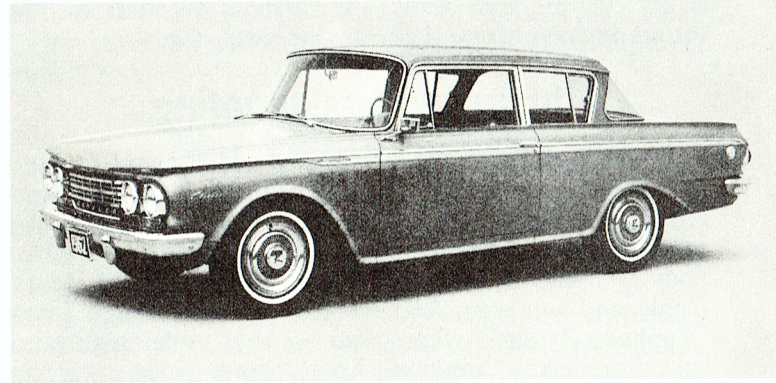


Beautiful new upholstery is easy to clean. The station wagon side panels in rear are new scuff-resistant, wipe-

clean molded plastic. Even the glove box lining in most models is "spill-proof," easy-to-clean molded plastic. Cushioned Acoustical Ceiling of molded fiber glass (Classic and Ambassador) is mildew-proof, odor-proof, easily kept clean.

## New Body Style— Rambler Classic 2-Door Sedan

Parents looking for maximum safety for children riding in back — and seeking the room and performance of the Classic — now have their wish. The lower-priced 2-Door Classic Sedan is now available, with all the choices in equipment, seats and colors that apply to 4-door models. Lock-O-Matic door locking system that lets the driver lock all doors to keep children safely in, intruders safely out is now available on all Classic and Ambassador models.



## **We'll Pay the Cost If the Muffler Rusts Out**

On 1961 Ramblers we introduced the world's first Ceramic-Armored muffler and tailpipe, with this unprecedented warranty: If either rusts out (collision damage excepted) during the life of the car while the original buyer owns it, it will be replaced by a Rambler dealer without one penny of charge for materials or labor.

We continue this warranty on 1962 Ramblers. But we've even improved on the best! 1962 Ceramic-Armored muffler is wrapped in asbestos and an improved rust-resistant aluminized steel shield for still greater protection. And mufflers are even quieter for restful travel.

## **Increased See-Ability**

Rambler Classic has added 2" to windshield height, giving a full 20" slant height for greater visibility and driving safety. In this area alone, the increase amounts to 106 square inches. More glass area at sides, too.

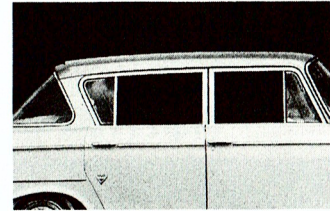
## **Improved Leakproofing**

Rambler car bodies are thoroughly sealed against water, dust and dirt. In every body, the critical seams and joints are sealed with caulking, strips, grommets, plugs and other weather-stripping materials. This way each Rambler body is made as water-tight as possible around doors, trunks and windows. And every body goes through a new "Typhoon Tunnel" where water is shot under high pressure from every direction. An inspector rides every car

through the tunnel to check for any possible water leak. This is just one instance of Rambler's A-OK Customer Quality Assurance Program.

## **New Hardtop Styling**

Another engineering advance in the 1962 Ramblers that leads also to a styling improvement is the use of a slimmer, concealed center pillar. This produces the appearance of a hardtop, yet retains all the structural strength and rigidity of a sedan. Also, this means larger window area, better visibility. You'll find it in all Classic and Ambassador models.



## **More Foot Room in Rear Seats**

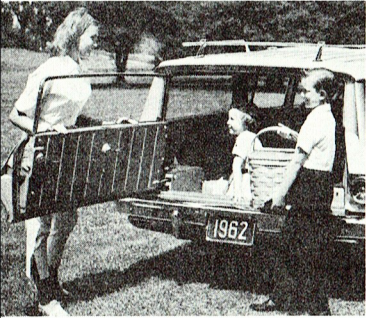
More comfort for long-legged rear-seat passengers is afforded by inches more foot room in Classic and Ambassador. And the new shape of rear doors makes entrance easier, too.

## **New Safety Features**

Driver and passenger safety is always important with Rambler. The new self-adjusting Double-Safety Brake System that gives twice the protection against brake failure is described elsewhere in this booklet. But there are many other safety features. Improved padded instrument panels and sun visors are standard on all "400" models, and optional at slight extra cost on other models. Even

the inside rear-view mirror on the Classic and Ambassador is safety-designed with a double ball-joint arm that gives on impact, and adjusts for maximum rear-view visibility. Seat belts are easy and inexpensive to install because of attaching plates built into every Rambler for front seat belts and locating indentations for rear seat belts. New rotary-action door locks on Classic and Ambassador keep your Rambler doors bank-vault tight for even greater safety.

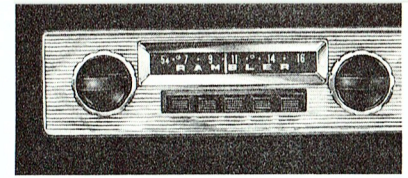
## Improved Easy-Loading Fifth Door



On Classic and Ambassador station wagon models, the side-hinged tail-gate opening angle is increased from 75° to 90°. Now opening at a full right angle, this feature will permit loading of wider objects in the cargo area. (The side-hinged tail-gate is standard on 3-seat wagons and optional on 2-seat wagons.)

## Greater Seat Comfort

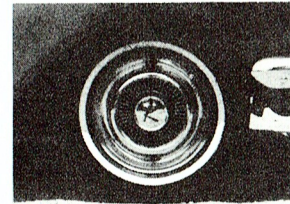
All front seats now feature deeper foam cushioning as standard equipment. On the Ambassador "400", the rear-seat foam cushion is standard, and optional on all other models. Seat cushions have deeper, softer, rubber-coated coil springs that not only add to comfort but increase effective headroom. Also, front seat cushions are increased in fore-and-aft measurement to give a full 18-inch cushion that improves leg support.



## New All-Transistor Radios

On Classic and Ambassador, an all-new, all-transistor radio is available. No warm-up needed. Practically no drain on battery, greater reliability, longer life. Better over-all tone quality, too. Rear-seat speaker standard on Ambassador "400" and Custom Sedan models, optional on Classic Sedan models. New transistor-powered radios available for American models.

## New Balanced Wheels and Tires



All 1962 Rambler models now have factory-balanced wheel and tire assemblies as standard to assure smoother ride and longer tire life. And Rambler uses larger size tires compared to the small 13-inch size used on many other compacts.

## More Rugged Drive Lines

The torque tube drive assemblies on Classic and Ambassador now have improved universal joints, plus a stronger 4-bolt trunnion joint. In American and Classic Ramblers, there is a rear-axle differential shaft of greater size. And all models feature improved materials that have been subjected to a better hardening process.



## Finest Heating and Air Conditioning— Even Finer For '62

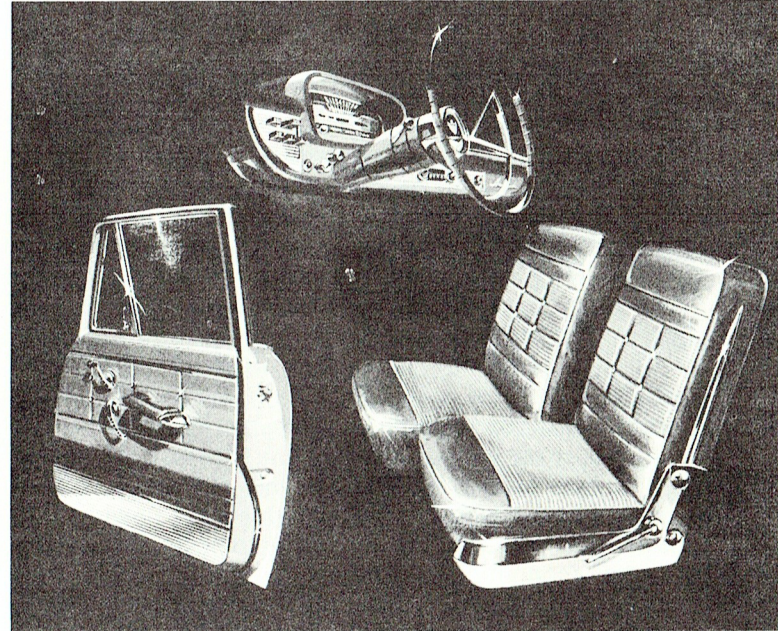
American Motors pioneered fresh air heating (at the time, all other heaters just re-circulated stale air) and up-front air conditioning (all others had the system in the trunk).

Both have been constantly improved, constantly ahead of the field. Experts and owners alike have rated them America's best. But, we've improved them still more for '62. Controls have been relocated and simplified so you can adjust them more quickly and easily. All-Season Air Conditioning has a new adjustable thermostat that gives a broader range of cool air temperatures . . . lets you be exactly as cool as you like. This assures cool comfort even in desert-hot weather.

## Smart, Functional Styling

As always with Rambler, the accent is on basic improvement — not change for change's sake. While maintaining this policy, both Rambler Classic 6 and Ambassador V-8 offer smart, new styling for 1962. Every exterior line — from grille to taillight — is cleaner, straighter, free of fins. Yet, every model is a combination of beauty, good taste and good sense that have helped Rambler revolutionize the automobile industry.

The 1962 Rambler American, too, reflects Rambler's basic policy of styling stability, adding 75 important improvements and advancements that make the American even more functional, even more fun to drive.



## New Interior Beauty for 1962

Never before have cars anywhere near the price offered such tasteful interior elegance and appointments as you will find in the 1962 Ramblers. Yours is a wide choice of gorgeous fabrics and vinyls in a variety of color combinations to harmonize with the exterior body colors. Many models offer deep-pile full carpeting as standard. Words alone cannot adequately describe these luxury interiors. You must see them to appreciate them.

## New Efficiency and Economy

Rambler is the proved economy king, winner of more major economy contests than all other compacts combined.

Rambler owners, too, attest to their cars' fuel-saving characteristics. For example, many Rambler American owners report gasoline mileage figures of 22, 25, even 28 miles per gallon, depending upon driving and weather conditions and the owner's own personal driving habits.

In 1962, Rambler efficiency and economy reach new peaks as a result of important mechanical improvements.

As an example, several new features of Rambler carburetors reduce any possibility of flooding or stalling . . . improve carburetor stability and choke operation.

An improved exhaust valve on the Classic 6 aluminum block engine assures silk-smooth valve action. And all thermostats on Rambler cooling systems are newly set to assure faster warm-up, get the engine to peak temperature for most economical operation in shorter time. This means the Weather Eye Heating System works faster in cold weather, too.

## New Heights in Performance

Last year, Rambler Classic Six and Ambassador V-8 topped all cars in the old "low-priced field" in power-weight ratios — standard Six or V-8. Now, for 1962, the more compact Rambler Ambassador V-8 has an even better power-weight ratio with 250 horsepower standard, and 270 optional. Try it in a Rambler Discovery Drive. You never drove anything like it.

## New Wide Choice of Transmissions and Power Options

Some car buyers want the absolute best in gasoline mileage along with good performance. Others want the best in get-up-and-go and are willing to settle for a little less economy to get it. It's all a matter of weight, power, transmissions and axle ratios. Rambler offers four sixes, from 90 to 138 H.P., two V-8s, 250 or 270 H.P. Up to five transmission choices: Standard, overdrive or automatic on all models — plus standard or overdrive with E-Stick No-Clutch Transmission on Rambler Americans. In addition, axle ratios are designed to provide an ideal balance between performance and top economy.



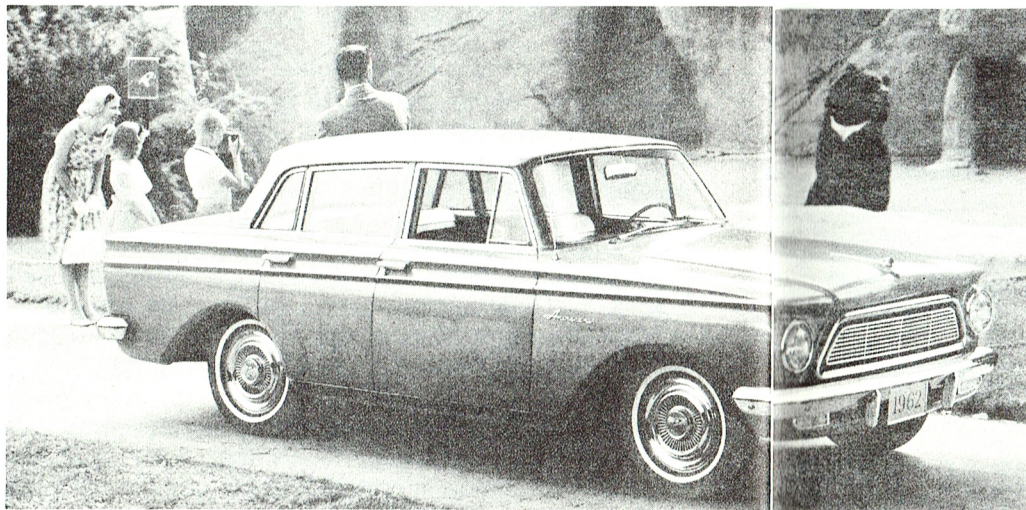
*This booklet has merely sketched the highlights of the 102 outstanding Rambler improvements and advancements for 1962.*

*When you see and drive Rambler for '62, you'll discover new beauty in cars more useful, more livable, more value-filled than ever before. Cars that give you more trouble-free driving, more savings, more safety. Cars that resist rust, stay new longer, cost less to buy and run.*

*We invite you to take a Rambler Discovery Drive for full proof that, more than ever before, Rambler is the world standard of compact car excellence.*

*Don't put it off. See your Rambler dealer — soon.*

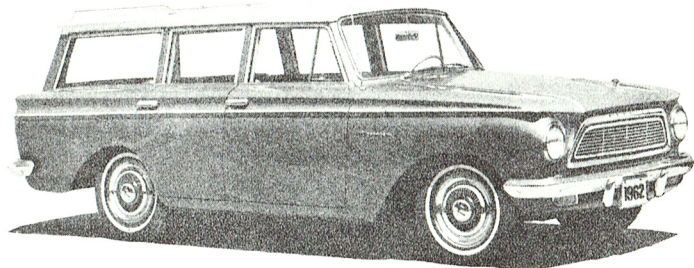
# 1962 RAMBLER AMERICAN quality-built, family-sized, lowest-priced



1962 RAMBLER AMERICAN 4-DOOR SEDAN



1962 RAMBLER AMERICAN 2-DOOR SEDAN

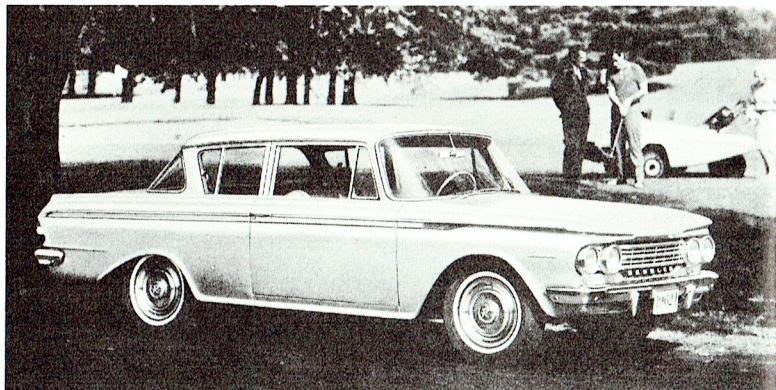


1962 RAMBLER AMERICAN 4-DOOR STATION WAGON



1962 RAMBLER AMERICAN CONVERTIBLE

## 1962 RAMBLER CLASSIC "6"



1962 RAMBLER CLASSIC 2-DOOR CLUB SEDAN

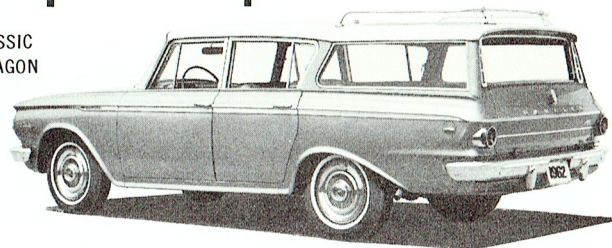
## 1962 RAMBLER AMBASSADOR



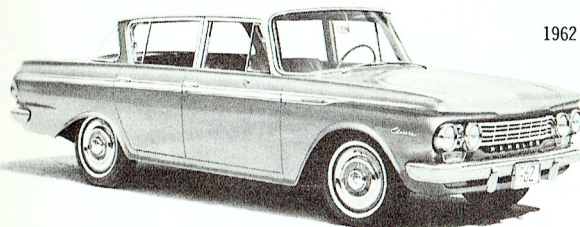
1962 RAMBLER AMBASSADOR V-8 4-DOOR SEDAN

## The all-purpose compact

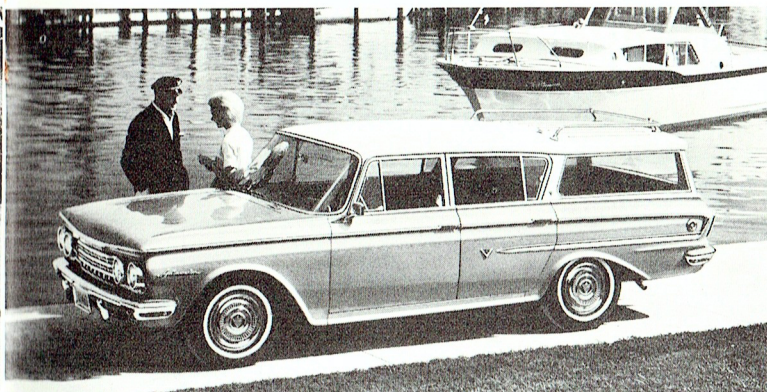
1962 RAMBLER CLASSIC  
4-DOOR STATION WAGON



1962 RAMBLER CLASSIC  
4-DOOR SEDAN



## V-8 The action-packed compact



1962 RAMBLER AMBASSADOR V-8 CROSS COUNTRY STATION WAGON



**World Standard of  
Compact Car Excellence**