



X-RAY

1964

**X-Ray checks 1964 cars —
point-by-point and feature-by-
feature on the basis of value
and usefulness to the user**

1964 X-RAY

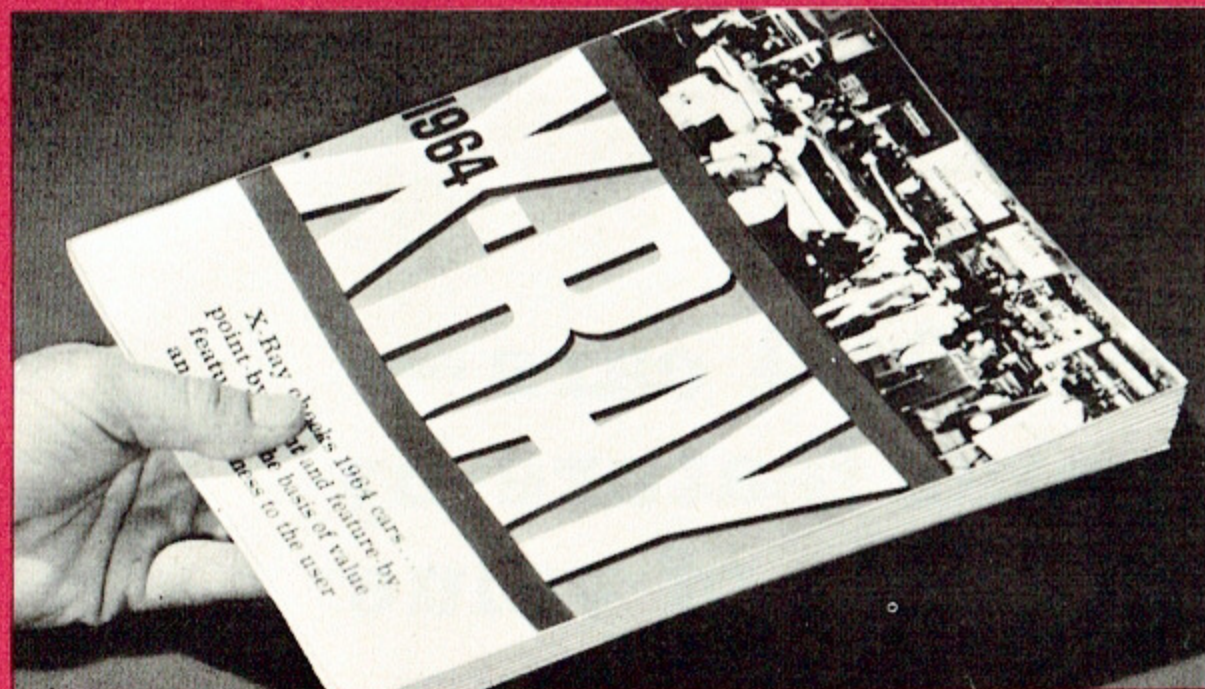
visits the Auto Show and checks the '64 cars on the basis of size, comfort, performance, safety and value



YOU SEE THEM ALL AT THE AUTO SHOW



YOU READ ABOUT THEM IN LITERATURE



ONLY X-RAY GIVES YOU THE FACTS

Auto Shows give motorcar buyers the opportunity to compare all cars virtually side-by-side . . . to contrast style and features . . . to check their usefulness to the individual user . . . to sift facts from fiction among the various competitive claims.

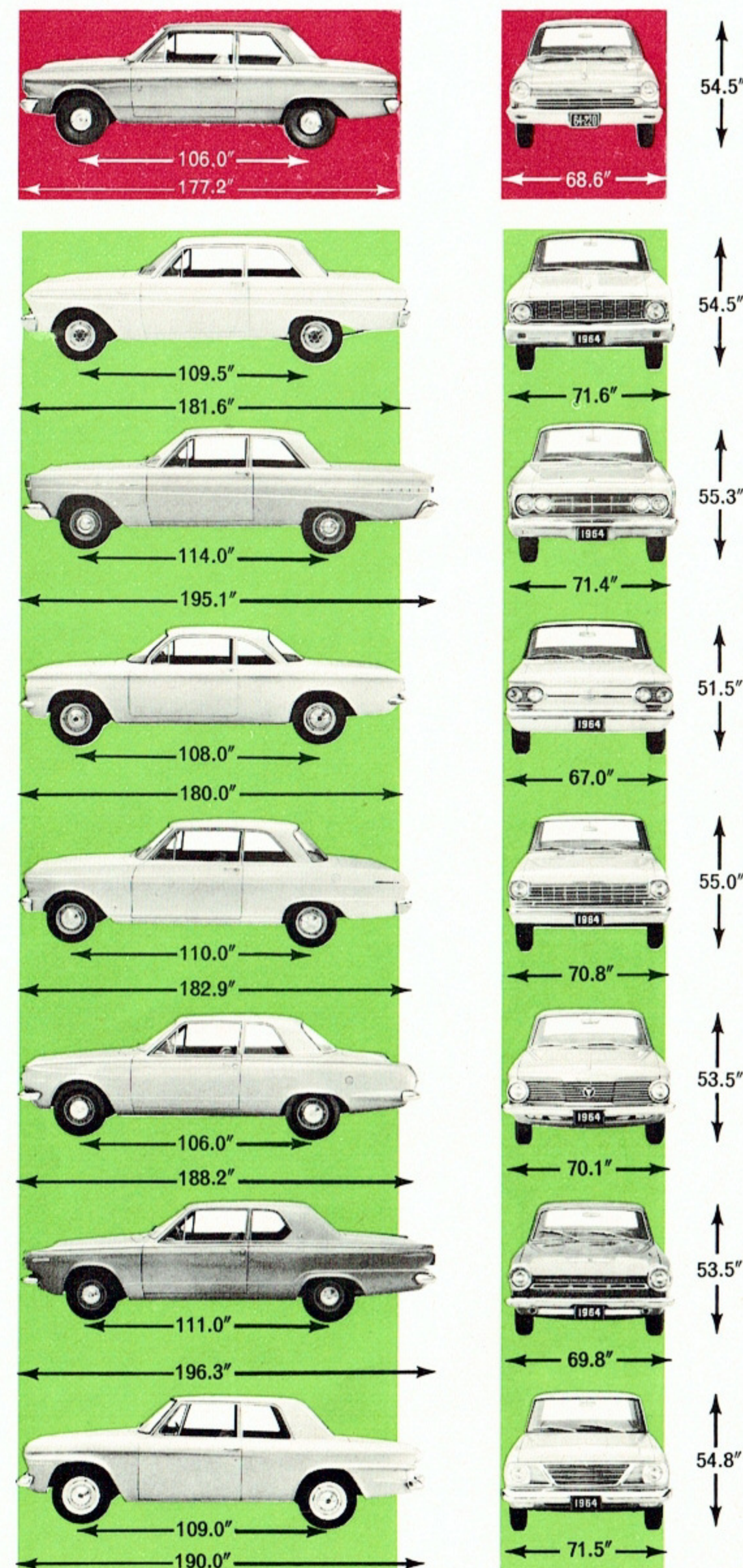
X-Ray performs this valuable service for the purchasers of 1964 cars. In the X-Ray pages you will see factual comparisons of this year's offerings in the economy-car class, the popular-priced Sixes and V-8's and the popular-priced luxury cars.

CHECK BEFORE YOU BUY

Before you buy any new car, we suggest you read this 1964 edition of the X-RAY thoroughly. See what it tells you about the cars in the field in which you are most interested. It can save you hundreds of dollars in the purchase of your next car by showing you what each can do for you in the light of your own individual motoring requirements.

X-RAY CHECKS THE EXTERIOR DIMENSIONS OF ECONOMY CARS

Compact size alone is not the true measure of the usefulness of the economy-class cars. Rather, it is the balance between exterior dimensions and interior room, parking ease, handling and maneuverability. How do the '64 Economy Cars rate on this basis? X-Ray makes side-by-side comparisons to find out.



RAMBLER AMERICAN

Even though the '64 Rambler American is longer than previous models, it is still the most compact of cars—easiest to park, handle and garage. There is no cumbersome, overhanging sheet metal.

FORD FALCON

Falcon's greater overall length and larger turning diameter make this car much harder to park and garage than is the case with Rambler American. This reduces usefulness to the user.

MERCURY COMET

The Comet's elongated overall length and wheelbase tend to minimize the advantage a compact car should have in terms of parking and handling ease.

CHEVROLET CORVAIR

Corvair fails on two counts to offer proper compact-car balance. Its greater overall length makes parking harder. Its narrow width and low height reduce essential passenger room and comfort.

CHEVY II

Chevy II is nearly six inches longer overall than the Rambler American. Yet, its passenger room is no better in any significant measurement. Here is bulk without compensating room.

PLYMOUTH VALIANT

Valiant is eleven inches longer than the Rambler American. Most of this excess length is the result of overhanging sheet metal that makes the car much harder to park and garage.

DODGE DART

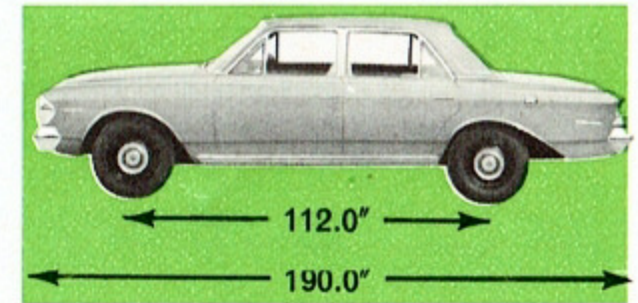
Longer, wider, higher than Rambler American, the Dodge Dart is far more cumbersome. The large overhang reduces parking ease. But the greater exterior dimensions do not afford matching passenger room.

STUDEBAKER LARK

With a longer body and lower height for 1964, Studebaker Lark has more bulk, is more unwieldy to park than Rambler American. The four-door sedan is 4" longer than the two-door model.

X-RAY CHECKS THE EXTERIOR DIMENSIONS OF POPULAR-PRICED CARS

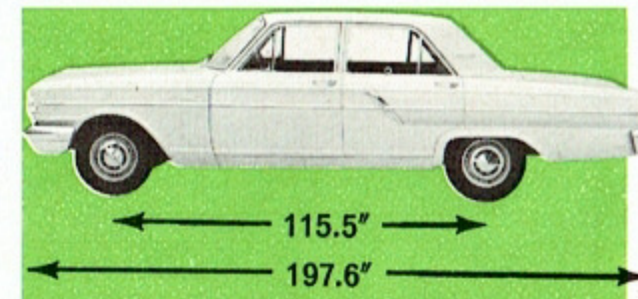
A comparison of the popular-priced cars' wheelbases, overall lengths and heights proves that Rambler Classic offers big-car room and comfort with small-car economy and handling ease. Others, with greater bulk, do not have compensating interior room. Note the differences in these important exterior dimensions.



54.6"
↓

RAMBLER CLASSIC

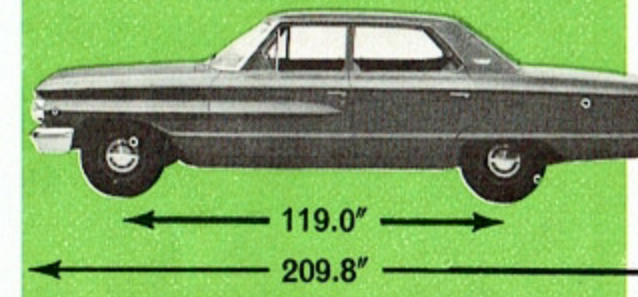
Rambler Classic is trim where a car should be trim—on the outside, as these dimensions show. But it's big where a car should be big—on the inside.



55.4"
↓

FORD FAIRLANE

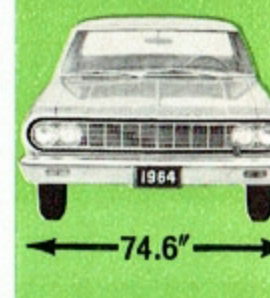
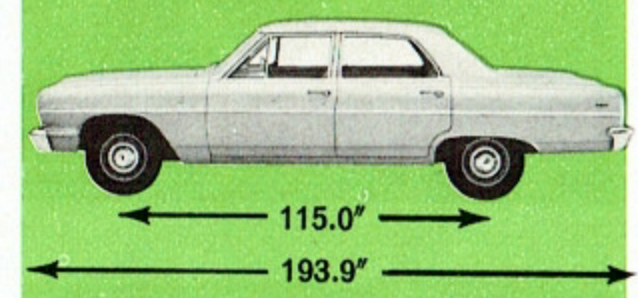
Longer, higher and wider than Rambler Classic, Ford Fairlane still does not offer more passenger room and comfort. The result is a car that is harder to park.



56.5"
↓

FORD 6

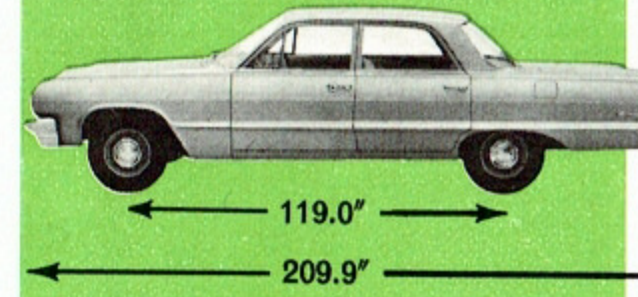
The 1964 Ford 6 is nearly 20 inches longer overall than Rambler Classic. The big difference is in excessive sheet-metal overhang. It is nearly 2 inches higher, but does not have compensating headroom.



54.5"
↓

CHEVELLE

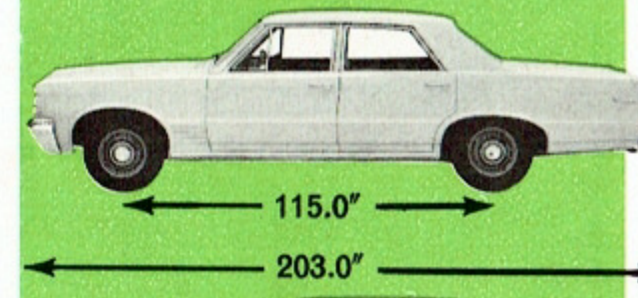
Nearly 4 inches longer than Rambler Classic—more than three inches wider. Yet, it does not match Classic in the important comfort dimensions of headroom and hiproom.



56.2"
↓

CHEVROLET 6

With seven inches longer wheelbase, nearly 20 inches more overall length and nearly six inches greater width, Chevrolet is much harder to park and maneuver than Rambler Classic 6.



54.0"
↓

PONTIAC TEMPEST

Tempest is built on the same basic chassis as Olds F-85, Buick Special and Chevelle. Each has the same wheelbase and general overall dimensions. The low height makes entering and exiting difficult.



55.1"
↓

PLYMOUTH 6

Compare the difference in exterior dimensions between Plymouth and Classic. Note Plymouth's far greater overall length and width. But Classic offers as much front-seat headroom and shoulder room.



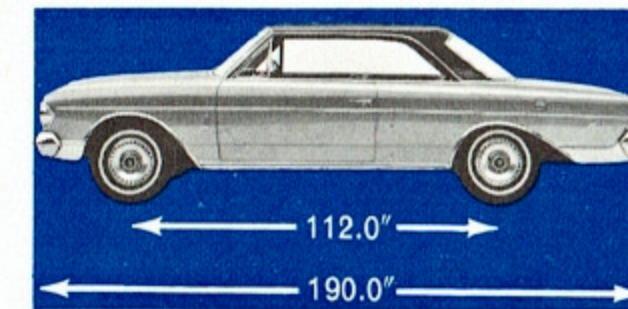
55.1"
↓

DODGE 6

Long, high and wide compared to Rambler Classic. That's why Dodge is harder to park. A comparison of comfort dimensions shows that Dodge offers no compensating advantages for passengers.

X-RAY CHECKS THE EXTERIOR DIMENSIONS OF POPULAR-PRICED LUXURY V-8 HARDTOPS

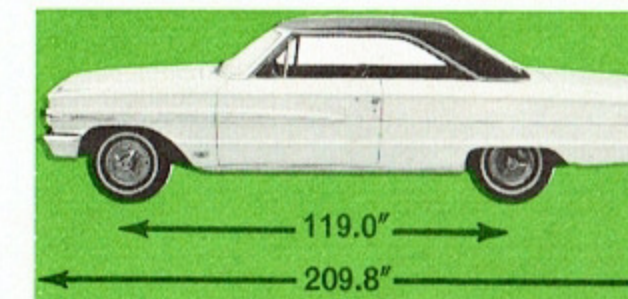
Automotive luxury, in its true meaning, is not dependent upon excessive bulk and length. In fact, these characteristics detract from real motoring enjoyment. X-Ray checks the exterior dimensions of the popular-priced luxury V-8's... finds that Rambler Ambassador V-8 offers most usefulness to the luxury-car owner.



54.2"
↓

RAMBLER AMBASSADOR 990-H

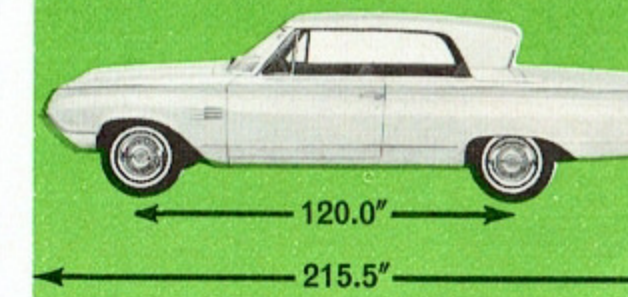
With its trim, sensible overall length, width and height, Rambler Ambassador is the easiest of all luxury cars to park, handle and garage. It can turn and park where others can't.



55.5"
↓

FORD GALAXIE 500-XL

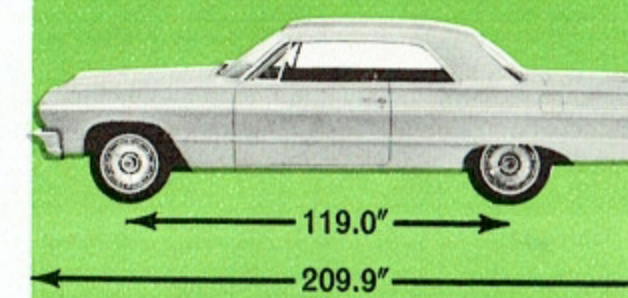
Ford V-8 is nearly 20 inches longer than Rambler Ambassador—almost nine inches wider. This is strictly the result of excessive sheet metal. Interior dimensions are comparable with Ambassador.



56.7"
↓

MERCURY MONTEREY

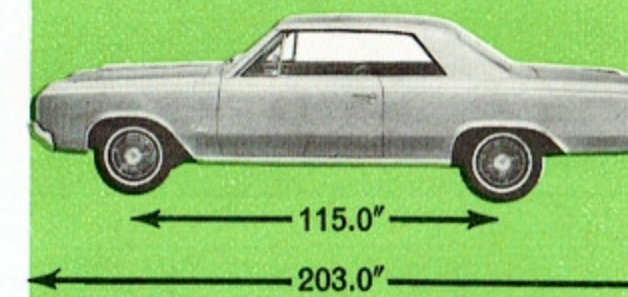
Even longer than Ford, Mercury offers the same basic interior dimensions. The excessive bulk of both cars minimizes usefulness to the user.



55.1"
↓

CHEVROLET IMPALA SS

Chevrolet emphasizes length and width. Not so with Ambassador that follows the Rambler tradition of a trim exterior that offers more usefulness to the user.



54.0"
↓

OLDS F-85 CUTLASS

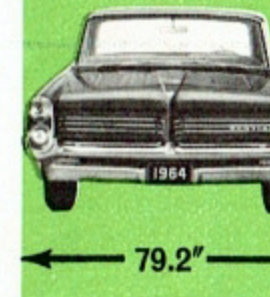
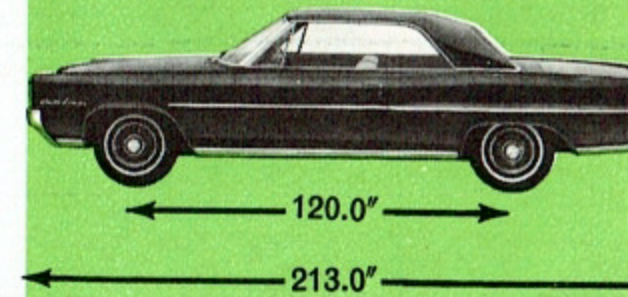
Olds F-85 is 13 inches longer and 2 inches wider than Rambler Ambassador—making it hard to park. Like its GM counterparts, entry and exit are more difficult.



53.9"
↓

BUICK SPECIAL SKYLARK

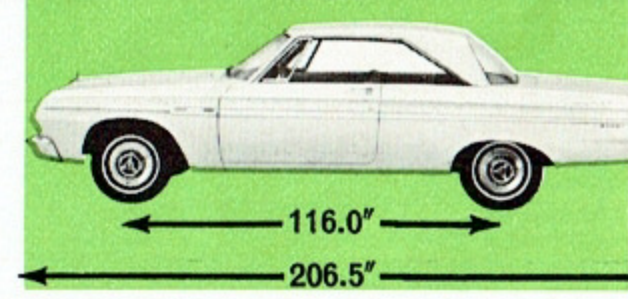
Built on the same basic chassis as the Olds F-85 and Chevelle, the Buick Special has almost identical exterior specifications. But it does not offer as much hiproom, front and rear, as the more practical Ambassador.



54.7"
↓

PONTIAC CATALINA

Pontiac's much longer wheelbase and overall length—the latter the result of excessive sheet-metal overhang—impede parking ease. Contrast Ambassador's trim dimensions without sacrifice of interior room.



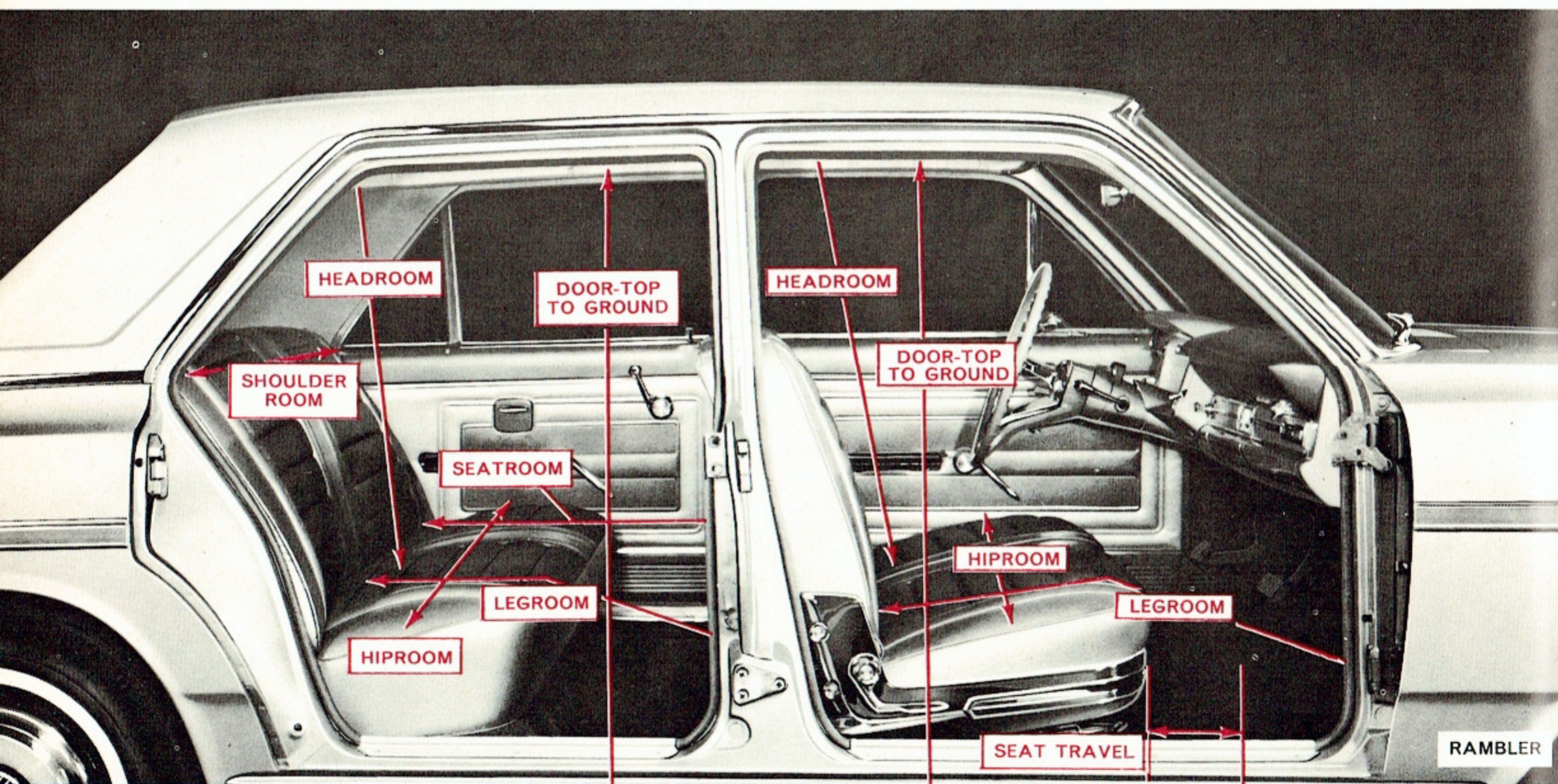
54.4"
↓

PLYMOUTH SPORTS FURY

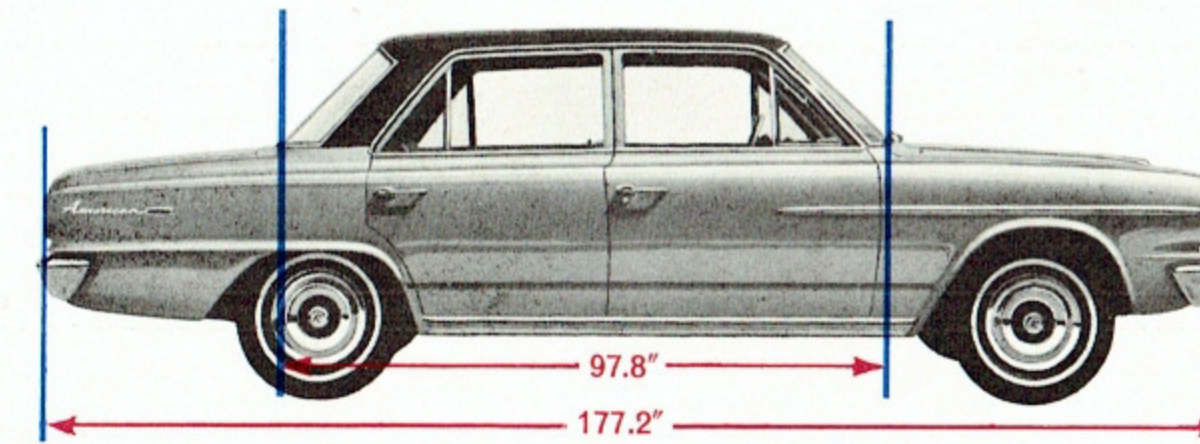
Plymouth is 16½ inches longer than Ambassador—more than 4 inches wider, detracting from handling ease. Yet, it does not match Ambassador in interior luxury.

X-RAY COMPARES "PEOPLE SPACE" IN ALL CARS

"People Space" may be defined as the amount of interior room available for real passenger comfort. You need good "People Space" for your driving pleasure—ample hiproom, legroom, headroom, and shoulder room. X-Ray checks the 1964 cars for "People Space"—presents the factual results on these pages.



MERCURY COMET 4-DOOR SEDAN
 Contrast the proportionate "People Space" area of the Mercury Comet. Only about 47 percent of the total car length is devoted to passenger room. The remainder of car length offers no contribution to "People Space."



RAMBLER AMERICAN 4-DOOR SEDAN
 "People Space" is graphically shown in the two diagrammatic illustrations at the left. Note the large "greenhouse" area of the Rambler American—the space between the rear window and the front of the windshield. "People Space" represents more than 55 percent of Rambler's overall length.

| 4-DOOR SEDANS | DOOR TOP TO GROUND, FRONT/REAR | HEADROOM, FRONT/REAR | LEGRoom, FRONT/REAR | SHOULDER ROOM, FRONT/REAR | HIPROOM, FRONT/REAR | REAR-SEAT ROOM, FRONT TO BACK | SEAT TRAVEL, FRONT | SEAT SPRINGS, CUSHION AND BACK |
|------------------|--------------------------------|----------------------|---------------------|---------------------------|---------------------|-------------------------------|--------------------|--------------------------------|
| AMERICAN | 49.3/48.8 | 39.3/37.5 | 41.0/34.8 | 54.8/54.8 | 57.2/57.1 | 26.4 | 6.0 | Coil |
| FALCON | 49.2/48.9 | 38.7/36.9 | 41.5/34.7 | 55.4/55.0 | 57.1/56.8 | 26.5 | 4.0 | Bent Wire |
| COMET | 50.0/49.8 | 38.8/36.7 | 42.0/35.5 | 55.4/55.0 | 57.1/56.8 | 27.7 | 5.0 | Bent Wire |
| CORVAIR | 46.0/45.8 | 37.6/36.6 | 41.1/33.6 | 53.9/53.6 | 58.2/56.7 | 25.4 | 4.0 | Bent Wire |
| CHEVY II | 50.2/50.0 | 39.0/37.6 | 40.1/36.1 | 55.3/55.3 | 59.2/58.9 | 28.0 | 4.0 | Bent Wire |
| VALIANT | 49.0/46.5 | 38.2/37.2 | 39.9/35.0 | 54.2/54.4 | 56.9/57.0 | 27.6 | 4.5 | Bent Wire |
| DART | 49.0/46.4 | 38.3/37.2 | 40.0/36.6 | 54.2/54.4 | 56.9/57.0 | 28.7 | 4.5 | Bent Wire |
| LARK | 52.5/52.0 | 39.0/38.0 | 39.9/35.8 | 55.0/55.0 | 59.5/59.0 | 30.7 | 5.9 | Coil |
| CLASSIC | 49.4/48.9 | 39.3/37.8 | 41.0/36.3 | 57.8/57.8 | 60.2/60.1 | 27.8 | 6.0 | Coil |
| AMBASSADOR | 49.4/48.9 | 39.3/37.8 | 41.0/36.3 | 57.8/57.8 | 60.2/60.1 | 27.8 | 6.0 | Coil |
| FAIRLANE | 50.1/49.8 | 38.7/39.9 | 42.1/36.9 | 56.8/57.0 | 58.6/58.6 | 28.2 | 4.0 | Bent Wire |
| FORD | 50.8/50.5 | 39.1/38.4 | 41.9/36.7 | 59.6/61.2 | 62.3/63.5 | 28.6 | 5.5 | Bent Wire |
| MERCURY | 51.0/50.6 | 39.1/38.3 | 41.9/38.6 | 59.6/61.2 | 62.3/63.5 | 29.8 | 5.5 | Bent Wire |
| CHEVELLE | 49.2/48.7 | 38.6/37.3 | 42.0/36.3 | 58.8/58.8 | 59.9/59.8 | 27.4 | 4.0 | Bent Wire |
| CHEVROLET | 50.6/50.3 | 39.2/38.0 | 41.8/38.3 | 58.8/58.2 | 63.7/63.3 | 27.8 | 4.0 | Bent Wire |
| SPECIAL | 48.6/48.3 | 38.2/37.2 | 42.0/36.5 | 58.8/58.8 | 59.8/58.8 | 27.1 | 4.0 | Bent Wire |
| OLDS F-85 | 49.1/48.9 | 38.2/37.3 | 41.4/36.1 | 58.8/58.8 | 59.9/59.8 | 26.9 | 4.0 | Bent Wire |
| TEMPEST | 48.6/48.3 | 38.6/37.3 | 42.3/36.5 | 58.8/58.8 | 60.2/59.9 | 25.8 | 4.0 | Bent Wire |
| PONTIAC CATALINA | 50.3/50.0 | 39.0/38.0 | 41.5/38.7 | 58.8/58.2 | 63.5/63.3 | 27.5 | 4.8 | Bent Wire |
| PLYMOUTH | 49.8/47.4 | 39.1/38.4 | 41.9/36.6 | 57.5/57.8 | 60.8/61.0 | 27.6 | 4.5 | Bent Wire |
| DODGE | 49.7/47.4 | 39.1/38.3 | 41.9/38.1 | 57.5/57.6 | 60.8/61.0 | 29.6 | 4.5 | Bent Wire |



Corvair rear-seat passengers—like those in many other cars—ride in cramped quarters, with little knee-room. Two-door models have even less room.



Contrast the much greater leg space in the rear compartment of Rambler American and other 1964 Rambler models—Classic and Ambassador.



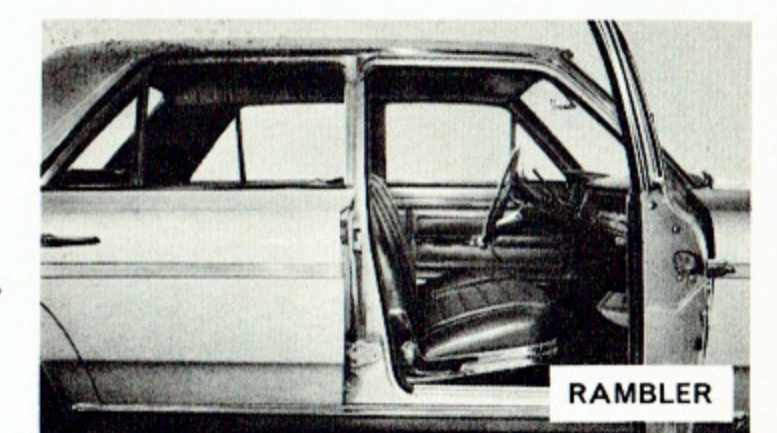
Note the large projection of the rear-door pillar on the 1964 Dart. In common with many other cars, it makes entry into the back seat awkward.



In comparison, Rambler's rear-door pillar is positioned so passengers can get in and out comfortably, without twisting.



On Tempest, Special, F-85, Chevelle, Chevy II and many other cars, the smaller door-opening angles make entering and exiting difficult.



On all Rambler models, the doors swing open to a full 75 degrees for easiest entrance and exit.

X-RAY

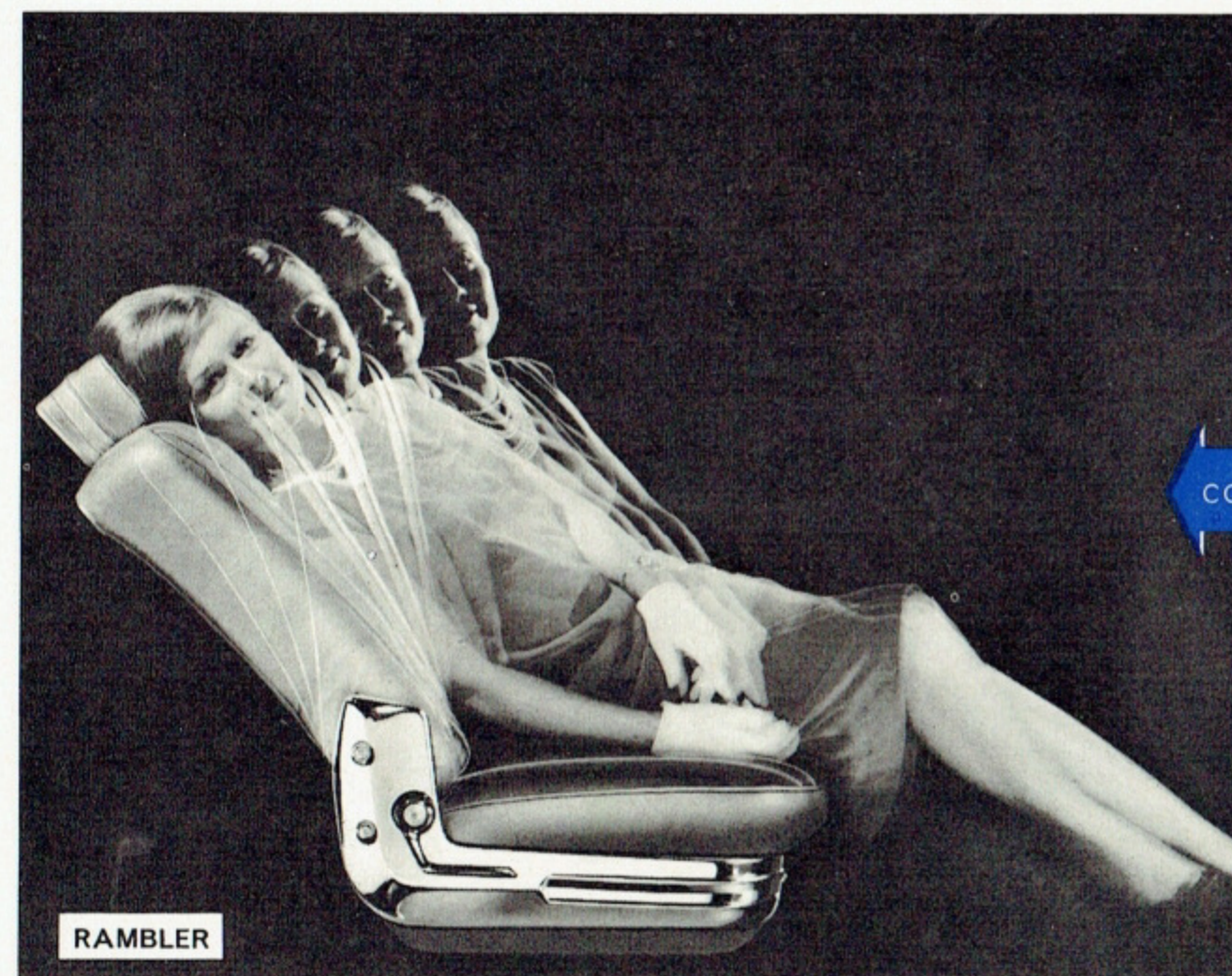
COMPARES COMFORT AND SEATING OPTIONS

Maximum comfort . . . minimum driving fatigue are attributes that you look for in your automobile. X-Ray checks the 1964 economy compacts and popular-priced cars to discover how they rate on the basis of these important attributes.



RAMBLER

All Rambler models have full-coil seat springs, front and back, in both the seat cushion and the seat-back. This advanced seat-spring construction provides greater resiliency . . . outstanding riding comfort . . . far longer seat-spring life. While Rambler's full-cushion front seats are fixed to the seat frame, Rambler's bucket and individual seats feature removable cushions—a handy feature not available on most other cars. Compare the personalized seating comfort selections and trim choices available on Rambler to those on any other car.



RAMBLER



CHEVROLET

COMPARE

Notice, above, the variety of choices that are yours with Rambler's optional Airliner Reclining Seats. They adjust to five comfortable positions—can be made into nap couch or travel beds with seat supports and bedding. Contrast the non-adjustable seat-backs of Chevrolet and most other cars which add to driver and passenger fatigue on long trips.



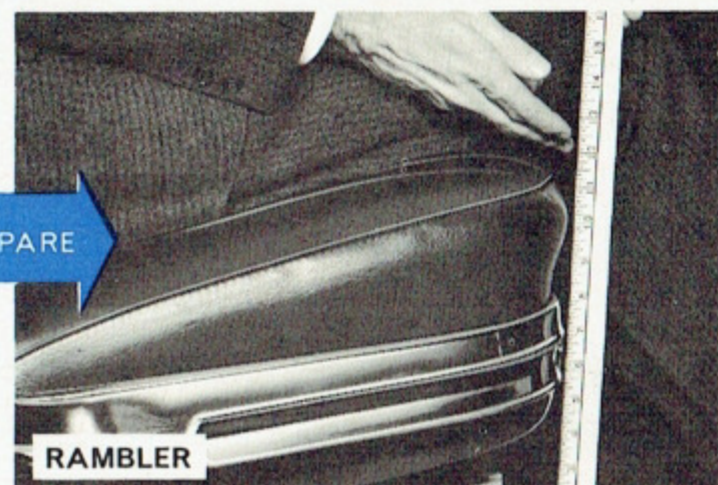
OTHERS

Most cars, other than Rambler, use zigzag or formed-wire seat springs. These cannot provide the degree of comfort, support and durability of Rambler's coil-spring seats.



TEMPEST

Tempest's low front-seat height—in relation to the floor level—means that front-seat passengers in this car, like others, ride in an uncomfortable, footstool position.



RAMBLER

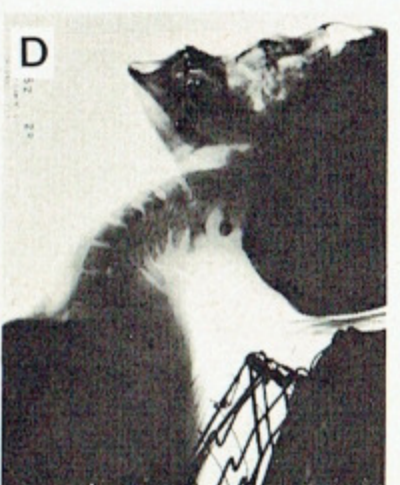
Contrast the greater front-seat height—from the floor—enjoyed by Rambler drivers and passengers. There is a comfortable chair-like position.

COMPARE

COMPARE



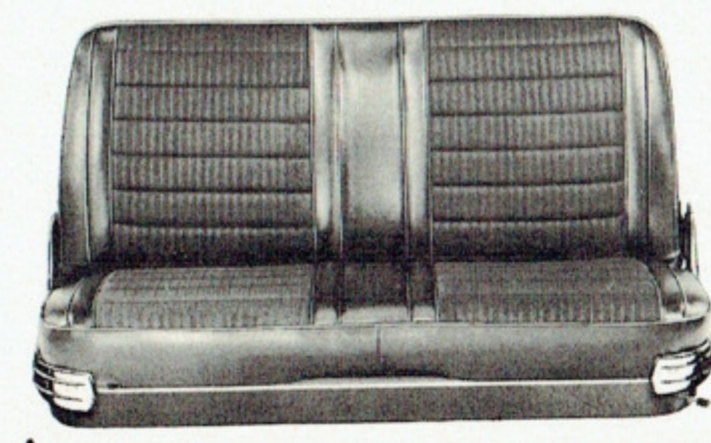
Individual headrests are optional on all Rambler models. They are a definite safety factor—a restful comfort feature—a safeguard against the effects of whiplash.



Rambler has received the Florida Chiropractic Association Award for "Pioneering in the development of postural seat design." Shown are X-Ray photographs taken to evaluate seating comfort and safety. (A) Passenger in Rambler seat prior to X-Ray photograph. (B) Passenger and Rambler seat in X-Ray. (C) X-Ray of passenger and Rambler seat with headrest. (D) X-Ray of passenger in competitive seat without headrest.

Rambler Offers Widest Choice of Seat Options and Interior Trims

Only Rambler offers so many seats and trims to meet your own individual needs. Shown at right are: (A) Front bench seat with standard back; (B) Airliner Reclining Seats that adjust to five comfortable positions, optional; (C) Individually adjustable reclining seats with headrests, optional; (D) Optional wide bucket seats, reclining, for American and Classic; (E) Slim reclining bucket seats with console, optional, also available on Ambassador with folding armrest and cushion in place of console.



A



B



C



D

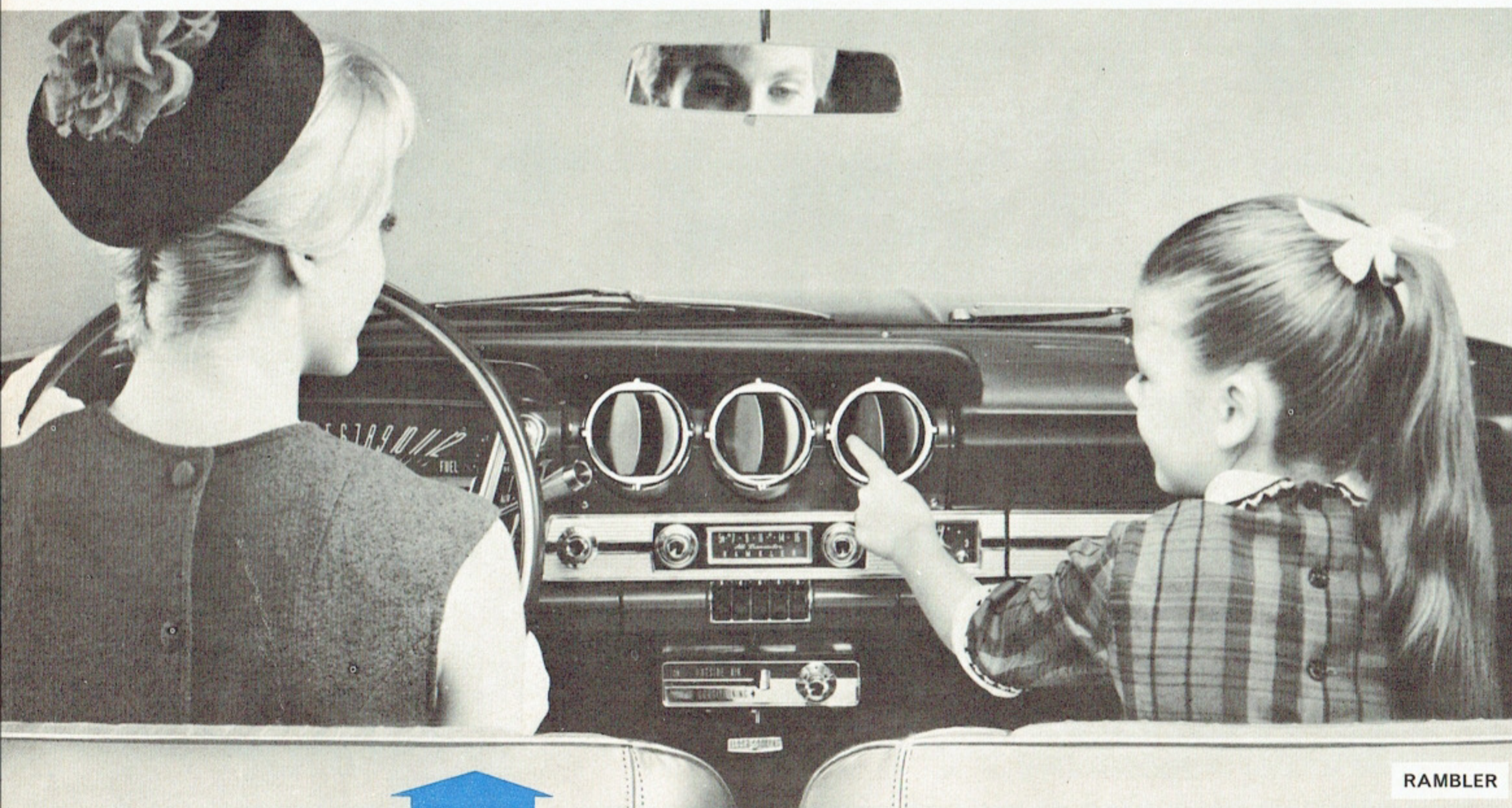


E



X-RAY

SHOWS MORE CONVENIENCE



RAMBLER

COMPARE



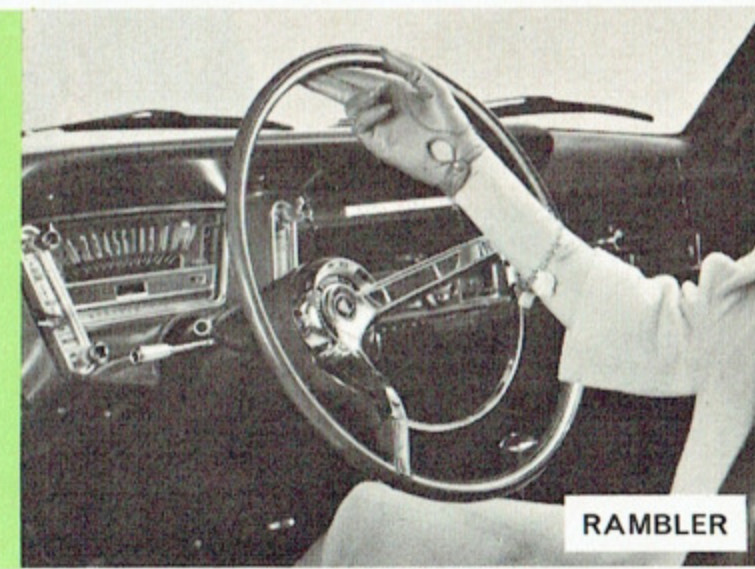
FAIRLANE

Rambler All-Season Air Conditioning System is acknowledged as today's most advanced design. It cools in summer—heats in winter—ventilates the year-around—all in one system that is completely integrated into the body structure. The 3-port air-discharge grille, mounted in the upper center of the instrument panel, is completely adjustable to provide both spot and area cooling. Factory or dealer option.

Contrast the inefficient positioning of the Fairlane Air Conditioning Unit (left). Set low under the instrument panel, the Fairlane air conditioning unit cramps the legroom available to the front-seat middle passenger, minimizes cooling efficiency throughout the car.

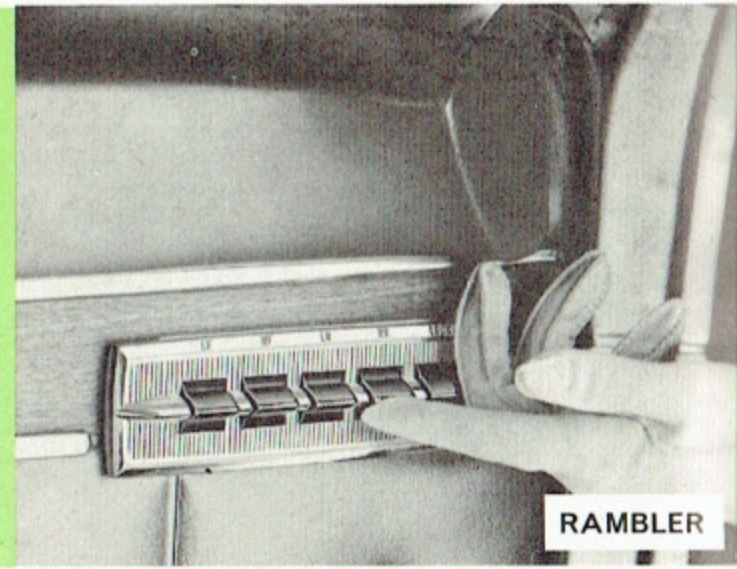
Rambler Road-Control Power Steering, optional, provides maximum steering-wheel responsiveness and provides a better wheel return after the turn is completed.

Power Windows are optional on Classics and Ambassadors. New lock-out switch on the master-control panel makes all but the driver's window inoperable. Power tail-gate window is optional on all 1964 Rambler station wagons.



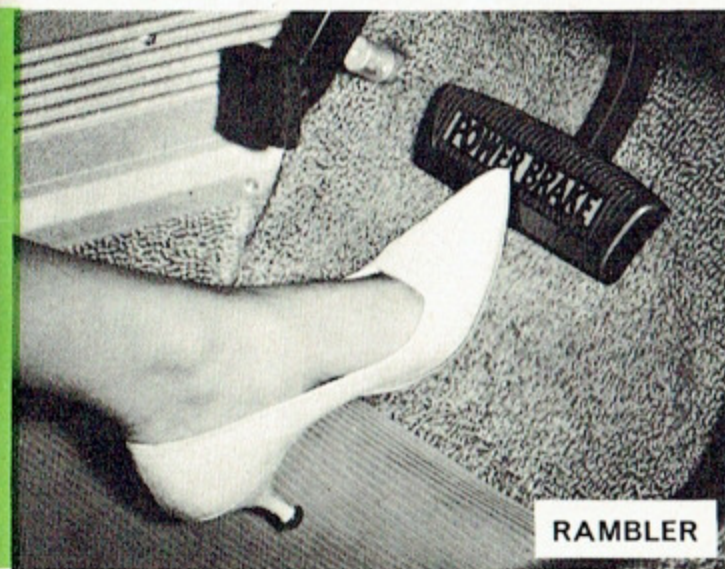
RAMBLER

ROAD-CONTROL POWER STEERING



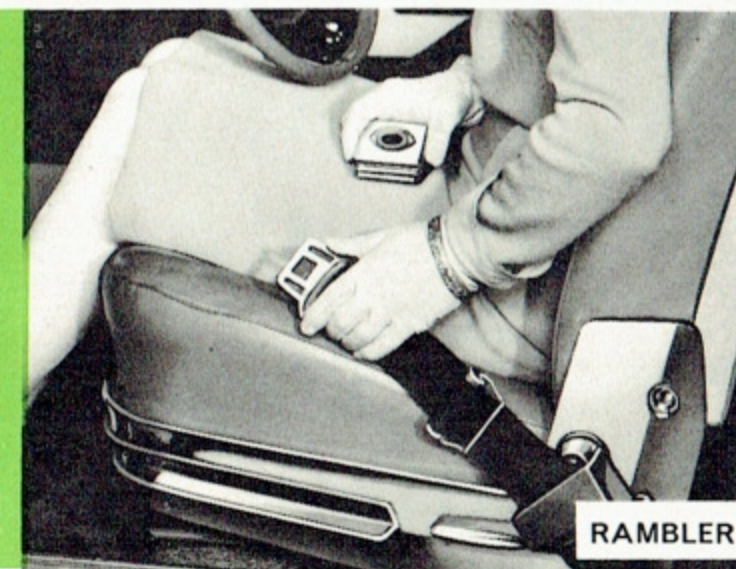
RAMBLER

POWER WINDOWS



RAMBLER

POWER BRAKES



RAMBLER

RETRACTABLE SEAT BELTS

Rambler Power Brakes bring the car to a stop effortlessly, even with the engine turned off, thanks to a power-assist reserve. The low position of the brake pedal shaves 25% off the time needed for braking. Optional.

Front Seat Belts are standard on 1964 Rambler models built after January 1, 1964. With new Retractable Seat Belts (optional), the outer belt automatically rolls down into a storage holster when not in use—a handy, neat feature.

OPTIONS

Features and options that contribute to comfort, convenience and pleasure mean more value in a motorcar . . . more usefulness to the user. X-Ray presents some of the options available on Rambler.

Optional on 1964 Rambler Classic and Ambassador is the new AM/FM all-transistor radio. With its wide selection of both AM and FM stations and its push-button control, it brings a new measure of listening enjoyment.

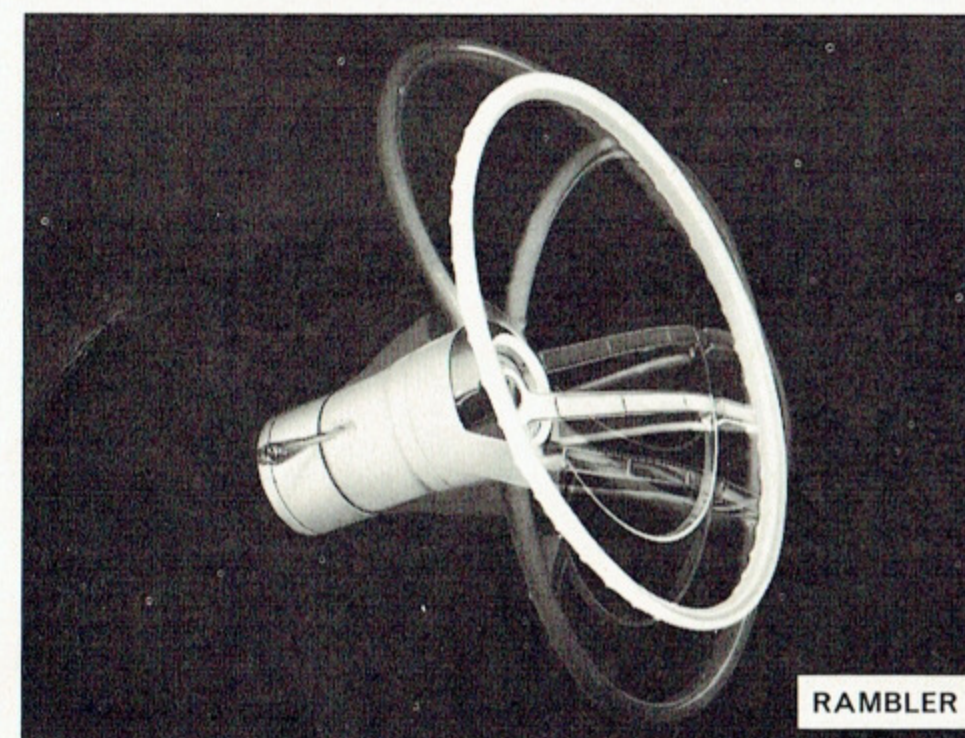
All-new Vibra-Tone rear-seat speaker sound system is optional on Classic and Ambassador sedans and hardtops. It produces a dramatic sound of music, giving concert-hall reception.



RAMBLER



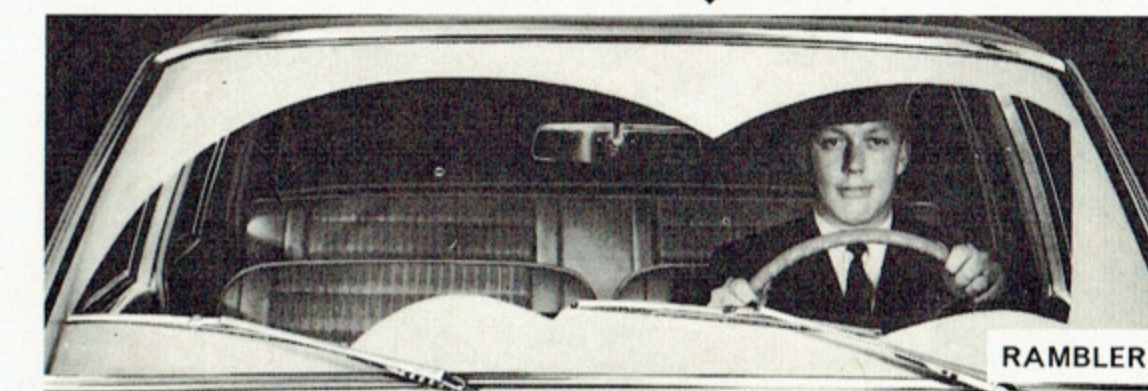
RAMBLER



RAMBLER

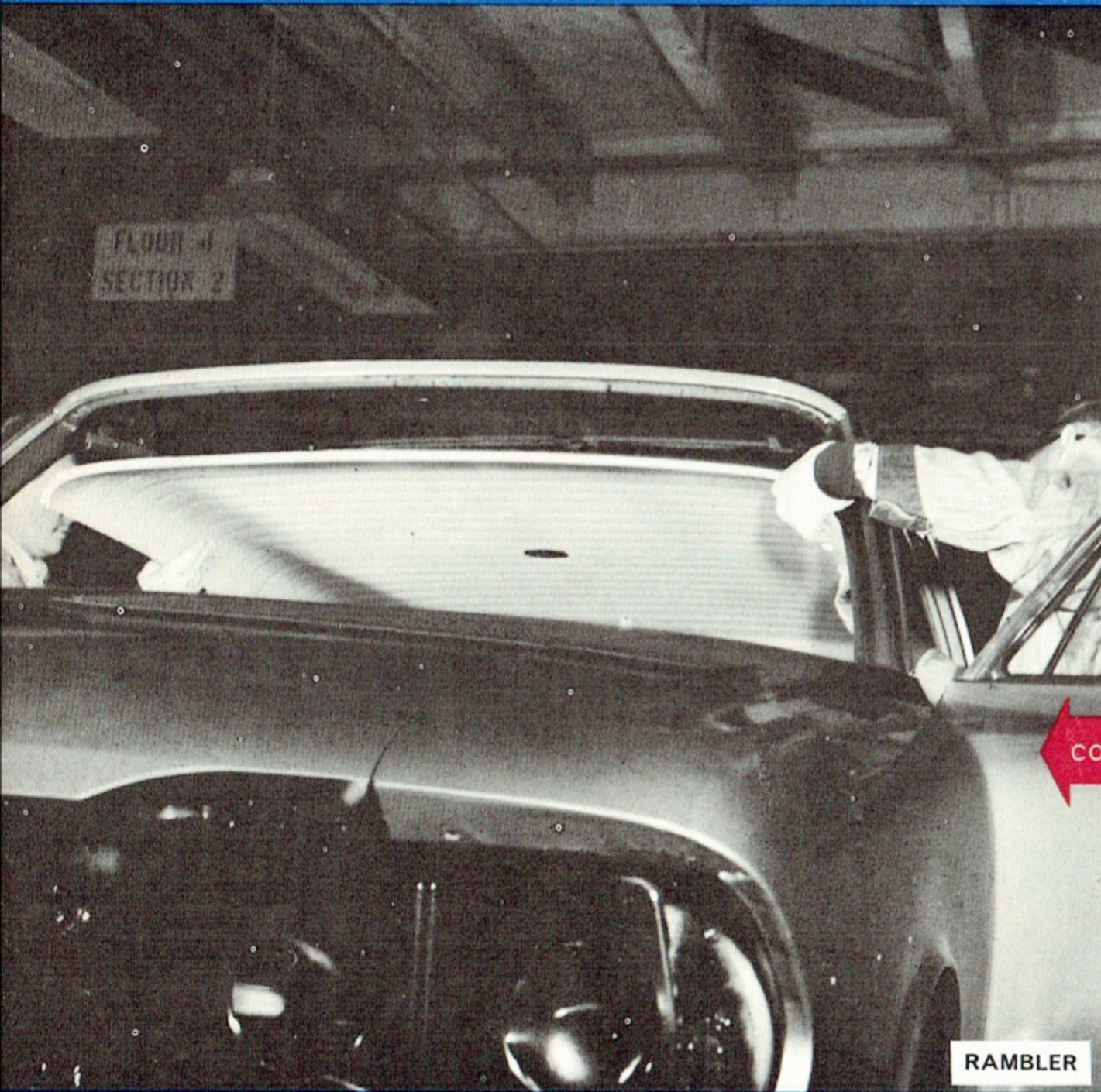
Optional on Rambler Classic and Ambassador when equipped with power steering and Flash-O-Matic, or Twin-Stick transmissions is the Adjust-O-Tilt Steering Wheel. It adjusts to 7 different positions for maximum comfort and greater ease of entrance and exit.

With Rambler's optional variable-speed electric windshield wipers, the wiper speed remains constant under all driving conditions, even when the car is accelerating up a steep grade.



RAMBLER

What's "under the skin" often determines the relative value of motorcars. X-Ray examines the 1964 cars to determine hidden qualities that can mean greater satisfaction.



RAMBLER

Rambler Classic and Ambassador models offer the extra value of the only Cushioned-Acoustical Ceiling of molded fiber glass in the industry. It hushes road noise 30 percent . . . keeps its shape . . . never sags or droops. Rambler American features the easy-to-clean laminated foam-and-fiber ceiling. The other cars use cloth ceilings that can lose their shape. Many have no padding or insulation in the ceiling. Every Rambler model does.



OTHERS

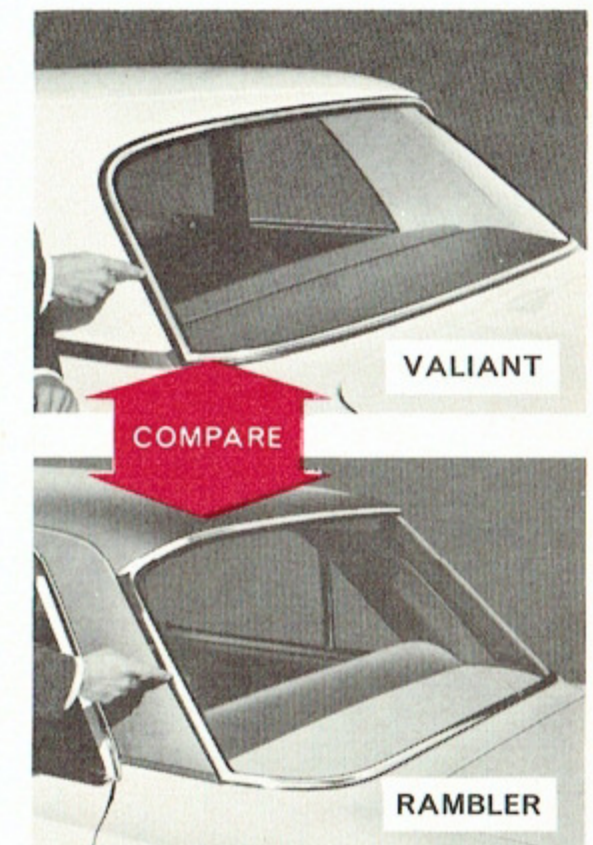


PLYMOUTH



RAMBLER

All 1964 Rambler models have curved-glass side windows that add to the smart, contemporary appearance and permit higher door openings you don't have to duck through. In addition, Rambler uses double door seals on the upper door frames to give twice the sealing action. Plymouth (left), in common with most other cars, has old-fashioned straight-glass side windows and only a single rubber door seal to cushion doors, keep out weather and sounds.



VALIANT

RAMBLER

Rambler's extra value is apparent in these contrasting photos of Valiant (above) and the American's package shelf and rear-window molding. Valiant, like most other cars, uses a fiberboard shelf, whereas Rambler has a sturdy metal shelf that gives greater structural strength. Moreover, Valiant's rear-window molding is of plastic material, while Rambler has long-wearing stainless-steel.

| | AMERICAN | FALCON COMET | CORVAIR CHEVY II | VALIANT DART | LARK | CLASSIC | AMBASSADOR | FAIRLANE, FORD, MERC. | CHEVELLE CHEVROLET | SPECIAL, OLDS F-85, TEMPEST | PLYMOUTH DODGE | PONTIAC CATALINA |
|---------------------------------|--------------|--------------|------------------|--------------|------------|------------|------------|-----------------------|--------------------|-----------------------------|----------------|------------------|
| Unit Construction | Yes | Yes | Yes | Yes | No | Yes | Yes | (1) | No | No | Yes | No |
| One-Piece Uniside | Yes | No | No | No | No | Yes | Yes | No | No | No | No | No |
| Curved-Glass Windows | Yes | No | No | No | No | Yes | Yes | No | Yes/No | Yes | No | No |
| Deep-Dip Rustproofing | Yes | No | No | Partial | No | Yes | Yes | No | No | No | Partial | No |
| Package-Shelf Construction | Steel | Fiberboard | Fiberboard | Fiberboard | Fiberboard | Steel | Steel | Fiberboard | Fiberboard | Fiberboard | Fiberboard | Fiberboard |
| Ashtrays | 1, Ball Brg. | 1 | 1 | 1 | 1 | 2, 1-"550" | 2 | 1 | 1 | 1 | 1 | 1 |
| Double-Rubber Seals, Upper Door | Yes | No | No | No | No | Yes | Yes | No | No | No | No | No |
| Screen for Air-Intake Grille | Yes | No | No | No | No | Yes | Yes | No | No | Yes (3) | No | No |
| Air Cond. on Instr. Panel | Partial | Under | Under | Under | Under | Yes | Yes | Under (2) | Under | Yes | Yes | Yes |
| Wheel Discs, Std. on Top-Line | Yes | No | No | "GT" Only | No | Yes | Yes | No | No | No | No | No |
| Reclining Seats, Optional | Yes | No | No | No | Yes | Yes | Yes | No | No | No | No | No |
| Headrests, Optional | Yes | No | No | No | Yes | Yes | Yes | No | No | No | No | No |

(1) Yes, Fairlane. (2) Yes, Mercury. (3) No, Tempest.



CHEVROLET



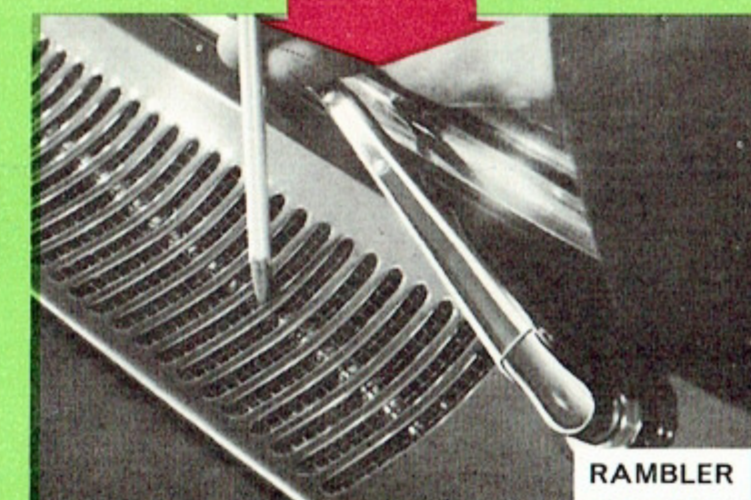
OTHERS



BUICK SPECIAL



RAMBLER



RAMBLER



RAMBLER

Rambler (below) has double sun visors that are supported in the middle to be sturdier and most effective against sun glare coming from any angle. By contrast, Chevrolet, like most other cars, has only unsupported sun visors that leave a wide gap in the center.

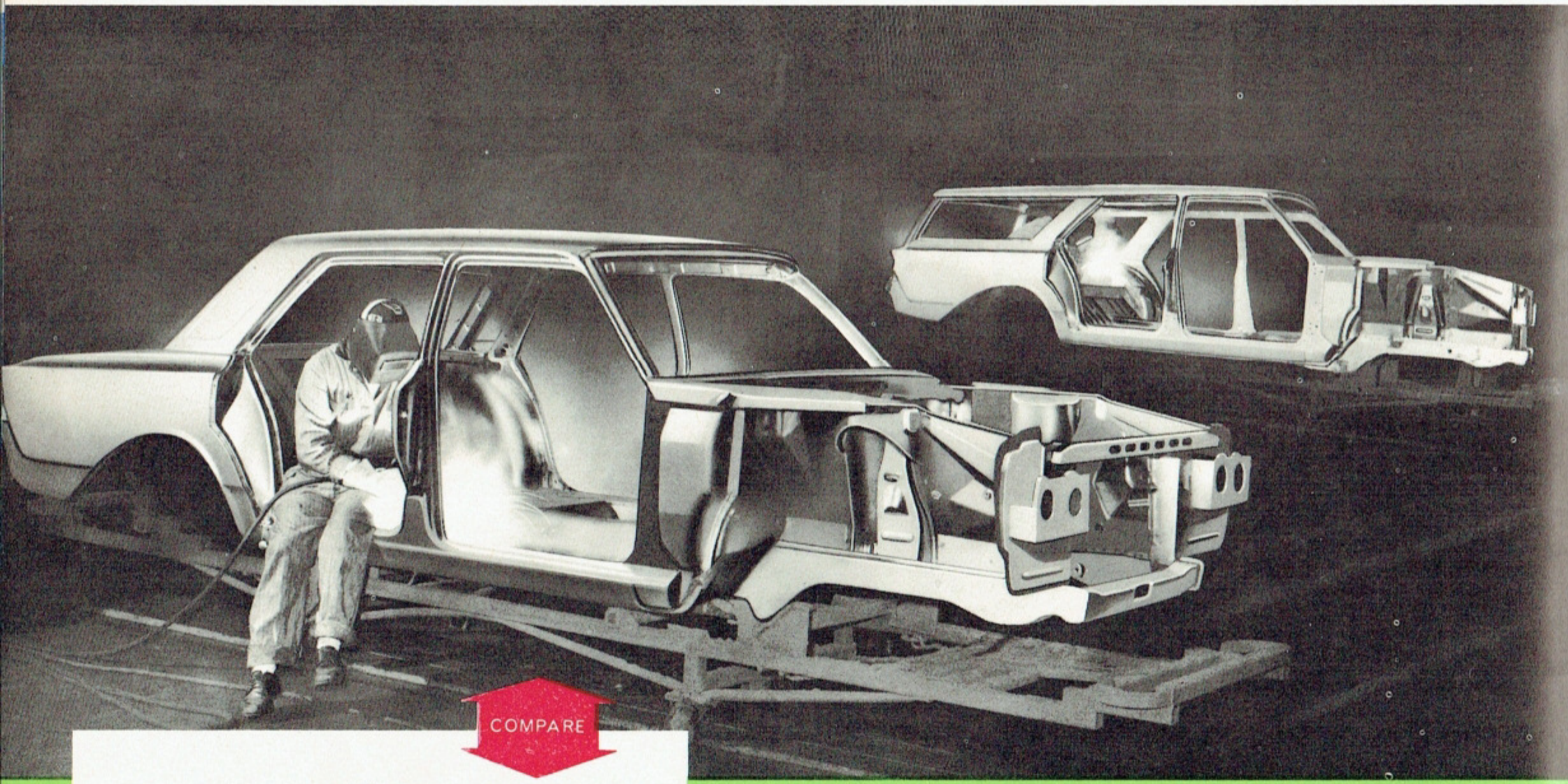
Chevy II, Corvair, Comet, Fairlane, Valiant, Dart, and others, lack the protection of a cowli-air-intake screen. By contrast, Rambler (below) has a screen, as standard equipment, on every model that prevents leaves and debris from clogging the passages.

Note the ashtray on the Buick Special. In its low-set position, it is awkward to reach. Rambler American, by contrast, has the only ball-bearing ashtray in the industry. It slides in and out with the greatest of ease and is more generously sized than those on other cars.

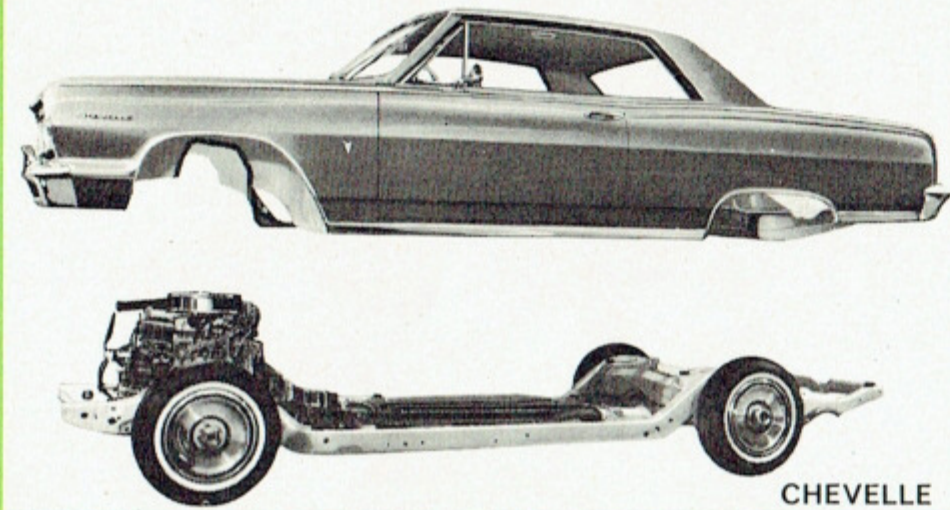
X-RAY

COMPARES STRENGTH, DURABILITY AND LONG LIFE

Basically, the way a car is built determines its degree of strength, durability and long life. X-Ray checks car construction to find out which offers the most usefulness to the user in these important characteristics.

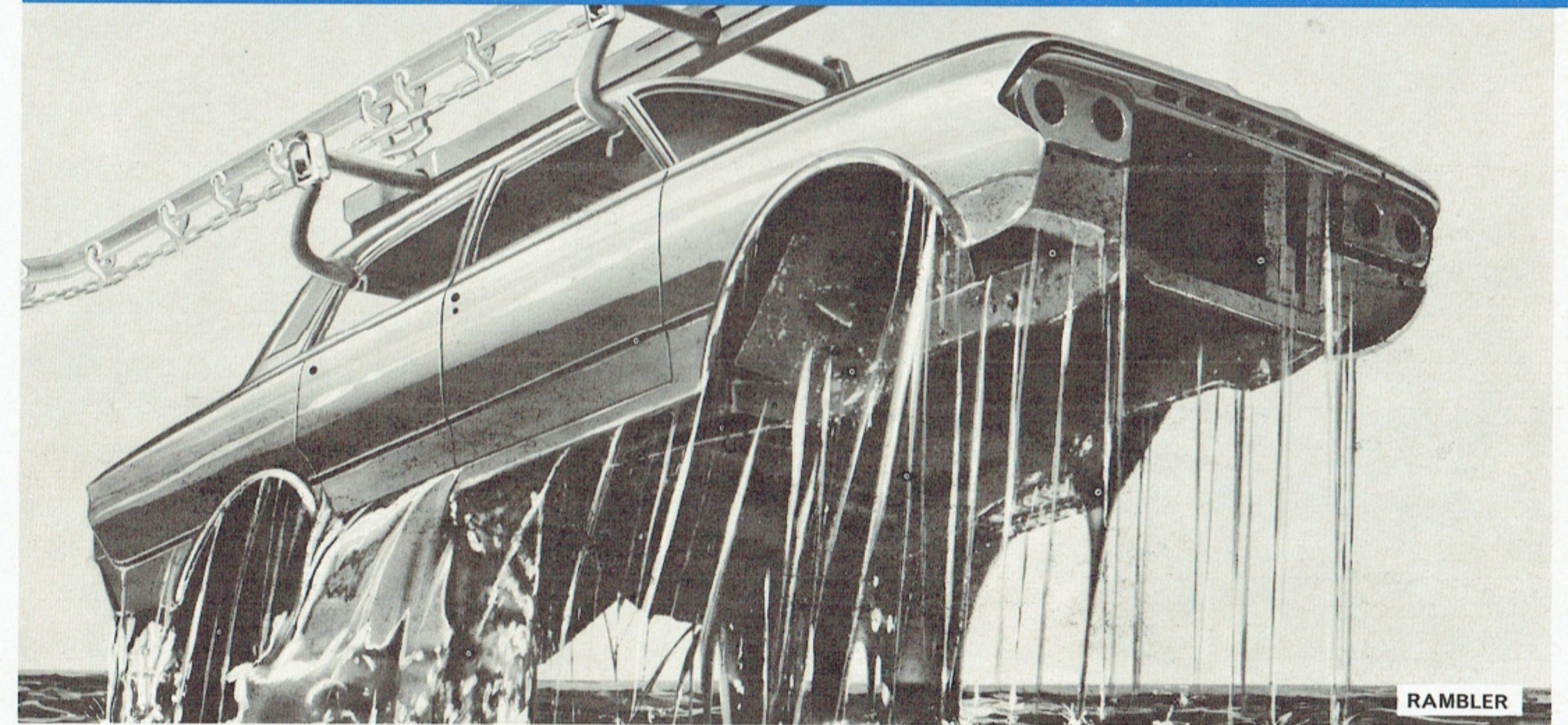


COMPARE

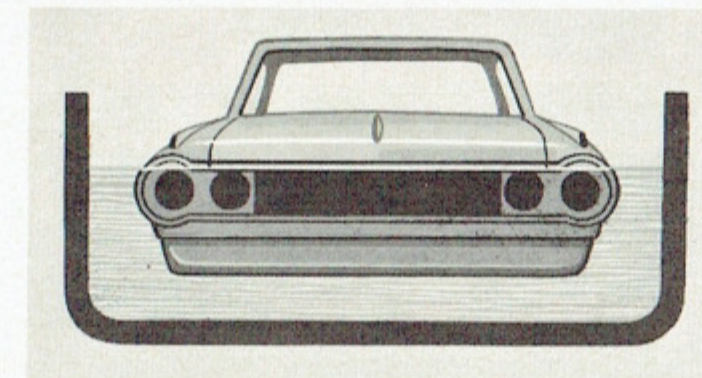


▲ Rambler's Advanced Unit Construction is rigidly formed to be the most durable, most rattle-free in the industry. Body and frame are one all-welded, integral unit.

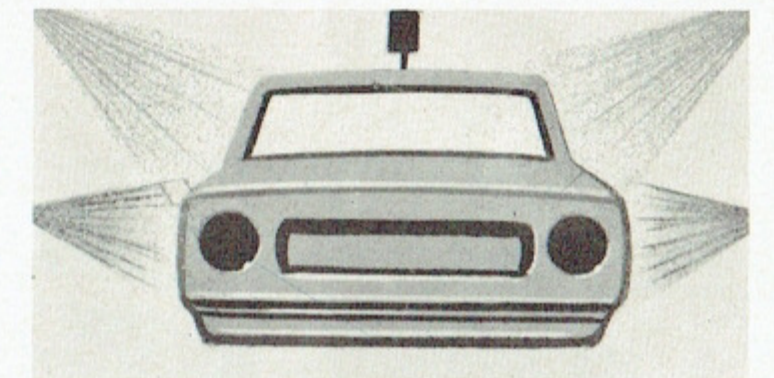
▼ Contrast the old-fashioned method used on the new Chevelle (left) and many other General Motors and Ford Motor popular-priced 6's and V-8's—a separate body mounted on a separate frame, susceptible to squeaks and rattles.



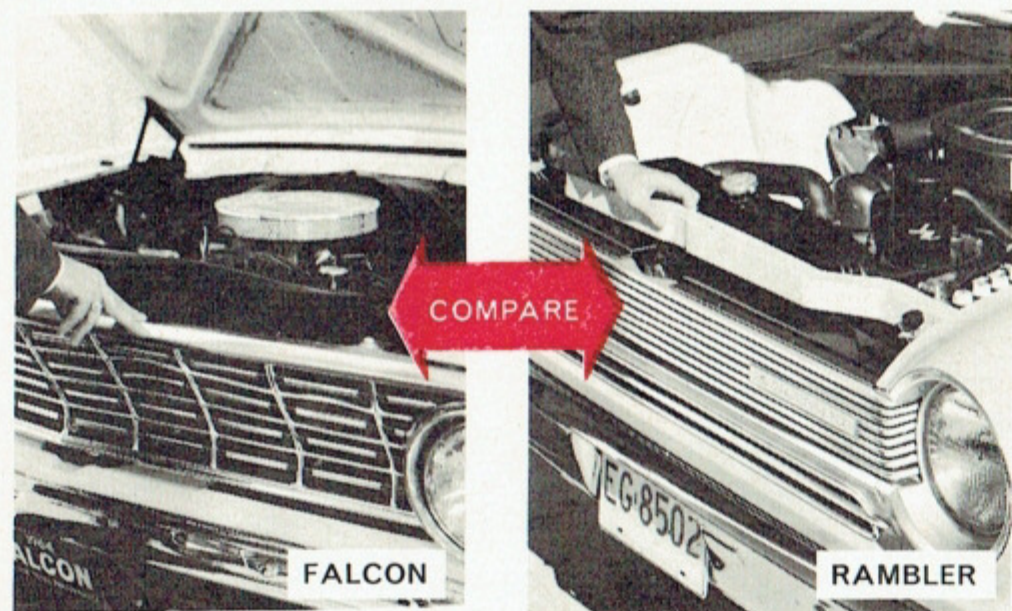
Rambler is the only car that takes a bath in Deep-Dip rustproofing. The entire body is immersed up to the roof in rust-resistant chromate primer paint. Every hidden nook and cranny is protected against the ravages of rust and corrosion by this thorough process. All this in addition to an extensive use of galvanized parts. The net result is to assure owners of longer car life. Exclusive Deep-Dip rustproofing is one reason Rambler stays new-looking longer . . . keeps its good looks.



Some other cars are partially dipped to the belt line. The upper surfaces do not receive this protection.

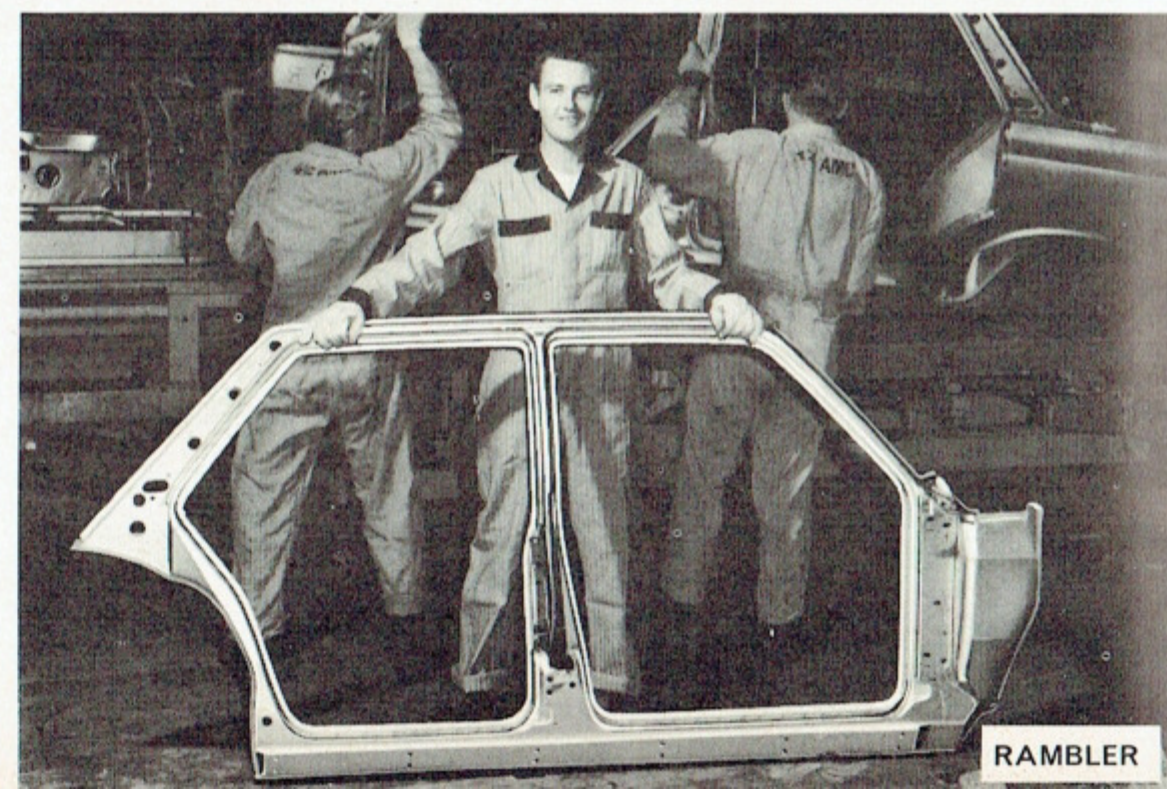


Still other cars use the old-fashioned, "hit-and-miss" spray-on method that can't possibly protect hidden surfaces as well.



Rambler's greater strength and durability are evident in a comparison of the grille of Falcon (left) and Rambler American, (right). The latter, made of extruded aluminum is rigidly supported. The unsupported Falcon grille is easily damaged.

Rambler's exclusive one-piece outer unside (below) is completely galvanized and welded to a one-piece inner unside. The rounded "no-weld" corners at the pillars give outstanding strength and rigidity. The one-piece unside panel is one of the largest automotive stampings made and it eliminates many body parts necessary on other cars.



Even a quick glance at Falcon's trunk compartment reveals a degree of economizing on quality. The floor corner is covered with fiberboard. The gas tank forms part of the floor.



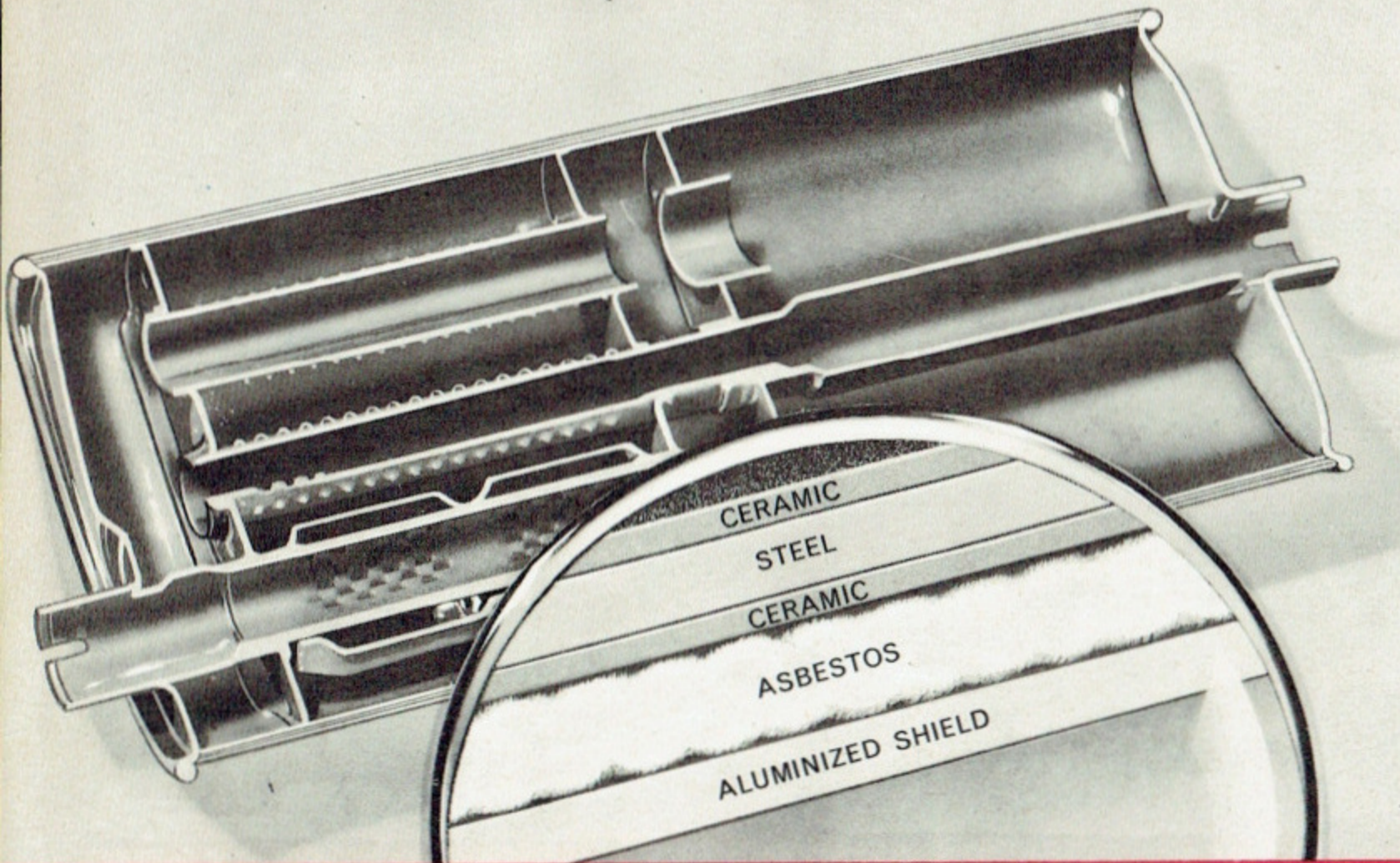
Contrast the sturdy construction of the Rambler American trunk. Floor and sides are built of strong metal. And the gas tank is located safely below the trunk floor.



In Valiant, the awkward location of the gas filler pipe interferes with luggage space. The spare tire is mounted under the mat.

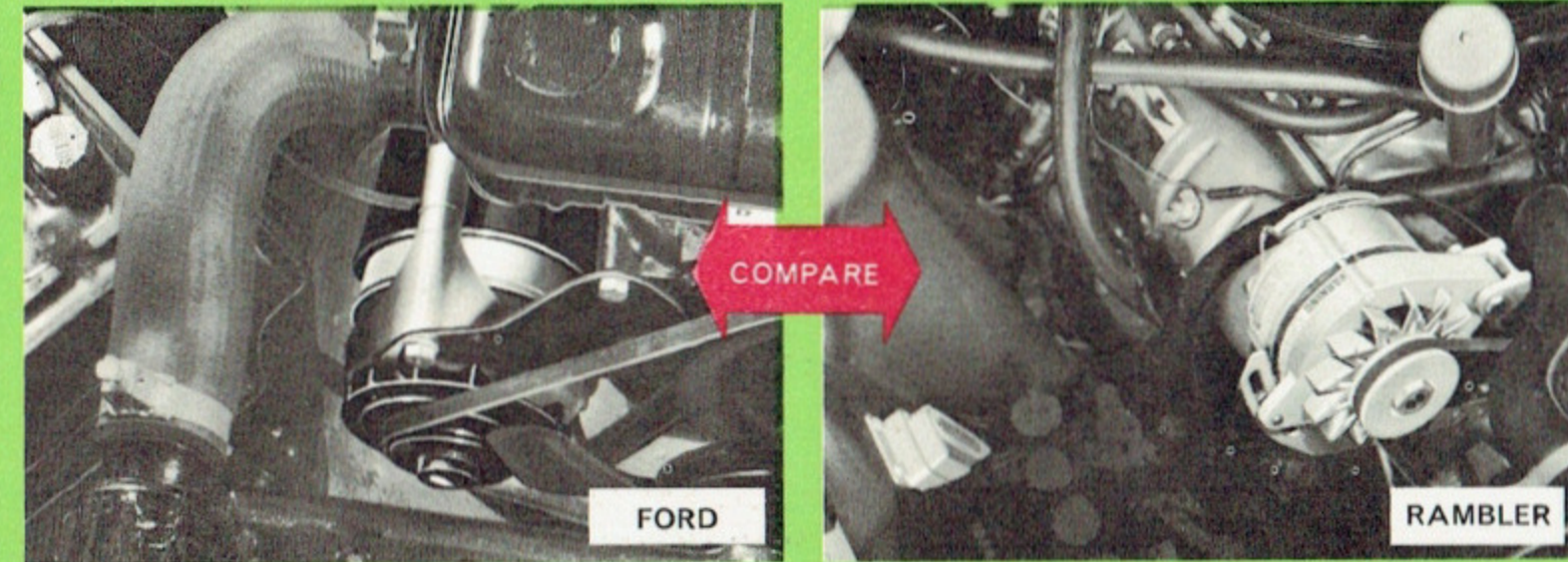
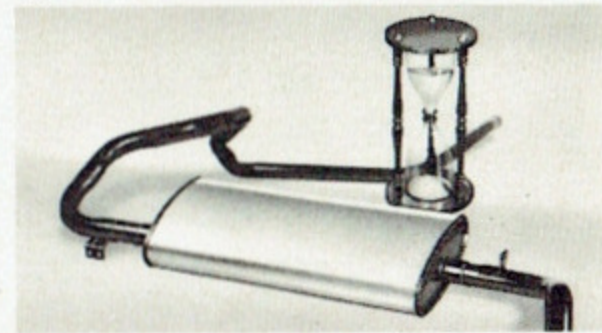
COMPARES TROUBLE-FREE SERVICE AND LONG LIFE

Car buyers have a right to expect trouble-free service from their automobiles. But true trouble-free service must be built-in. X-Ray checks 1964 cars to determine how they rate on this essential point.

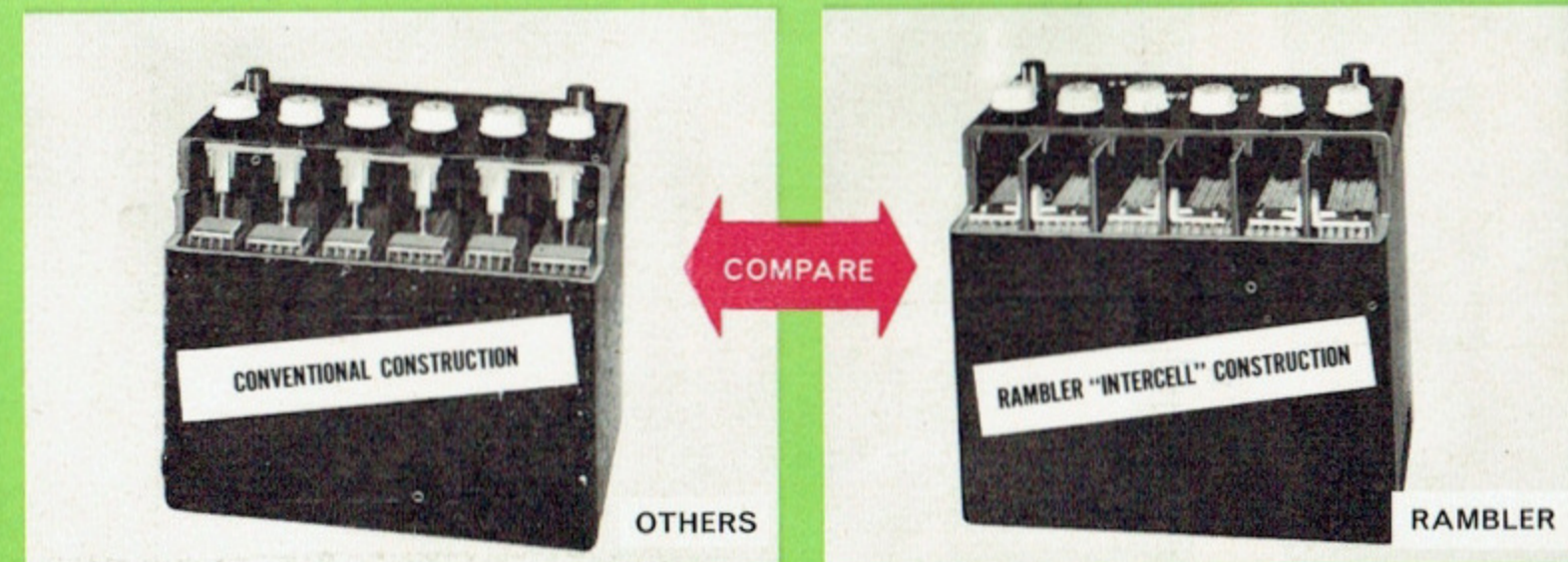


Rambler has the only Ceramic-Armored exhaust system on any U.S.-built car. The steel muffler is coated by dipping in a liquid ceramic material and fired at extremely high temperatures. The muffler is then wrapped in asbestos to insulate the car floor, then with an aluminized steel shield to protect it against stones and other objects thrown up from the road.

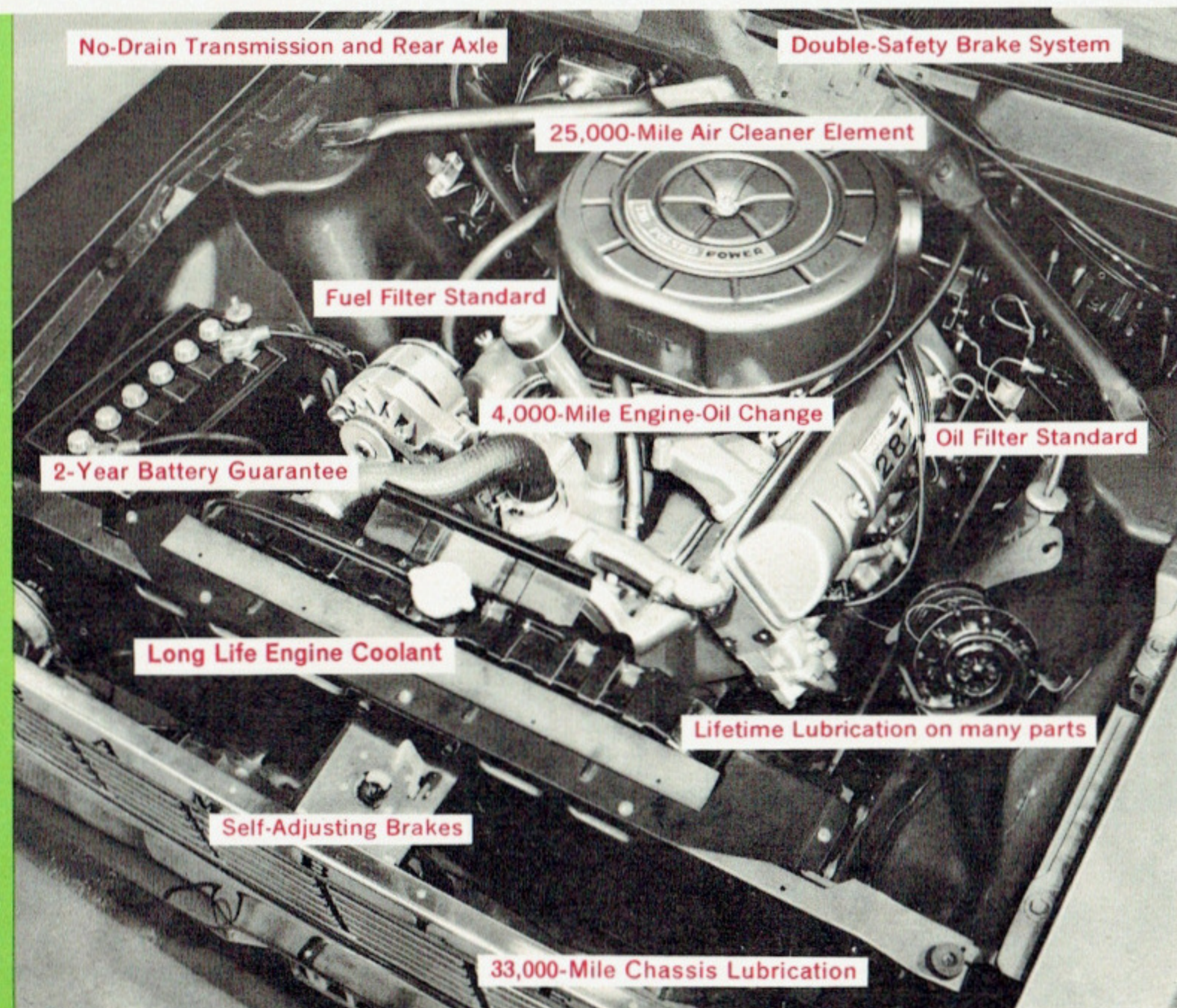
The entire Rambler exhaust system—muffler, tailpipe and exhaust pipe—is Ceramic-Armored for the utmost in long life and trouble-free service.



Ford, (left), like several other cars, still uses a generator in its electrical system. Standard on Rambler Classic and Ambassador, and optional on American, however, is the advanced all-electronic alternator and transistor-voltage regulator. This alternator system supplies a charge at idle speeds to offset much of the heavy drain which lights, heater, air conditioning, radio and power accessories would otherwise put on the battery.

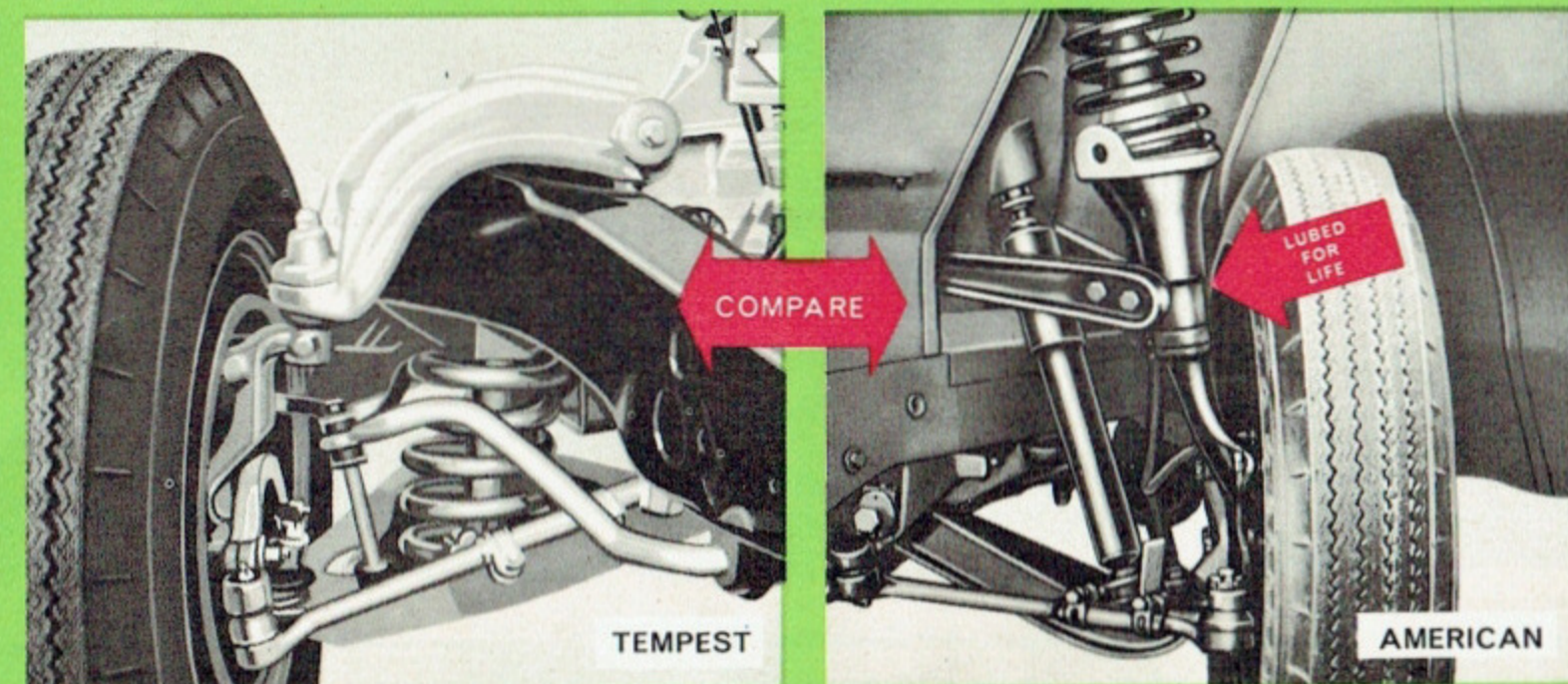


Most batteries are made with the cell connectors going UP and OVER the cell partitions. Rambler's new "INTERCELL" design permits a straight-line "break through" the cell partition with a POSITIVE SEAL, reducing the current-travel between cells from approximately 4 inches—in most batteries—to only ½ inch in the new Rambler Powr-Guard "24". Check the chart, below, and note that Rambler has higher amperage (power) than most other cars.



No other car offers *all* of the long life, trouble-free features of Rambler. Designed to save owners service costs and lay-up time are such long life features as—

- 33,000-mile or 3-year chassis lubrication, whichever occurs first.
- 4,000-mile engine-oil-change period.
- Air cleaner element that need not be replaced for 25,000 miles, compared to lesser miles on some cars.
- The Rambler Powr-Guard "24" battery with unique "Intercell" construction assures longer life.
- Oil filter standard on all models.
- Fuel filter standard on all models.
- Long life engine coolant (optional), requires no change for 2 years.
- Lifetime lubrication on many parts.



All Ramblers feature Deep-Coil Road-Command Front Suspension (right) that makes possible the 33,000-mile or 3-year chassis lubrication period. Contrast the front suspension system of Pontiac Tempest (left) which requires more frequent lubrications. Not another U.S. car offers the new "lubed-for-life" upper rubber bushings that are a feature of the Rambler American. These bushings permanently seal out dirt and seal in the lubricant. Lubrication is *never* needed.

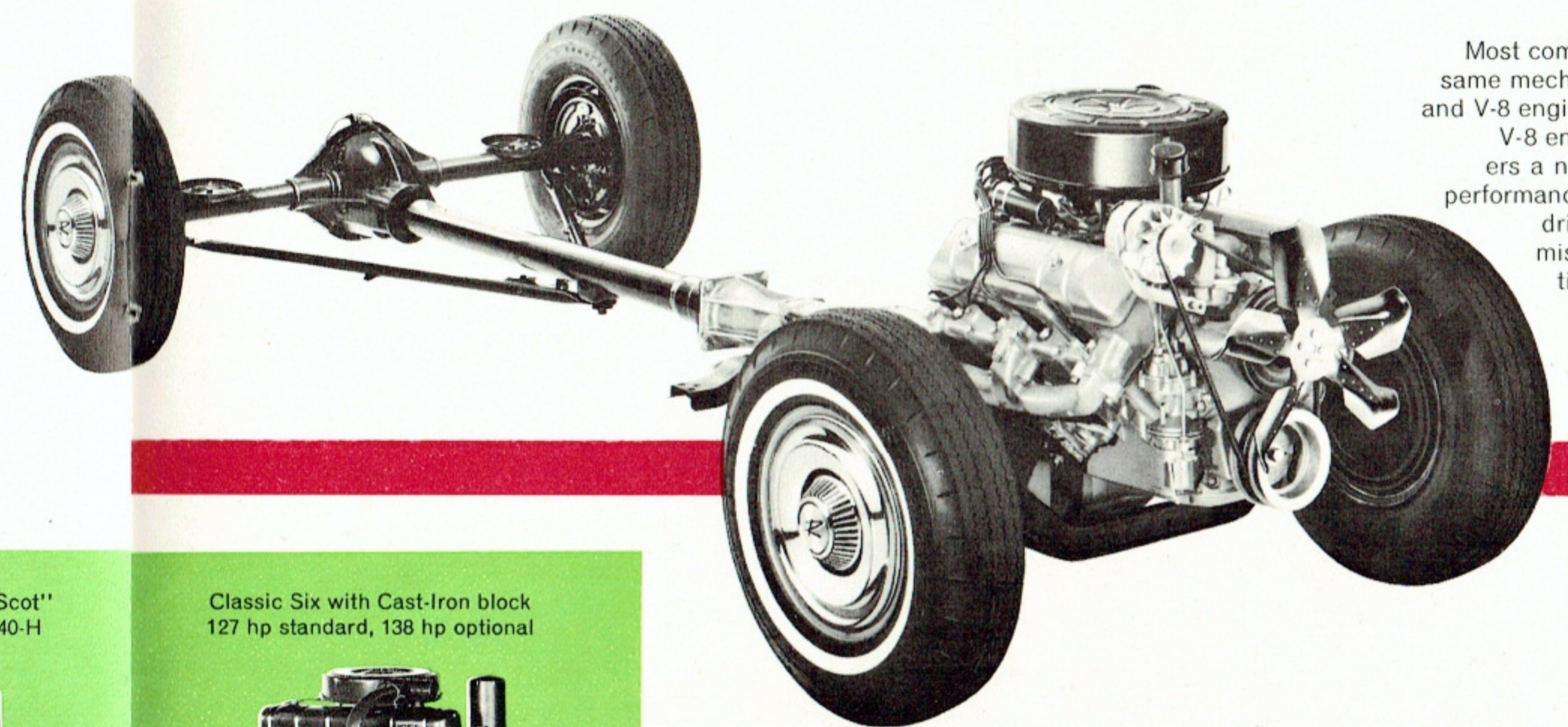
| SEDANS AND WAGONS | AMERICAN | FALCON COMET | CORVAIR CHEVY II | VALIANT DART | LARK | CLASSIC AMBASSADOR | FAIRLANE, FORD & MERC. | CHEVELLE CHEVROLET | SPECIAL OLDS F-85 | TEMPEST | PLYMOUTH DODGE | PONTIAC CATALINA |
|---------------------------------|-----------|--------------|------------------|--------------|------------|--------------------|------------------------|--------------------|-------------------|------------|----------------|------------------|
| Deep-Dip Rustproofing | Yes | No | No | Partial | No | Yes | No | No | No | No | Partial | No |
| Ceramic-Armored Exhaust System | Yes | No | No | No | No | Yes | No | No | No | No | No | No |
| Body Paint | Enamel | Enamel | Lacquer | Enamel | Enamel | Enamel | Enamel | Lacquer | Lacquer | Lacquer | Enamel | Lacquer |
| Ceiling Construction | Laminated | Padded | No Pad | Padded | No Pad (1) | Molded | Padded | No Pad | No Pad | No Pad | Padded | No Pad |
| Screen for Air-Intake Grille | Yes | No | No | No | No | Yes | No | No | Yes | No | No | No |
| Engine-Oil Change, Normal Miles | 4,000 | 6,000 | 6,000 | 4,000 | 6,000 | 4,000 | 6,000 | 6,000 | 6,000 | 6,000 | 4,000 | 6,000 |
| Chassis Lubrication, Miles | 33,000 | 36,000 | 6,000 | 32,000 | 6,000 | 33,000 | 36,000 | 6,000 | 6,000 | 12,000 | 32,000 | 30,000 |
| Battery Rating, Amperes (Std.) | 50 | 40/55 | 42/44 | 38 | 53 | 50, 60 V-8 | 40, 55 V-8/55 | 44 | 61 | 44, 53 V-8 | 48 | 53 |
| Alternator | Opt. | No | No/Yes | Yes | Yes | Yes | Yes, Merc. | Yes | Yes | Yes | Yes | Yes |

(1) Yes, Wagons.

X-RAY CHECKS BALANCED PERFORMANCE

The "just-right" engine and power train for the job to be done . . . the proper ratio between horsepower and weight are essentials for truly balanced motorcar performance. X-Ray checks the 1964 cars to determine which offers the best choice of "designed-for-the-purpose" engines for outstanding performance, coupled with economy.

X-Ray finds that only Rambler offers the Tri-Poised engine mounting that ensures ride smoothness and freedom from engine vibration. All Rambler engines—in all models and series—are cradled at the center of gravity by this unique three-point mounting system. The result is an unusually high degree of noise suppression at all speeds. The various Rambler engine choices for 1964 are illustrated below.



Most competitive cars use many of the same mechanical components for both 6 and V-8 engines. With the optional Classic V-8 engine, Rambler brings to owners a new concept in truly balanced performance with a completely matched drive-line team, including transmission, suspension, brakes and tires . . . all specifically tailored for top V-8 performance.



American 220 and 330 90-hp
L-head "Super Flying Scot" 6

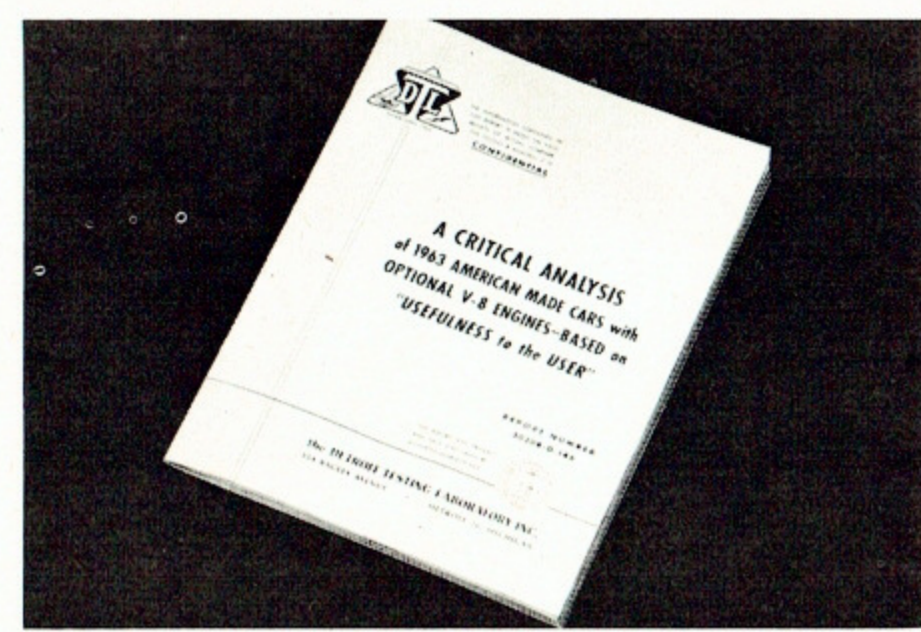
American "Custom Flying Scot"
125 hp on 440, 138 hp on 440-H

Classic Six with Cast-Iron block
127 hp standard, 138 hp optional

Classic Six with Aluminum block
127 hp or 138 hp optional

Classic 198-hp V-8 (optional)

Ambassador 250-hp V-8,
270 hp standard on 990-H



One of the nation's oldest and most respected research organizations—the Detroit Testing Laboratory—tested all popular-priced V-8's—found that Rambler Classic V-8 offered most usefulness to the user in all classifications, performance, comfort, convenience, safety and economy.

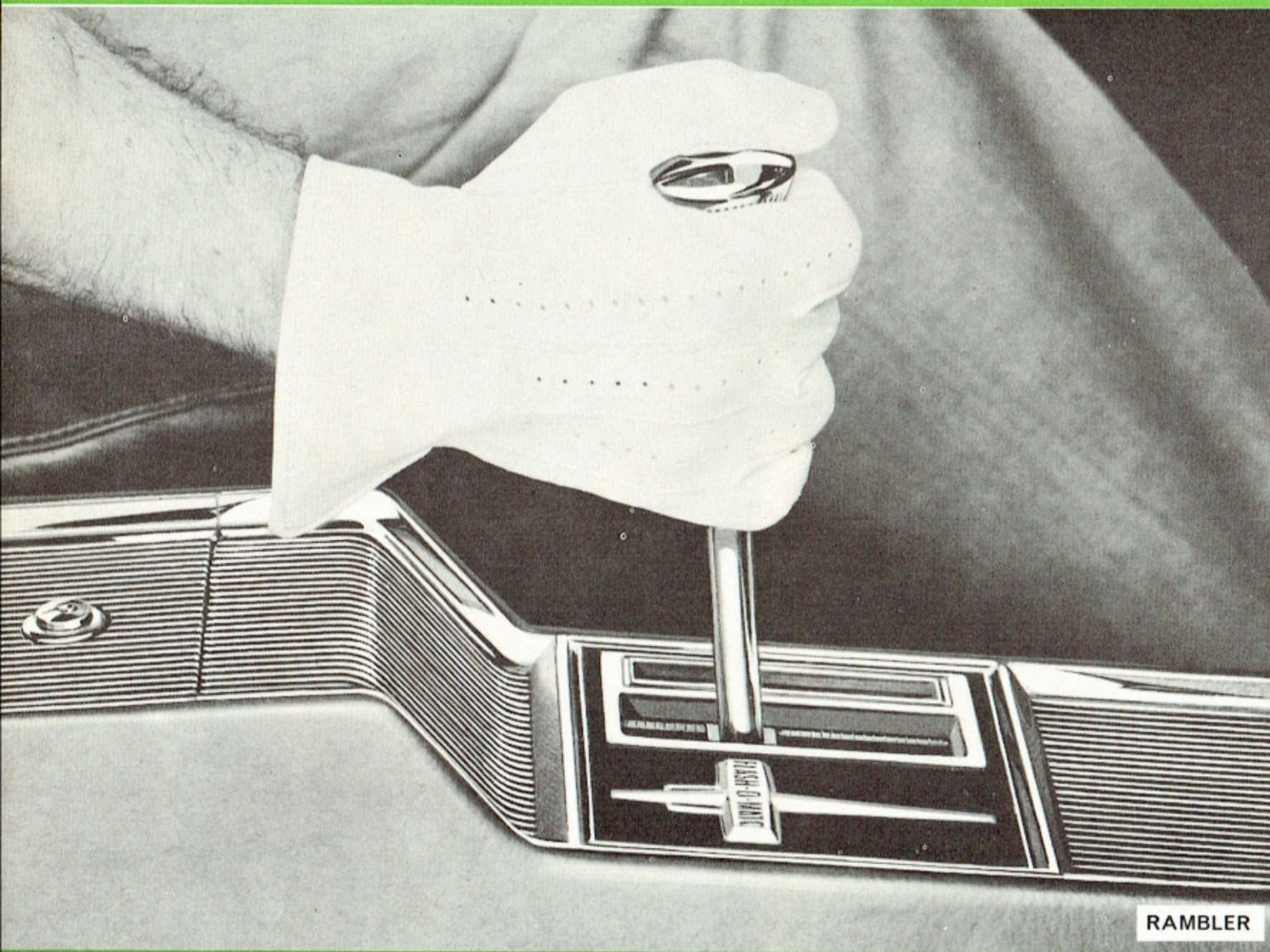


The 125-hp Rambler American has attained best mileage in every officially sanctioned economy event entered. Shown are the latest of Rambler's awards—the 1963 Mobil Economy Run and Pure Oil Economy Trials trophies.

| | AMERICAN 6 | AMERICAN 6 "440" | FALCON 6 | COMET 6 | CORVAIR 6 | CHEVY II 4 | CHEVY II 6 | VALIANT 6 | DART 6 | LARK 6 | CLASSIC 6 | FAIRLANE 6 | FORD 6 | CHEVELLE 6 | CHEVROLET 6 | TEMPEST 6 | PLYMOUTH 6 | DODGE 6 | CLASSIC V-8 | AMBASSADOR V-8 | FAIRLANE V-8 | FORD V-8 | MERCURY V-8 | CHEVELLE V-8 | CHEVROLET V-8 | SPECIAL V-8 | OLDS F-85 V-8 | TEMPEST V-8 | PONTIAC CAT. V-8 | PLYMOUTH V-8 | DODGE V-8 |
|--|-------------|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|--------------|-------------|-------------|--------------|---------------|-------------|---------------|-------------|------------------|--------------|-------------|
| Disp., Cu. In. | 195.6 | 195.6 | 144 | 170 | 164 | 153 | 194 | 170 | 170 | 169.6 | 195.6 | 170 | 223 | 194 | 230 | 215 | 225 | 225 | 287 | 327 | 260 | 289 | 390 | 283 | 283 | 300 | 330 | 326 | 389 | 318 | 318 |
| Bore and Stroke | 3.13 x 4.25 | 3.13 x 4.25 | 3.50 x 2.50 | 3.50 x 2.94 | 3.44 x 2.94 | 3.88 x 3.25 | 3.56 x 3.25 | 3.40 x 3.13 | 3.40 x 3.13 | 3.00 x 4.00 | 3.13 x 4.25 | 3.50 x 2.94 | 3.62 x 3.60 | 3.56 x 3.25 | 3.88 x 3.25 | 3.75 x 3.25 | 3.40 x 4.13 | 3.40 x 4.13 | 3.75 x 3.25 | 4.00 x 3.25 | 3.80 x 2.87 | 4.00 x 2.87 | 4.05 x 3.78 | 3.88 x 3.00 | 3.88 x 3.00 | 3.75 x 3.40 | 3.94 x 3.38 | 3.72 x 3.75 | 4.08 x 3.75 | 3.91 x 3.31 | 3.91 x 3.31 |
| Comp. Ratio | 8.0:1 | 8.7:1 | 8.7:1 | 8.7:1 | 8.25:1 | 8.5:1 | 8.5:1 | 8.5:1 | 8.5:1 | 8.25:1 | 8.7:1 | 8.7:1 | 8.4:1 | 8.5:1 | 8.5:1 | 8.6:1 | 8.4:1 | 8.4:1 | 8.7:1 | 8.7:1 | 8.6:1 | 9.0:1 | 9.25:1 | 9.25:1 | 9.0:1 | 9.0:1 | 8.6:1 | 8.6:1 | 9.0:1 | 9.0:1 | 9.0:1 |
| HP @ RPM | 90 @ 3800 | 125 @ 4200 | 85 @ 4200 | 101 @ 4400 | 95 @ 3600 | 90 @ 4000 | 120 @ 4400 | 101 @ 4400 | 101 @ 4400 | 112 @ 4500 | 127 @ 4200 | 101 @ 4400 | 138 @ 4200 | 120 @ 4400 | 140 @ 4400 | 140 @ 4200 | 145 @ 4000 | 145 @ 4000 | 198 @ 4700 | 250 @ 4700 | 164 @ 4400 | 195 @ 4400 | 250 @ 4400 | 195 @ 4800 | 195 @ 4800 | 210 @ 4600 | 230 @ 4400 | 250 @ 4600 | 235 @ 4000 | 230 @ 4400 | 230 @ 4400 |
| Torque @ RPM | 160 @ 1600 | 180 @ 1600 | 134 @ 2000 | 156 @ 2400 | 154 @ 2400 | 152 @ 2400 | 177 @ 2400 | 155 @ 2400 | 155 @ 2400 | 154 @ 2000 | 180 @ 1600 | 156 @ 2400 | 203 @ 2200 | 177 @ 2400 | 220 @ 1600 | 205 @ 2000 | 215 @ 2400 | 215 @ 2400 | 280 @ 2600 | 340 @ 2600 | 258 @ 2200 | 282 @ 2400 | 378 @ 2400 | 285 @ 2400 | 285 @ 2400 | 310 @ 2400 | 325 @ 2400 | 333 @ 2800 | 386 @ 2000 | 340 @ 2400 | 340 @ 2400 |
| Curb Weight, Basic 4-Dr. Sed. (Heater) | 2623 | 2668 | 2510 | 2721 | 2500 | 2615 | 2710 | 2710 | 2785 | 2939 | 2871 | 2945 | 3628 | 3000 | 3445 | 3123 | 3255 | 3300 | 3231 | 3320 | 3091 | 3639 | 4145 | 3135 | 3590 | 3119 | 3263 | 3379 | 3952 | 3450 | 3510 |
| Weight per HP | 29.14 | 21.34 | 29.53 | 26.94 | 26.32 | 29.06 | 22.58 | 26.83 | 27.57 | 26.24 | 22.61 | 29.16 | 26.29 | 25.00 | 24.61 | 22.31 | 22.45 | 22.76 | 16.32 | 13.28 | 18.85 | 18.66 | 16.58 | 16.08 | 18.41 | 14.85 | 14.18 | 13.52 | 16.82 | 15.00 | 15.26 |
| Choke | Auto. | Auto. | Manual | Auto. | Auto. | Manual | Auto. | Auto. | Auto. | Auto. | Auto. | Manual | Manual | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. | Auto. |

X-RAY CHECKS TRANSMISSION CHOICES

Driving needs—driving preferences—determine the best transmission choice for an individual driver. X-Ray checks the transmission options available on 1964 cars . . . discovers that Rambler offers more choices than any other car. See which best suits your needs.



RAMBLER

Shift-Command Flash-O-Matic For Rambler V-8's

No other automobile in the industry offers as wide a transmission choice comparable to Rambler's. The new Shift-Command Flash-O-Matic is available as optional equipment on top-line Classic V-8's and Ambassador V-8's when equipped with slim bucket seats and console.

Shift-Command shifts itself, or it can be shifted manually by the driver. It is ideal for the husband-and-wife driving combination. She may prefer the convenience of fully automatic shifting. He may like the enjoyment of floor-mounted stick-shifting. Each can have what they like in exclusive Shift-Command Flash-O-Matic.

Other transmission choices available on Rambler include, from left, Flash-O-Matic, E-Stick with automatic clutch, and Twin-Stick Floor-Shift. Three-speed manual transmission is standard on all models.

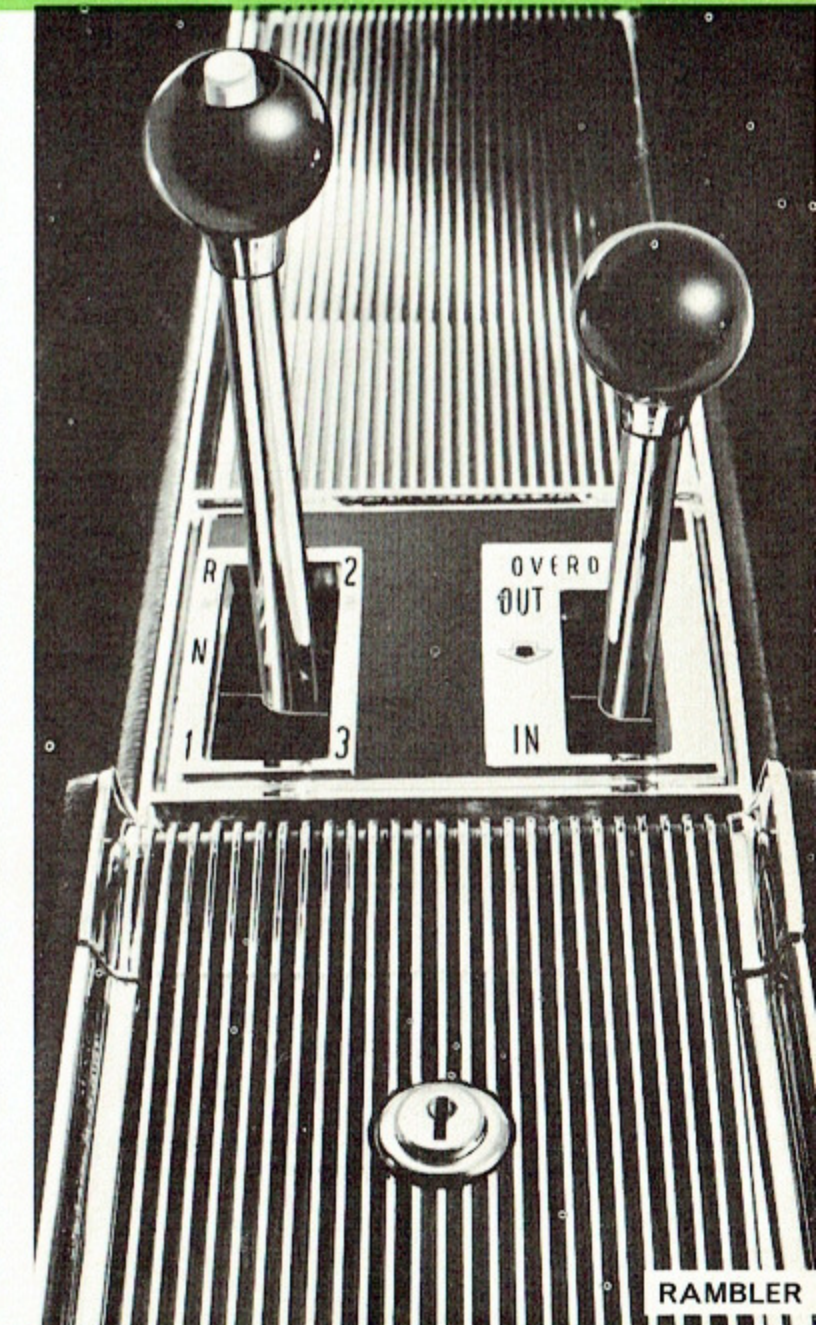
A convenient feature of all Rambler Flash-O-Matics is the fact that the car can be push-started in an emergency. Many other cars do not have this feature.



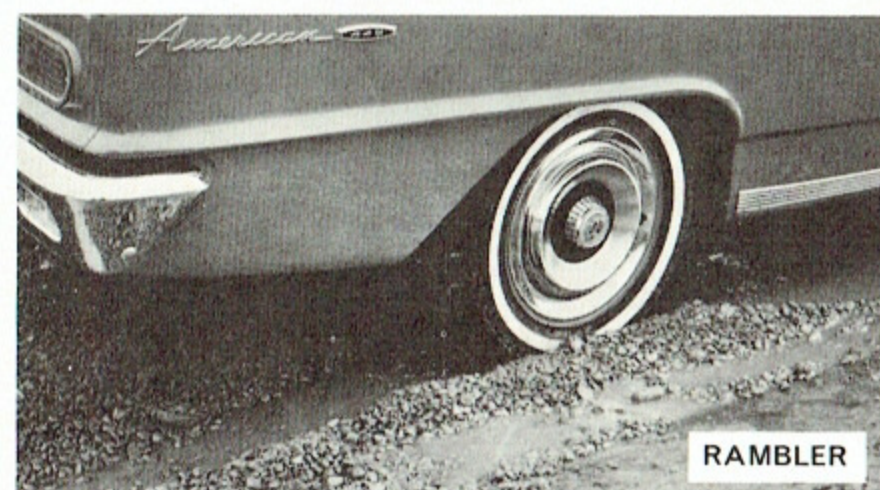
RAMBLER



RAMBLER



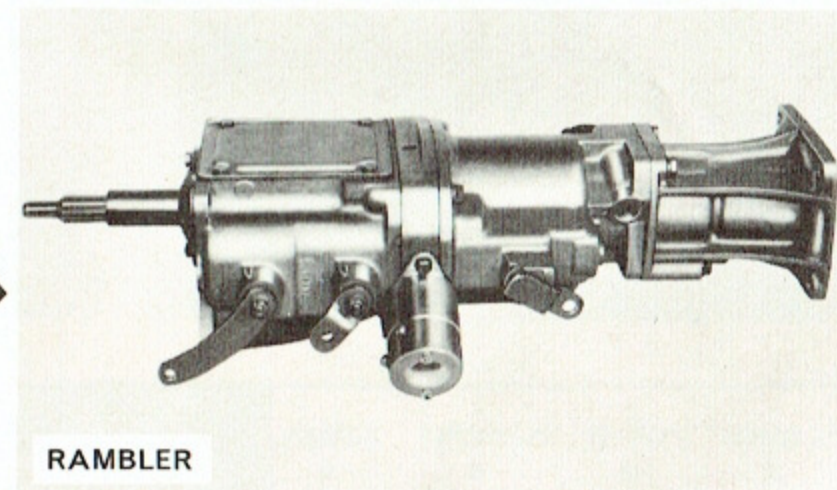
RAMBLER



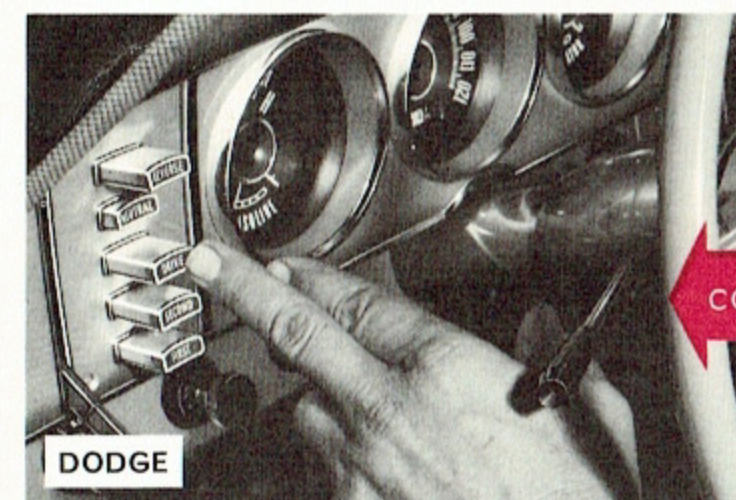
RAMBLER

Twin-Grip differential, optional on all Rambler cars, gives added assurance of positive traction under difficult driving conditions. It is not available on Falcon, Comet and some other cars.

Gas-saving Overdrive transmission, optional on all Rambler models, is not available on Falcon, Corvair, Valiant, Dodge Dart, Chevy II, Pontiac Tempest and Plymouth, among others.



RAMBLER



DODGE



RAMBLER

All Chrysler Corporation cars have push-button automatic shift selector. Contrast this with Rambler's easy-to-operate steering column shift quadrant that does not require the driver to take his eyes from the road when shifting.

In Chevrolet (below) and most other cars, the automatic transmission has only two forward speeds. Compare this with Rambler's Flash-O-Matic . . . a 3-speed automatic transmission.

| | AMERICAN | FALCON 6 COMET 6 | CORVAIR 6 CHEVY II 4 | VALIANT 6 DART 6 | LARK 6 | CLASSIC AMBASSADOR | FAIRLANE, FORD & MERC. | CHEVELLE CHEVROLET | SPECIAL OLDS F-85 TEMPEST | PLYMOUTH DODGE | PONTIAC |
|--------------------------------------|----------|---------------------|-------------------------|---------------------|--------|-----------------------|---------------------------|-----------------------|---------------------------------|-------------------|---------|
| Overdrive, Optional | Yes | No | No | No | Yes | Yes | Yes, V-8 | Yes | No | No | No |
| Automatic Clutch (E-Stick), Optional | Yes | No | No | No | No | Yes, 6 | No | No | No | No | No |
| Floor Shift with Overdrive, Optional | Yes | No | No | No | No | Yes | No | No | No | No | No |
| Auto-Trans. Speeds/Park | 3/Yes | 2/Yes | 2/No | 3/Yes | 3/Yes | 3/Yes | (1) | 2/Yes | 2/Yes | 3/Yes | 3/Yes |
| Floor Shift Auto., Optional | No | No | No | No | No | Yes, V-8 | No | Yes, V-8 | Yes, V-8 | Yes, V-8 | Yes |
| Twin-Grip Axle, Optional | Yes | No | Yes | Yes | Yes | Yes | No | Yes | Yes | Yes | Yes |
| Coil Springs on 4 Wheels | No | No | Yes/No | No | No | Yes | No | Yes | Yes | No | Yes |
| Torque-Tube Drive | No | No | No | No | No | Yes | No | No | No | No | No |

(1) Fairlane 6, 2-Speed/Yes, Ford & Merc., 3-Speed/Yes.

Rambler's wide choice of transmissions enables the buyer to select one that will precisely meet his needs. Overdrive for economy, E-Stick for semi-automatic and Three-Speed Flash-O-Matic for full automatic control. All Rambler Flash-O-Matic transmissions have 3 speeds and park control, a great convenience under a wide range of driving conditions.

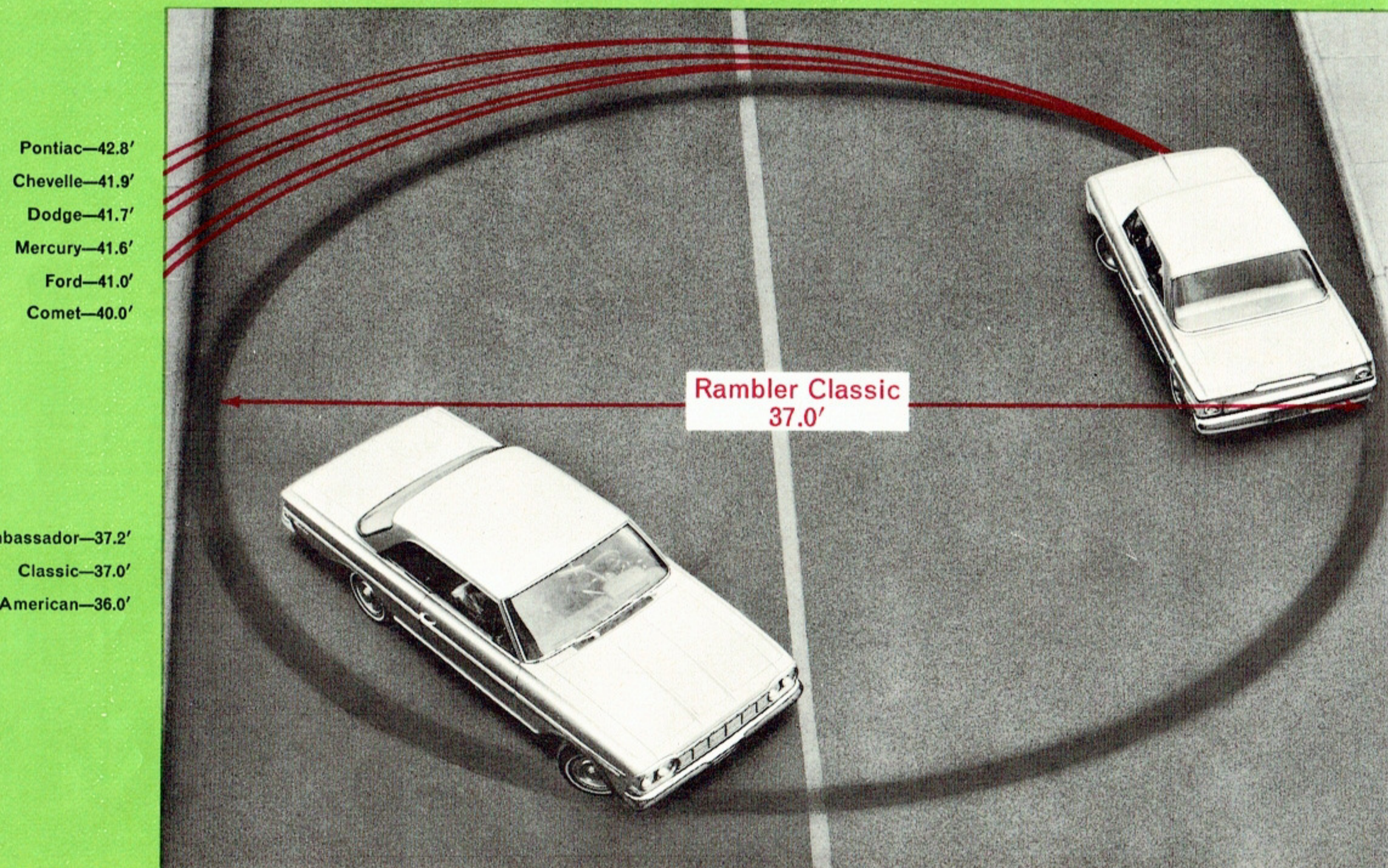


CHEVROLET

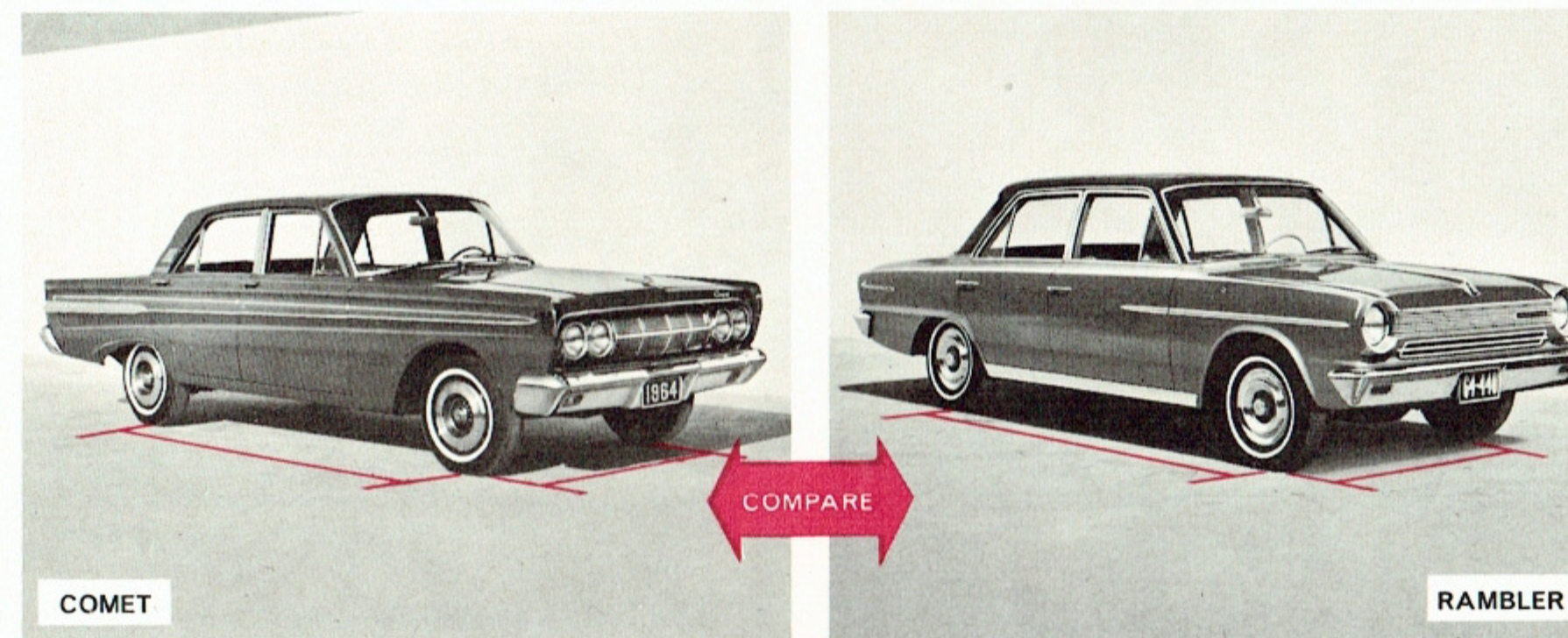


RAMBLER

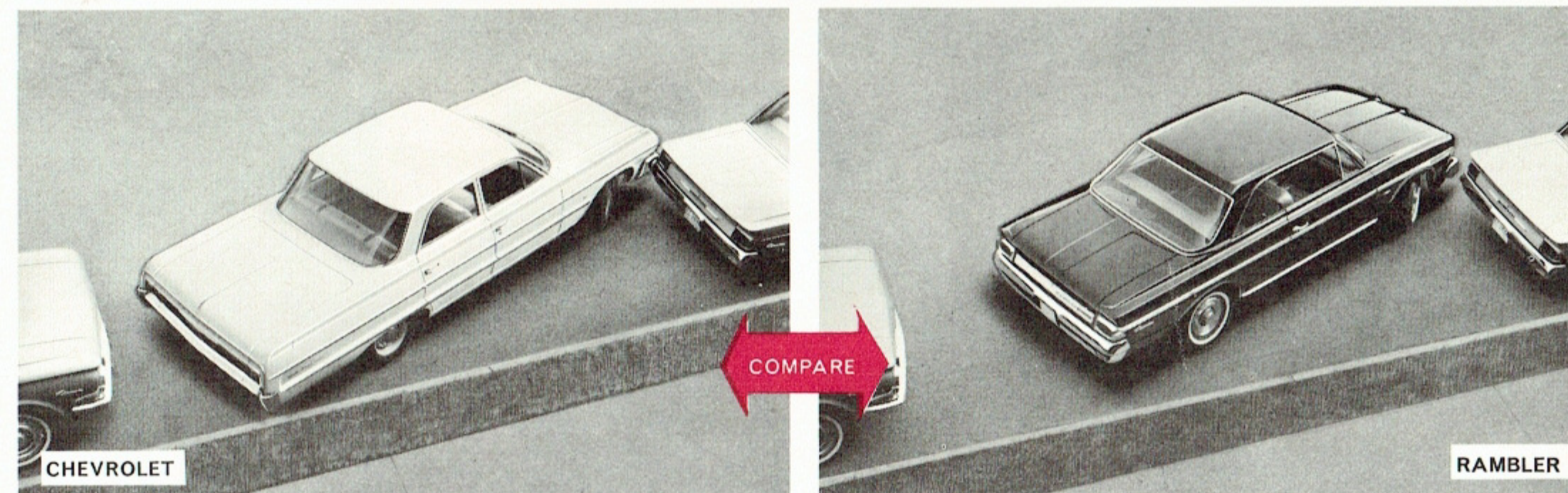
The ease with which a car turns, parks and handles in traffic is an important contributing factor to the pleasure an owner derives from it. X-Ray checks '64 cars—finds Rambler most maneuverable.



Rambler American's compact turning diameter of only 36 feet . . . Rambler Classic and Ambassador's turning diameters are far shorter than those of any other U.S.-built car. Rambler requires only one turn in spaces where others have to go back and forth to negotiate. The diagram, above, shows the relative turning diameters of leading 1964 cars . . . proves again that Rambler is easiest to turn and maneuver.



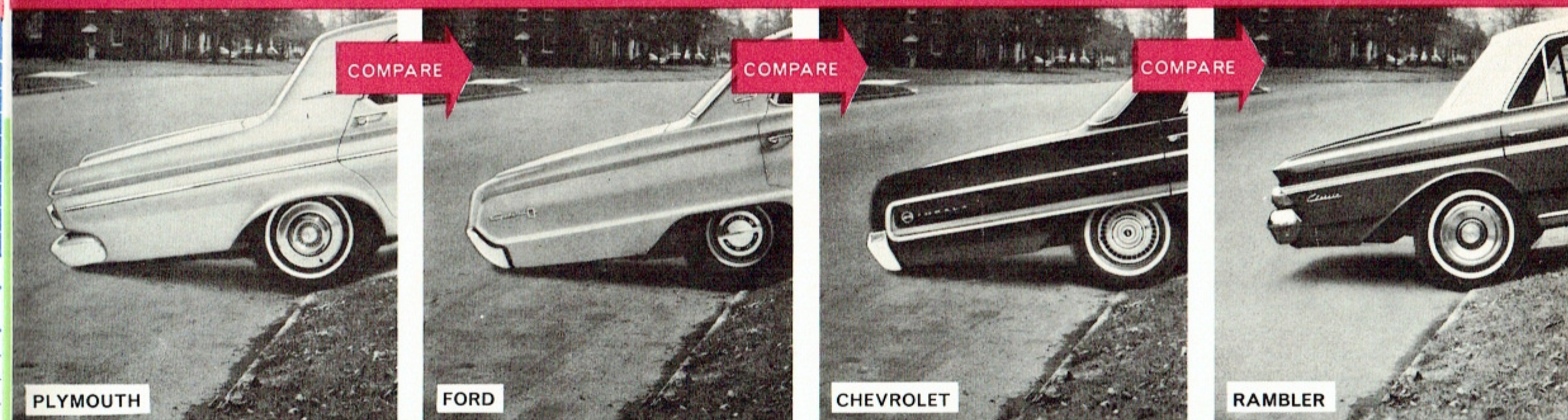
WIDE TRACK RATIO—actually means the ratio of the front tread width to wheelbase. The larger the ratio the better the stability, cornering and handling ease. Rambler Classic's ratio of .53 to 1, as compared to Comet's .48 to 1 indicates superior stability for Rambler.



With Rambler American's compact 177.2 inches of overall length and Classic and Ambassador's 190 inches, these cars can park in spots that Chevrolet (left) with 209.9 inches of overall length would have to pass up. Rambler models outpark all cars in their class because others have excessive sheet metal that adds to length.

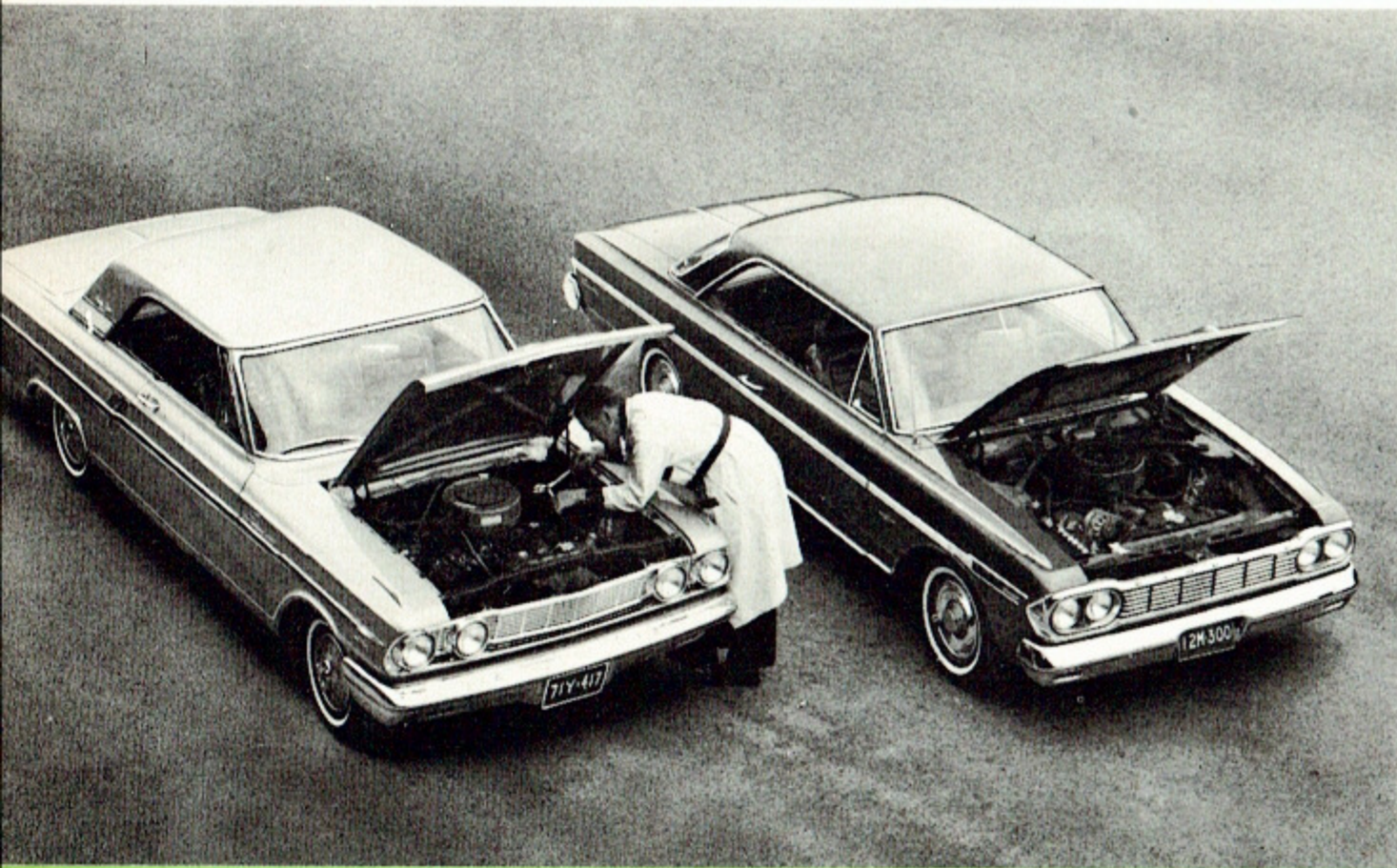
| SEDANS | AMERICAN 6 | FALCON 6 | COMET 6 | CORVAIR 6 | CHEVY II 4 | VALIANT 6 | DART 6 | LARK 6 | CLASSIC | AMBASSADOR |
|-------------------------------------|------------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|------------|
| Wheelbase | 106.0 | 109.5 | 114.0 | 108.0 | 110.0 | 106.0 | 111.0 | 113.0 | 112.0 | 112.0 |
| Length | 177.2 | 181.6 | 195.1 | 180.0 | 182.9 | 188.2 | 196.3 | 194.0 | 190.0 | 190.0 |
| Width | 68.6 | 71.6 | 71.4 | 67.0 | 70.8 | 70.1 | 69.8 | 71.5 | 71.3 | 71.3 |
| Rear-Body Overhang | 42.5 | 42.8 | 50.0 | 41.7 | 45.9 | 49.2 | 50.9 | 48.0 | 46.6 | 46.6 |
| Turning Diameter, Feet (6/V-8) | 36.0 | 38.8 | 40.0 | 38.2 | 38.4 | 37.1 | 38.6 | 37.5 | 37.0/37.2 | 37.2 |
| Tread, Front/Rear | 56.0/55.0 | 55.0/56.0 | 55.0/55.6 | 54.4/55.1 | 56.8/56.3 | 55.9/55.6 | 55.9/55.6 | 57.4/56.6 | 58.2/57.4 | 58.6/57.5 |
| Front Tread to WB Ratio (high best) | .53:1 | .50:1 | .48:1 | .50:1 | .52:1 | .53:1 | .50:1 | .51:1 | .52:1 | .52:1 |
| Power Steering, Optional | Yes | Yes | Yes | No | Yes | Yes | Yes | Yes | Yes | Yes |

| SEDANS | FAIRLANE | FORD | MERCURY | CHEVELLE | CHEVROLET | SPECIAL | OLDS F-85 | TEMPEST | PONTIAC | PLYMOUTH | DODGE |
|-------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Wheelbase | 115.5 | 119.0 | 120.0 | 115.0 | 119.0 | 115.0 | 115.0 | 115.0 | 120.0 | 116.0 | 119.0 |
| Length | 197.6 | 209.8 | 215.5 | 193.9 | 209.9 | 203.5 | 203.0 | 203.0 | 213.0 | 206.5 | 209.8 |
| Width | 72.2 | 80.0 | 80.0 | 74.6 | 77.0 | 73.4 | 73.8 | 73.3 | 79.2 | 75.6 | 74.9 |
| Rear-Body Overhang | 51.5 | 58.4 | 62.6 | 48.0 | 57.6 | 53.9 | 54.0 | 54.5 | 56.6 | 54.4 | 54.0 |
| Turning Diameter, Feet (6/V-8) | 40.2 | 41.0 | 41.6 | 41.9 | 40.8 | 40.8 | 41.0 | 40.9 | 42.8 | 40.8 | 41.7 |
| Tread, Front/Rear | 57.0/56.0 | 61.0/60.0 | 61.0/60.0 | 58.0/58.0 | 60.3/59.3 | 58.0/58.0 | 58.0/58.0 | 58.0/58.0 | 63.0/64.0 | 59.5/59.6 | 59.5/59.6 |
| Front Tread to WB Ratio (high best) | .49:1 | .51:1 | .51:1 | .50:1 | .51:1 | .50:1 | .50:1 | .50:1 | .53:1 | .51:1 | .50:1 |
| Power Steering, Optional | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |



Rear-body overhang is important in determining a car's ability to negotiate steep driveways or garage ramps without scraping the rear, underbody or bumper. Contrast Rambler Classic's overhang of only 46.6 inches (far right) with those of (left to right) Plymouth, 54.4 inches—Ford Galaxie, 58.4 inches—Chevrolet, 57.6 inches.

X-RAY COMPARES SAFETY...

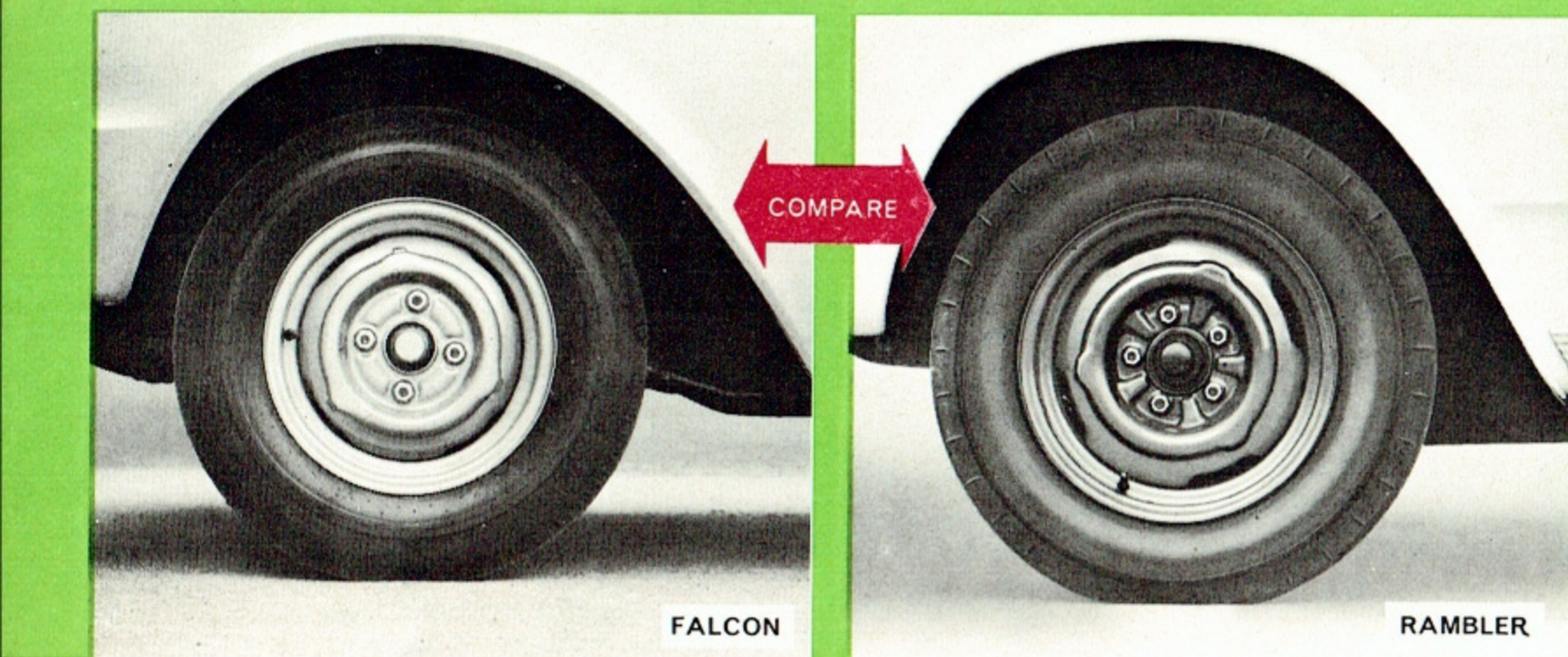
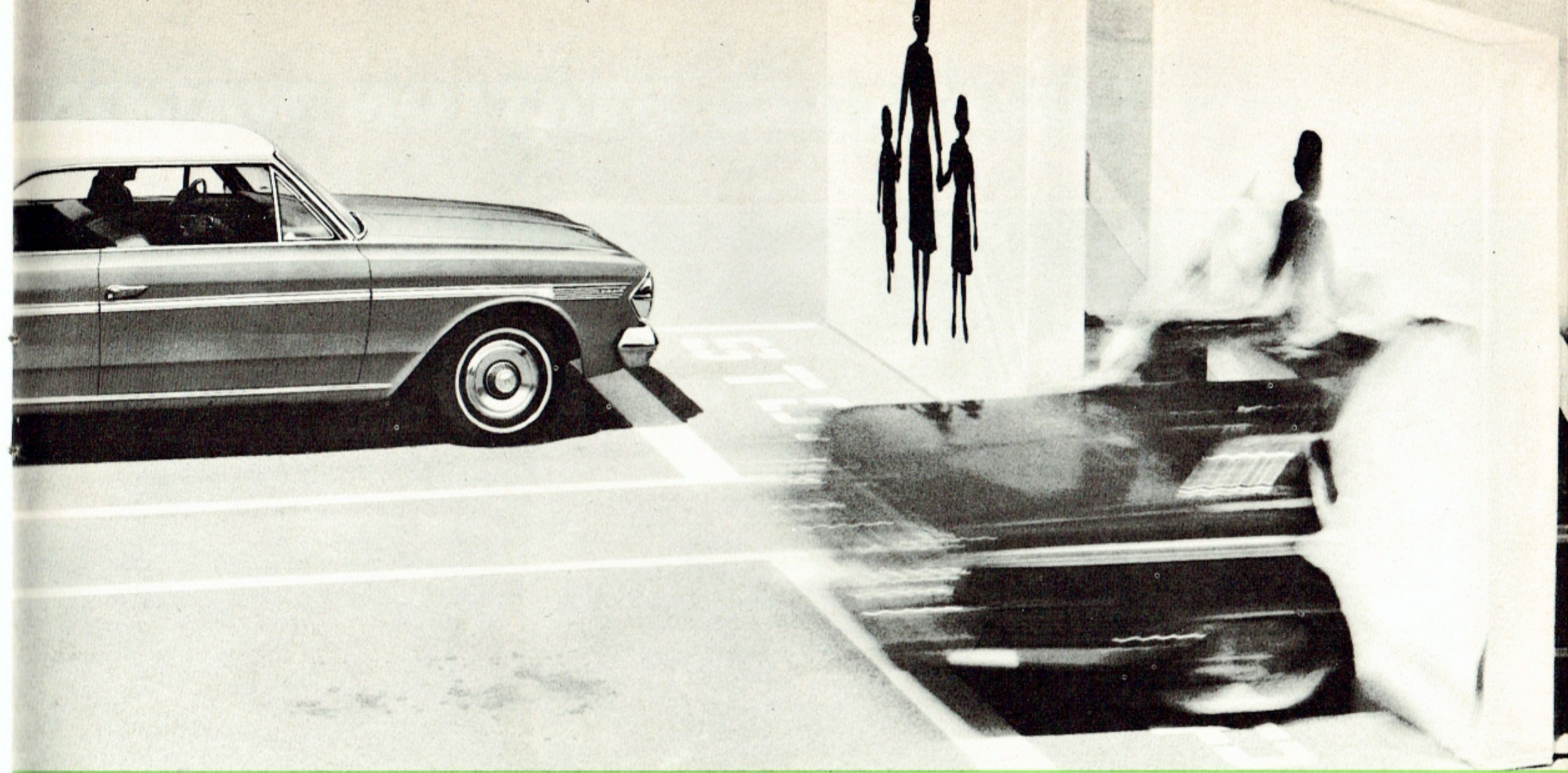


Safety is of paramount importance in the consideration of a motorcar. X-Ray comparisons prove that all Rambler models have more built-in safety features at no extra cost than any other car in its field. Double-Safety Brake System (only on Rambler, Cadillac and Studebaker) is an example.

This system employs tandem master cylinders—one for the front brakes, the other for the rear. If one set is damaged, the other still works. The extra margin of safety provided by Rambler's Double-Safety Brake System is demonstrated in the illustrations at the left and right.

At left, mechanic cuts one brake feed line on a Rambler Classic and on a competitive car. On the other car, this was tantamount to severing the entire braking system.

Both cars were then sent hurtling toward a barrier. With the reserve power of the Double-Safety Brake System, the Rambler stopped safely. The other car, now devoid of hydraulic brake pressure, smashed through the barrier.



Greater safety, plus greater load-carrying capacity and riding comfort result from the wide rim 14-inch-diameter wheels on Rambler. Rambler also uses 5 wheel lugs. Most other compacts, including Falcon, left, use small 13-inch wheels and tires with only 4 wheel lugs.



On Buick Special the gas-tank filler is located in a dangerous position below the bumper, susceptible to damage in a rear-end collision. Rambler's gas-tank fillers are safely placed—in the fender on the Classic—above the bumper on the American. Moreover, the Rambler bumper mounting bars are the strongest in the industry, affording further protection.

| | AMERICAN 6 | FALCON 6 | COMET 6 | CORVAIR 6 | CHEVY II 6 | VALIANT 6 | DART 6 | LARK 6 | CLASSIC 6 |
|--|------------------|---------------|---------------|---------------|---------------|------------------|------------------|---------------|------------------|
| Unit Construction | Yes | Yes | Yes | Yes | Yes | Yes | Yes | No | Yes |
| Double-Safety Brake System | Yes | No | No | No | No | No | No | Opt. | Yes |
| Self-Adjusting Brakes (Standard) | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Brake Linings | Bonded | Riveted | Riveted | Bonded | Bonded | Bonded | Bonded | Bonded | Bonded |
| Brake Lining Gross Area, Sq. In. | 139.5 | 131.0 | 131.0 | 126.1 | 172.7 | 153.5 | 153.5 | 146.4 | 153.8 |
| Curb Weight, Basic 4-Door Sedan (heater) | 2623 | 2510 | 2721 | 2500 | 2710 | 2710 | 2785 | 2939 | 2871 |
| Lbs.-per-Sq.-In. Lining (low best) | 18.80 | 19.16 | 20.77 | 19.83 | 15.69 | 17.65 | 18.14 | 20.08 | 18.67 |
| Power Brakes | Yes | No | Yes | No | Yes | No | No | Yes | Yes |
| Wheel Size/Attaching Points | 14 x 4.5/5 | 13 x 4.0/4 | 14 x 4.5/4 | 13 x 5.5/4 | 13 x 4.0/5 | 13 x 4.5/5 | 13 x 4.5/5 | 15 x 4.5/5 | 14 x 5.0/5 |
| Tire Size, Std. Sed. | 6.00 x 14 | 6.00 x 13 | 6.50 x 14 | 6.50 x 13 | 6.00 x 13 | 6.50 x 13 | 6.50 x 13 | 6.50 x 15 | 6.50 x 14 |
| Park-Brake Type/Location | Hand/Left | Hand/Left | Hand/Left | Hand/Left | Hand/Right | Hand/Left | Hand/Left | Step-on | Step-on |
| Automatic Transmission Park Control | Yes | Yes | Yes | No | Yes | Yes | Yes | Yes | Yes |
| Padded Dash and Sun Visors | (1) | Opt. | Opt. | Dash, Opt. | Dash, Opt. | Dash, Opt. | Dash, Opt. | Dash, Std. | Opt., Std. 770 |
| Twin-Grip Axle, Optional | Yes | No | No | Yes | Yes | Yes | Yes | Yes | Yes |
| Headrests, Optional | Yes | No | No | No | No | No | No | Yes | Yes |
| Windshield Wipers (Standard) | Vari-Speed Vac. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 2-Speed Elec. | Vari-Speed Vac. |
| Windshield Wipers (Optional) | Vari-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | Vari-Speed Elec. | Vari-Speed Elec. | No | Vari-Speed Elec. |
| Glass Area, Sedan | 3780 | 3612 | 3502 | 3382 | 3360 | 3188 | 3100 | 3256 | 3872 |

1) Standard on Top-Line. Opt. on other series.

| | AMBASSADOR | FAIRLANE 6 | FORD 6 | MERCURY | CHEVELLE 6 | CHEVROLET 6 | SPECIAL | OLDS F-85 | TEMPEST 6 | PONTIAC | PLYMOUTH 6 | DODGE 6 |
|--|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|------------------|
| Unit Construction | Yes | Yes | No | No | No | No | No | No | No | No | Yes | Yes |
| Double-Safety Brake System | Yes | No | No | No | No | No | No | No | No | No | No | No |
| Self-Adjusting Brakes (Standard) | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Brake Linings | Bonded | Riveted | Riveted | Riveted | Bonded | Bonded | Riveted | Riveted | Riveted | Riveted | Bonded | Bonded |
| Brake Lining Gross Area, Sq. In. | 167.5 | 154.2 | 212.7 | 212.7 | 172.7 | 200.0 | 155.8 | 156.3 | 156.3 | 191.0 | 195.2 | 195.2 |
| Curb Weight, Basic 4-Door Sedan (heater) | 3320 | 2945 | 3628 | 4145 | 3000 | 3445 | 3119 | 3263 | 3123 | 3952 | 3255 | 3300 |
| Lbs.-per-Sq.-In. Lining (low best) | 19.82 | 19.10 | 17.06 | 19.49 | 17.37 | 17.23 | 20.02 | 20.88 | 19.98 | 20.69 | 16.68 | 16.91 |
| Power Brakes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Wheel Size/Attaching Points | 14 x 5.5/5 | 13 x 4.5/5 | 14 x 5.0/5 | 14 x 5.5/5 | 14 x 5.0/5 | 14 x 5.0/5 | 14 x 5.0/5 | 14 x 5.5/5 | 14 x 5.0/5 | 14 x 6.0/5 | 14 x 5.0/5 | 14 x 5.0/5 |
| Tire Size, Std. Sed. | 7.50 x 14 | 6.50 x 13 | 7.50 x 14 | 8.00 x 14 | 7.00 x 14 | 7.00 x 14 | 6.50 x 14 | 7.00 x 14 | 6.50 x 14 | 8.00 x 14 | 7.00 x 14 | 7.00 x 14 |
| Park-Brake Type/Location | Step-on | Hand/Left | Step-on | Step-on | Step-on | Step-on | Step-on | Step-on | Step-on | Step-on | Step-on | Step-on |
| Automatic Transmission Park Control | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Padded Dash and Sun Visors | Std. | Opt. | Opt. | Opt. | Dash, Opt. | Dash, Opt. | Dash, Opt. | Dash, Opt. | Dash, Opt. | Dash, Opt. | Dash, Opt. | Dash, Opt. |
| Twin-Grip Axle, Optional | Yes | No | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Headrests, Optional | Yes | No | No | No | No | No | No | No | No | No | No | No |
| Windshield Wipers (Standard) | Vari-Speed Vac. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed Elec. | 1-Speed-Elec. |
| Windshield Wipers (Optional) | Vari-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | 2-Speed Elec. | Vari-Speed Elec. | Vari-Speed Elec. |
| Glass Area, Sedan | 3872 | 3686 | 3861 | 3547 | 3496 | 4167 | 3449 | 3727 | 3449 | 4167 | 3475 | 3475 |

X-RAY COMPARES STATION WAGON FEATURES

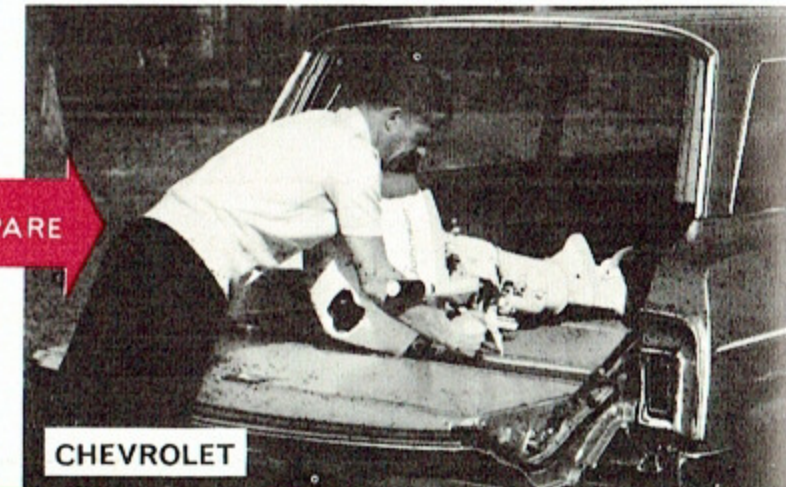
A station wagon is both a family car and a practical work-and-play car. X-Ray compares 1964 wagon features to determine how well they serve this dual purpose of family and practical business use.



RAMBLER

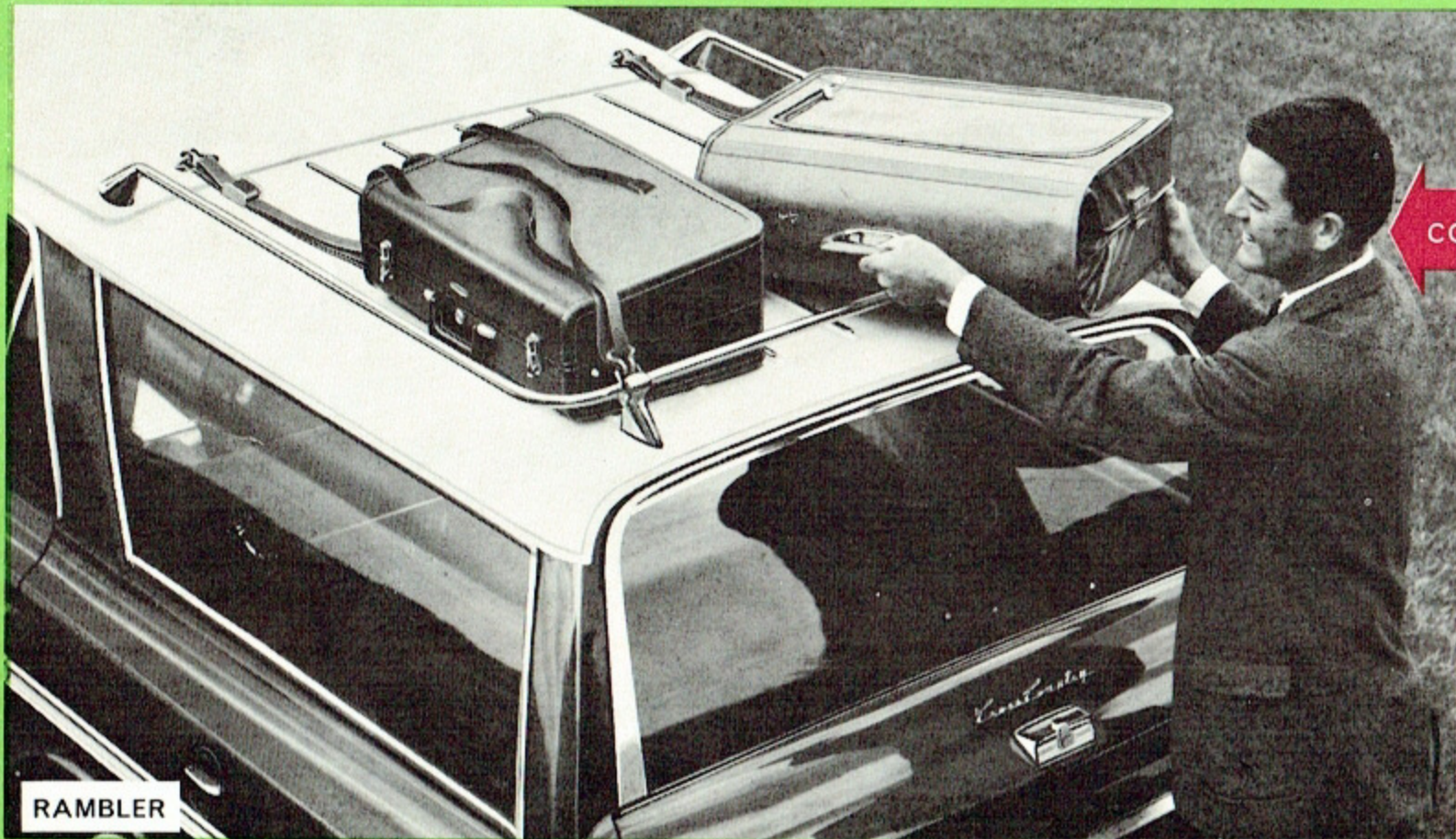
◀ Rambler Classic and Ambassador's swing-out station-wagon fifth door makes cargo loading a cinch. The door swings wide—to a full 90°. Only Rambler offers a choice of tail-gate design.

Contrast the difficulty of loading across a wide, protruding tail-gate, such as on Chevrolet and many other wagons. ▼



CHEVROLET

COMPARE



RAMBLER



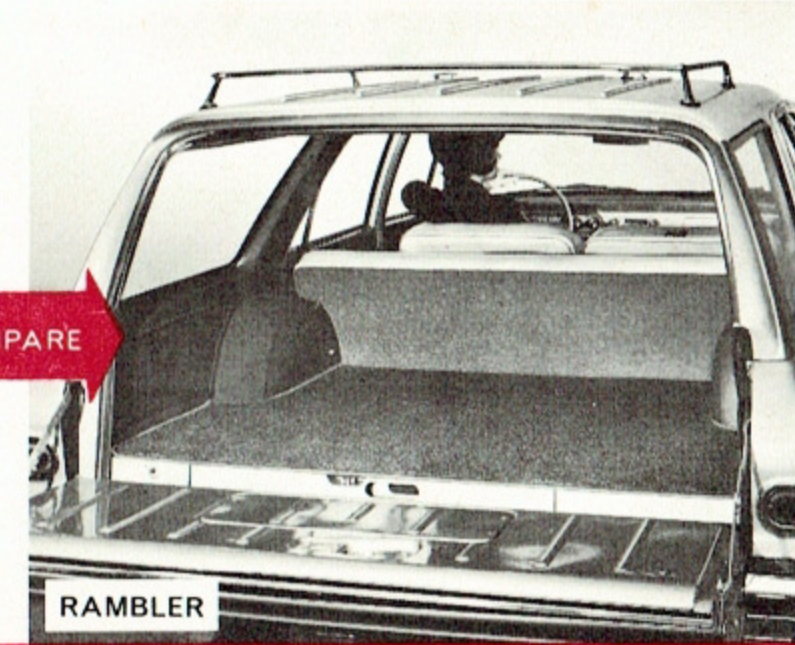
CHEVROLET

COMPARE

◀ Only Rambler offers a Roof-Top Travel Rack as standard equipment (on 5 of the 6 models). So handy for carrying extra luggage and gear. On Chevrolet, and others, this handy feature is an extra-cost option. On some wagons, it is not available at any price.



FALCON

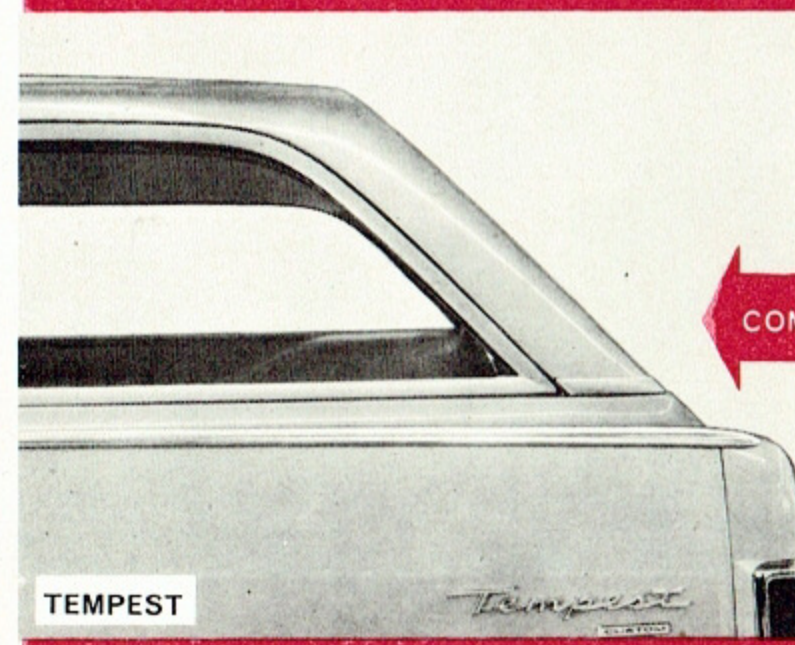


RAMBLER

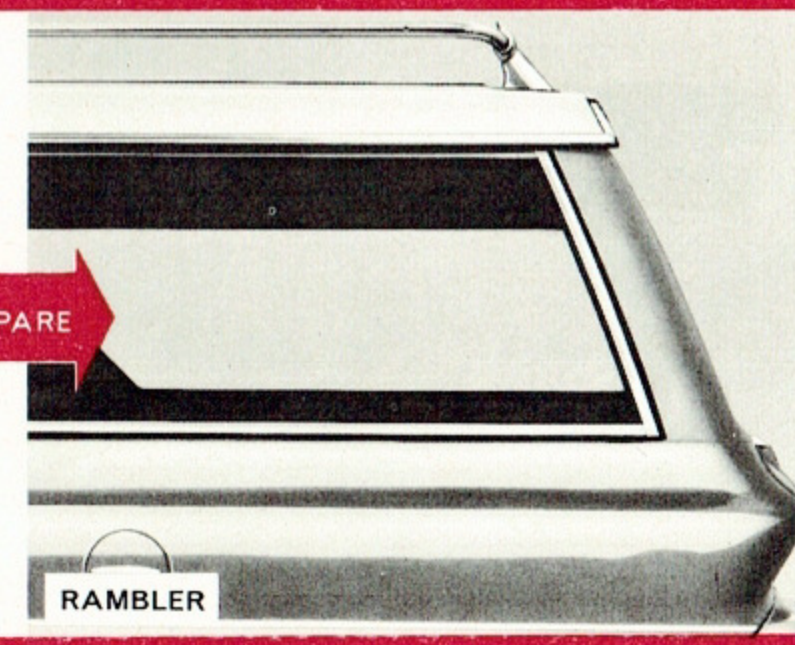
COMPARE

Falcon has but a single catch to secure the second seat. The spare tire, mounted upright under a fiber cover, takes up much valuable cargo room.

Rambler has a double-seat catch. The spare tire is tucked away neatly under the floor for full space utilization. The one-piece molded-plastic side panels are easily cleaned.



TEMPEST



RAMBLER

COMPARE

Rambler station wagon's straight-line rear design gives extra-cargo space. Many others have an exaggerated rear roofline that minimizes cargo space.



Rambler Classic and Ambassador station wagons have a hidden compartment for valuables, at no extra cost, under the cargo floor. In most other wagons, there is no hideaway compartment.



DODGE



RAMBLER

COMPARE

It's up and over a tail gate to get into the third seat of a Dodge or Plymouth and other station wagons. The result—an awkward, difficult maneuver.

Contrast the smooth, easy entrance into the third seat of a Rambler Classic or Ambassador station wagon with the wide-opening fifth door.

| WAGONS | AMERICAN | FALCON | COMET | CHEVY II | VALIANT | DART | LARK | CLASSIC |
|---|----------|--------|-------|----------|---------|-------|----------|---------------|
| Wheelbase | 106.0 | 109.5 | 109.5 | 110.0 | 106.0 | 106.0 | 113.0 | 112.0 |
| Length | 177.2 | 190.0 | 191.8 | 187.6 | 188.8 | 190.2 | 193.0 | 190.5 |
| Width | 68.6 | 71.6 | 71.4 | 70.8 | 70.1 | 69.0 | 71.5 | 71.3 |
| Height | 54.5 | 54.9 | 55.3 | 55.1 | 52.9 | 52.9 | 57.0 | 54.9/55.6 V-8 |
| Rear-Body Overhang | 42.5 | 51.2 | 51.1 | 50.6 | 49.8 | 49.8 | 48.0 | 47.1 |
| Station-Wagon Rack (Standard) | "330" | No | No | No | No | No | No | Yes |
| Hidden Compartment | No | No | No | No | No | No | No | Yes |
| Tail-Gate Opening Width | 50.7 | 45.5 | 45.5 | 47.3 | 44.3 | 44.3 | 51.0 | 50.7 |
| Tail-Gate Ledge to Ground | 23.1 | 23.0 | 23.4 | 21.6 | 24.0 | 24.0 | 23.0 | 24.4 |
| Side-Hinged Tail-Gate Door | No | No | No | No | No | No | No | Opt. |
| 3-Seat Model Offered (and Seat Direction) | No | No | No | No | No | No | Yes/Rear | Yes/Rear |

| AMBASSADOR | FAIRLANE | FORD | MERCURY | CHEVELLE | CHEVROLET | SPECIAL | OLDS F-85 | TEMPEST | PONTIAC | PLYMOUTH | DODGE |
|------------|----------|-----------|-----------|----------|-----------|---------|-----------|---------|----------|----------|----------|
| 112.0 | 115.5 | 119.0 | 120.0 | 115.0 | 119.0 | 115.0 | 115.0 | 115.0 | 119.0 | 116.0 | 116.0 |
| 190.5 | 201.8 | 209.8 | 210.3 | 198.8 | 210.8 | 203.2 | 202.7 | 203.0 | 213.8 | 211.5 | 212.3 |
| 71.3 | 72.2 | 80.0 | 80.0 | 74.6 | 77.0 | 73.4 | 73.8 | 73.3 | 79.2 | 75.1 | 74.9 |
| 55.6 | 56.6 | 57.8 | 57.8 | 54.5 | 56.7 | 54.4 | 54.9 | 55.2 | 56.7 | 55.3 | 55.4 |
| 47.1 | 55.7 | 58.4 | 57.5 | 52.9 | 58.5 | 53.7 | 53.7 | 54.5 | 58.4 | 59.4 | 59.5 |
| Yes | No | No | No | No | No | No | No | No | No | No | No |
| Yes | Yes | No | No | No | Yes | No | No | No | Yes | (1) | (1) |
| 50.7 | 49.2 | 50.4 | 50.4 | 55.3 | 56.4 | 54.9 | 55.0 | 55.0 | 56.2 | 49.0 | 49.0 |
| 25.1 | 27.4 | 27.8 | 29.1 | 20.4 | 23.3 | 23.0 | 23.0 | 25.5 | 23.5 | 27.9 | 27.9 |
| Yes | No | No | No | No | No | No | No | No | No | No | No |
| Yes/Rear | Yes/Rear | Yes/Front | Yes/Front | Yes/Rear | Yes/Rear | No | No | No | Yes/Rear | Yes/Rear | Yes/Rear |

(1) Opt. Tire-Well Lock

X-RAY COMPARES HARDTOPS

X-RAY COMPARES CONVERTIBLES



RAMBLER AMBASSADOR 990-H HARDTOP



RAMBLER AMERICAN 440 CONVERTIBLE



PLYMOUTH

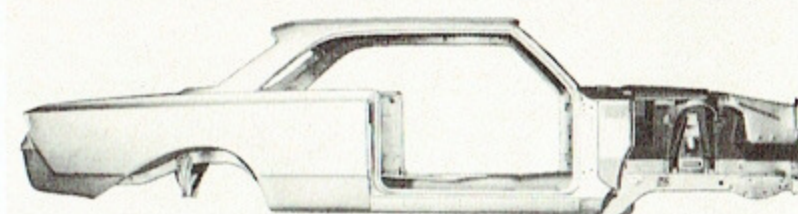


RAMBLER

COMPARE

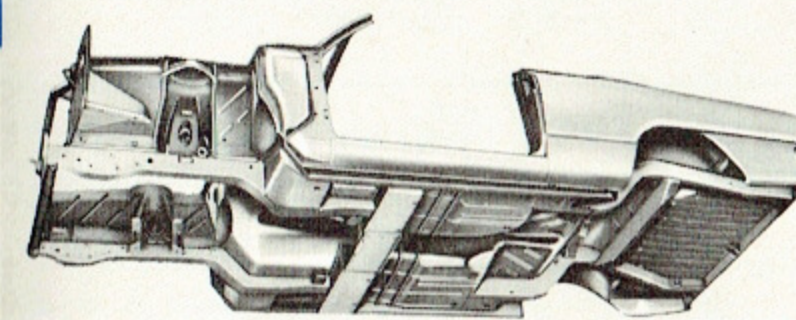
The naked, unframed side windows on Plymouth and Dodge hardtops are susceptible to breaking and do not seal as tightly as Rambler.

The side windows on Rambler hardtops are safely framed in stainless steel for greater support and tight sealing.



RAMBLER

Rambler American, Classic and Ambassador hardtop models are strong and durable. Rambler's Advanced Unit Construction has special unside assemblies to provide unusual strength and rigidity. Unlike some other makes, Rambler hardtop bodies are built with a roof panel that is *engineered* as a hardtop roof.

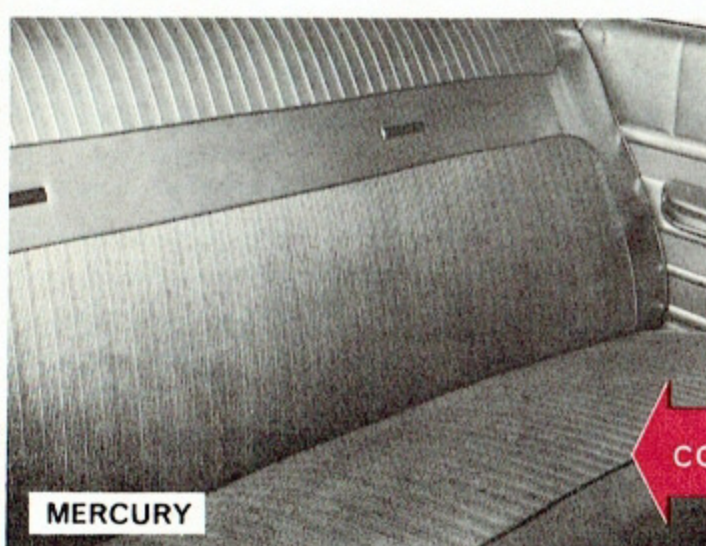


RAMBLER

X-Ray finds that Rambler American is the lowest priced convertible on the market, with or without power top. Safer and stronger, too, with a unique underbody structure employing extra bracing and a new box-section running, fore and aft, on the underbody side sills.



Rambler American's manual convertible top is counterbalanced for easy operation. The optional power top raises or lowers, at the flick of a switch.



MERCURY



AMBASSADOR

COMPARE

Mercury hardtops, like so many others, do not offer the extra comfort of a rear-seat armrest. Rambler Ambassador 990-H hardtop has folding center armrest—front and rear—as standard at no extra cost.



AMBASSADOR

X-RAY COMPARES THE 6-CYLINDER CONVERTIBLES

| MAKE AND MODEL | SERIES | A.D.P.* INC. HEATER | AMERICAN ADVANTAGE | SEAT CHOICES | | | | TOP COLORS |
|--------------------|----------|------------------------|-----------------------|-----------------------|----------------|------------------------|-----------------------------|---------------|
| | | | | AIRLINER RECLINING | INDIV. ADJ. | SLIM OR WIDE BUCKET | PADDED DASH & VISOR STD. | |
| Rambler American | 440 | \$2,409 | \$ | Yes | Yes | Yes | Yes | 4 |
| Ford Falcon | Futura | 2,470 | 61 | No | No | Slim only | No | 3 |
| Mercury Comet | Caliente | 2,625 | 216 | No | No | Slim only | Yes | 2 |
| Chevrolet Corvair | Monza | 2,481 | 72 | No | No | Slim only | No | 3 |
| Chevrolet Chevelle | Malibu | 2,576 | 167 | No | No | Slim only | No | 3 |
| Pontiac Tempest | Custom | 2,630 | 221 | No | No | Slim only | No | 6 |
| Buick Special | Standard | 2,594 | 185 | No | No | Slim only | No | 4 |
| Plymouth Valiant | V-200 | 2,411 | 2 | No | No | Slim only | No | 3 |
| Dodge Dart | 270 | 2,451 | 42 | No | No | Slim only | No | 3 |

The prices and savings shown are calculated on published advertised delivered prices (A.D.P.), including heater (which is standard on some cars), federal excise taxes, and retail delivery charges but do not include transportation charges. Rambler offers Weather Eye, the foremost car heating and ventilating system in the industry, as optional.





COMPARES PRICE AND VALUE

The astute car buyer looks beyond the Advertised Delivered Price before purchasing. He checks for the values the price represents. Rambler's low first cost, its extra-value features at no extra cost, as shown below, and its acknowledged high resale value make Rambler today's best buy.

BOX SCORE ON PUBLISHED DELIVERED PRICES

Comparable 6-Cylinder Models With Heater and Federal Tax

| MAKE | 2-DOOR SEDANS | | | | | | 2-DOOR HARDTOPS | | | | | |
|---------------------|---------------|--------|--------------------|------------|--------|--------------------|-----------------|----------|--------------------|--------------------|----------|--------------------|
| | BASIC SERIES | PRICE | AMERICAN ADVANTAGE | MID SERIES | PRICE | AMERICAN ADVANTAGE | SERIES | PRICE | AMERICAN ADVANTAGE | BUCKET SEAT MODELS | PRICE | AMERICAN ADVANTAGE |
| American | 220 | \$1970 | — | 330 | \$2063 | — | 440 | \$2196 | — | 440-H | \$2355 | — |
| Falcon | Std. | 1985 | \$15 | Futura | 2116 | \$53 | Futura | 2198 | \$2 | Spt. Futura | 2314 | -\$41 |
| Comet | 202 | 2115 | 145 | 404 | 2202 | 139 | Caliente | 2364 | 168 | — | Optional | — |
| Corvair | 500 | 1990 | 20 | — | N.A. | — | — | N.A. | — | — | N.A. | — |
| Chevy II 4-Cylinder | 100 | 2000 | 30 | — | N.A. | — | — | N.A. | — | — | N.A. | — |
| Chevy II 6-Cylinder | 100 | 2060 | 90 | Nova 400 | 2195 | 132 | — | N.A. | — | — | N.A. | — |
| Valiant | V-100 | 1984 | 14 | V-200 | 2106 | 43 | — | N.A. | — | Signet 200 | 2318 | —37 |
| Dart | 170 | 2050 | 80 | 270 | 2156 | 93 | — | N.A. | — | G. T. | 2380 | 25 |
| Lark | Challenger | 2015 | 45 | Commander | 2135 | 72 | — | V-8 only | — | — | N.A. | — |
| | BASIC SERIES | PRICE | CLASSIC ADVANTAGE | MID SERIES | PRICE | CLASSIC ADVANTAGE | SERIES | PRICE | CLASSIC ADVANTAGE | BUCKET SEAT MODELS | PRICE | CLASSIC ADVANTAGE |
| Classic | 550 | \$2133 | — | 660 | \$2273 | — | 770 | \$2464 | — | — | Optional | — |
| Fairlane | Std. | 2183 | \$50 | 500 | 2265 | -\$8 | 500 | 2330 | -\$134 | Sports 500 | \$2491 | — |
| Ford | Custom | 2350 | 217 | Cust. 500 | 2453 | 180 | Galaxie 500 | 2674 | 210 | V-8 Only | V-8 Only | — |
| Chevelle | 300 | 2220 | 87 | — | N.A. | — | Malibu | 2365 | -\$99 | Malibu S.S. | 2527 | — |
| Chevrolet | Biscayne | 2352 | 219 | Bel Air | 2454 | 181 | Impala | 2667 | 203 | Impala S.S. | 2828 | — |
| F-85 | Std. | 2332 | 199 | Deluxe | 2527 | 254 | — | N.A. | — | V-8 Only | V-8 Only | — |
| Special | Std. | 2332 | 199 | Deluxe V-6 | 2447 | 174 | Skylark | 2669 | 205 | — | Optional | — |
| Tempest | Std. | 2248 | 115 | Custom | 2334 | 61 | — | N.A. | — | LeMans | 2545 | — |
| Plymouth | Savoy | 2285 | 152 | Belvedere | 2420 | 147 | Fury | 2659 | 195 | V-8 Only | V-8 Only | — |
| Dodge | 330 | 2325 | 192 | 440 | 2462 | 189 | Polara | 2698 | 234 | V-8 Only | V-8 Only | — |

| 4-DOOR SEDANS | | | | | | | | | | 4-DOOR STATION WAGONS | | | | | | | | | |
|-----------------|--------|--------------------|----------------|--------|--------------------|----------------|--------|--------------------|----------|-----------------------|--------|--------------------|--------------------------|--------|--------------------|-------------------|--------|-------------------|---|
| BASIC SERIES | PRICE | AMERICAN ADVANTAGE | MID SERIES | PRICE | AMERICAN ADVANTAGE | TOP SERIES | PRICE | AMERICAN ADVANTAGE | | BASIC SERIES | PRICE | AMERICAN ADVANTAGE | TOP SERIES | PRICE | AMERICAN ADVANTAGE | | | | |
| 220 | \$2027 | — | 330 | \$2120 | — | 440-H | \$2213 | — | — | 220 | \$2303 | — | 330 | \$2387 | — | — | — | — | — |
| Std. | 2047 | \$20 | Futura | \$2165 | \$45 | — | N.A. | — | — | Std. | 2349 | \$46 | Deluxe | 2435 | \$48 | — | — | — | — |
| 202 | 2171 | 144 | 404 | 2258 | 138 | Caliente | 2339 | \$126 | — | 202 | 2452 | 149 | 404 | 2539 | 152 | — | — | — | — |
| — | N.A. | — | 700 | 2108 | -12 | Monza | 2324 | 111 | — | — | N.A. | — | — | N.A. | — | — | — | — | — |
| 100 | 2037 | 10 | — | N.A. | — | — | N.A. | — | — | — | N.A. | — | — | N.A. | — | — | — | — | — |
| 100 | 2097 | 70 | Nova 400 | 2232 | 112 | — | N.A. | — | — | 100 | 2395 | 92 | Nova 400 | 2492 | 105 | — | — | — | — |
| V-100 | 2054 | 27 | V-200 | 2174 | 54 | — | N.A. | — | — | V-100 | 2335 | 32 | V-200 | 2450 | 63 | — | — | — | — |
| 170 | 2115 | 88 | 270 | 2222 | 102 | — | N.A. | — | — | 170 | 2377 | 74 | 270 | 2476 | 89 | — | — | — | — |
| Chal- lenger | 2120 | 93 | Com- mander | 2240 | 120 | — | N.A. | — | — | Chal- lenger | 2510 | 207 | Com- mander | 2630 | 243 | — | — | — | — |
| BASIC SERIES | PRICE | CLASSIC ADVANTAGE | MID SERIES | PRICE | CLASSIC ADVANTAGE | TOP SERIES | PRICE | CLASSIC ADVANTAGE | | BASIC SERIES | PRICE | CLASSIC ADVANTAGE | MID SERIES | PRICE | CLASSIC ADVANTAGE | TOP SERIES | PRICE | CLASSIC ADVANTAGE | |
| 550 | \$2183 | — | 660 | \$2323 | — | 770 | \$2427 | — | — | 550 | \$2513 | — | 660 | \$2615 | — | 770 | \$2718 | — | — |
| Std. | 2224 | \$41 | 500 | 2306 | -\$17 | — | N.A. | — | — | Ranch Wagon | 2520 | \$7 | Custom Ranch Wagon | 2601 | -\$14 | — | N.A. | — | — |
| Custom | 2404 | 221 | Custom 500 | 2507 | 184 | Galaxie 500 | 2667 | \$240 | — | — | N.A. | — | Country Sedan | 2829 | 214 | Country Squire | 3018 | \$300 | — |
| 300 | 2257 | 74 | Malibu | 2338 | 15 | — | N.A. | — | — | 300 | 2555 | 42 | Malibu | 2636 | 21 | — | N.A. | — | — |
| Biscayne | 2406 | 223 | Bel Air | 2508 | 185 | Impala | 2660 | 233 | Biscayne | 2752 | 239 | Bel Air | 2817 | 202 | Impala | 2959 | 241 | — | — |
| Std. | 2386 | 203 | Deluxe | 2494 | 171 | — | N.A. | — | — | Std. | 2678 | 165 | Deluxe | 2786 | 171 | — | N.A. | — | — |
| Std. V-6 | 2386 | 203 | Del. V-6 | 2479 | 156 | Sky Lark | 2658 | 231 | Std. | 2678 | 165 | Deluxe | 2776 | 161 | — | N.A. | — | — | — |
| Std. | 2302 | 119 | Custom | 2388 | 65 | — | N.A. | — | — | Std. | 2594 | 81 | Custom | 2680 | 65 | — | N.A. | — | — |
| Savoy | 2341 | 158 | Belvedere | 2478 | 155 | Fury | 2634 | 207 | Savoy | 2681 | 168 | V-8 Only | — | — | V-8 Only | — | — | — | — |
| 330 | 2378 | 195 | 440 | 2515 | 192 | Polara | 2676 | 249 | 330 | 2715 | 202 | V-8 Only | — | — | — | N.A. | — | — | — |

COMPARISON OF PUBLISHED PRICES COMPARABLE MODELS POPULAR-PRICED LUXURY V-8's

The prices and savings shown are calculated on published advertised delivered prices (A.D.P.), including heater (which is standard on some cars), federal excise taxes, and retail delivery charges but do not include transportation charges. Rambler offers Weather Eye, the foremost car heating and ventilating system in the industry, as optional.

| | 2-DOOR HARDTOPS | | 4-DOOR SEDANS | 4-DOOR, 2-SEAT WAGONS |
|-----------------------|-----------------|----------|---------------|-----------------------|
| | 990 | 990-H | 990 | 990 |
| Ambassador | \$2,803 | \$2,984 | \$2,738 | \$3,052(a) |
| Ford Galaxie 500 | 2,783 | 3,222(b) | 2,776 | 3,127 |
| Mercury Monterey | 2,873 | N.A. | 2,881 | 3,225 |
| Chevrolet Impala | 2,775 | 2,936 | 2,768 | 3,067 |
| Olds F-85 Cutlass | N.A. | 2,773 | N.A. | N.A. |
| Buick Special Skylark | 2,740 | 2,810(c) | 2,729 | N.A. |
| Pontiac Catalina | 2,858 | 3,148(c) | 2,795 | 3,193 |
| Plymouth Fury | 2,767 | 2,925 | 2,741 | 3,042 |
| Dodge Polara | 2,806 | 2,976(c) | 2,783 | N.A. |

(a) 5-Door model. (b) Includes automatic transmission. (c) Bucket seat option added to competitive model.

The Rambler Classic, with the optional V-8 engine and matching power train at only \$105.00 additional, is still lower priced than many Sixes.

RAMBLER FEATURES AT NO EXTRA COST

- High Fuel Economy • Advanced Unit Construction • Curved-Glass Side Windows • Deep-Dip Rustproofing • Baked-Enamel Finish • Ceramic-Armored Muffler, Exhaust and Tailpipes • Coil-Spring Seats • Double-Safety Brakes • Self-Adjusting Brakes with Bonded Linings • Powr-Guard "24" Battery • Directional Signals • Engine-Oil Filter • 4,000-Mile Engine-Oil Change, Normal Interval • 33,000-Mile (or 3-Year) Chassis-Lubrication Interval • No-Drain Transmission and Rear-Axle Lube • Fuel Pump and Tank Filters • Anti-Smog Engine Vent • Automatic Choke • Seat-Belt Provisions

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. Information on other-make cars contained in this booklet was, to the best of our knowledge, correct at time of publication. However, we assume no obligation for inadvertent errors or future changes.

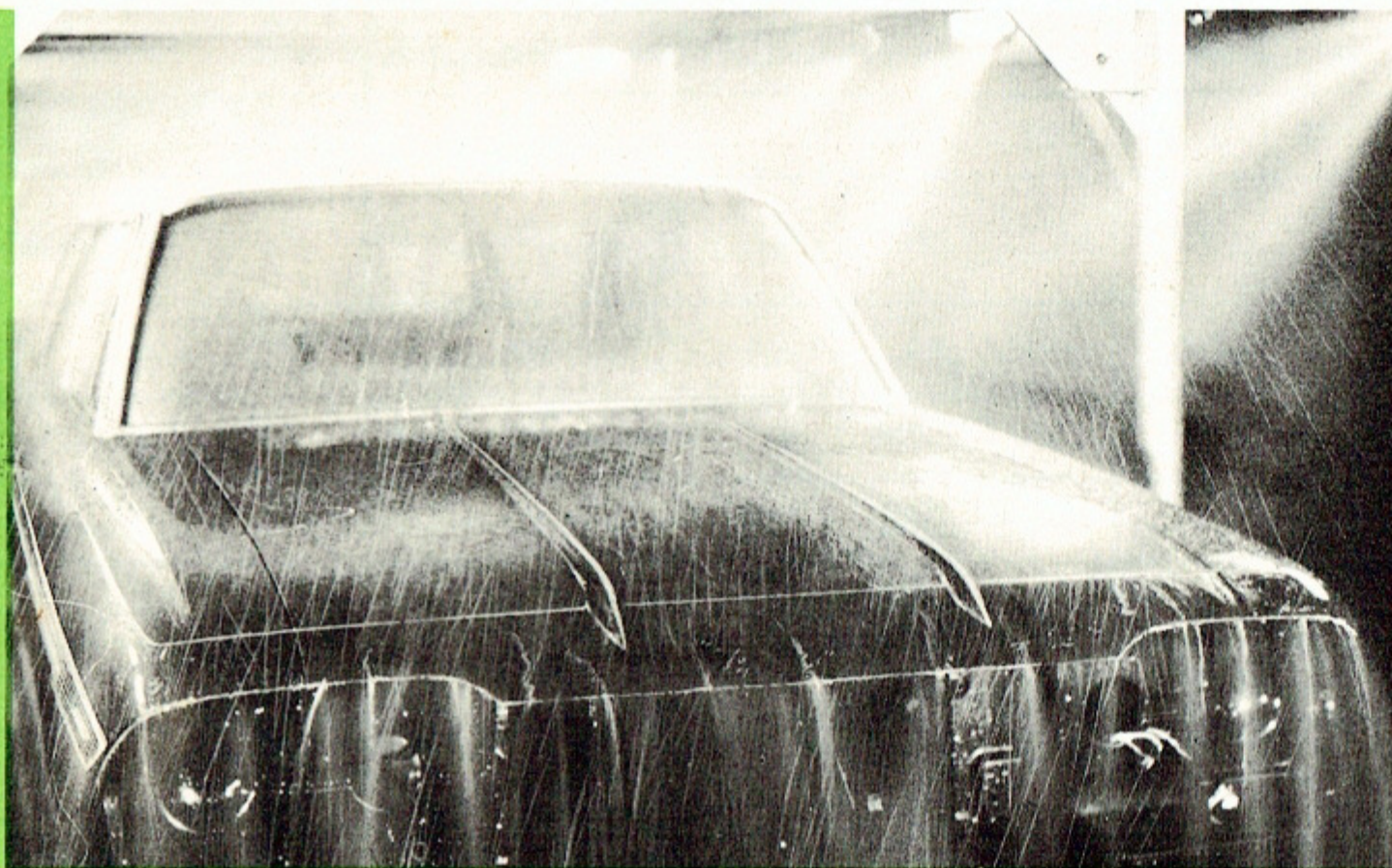
X-RAY

PROVES RAMBLER YOUR BEST BUY

The side-by-side comparisons of the leading 1964 cars shown in this X-Ray Book prove that Rambler is your best car buy on every count.

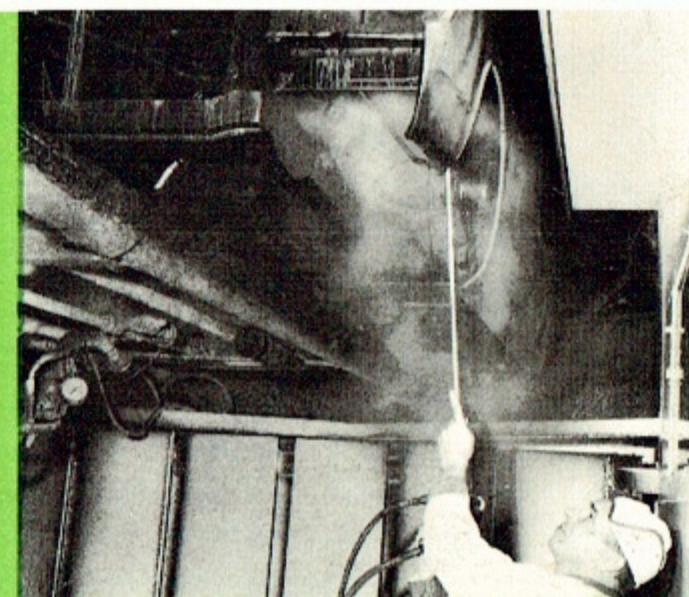
- ✓ **YOUR BEST BUY FOR JUST-RIGHT SIZE**
Big where a car should be big—Trim where a car should be trim.
- ✓ **YOUR BEST BUY FOR "PEOPLE SPACE"**
- ✓ **YOUR BEST BUY FOR COMFORT AND CONVENIENCE**
- ✓ **YOUR BEST BUY FOR LONG LIFE AND TROUBLE-FREE SERVICE**
- ✓ **YOUR BEST BUY FOR BALANCED PERFORMANCE**
- ✓ **YOUR BEST BUY FOR MANEUVERABILITY AND HANDLING EASE**
- ✓ **YOUR BEST BUY FOR SAFETY**
- ✓ **YOUR BEST BUY FOR BUILT-IN QUALITY**

American Motors' Dedication to Excellence is evident in the many checks and rechecks . . . in the countless tests and inspections made on every car to assure outstanding quality and complete owner satisfaction. A few of these tests and checks are illustrated and described below.



Every Rambler is tested for watertightness. Inspectors ride each body through the Typhoon Room, search for leaks as water is pressure-sprayed from top, bottom, sides.

To protect rocker panels from stones and other objects thrown up from the road, most 1964 Ramblers have a sturdy, smart-appearing stainless-steel rocker-panel molding that runs all the way from the front fender to the rear fender.



After a Rambler body goes through the Deep-Dip rustproofing primer-paint bath, special compounds are sprayed into hidden areas to further protect against rust and corrosion.



Every Rambler engine is thoroughly tested for air, water and oil-tightness on an ingenious test machine, and then checked for performance on run-in tests before it is approved.