

Rambler announces '65's most sweeping changes—

THE SENSIBLE SPECTACULARS

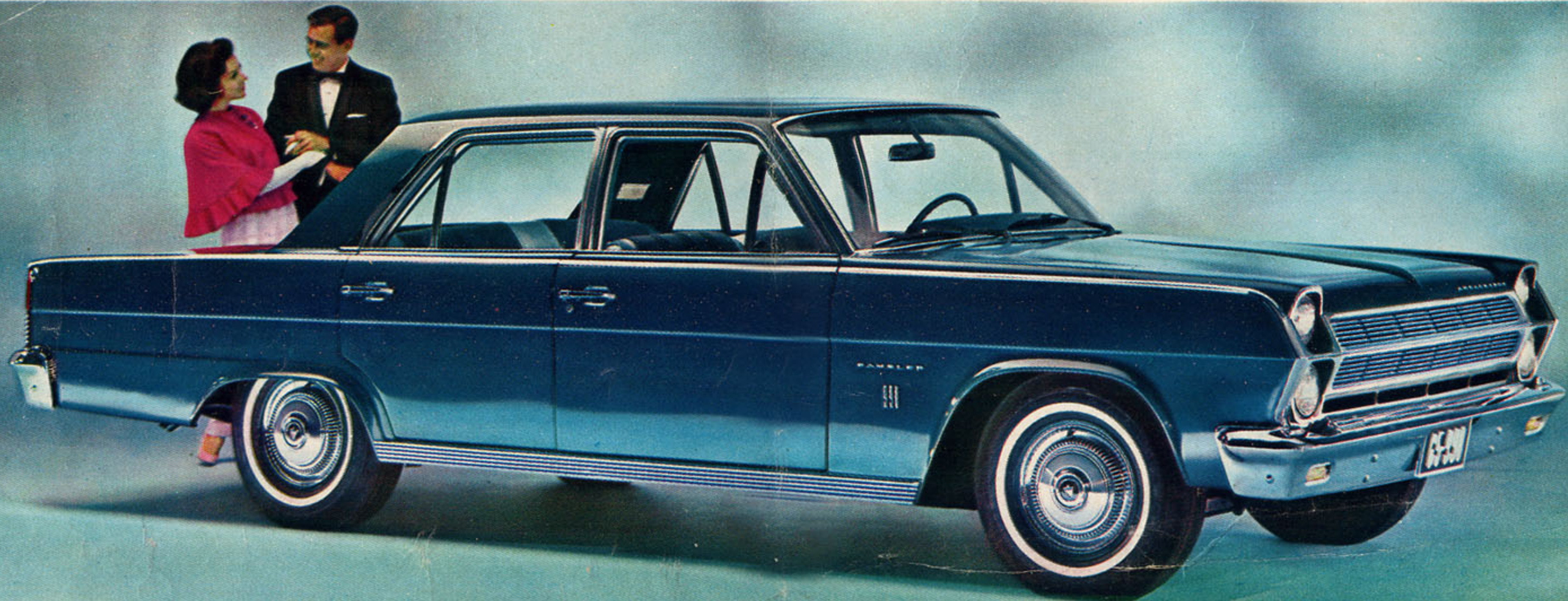
New! 3 different sizes of cars

New! 3 different wheelbases

New! 7 spectacular powerplants:

**New Torque Command Sixes—world's
most advanced engines! Big V-8s!**





1965 Rambler Ambassador 990 Four-Door Sedan



1965 Rambler Ambassador 990 Cross Country Wagon, 2 or 3-Seat



1965 Rambler Ambassador 990-H Hardtop

Totally new in size, in style, in power!

'65 RAMBLER AMBASSADOR

You've never seen anything like it. Never driven anything like it. Never dreamed of such a brilliant new balance of longer wheelbase, new beauty, new sizzle, new glamour—combined with new safety, new long-stride riding smoothness, new solidity. NEW! Spectacularly longer, sleeker lines, with more room for passengers and luggage. NEW! Sports-Car Disc Brakes and many other new options. NEW! Twice as many models—hardtops, sedans, wagons and a dazzling new convertible. NEW! Lustre-Gard Acrylic Enamels give even longer-lasting beauty to the world's most thoroughly rustproofed cars. This is the new 1965 Ambassador—largest and finest of the new Ramblers.

New Spectacular V-8s and Sixes—Sensible Economy. Choose from a powerful new range of engines. Two V-8s up to 327 cu. in., optional. World's most advanced engine—the Torque Command 232, a brand-new "hot Six" with 155 hp.

New Spectacular Disc Brakes—Sensible Double-Safety Protection. Super-safe, anti-fade front Disc Brakes, optional.

Double-Safety Brakes, with separate braking systems front and rear, standard. If one hydraulic line should be damaged, the other still works.

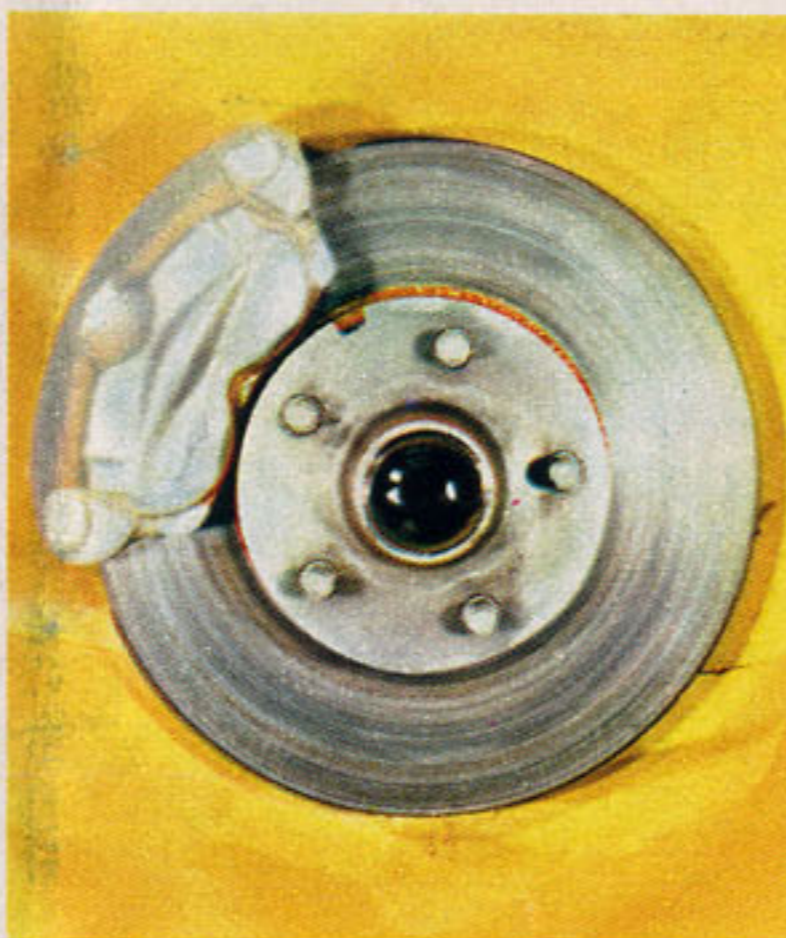
New Spectacular Appointments—Sensible Comfort. New miracle fabrics; new rear-seat room. Adjustable steering wheel, reclining bucket seats, headrests, are among the luxurious options.

Rambler Ambassador—one of three

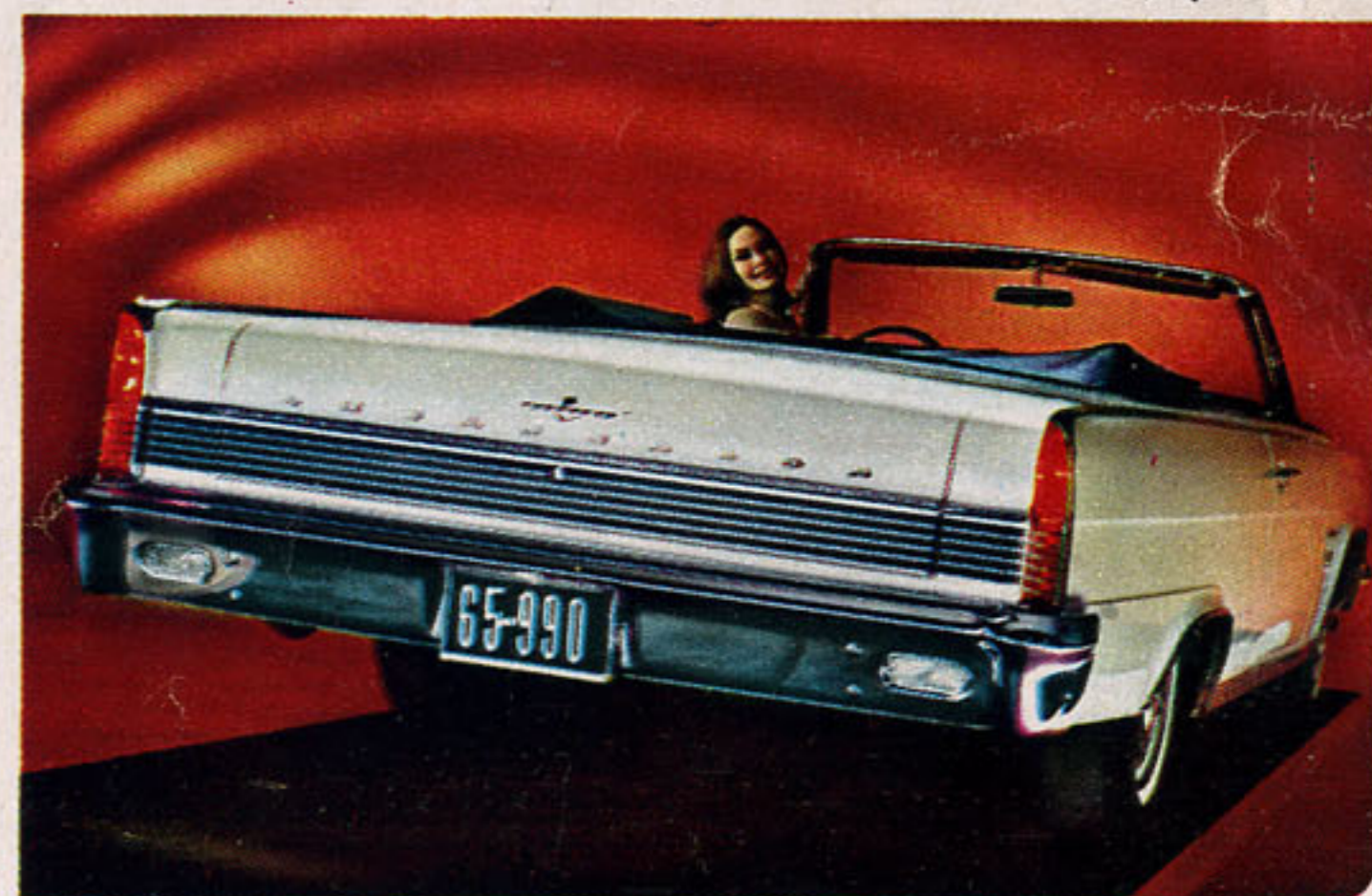
SENSIBLE SPECTACULARS



Bucket seats, folding armrest and center cushion standard on 990-H Hardtop, console and floor shift, optional



New Disc Brakes, optional



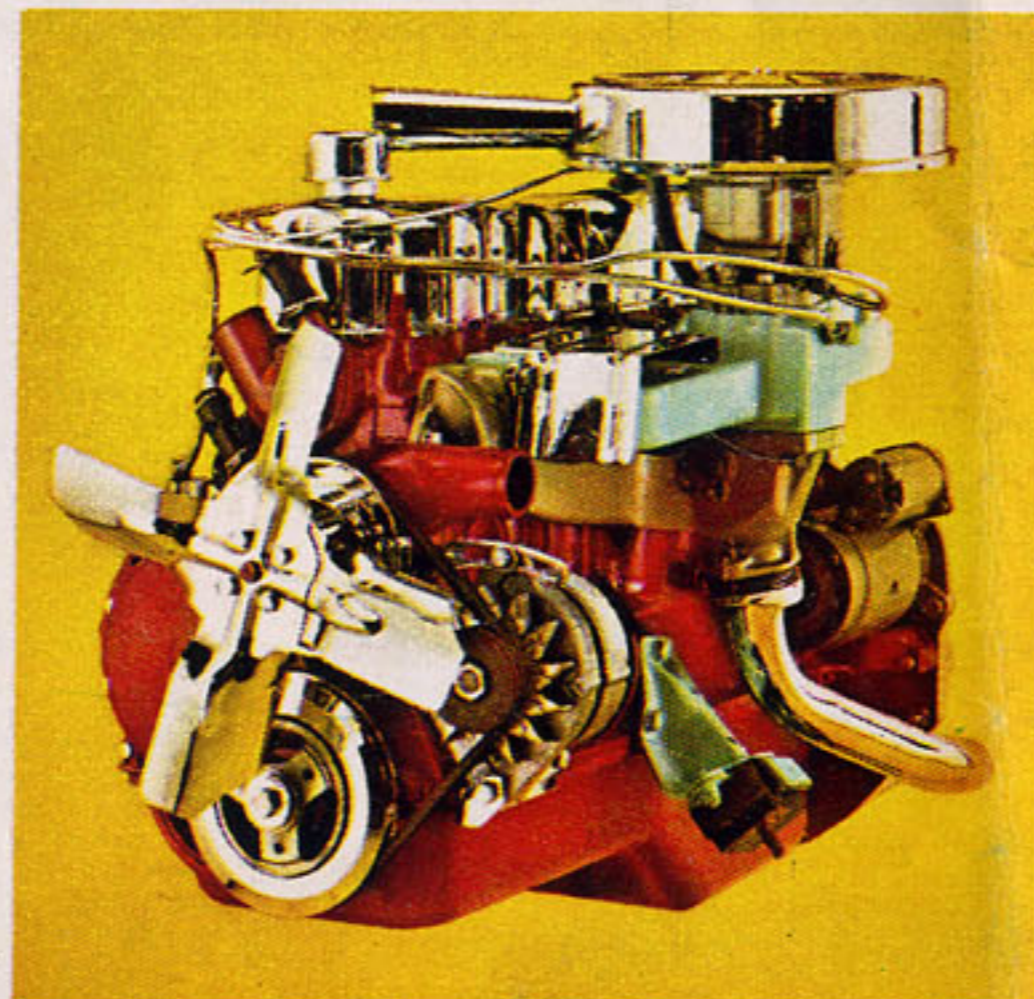
Totally new! Ambassador 990 Convertible



More room, more glamour than ever



Roomier-than-ever trunk space



World's most advanced engine—Torque Command 6

New Torque Command Sixes! New V-8 options!

ALL NEW '65 RAMBLER CLASSIC

Biggest, most powerful Classics ever built—magnificent new convertible, sedans, hardtops and wagons. More room than ever—still outmaneuvers other U.S. makes. NEW! Three versions of the brilliant new Torque Command engine—the high-performance 6 that comes on like an 8. Two V-8 options up to 327 cu. in. NEW! Every inch of sculptured steel is completely new—from massive wraparound bumpers to grille and taillights. NEW! Disc Brake option for greatest stopping power. Double-Safety protection of separate hydraulic systems is standard. NEW! Eagle-claw door locks that keep doors safely closed with a grip of steel. See the Rambler Classic, new intermediate-size Rambler.

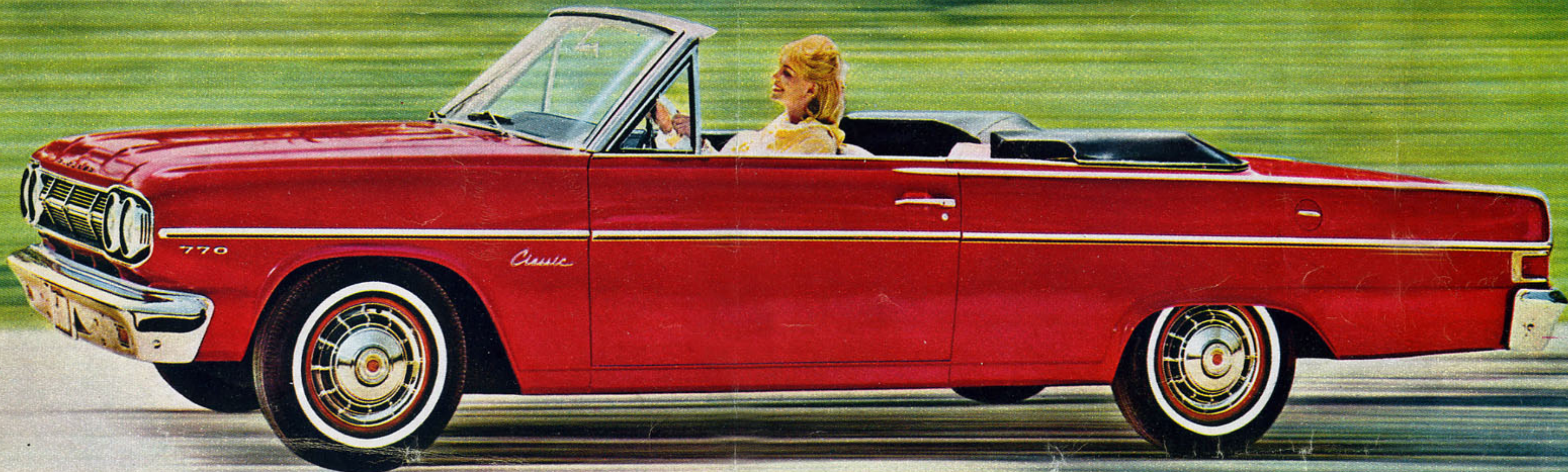
New Spectacular Room and Space—Sensible Handling. Enjoy the Best of Both: Big-car room and comfort, plus superb handling and parking ease.

New Spectacular Performance—Sensible Gas Mileage. Five engine choices—Six and V-8. Three all-new Torque Command Sixes, world's most advanced

automobile powerplants, deliver lots more power, even better economy. Two V-8 options—up to 327 cu. in.

Spectacular New Wagons—Sensible Extra Values. Roof-Top Travel Rack, standard. Big hidden compartment under cargo floor. Two tailgate designs. Choice of two seats or three seats.

Rambler Classic — one of three
SENSIBLE SPECTACULARS



All-new open-air eye-opener! 1965 Rambler Classic 770 Convertible



Brilliant new Rambler Classic 770-H Hardtop for 1965



Best-selling wagon—Rambler Classic 770 Cross Country, 2 or 3-seat



Spirited new 1965 Rambler American 440-H Hardtop



Dashing new 1965 Rambler American 440 Convertible



Roomy new 1965 Rambler American 330 Wagon. Travel Rack standard



Lowest-priced—1965 Rambler American 220 Two-Door Sedan

Powerful new 6 for the Compact Economy King!

'65 RAMBLER AMERICAN

Strikingly beautiful. NEW! Spectacular engine options, led by the newest, smoothest, and by far the most enthusiastic Six in any car this size—the 232 cu.-in. Torque Command. NEW! Spectacular new sporty options, including Shift-Command floor stick—you shift it, or it shifts for itself. Couple these with American's proved best economy and easiest parking, plus all the famous Rambler extra-value features, like Advanced Unit Construction, curved-glass side windows, Double-Safety Brake System, coil-spring seats, Deep-Dip rustproofing, time-defying Ceramic-Armored muffler. See the smart new 1965 Rambler American, the compact Economy King, at your Rambler dealer.

New Spectacular Action—Sensible Savings. Dazzling new 155-hp Torque Command 232 is the newest, most powerful engine option in America's unchallenged Economy King. Alternator standard.

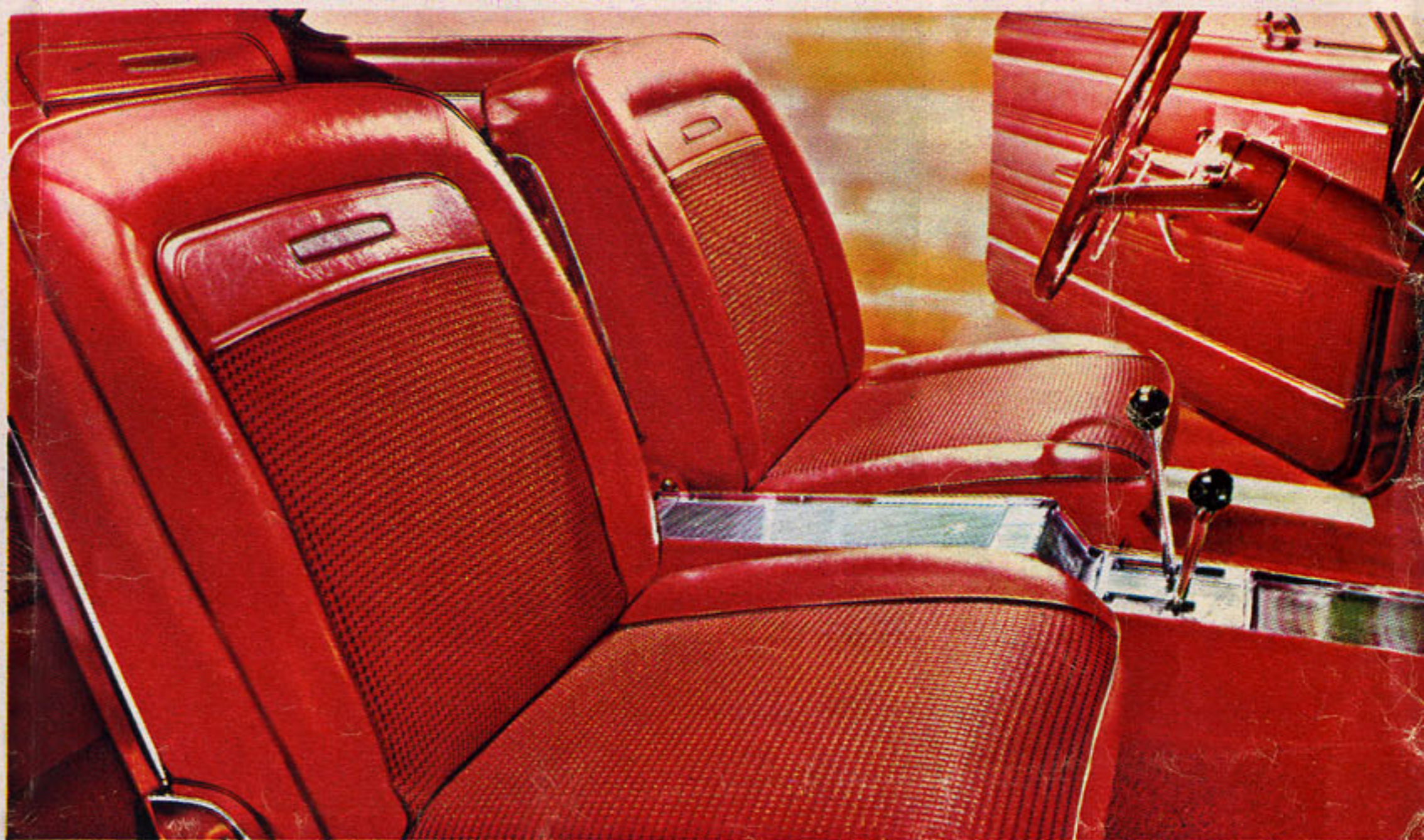
New Spectacular Sports Options—Sensible Comfort. Two kinds of sporty floor shifts, manual or automatic. Wire wheel

covers, two sizes of Airliner reclining bucket seats. Neck-guard safety headrests protect against whiplash injury.

New Spectacular Beauty—Sensible Room. Outside: sculptured new smartness with the look of motion. Inside: more room for six passengers in lavish new interiors.

Rambler American — one of three

SENSIBLE SPECTACULARS



Sporty! Reclining bucket seats, console and Twin-Stick Floor Shift, optional



Curved-glass side windows



New wire wheel covers, optional

7 great engines—powerful new reasons to take a fresh look at Rambler in '65



Start with three new Torque Command Sixes—world's newest, most advanced engines—Sixes that come on like Eights. Seven-main-bearing crankshaft with eight counterweights, twice the usual. Result: the smoothest, quietest Sixes ever built. 155-hp Torque Command standard on Ambassador, optional on all other Ramblers. 128-hp and 145-hp Torque Command standard on Classic, according to model. 198-hp and 270-hp V-8s optional on the Ambassador and Classic. Standard engines on American, varying with model, are 90-hp or 125-hp overhead valve Six that has won best mileage in every economy run entered.

EXTRA VALUE when you buy.....MORE VALUE when you sell

Only Rambler gives you all these extra-value features at no extra cost:

- New Lustre-Gard Acrylic Enamels resist fading, scratches
- Double-Safety Brakes, separate systems for front and rear wheels
- Exclusive Deep-Dip Rustproofing
- Exclusive stronger Advanced Unit Construction
- Exclusive Ceramic-Armored muffler, exhaust pipe and tail pipe
- Famous Weather Eye Heating and Ventilating System
- New electronic alternator
- Roof-Top Travel Rack standard on 6 of Rambler's 7 wagons
- Exclusive Molded Ceilings
- Curved-glass side windows
- 32,000-mile or 3-year chassis lube
- Luxurious full-coil seat springs

Rambler V-8 or 6

AMERICAN MOTORS—DEDICATED TO EXCELLENCE

See the SENSIBLE SPECTACULARS

Ambassador

Largest and Finest of the New Ramblers

Classic

New Intermediate-Size Rambler

American

The Compact Economy King

Now at your Rambler Dealer