



Suddenly  
there's a  
luxury car that  
isn't oversized,  
overweight  
and overpriced.

**Ambassador '66**



Now that we've come up  
with Ambassador DPL, your first  
luxury car can come a lot sooner.

Like tomorrow.



What a beautiful idea — a luxury car while you're still young enough to enjoy it! Extra features, elegant appointments, meticulous craftsmanship, all in one glamorous package with a suggested list price about the same as Impala, Galaxie and Fury.

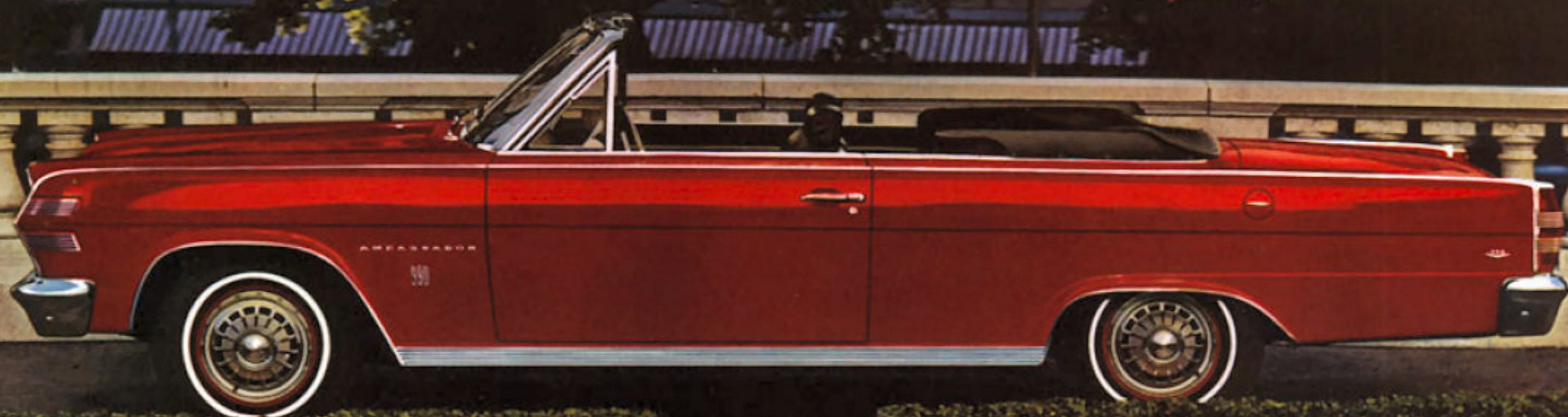
The brilliant blend of sports and luxury features tells you DPL is our most adventurous Ambassador. Examples: Reclining bucket seats with a narrow seat cushion nestled between. Cushy center armrests, fore and aft. If you order our custom trim we sheath the roof in black leather-grain vinyl and accent the seats and doors with our exclusive Hounds-

tooth Check fabric. (Tell you what, we'll even throw in a couple of matching throw pillows.) The rich warmth of genuine walnut paneling graces the doors and thick cut-pile carpeting flows between them. Just a little more here, and a little better there. That's our DPL.

O.K. for "show"—now, how about "go?" Choose from our big Six or three thundering V-8 engines, and harness your choice to our optional fully-synchronized 4-speed or Shift-Command automatic. Floor-shift either of them from a rakish console with this consoling thought: even with all this extra performance you'll be surprised at how many miles per gallon you're getting. You see, our DPL swings on a shoestring. Or should we say, "your DPL?"









For you who insist on having your kicks along with your comfort, meet our open-air performer.



Let the top down and let yourself go! But go easy. The standard engine in our Ambassador 990 Convertible is a 198-hp V-8 that really scoots—and on regular fuel. For those who want more machinery, there's our optional 250-hp V-8 that also thrives on regular. Still too tame? Then tromp down on our optional premium-fuel 270-hp V-8 and hang on tight!

We've packed plenty of exciting ideas into the 990 Convertible. Let's take them one at a time. Excitement #1: an all-vinyl interior that's sporty in an elegant sort of way. Excitement #2: a new flexible glass rear window that won't scratch, discolor, crack or crease. Zip it out if you want, but you don't have to. Excitement #3: glittering, tough Lustre-Gard acrylic enamel to help this beauty keep its beauty longer. (Will your wife get jealous?) We'll let you discover Excitements #4, #5, etc. by yourself. If you can catch an Ambassador 990 Convertible standing still!





**Power disc brakes on a wagon?**

**Why not? You go first class  
all the way in an  
Ambassador 990 Cross Country.**



People who haul people should know about our optional power disc brakes.

They stop safely in a shorter distance, especially when you're going fast or downhill. They give you better control of the car and eliminate "grabbing" even when your brakes get wet.

What other ingenious features make the 990 America's first and only luxury wagon? Look roofward and you'll see a gleamingly handsome luggage rack that's standard. (Our way of saving you about \$70 extra.) And there's a hidden compartment for valuables that you can lock.

A handsome tailgate door swings out so passengers in the optional third seat can step right down instead of crawling over. If you wish, pick the standard 2-seater wagon with its regular swing-down tailgate. Either way, it's one swinger of a station wagon!









If you think a prestige car  
has to be half a block long, see  
how Ambassador 990 measures up.

Don't get us wrong. Our Ambassador 990 is plenty big enough. This 4-Door, for example, seats six in style without the slightest hunching of husky shoulders. Getting in and out is remarkably easy, and the head room would delight a Buckingham Palace guard. It's just that our 990 is trim in the places a car should be trim: in heavy traffic and downtown parking spaces.

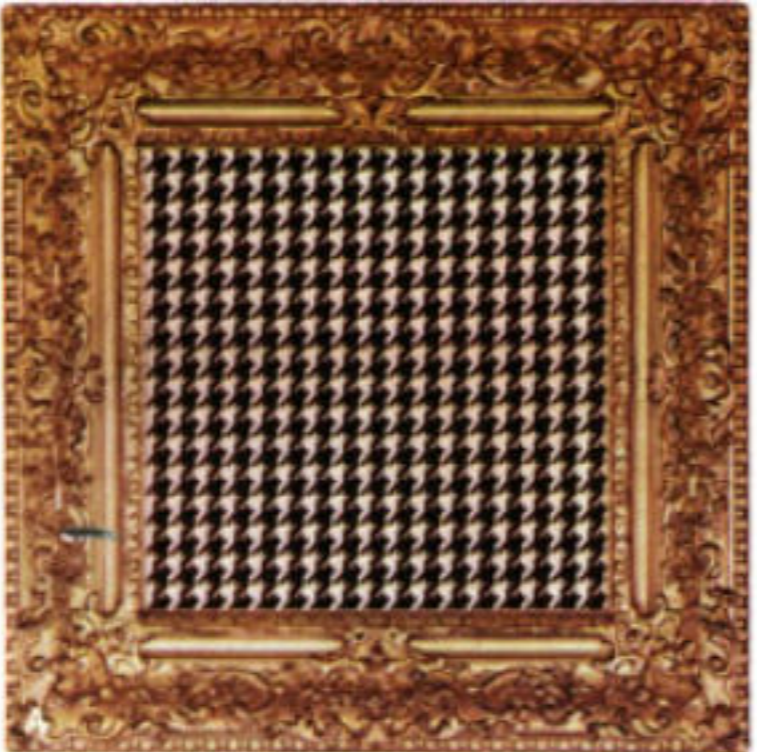
But make no mistake. Every single Ambassador 990—Sedan, Hardtop, Convertible and Station Wagon—is very big on luxury.

Our exclusive molded fiberglass ceilings blot up road noise mile in and mile out. Those two ashtrays up front glide out on ball bearings to save manicures and tempers. And that extravagant looking safety-padded instrument panel and those padded sun visors cost not a nickel extra!

Throughout each Ambassador 990, quality is built in, not added on. Our practice of installing coil-spring construction in both front and rear seats is so expensive you'll find it only in top-of-the-line Cadillacs! Our Ceramic-Armored muffler will outlast just about everything except the mortgage on your house.







You can't make an Ambassador more luxurious, but you can give it more luxuries.



There's a Custom Trim Package for DPL: Houndstooth Check fabric (A) for seats and door panels, plus two matching pillows, "Custom" nameplates and genuine walnut on inside door panels and black vinyl-covered roof. (Vinyl roof available separately.) Tilt steering wheel (B) that assumes seven positions so that you can assume the most comfortable one. (Like all the goodies shown on this page, it's optional at extra cost.) Our All-Season air conditioning (C) is the very best and at the same time, very inexpensive. Power disc brakes (D) like ours are available on just a few U.S. cars. For stretch-out-and-relax comfort, try reclining seats and safety headrests (E). If you're more the restless type, you'll enjoy our 4-speed fully synchronized floor-shift transmission (F) and a tachometer (G) to help keep rein on it.

Optional equipment also includes the following at extra cost: AM or AM/FM all-transistor radio. Duo-Cooustic or Vibra-Tone rear-seat speakers for sedans and hard-tops. Cruise-Command automatic speed control. Power steering. Power brakes. Power disc brakes. Power-Lift windows. Power-Lift tailgate window. Twin-Grip differential. Vinyl upholstery for wagons (standard on convertible and on bucket seats). Electric clock (standard on 990, DPL). Electric tachometer. Retractable front seat belts (Auto-Lock with bucket seats). Third seat for station wagons. Side-hinged tailgate door (standard with third-seat option). Visibility Group: remote-control left outside mirror, inside tilt mirror, visor vanity mirror, electric windshield washers and wipers. Light Group (standard on DPL): trunk or cargo light, glove-box light, courtesy lights and parking-brake warning light. Exterior Appearance Groups for 880. 4-Way Hazard Warning Signal. Wheel discs (standard on 990 and DPL). Turbo-Cast wheel covers. Wire-wheel covers with spinners. Solex glass, all or windshield only, with the exception of convertible rear window. Two-tone paint (23 combinations for DPL and 990; 21 for 880). Simulated wood-grain exterior side panels for wagons (not offered with two-tones). Porous vinyl upholstery for 880. Powr-Saver V-8 engine fan. Rear-seat foam cushion (standard on 990 and DPL). Dowgard® Full-Fill Coolant. Heavy-duty cooling system (includes heavy-duty radiator, heavy-duty fan and fan shroud)—standard with air conditioning. Heavy-duty shock absorbers. Heavy-duty springs and shock absorbers (trailer owners, note). Automatic transmission oil cooler for Sixes (standard on V-8's). Slim-band whitewall tires. Bumper guards with rubber facings. Undercoating. Air-Guard exhaust emission control system (required smog-control option for California). Closed-type positive crankcase ventilation (also required for California). 40-amp electronic alternator (standard with air conditioning). 70-amp battery. Heavy-duty clutch for V-8.

"I want an elegant car and an economical car."

"You're talking about two different cars."

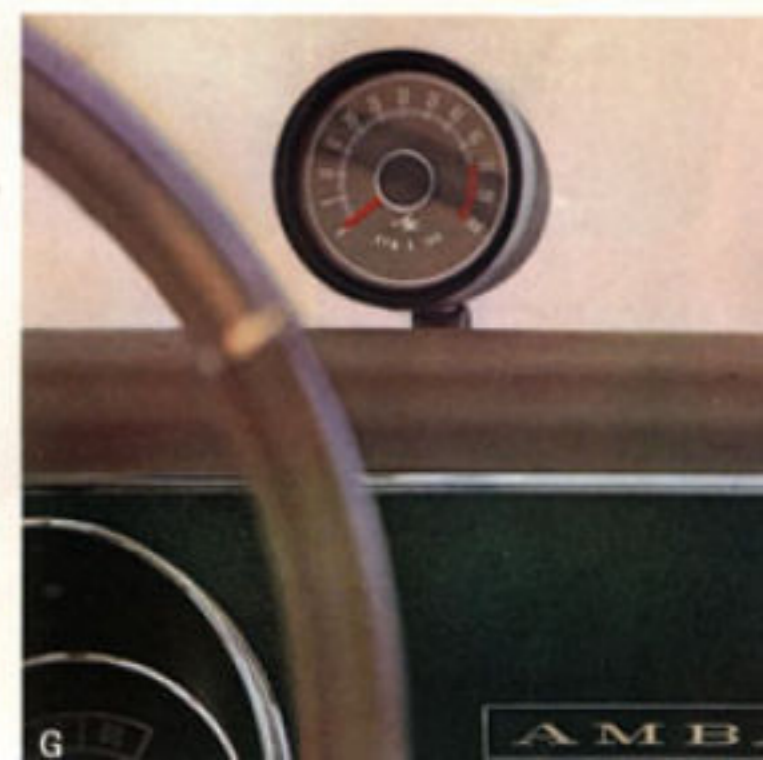
"No, I'm talking about Ambassador 880."

Never before has a luxury car been so easy to own—and so easy to take care of. Whether you choose the 880 2-Door Sedan shown here, the 880 4-Door, or the 880 Wagon, you get all of the American Motors built-in quality features.

Take our "232" Torque Command Six. Its 155 hp gives out with plenty of power, but it's plenty economical, too. And we gave it seven main bearings instead of four for extra-smooth operation.

Extra values like this make every Ambassador economical to operate and maintain. Advanced Unit Construction virtually eliminates body rattles, rumbles and squeaks.

Deep-Dip rustproofing puts a protective chromate primer coating into every crack and crevice, clear up to the roof. You can go 32,000 miles or 3 years between major chassis lubrications. An electronic alternator prolongs your battery's life, and two hydraulic braking systems (rather than one) help prolong yours.



Ambassador by American Motors... where quality is built in, not added on.

**Many features that we build right in you won't even find on Cadillacs.**

For example, you can't buy an American Motors car without a Ceramic-Armored exhaust system. How good is it? Ever hear of a rusted-out china doll?

Who else gives you an exhaust system that lasts as long? Nobody. Not even Cadillac.

Our bodies are a single all-welded structure. No bolts to work loose and rattle. It makes things awfully quiet inside. And every body is dipped in rustproofing primer, right up to the roof. Another exclusive.

We also give you two braking systems, instead of one. If one system should fail, you get a second chance to stop. Of all the other cars built in the U.S., only Cadillac gives you a dual hydraulic braking system as standard equipment.

Our seats are made with coil springs. Like fine furniture the world over. Cadillac thinks they're better, too. But they only put them in their most expensive models. Every car from American Motors has them.

How far will we go to build the quality in? Well, right down to giving you ashtrays that roll out on ball bearings.

And guess what. Not even Cadillac goes that far.



Double-Safety brakes.



Ceramic-Armored muffler.



Coil spring seats.



Ball-bearing ashtrays.



Safety Package. Includes mirror, belts, safety padding, more.



**New Standard Safety Package. Built In.**

Long a leader in automotive safety, American Motors makes a new series of safety features a standard part of every Ambassador for 1966.

You'll automatically get safety-padded instrument panel and sun visors on every model. Front and rear seat belts, an outside rear-view mirror, backup lights, windshield washers and new higher-strength windshield glass fill out the package.

Most of them, features you'd choose on your own. Now, like Double-Safety brakes, they're standard. Another example of American Motors leadership in building quality, and safety, into every car.

**Standard Equipment**

New Safety Package (details above). Variable-speed windshield wipers with vacuum power-booster fuel pump. Improved Weather-Eye heater. Turn signals. Engine-oil filter. Fuel filters in tank and fuel pump. Anti-smog positive crankcase ventilation system (open type). Cellulose-fiber carburetor air cleaner. Automatic choke. Front and rear armrests. Cigarette lighter. Two front ashtrays. Rear ashtrays. Trunk or cargo floor covering. Full-width cut-pile floor carpeting for 990 and DPL (loop-pile carpeting for 880). Front-seat foam cushion. Rear-seat foam cushion for 990 and DPL. Dome or side-pillar lights. 14" wheels with five tubeless blackwall tires. (Four LifeGuard safety tires standard with 3-seat wagon option.) Rocker panel and wheel opening molding standard on 990 and DPL. Station wagon Roof-Top Travel Rack. Hidden compartment with lock for station wagons. Glove-box lock. Two coat hooks (except convertible). Power-operated convertible top.

Every 1966 American Motors car carries a manufacturer's new-car warranty for a period of 24 months or 24,000 miles, whichever occurs first.

**The Technical Side**

Dimensions: Wheelbase 116". Length 200" (199" for wagons). Loaded height 55" for sedans, 54.9" for wagons, 54" for hardtops and 54.6" for convertibles. Width 74.5". Front tread 58.6", rear tread 57.4". Loaded ground clearance 6" (approximate).

Chassis: Hypoid-gear differential. Coil springs at all four wheels. Direct-action, independent front suspension with sway-bar stabilizer. Torque-tube drive. Self-adjusting clutch (six-cylinder). Standard brake diameter 10", lining area 167.5 sq. in. Tire size: 7.35 x 14 standard—7.75 x 14 optional (standard with V-8). Four LifeGuard safety tires standard on wagons with third-seat option (four or five optional on other models). Fuel-tank approximate capacity, 19 gallons (17 gallons for wagons with third-seat option). Ceramic-Armored muffler, tailpipe and exhaust pipe.

Electrical: Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air conditioning). Power-Guard "24" Intercell battery (50-amp standard on Sixes; 60-amp standard on V-8's and on Sixes with air conditioning; 70-amp optional).

Body: All-welded, single-unit body construction with Deep-Dip rustproofing. Fresh-air ventilation. Air-intake screen. Long-wearing, triple-coated Lustre-Gard acrylic enamel. 13 solid colors (12 on 880's). Vinyl-coated nylon convertible tops in black, white, tan and aqua. Molded fiberglass headlining. Curved side-glass. Extruded-aluminum grille. Flexible glass rear window for convertible.

**'66 Ambassador Performance Selector**

	Engines			
	"232" Six (Std.)	"287" V-8 (Opt.)	"327" V-8's (Opt.)	
Horsepower @ rpm	155@4400	198@4700	250@4700	270@4700
Torque @ rpm	222@1500	280@2600	340@2600	360@2600
Carburetor	2-Barrel	2-Barrel	2-Barrel	4-Barrel
Compression Ratio	8.5:1	8.7:1	8.7:1	9.7:1
Fuel Required	Regular	Regular	Regular	Premium
Displacement	232 cu. in.	287 cu. in.	327 cu. in.	
Bore and Stroke	3 1/4" x 3 1/2"	3 1/4" x 3 1/4"	4" x 3 1/4"	
Transmissions and Axle Ratios To Match				
	"232" Six	"287" V-8	"327" V-8's	
Column-Shift				
3-Speed Manual	3.15:1	3.54:1	3.54:1	
Overdrive (Opt.)	3.54:1	3.54:1	—	
Automatic (Opt.)	3.15:1	3.15:1 (2.87)*	3.15:1 (2.87)*	
Floor-Shift (990 & DPL)				
4-Speed Synchromesh (Opt.)	—	3.54:1	3.15:1 (3.54)*	
Automatic (Opt.)	—	3.15:1 (2.87)*	3.15:1 (2.87)*	

\*Optional at no extra cost.

Accessories and power features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. 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.