



Marlin '66

Room to swing in.



Left: Some order four-on-the-floor... just for the fun of it.

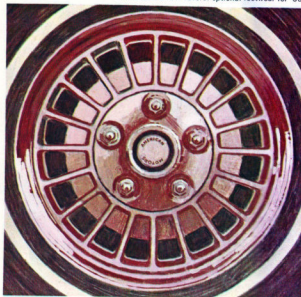


Above: A true sports fastback—goes as good as it looks.

Below: Room for a lot of Little Leaguers (or six adults).



Turbo-Cast wheel covers: optional footwear for '66.



How to tell a '66 Marlin from other sports fastbacks. Put your family in it.

Funny thing about fastbacks. They tend to get wives in a dither.

Problem: "Sports car, my foot! We need a practical family car!"

Solution: Marlin '66... America's first family-size sports fastback. Four-on-the-floor performance for you... three-in-the-back roominess for her.

But she's bound to be a bit suspicious. So here's what you do. Take her down to your American Motors dealer. For openers, point out how Marlin seats six adults with stretch-room to spare. Or half a den of Cub Scouts (if there's no way to get out of it).

Then show her the trunk. Almost 12 cubic feet for stowing shopping spree treasures. That'll raise her eyebrows a little.

But beware as she takes in the pure fastback styling. If she says Marlin looks like a sports car, pretend you didn't hear.

Play your ace.

Settle her down in one of Marlin's seats. Made with deep-coil springs, like fine furniture. She'll know the difference. Then have her poke-test the padded instrument panel. And pull out one of the ashtrays. (They actually roll on ball bearings. Not even Cadillac goes so far to protect a lady's manicure.)

For a clincher, mention how the thick, cut-pile

carpeting gives scuff protection for patent leather heels.

Then leave her alone to mull over family-car things. Like the advantages of ordering individually adjustable reclining seats. Or safety headrests. And which of Marlin's myriad exterior colors would go best with her hair.

Meanwhile you'll be picking out a nice, tame family-car power team.

(Sure you will.)

How does a guy get the most out of a Marlin?

Slip a "327" V-8 under the hood, put "four" on the floor and ask your wife to stop calling it a family car.

Actually, no matter which engine you pick, your spouse will be in for a surprise: her practical "family car" will have punch that won't quit.

Marlin's two Torque Command Sixes deliver 145 and 155 hp. The three big V-8's range from 198 to 270 hp (including a new 250-hp V-8). When you stick that kind of power in a car that goes 195 inches overall, you've got a thoroughly impatient machine on your hands.

By the way, Be sure to tell your practical mate how all but the big job thrive on regular gas. She'll like your attitude.

Transmissions? You've got a tough decision to make. Standard 3-on-the-tree? Overdrive? Fully synchronized 4-speed? Or, let's say you settle on our console-

mounted automatic. You get to shift . . . your wife doesn't have to. Our his and hers transmission.

Suppose you've got more ideas for fitting out your Marlin. No problem. You can get an electric tach. Power disc brakes, if you like. Power steering. Power windows. A seven-position adjustable steering wheel. And that barely scratches the surface.

What else could you want in a sports fastback?

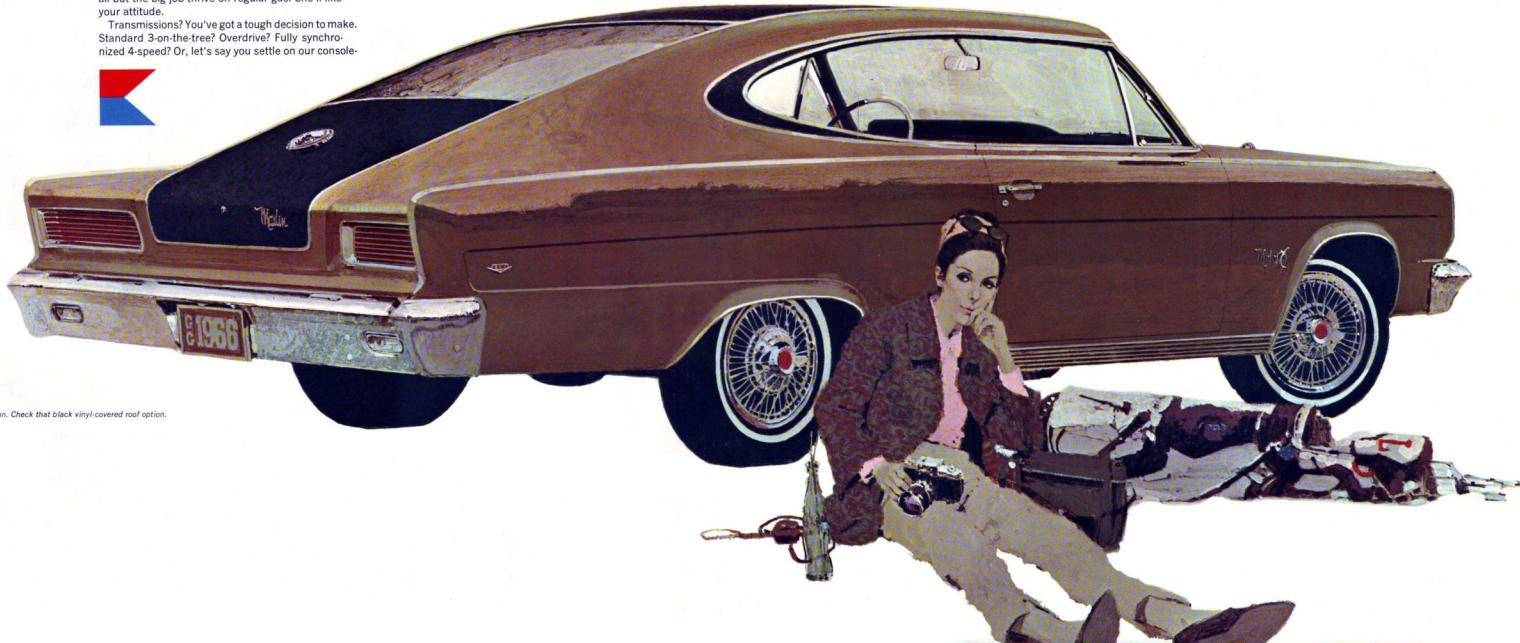
Quality, sure. The kind a man can appreciate. Built in . . . straight from the factory.

Two separate hydraulic brake systems, for example. If one goes on the fritz there's another to stop you. Six-cylinder engines that have a completely counter-balanced crankshaft with seven main bearings. Smoothest running Sixes on the market. An exhaust system that's ceramic-coated (longest-lasting system on any American car).

You also get a body that's dipped in rustproofing right up to the roof. A power train that's sealed in a tube to protect all moving parts (an industry exclusive). A suspension system with deep-coil springs at all four wheels and a sway-bar up front.

You even get a revolutionary self-adjusting clutch on Marlin Sixes. The industry's first major clutch change in over 30 years.

So there's plenty a guy can add to get the most out of Marlin. Except quality. That we build right in.



Marlin in Caballero Tan. Check that black vinyl-covered roof option.



You can swing to your own tempo in Marlin '66.

This list of options makes it easy.

Reclining bucket seats, all vinyl or with fabric inserts (including front and rear fold-down armrests plus front-seat center cushion or console) & Individually adjustable reclining seats & Front-seat safety headrests & 15 two-tone exterior color themes & Power steering & Adjustable steering wheel (below)



& AM or AM/FM all-transistor radios & Rear-seat speakers including Vibra-Tone & All-Season air conditioning & Black vinyl-covered roof (with rear deck and side-window insert) & Rocker panel and wheel opening moldings (Appearance Group) & Power brakes & Power disc brakes & Power windows & Slimband whitewall tires & 7.75 x 14 tires for V-8's & Wire-wheel covers with spinners & Turbo-Cast wheel covers & Air-Guard exhaust emission control system (for California cars) & Closed-type positive crankcase ventilation (also for California) & Twin-Grip differential (great for banana-peel going) & Cruise-Command automatic speed control & Electric windshield washers with electric wipers & 4-Way Hazard Warning Signal & Solex tinted glass (standard for rear window) & Retractable front seat belts (Auto-Lock with bucket seats) & Dowgard® radiator coolant & Automatic transmission oil cooler for Sixes (standard on V-8's) & Powr-Saver V-8 engine fan & 40-amp electronic

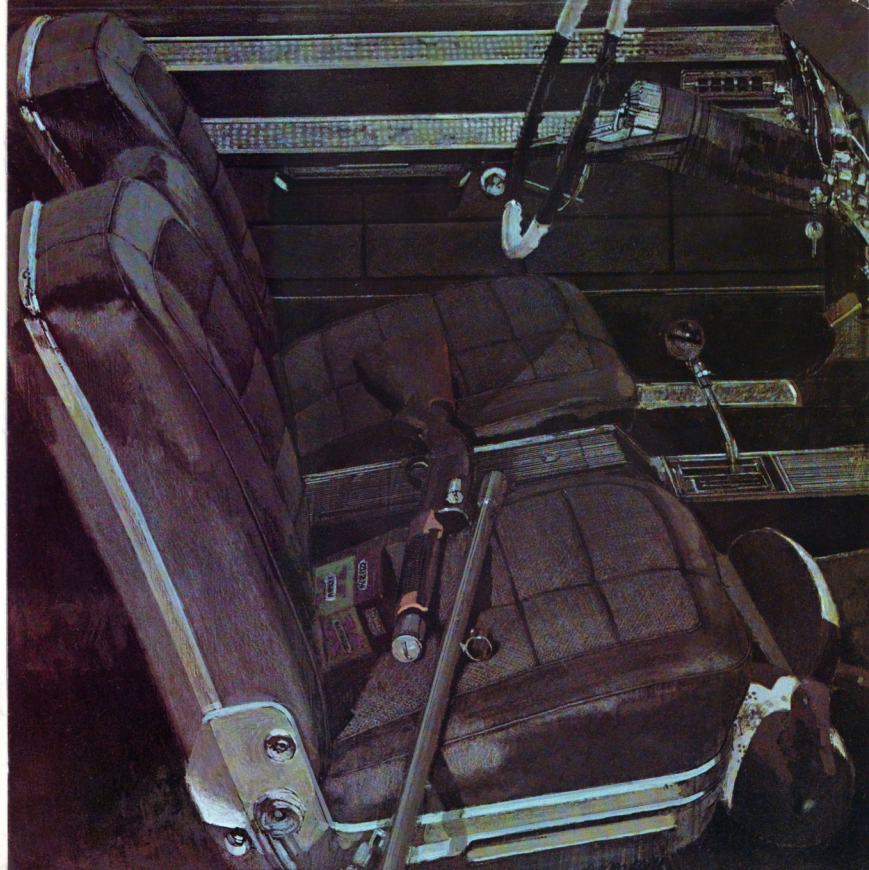
alternator (standard with air conditioning) & Electric tachometer, below, with top-of-panel mount (performance buffs, take note)



& 70-amp battery & Heavy-duty springs with heavy-duty shock absorbers (your cue, trailer owners) & Heavy-duty shock absorbers & Bumper guards (rubber faced) & Undercoating & Heavy-duty clutch for V-8's & All the extra lights and mirrors you could possibly want.

These plush bucket seats are optional.

But aren't you worth it ?



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

Many features that we build 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 separate braking systems. If one should fail, you get a second chance to stop. Of all the other U.S.-built cars, only Cadillac makes dual hydraulic brakes standard.

Our seats are made with coil springs. Cadillac thinks they're better, too. But they only put them in their most expensive models. All our cars have 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.

New Standard Safety Package. Built In.

American Motors makes a new series of safety features standard on every '66 Marlin.

Now you'll automatically get things like safety-padded instrument panel and sun visors, windshield washers, front and rear seat belts and an outside rear-view mirror. Backup lights 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. Non-reclining seats. Variable-speed wipers with vacuum power-booster fuel pump. Wheel discs. Chrome moldings. Weather-Eye heater. Turn signals. Engine-oil filter. Fuel filters in tank and front pump. Positive crankcase vent. system (open type). Cellulose-fiber carb. air cleaner. Automatic

choke. Front door armrests. Rear side panel armrests. Electric clock. Solux glass rear window (even-tem). Cigarette lighter. Two front ashtrays. Two rear ashtrays. New foam-backed trunk floor covering. Cut-pile carpet. Front- and rear-seat foam cushion. Rear seat-back courtesy light. Chrome roof bows. Glove-box lock. Two coat hooks. Hood insulation. 14" wheels with five tubeless blackwall tires. And a manufacturer's new-car warranty for 24 months or 24,000 miles, whichever occurs first.

'66 Marlin Performance Selector

	Engines		
	'232" Six	'281" V-8 (Opt.)	'327" V-8's (Opt.)
Hp at rpm	145@4300	155@4400	198@4700
Top speed (mph)	115@4300	122@4400	130@4700
Carburetor	2 Barrel	2 Barrel	2 Barrel 4 Barrel
Comp. Ratio	8.5:1	8.7:1	8.7:1 9.7:1
Fuel Requirement	Regular	Regular	Regular Premium
Displacement	232 cu. in.	281 cu. in.	327 cu. in.
Bore/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	'281" V-8	'327" V-8's
Column Shift	—	—	—
3-Speed Manual	3.15:1	3.54:1	3.54:1
Overdrive (Opt.)	—	2.54:1	—
Automatic (Opt.)	3.15:1	3.15:1 (2.87)*	3.15:1 (2.87)*
Floor Shift	—	—	—
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.

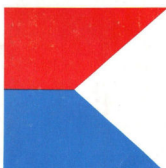
Deep-coil spring seats (reclining, if you're so inclined).



Double-Safety brake system: two chances to stop.

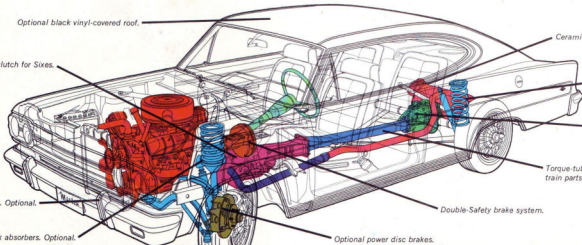


Optional power disc brakes: extra stopping power.



Optional black vinyl-covered roof.

Revolutionary self-adjusting clutch for Sixes.



Ceramic-Armored exhaust system.

Deep-coil springs at all four wheels.

Optional Twin-Grip differential.

Torque-tube drive. Protects power train parts.

Double-Safety brake system.

Optional power disc brakes.

Rubber-faced bumper guards. Optional.

Heavy-duty springs and shock absorbers. Optional.