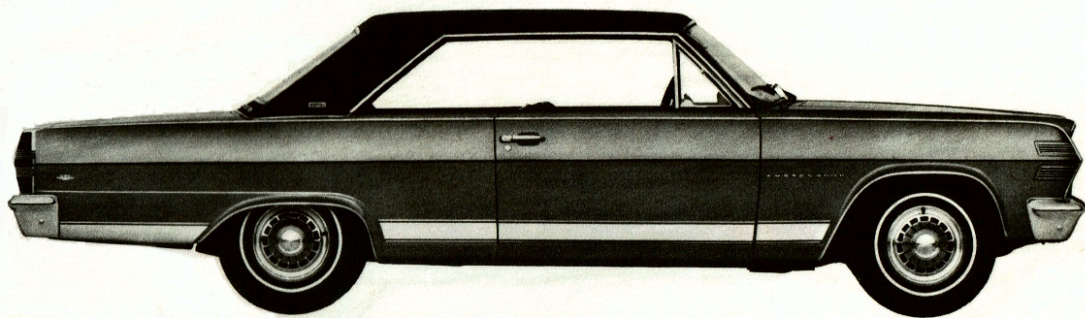
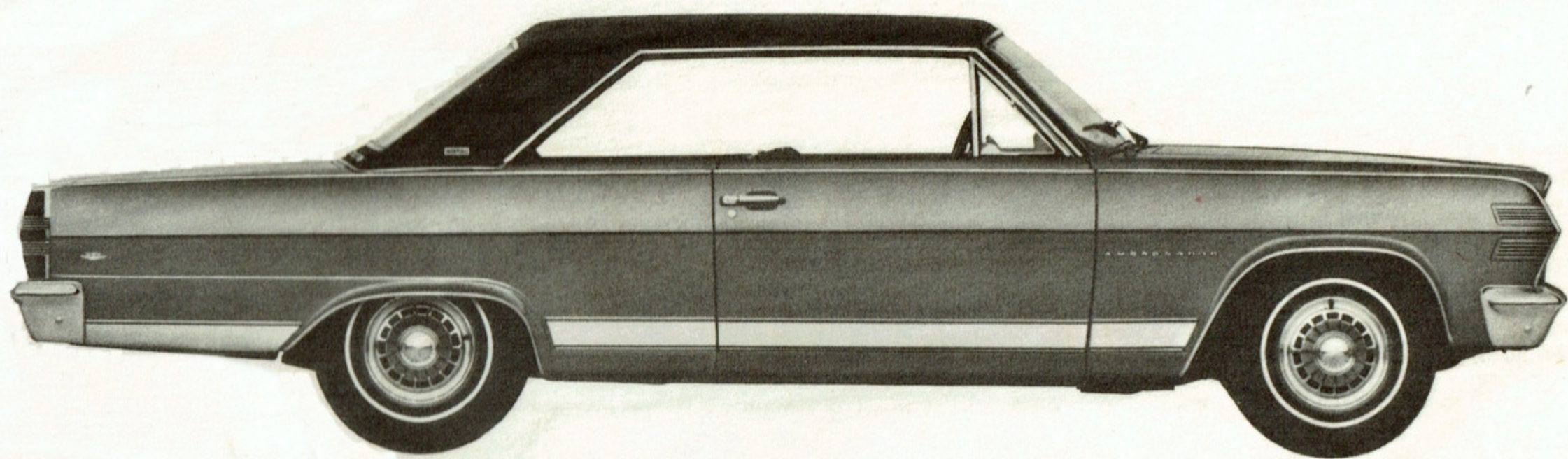


The X-Ray Method of looking at the 1966 cars.



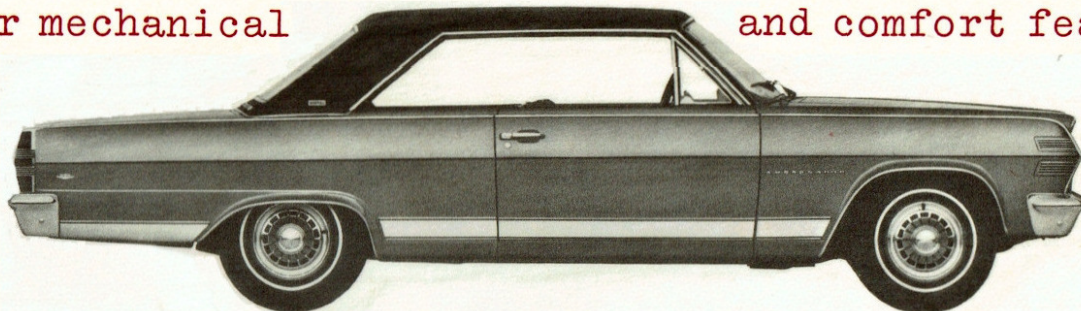




The X-Ray Method is a three-part procedure that helps you compare American Motors cars with the other cars in their class...all assembled in one booklet, with demonstrations that uncover some surprising facts.

X-Ray starts with an Overall Look at the cars... probably just the way you first see them. The emphasis is on size and handling characteristics.

Then, X-Ray moves in for a Closer Look that takes you into and under the cars for comparisons of the major mechanical and comfort features.



Finally, X-Ray gives you a Detailed Look at some of the small, but important, livability and cost-comparison points you'd want to check if you could visit all the various new-car showrooms, compare all the cars.

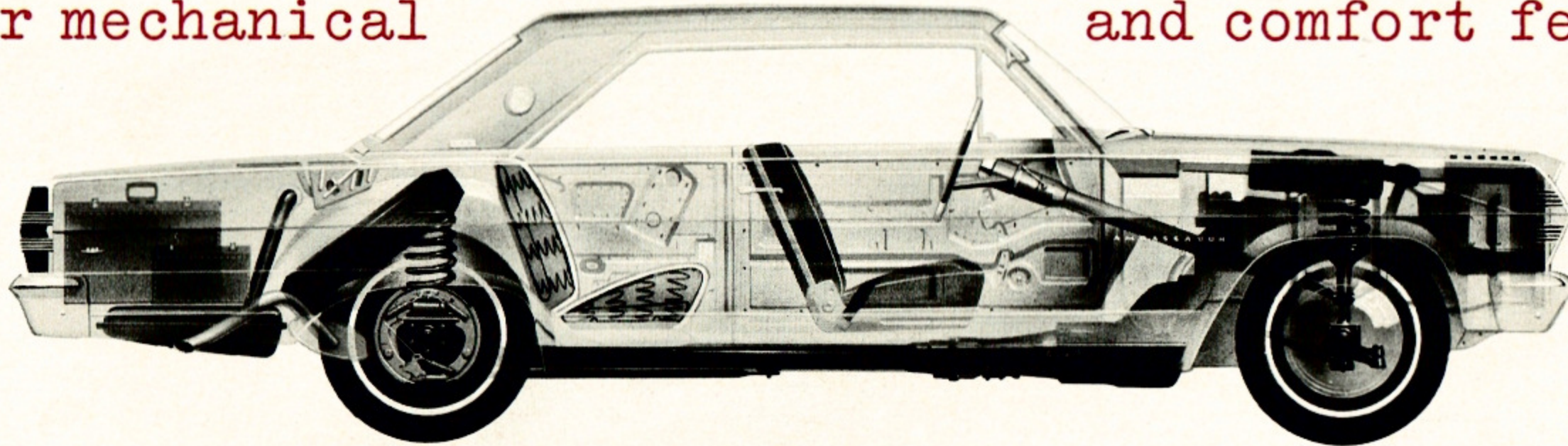
I. Overall Look

Right now, let's find out how each car looks and fits into its day-by-day environment...maneuvering in traffic, curbside parking, garaging and so forth.

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I. Overall Look

Right now, let's find out how each car looks and fits into its day-by-day environment...maneuvering in traffic, curbside parking, garaging and so forth.

STOP

STOP

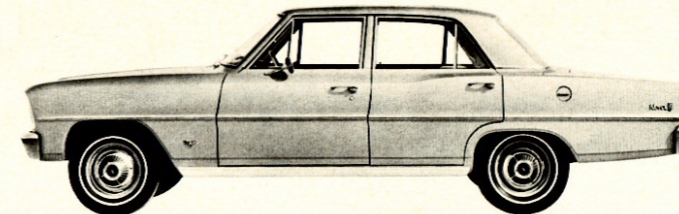
An Overall Look At Compact-Class Maneuverability.

A car's maneuverability is one of its most important safety and convenience factors. Curb-to-curb turning diameter is the most common index for determining maneuverability... the shorter it is, the better.

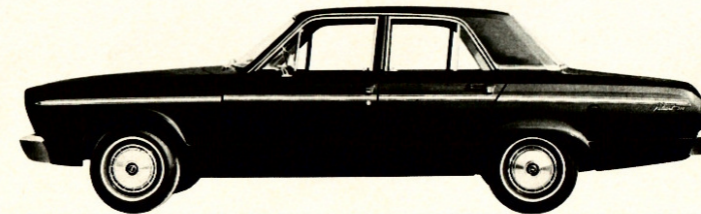
Of course, a car's ability (or lack of ability) to make a one-pass U-turn is only part of the story. A short turning diameter means a car can turn into a narrow driveway without bumping over the curb, can exit more readily from a parallel parking spot into a narrow aisleway.

The X-Ray invites you to compare turning diameters of the Rambler American and its compact competitors.

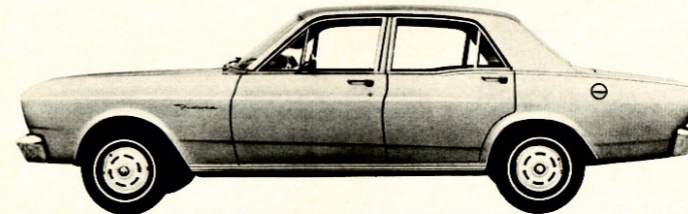
While we've used the economy compact cars to demonstrate maneuverability, a similar comparison of the other classes would show that the American Motors/Rambler car, in each case, can turn more sharply than any of its class competitors.



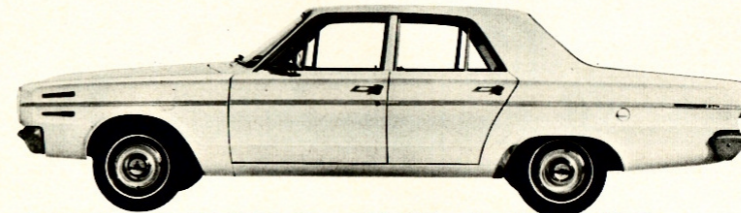
Chevy II Nova length 183.0"/wheelbase 110.0"/turning diameter 38.4'



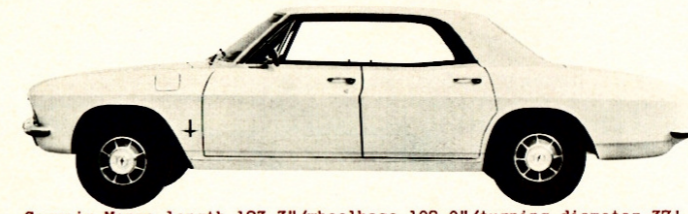
Valiant V-200 length 188.3"/wheelbase 106.0"/turning diameter 37.1'



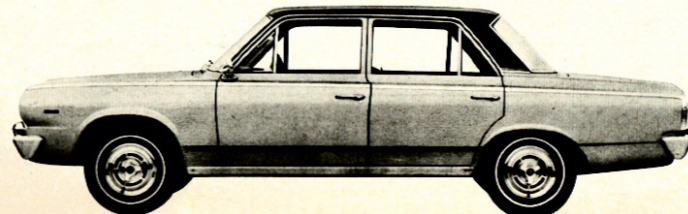
Falcon Futura length 184.3"/wheelbase 110.9"/turning diameter 39.8'



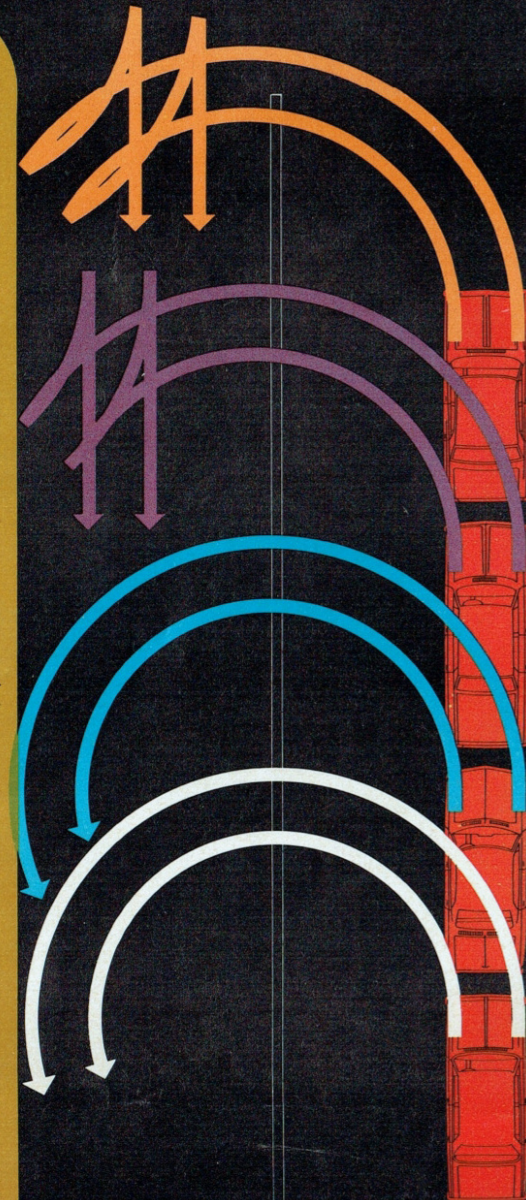
Dart 270 length 196.3"/wheelbase 111.0"/turning diameter 38.6'



Corvair Monza length 183.3"/wheelbase 108.0"/turning diameter 37'



American 440 length 181.0"/wheelbase 106.0"/turning diameter 36'



Falcon's extra-large turning diameter of 39.8' puts it at a serious disadvantage in attempting a "U" turn on a 36' wide street. In fact, the big Ambassador can turn sharper than the compact Falcon!

Dart comes a bit closer in making the "U" turn but still must back up, recut its front wheels and then pull forward again before completing turn.

Corvair almost makes it but has to run over the curb a bit to do it

Rambler American's tightest-of-all turning diameter allows it to make a clean one-pass "U" turn... assures it of top spot in all kinds of turning and maneuvering situations.

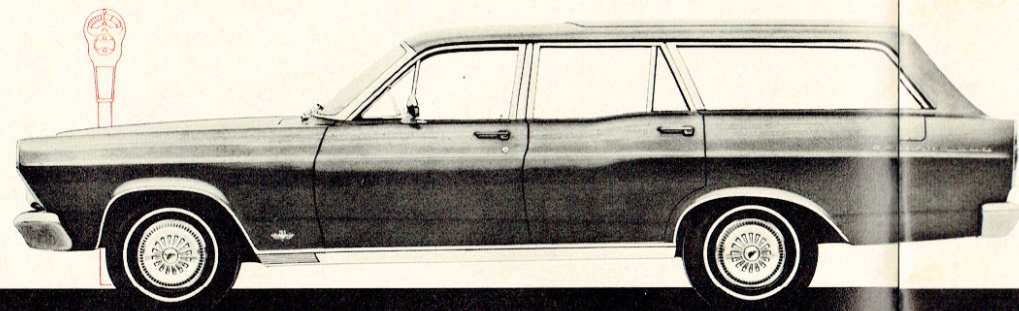
An Overall Look At Intermediate-Class Curbside Parking.

Think of all the parking places you've had to pass up, all of the extra steps you've had to take...just because you couldn't quite fit your car into a handy spot at the curb. It's then you appreciate that a few extra inches of overhanging sheet metal are less than useless; they're actually an inconvenience.

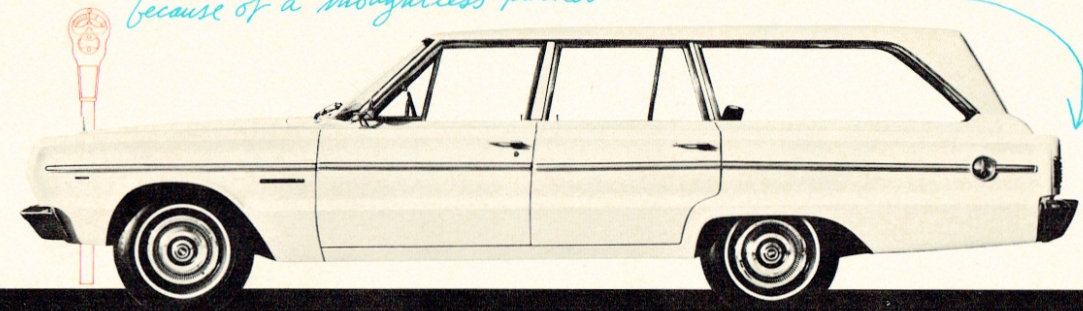
X-Ray invites you to check the curbside parking

capabilities of the '66 intermediates...not just from a convenience standpoint but also to show that practical proportions and pleasing proportions do go hand in hand.

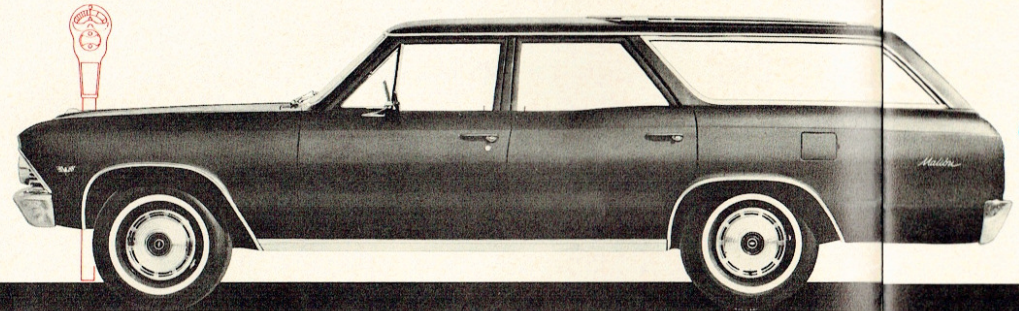
While we've used '66 intermediate wagons for our curbside parking comparison, a similar comparison of the American- and Ambassador-class cars would also show American Motors parking advantages, ranging up to as much as 15 inches!



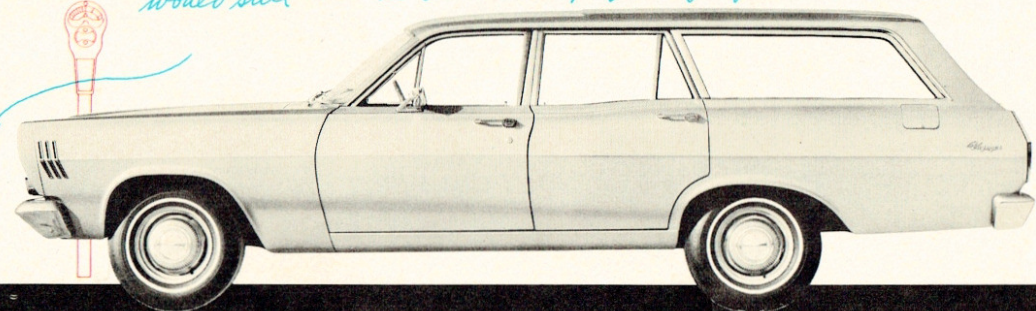
Fairlane 500 length 199.8"/wheelbase 113.0"/turning diameter 41.5'



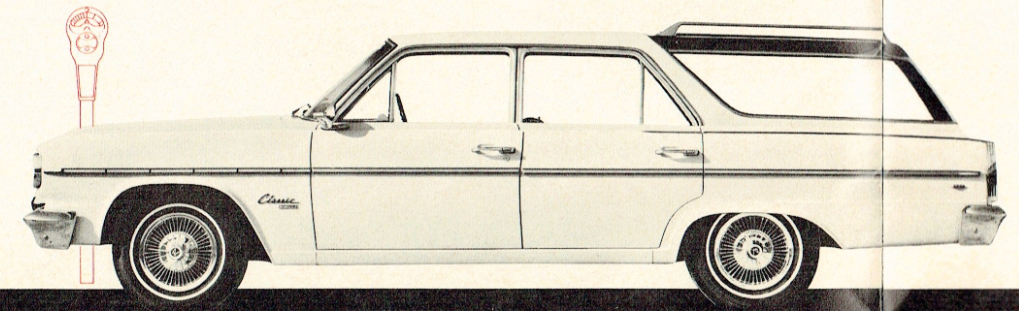
Belvedere II length 207.1"/wheelbase 117.0"/turning diameter 40.9'



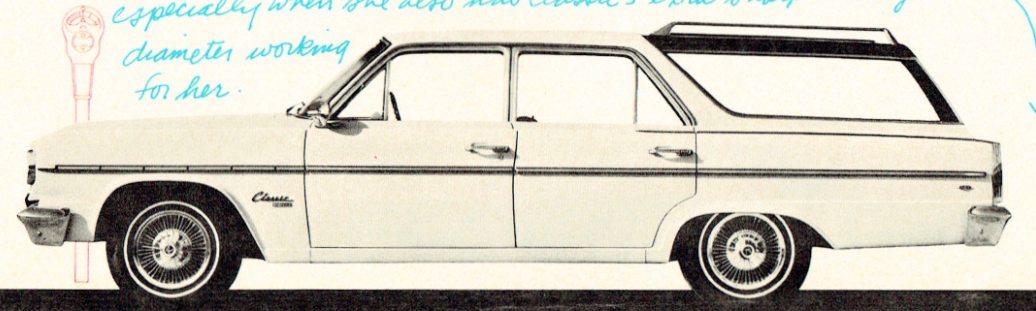
Chevelle Malibu length 197.6"/wheelbase 115.0"/turning diameter 40.3'



Comet Capri length 199.9"/wheelbase 113.0"/turning diameter 41.5'



Classic 770 length 195.0"/wheelbase 112.0"/turning diameter 37.0'



Classic 770 length 195.0"/wheelbase 112.0"/turning diameter 37.0'

Chances are the Belvedere wagon driver wouldn't even attempt to park in a space this size. But suppose he came back to find his comfortable parking space had shrunk to a mere 18' because of a thoughtless parker behind him?

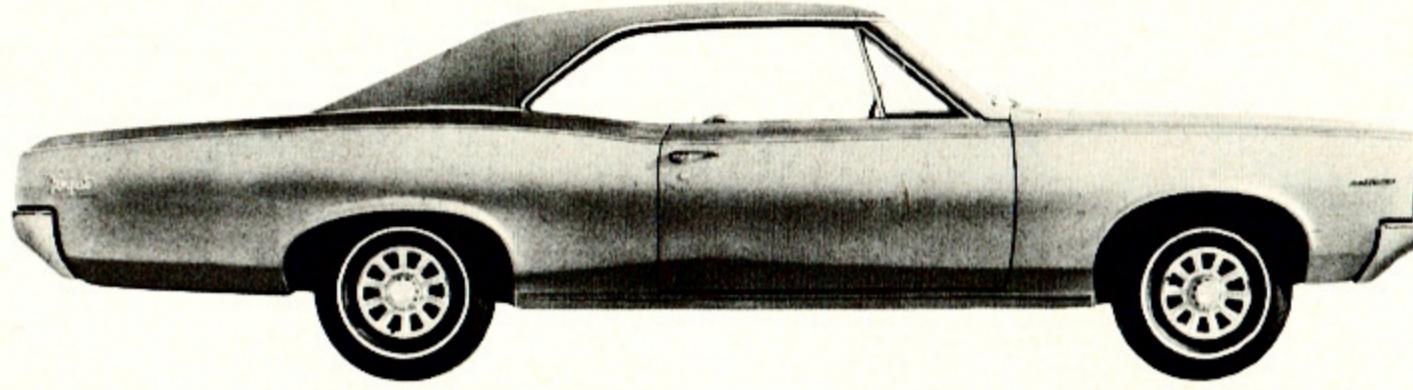
Comet wagon's 199.9" length suggests it could be fitted into an 18' parking space. But its unwieldy turning diameter (41.5') indicates that the driver would still have to do a lot of jockeying back and forth.

With almost two feet of parking clearance even the wife can fit the 195" Classic in this 18' parking space... especially when she also has Classic's extra sharp turning diameter working for her.

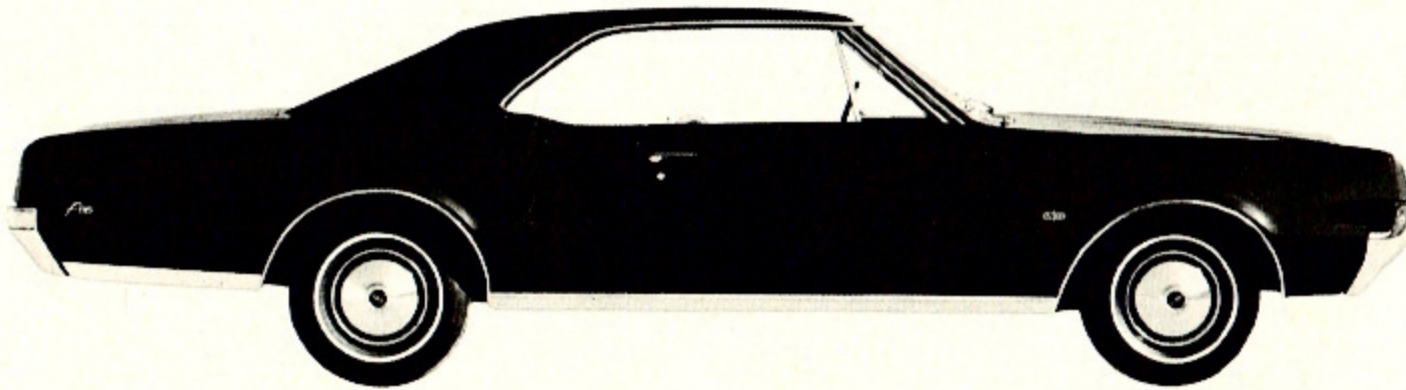
An Overall Look At Popular-Price Car Garaging Capabilities.

Why do garages seem to be getting smaller these days? Chances are it's because garages are becoming the unwilling storehouses for a growing array of packing boxes, racing bikes, garden carts, spreaders, power mowers and you name it. The family car is in danger of becoming a stranger in its own garage!

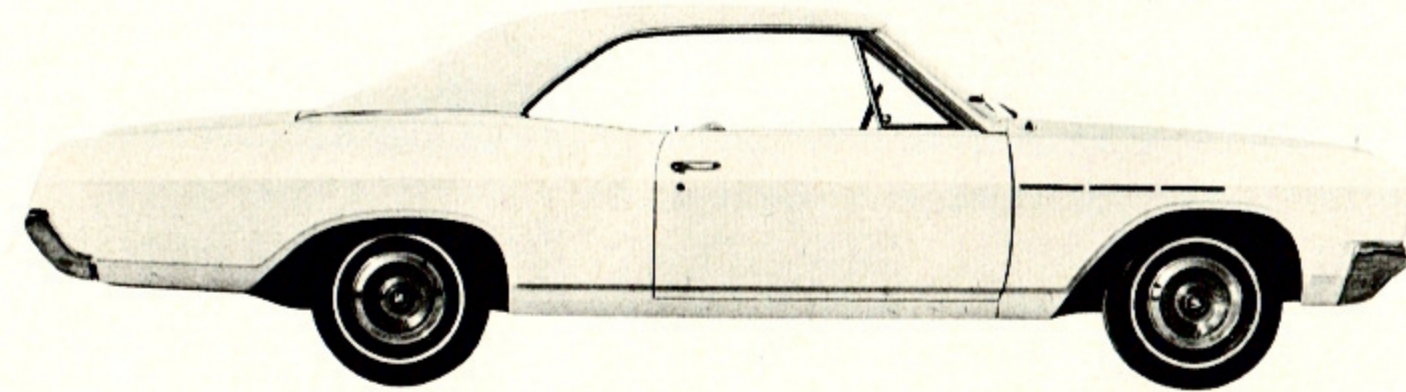
X-Ray invites you to compare the garaging capabilities of the larger popular-price cars (where the garaging problem is most serious) by laying a series of tissue "garages" over the various cars. The garages are all scaled to a standard 20-foot length (19-feet of interior length). Of course, your own garage may differ from this size, but the same relative differences will apply.



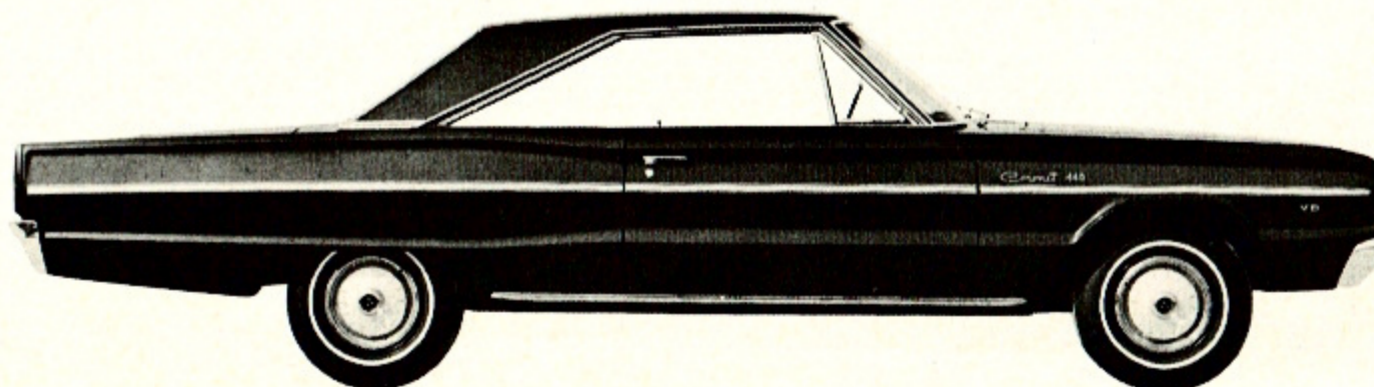
Tempest Custom length 206.4"/wheelbase 115.0"/turning diameter 40.9'



F-85 Deluxe length 204.0"/wheelbase 115.0"/turning diameter 41'



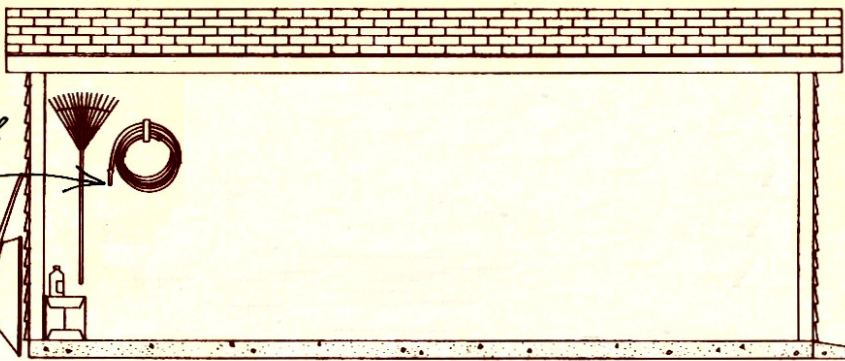
Special Deluxe length 204.0"/wheelbase 115.0"/turning diameter 40.6'



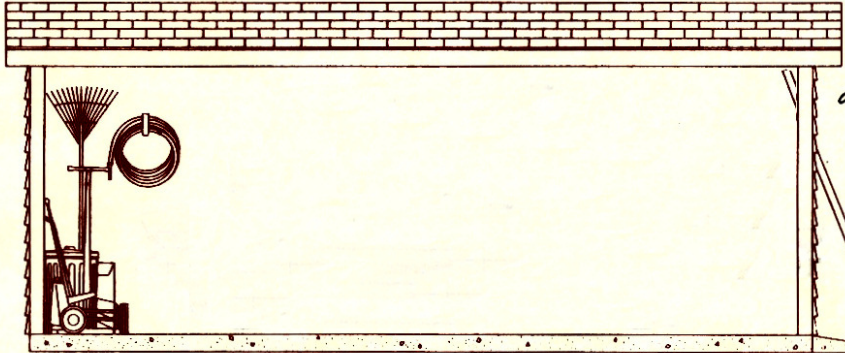
Coronet 440 length 203.0"/wheelbase 117.0"/turning diameter 40.9'

While none of the hardtops on this page present a serious garaging problem, they do require from 3 to almost 7 inches more space than the Ambassador.

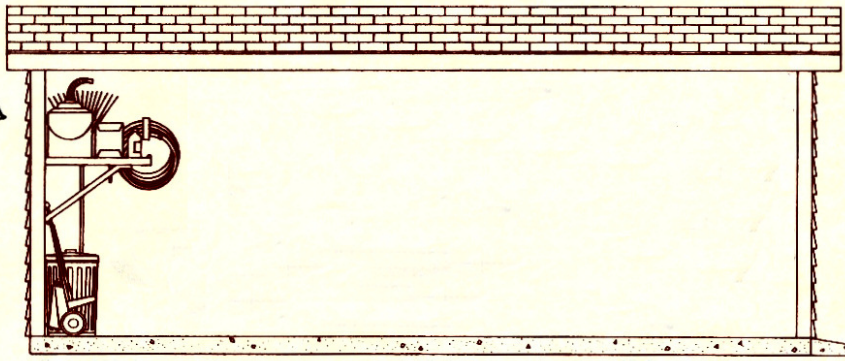
Impala owner has less than 15" for bikes and garden tools with his car inside the garage
 ... must store overflow behind garage.



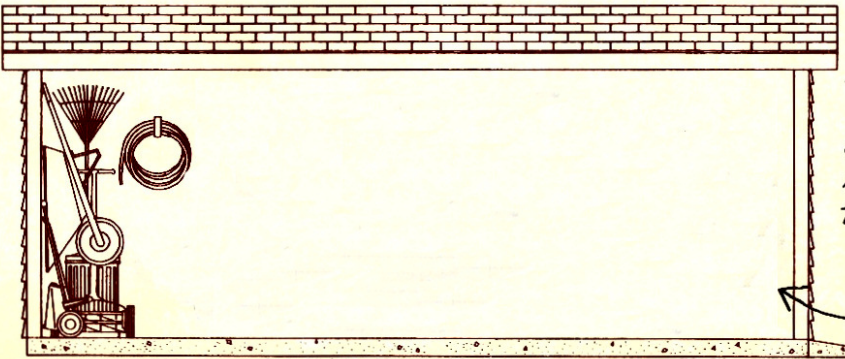
Galaxie owner decides to keep his two feet of tools and stuff inside... leave 6" of car sticking out. Door can't be closed and locked.



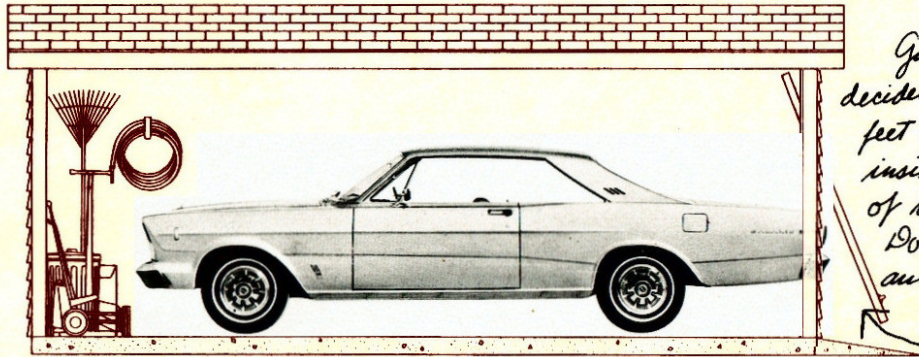
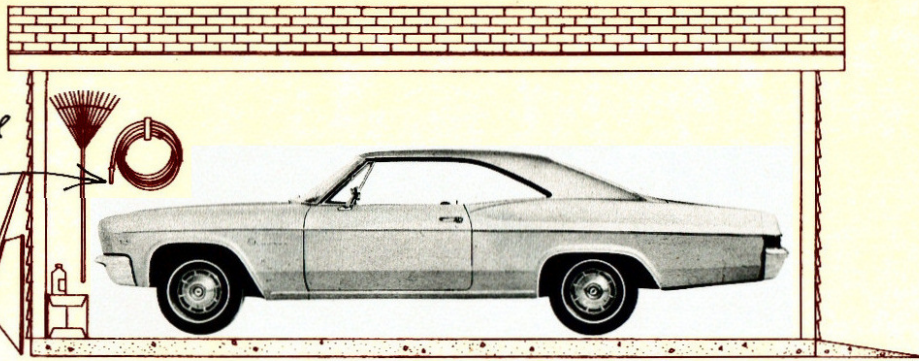
Fury owner builds himself a shelf to accommodate overflow... later, finds shelf prevents him from raising hood while car is in garage.



Ambassador owner wonders what all the fuss is about. Garage handles the '66 Ambassador and 2' of tools and things.... Still has 4" left over

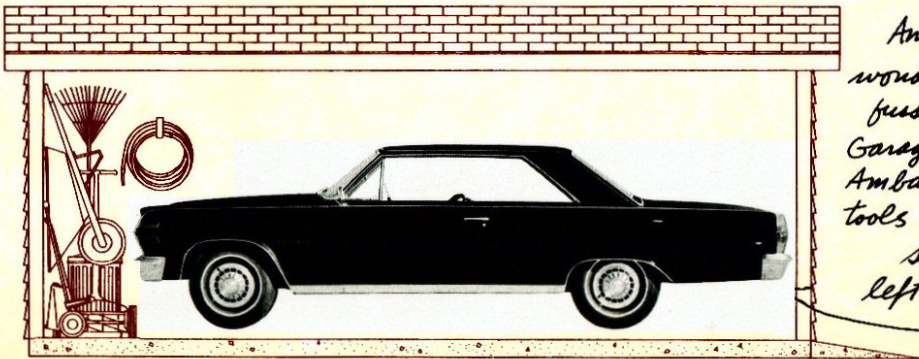
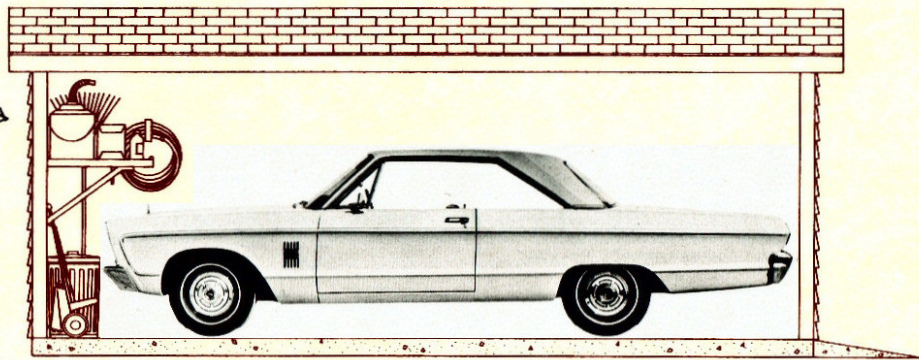


Impala owner has less than 15" for bikes and garden tools with his car inside the garage
 ... must store overflow behind garage.

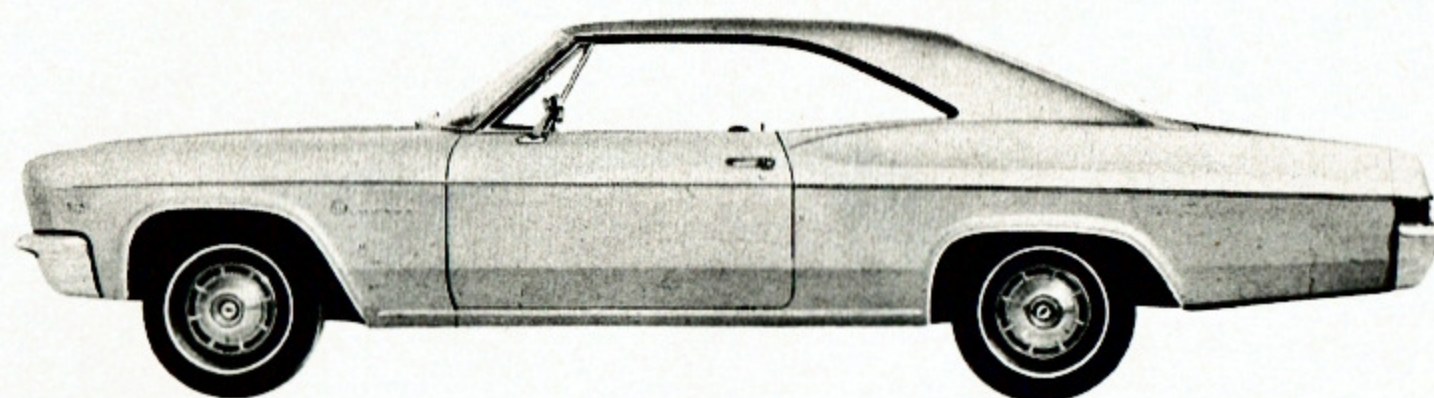


Galaxie owner decides to keep his two feet of tools and stuff inside... leave 6" of car sticking out. Door can't be closed and locked.

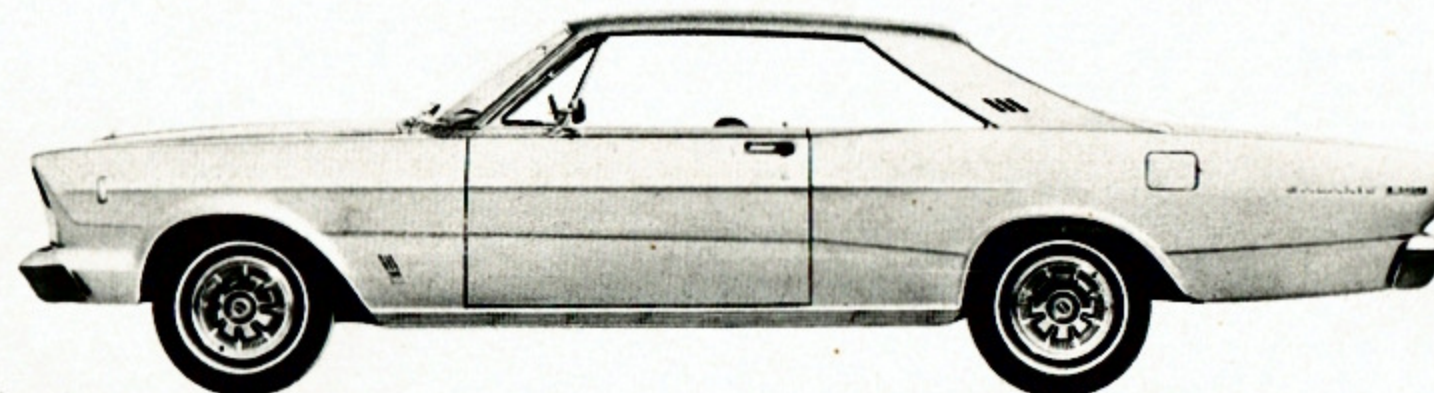
Fury owner builds himself a shelf to accommodate overflow ... later, finds shelf prevents him from raising hood while car is in garage.



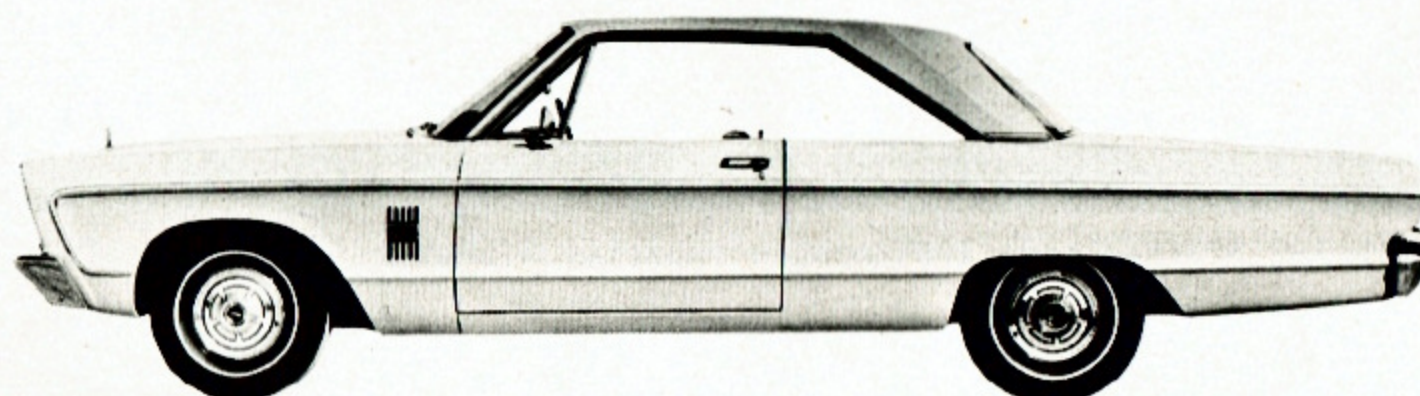
Ambassador owner wonders what all the fuss is about. Garage handles the '66 Ambassador and 2' of tools and things ... still has 4" left over



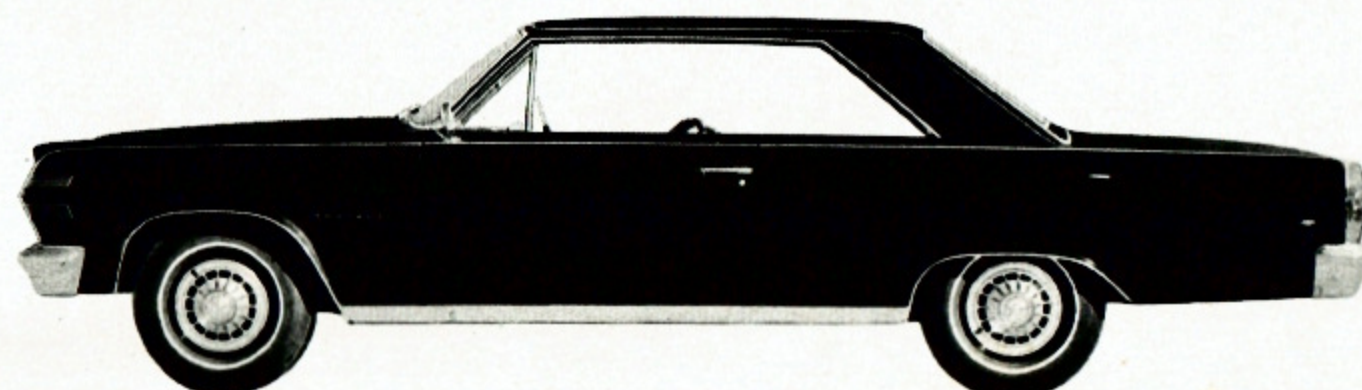
Impala length 213.2"/wheelbase 119.0"/turning diameter 40.8'



Galaxie 500 length 210.0"/wheelbase 119.0"/turning diameter 41'



Fury III length 209.8"/wheelbase 119.0"/turning diameter 42.7'

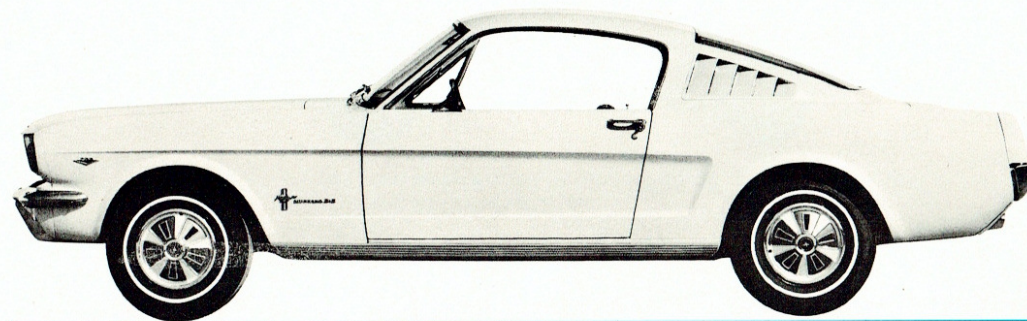


Ambassador 990 length 200.0"/wheelbase 116.0"/turning diameter 39.2'

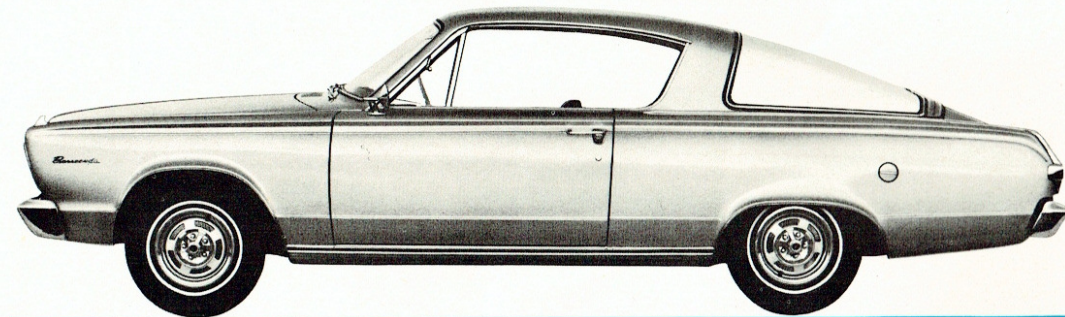
An Overall Look At Fastback Carrying Capacity.

Strictly speaking, the Mustang and Barracuda are not quite comparable to the Marlin, since the Mustang and Barracuda are based on economy-compact-car chassis (Falcon and Valiant, respectively); while the Marlin is based on a larger intermediate-car chassis (the Classic).

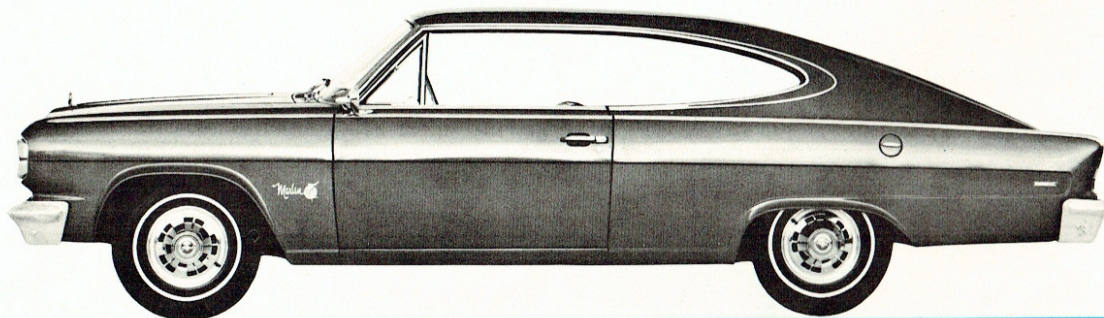
However, since all three cars are sports-styled fastbacks, falling within the same general price category... and since most people are inclined to include them in a common class, X-Ray invites you to take an Overall Look at all three in a most significant area: Carrying capacity.



Mustang length 181.6"/wheelbase 108"/people capacity 4 people/trunk capacity (illustrated at right)



Barracuda length 188.3"/wheelbase 106"/people capacity 5 adults/trunk capacity (illustrated at right)



Marlin length 195"/wheelbase 112"/people capacity 6 adults/trunk capacity (illustrated at right)

An Overall Look At Exterior Specifications.

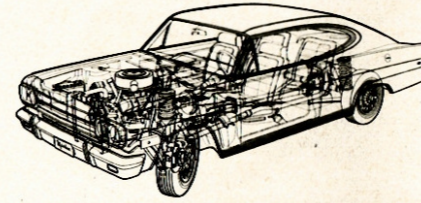
	AMERICAN	Chevy II	Corvair	Falcon	Valiant	Dart	CLASSIC	Chevelle	Fairlane	Comet	Belvedere
Length, Sedan	181.0	183.0	—	184.3	188.3	196.3	195.0	197.0	197.0	195.9	200.5
Length, Hardtop and Convertible	181.0	183.0	183.3	—	188.3	196.3	195.0	197.0	197.0	203.0	200.5
Length, Wagon	181.0	187.4	—	198.7	189.0	190.2	195.0	197.6	199.8	199.9	207.1
Width, Except Wagon	69.5	71.3	69.7	73.5	70.2	70.8	74.5	75.0	74.0	73.8	75.5
Width, Wagon	69.5	71.3	—	74.7	70.2	70.7	74.5	75.0	74.7	73.8	75.5
Height, Sedan	54.5	55.1	—	54.6	53.1	52.7	54.3	53.0	55.0	55.0	53.7
Height, Hardtop	53.4	52.8	51.2	—	53.1	52.7	53.8	51.9	54.3	54.3	52.8
Height, Convertible	54.4	—	51.5	—	53.4	53.4	54.4	52.8	54.0	54.0	53.2
Height, Wagon	54.5	55.7	—	56.2	53.3	53.2	54.9	54.6	55.9	56.2	55.4
Wheelbase, Except Wagon	106.0	110.0	108.0	110.9	106.0	111.0	112.0	115.0	116.0	116.0	116.0
Wheelbase, Wagon	106.0	110.0	—	113.0	106.0	106.0	112.0	115.0	113.0	113.0	117.0
Tread, Front	56.0	56.8	55.0	58.0	55.9	55.9	58.2	58.0	58.0	58.0	59.5
Tread, Rear	55.0	56.3	56.6	58.0	55.6	55.6	57.4	58.0	58.0	58.0	58.5
6-Cylinder Tires, Except Wagon	6.45 x 14	6.50 x 13	7.00 x 13	6.50 x 13	6.50 x 13	6.50 x 13	6.95 x 14	6.95 x 14	6.95 x 14	6.95 x 14	6.95 & 7.35 x 14
6-Cylinder Tires, Wagon	6.45 x 14	6.95 x 14	—	7.75 x 14	6.50 x 13	6.50 x 13	7.35 x 14	7.75 x 14	7.75 x 14	7.75 x 14	7.75 x 14
V-8 Tires, Except Wagon	—	6.95 x 14	—	6.95 x 14	7.00 x 13	7.00 x 13	7.35 x 14	6.95 & 7.35 x 14	7.35 x 14	6.95 x 14	7.35 x 14
V-8 Tires, Wagon	—	6.95 x 14	—	7.75 x 14	7.00 x 13	7.00 x 13	7.35 x 14	7.75 x 14	7.75 x 14	7.75 x 14	7.75 x 14
Turning Diameter	36'	38.4'	37'	39.8'	37.1'	38.6'	37'	40.3'	41.5'	41.5'	40.6'
Trunk Lifter Height	26.6	23.2	27.6	23.1	23.2	20.4	21.1	28.9	22.4	29.1	17.2
Tailgate Opening Width @ Floor	50.7	47.3	—	51.7	44.3	44.3	51.7	54.6	51.7	51.7	51.5
Wagon Roof Rack, Standard	Yes, 440	No	—	No	No	No	Yes	No	No	No	No
Side-Hinged Tailgate Door	N.A.	N.A.	—	Extra	N.A.	N.A.	Extra	N.A.	Std.	Extra	N.A.
Convertible Powered Top	Std.	—	Extra	—	Std.	Std.	Std.	Extra	Extra	Std.	Std.
Convertible Top Colors	4	—	3	—	3	3	4	3	3	3	3

	AMBASSADOR	Impala	Special	F-85	Tempest	Galaxie	Fury	Coronet	MARLIN	Mustang	Barracuda
Length, Sedan	200.0	213.2	204.0	204.0	206.4	210.0	209.8	203.0	—	—	—
Length, Hardtop and Convertible	200.0	213.2	204.0	204.0	206.4	210.0	209.8	203.0	195.0	181.6	188.3
Length, Wagon	199.0	212.4	204.0	204.3	203.6	210.0	216.1	207.9	—	—	—
Width, Except Wagon	74.5	79.6	75.5	75.4	74.4	79.0	78.7	75.3	74.5	68.2	70.2
Width, Wagon	74.5	80.0	75.5	75.4	74.4	79.0	78.2	75.3	—	—	—
Height, Sedan	55.0	55.4	54.3	54.5	54.4	55.6	54.9	53.7	—	—	—
Height, Hardtop	54.0	54.4	53.5	53.7	53.6	54.7	54.9	52.8	54.2	51.6	53.0
Height, Convertible	54.6	55.3	53.5	53.6	53.9	54.8	55.2	53.2	—	—	—
Height, Wagon	54.9	56.7	55.4	55.3	55.4	56.7	56.8	55.0	—	—	—
Wheelbase, Except Wagon	116.0	119.0	115.0	115.0	115.0	119.0	119.0	117.0	112.0	108.0	106.0
Wheelbase, Wagon	116.0	119.0	115.0	115.0	115.0	119.0	121.0	117.0	—	—	—
Tread, Front	58.6	62.5	58.0	58.0	58.0	62.0	62.0	59.5	58.2	55.4	55.9
Tread, Rear	57.4	62.4	59.0	59.0	59.0	62.0	60.7	58.5	57.4	56.0	55.6
6-Cylinder Tires, Except Wagon	7.35 x 14	7.35 x 14	6.95 & 7.35 x 14	6.95 & 7.35 x 14	6.95 & 7.35 x 14	7.35 x 15	7.35 x 14	6.95 & 7.35 x 14	7.35 x 14	6.95 x 14	6.50 x 13
6-Cylinder Tires, Wagon	7.35 x 14	8.55 x 14	7.75 x 14	7.75 x 14	7.75 x 14	8.45 x 15	8.55 x 14	7.75 x 14	—	—	—
V-8 Tires, Except Wagon	7.75 x 14	7.75 x 14	7.35 x 14	7.35 x 14	7.35 x 14	7.35 x 15	7.75 x 14	7.35 x 14	7.35 x 14	6.95 x 14	7.00 x 13
V-8 Tires, Wagon	7.75 x 14	8.55 x 14	7.75 x 14	7.75 x 14	7.75 x 14	8.45 x 15	8.55 x 14	7.75 x 14	—	—	—
Turning Diameter	39.2'	40.8'	40.6'	41.0'	40.9'	41.0'	42.7'	40.9'	37'	38.9'	37.1'
Trunk Lifter Height	21.1	24.8	28.4	30.1	29.1	23.4	18.1	18.0	24.7	27.5	23.4
Tailgate Opening Width @ Floor	51.7	52.4	54.6	54.6	54.6	53.8	55.0	51.5	—	—	—
Wagon Roof Rack, Standard	Yes	No	No	No	No	No	No	No	—	—	—
Side-Hinged Tailgate Door	Extra	N.A.	N.A.	N.A.	N.A.	Std.	N.A.	N.A.	—	—	—
Convertible Powered Top	Std.	Std.	Extra	Std.	Extra	Yes	Yes	Yes	—	No	—
Convertible Top Colors	4	3	4	4	5	3	3	3	—	2	—

NOTE: Car specifications given in this section are based on official data supplied by the individual manufacturers to the Automotive Manufacturers Association for dissemination throughout the industry. Such information is assumed to be correct but obviously cannot be guaranteed.

The Overall Look you have just taken gives you a good introduction to the '66 cars...but only that.

The thoughtful buyer will also want to go on to study and compare major design features, the kind he sees and hears about in the various new-car ads and commercials.



Certainly, one major design consideration with which every buyer should concern himself is safety...a concern that American Motors shares and has shared throughout the years. For example, American Motors cars have used sturdy unitized construction for over 26 years. And currently, American Motors cars have Double-Safety brake systems, Ceramic-Armored exhaust systems, optional safety headrests and disc brakes, and extra-large glass areas, in addition to such "safety package" items as ■ padded instrument panel ■ padded sun visors ■ seat belts, front and rear ■ outside rear-view mirror ■ backup lights ■ windshield washers ■ variable-speed wipers ■ higher-strength windshield glass.

Accordingly, X-Ray now invites you to follow up your Overall Look with a Closer Look at the new cars in the important areas of safety and construction, as well as comfort, engine reliability and performance.

A Closer Look At Body Construction.

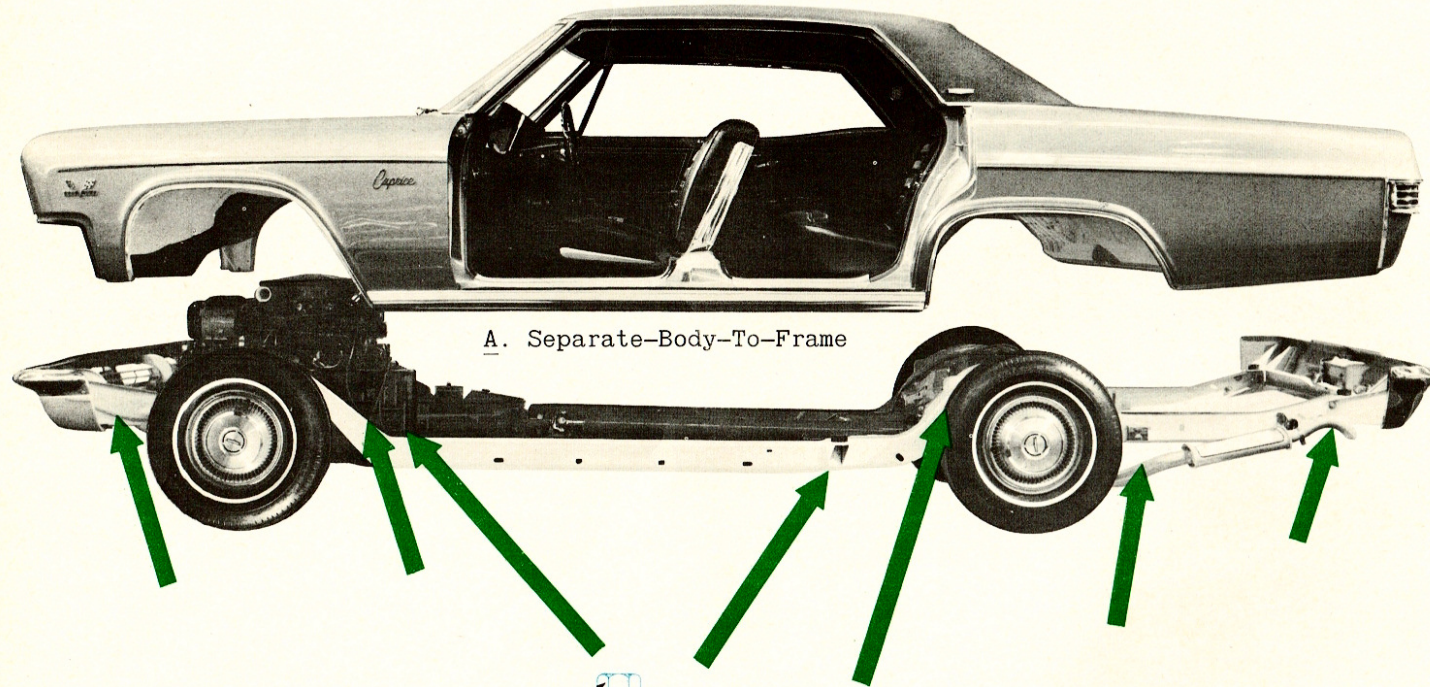
Body construction forms one of the major design differences in the '66 cars. Roughly half of the cars now being built use what is known as "separate-body-to-frame" construction; the other half, "unitized construction." Discriminating buyers will probably want to weigh the advantages and disadvantages of each before deciding on their new cars. X-Ray shows you how they compare.

A. Separate-Body-To-Frame Construction

In this, the body is bolted to the frame at a number of points. The advantages are primarily in manufacture. Major body styling changes are less costly since the old frame can usually be reused. Also, the engineers can add or remove rubber cushions at each bolted connection to help control riding harshness and noise.

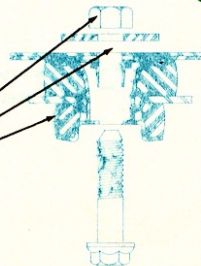
A major disadvantage is that the bolted connections have a tendency to "give" that reduces overall stiffness of the structure. Also, this type of construction must be relatively heavy in order to provide an acceptable amount of strength.

Chevelle, Impala, Buick Special, Olds F-85, Tempest and Ford Galaxie all use separate-body-to-frame construction.



A. Separate-Body-To-Frame

Another inherent disadvantage of this bolted-together kind of construction stems from the tendency for nuts to loosen, bolt-holes to elongate, rubber cushions to deteriorate. Result: Separate-body-to-frame cars tend to loosen up and develop shakes and rattles as they age.



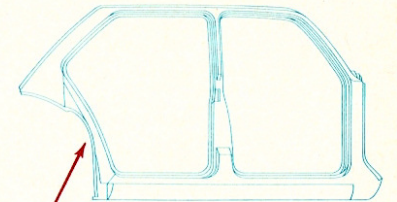
B. Unitized Construction

With this more modern type of construction there is no separate body and frame. Rather, these two functional parts are designed and constructed as one unitized, all-welded strength structure. Its disadvantages are that it is relatively expensive to make a major body change...and, unless carefully designed, unitized construction can transmit road noise into the passenger com-

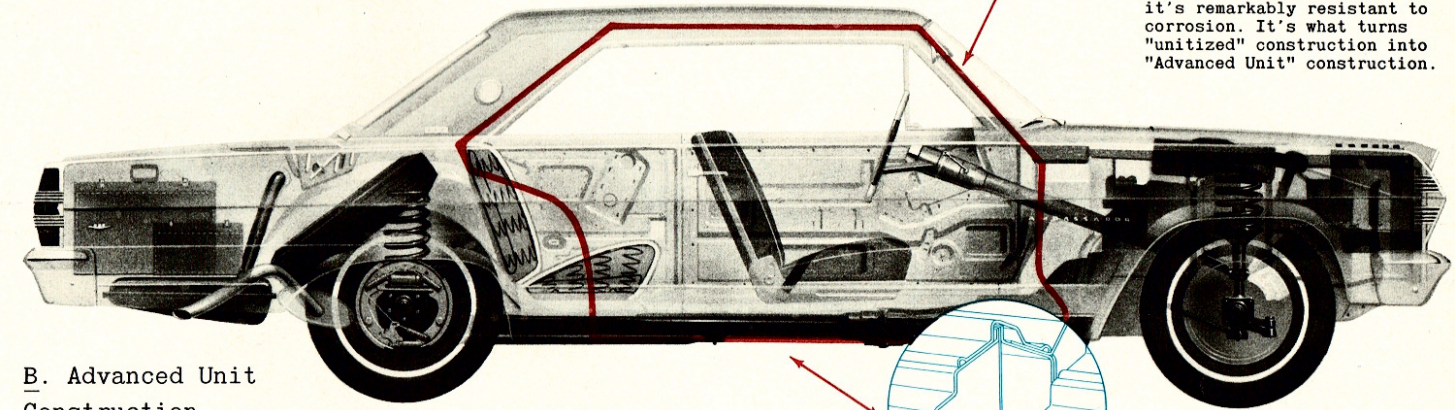
partment (see page 22 if you're concerned about this point).

Its major advantages, of course, include its tremendous strength, solid feel, and extra durability...all achieved with a minimum of dead weight.

Unitized cars include Chevy II, Corvair, Falcon, Mustang, Comet, Fairlane, Valiant, Barracuda, Dart, Belvedere, Coronet and Fury...plus all cars built by American Motors.



This one-piece Uniside (sedan type shown) is an added unitized construction refinement found only on American Motors/Rambler cars. It consists of inner and outer one-piece stampings welded into a box-section side member... stronger than the pieced-together stampings used on other unitized construction cars. And since the outer section is galvanized all over, it's remarkably resistant to corrosion. It's what turns "unitized" construction into "Advanced Unit" construction.

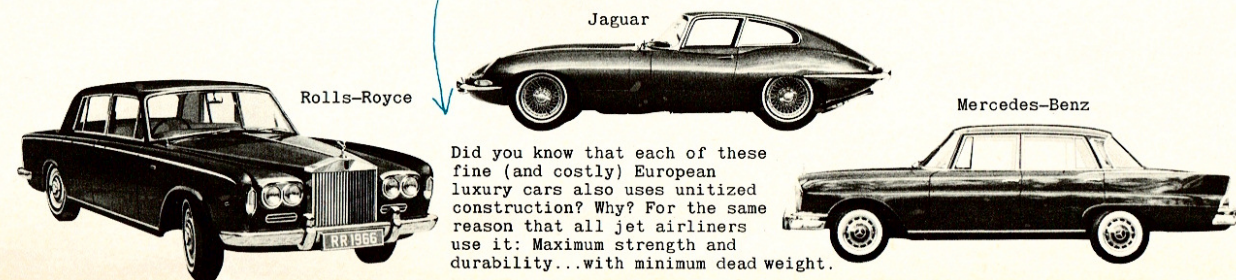


B. Advanced Unit Construction

(on all American Motors cars)

Note, also, which other cars use this same method of construction

There is nothing in the unitized body to correspond to the bolted connection shown on the opposite page...only thousands of welds forming sturdy box-section members that remain tight and rattle-free throughout the life of the car.



Did you know that each of these fine (and costly) European luxury cars also uses unitized construction? Why? For the same reason that all jet airliners use it: Maximum strength and durability...with minimum dead weight.

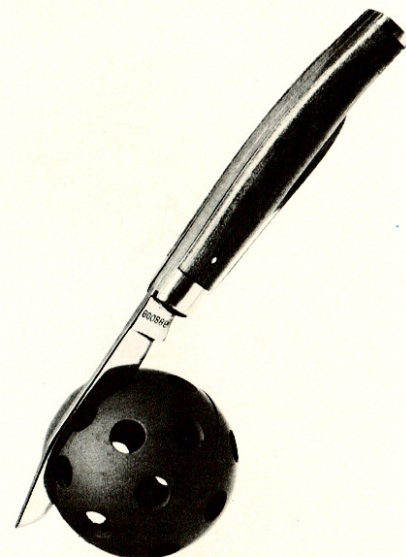
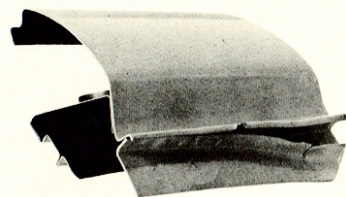
A Closer Look At Anti-Rust Treatments.



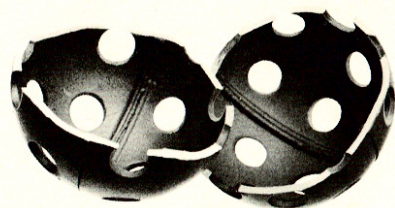
Nowadays, all of the U.S. car manufacturers apply rust-inhibiting treatments to their car bodies to help protect their customers' new car investments. But, the effectiveness of these treatments depends, largely, on how they are applied.

The following will show you what the differences are...and why they're important to you.

1. Here is a typical section of a car body...outer surfaces are readily accessible to treatment. But, note that the inner surfaces are accessible only through a number of small openings. These inner surfaces are actually more rust-prone since they trap moisture.

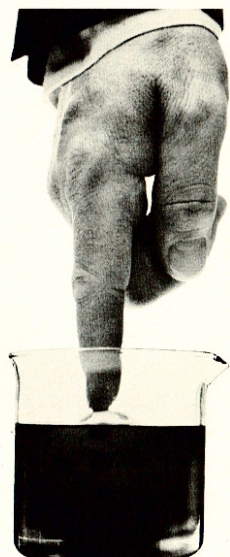
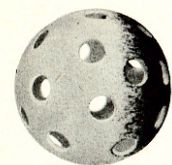


4. Balls coated by either method now show an even coating on the outside... but when we cut them open to see what the insides look like...

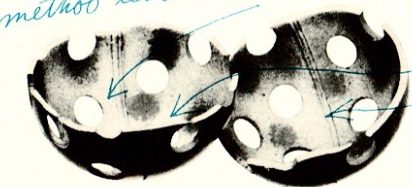


6. But, the ball that was dipped is as completely coated on the inside as it is on the outside...completely protected inside and out! Who dips their car bodies? American Motors/Rambler bodies are dipped right up to the roofs. Chrysler Corporation cars are also dipped, but only on the lower third or so of the body; the rest is sprayed.

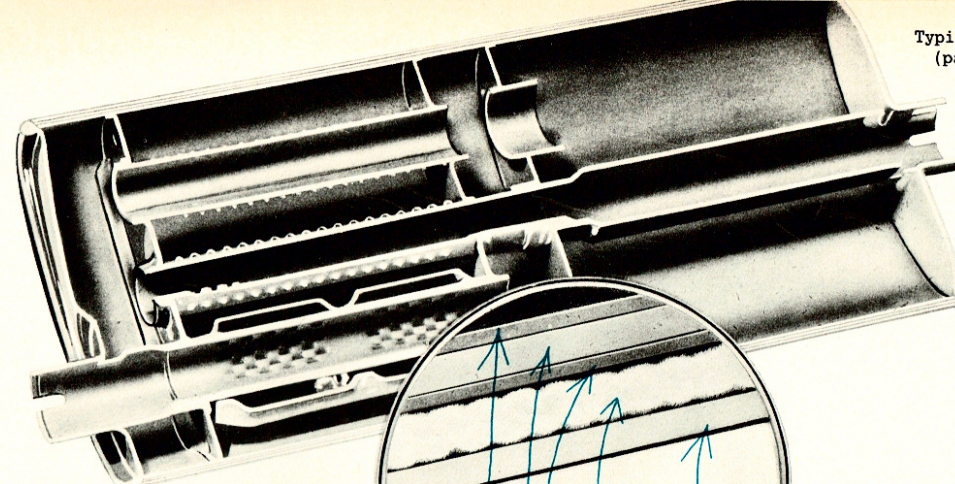
2. Suppose we let this plastic golf ball represent the typical body section and attempt to apply a coating by a spray method.



3. Using another plastic ball, we use a second method of coating...actually dipping the ball down into the solution.

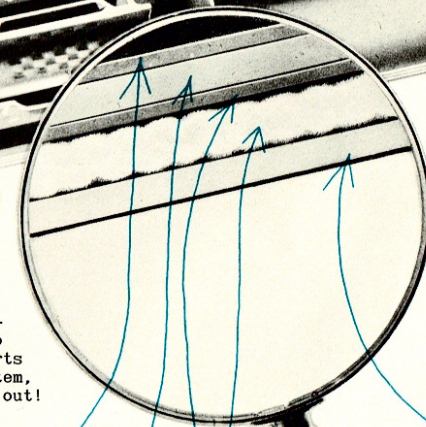


5. ...we see the sprayed ball has a spotty appearance on the inside. Many areas have received little or no protective treatment. Who uses the less-effective spray method of applying anti-rust treatment? All General Motors and Ford Motors cars in this comparison.



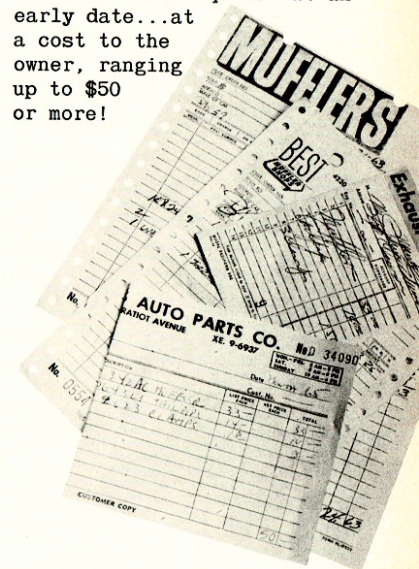
Typical Ceramic-Armored Muffler (part of ceramic-protected exhaust system including exhaust and tailpipes).

Fortunately, there is an answer to the annoying and costly problem of premature exhaust system failure. It's a unique method of bonding a glass-like ceramic surface to the vulnerable steel parts of the exhaust system, inside and out!



Ceramic inner surface
Steel Shell
Ceramic outer surface
Asbestos: heat & sound insulation
Aluminized Steel: impact resistance

No part of a car is exposed to more severely corrosive conditions than its exhaust system. Today's hotter, more powerful engines and road de-icing chemicals have further aggravated the problem so that the usual exhaust system corrosion-prevention methods (use of zinc or aluminum coatings) have not solved the problem. Result: Exhaust system replacements are sometimes required at an early date...at a cost to the owner, ranging up to \$50 or more!



Why Ceramic?



Ever see a rusted out China Doll? Of course not. Ceramic (china) does not react chemically with the moisture and acids found in exhaust gases, either.

P.S. In addition to this rust-proofing treatment American Motors uses Lustre-Gard acrylic baked enamel (like Ford & Chrysler), which has a harder, longer-lasting surface than the acrylic lacquers on GM cars.

Which cars have longer-lasting ceramic-protected exhaust systems?

All American Motors/Rambler Cars!

Which cars have less-effectively-protected exhaust systems?

All General Motors Cars, all Ford Motor Cars, all Chrysler Corporation Cars.

Which kind of exhaust system do you want on your new car?

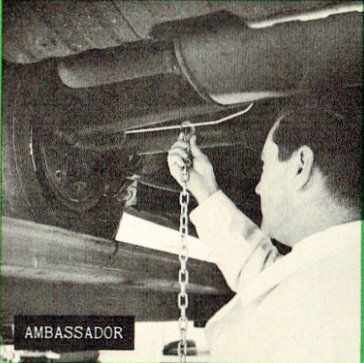
A Closer Look At Braking Reliability.

What would happen if your brake line should rupture while your car were in motion and you had to stop? X-Ray would like to show you what would happen if (1) the car you're driving had a conventional single-master-cylinder brake system, such as the '66 Impala, or if (2) the car you're driving had a tandem-master-cylinder forming two hydraulic brake-line systems (Double-Safety), such as a '66 Ambassador.



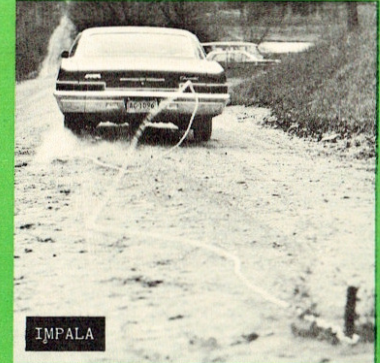
IMPALA

To set up identical test situations, we attached a chain and hook to the rear brake lines of the '66 Impala...



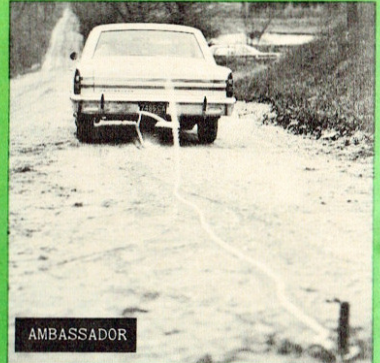
AMBASSADOR

...and the '66 Ambassador. Then, after positioning each car at the top of the hill, we staked the other ends of the chains to the road, leaving enough slack so that both cars could pick up speed.



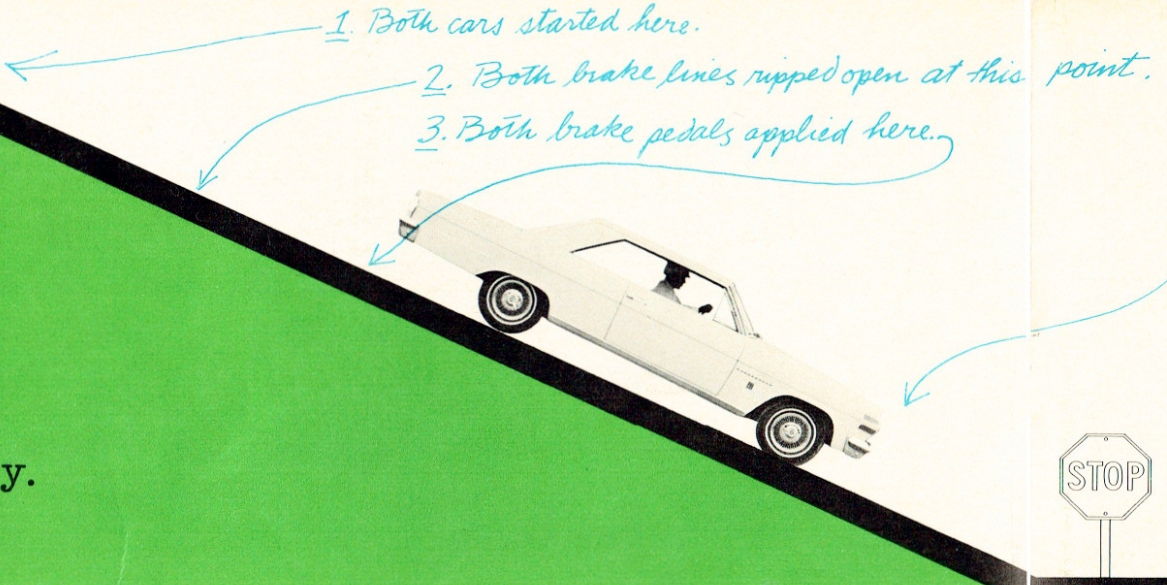
IMPALA

Then the chains tightened up and ripped open both brake lines...like this...

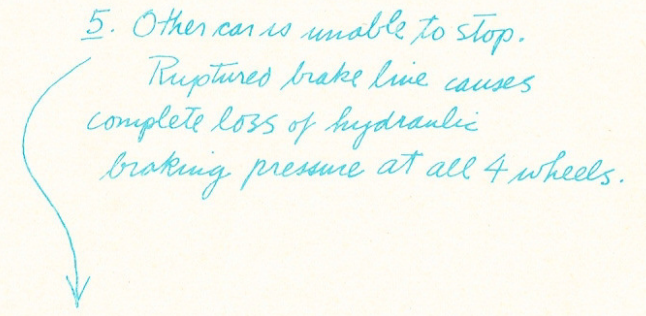


AMBASSADOR

...and this! What happened when the drivers tried to stop? See the pictures and hill diagram on these pages for the sequence of events!

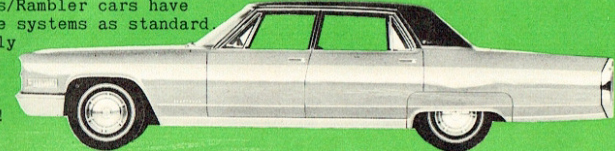


4. Ambassador stops here even though ruptured brake line causes loss of rear wheel braking action. But Double-Safety brake system retains full braking action in both front wheel brakes.



6. But is a ruptured brake line a common occurrence?

Certainly it is not as common as a cracked fitting or a leaking wheel cylinder... either of which could cause a slow but continuous loss of brake fluid (and pressure). Even here, the Double-Safety braking system would retain full two-wheel braking efficiency. All American Motors/Rambler cars have Double-Safety brake systems as standard. Cadillac is the only other U.S.-built passenger car that has it as standard equipment!

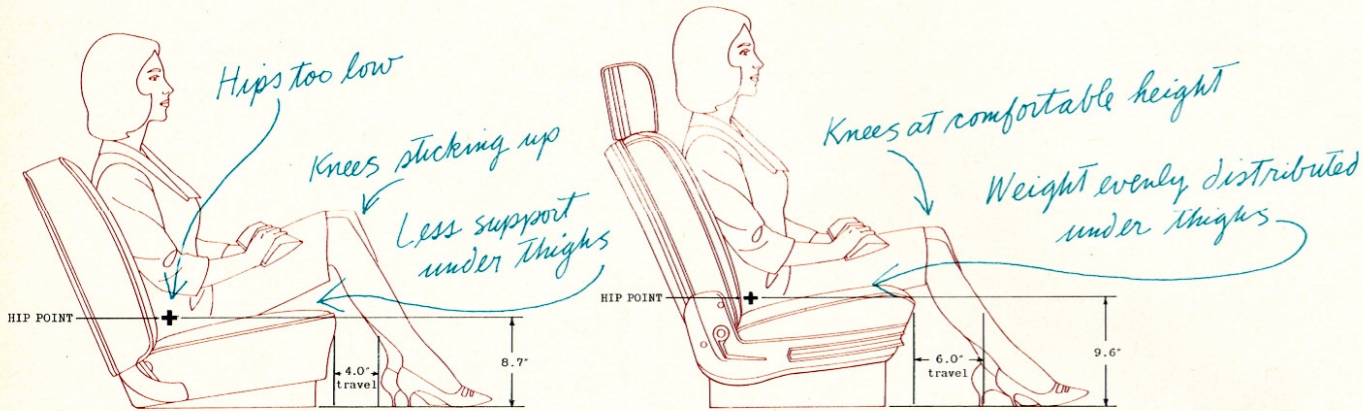


In addition to the Double-Safety brake system, American Motors also has these built-in safety features as standard equipment on all models:

- PADDED INSTRUMENT PANEL.
- PADDED SUN VISORS.
- SEAT BELTS, FRONT AND REAR.
- REAR-VIEW MIRROR, LEFT SIDE.
- BACKUP LIGHTS.
- WINDSHIELD WASHERS.
- VARIABLE-SPEED WIPERS.
- HIGHER-STRENGTH WINDSHIELD GLASS.

A Closer Look At Seating Comfort And Luxury.

It's hard to imagine any owner who's going to feel satisfied with his new car... if it isn't comfortable. Long hours in traffic or on the highway cause enough fatigue and strain, by themselves, without the added aggravation of inadequately designed seats. X-Ray invites you to compare three of the most important factors in seating comfort: Front seating height, front seat travel and seat construction.

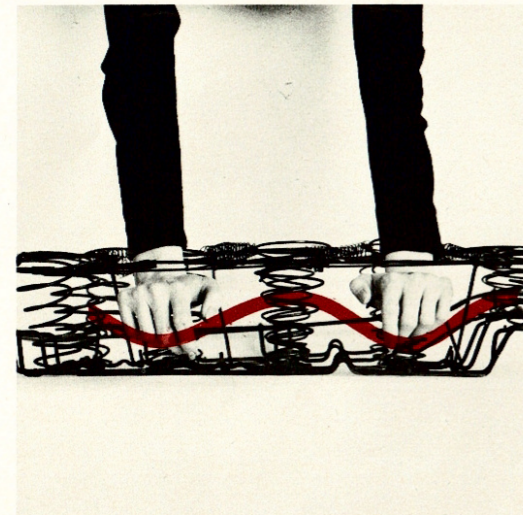


Too-low seating height in this Buick Special can cause passenger fatigue because almost all of the weight is concentrated on the base of the spine with minimal support under the thighs. Yet, some front seats are even lower than the example shown here.

This Ambassador seat (like all seats in American Motors/Rambler cars) provides the highest and most comfortable seating in its class. Note how the passenger's weight is now more evenly distributed over her thighs, not just on the base of the spine. Knees are at a more comfortable height. Which seat would you prefer to spend the next thousand hours of travel in?



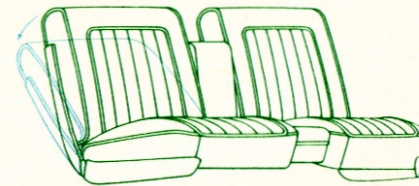
These zig-zag seat springs are typical of those found in GM, Ford Motor and Chrysler Corporation seats. Note that the two points of applied pressure actually pull the springs into a series of straight lines. But your lower body consists of curves, not straight lines. Result: Some areas of your body receive too much support, other areas not enough from zig-zag seat springs.



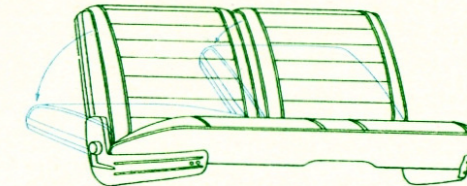
These coil spring seats are used on all AM cars (and some Cadillac models). Coils, unlike zig-zag springs, have an individual action that provides even, restful support under the entire lower body. Same relaxing coil spring support in the seat-backs, too. Chances are that, tonight, you'll go to sleep on a coil spring mattress!

Front Seating Height and Seat Travel

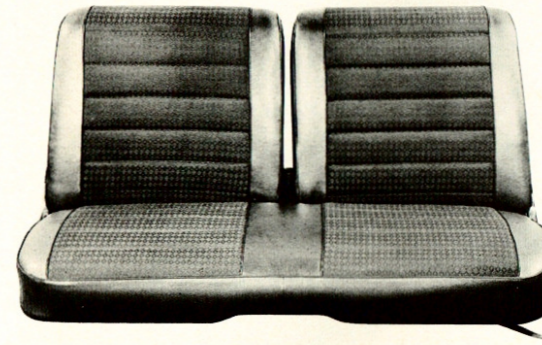
	Seating Height	Seat Travel
American	9.5"	6.0"
Chevy II	9.1"	3.9"
Corvaire	7.4"	4.0"
Falcon	8.9"	5.0"
Valiant	8.0"	4.5"
Dart	8.0"	4.5"
Classic	9.6"	6.0"
Chevelle	8.2"	4.0"
Fairlane	8.9"	5.0"
Comet	8.9"	5.0"
Belvedere	8.6"	4.5"
Ambassador	9.6"	6.0"
Impala	9.0"	4.8"
Special	8.7"	4.0"
F-85	8.7"	4.0"
Tempest	8.7"	4.0"
Galaxie	9.0"	5.5"
Fury	8.9"	4.5"
Coronet	8.6"	4.5"
Marlin	9.6"	6.0"
Mustang	7.8"	4.9"
Barracuda	8.0"	4.5"



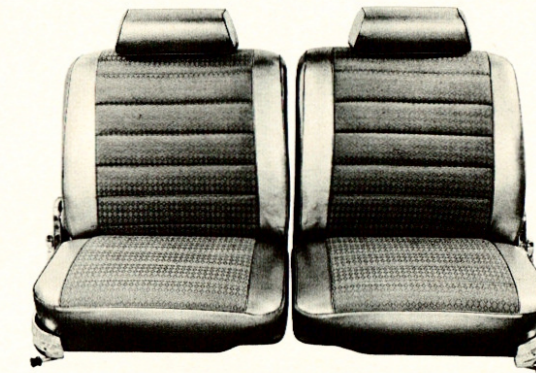
These reclining seats are optional only on a certain few competitive top-line cars and recline only on the passenger side. There is no seat-back adjustment on the driver's side.



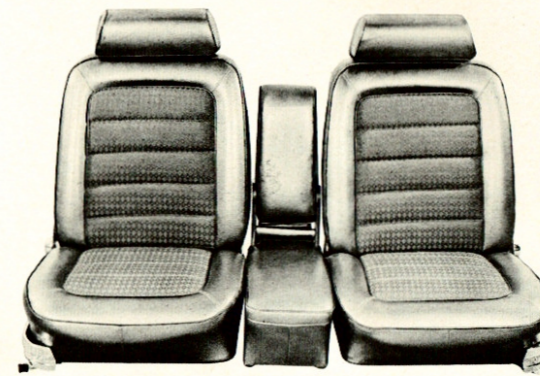
These reclining seats optional on all AM cars recline on both sides, giving the driver a chance to adjust the back a notch or two to relieve driving strain...or recline all the way back on most models for a refreshing cat-nap.



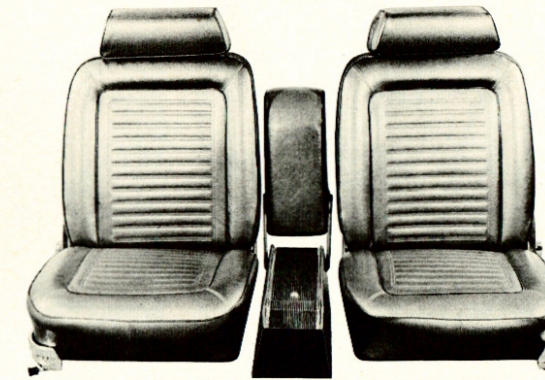
Reclining Split-Back Bench Seat: This reclining seat is optional on certain American Motors/Rambler 2- and 4-door models, giving the buyer an opportunity to have double reclining seats on his new car at minimum cost. This seat design is not available on any GM, Ford Motor or Chrysler Corporation car.



Reclining Individually-Adjustable Seats: These reclining seats, which provide individual adjustment for both the driver and passenger, are optional on certain top-line 2- and 4-door American Motors/Rambler models...and no other cars in their classes.



Reclining Bucket Seats With Folding Center Armrest and Sub-Cushion: These reclining seats are standard on Rogue, Rebel and DPL hardtops (American Motors) and optional on other top-line American Motors/Rambler models. Also optional (with passenger-only reclining seat) on a few top-line competitive models (see chart).



Reclining Bucket Seats With Folding Center Armrest and Console: This style of reclining seat is optional on certain top-line American Motors/Rambler models (and a few top-line competitive models with a passenger-only reclining seat).

When a buyer thinks of luxury seating options for his new car, he usually thinks in terms of bucket seats, reclining seats and safety headrests. Since bucket seats are available on all makes, X-Ray invites you to check the availability of reclining seats and headrests...and take a closer look at the different kinds of reclining seats.

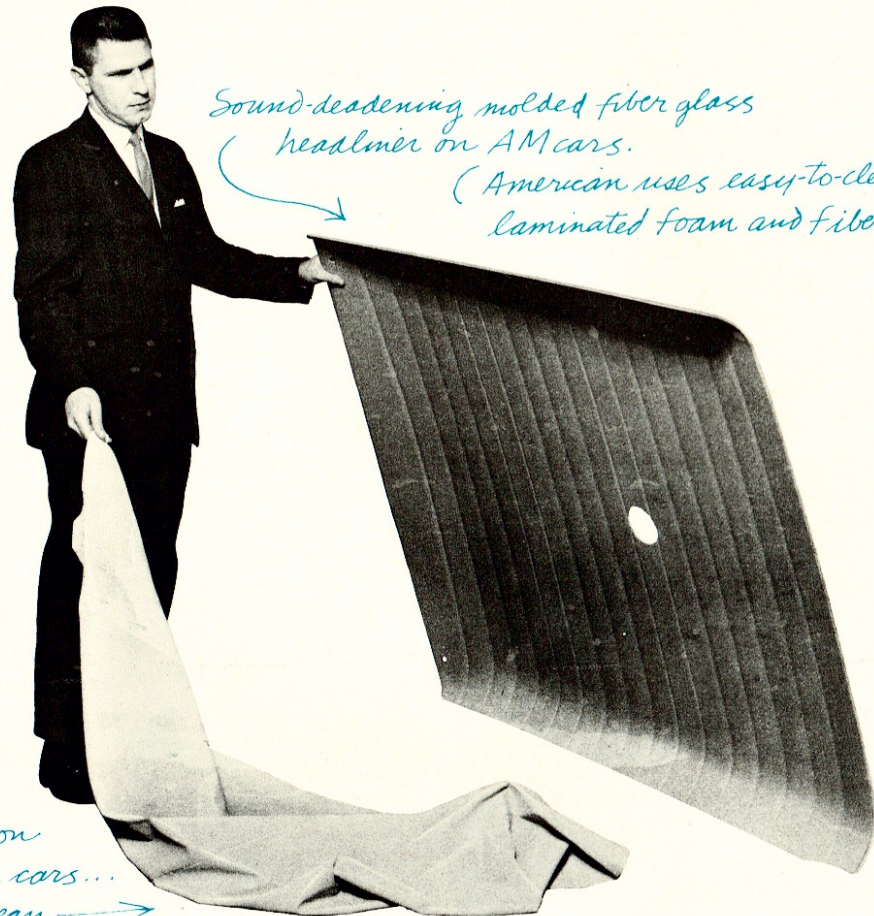
Reclining Seat and Headrest Availability

	Reclining Seat(s)	Safety Headrests
American	Yes L & R	Yes
Chevy II	No	Yes
Corvaire	No	Yes
Falcon	No	No
Valiant	No	No
Dart	No	No
Classic	Yes L & R	Yes
Chevelle	Yes R-only	Yes
Fairlane	No	No
Comet	No	No
Belvedere	No	No
Ambassador	Yes L & R	Yes
Impala	Yes R-only	Yes
Special	Yes R-only	Yes
F-85	Yes R-only	Yes
Tempest	Yes R-only	Yes
Galaxie*	Yes R-only	Yes R-only
Fury	No	No
Coronet	No	No
Marlin	Yes L & R	Yes
Mustang	No	No
Barracuda	No	No

(L=Left; R=Right.)
*500 XL & 7 Litre, only.

A Closer Look At Silencing Factors.

Over-the-road silence adds a lot to a car's overall impression of luxury. In fact, Ford advertising in '65 mentioned how its LTD model was proven to be actually quieter than Rolls-Royce. Similar sound level tests conducted by American Motors in '65 showed that the Ambassador 990 4-door sedan was as quiet in overall sound level as the LTD at highway speeds, slightly quieter than the Ford Galaxie 500 sedan at city speeds! What helps make a car quiet? X-Ray invites you to take a look. Besides engine, transmission, drive line, suspension and body construction, compare these two types of headliners (ceilings) used on '66 cars. The firm, preformed headliner is used on all American Motors/Rambler cars, except convertibles. The limp fabric headliner is typical of those used on other cars. While Ford and Chrysler use roof padding, GM cars in this comparison use none. Appearance considerations aside, which type of headliner do you feel will do a better job of blocking out road noises?



Sound-deadening molded fiber glass headliner on AM cars. (American uses easy-to-clean laminated foam and fiber).

Cloth headliner on many competitive cars... limp... hard to clean

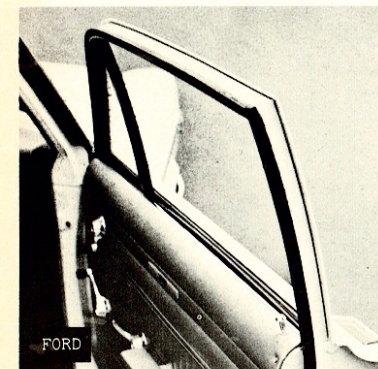
A Closer Look At Body and Chassis Specifications.

	AMERICAN	CHEVY II	CORVAIR	FALCON	VALIANT	DART	CLASSIC	CHEVELLE	FAIRLANE	COMET	BELVEDERE
Dual Braking System	Yes	No	No	No	No	No	Yes	No	No	No	No
Power Steering and Brakes, Optional	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Disc Brakes, Optional	No	No	No	No	Yes	Yes	Yes	No	No	No	Yes
Bonded Brake Lining	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	Yes
Brake Lining Area (6-cyl.) (sq. in.)	139.5	168.9	168.9	131.0	153.5	153.5	153.8	168.9	152.8	152.8	165.9
Lbs.-per-Sq. In. Lining (low best)	19.1	16.4	15.3	20.5	18.1	18.5	19.5	18.3	19.2	19.5	19.3
Head Room (in.) Front	39.3	38.8	37.6	38.4	38.6	38.2	39.3	38.5	38.5	38.8	38.8
Rear	37.0	37.3	36.4	37.7	37.3	37.3	37.0	37.3	37.5	37.3	37.8
Leg Room (in.) Front	41.0	40.7	41.1	42.1	40.7	40.7	41.0	41.9	42.1	42.1	42.0
Rear	36.5	36.2	35.4	33.9	34.2	35.6	37.6	36.0	36.0	33.9	36.5
Hip Room (in.) Front	57.2	59.2	56.1	59.5	56.9	56.9	60.2	59.9	59.5	59.5	60.4
Rear	57.1	58.6	56.1	59.5	57.0	57.0	60.1	59.9	59.5	58.3	60.4
Front Seating Height (in.)	9.5	9.1	7.4	8.9	8.0	8.0	9.6	8.2	8.9	8.9	8.6
Front Seat Travel (in.)	6.0	3.9	4.0	5.0	4.5	4.5	6.0	4.0	5.0	5.0	4.5
Screened Air-Intake Grille	Yes	No	No	No	No	No	Yes	No	No	No	No
Clothing Guard on Door Lock	Yes	Yes	No	No	Yes	Yes	Yes	No	No	No	Yes
Steel Package Shelf	Yes	No	No	No	No	No	Yes	No	No	No	No
Ashtrays in Instrument Panel	1*	1	1	1	1	1	1*-550, 2*	1	1	1	1*
Sun Visor Center Support	Yes	No	No	Yes	No	No	Yes	No	Yes	Yes	Yes
Wagon Third-Seat Facing Direction	—	—	—	—	—	—	Rear	—	Rear	Rear	Rear
Hidden Storage Compartment (in Wagon)	No	No	—	No	Yes	Yes	Yes	No	Yes	Yes	Yes
Dual Braking System	Yes	No	No	No	No	No	No	No	No	No	No
Power Steering and Brakes, Optional	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Disc Brakes, Optional	Yes	No	No	No	No	Yes	Yes	No	Yes	Yes	Yes
Bonded Brake Lining	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	No	Yes
Brake Lining Area (6-cyl.) (sq. in.)	167.5	198.4	158.1	156.3	157.0	203.8	202.1	165.9	167.5	131.0	153.5
Lbs.-per-Sq. In. Lining (low best)	18.7	18.1	20.5	20.3	20.8	17.7	18.2	19.5	18.8	20.1	19.2
Head Room (in.) Front	39.3	38.1	38.1	38.1	38.1	38.9	39.0	38.8	38.8	37.4	38.3
Rear	37.0	37.3	36.0	37.2	37.2	37.7	37.7	37.8	36.5	N.A.	36.8
Leg Room (in.) Front	41.0	42.2	41.1	41.3	41.4	41.8	42.0	42.0	41.0	41.8	40.7
Rear	37.6	39.5	36.0	36.0	35.7	37.7	38.7	36.5	36.0	N.A.	30.6
Hip Room (in.) Front	60.2	63.7	59.9	59.9	59.6	62.6	63.3	60.4	60.2	54.7	56.9
Rear	60.1	62.9	60.0	59.9	59.6	62.7	63.5	60.4	59.4	N.A.	56.4
Front Seating Height (in.)	9.6	9.0	8.7	8.7	8.2	9.0	8.9	8.6	9.6	7.8	8.0
Front Seat Travel (in.)	6.0	4.8	4.0	4.0	4.0	5.5	4.5	4.5	6.0	4.9	4.5
Screened Air-Intake Grille	Yes	No	Yes	Yes	No	No	No	No	Yes	No	No
Clothing Guard on Door Lock	Yes	No	No	No	No	No	Yes	Yes	Yes	No	Yes
Steel Package Shelf	Yes	No	No	No	No	No	No	No	Yes	None	None
Ashtrays in Instrument Panel	2*	2	1	1*	1*	1	1	1*	2*	1	1
Sun Visor Center Support	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Wagon Third-Seat Facing Direction	Rear	Rear	—	—	—	Side	Rear	Rear	—	—	—
Hidden Storage Compartment (in Wagon)	Yes	Yes	Yes†	Yes†	No	Yes	Yes	Yes	—	—	—

*Ashtrays, ball bearing mounted.

†Vista domes only.

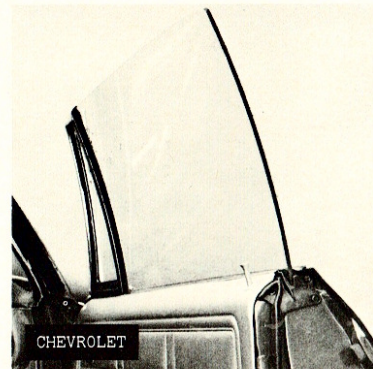
Information given in the above chart is based on official data from the individual manufacturers and on personal inspection. Such information is believed to be correct but is not guaranteed. (4-door sedan figures given, except for Marlin, Mustang and Barracuda.)



FORD
Single upper door seal on this Ford sedan forms a less reliable seal against wind noise (and dirt, water and drafts) than AM double seal, at right. Single door seals are used on all GM, Ford Motor and Chrysler Corporation sedans and wagons.



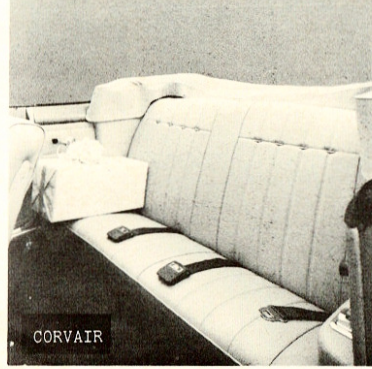
CLASSIC
Double upper door seal on this Classic sedan (and all other AM sedans and wagons) forms a more reliable barrier against wind noise, especially important since upper door areas are close to passengers' ears.



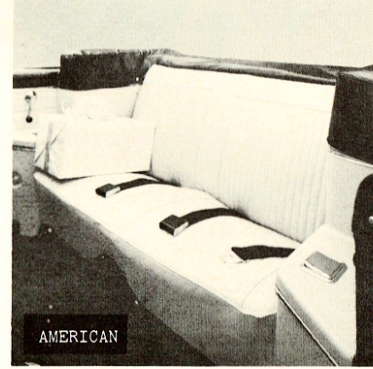
CHEVROLET
Unframed side windows are typical of this Chevrolet hardtop (and all GM and Chrysler Corporation hardtops and convertibles). Poor wind noise sealing and lack of support and protection for the glass are the principal problems with unframed windows.



AMBASSADOR
Framed side windows are found on all American Motors/Rambler and Ford Motor hardtops and convertibles. Framed side windows seal better and protect the vulnerable glass edges from damage.



CORVAIR
The picnic-bench-sized rear seat of this Corvaire convertible is limited, for all practical purposes, to occasional-use-only by normal-sized adults.



AMERICAN
This Rambler American convertible has full-depth, adult-sized rear seat. How much deeper would you say it is than the Corvaire's?



MUSTANG
Extreme lack of head room is the problem in the rear two-passenger compartment of this Mustang fastback. Even slouched down, this passenger's head still presses up against the rear window!



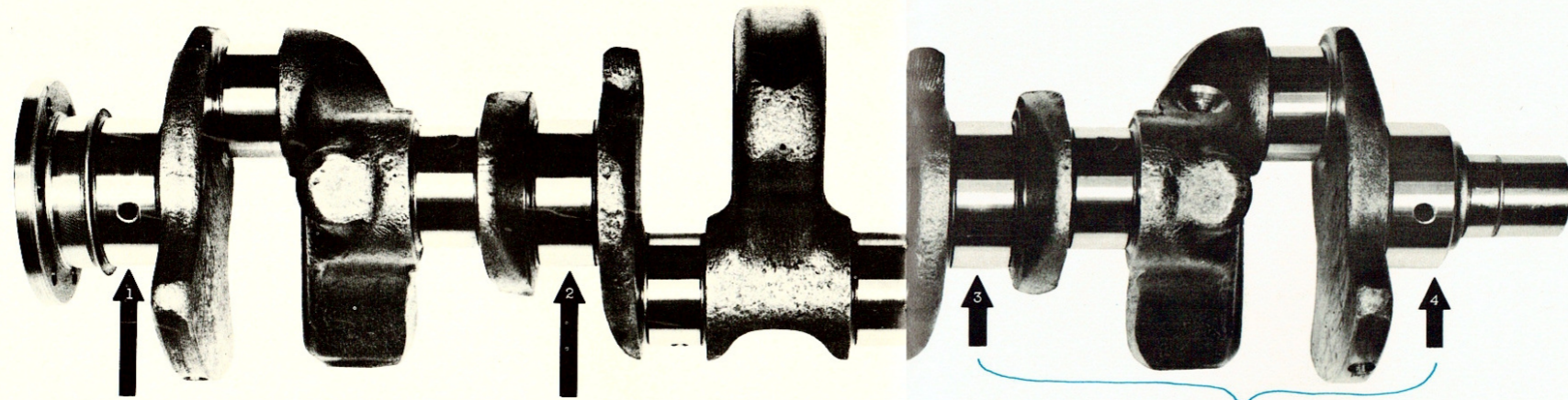
MARLIN
There's no head room problem in this Marlin three-passenger back seat. Passengers may sit comfortably erect . . . still have inches of head room to spare. Also, Marlin far outmeasures Mustang on leg room and hip room.

A Closer Look At Six-Cylinder Durability.

Six-cylinder buyers are probably even more concerned with operating costs than initial cost, whether they're fleet buyers, taxi owners or private owners. The superior gas mileage of the Six over the V-8 is, of course, well known. But what about long-range cost factors like durability? X-Ray suggests that the best way to predict durability is to look at the dynamic backbone of the engine, its crankshaft...and compare it with others.

A. Four-Main-Bearing Crankshaft:

This obsolescent form of crankshaft has been discontinued by many manufacturers because with only four points of support (at the main bearings), it is prone to flexing and vibration which tend to shorten engine life.

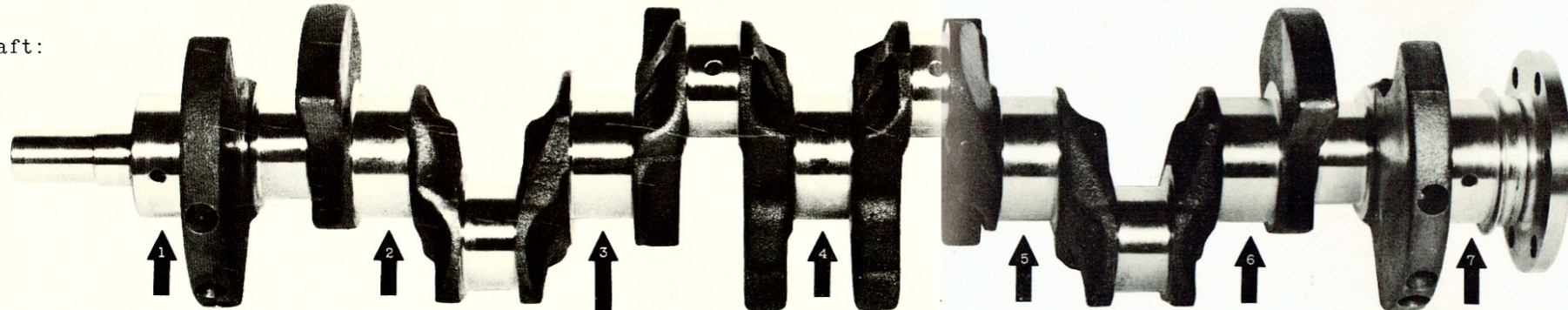


Crankshaft supported at only 4 points.

Wide intervals between supports subject to flexing, especially at higher engine outputs.

B. Seven-Main-Bearing Crankshaft:

This more modern seven-main-bearing crankshaft is now being used on every U.S. Six of recent design. Why? Its seven points of support (one on each side of a connecting rod bearing) reduce flexing and vibration, affording longer engine life, smoother operation.



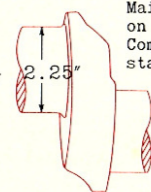
Crankshaft supported at 7 points.

Narrow intervals between supports reduce flexing.

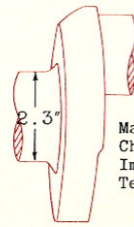
C. But All Seven-Main-Bearing Crankshafts Aren't Alike:

Some have more counterweights than others. American Motors Sixes have eight counterweights . . . important for ultra-smooth operation.

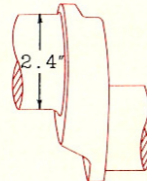
Also it's worthwhile to check the diameters of those seven main bearings. The larger the main-bearing diameter, the stronger and more durable the crankshaft is. Here are the diameters of the different seven-main-bearing Sixes, and who uses which.



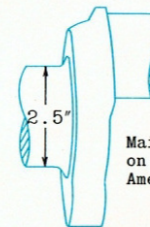
Main bearing used on Fairlane, Comet and Mustang standard Sixes



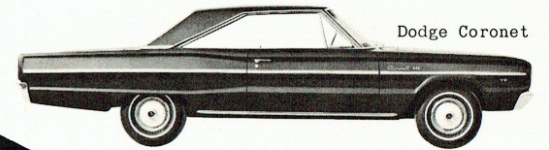
Main bearing used on Chevy II, Chevelle, Impala, F-85 and Tempest standard Sixes



Main bearing used on Galaxie standard Six



Main bearing used on all American Motors/Rambler Sixes



Dodge Coronet

Four-main-bearing crankshafts are still used on all Chrysler Corporation Sixes, as well as the standard 170-cu.-in. Six used on Falcon.



Falcon



American 440 Convertible

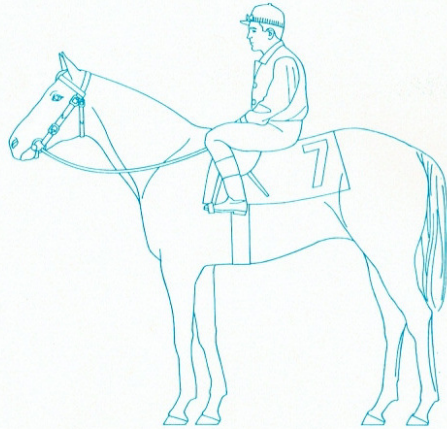
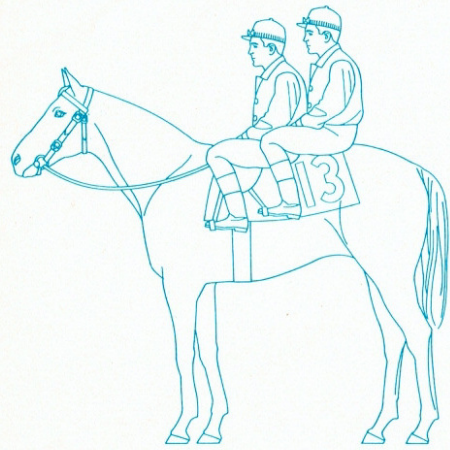
Seven-main-bearing crankshafts are found on all American Motors Sixes and the standard Sixes of Chevy II, Chevelle, Impala, F-85, Tempest, Fairlane, Galaxie and Mustang. Oh yes, Jaguar XKE, also, has a seven-main-bearing crankshaft.



Jaguar XKE.

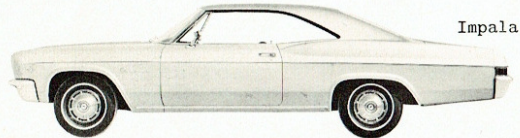
Note: If you haven't driven any of these new generation seven-main-bearing Sixes like Torque Command, X-Ray strongly urges you to do so. You'll be surprised at their smoothness, quietness and performance.

A Closer Look At Performance And Economy Factors.

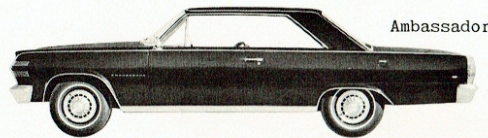


The horse shown above is somewhat more powerful than the horse at the right. Yet, it seems to show little or no performance advantage over that other horse. Could it be that the weight of that extra rider makes a difference? Many '66 cars are like this horse...

This horse shows a surprising amount of performance for its power. Of course, we see that it isn't carrying the weight of an excess rider. Wouldn't you expect it to do a little better in the performance department? More modern '66 cars, like this horse,



Impala



Ambassador

adequate power but carrying so much dead weight that performance suffers, especially true of cars built with heavy separate-body-to-frame construction.

And wouldn't you expect a car engine that has to move a lot of unnecessary weight around to have a bigger appetite for gas?

carry a minimum amount of dead weight (possible with unitized construction) so that even moderate amounts of horsepower give a favorably low weight-to-horsepower ratio.

Certainly you'd expect a more modest appetite from the car engine that doesn't have to work as hard.

X-Ray invites you to compare the weight-to-power ratios of 4-door sedans with their standard six-cylinder engines (the lower the ratio, the higher the performance). V-8 ratios and all curb weights are listed on page 28.

Six-Cylinder Weight-To-Power Ratios

	Lbs. per hp
American	20.8
Chevy II	23.1
Corvair	27.2
Falcon	25.6
Valiant	27.5
Dart	28.1
Classic	20.7
Chevelle	25.8
Fairlane	24.5
Comet	24.9
Belvedere	22.1
Ambassador	20.2
Impala	23.1
Special	20.2
F-85	20.4
Tempest	19.8
Galaxie	24.0
Fury	25.4
Coronet	22.3
Marlin	21.7*
Mustang	22.0*
Barracuda	20.3*

*2-dr. Fastback ratios.

Question: Is it possible to buy an economical standard 6 and still get performance almost equal to that of some V-8's?

Answer: Yes, if it's a Torque Command Six from American Motors (or one of a few other makes)!



A Closer Look At Transmission Availability.

1. Three-Speed Manual Transmission: Standard with column shift on all compact, intermediate and popular-price class cars, except Mustang and Corvair which have floor-shift 3-speed, standard.

New and exclusive for '66: A self-adjusting clutch for 3-speed manual transmission (and optional overdrive) is featured on six-cylinder Classic, Ambassador and Marlin cars.

2. Three-Speed Automatic, Column-Shift: Optional on all compact, intermediate and popular-price class cars, except those from General Motors in this comparison, which offer only a 2-speed automatic. A stalled driver can receive a push start only if his automatic is an American Motors 3-speed Flash-O-Matic or a Chevy II, Corvair, Chevelle or Impala 2-speed automatic.

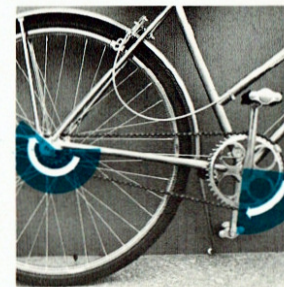
3. Four-Speed Manual, Floor-Shift: Optional on most compact, intermediate and popular-price class cars, including Classic, Ambassador and Marlin V-8's. This fully-synchronized gear box permits smooth, quick shifting for the performance-minded.



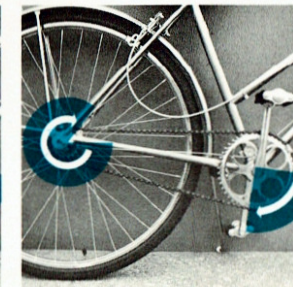
4. Three-Speed Overdrive, Column-Shift: Optional on all American Motors/Rambler cars and on Chevelle, Impala, Fairlane and Galaxie cars. This transmission provides maximum fuel economy with minimum engine noise and wear since engine speed is lowest of all at a given car speed with overdrive in operation. (See diagrams below.)



5. Automatic Transmission, Floor-Shift: Optional on AM cars and certain other makes, but not available on Corvair or Falcon. This transmission has a dual personality: "His and Her" shifting.



Without overdrive, 1/4-turn of bike pedal rotates rear wheel only 225 degrees.



With overdrive in operation, 1/4-turn rotates bike's rear wheel 300 degrees, one-third farther. In a car, the overdrive cuts engine speed 30 percent at a given car speed, reducing gas consumption, noise and wear.



A Closer Look At Engine And Transmission Specifications.

Standard Sixes

	AMERICAN	Chevy II	Corvair	Falcon	Valiant	Dart	CLASSIC	Chevelle	Fairlane	Comet	Belvedere
Horsepower @ RPM.....	128 @ 4400	120 @ 4400	95 @ 3600	105 @ 4400	101 @ 4400	101 @ 4400	145 @ 4300	120 @ 4400	120 @ 4400	120 @ 4400	145 @ 4000
Torque @ RPM.....	182 @ 1600	177 @ 2400	154 @ 2400	158 @ 2400	155 @ 2400	155 @ 2400	215 @ 1600	177 @ 2400	190 @ 2400	190 @ 2400	215 @ 2400
Displacement (cu. in.).....	199	194	164	170	170	170	232	194	200	200	225
Bore and Stroke (in.).....	3.75 x 3.00	3.56 x 3.25	3.44 x 2.94	3.50 x 2.94	3.4 x 3.13	3.4 x 3.13	3.75 x 3.50	3.56 x 3.25	3.68 x 3.13	3.68 x 3.13	3.4 x 4.13
Compression Ratio.....	8.5	8.5	8.25	9.1	8.5	8.5	8.5	8.5	9.2	9.2	8.4
No. of Main Bearings.....	7	7	4	4	4	4	7	7	7	7	4
Main Bearing Diameter (in.).....	2.5	2.3	2.1	2.25	2.75	2.75	2.5	2.3	2.25	2.25	2.75
Curb Weight, 4-Door Sedan.....	2666	2770	2580	2685	2775	2835	3004	3095	2939	2985	3205
Lbs. per Horsepower (low best).....	20.8	23.1	27.2	25.6	27.5	28.1	20.7	25.8	24.5	24.9	22.1
Engine Oil Change, Miles (normal).....	4,000	6,000	6,000	6,000	4,000	4,000	4,000	6,000	6,000	6,000	4,000
Battery Rating, Amp.-Hrs. (Std.).....	50*	44*	44*	45	38	38	50*	44*	45	45	48

Standard V-8's

Horsepower @ RPM.....	—	195 @ 4800	—	200 @ 4400	180 @ 4200	180 @ 4200	198 @ 4700	195 @ 4800	200 @ 4400	200 @ 4400	180 @ 4200
Torque @ RPM.....	—	285 @ 2400	—	282 @ 2400	260 @ 1600	260 @ 1600	280 @ 2600	285 @ 2400	282 @ 2400	282 @ 2400	260 @ 1600
Displacement (cu. in.).....	—	283	—	289	273	273	287	283	289	289	273
Bore and Stroke (in.).....	—	3.88 x 3.00	—	4.01 x 2.87	3.63 x 3.31	3.63 x 3.31	3.75 x 3.25	3.88 x 3.00	4.00 x 2.87	4.00 x 2.87	3.63 x 3.31
Compression Ratio.....	—	9.25	—	9.3	8.8	8.8	8.7	9.25	9.3	9.3	8.8
Curb Weight, 4-Door Sedan.....	—	2940	—	2971	2970	3035	3285	3250	3108	3154	3380
Lbs. per Horsepower (low best).....	—	15.1	—	14.9	16.5	16.9	16.6	16.7	15.6	15.8	18.8
Engine Oil Change, Miles (normal).....	—	6,000	—	6,000	4,000	4,000	4,000	6,000	6,000	6,000	4,000
Battery Rating, Amp.-Hrs. (Std.).....	—	44*	—	45	48	48	60*	44*	55	55	48

Transmissions

Overdrive Transmission, Optional.....	Yes	No	No	No	No	No	Yes	Yes	Yes	No	No
Floor Shift for Automatic, Optional.....	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No. of Automatic Transmission Speeds.....	3	2	2	3	3	3	3	2	3	3	3
Push Start with Automatic.....	Yes	Yes	Yes	No	No	No	Yes	Yes	No	No	No
4-Speed Manual Transmission, Optional.....	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Self-Adjusting Clutch for Standard and Overdrive 6.....	No	No	No	No	No	No	Yes	No	No	No	No

Standard Sixes

	AMBASSADOR	Impala	Special	F-85	Tempest	Galaxie	Fury	Coronet	MARLIN	Mustang	Barracuda
Horsepower @ RPM.....	155 @ 4400	155 @ 4200	160 @ 4200	155 @ 4200	165 @ 4700	150 @ 4000	145 @ 4000	145 @ 4000	145 @ 4300	120 @ 4400	145 @ 4000
Torque @ RPM.....	222 @ 1600	235 @ 1600	235 @ 2400	240 @ 2000	216 @ 2600	234 @ 2200	215 @ 2400	215 @ 2400	215 @ 1600	190 @ 2400	215 @ 2400
Displacement (cu. in.).....	232	250	225	250	230	240	225	225	232	200	225
Bore and Stroke (in.).....	3.75 x 3.50	3.88 x 3.53	3.75 x 3.40	3.88 x 3.53	3.88 x 3.25	4.00 x 3.18	3.4 x 4.13	3.4 x 4.13	3.75 x 3.50	3.68 x 3.13	3.4 x 4.13
Compression Ratio.....	8.5	8.5	9.0	8.5	9.0	9.2	8.4	8.4	8.5	9.2	8.4
No. of Main Bearings.....	7	7	4	7	7	7	4	4	7	7	4
Main Bearing Diameter (in.).....	2.5	2.3	2.5	2.3	2.3	2.4	2.75	2.75	2.5	2.25	2.75
Curb Weight, 4-Door Sedan.....	3130	3585	3235	3168	3259	3604	3680	3235	3149	2637	2940
Lbs. per Horsepower (low best).....	20.2	23.1	20.2	20.4	19.8	24.0	25.4	22.3	21.7	22.0	20.3
Engine Oil Change, Miles (normal).....	4,000	6,000	6,000	6,000	6,000	6,000	4,000	4,000	4,000	6,000	4,000
Battery Rating, Amp.-Hrs. (Std.).....	50*	44*	44*	44*	44*	45	48	48	50*	45	38

Standard V-8's

Horsepower @ RPM.....	198 @ 4700	195 @ 4800	210 @ 4600	250 @ 4800	250 @ 4600	200 @ 4400	230 @ 4400	180 @ 4200	198 @ 4700	200 @ 4400	180 @ 4200
Torque @ RPM.....	280 @ 2600	285 @ 2400	310 @ 2400	335 @ 2800	333 @ 2800	282 @ 2400	340 @ 2400	260 @ 1600	280 @ 2600	282 @ 2400	260 @ 1600
Displacement (cu. in.).....	287	283	300	330	326	289	318	273	287	289	273
Bore and Stroke (in.).....	3.75 x 3.25	3.88 x 3.00	3.75 x 3.40	3.94 x 3.39	3.72 x 3.75	4.00 x 2.87	3.91 x 3.31	3.63 x 3.31	3.75 x 3.25	4.00 x 2.87	3.63 x 3.31
Compression Ratio.....	8.7	9.25	9.0	9.0	9.2	9.3	9.0	8.8	8.7	9.3	8.8
Curb Weight, 4-Door Sedan.....	3384	3725	3345	3369	3454	3648	3875	3410	3430	2882	3095
Lbs. per Horsepower (low best).....	17.1	19.1	15.9	13.5	13.8	18.2	16.8	18.9	17.3	14.4	17.2
Engine Oil Change, Miles (normal).....	4,000	6,000	6,000	6,000	6,000	6,000	4,000	4,000	4,000	6,000	4,000
Battery Rating, Amp.-Hrs. (Std.).....	60*	44*	61*	61*	53*	45	48	48	60*	45	48

Transmissions

Overdrive Transmission, Optional.....	Yes	Yes	No	No	No	Yes	No	No	Yes	No	No
Floor Shift for Automatic, Optional.....	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No. of Automatic Transmission Speeds.....	3	2	2	2	2	3	3	3	3	3	3
Push Start with Automatic.....	Yes	Yes	No	No	No	No	No	No	Yes	No	No
4-Speed Manual Transmission, Optional.....	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Self-Adjusting Clutch for Standard and Overdrive 6.....	Yes	No	No	No	No	No	No	No	Yes	No	No

*Battery features sealed inter-cell battery connections.

Information given in the above chart is based on official data from the individual manufacturers. Such information is believed to be correct but is not guaranteed.

COMMUNITY MOTORS, INC

Community Motors Inc.

III. A Detailed Look

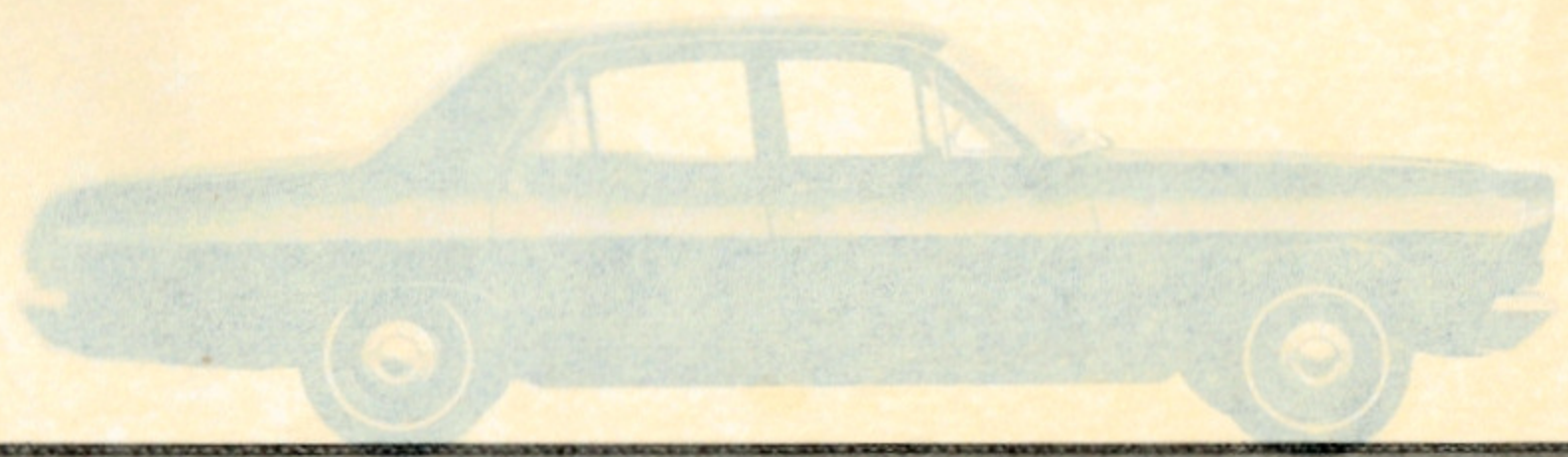
Even after a good presentation of major features most new car purchasers still like to make their own personal comparisons of what they can see, feel and operate for themselves. Most of these comparisons concern themselves with the appearance and way in which they do no discovery that it is one or two minor details

that may be the source of our satisfaction or dissatisfaction with the car we buy.

In the following you detect comparisons you seem to present pretty strong evidence of what an motor built-in quality. We suggest that anyone who tours the

COMMUNITY MOTORS, INC

Community Motors Inc.

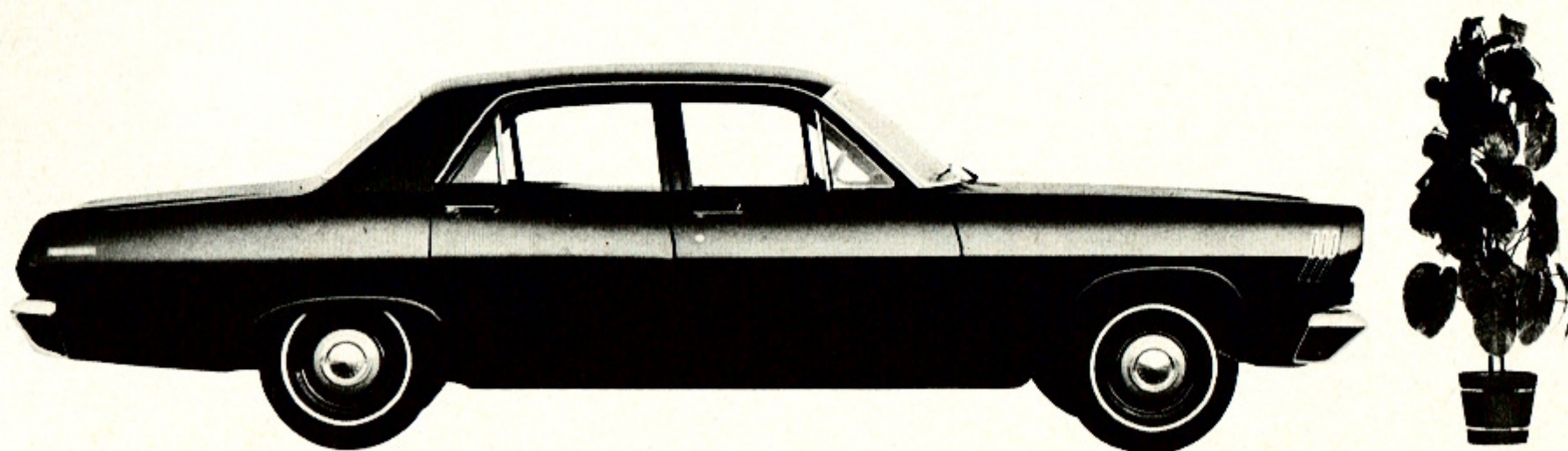


X-Ray would like to invite you, now, on a tour of the various new car showrooms for what we call

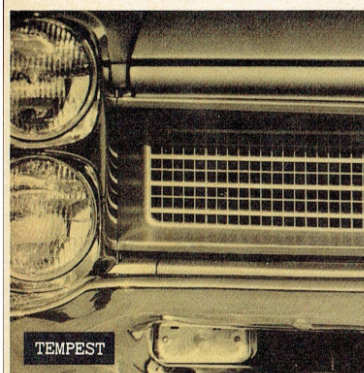
III. A Detailed Look

Even after a good presentation of major features most new car prospects still like to make their own personal comparisons of what they can see, feel and operate for themselves. Most of these comparisons concern themselves with minor points...and why not? How often do we discover that it is one or two minor details that end up being a major source of our satisfaction... or dissatisfaction with the cars we buy?

If the following showroom detail comparisons seem to present pretty strong evidence of American Motors built-in quality, we suggest that anyone who tours the showrooms and compares can hardly avoid discovering the same kind of evidence for himself.



A Detailed Look.



TEMPEST

'66 Tempest grille, while appearing attractive, is actually made of plastic! Thoughtful shoppers will want to compare this with the more costly all-metal construction used on the cars at the right.



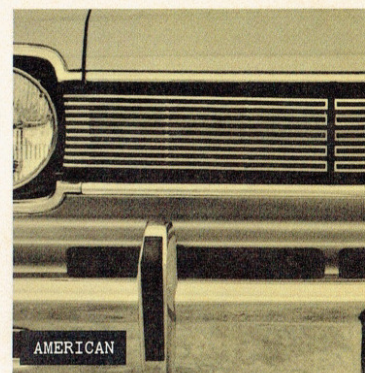
BARRACUDA

Barracuda's grille is a handsome die-casting, but, unfortunately die-castings can fracture under impact, and are subject to pitting and bubbling under the chrome finish, especially in corrosive conditions.



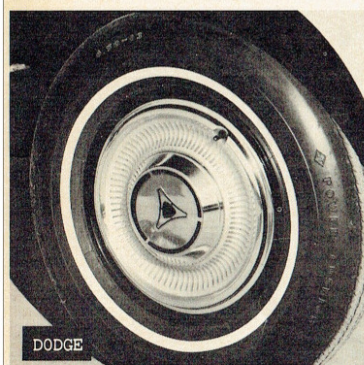
GALAXIE

Galaxie's aluminum grille is not brittle or subject to corrosion. But its thin stamped construction has little strength...can actually be deformed by mere finger pressure.



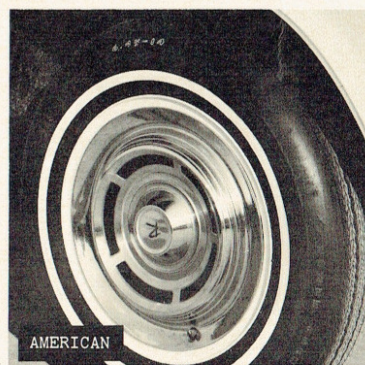
AMERICAN

American's grille (like those of all American Motors cars) consists of a deep-section aluminum extrusion...elegant, unexcelled in corrosion-resistance with an anodized finish, and sturdy under impact.



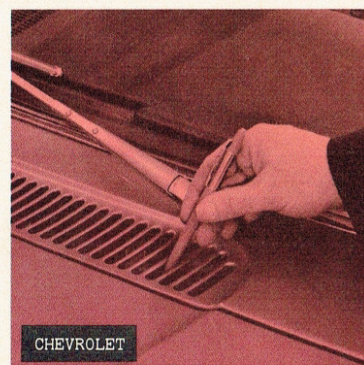
DODGE

Dart weighs about 170 pounds more than American, yet, like almost all other compacts, rolls on small 13-inch wheels and tires.



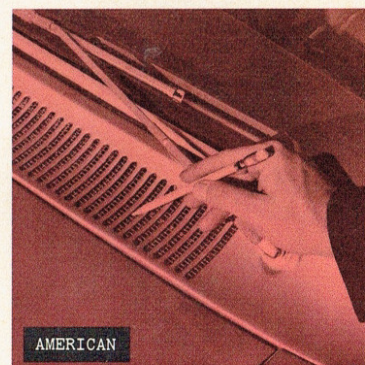
AMERICAN

All American models roll on larger, higher-capacity 14-inch wheels and tires. Extra circumference means fewer tire turns per mile, longer tire life, and slightly better gas mileage and riding comfort.



CHEVROLET

Chevrolet shows unscreened ventilation air intake typical of GM, Ford and Chrysler Corporation cars. Large unprotected openings allow dead bugs, leaves and other debris to collect in ventilation ducts.



AMERICAN

Screened intake used on all American Motors cars keeps ventilation ducts clear of leaves and paper that trap moisture and lead to rusting and odors, block air flow.



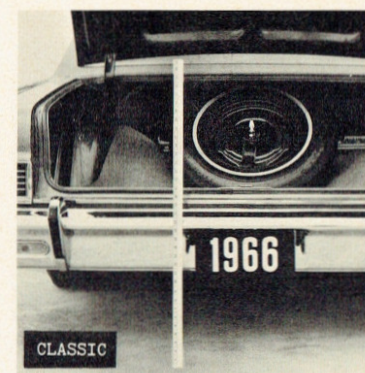
COMET

Comet's trunk leftover height reaches up almost 30 inches (29.1"), makes loading and unloading heavy luggage more difficult.



CHEVELLE

Chevelle's high trunk sill is only slightly lower (28.9") than Comet's and makes oversize "stick-out" loads much harder to carry.



CLASSIC

Classic's low trunk sill is only 21.1" from the ground. This well-designed trunk eases the job of loading luggage, handles overhanging loads more readily since the sill is close to the floor.



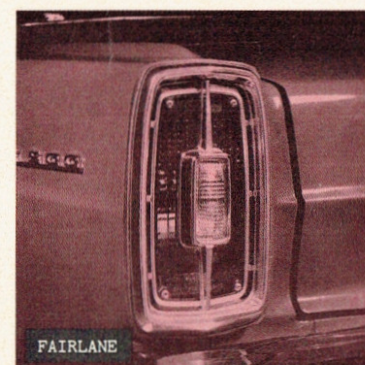
FALCON

Note that Falcon's gas filler intrudes into the trunk loading space, limiting capacity and luggage arrangement and subject to damage by the shifting of heavy pieces in the trunk.



AMERICAN

American's gas filler is shielded and tucked back out of the way so it is not subject to damage, does not take up valuable luggage room.



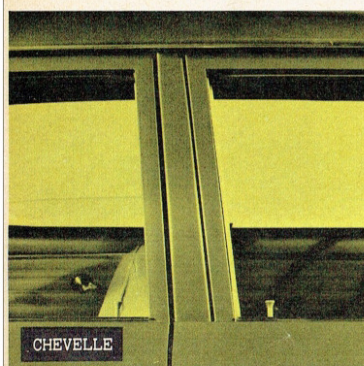
FAIRLANE

Fairlane taillight shows cost-cutting all-plastic construction. Shiny "molding" is actually chrome-coated plastic, not as rich-looking or as durable as a separate chrome-plated metal molding.



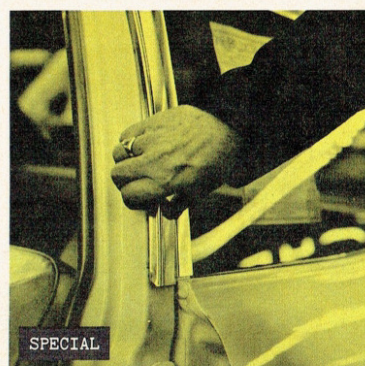
CLASSIC

Now, compare the taillight of the Classic...luxurious-looking, chrome-plated metal die-casting that enhances and protects the plastic lens. Note also how taillight is readily seen from the side.



CHEVELLE

Chevelle shows exposed center-post that's typical of most GM and Ford wagons and Chrysler Corporation sedans, gives these a heavy, stodgy look.



SPECIAL

This Special sedan attempts to hide the unsightly center-post under a sheet metal trim plate...but note how cost-conscious design looks "added-on."



CLASSIC

On the Classic sedan (and all other AM sedans and wagons) the unsightly center-post is concealed behind upper door frames of curved, corrosion-resistant extruded aluminum (painted metal on Americans).



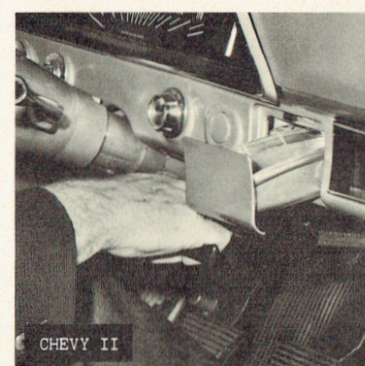
FALCON

Falcon 4-door sedan rear window rolls down only part way...looks unsightly and exposed edge can be easily damaged.



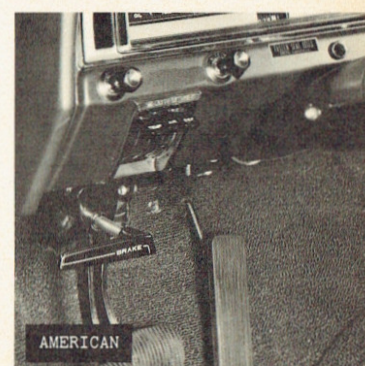
AMERICAN

American 4-door sedan rear window rolls down all the way...as an open window should, and provides protection for the vulnerable edge of the window glass.



CHEVY II

Chevy II is only U.S. car with handbrake on right side of steering column, can't be reached readily from outside if car starts to roll, but can be by children in front seat. Note interference with open ashtray.



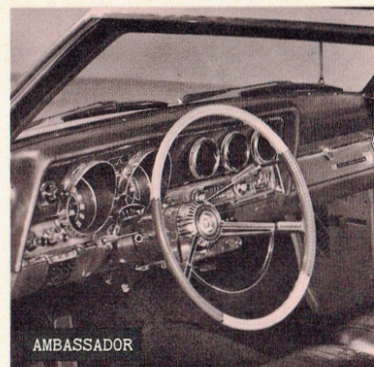
AMERICAN

American has clear, unobstructed handbrake position on normal left side of steering column where driver would instinctively reach for it in an emergency.

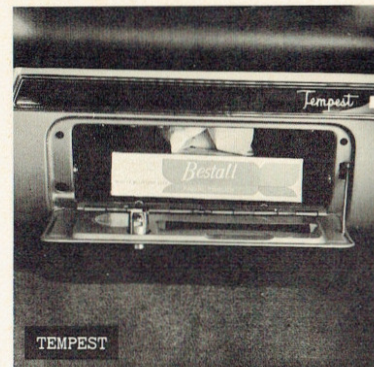
A Detailed Look.



SPECIAL
Take a look at the panel on the Buick Special. Does it seem just a bit cost-conscious for a car in this price class?



AMBASSADOR
Here is the Ambassador panel which displays highly-readable aircraft-type instruments enhanced by a rich, luxurious setting. Which panel do you prefer?



TEMPEST
Tempest glove box shows typical cramped proportions which limit the utility of this important storage area. Tissue box is used to show space relationship.



AMBASSADOR
This Ambassador glove box, holding same tissue box, shows itself to be much deeper, wider, and much more usable.



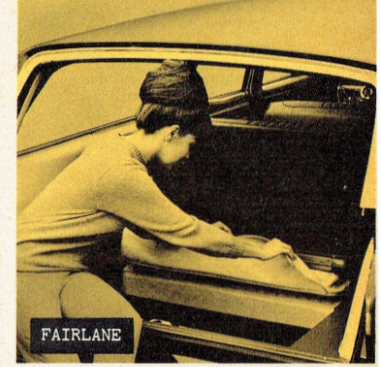
FAIRLANE
Setting up the Fairlane (and the Comet) third seat is a four-step sequence. 1. First, the floor panel is opened and the seat back raised into position.



FAIRLANE
2. Seat-back cushion is, then, removed from its storage space on the floor. (Question: what happens to cushion if floor is dirty, wet or both?)



FAIRLANE
3. Next, seat-back cushion is positioned and snapped into place along its bottom edge.



FAIRLANE
4. Seat back is lowered so top of seat-back cushion can be snapped, then raised...it's ready for use! Compare this series of operations with those of the Classic, below.



CHEVELLE
Chevelle sun visors have no inner support, can sag and possibly flutter on rough roads.



CLASSIC
Inner edge of Classic visors (like those of all American Motors cars) clips firmly into place, can't sag or flutter.



CHEVELLE
Chevelle convertible...still uses plastic rear window with poor optical quality, surfaces that can scratch, cloud or discolor, and shows poor durability.



CLASSIC
Classic (and Ambassador) convertible uses flexible glass rear window with excellent optical quality, can't discolor or cloud, resists scratching, and requires no periodic replacement.



CLASSIC
There're just two steps to setting up the Classic or Ambassador third seat: 1. Raise the seat cushion back into position.



CLASSIC
2. Then, flip the seat over. There's even a handy assist strap to use. Which third seat would you prefer to convert on a rainy morning?



TEMPEST
This Tempest model shows common problem of standard front seat belts: Awkward readjustment necessary for different-sized passengers. However, optional belt retractors do permit neat outer buckle storage.



AMBASSADOR
Auto-Lock belts, optional on all AM bucket seat models, except American, readjust automatically each time they're used. Retractor stores outer buckle, console pocket stores inner buckle.



COMET
This Comet wagon roof rack is attractive, but it is an optional item that will cost its owner \$62.99 (manufacturer's suggested retail price). Some wagon roof racks cost over a hundred dollars!



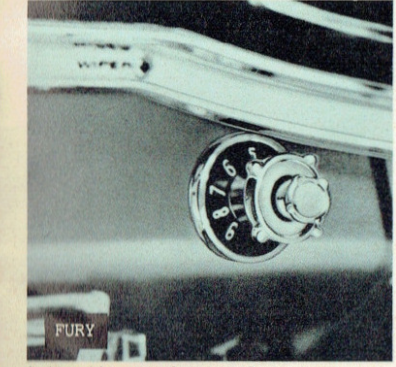
CLASSIC
This Classic Roof-Top Travel Rack is also attractive, but it won't cost its owner one cent extra because it is standard equipment (just as it is on all AM wagons, except the 220 wagon).



FURY
Fury third seat can be entered only after passenger steps up on high tailgate. All GM and Chrysler Corporation three-seat wagons require this same awkward method of entry.



AMBASSADOR
Ambassador (and Classic)...convenient side-hinged rear door simplifies entry...makes the optional third seat more accessible for adults.



FURY
Automatic speed control systems on Fury, Impala and Galaxie carry a suggested manufacturer's retail price from \$83.35 to \$62.06.



AMBASSADOR
This simplified automatic speed control (Cruise-Command) that's optional on all automatic-transmission-equipped AM cars (except American) provides all the major auto-speed functions, yet lists at only \$39.95.



DODGE
This Dodge optional tachometer is buried on the console "down in the hold"...a location distracting to find, difficult to read with any degree of accuracy.



AMBASSADOR
The AM tachometer (optional) is on top of the instrument panel where the driver can read it practically without taking his eyes off the road. A full 270-degree scale, also, improves readability.

A Detailed Look At Car Prices.

Since no new-car shopper wants to ignore the "sticker" prices, X-Ray provides them for you, here, in one easy-to-compare chart.

Compact cars:

	4-DOOR SEDAN	2-DOOR SEDAN	2-DOOR HARDTOP	2-DOOR CONV.	4-DOOR 2-SEAT WAGON
Rambler American 220 6	\$2,086	\$2,017	—	—	\$2,369
Valiant 100 6	2,095	2,025	—	—	2,387
Falcon 6	2,114	2,060	—	—	2,442
Chevy II 100 6	2,127	2,090	—	—	2,430
Corvair 500 6	2,157*	—	\$2,083	—	—
Dart 6	2,158	2,094	—	—	2,436
American 440 6	2,203	2,134	2,227	\$2,486	2,477
Valiant 200 6	2,226	—	—	—	2,502
Falcon Futura 6	2,237	2,183	—	—	2,553
Chevy II Nova 6	2,245	—	2,271	—	2,518
Valiant Signet 6	—	—	2,261	2,527	—
Dart 270 6	2,280	2,214	2,307	2,570	2,533
Studebaker Commander 6	2,319	2,215	—	—	—
Falcon Futura Sport Coupe 6	—	2,328	—	—	—
American Rogue 6	—	—	2,370	—	—
Corvair Monza 6	2,424*	—	2,350	2,493	—
Dart GT 6	—	—	2,417	2,700	—
Chevy Nova SS 6	—	—	2,430	—	—
Studebaker Daytona 6	—	2,444	—	—	2,665
Corvair Corsa 6	—	—	2,519	2,662	—
Studebaker Cruiser 6	2,545	—	—	—	—

*4-Door Hardtop, no sedan model available.

Popular-priced cars:

	4-DOOR SEDAN	2-DOOR SEDAN	2-DOOR HARDTOP	2-DOOR CONV.	4-DOOR 2-SEAT WAGON
Coronet 6	\$2,302	\$2,264	—	—	—
Tempest 6	2,331	2,278	—	—	\$2,624
Coronet Deluxe 6	2,341	2,303	—	—	2,631
Special 6	2,401	2,348	—	\$2,604	2,695
F-85 6	2,401	2,348	—	—	2,695
Tempest Custom 6	2,415	2,362	\$2,426	2,655	2,709
Chevrolet Biscayne 6	2,431	2,379	—	—	2,772
Coronet 440 6	2,432	—	2,457	2,672	2,722
Ford Custom 6	2,432	2,380	—	—	2,793
Ambassador 880 6	2,455	2,404	—	—	2,759
Plymouth Fury I 6	2,479	2,426	—	—	2,836
Special Deluxe 6	2,485	2,432	2,504	—	2,783
F-85 Deluxe 6	2,497	—	2,513	—	2,793
Chevrolet Bel Air 6	2,531	2,479	—	—	2,835
Ford Custom 500 6	2,533	2,481	—	—	2,882
Tempest LeMans 6	—	2,505	2,568	2,806	—
Ambassador 990 6 (Convertible is V-8)	2,574	—	2,600	2,968	2,880
Plymouth Fury II 6 (Wagon is V-8)	2,579	2,526	—	—	2,986
Special Skylark 6	—	2,624	2,687	2,837	—
F-85 Cutlass V-8	2,673	2,633	2,770	2,965	—
Ford Galaxie 500 6	2,677	—	2,685	2,934	3,182
Chevrolet Impala 6	2,678	—	2,684	2,935	2,971
Coronet 500 V-8	—	—	2,705	2,921	—
Plymouth Fury III 6 (Wagon is V-8)	2,718	—	2,724	—	3,115
Ambassador DPL 6	—	—	2,756	—	—
Tempest GTX V-8	—	2,783	2,847	3,082	—
Chevrolet Impala SS 6	—	—	2,842	3,093	—
Chevrolet Caprice V-8	—	—	3,000	—	3,234
Plymouth Sport Fury V-8	—	—	3,006	3,251	—
Skylark Gran Sport V-8	—	2,956	3,019	3,167	—
Plymouth VIP V-8	—	—	—	—	—
Ford Galaxie XL V-8*	—	—	3,231	3,480	—
Ford Galaxie LTD V-8*	—	—	3,201	—	—
Ford Galaxie 7-Litre V-8*	—	—	3,621	3,872	—

*Automatic transmission standard.

For V-8's, add \$106 on Ambassador, \$105 on Chevrolet and Fury, \$107 on Ford, \$95 on Tempest, \$94 on Coronet, and \$70 on F-85 and Special.

Fastback-styled cars:

	2-DOOR HARDTOP
Barracuda 6	\$2,556
Marlin 6	2,601
Mustang 6	2,607

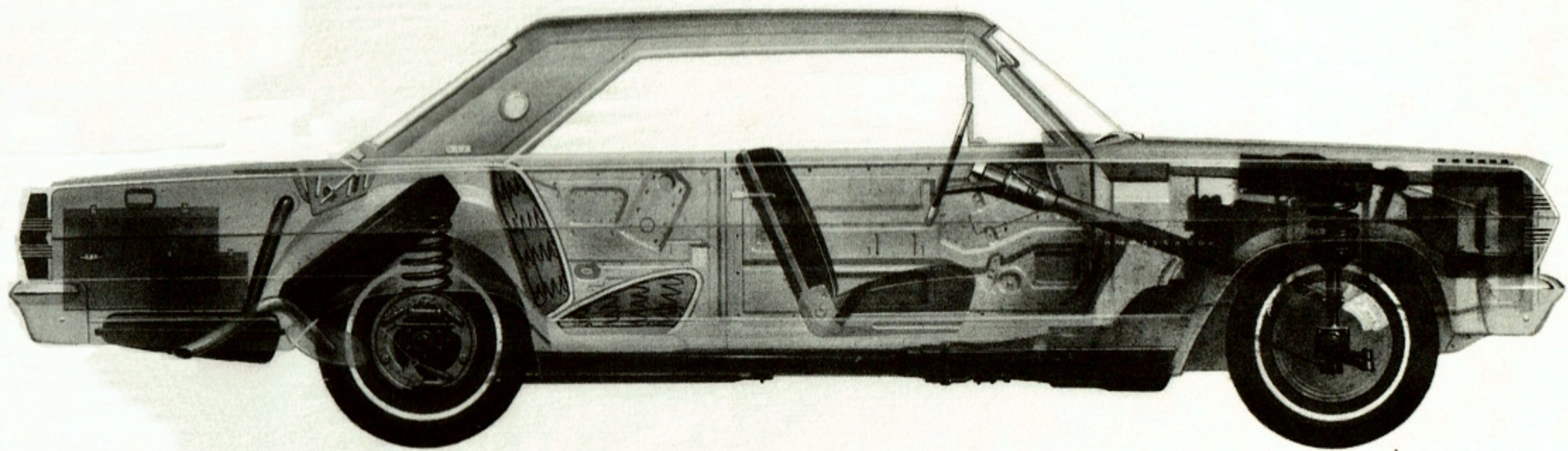
For V-8's add: \$81 on Barracuda, \$106 on Marlin and Mustang.

Intermediate cars:

	4-DOOR SEDAN	2-DOOR SEDAN	2-DOOR HARDTOP	2-DOOR CONV.	4-DOOR 2-SEAT WAGON
Chevelle 300 6	\$2,202	\$2,165	—	—	—
Rambler Classic 550 6	2,238	2,189	—	—	\$2,542
Comet 202 6	2,263	2,206	—	—	2,553
Chevelle 300 Deluxe 6	2,276	2,239	—	—	2,575
Fairlane 6	2,280	2,240	—	—	2,589
Belvedere I 6	2,315	2,277	—	—	2,605
Classic 770 6	2,337	—	\$2,363	\$2,616	2,629
Chevelle Malibu 6	2,352	—	2,378	2,588	2,651
Fairlane 500 6	2,357	2,317	2,378	2,603	2,665
Comet Capri 6	2,378	—	2,400	—	—
Belvedere II 6	2,405	—	2,430	2,644	2,695
Comet Caliente 6	2,453	—	2,475	2,735	2,790
Classic Rebel 6	—	—	2,523	—	—
Fairlane 500 XL 6	—	—	2,543	2,768	—
Mustang 6	—	—	2,416	2,653	—
Belvedere Satellite V-8	—	—	2,695	2,910	—
Comet Cyclone V-8	—	—	2,700	2,961	—
Chevelle SS 396 V-8	—	—	2,776	2,984	—
Fairlane GT V-8	—	—	2,843	3,068	—
Comet Cyclone GT V-8	—	—	2,891	3,152	—

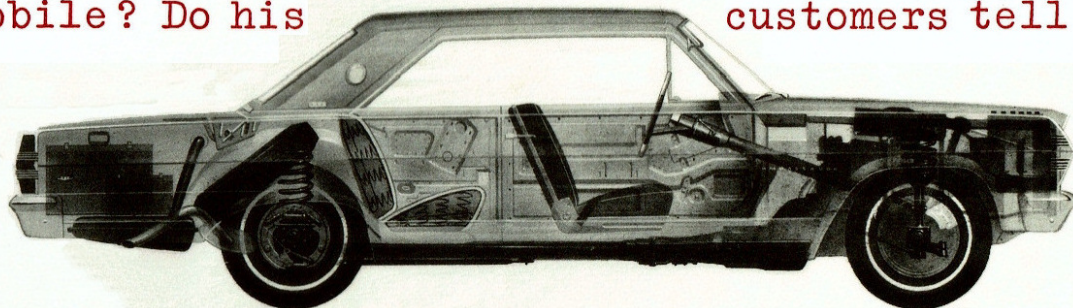
For V-8's add: \$106 on Classic, Chevelle, Mustang, Fairlane, Comet; \$94.00 on Belvedere.

Based on manufacturers' suggested retail prices, including heater, federal excise taxes, and retail delivery charges, but do not include transportation charges, local taxes. ■ 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.



Comparing the features of the '66 cars can be pretty fascinating business, but the new-car shopper should take a look at some of the "non-car" considerations, as well. What about the warranty? GM, Ford and American Motors cars have a full two-year, 24,000-mile warranty on the entire car, with a few minor exceptions. With Chrysler, certain parts are warranted for five years or 50,000 miles, but the rest of the car is warranted for only one year or 12,000 miles. This could be important.

What about the dealer from whom you plan to buy your new automobile? Do his customers tell you



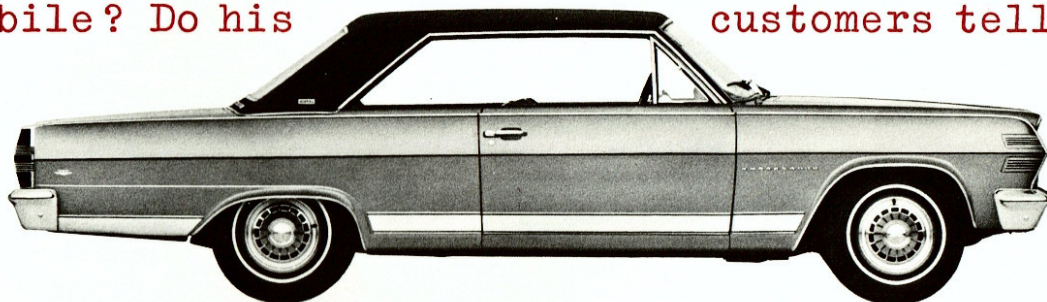
he maintains an interest in them over the years...or does he suddenly lose interest in them after the sale?

You'll want to look over the service department, since you'll probably bring your routine maintenance there. Do there seem to be ample servicing facilities? Is the Service Manager interested enough in you to take a few minutes to show you around?

When you've compared all these as well as the cars themselves, before making your new-car buying decision, the odds are overwhelming that you'll be more than satisfied with your purchase. And we say that even if the car you select is not built by American Motors!

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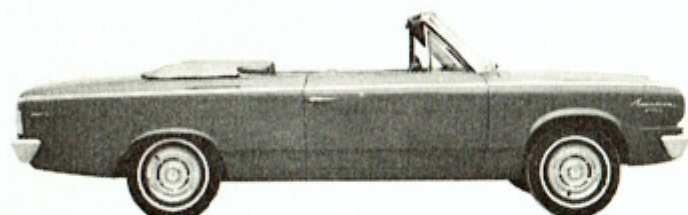
Rambler American



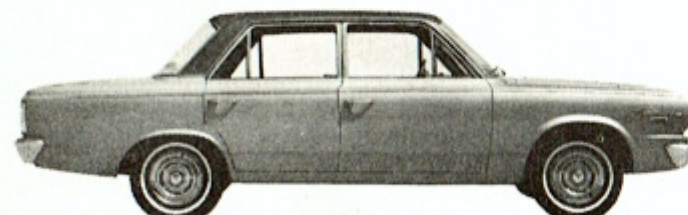
Rogue 2-Dr Hardtop



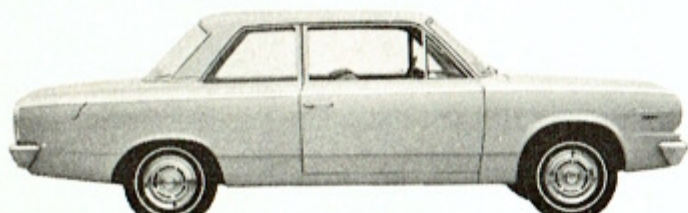
440 2-Dr Hardtop



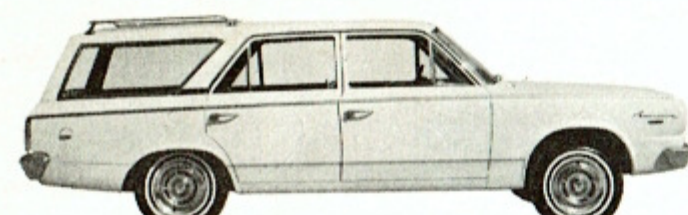
440 2-Dr Convertible



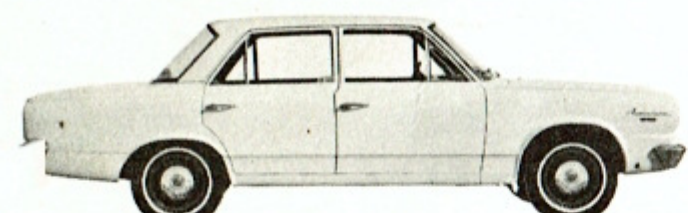
440 4-Dr Sedan



440 2-Dr Sedan



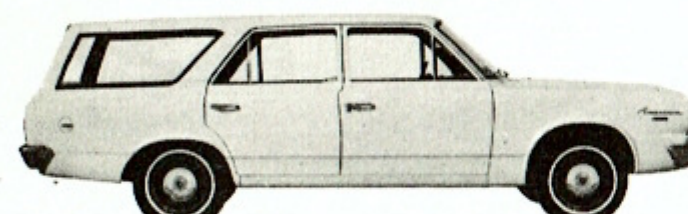
440 4-Dr Wagon



220 4-Dr Sedan

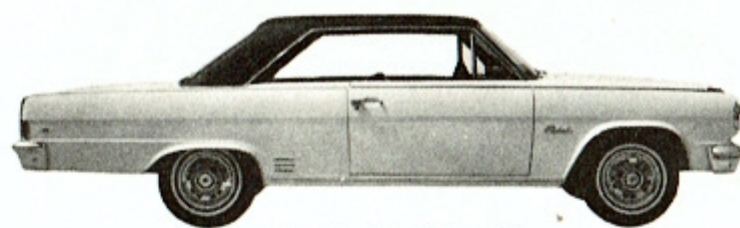


220 2-Dr Sedan



220 4-Dr Wagon

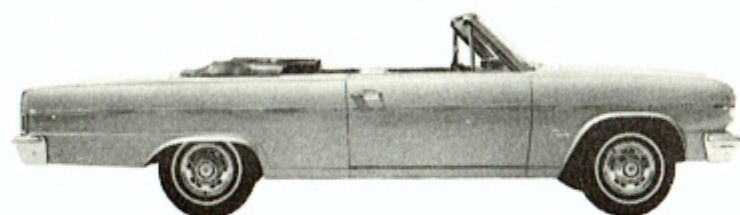
Rambler Classic



Rebel 2-Dr Hardtop



770 2-Dr Hardtop



770 2-Dr Convertible



770 4-Dr Sedan



770 4-Dr Wagon



550 4-Dr Sedan

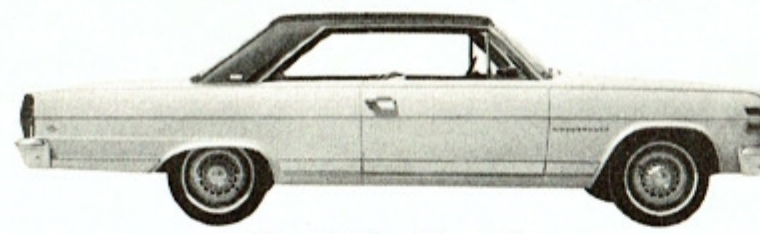


550 2-Dr Sedan

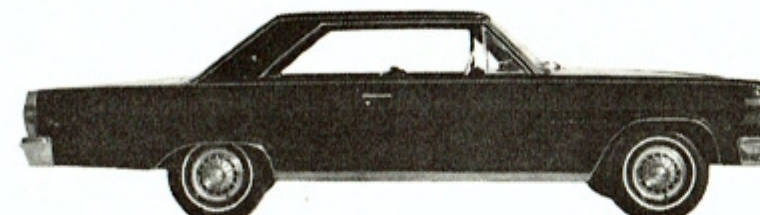


550 4-Dr Wagon

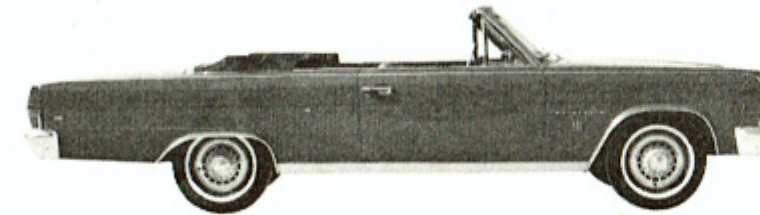
Ambassador by American Motors



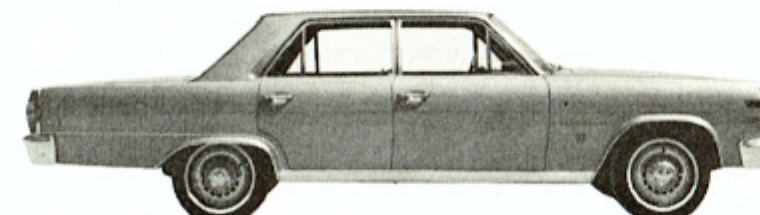
DPL 2-Dr Hardtop



990 2-Dr Hardtop



990 2-Dr Convertible



990 4-Dr Sedan



990 4-Dr Wagon



880 4-Dr Sedan

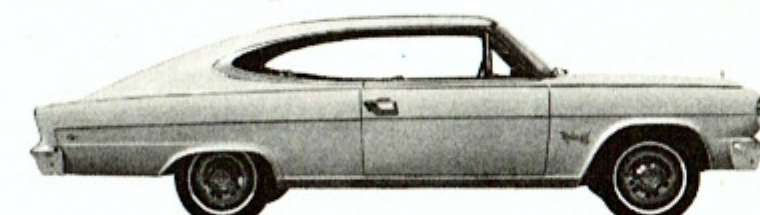


880 2-Dr Sedan



880 4-Dr Wagon

Marlin by American Motors



Marlin 2-Dr Sports Fastback

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