

# AMBASSADOR. FROM THE 1967 AMERICAN MOTORS



## THE AMBASSADOR FOR 1967

Now—luxury cars created for today. A selection of uncompromising automobiles.

The most luxurious cars ever offered by American Motors.

Ambassador. Personal luxury expressed in lines clean and pure. Interiors created to provide more room and luxury than ever before.

Powered by the velvet murmur of engines that weren't here a year ago; cradled by a new suspension system

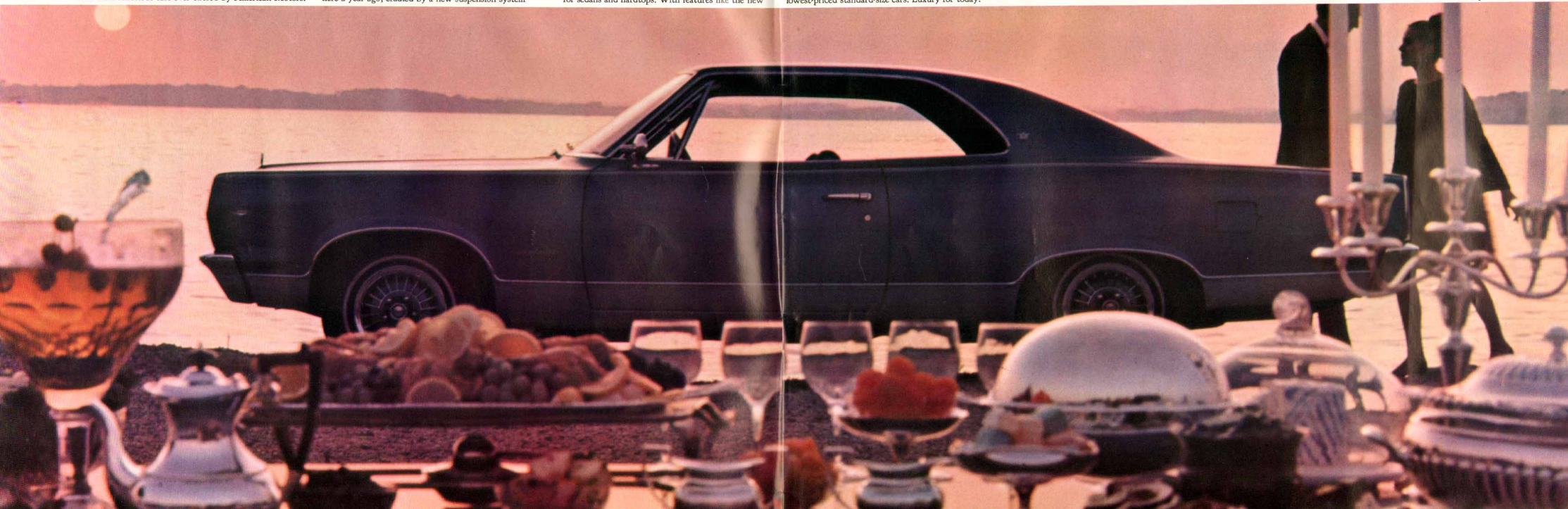
that gentles the roughest road surface; surrounded by luxuries consistent with the finest touring cars.

Ambassador. Innovations in style, convenience, and safety. With options like a new 8-track stereo system for sedans and hardtops. With features like the new

energy-absorbing steering column, made standard equipment in its first year. With quality built in, so the value stays in.

Ambassador. A luxury car that lists with today's lowest-priced standard-size cars. Luxury for today.

*Ambassador DPL Hardtop*





Hardcover edition of the luxury cars on top of today.

Rally lights tucked into a V-profile grille. Thin, twin paint stripes. This DPL looks quick, and it is.

Slide behind the sports steering wheel and settle into high-back bucket seats. (They both recline, and you can order new contoured safety headrests.) Seats designed for today's driving, today's driver.

At the end of the key, the response of an optional 4-barrel, 343-cubic-inch Typhoon V-8. The fun of an optional automatic you can also shift yourself (we call it Shift-Command). Or your choice of four other engines, five other transmissions.



AMBASSADOR DPL HARDTOP



Ambassador DPL, with standard luxury touches all around you. In the cushioned, acoustical ceiling overhead; thick, loop-pile carpeting underfoot; paneling with the rich look of walnut; lights for interior, trunk, glove box, parking brake, and now even for the front ashtray. With the extra luxury of our optional Custom Trim, shown opposite (includes Morocco Brocade fabric on seats and door panels, two matching throw pillows). And sports options like a vinyl-covered roof and Turbo-Cast wheel covers.

Ambassador DPL. Luxury and performance in a hardtop for today.



AMBASSADOR DPL CONVERTIBLE



A luxury convertible that lets you put four-on-the-floor and three-in-the-rear!

Now you can have a convertible that seats three friends in the rear, with room enough to keep them friends!

A new design feature stows that sleek-looking top behind the rear seat instead of in it. Provides six inches more hip room, over a foot more shoulder room, for rear-seat passengers. No need to zip the rear window in and out, either. It's made of flexible glass that won't scratch.

Up front, the armchair comfort of coil spring seats that adjust individually and recline; the power of a standard 290-cubic-inch Typhoon V-8. The option of going for reclining bucket seats and four-on-the-floor (or four-on-the-console). The chance to add your own personal touch with luxury options like an automatic speed control, and AM/FM radio. Or special DPL options like the satin chrome lower body two-tone.

Ambassador DPL. A contemporary luxury convertible. A car on top of today.





**AMBASSADOR 990**

The dimension of luxury today.

Consider the Ambassador 990—a spacious luxury sedan with handling qualities usually found in much smaller cars.

Interiors are large and well appointed, with more rear leg room and head room than ever before. A new 16" steering wheel gives you more room between seat and wheel. Upholstery is a rich matelasse, that blends subtly with the

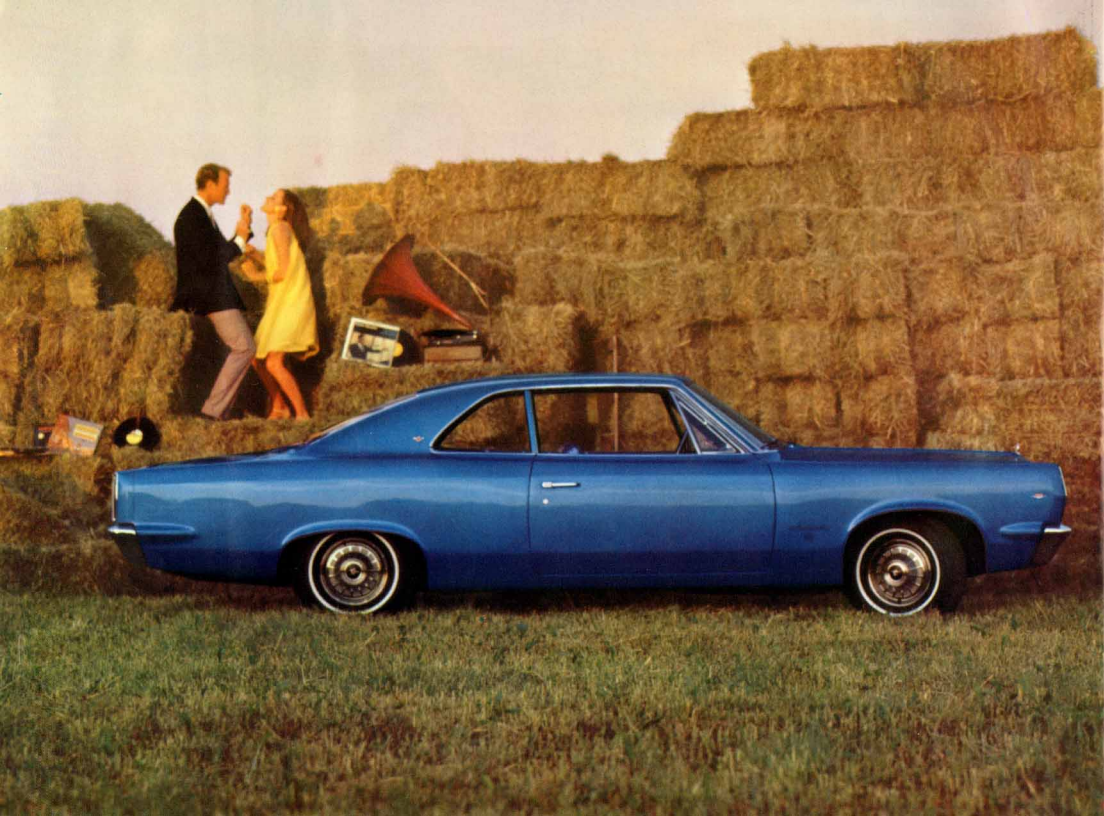


warmth of walnut-like paneling and color-keyed carpeting.

There is a completeness of design and attention to detail throughout. Under the hood, a highly efficient 232-cubic-inch Torque Command Six provides the power for quiet cruising. A new 4-link rear suspension system and wide road stance add up to better stability, easier handling. Four coil springs soften and smooth the pavement below.

Ambassador 990 Sedan, Hardtop, or Cross Country Wagon. The beauty of luxury today.





The lure of value in a luxury car.

**AMBASSADOR 880**

All the built-in value of a luxury car from American Motors is standard on this one.

Interiors on all Ambassadors are designed to provide more "people" space; trunks have more room to stow things; exteriors are totally new and distinctive. The 880 2-Door Sports Sedan wears a new hardtop look; the Station Wagon hauls more cargo; and the 4-Door Sedan has the luxury of coil spring seats, front and rear—like every '67 Ambassador.

The Double-Safety brake system is standard for the fifth straight year, with the addition of a warning light to monitor both lines. New safety locks keep front doors locked until you raise the button.

Nice things like keyless locking and two-position front door checks have been added for your convenience. More things like pull-grip door handles and vent windows that pivot open easily, push-button lock to prevent theft. There are the same refinements in transmissions and electrical systems, the same improvements in performance and handling.

Together, they make every Ambassador a luxury car for today.





Luxury wagons with 25% more cargo space than any before them.

### AMBASSADOR WAGONS

From the steering wheel forward, an Ambassador wagon looks and handles like a sedan.

But behind that front seat lies 91 cubic feet of cargo volume (up 18 cubic feet over last year). The carpeted cargo floor is more than a half foot longer. The hidden compartment under it is bigger, and so are the tires. (Even 3-seat models tote a spare this year.)

A roof-top travel rack is standard equipment, as is your choice of tailgates that open from top-to-bottom or side-to-side. The electric tailgate window with remote control switch is optional on two-seat wagons; standard if you go with the rear-facing third seat.



A standard "232" Six has the power to haul normal loads. But if you plan to keep all 91 cubic feet hauling, you might like to put one of our three optional Typhoon V-8's up front.

Ambassador 880 and Ambassador 990 Cross Country Wagons. Luxury features in wagons with room to roam in!





Luxury comes to the fastback!

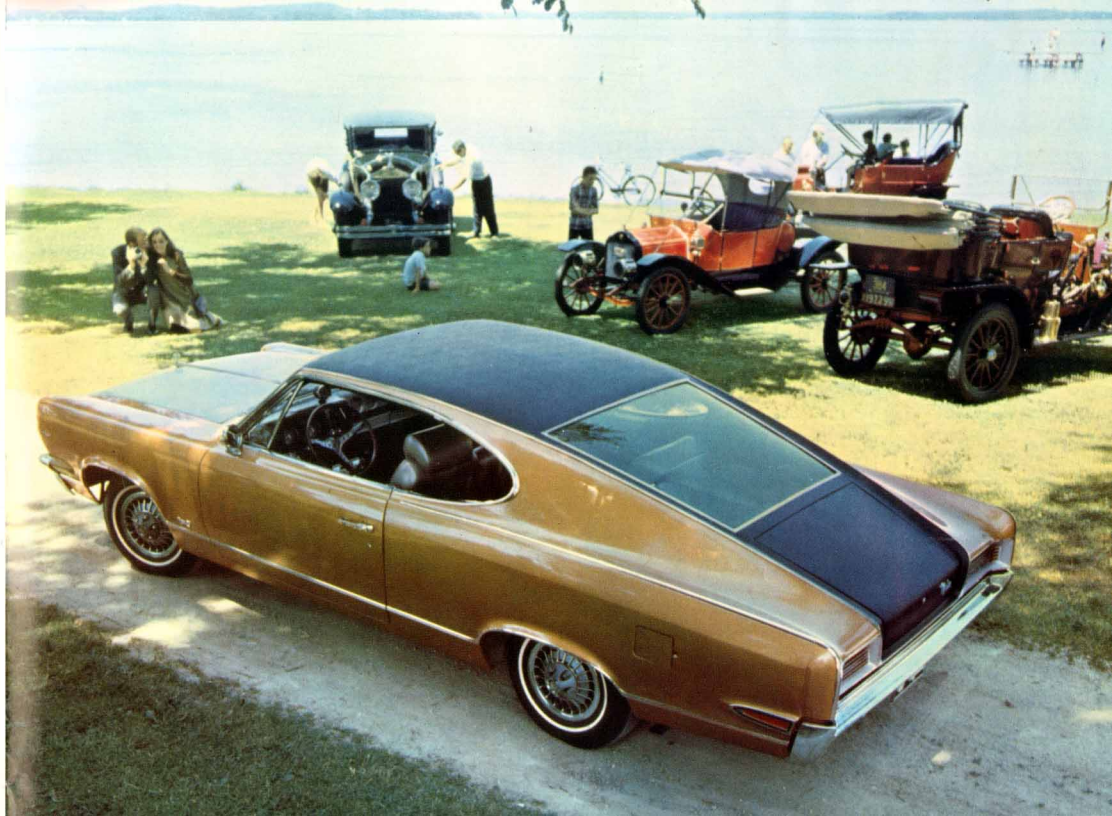
**MARLIN**

From the black anodized grille harboring twin rally lights, to the end of that sleek fastback roof line, Marlin is totally new.

Poised on its new 118-inch wheelbase, Marlin is six inches longer, almost four inches wider. The cockpit area comes out bigger all around, with rear shoulder room increased by nearly five inches. Even with bucket seats, there's plenty of room for six swingers.

Marlin. With options you take for granted in a sports fastback: sports steering wheel; Typhoon V-8 performance; four-on-the-floor; vinyl or fabric buckets that recline; electric tachometer; power disc brakes.

Marlin. Now with the size and luxury appointments of Ambassador: thick, loop-pile carpeting; upholstery fabrics covering coil spring seats; padded acoustical ceiling with the soft look of suede; padded instrument panel from door to door. The luxury of a new suspension system and wide road stance that tames the wildest backcountry roads. Marlin. The flair of a fastback, the luxury of Ambassador.





The luxury of performance and quality.

**AMBASSADOR ENGINES/CHASSIS**

Choose your performance from the newest, most modern engines in the United States. A pair of Sixes that go like eights. Three Typhoon V-8's that didn't exist a year ago. V-8's that have the lightest reciprocating weight in the industry—so rods, pistons and the crank soak up less horsepower. The engine winds up to higher rpm's quicker and delivers faster acceleration for safer passing.

The standard 3-speed manual transmission is mounted on the steering column, or you can select a 4-speed, fully-synchronized floor-shift transmission with new gear ratios for rapid acceleration. Automatic transmissions feature a new solenoid system that assures smoother downshifting when passing. For 343-cubic-inch V-8's, a new altitude compensator keeps check of atmospheric pressures and maintains uniform shift quality, regardless of altitude. Shift-Command is optional with V-8's and permits the choice of automatic—or manual shifting with the same transmission.

To add to the performance of engines and transmissions, a new suspension system of 4-link trailing arm design localizes and cushions rear wheel forces. This provides a quieter, smoother, more stable ride over all road surfaces. Rear tread measures 58.5" and puts a wide, solid road stance under you.

There are improvements and refinements in the electrical system, and attention to detail throughout the mechanical system.

You also enjoy the quality that's built into every American Motors car. Like Advanced Single-Unit construction that provides extra strength and security. This solid, one-piece unit is welded together. There are none of the usual body bolts to shake loose and rattle.

Ambassador is the only car in its class with the extra value of Deep-Dip rustproofing. And the Ceramic-Armored exhaust system is the longest-lasting of any car built in the United States.

Ambassador. Quality built in, so the value stays in.

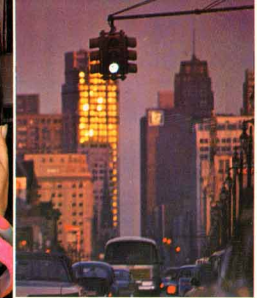


'67 Ambassador/Marlin Performance Selector				
	Engines			
	"232" Six (std.)	"232" Six (opt.)	"290" V-8 (opt.)	"343" V-8's (opt.)
Horsepower @ rpm	145 @ 4300	155 @ 4400	200 @ 4600	235 @ 4400 280 @ 4800
Torque @ rpm	215 @ 1600	222 @ 1600	285 @ 2800	345 @ 2600 365 @ 3000
Carburetor	1-Barrel	2-Barrel	2-Barrel	4-Barrel
Comp. Ratio/Fuel	8.5:1/Regular	9.0:1/Regular	9.0:1/Regular	10.2:1/Premium
Displacement	232 cu. in.	232 cu. in.	290 cu. in.	343 cu. in.
Bore and Stroke	3.75" x 3.50"	3.75" x 3.50"	3.75" x 3.28"	4.08" x 3.28"
Transmissions and Axle Ratios to Match				
	"232" Sixes	"290" V-8	"343" V-8's	
3-Speed Manual, Column	3.15:1	3.15:1 (3.54)*	—	
Overdrive, Column (opt.)	—	3.54:1	—	
Flash-O-Matic, Column (opt.)	3.15:1	—	3.15:1 (2.87)*	3.15:1 (2.87)*
4-Speed, Floor or Console (opt.)†	—	—	3.15:1 (3.54)*	3.15:1 (3.54)*
Shift-Command, Console (opt.)	—	—	3.15:1 (2.87)*	3.15:1 (2.87)*

\*Optional at no extra cost. †4-speed not available on 2-barrel "343" V-8.



**AMBASSADOR OPTIONS**



The luxury of choice.

Custom-tailor your personal luxury car with convenience options like the Adjust-O-Tilt steering wheel for the position that suits you best.

Set the pace you want with Cruise-Command automatic speed control.

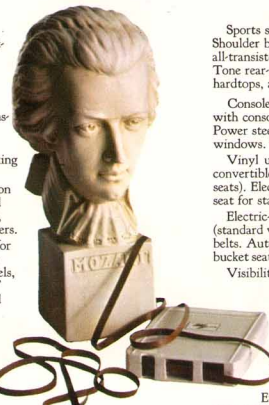
Can't decide between automatic transmission or manual shifting? Get both with Shift-Command!

Add power disc brakes, for extra braking performance on V-8's.

And relax in the cool luxury of All-Season air conditioning while you enjoy the sound of an 8-track stereo tape player (sedans, hardtops and Marlin) with twin rear speakers.

Other choices. Custom Trim Package for DPL hardtop includes Morocco Brocade fabric in five colors for seats and door panels, with two matching pillows, "Custom" nameplates. Black or white vinyl-covered roof.

4-speed fully-synchronized floor-shift transmission, on the floor or console-mounted (V-8's only). Reclining bucket seats (std. DPL hardtop). Individually-adjustable reclining seats (std. DPL convertible). Safety headrests.



Sports steering wheel (std. on DPL's). Shoulder belts. Improved AM or AM/FM all-transistor radio. Duo-Coustic or Vibra-Tone rear-seat speakers for sedans, hardtops, and Marlin (except with stereo).

Console for bucket seats (available with console-shift transmission only). Power steering. Power brakes. Power windows. Twin-Grip differential.

Vinyl upholstery (standard on DPL convertible, optional at no cost with bucket seats). Electric clock. Tachometer. Third seat for station wagons.

Electric-powered tailgate window (standard with third-seat option). Third seat belts. Auto-Lock front seat belts with bucket seats.

Visibility Group: remote-control left outside mirror, visor vanity mirror (except convertible), electric windshield washers and wipers. Light Group (std. DPL): trunk or cargo light, glove-box light, ashtray light, courtesy lights and parking-brake warning light.

Exterior Appearance Group for 880. Wheel discs (std. Marlin and DPL). Turbo-Cast wheel covers. Wire wheel covers

with spinners. Solex glass, all or windshield only, except convertible rear window. Two-tone paint (20 combinations for DPL and 990; 17 for 880; 14 for Marlin). Rear-seat foam cushion (std. 990 and DPL).

Heavy-duty radiator. Heavy-duty cooling system (includes heavy-duty radiator, Power-Flex fan and fan shroud) standard with air conditioning. 40-amp alternator (std. with air conditioning). 70-amp battery. Heavy-duty shock absorbers. Heavy-duty springs and shocks (trailer owners, note).

Automatic transmission oil cooler for Sixes (std. on V-8's). Overdrive (for 6-cyl. and Typhoon "290" V-8). Slim-band whitewall tires (see "Technical" section for optional tires). Bumper guards with rubber facings.

"Air-Guard" exhaust emission control system for V-8's; "Engine Mod" system for Sixes (required smog-control option for California). Closed-type positive crankcase ventilation (also required for California).

Heavy-duty clutch for "290" V-8 with standard transmission. Engine-block heater. Undercoating.

## AMBASSADOR SAFETY

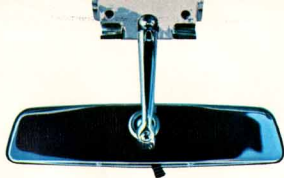
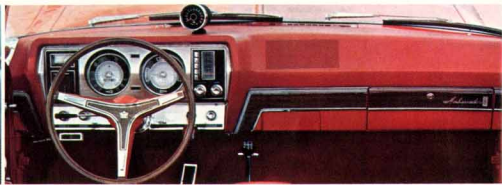


Before you turn the key, remember to buckle the belts.

A long, carefully worked-out list of safety features are standard equipment on every 1967 Ambassador.

They include retractable front seat belts, rear seat belts and front shoulder belt anchor plates. New front door locks that won't open until you lift the button (stronger door locks, too).

Padded, safety-styled instrument panel with easy-to-read dials and recessed controls. Three-spoke, deep-dish steering wheel, mounted on an energy-absorbing steering column.



A day/night rear-view mirror that swivels at both ends of the supporting arm. Double-Safety brake system, with a warning light to monitor both brake lines. Rear fender reflectors for wagons and Marlin.

Padded sun visors. High-strength windshield glass. Windshield washers. Variable-speed non-glare wipers. 4-way hazard warning signals. "Lane-changer" turn signals. Outside rear-view mirror (left side).

Backup lights. Cushioned acoustical ceiling. Even new safety ashtrays (roll easily on ball bearings, dislodge if accidentally struck). Plus optional safety headrests.

## AMBASSADOR MODELS/SPECIFICATIONS

### STANDARD EQUIPMENT.

New standard safety features (full list, "Safety" section). Variable-speed windshield wipers with vacuum power-booster fuel pump.

Improved Weather-Eye heater. Fresh-air ventilation.

Two-position front door checks. "Lane-changer" turn signals. Engine-oil filter. Fuel filters in tank and fuel pump. Anti-smog positive crankcase vent system (open type). Automatic choke. Front and rear armrests. Cigarette lighter.

King-size front ashtray. Rear ashtrays. Trunk or cargo floor covering. Full-width non-flammable loop-pile floor carpeting.

Front-seat foam cushion. Rear-seat foam cushion for 990, DPL and Marlin. Dome or side-pillar lights. 14" wheels with five tubeless blackwall tires. Wheel discs on DPL and Marlin. Rocker panel and wheel opening molding standard on 990 and DPL.

Lower panel molding and partial wheel opening

Standard 35-amp



880 2-Door Sports Sedan



880 Cross Country Wagon



880 4-Door Sedan



990 4-Door Sedan



990 Cross Country Wagon

molding on Marlin (and on DPL with optional satin chrome paint option). Station wagon roof-top travel rack. Hidden compartment with lock for station wagons. Glove-box lock. Two coat hooks (except convertible). Power-operated convertible top. All-Season engine coolant.

### THE TECHNICAL SIDE.

Dimensions: Wheelbase 118". Length 202.5" for Ambassador (203" for wagons), 201.5" for Marlins. Width 78.4". Front tread 58.6", rear tread 58.5".

Chassis: Hypoid-gear differential. Coil springs at all four wheels. Direct-action, independent front suspension with sway bar. 4-link, trailing arm rear suspension. Self-adjusting clutch (6-cylinder). Double-Safety brake system with warning light. Self-adjusting brakes, bonded linings. Standard brake diameter 10", lining area 167.5 sq. in. Tire construction—4-ply rated, 2-ply (8-ply rated, 4-ply optional). Tire size for sedans, hardtops and convertibles—7.35 x 14 standard on Sixes, 7.75 x 14 standard on V-8's

(optional on Sixes), 8.25 x 14 standard for all wagons. Fuel-tank approximate capacity—21 1/2 gallons, 19 gallons for 3-seat station wagons.

Ceramic-Armored muffler, tailpipe and exhaust pipe.

Electrical: Standard 35-amp

electronic alternator and sealed transistorized voltage regulator (40-amp with air conditioning). Powr-Guard "24" Intercell battery (50-amp standard on Sixes and "290" V-8's; 60-amp standard on "343" V-8's and on air-conditioned Sixes and "290" V-8's; 70-amp optional). Body: All-welded, Single-Unit body construction (safe and strong) with Deep-Dip rustproofing. Fresh-air ventilation. Air-intake screen. Triple-coated Lustre-Gard acrylic enamel.



990 Hardtop



DPL Convertible



DPL Hardtop



Marlin

15 solid colors for Ambassador (13 on 880's), 11 solid colors for Marlins.

Vinyl-coated nylon convertible tops in black, white or tan. Molded acoustical headlining. Extruded side-glass. Curved side-glass.

Extruded-aluminum grille. Flexible glass rear window for convertible.

Accessories and power features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. Certain equipment items may not be available for all models. American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, equipment, models or prices at any time without incurring obligation.

## THE 1967 AMERICAN MOTORS ANNOUNCES A BOLD NEW WARRANTY

5-YEAR OR 50,000-MILE WARRANTY

**5/50,000**

ON ENGINE AND DRIVE TRAIN

American Motors Corporation warrants the engine block, head and internal parts, water pump, intake manifold, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle, differential and rear wheel bearings of its 1967 cars to be free from defects in material or workmanship for 5 years or 50,000 miles, whichever comes first; any such parts proving so defective will be replaced or repaired at an Authorized American Motors Dealership, without charge, if the owner has changed the engine oil and installed new oil filter every six (6) months or 4,000 miles, whichever came first, cleaned oil filler cap (filtered type) and carburetor air cleaner element every 4,000 miles and replaced it every 24,000 miles and furnished evidence of this service to an Authorized American Motors Dealer every six (6) months and had him certify its receipt and the car's mileage.

2-YEAR OR 24,000-MILE WARRANTY

**2/24,000**

ON THE ENTIRE AUTOMOBILE

American Motors Corporation warrants each 1967 car to be free from defects in material and workmanship under normal use and service for 2 years or 24,000 miles, whichever comes first, except engine/drive train (covered at left), and tires (warranted by tire manufacturer). Any part so defective will be repaired or replaced without charge at an Authorized American Motors Dealership. Owners are responsible for deterioration, misuse and normal maintenance.

*THE 1967 AMERICAN MOTORS: quality built in—  
so the value stays in.*

*Built-in quality is a tradition of long standing at American Motors. The features covered in this literature—many of them found on no other U.S.-built car—stand as clear testimony to this fact.*

*Now, that quality is supported by a bold new engine and drive train warranty.*

*The 1967 cars from The 1967 American Motors. No cars built in America today give you so much built-in quality, built-in value.*

**QUALITY  
BUILT IN—  
SO THE  
VALUE STAYS IN**