



THE 1967 AMERICAN MOTORS

THE 1967 AMBASSADOR

Now—luxury cars created for today. A selection of uncompromising automobiles. The most luxurious cars ever offered by American Motors.

Ambassador DPL (shown). Personal luxury expressed in lines

clean and pure. Interiors created to provide more room and elegance 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. A spacious 990 4-Door Sedan with significantly

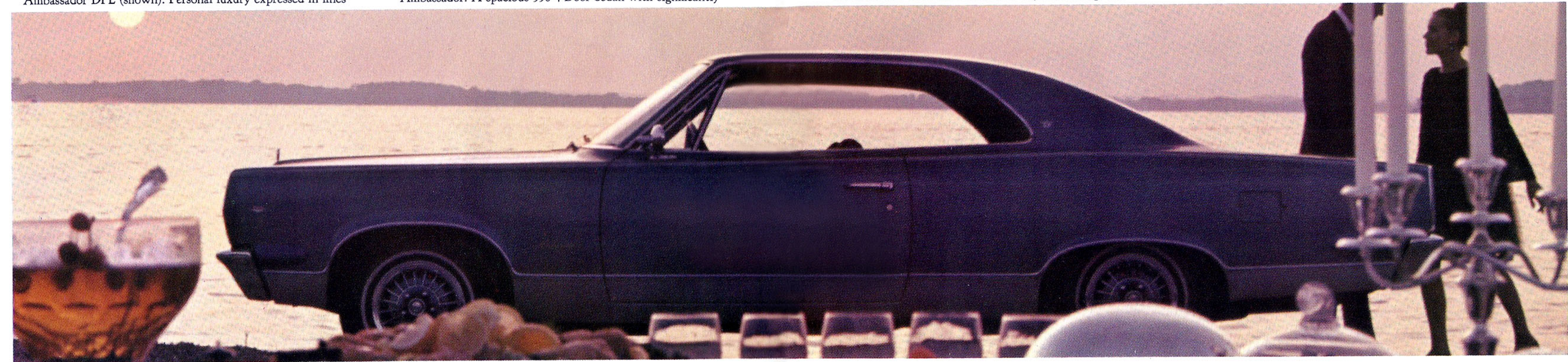
more rear leg room and head room. Its rich matelasse upholstery blends subtly with the warmth of walnut-like paneling and color-keyed carpeting.

The 880 2-Door Sports Sedan wears a new hardtop look. The station wagons haul much more cargo. The convertible has over a foot more shoulder room for rear-seat passengers.

Ambassador. With niceties such as keyless locking, two-

position front door checks and pull-grip door handles. With options like a new 8-track stereo tape player for sedans and hardtops. With safety 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 for today that lists with today's lowest-priced standard-size cars.





AMBASSADOR DPL CONVERTIBLE AND HARDTOP

Now the DPL convertible lets you put four-on-the-floor and three-in-the-rear. This luxury convertible 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 an automatic speed control.

The DPL 2-Door Hardtop looks quick, and it is. Rally lights tucked into a V-profile grille. Thin, twin paint stripes. Slide behind the sports steering wheel and settle into high-back bucket seats. (They both recline, and you can order new contoured safety headrests.) 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, with standard luxury touches all around you. Thick, loop-pile carpeting underfoot; paneling with the rich look of walnut. Our optional Custom Trim (shown) includes Morocco Brocade fabric on seats and door panels, two matching throw pillows. Sports options include a vinyl-covered roof in black or white, and Turbo-Cast wheel covers.





Ambassador 990: 4-Door Sedan (shown), 2-Door Hardtop and 4-Door Station Wagon.



Ambassador 880: 2-Door Sports Sedan (shown), 4-Door Sedan and 4-Door Station Wagon.



AMBASSADOR WAGONS

Luxury wagons with 25% more cargo space. Yet from the steering wheel forward, an Ambassador wagon looks, 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 rear-facing third seat. For extra luxury, 990 models offer simulated wood-grain side panels.

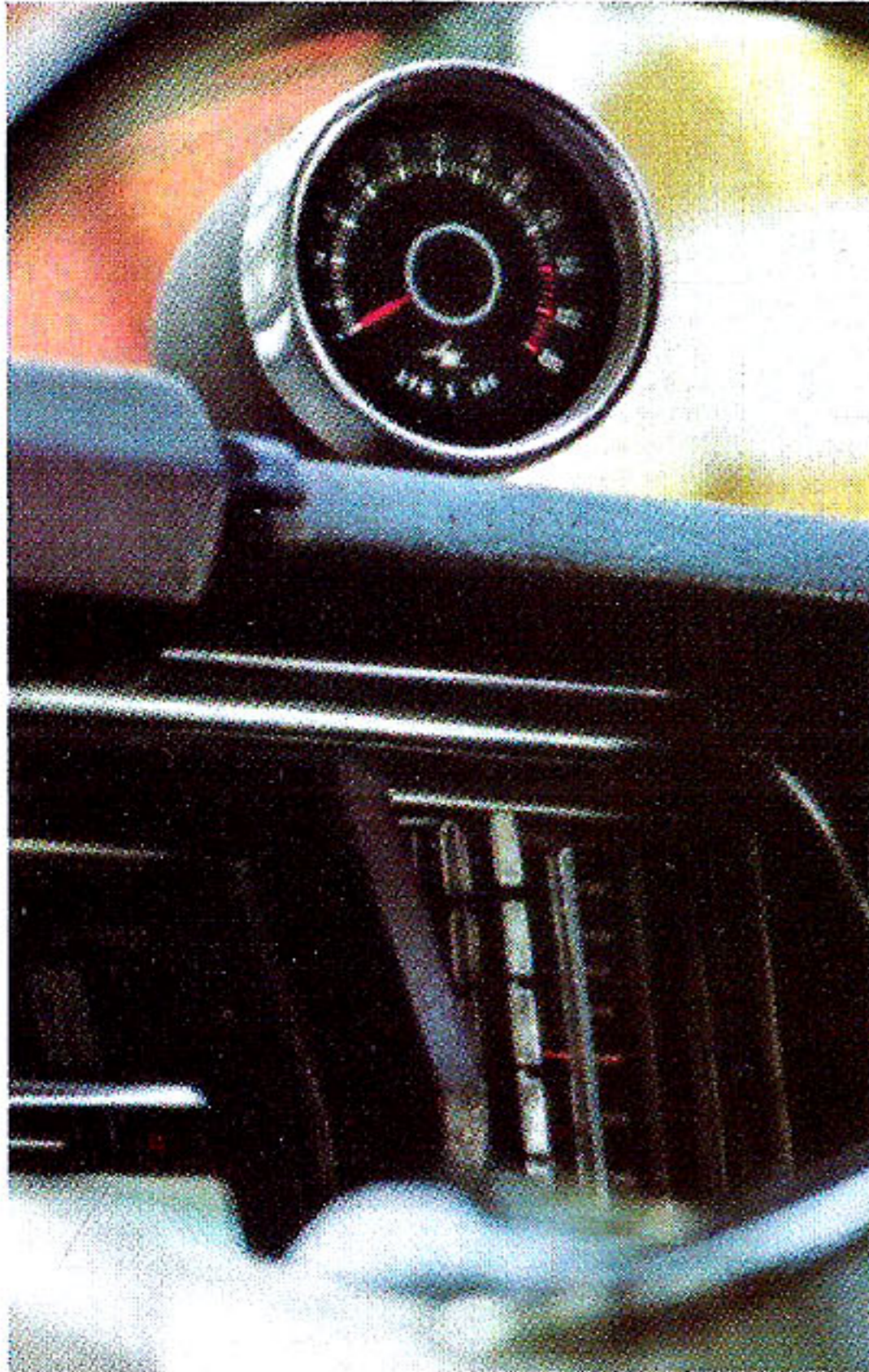
The standard "232" Six—one of the most modern and powerful Sixes going—has the power to haul normal loads. But if you plan to keep all 91 cubic feet hauling, you might like to put one of our three optional Typhoon V-8's up front.

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



MARLIN

Luxury comes to the fastback! 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,



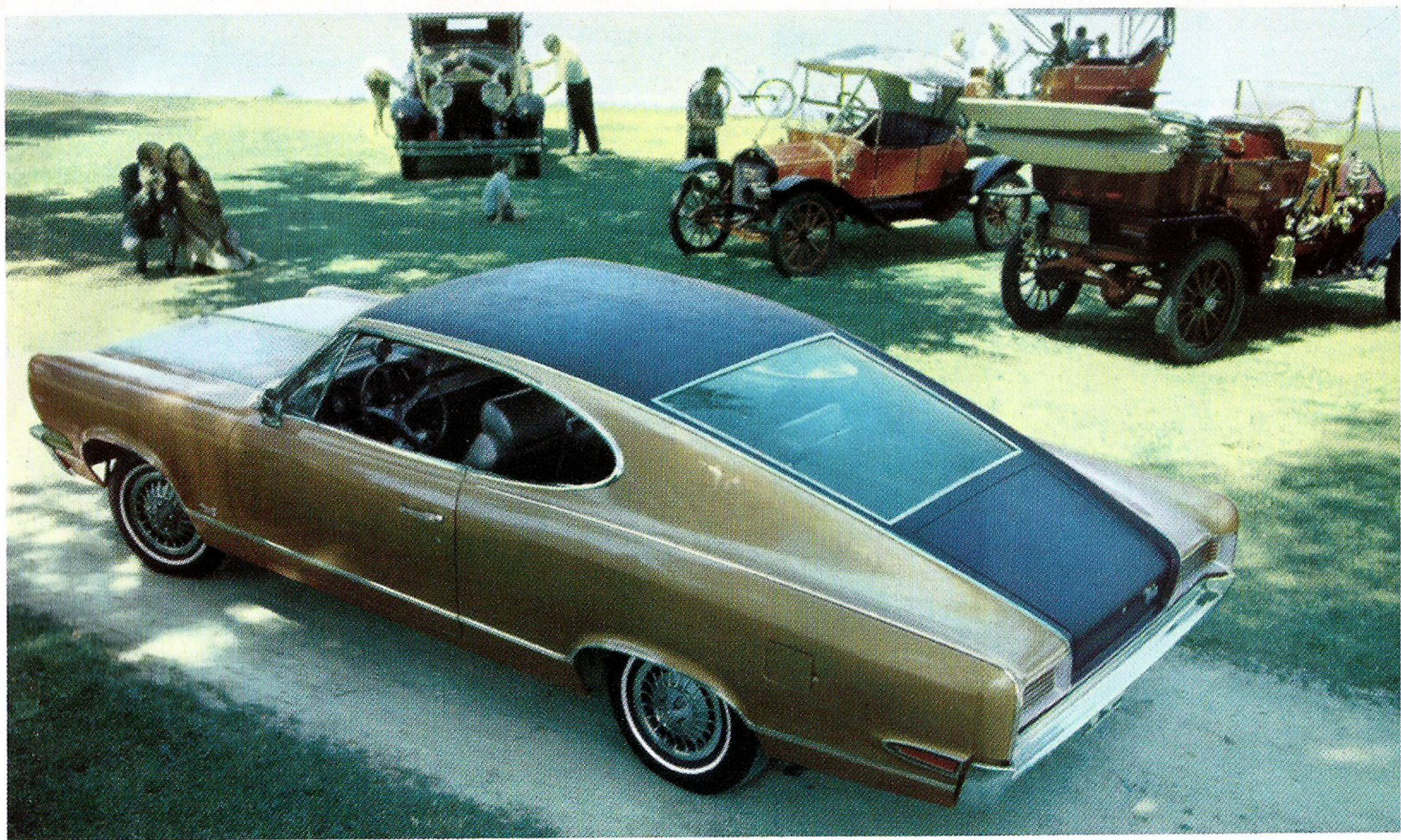
Marlin is six inches longer, almost four inches wider. The cockpit area comes out bigger all around, with rear shoulder room increased by nearly five inches. Even with bucket seats, there's plenty of room for six

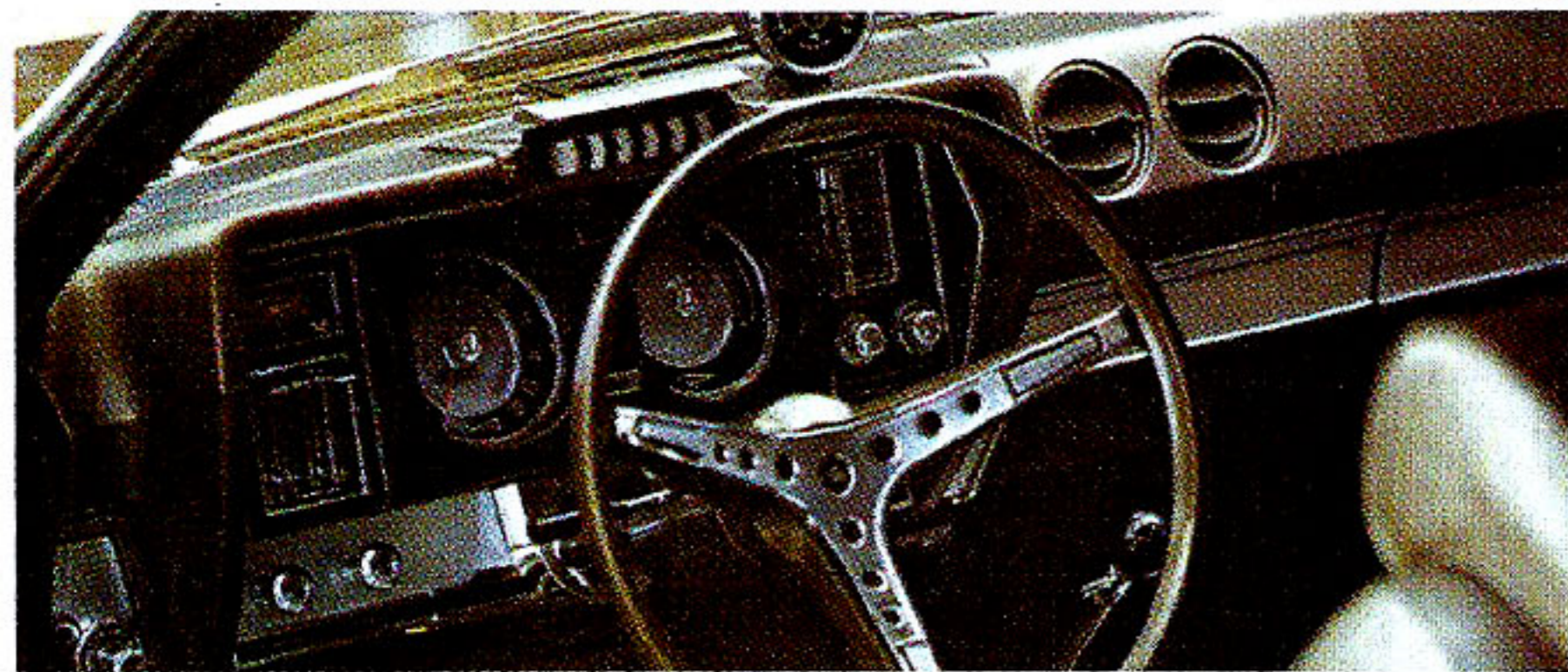
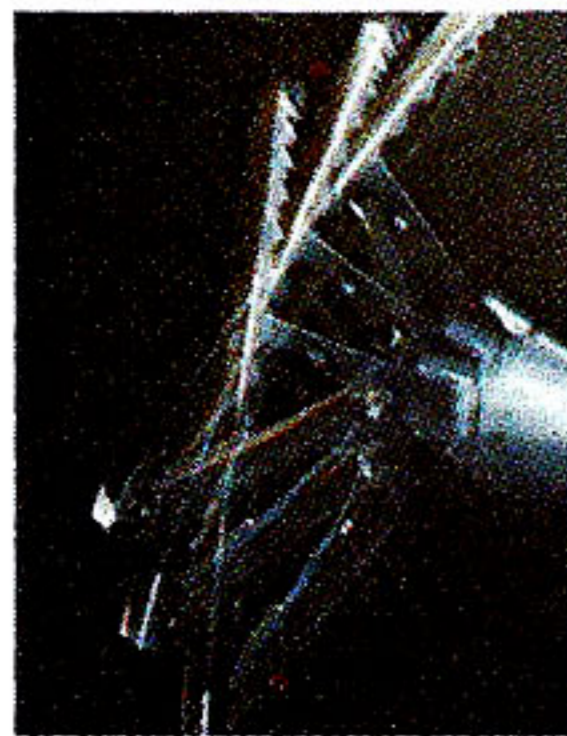
swingers. Marlin. With options you take for granted in a sports fastback: sports steering wheel; Typhoon V-8 performance; four-on-the-floor; vinyl or fabric buckets that recline; electric tachometer; power disc brakes.

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, gives you a civilized ride.

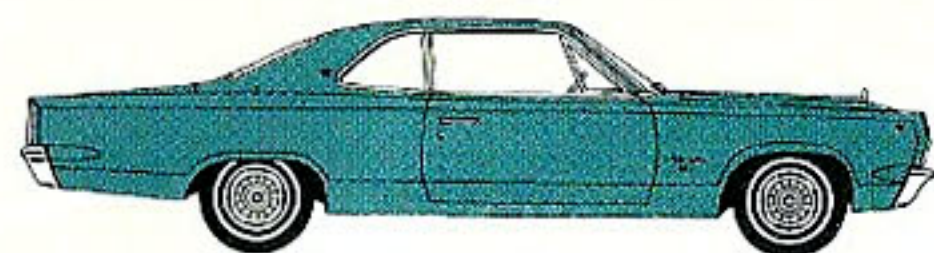
Marlin. The flair of a fastback, the luxury of Ambassador.







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 (hardtops and 990 sedan). Two-tone paint. Simulated wood-grain exterior side panels for 990 wagon (except two-tones). 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-Cooustic 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. Heavy-duty shock absorbers. Heavy-duty springs and shocks (trailer owners, note). 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. Plus others.



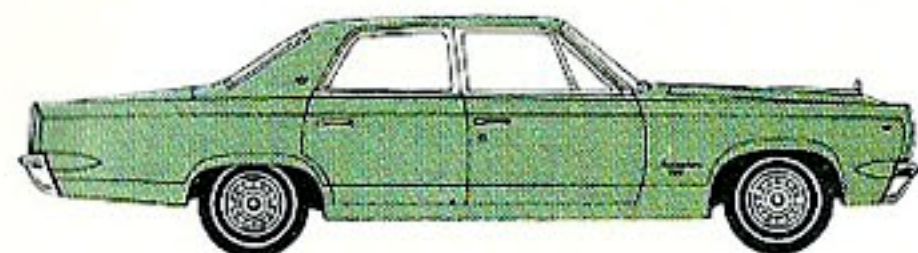
880 2-Door Sports Sedan



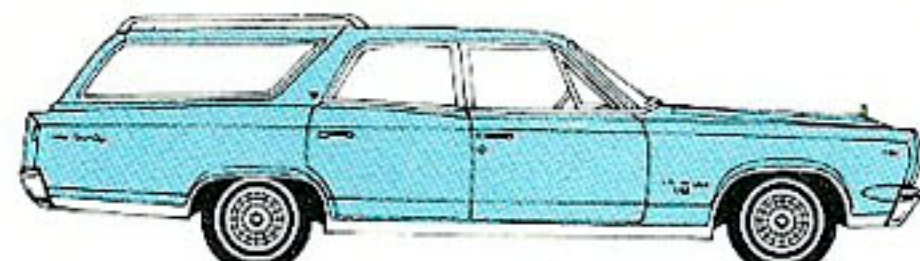
990 4-Door Sedan



DPL Hardtop



880 4-Door Sedan



990 Cross Country Wagon



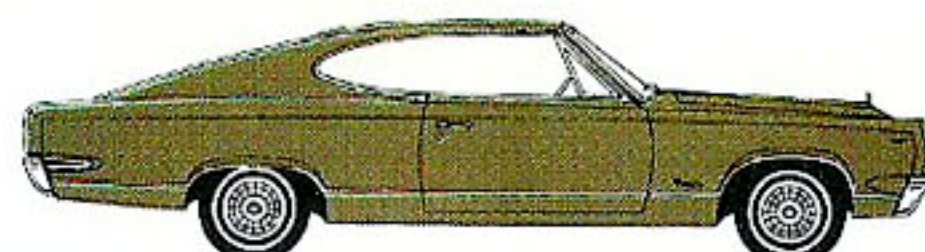
DPL Convertible



880 Cross Country Wagon



990 Hardtop



Marlin

AMBASSADOR MODELS/SPECIFICATIONS

STANDARD. 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. 14" wheels with five tubeless blackwall tires. Wheel discs on DPL and Marlin. Station wagon roof-top travel rack. Hidden compartment with lock for station wagons. Glove-box lock. All-Season engine coolant.

TECHNICAL SIDE. 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". 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 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; F70-14 Wide-Profile, Red-Line, Hi Performance (4-ply rated, 2-ply Nylon) optional (all V-8's, except wagons). Fuel-tank approximate capacity—21½ gallons, 19 gallons for 3-seat station wagons. Ceramic-Armored muffler, tailpipe and exhaust pipe. Power-operated convertible tops in black, white or tan. Flexible glass rear window for convertible.

THE 1967 REBEL

Now—the first Excitement Machine in the intermediate class!

Rebel! Exciting new power. Totally new styling. Luxurious new roominess. All on a 114-inch wheelbase.

Rebel! With more room—much more room—in every model. Led by a convertible that really seats three in back. Hip room up almost 6 inches, shoulder room up more than 14 inches.

Rebel! With wide-stance poise. And new rear suspension that glues down corners, untwists curves. Rebel! With important new safety features. Like a warning light for the Double-Safety brake system.

SST Convertible. SST Hardtop. Both totally new from wheels to roof. Both offering the newest, most modern engines in the industry.

And the choices are as exciting as the machines. Three new Typhoon V-8's. The hot "290" at 200 horsepower. Or the hotter-yet 343-cubic-inchers (two- and four-barrel versions, up to 280 horsepower).

Not your style? Then how about Rambler Rebel's standard "232" Six that drives like it thinks it's an Eight?

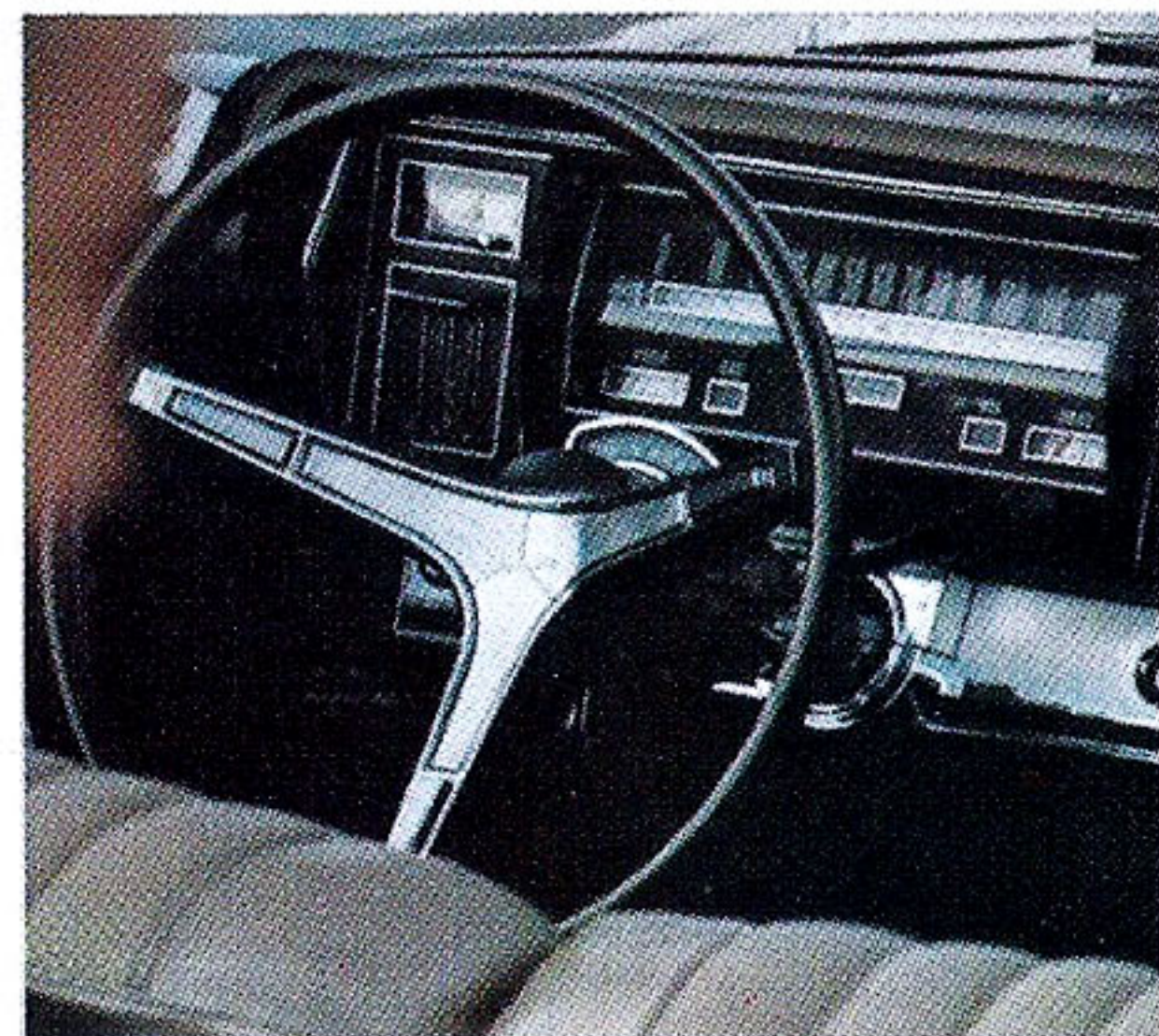
Keep choosing. Want our brand-new 4-speed transmission? (Console-mounted or on the floor.) How about our Custom Trim for the hardtop? Those bucket seats and door panels are done in Pimlico Plaid.

You get individually-adjustable reclining seats on the convertible, and new high-back reclining buckets on the hardtop. Plus styling touches like a body-length pinstripe, and new "venturi" grille.

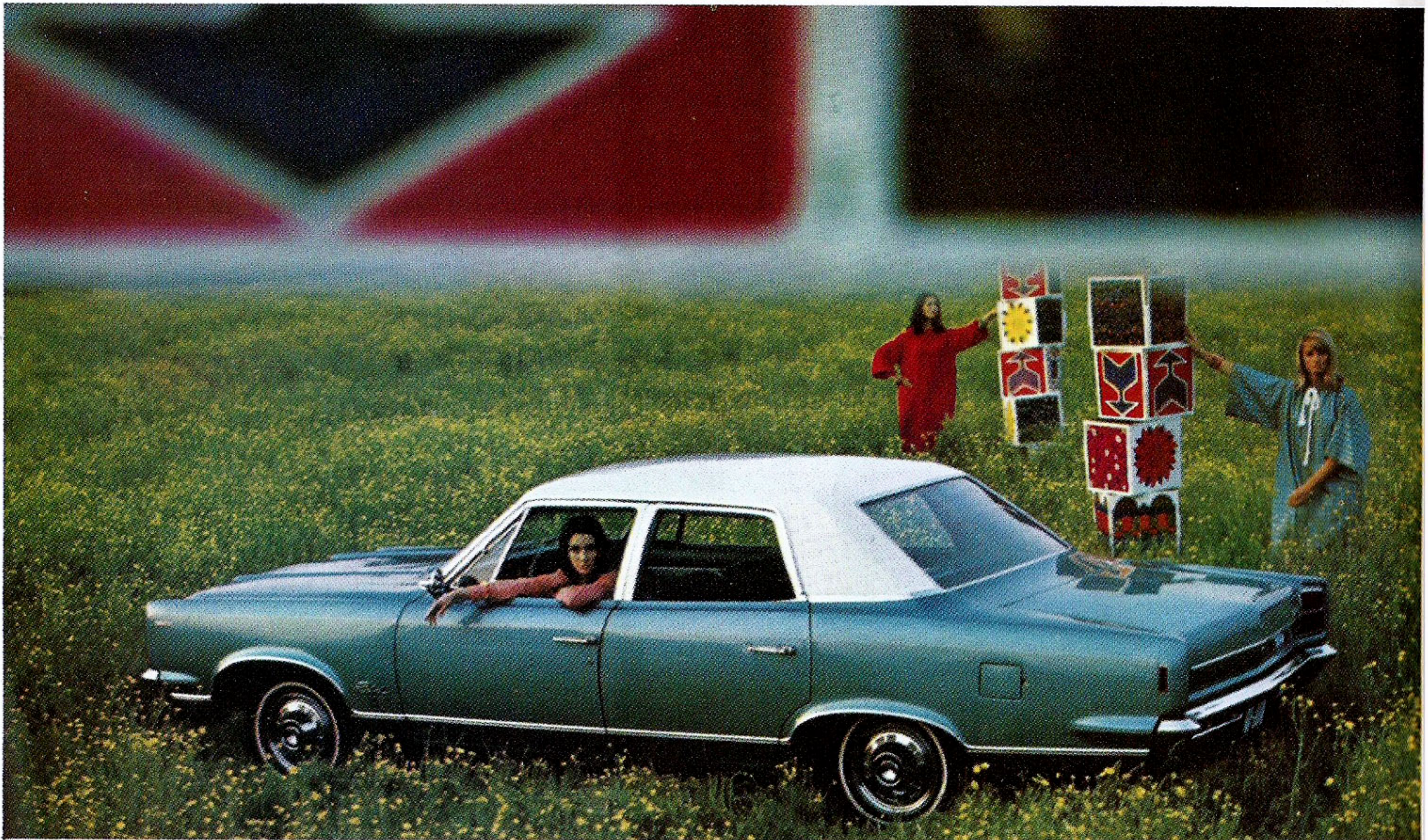
Rambler Rebel 770 is a 4-door sedan you can dress in a vinyl-covered roof. (Your choice of black or white, just like our hardtops.) Score another point for the Excitement Machines.

Things are happening in every model: Things like thick loop-pile carpeting, now made of polypropylene (long name, long life). Options are happening, too. Like the new sports steering wheel, with a wood-like rim.

Our 550 2-Door Sedan sports a hardtop roof, so we call it a Sports Sedan. The style leader of our 550 line with a trunk that'll hold 18.2 cubic feet of luggage.







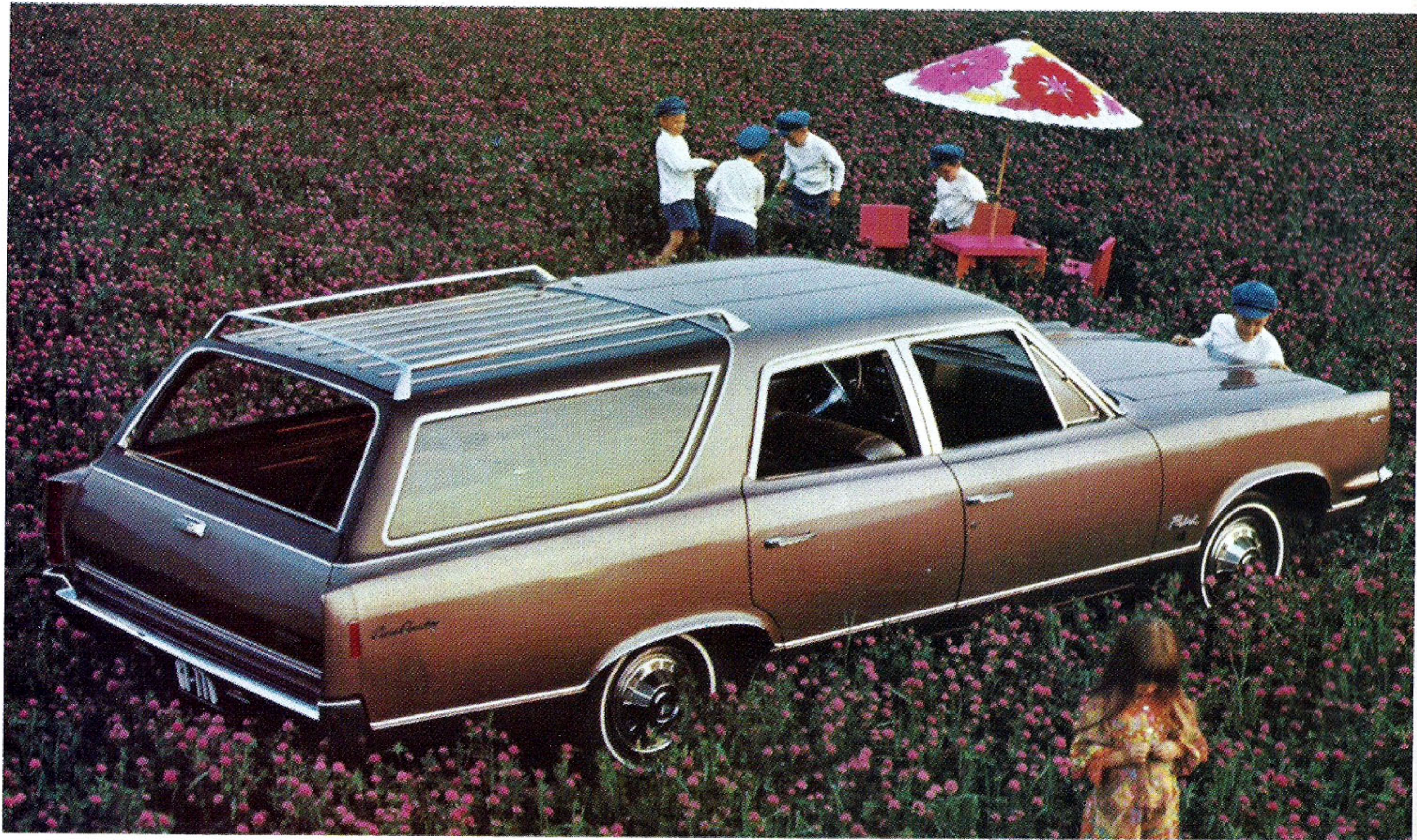
At left, Rambler Rebel 770 4-Door Sedan. Other 770's:
2-Door Hardtop, 4-Door Station Wagon.

Below, Rebel SST Convertible. Look at all the room in
that rear seat!

Right (top), another way to look at the SST Convertible.

Right (bottom), Rebel 550 Sports Sedan. Styled like a
hardtop, priced like a 2-door sedan.





REBEL WAGONS

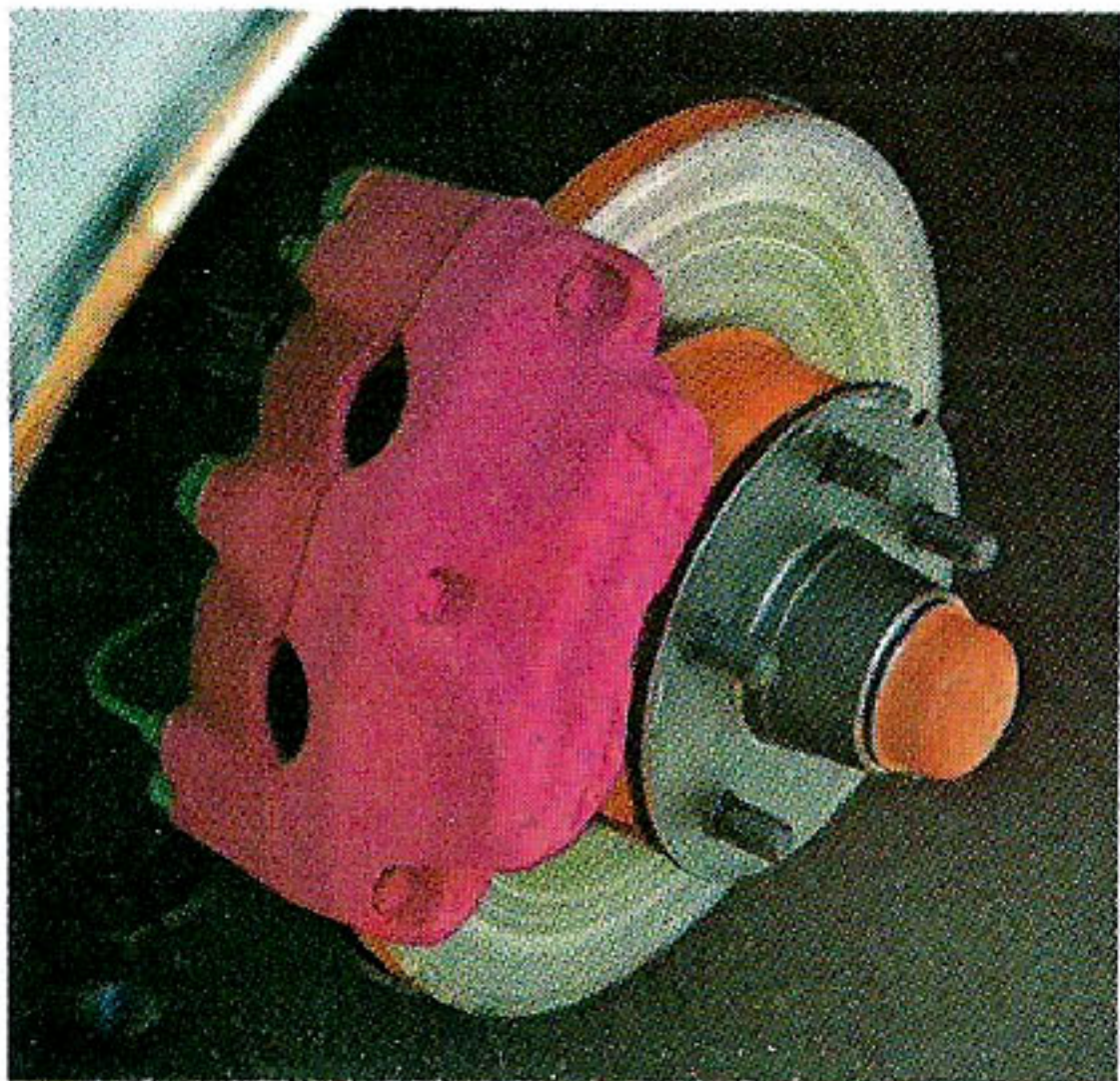
That roof-top travel rack you see is standard on both Rambler Rebel Cross Country Wagons—our 550, and the 770 shown here. So you're way ahead on load space even before you look inside.

Once you do, note the cargo floor. It's over a half-foot longer. Flat as can be, and stretches clear up to the front seats. (Made possible by a new fold-down mechanism that moves the second seat down and forward.) Results: 91 cubic feet of cargo space—18 cubic feet more. And for extra luxury, 770 models offer simulated wood-grain side panels.

A larger hidden storage compartment (lockable on the 770) hides away more yo-yos and such. And there's more room for the kids in the third seat. (By the way, you can seat them on tough pop- and candy-proof vinyl this year.)

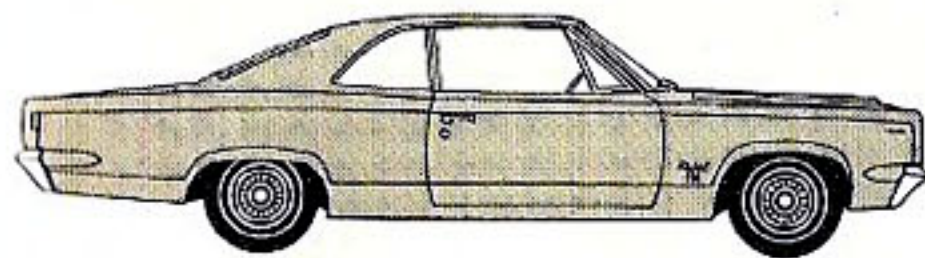
For easy loading, we've made the rear opening taller and wider. Select the rear-facing third seat on 770 models, and we close it with a side-hinged door (plus a power window, no extra cost). With the 2-seat version, you get your choice—tailgate or door. Fair enough?





REBEL OPTIONS

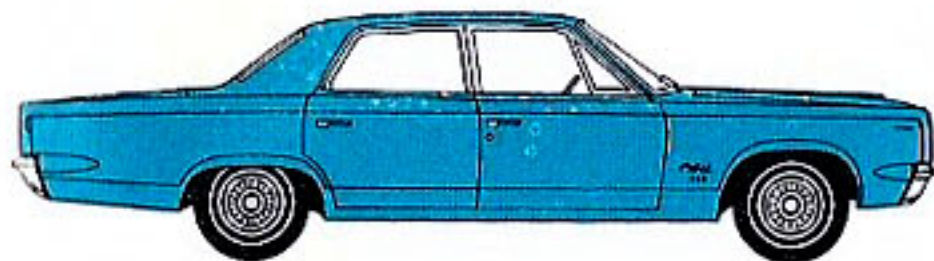
New All-Season air conditioning. Lets you control the weather. New outlet insures maximum driver comfort. Adjust-O-Tilt steering wheel. Makes it easy to slip in and out, lets you pick your wheel height. Adjusts to seven positions. Cruise-Command automatic speed control. Maintains the speed you set, disengages with a tap on the brake pedal. Eye-level 0-6000 rpm tachometer. New 8-track stereo tape player (sedans, and hardtops) with twin rear speakers. Black or white vinyl-covered roof (hardtops and 770 sedan). Two-tone paint. Simulated wood-grain exterior side panels for 770 wagon (except two-tones). AM or AM/FM all-transistor radios. Duo-Coustic or Vibra-Tone rear-seat speakers for sedans and hardtops (except with stereo). Power steering. Power brakes. Power disc brakes for V-8's. Power windows. Power-Lift tailgate window (std. 3-seat wagons). Twin-Grip differential. Reclining, individually-adjustable seats (standard on SST convertible). Reclining bucket seats (std. SST hardtop, not available 550). Vinyl upholstery (std. convertible, no-cost option on buckets). Sports steering wheel for 770 and SST. Custom steering wheel for 550 (std. 770 and SST). Solex glass, all or windshield only, except convertible rear window. Electric clock. Rear-seat foam cushion (std. 770, SST and wagon 3rd seats). Exterior Appearance Group for 550. Wheel discs (std. SST). Wire wheel covers with spinners. Turbo-Cast wheel covers. Light Group: trunk or cargo, glove-box, ashtray, courtesy, parking-brake warning lights. Visibility Group: remote-control left outside mirror, visor vanity mirror (except convertible), electric windshield washers and wipers. Third seat for 770 wagon. Third-seat belts. Auto-Lock front seat belts with bucket seats. Shoulder belts. Handling Package: heavy-duty springs, shocks and front sway bar (sway bar std. all wagons and all V-8's). Heavy-duty shocks. 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. Plus others. Ask your dealer for complete list.



550 2-Door Sports Sedan



770 4-Door Sedan



550 4-Door Sedan



770 Cross Country Wagon



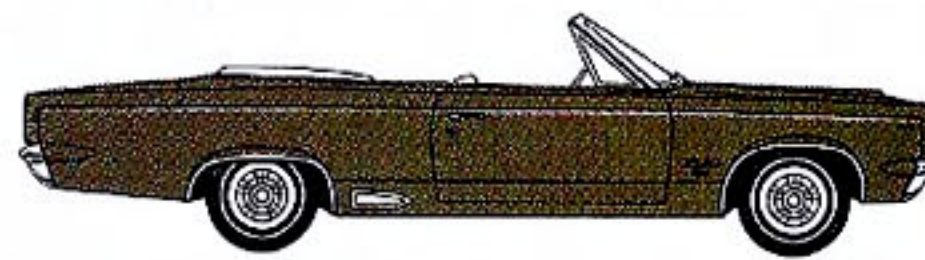
SST Hardtop



550 Cross Country Wagon



770 Hardtop



SST Convertible

REBEL MODELS/SPECIFICATIONS

STANDARD. 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. Automatic choke. Front armrests. Rear armrests (except 550). Cigarette lighter. King-size front ashtray. Rear ashtrays (except 550). Trunk or cargo floor covering. Full-width, non-flammable loop-pile floor carpeting for 770, SST (and 550 with floor-shift 4-speed transmission). Rubber mat for other 550's. 14" wheels with five tubeless blackwall tires. Wheel discs on SST. Station wagon roof-top travel rack. Hidden compartment for station wagons (lock on 770). Glove-box lock (except 550). All-Season engine coolant.

TECHNICAL SIDE. Wheelbase 114". Length 197" (wagon 198"). Width 78.4". Front tread 58.2" Six, 58.6" V-8, rear tread 58.5". Hypoid-gear differential. Coil springs at all four wheels. Direct-

action, independent front suspension with sway bar on V-8's and station wagons. 4-link trailing arm rear suspension. Self-adjusting clutch (6-cyl.). Double-Safety brake system with warning light. Self-adjusting brakes, bonded linings. Standard 6-cyl. brake diameter (except wagons) 9", lining area 153.8 sq. in. Standard V-8 and wagons, brake diameter 10", lining area 167.5 sq. in. Tire size—for Sixes (except wagons) 7.35 x 14 standard, 7.35 x 15 (4-ply rated, 4-ply) and 7.75 x 14 optional; for 6-cyl. wagons 7.75 x 14 standard, 7.75 x 15 (4-ply rated, 4-ply) and 8.25 x 14 optional; for V-8 sedans and hardtops 7.35 x 14 standard, 7.75 x 14 optional; for V-8 wagons and convertibles 7.75 x 14 standard, 8.25 x 14 optional; F70-14 Wide-Profile, Red-Line, Hi-Performance (4-ply rated, 2-ply Nylon) optional (all V-8's except wagons). Fuel-tank approx. capacity, 21½ gal. (19 gal. for 3-seat wagons). Ceramic-Armored muffler, tailpipe and exhaust pipe. Power-operated convertible tops in black, white or tan. Molded acoustical headlining. Curved side-glass. Die-cast grille. Flexible glass rear window for convertible.



THE 1967 RAMBLER AMERICAN

Now—Typhoon V-8 thunder comes to America's low-price economy champ.

Take your choice of six surprising engines; a 343-cube Typhoon V-8 (at 280 hp); two 290-cube Typhoon V-8's (at 200 and 225 hp); three big Sixes (the smallest is the industry's most successful switch-hitter). It won its class in acceleration in the Pure Oil Performance Trials and racked up best mileage in the Mobil Economy Run.

Rambler American. Geared to six transmission choices that include a console-shift automatic and four-on-the-floor. Made safer by a new energy-absorbing steering column and larger standard brakes.

Consider what happens when you order a Rambler American with one of our Typhoon V-8's. Before it ever leaves the production line we install specially-tuned springs and shocks all around. Add a front sway bar, bigger brakes, wider wheel rims and larger tires. And when you go for Typhoon V-8 thunder, you can add 4-speed lightning.

You can also swing with options like a 0-6000 rpm tachometer at eye-level, a vinyl-covered roof—even red-line, high-performance tires.

The Rogue hardtop comes with high-back contoured bucket seats. The buckets recline, and there's a center cushion and fold-down armrest between them. And both Rogue hardtop and convertible models get new "mag-style" wheel discs and special rally trim. Pick the convert and you get individually-adjustable reclining seats with the option of the high-back buckets and contoured safety headrests.

In Rambler American 440's you can choose either a full-cushion front seat with reclining backs, or split-cushion front seats that adjust individually and recline. Coil spring construction, either way. Underfoot, a new carpet in 440's and Rogues . . . luxurious, longer-wearing loop pile. Up front, a new safety-padded instrument panel looks sporty, reads easily.

Paying for an American 220 2-Door is a pleasure. It's one of America's lowest-priced cars, based on manufacturers' suggested retail prices.

And the way it's built makes the pleasure last. The 220 is a driver's car. When your foot says move, it moves. Its 199-cu.-in. Torque Command Six is the most powerful standard Six in its class. And gas stations begin to look friendly. (It's also the Economy winner.)





At left, new Rogue convertible with optional Typhoon V-8 and wire wheel covers.

Below, contoured safety headrests are a smart looking accent with the new high-back buckets (optional).

Right (top), Rambler American 440: 4-Door Sedan (shown here), 2-Door Hardtop, 2-Door Sedan and 4-Door Station Wagon.

Right (bottom), Rambler American 220: 2-Door Sedan (shown), 4-Door Sedan and 4-Door Station Wagon.



RAMBLER AMERICAN WAGONS



Our candidates for wagons that make sense.

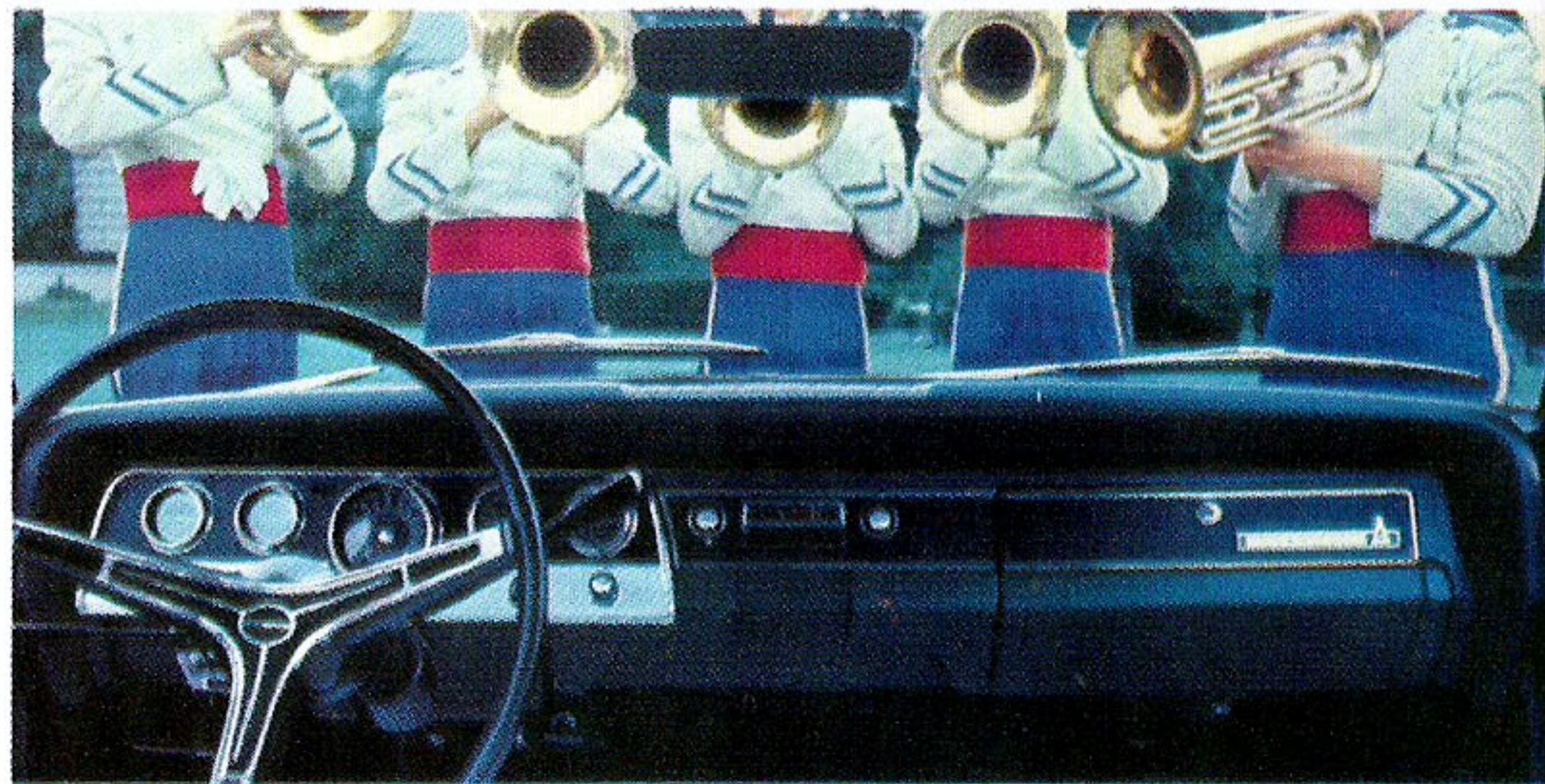
Our slogan is "Buy an American wagon." Rambler American. 220 or 440. Wagons that drive like passenger cars, not buses. Wagons that look like passenger cars. Not buses. Yet they haul about anything a wagon should haul.

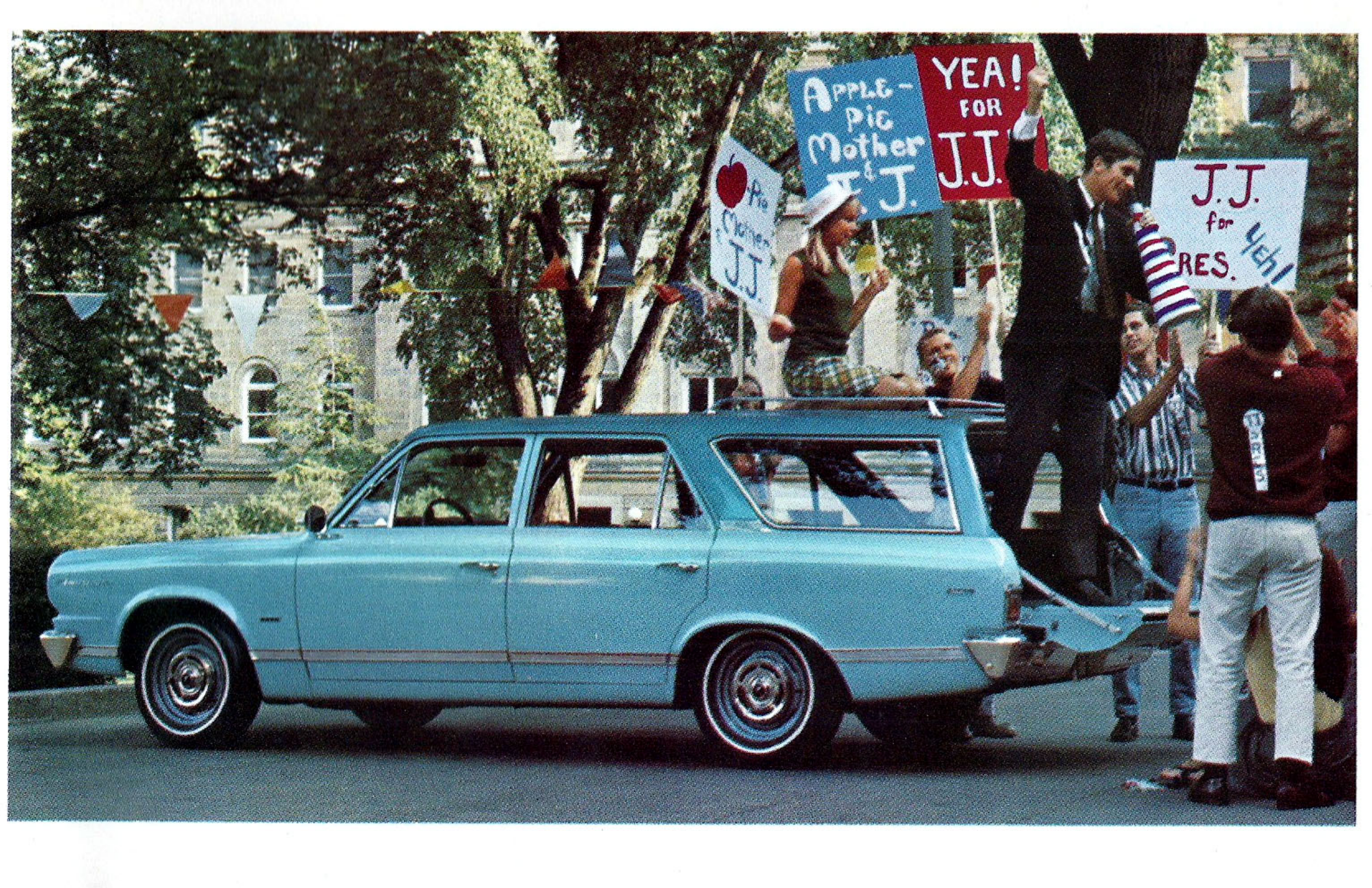
To document our case, let's start at the back and work our way forward. The tailgate opening of an American wagon is 50.7 inches wide. That's over four feet. And the cargo length to the front seat, with the tailgate down, is over eight feet. With the tailgate closed, you can haul over 75 cubic feet of placards (or cargo). And with the roof-top travel rack (standard on 440's) your carrying capacity is limited only by your ingenuity.

In the passenger department, an American wagon has seats for six—with enough room left over for a couple of crawlers in the back.

And up front, in the engine department, sits the clincher. Our standard engine puts out more power (128 horses) than you can buy in one of those imported buses. And you can go from there to your choice of two optional Sixes and two Typhoon V-8's including a 225-hp, 4-barrel-carb job.

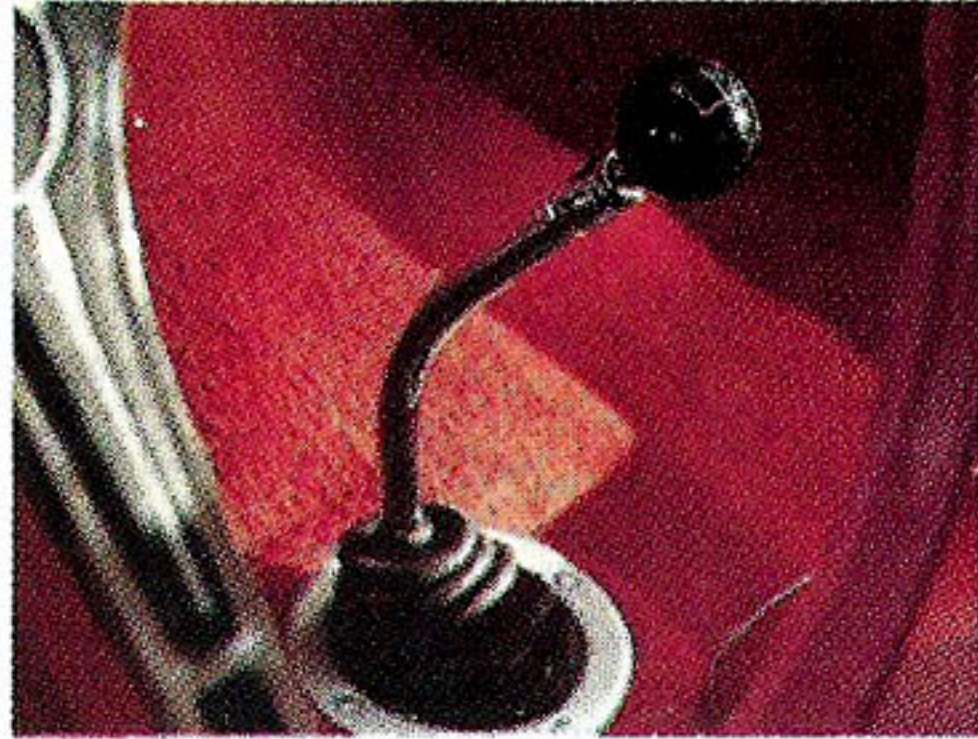
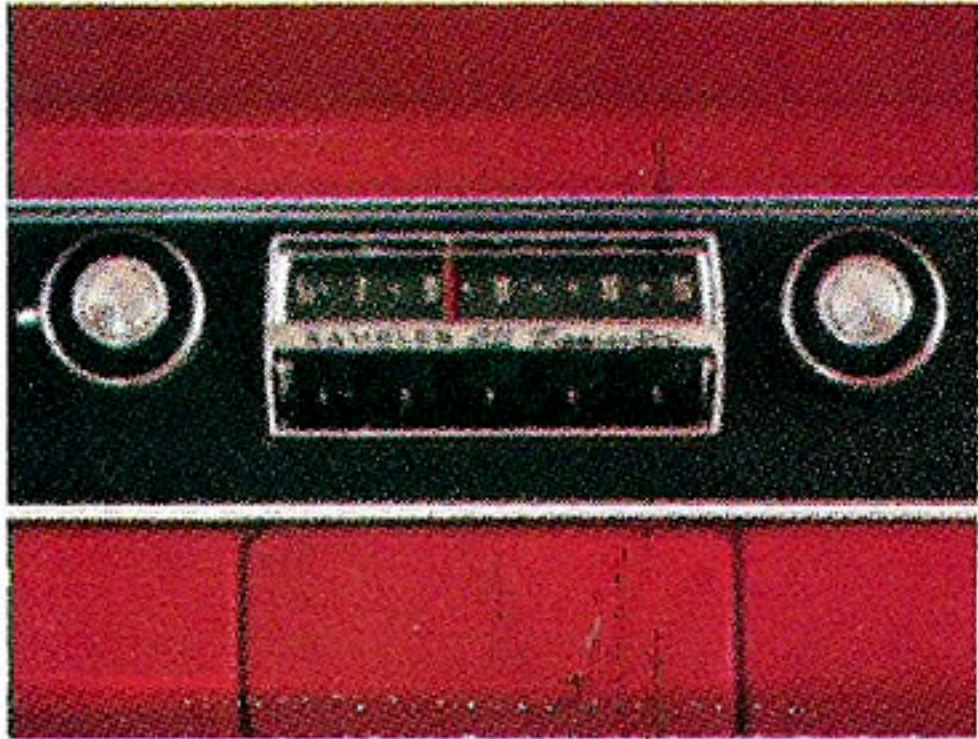
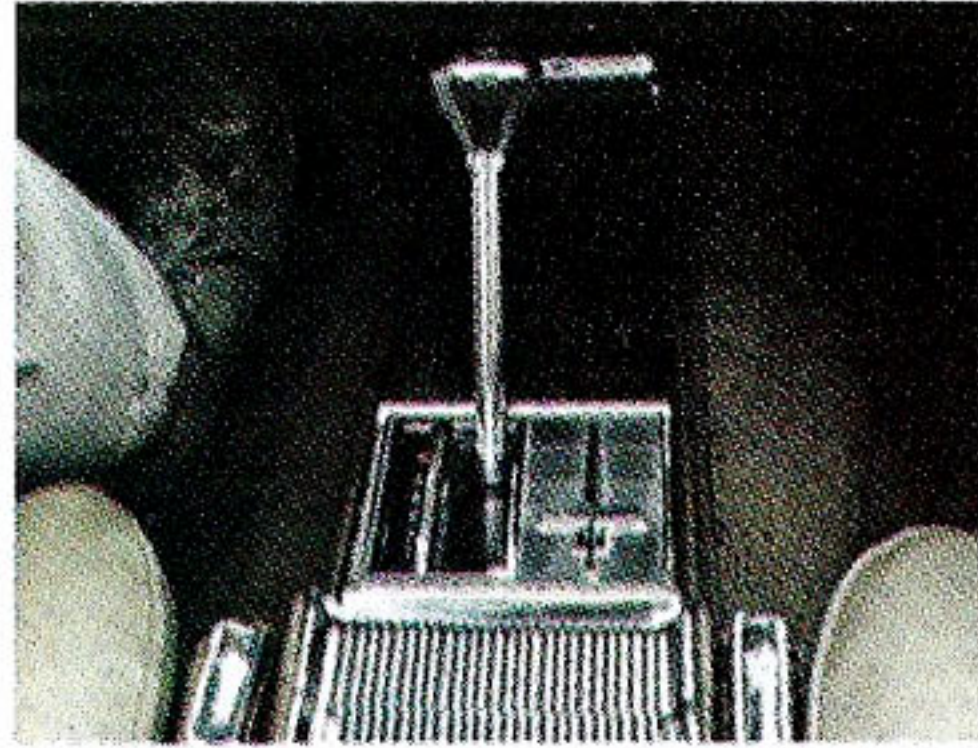
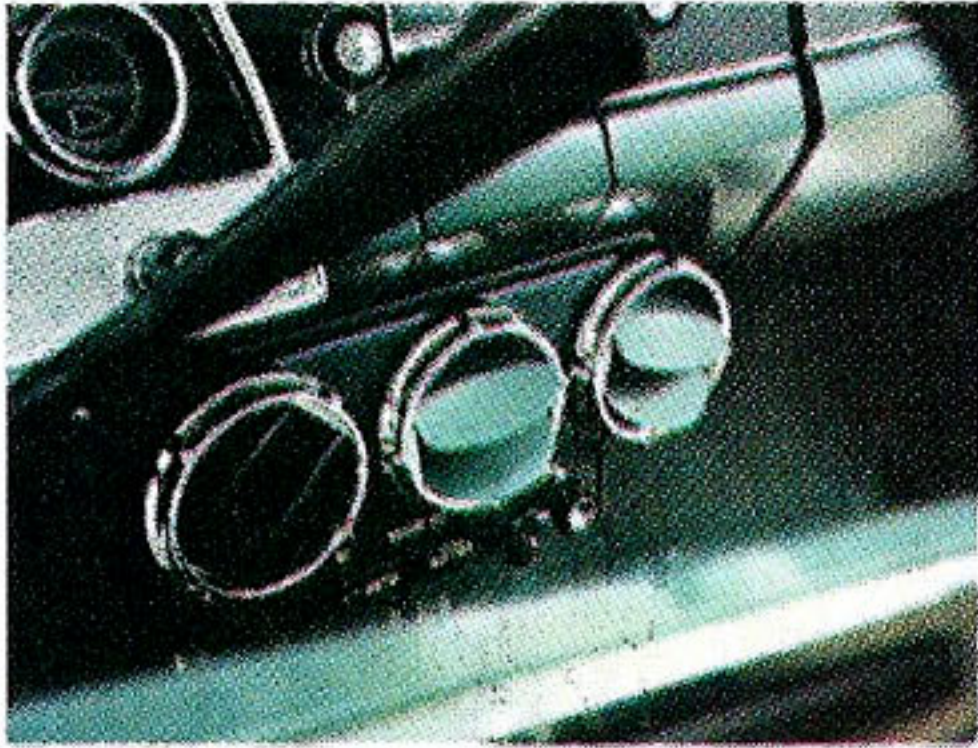
May we have your vote?



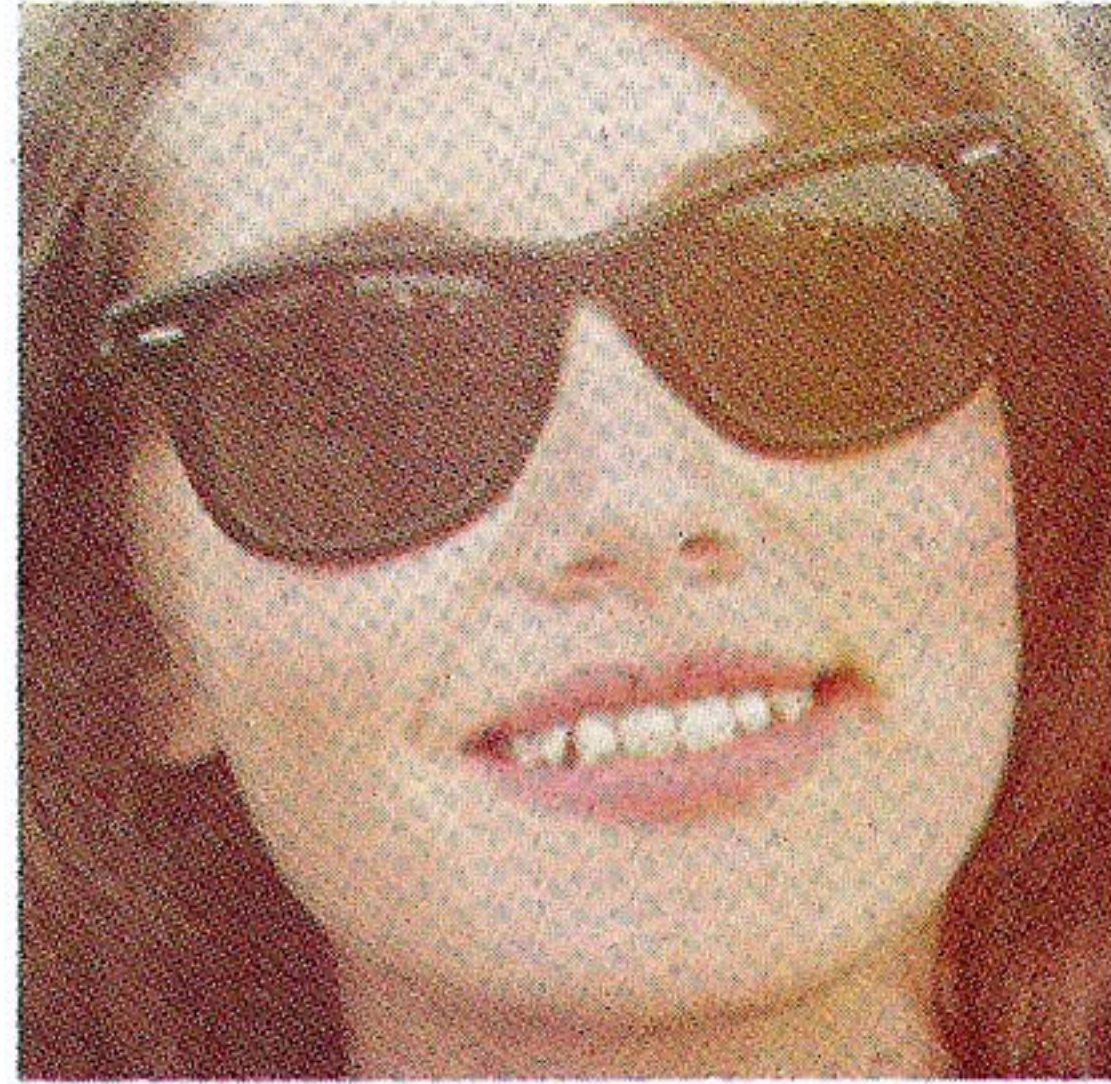


RAMBLER AMERICAN OPTIONS

Shift-Command automatic, with 200-hp V-8 and bucket seats. Comes with a thumb-button operated stick shift that lets you shift through the gears or set it on automatic. Your choice of an all-transistor manual or push-button radio. Tachometer is mounted at eye-level, registers 0-6000 rpm's. All-Season air conditioning. Solex glass for windows filters sun's rays. Blue sunshade for windshield gives added protection. Twin-Grip differential. Electric windshield wipers and washers (electric wipers are required option on V-8's). Power steering. Power brakes. Power-Lift tailgate window. All-vinyl upholstery (std. on Rogue). Exterior Appearance Group (rocker

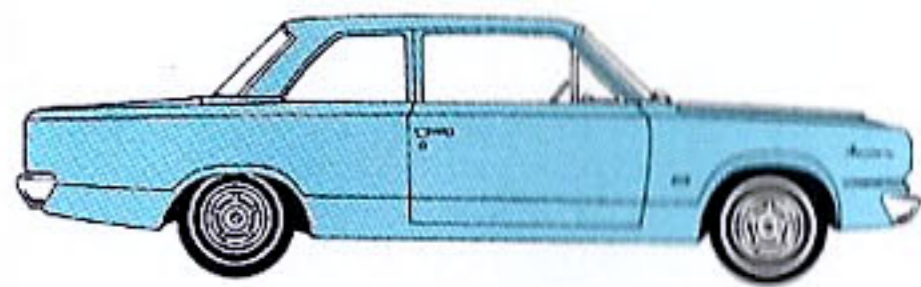


panel moldings and wheel covers). Wheel discs (std. on Rogue). Wire wheel covers with spinners. Turbo-Cast wheel covers. Light Group: trunk or cargo light, glove-box light, courtesy lights, and parking-brake warning light. Visibility Group: remote-control left outside mirror, visor vanity mirror, electric windshield washers and wipers. Six-cylinder Handling Package: heavy-duty shocks and sway bar. V-8 Handling Package: heavy-duty springs and shocks, 5½" rim width wheels. Heavy-duty springs and shock absorbers (Six), or shocks only (V-8). Bumper guards (rubber faced). Black or white vinyl-covered roof for hardtops. Reclining seats for 220 and 440. Individually-adjustable reclining seats for 440 (std. on Rogue convertible).

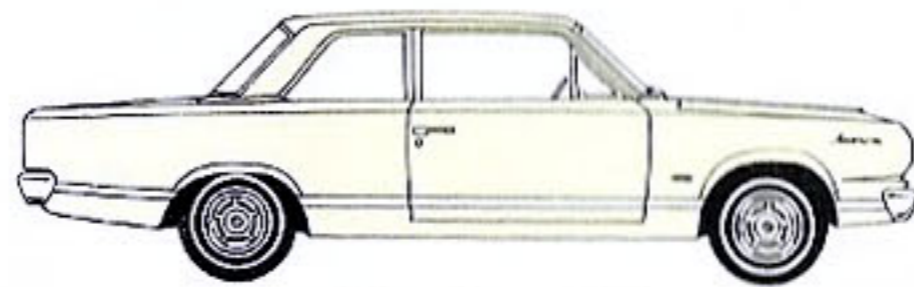


Reclining bucket seats with center armrest and cushion for Rogue convertible (std. on Rogue hardtop). Safety headrests. Custom steering wheel for 220 (std. on 440 and Rogue). Sports steering wheel (440 and Rogue). Exhaust emission control systems (required for California) "Air-Guard" for "199" Six and V-8's, "Engine-Mod" for "232" Sixes. Closed-type positive

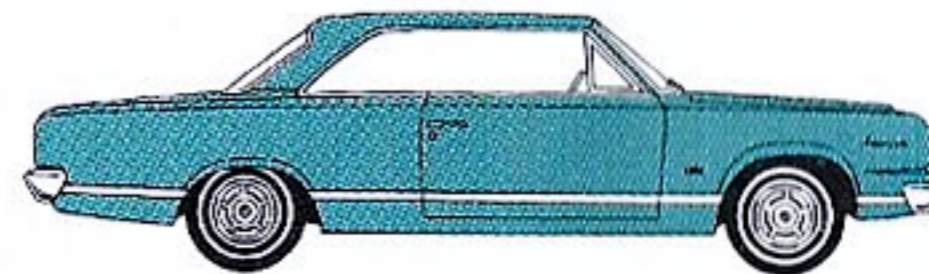
crankcase ventilation for "232" Sixes and V-8's (standard on "199"), also required for California. Heavy-duty clutch with 3-speed manual transmission. Power disc brakes on V-8's. Front-seat shoulder belts. Plus others. Ask your dealer for a complete list.



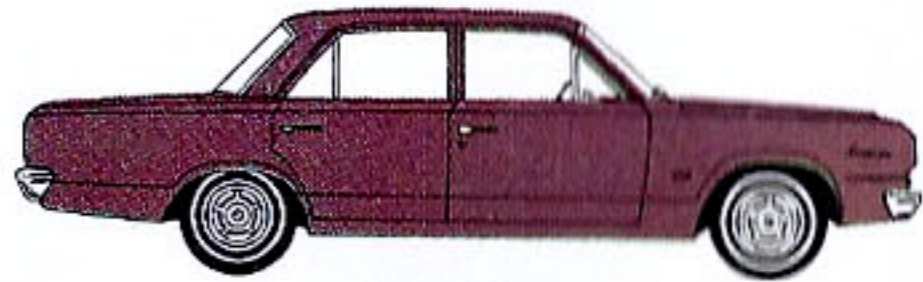
220 2-Door Sedan



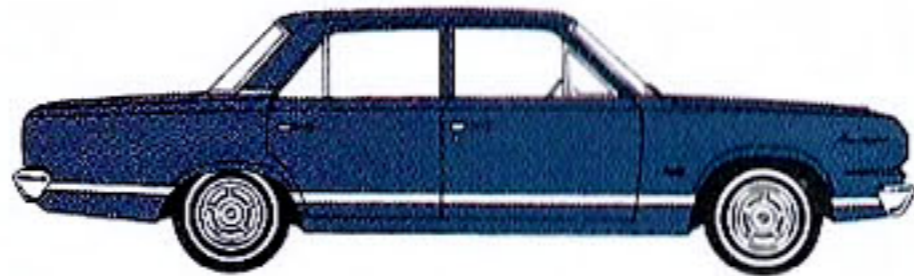
440 2-Door Sedan



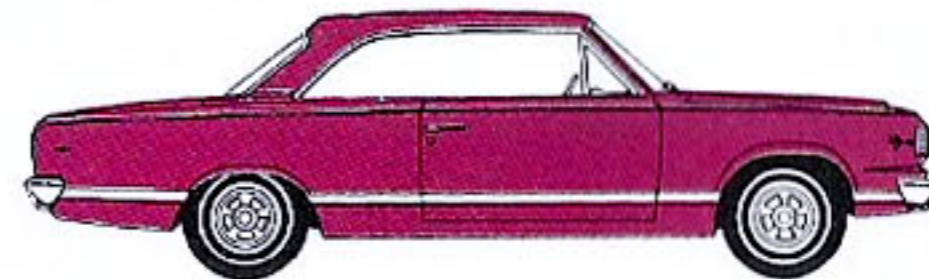
440 Hardtop



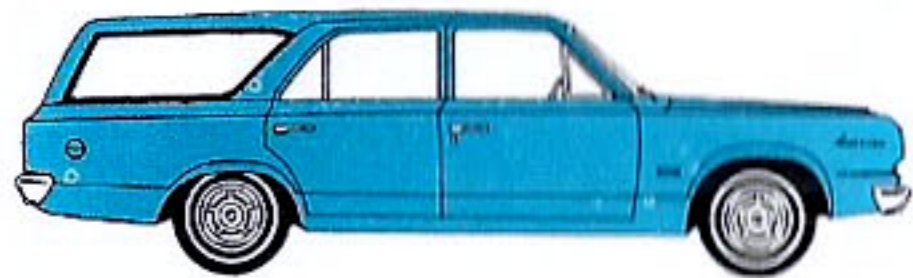
220 4-Door Sedan



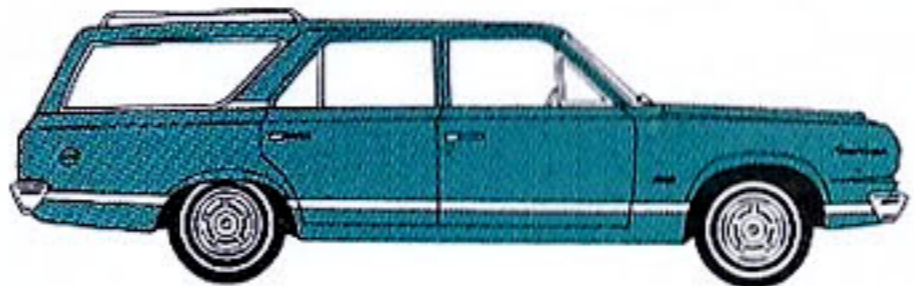
440 4-Door Sedan



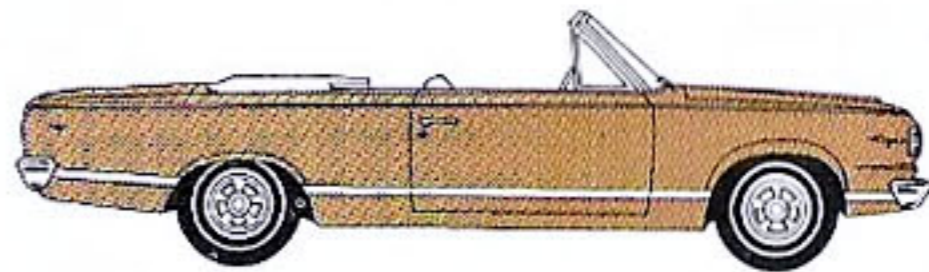
Rogue Hardtop



220 Wagon



440 Wagon

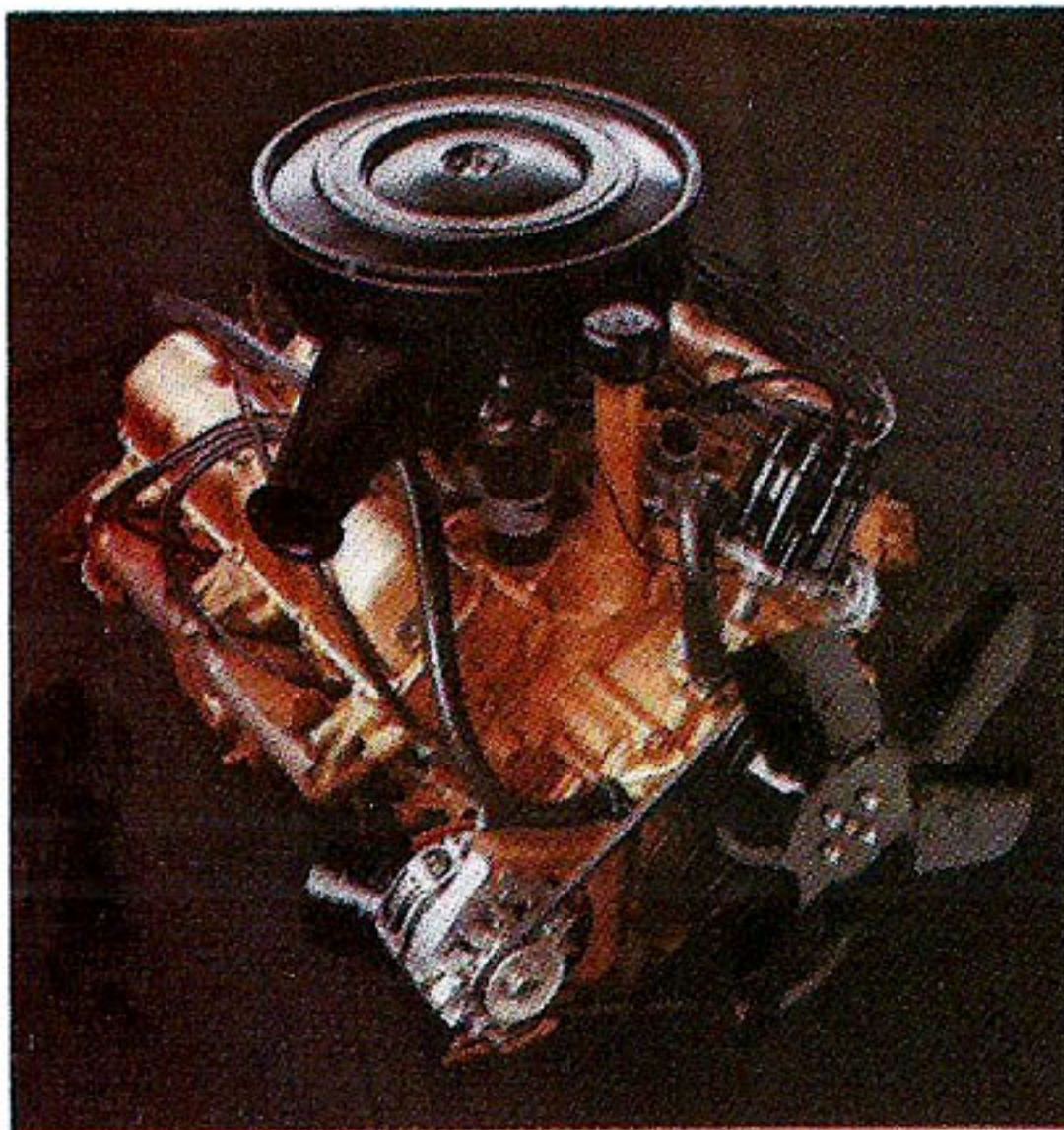


Rogue Convertible

AMERICAN MODELS/SPECIFICATIONS

STANDARD. Variable-speed windshield wipers with vacuum power-booster fuel pump. "Lane-changer" turn signals. Engine-oil filter. Fuel filters in tank and fuel pump. Positive crankcase ventilation system, open-type (closed-type on "199" Six). Automatic choke. Front door armrests. Rear armrests (except 220). Cigarette lighter (except 220). Front ashtray. Rear ashtrays (except 220). Trunk or cargo floor covering. Full-width non-flammable loop-pile floor carpeting (rubber mat for 220, carpet on 220 with 4-speed). 14" wheels with five tubeless blackwall tires. Wheel discs on Rogue. All-Season engine coolant. Station wagon roof-top travel rack (except 220). Glove-box lock (except 220).

TECHNICAL SIDE. Wheelbase 106". Length 181". Width 70.8". Front tread 56", rear tread 55". Hypoid-gear differential. Direct-action, independent front suspension with coil springs. Rear suspension with semi-elliptical leaf springs. Double-Safety brake system with warning light. Self-adjusting brakes, bonded linings. Brake diameter on Sixes 9"; lining area 153.8 sq. in. Brake diameter on V-8's 10"; lining area 167.5 sq. in. Tire size for Sixes: 6.45 x 14 standard, 6.95 x 14 optional (standard on wagons), 6.85 x 15 (4-ply rated, 4-ply) optional. For V-8's: 6.95 x 14 standard, 7.35 x 14 optional. D70-14 for V-8's: optional Wide-Profile, Red-Line, Hi-Performance (4-ply rated, 2-ply Nylon) (except wagons). Fuel-tank approximate capacity 16 gallons. Ceramic-Armored muffler, tailpipe and exhaust pipe. Power-operated convertible tops in black, white or tan.



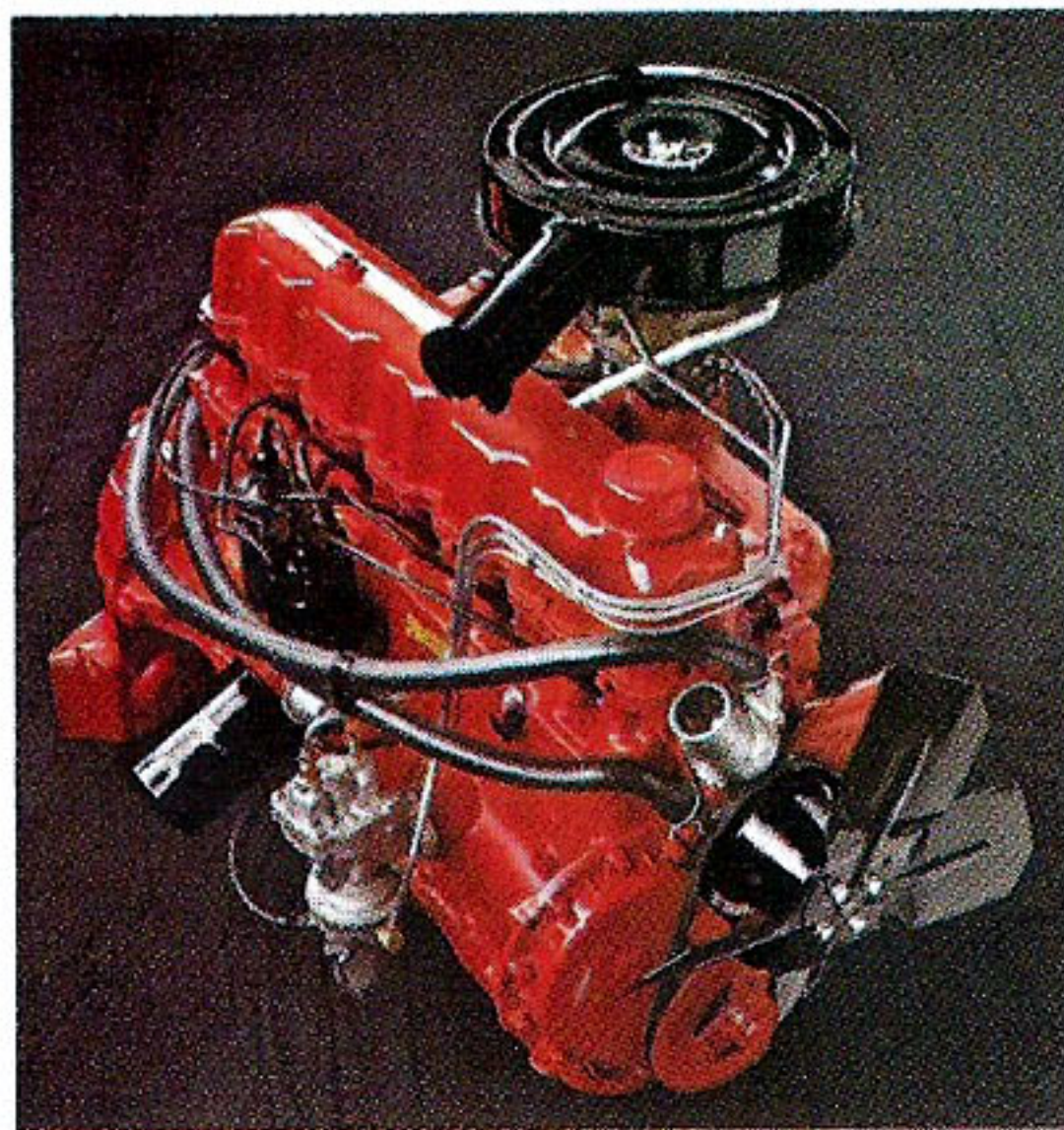
AMERICAN MOTORS ENGINES/CHASSIS

In any '67 American Motors car, choose your performance from the newest, most modern engines. A trio of Sixes that go like eights. Four Typhoon V-8's that didn't exist a year ago.

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. Shift-Command is optional with V-8's and permits the choice of automatic—or manual shifting.

A new 4-link trailing arm suspension localizes and cushions rear wheel forces for a quieter, smoother, more stable ride for our Ambassadors, Rebels and Marlins.

Advanced Single-Unit construction provides extra strength and security. This solid, one-piece unit is welded together. Add Deep-Dip rustproofing and you have a car that's bound to last longer and look better. And the Ceramic-Armored exhaust system is longest-lasting of any car built in the United States. Ceilings are molded (cushioned-acoustical for Ambassador, Marlin and Rebel). Seats have full coil-spring construction.



PERFORMANCE SELECTOR

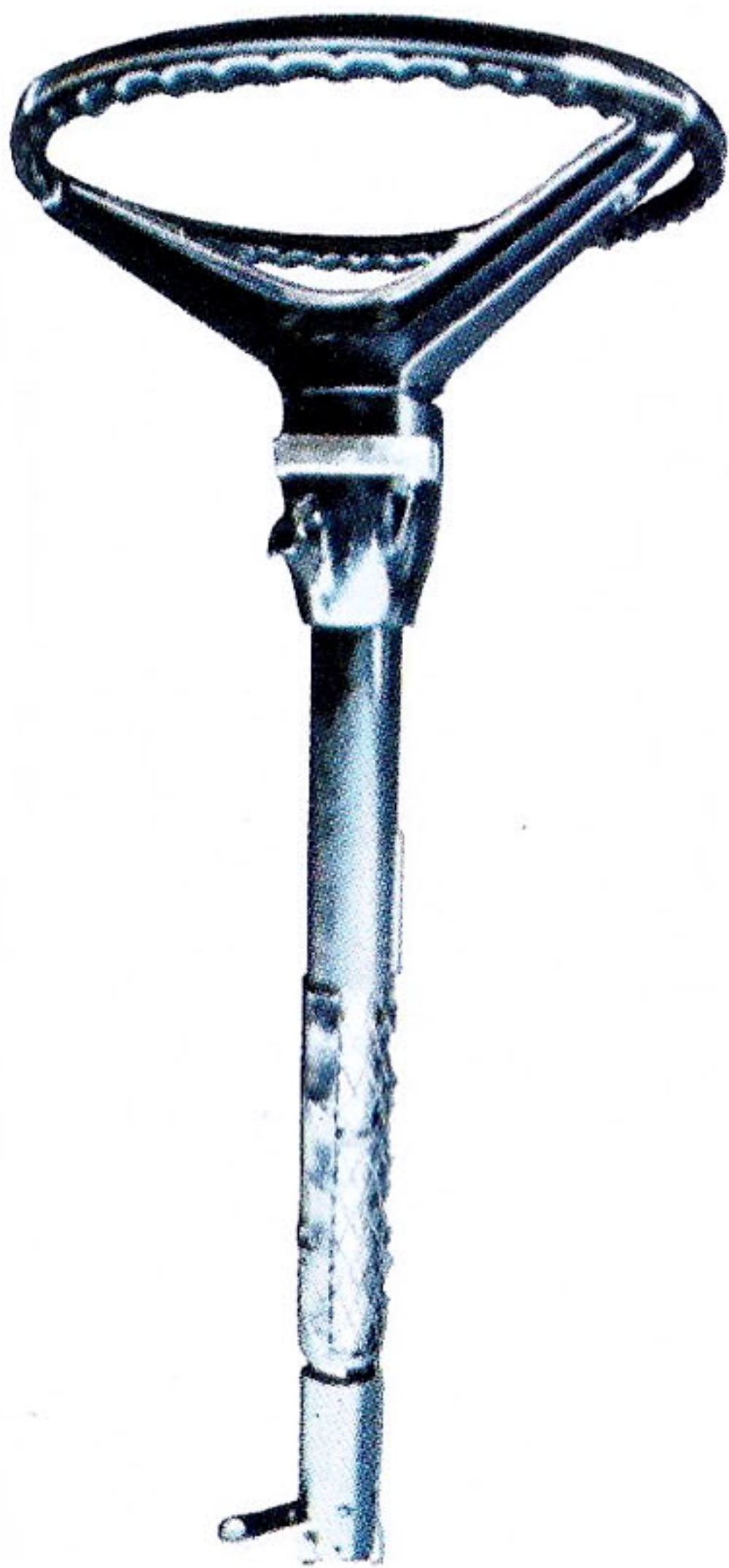
ENGINES	"199" SIX	"232" SIXES		"290" V-8's		"343" V-8's			
Standard Engine On:	American	All except American and Ambassador Convertible	—	Ambassador Convertible	—	—	—		
Optional Engine On:	—	American	All except Ambassador Convertible	All except Ambassador Convertible	American	All except American	All		
Horsepower @ rpm	128 @ 4400	145 @ 4300	155 @ 4400	200 @ 4600	225 @ 4700	235 @ 4400	280 @ 4800		
Torque @ rpm	182 @ 1600	215 @ 1600	222 @ 1600	285 @ 2800	300 @ 3200	345 @ 2600	365 @ 3000		
Carburetor	1-Barrel	1-Barrel	2-Barrel	2-Barrel	4-Barrel	2-Barrel	4-Barrel		
Compression Ratio/Fuel	8.5:1/Regular	8.5:1/Regular	8.5:1/Regular	9.0:1/Regular	10.0:1/Premium	9.0:1/Regular	10.2:1/Premium		
Displacement, cu. in.	199	232	232	290	290	343	343		
Bore and Stroke	3.75" x 3.00"	3.75" x 3.50"	3.75" x 3.50"	3.75" x 3.28"	3.75" x 3.28"	4.08" x 3.28"	4.08" x 3.28"		
	AMERICAN					REBEL	AMBASSADOR	MARLIN	
	"199" Six		"232" Sixes	"290" V-8's		"343" V-8	"232" Sixes	"290" V-8	"343" V-8's
Transmissions and Axle Ratios	Sedans and Hardtops without a/c	Wagons, Convertibles, and all with a/c	All Body Styles	All Body Styles		Except Wagons			
				2-Barrel	4-Barrel	4-Barrel			
3-Speed Manual, Column	3.08:1 (3.31)*	3.08:1 (3.31)*	3.08:1 (3.31)*	3.15:1	3.15:1	—	3.15:1	3.15:1 (3.54)*	—
Overdrive, Column (opt.)	3.31:1 (3.08)*	3.31:1 (3.08)*	3.31:1 (3.08)*	—	—	—	3.54:1	3.54:1	—
Flash-O-Matic, Column (opt.)	2.73:1 (3.08)* and (3.31)*	3.08:1 (2.73)* and (3.31)*	3.08:1 (2.73)* and (3.31)*	3.15:1 (2.87)*	—	—	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)*	3.15:1 (3.54)*	—	3.15:1 (3.54)*	3.15:1 (3.54)*
Shift-Command, Console (opt.)	—	—	—	3.15:1 (2.87)*	—	—	—	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. Console not on American.

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 SAFETY



Standard on every '67 American Motors car: New energy-absorbing steering column and 3-spoke, deep-dish steering wheel. 4-way hazard warning signal flashes parking and taillights in unison to warn of emergency. Retractable front seat belts. Rear seat belts. Shoulder-belt anchors. Warning light to monitor both lines of the Double-Safety braking system. New high-strength door locks hold tighter. Positive front door locks (except American) can't be opened until

you raise the button. Rear fender wink lights on Rebels warn of your presence from both sides (Rebel and Ambassador wagons plus Marlins have reflectors). Padded instrument panel with new easy-to-read dials. A new rear-view mirror swivels at both ends, and is anti-glare for night driving. Improved standard brakes on Sixes. Padded sun visors. High-strength windshield glass. Safety glass all around. "Lane-changer" turn signals turn themselves off after car resumes normal direction. Outside rear-view mirror. Backup lights. Variable-speed, non-glare windshield wipers. Even the ashtrays are designed to dislodge easily if accidentally struck!



THE 1967 AMERICAN MOTORS ANNOUNCES A BOLD NEW WARRANTY

5/50,000

5-YEAR OR 50,000-MILE WARRANTY
ON THE ENGINE, DRIVE TRAIN,
SUSPENSION AND STEERING

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 housing and internal parts, front and rear suspension (except shock absorbers and attaching parts), steering pump, steering gear assembly, steering linkage, wheel bearings and road wheels of its 1967 cars to be free from defects in material or workmanship for 5 years or 50,000 miles*. The owner must, every 4,000 miles or 6 months*, change engine oil and install new oil filter; every 4,000 miles, clean oil filler cap (filter type), clean carburetor air cleaner element, inspect and correct fluid levels, drive belts and exhaust manifold heat valve; every 12,000 miles, service positive crankcase ventilation and exhaust emission control systems; every 24,000 miles, tune automatic transmission, replace carburetor air cleaner element; every 2 years, replace engine coolant; every 32,000 miles or 3 years*, inspect and lubricate chassis; and every 6 months, furnish evidence of this service to an authorized American Motors Dealer and have him certify its receipt and the car's mileage. Further, the entire car is so warranted for 2 years or 24,000 miles*, except tires (warranted by the tire manufacturer). Any part so defective will be repaired or replaced in accordance with the applicable portion of the Warranty, without charge at an Authorized American Motors Dealership. Owners are responsible for deterioration, misuse, normal maintenance, replacement of service items and normal deterioration of soft trim and appearance items. *whichever comes first

2/24,000

2-YEAR OR 24,000-MILE WARRANTY
ON THE ENTIRE AUTOMOBILE
BY AMERICAN MOTORS CORP.

QUALITY BUILT IN — SO THE VALUE STAYS IN