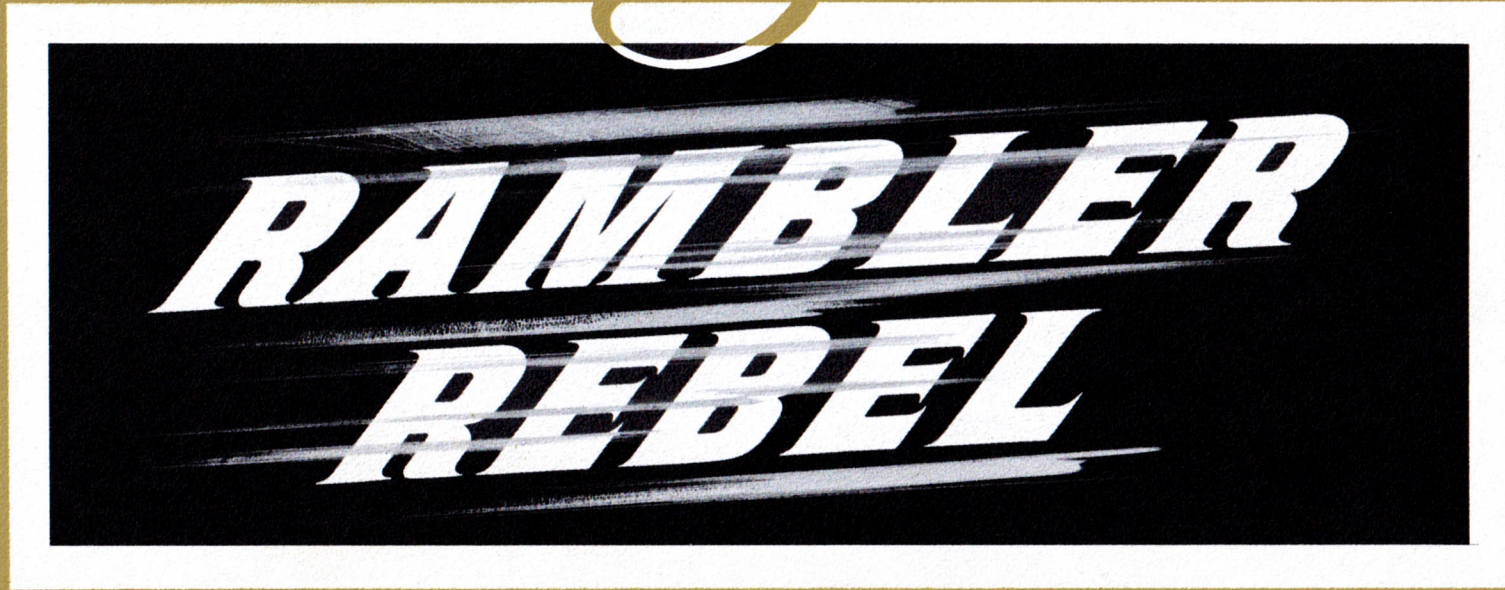
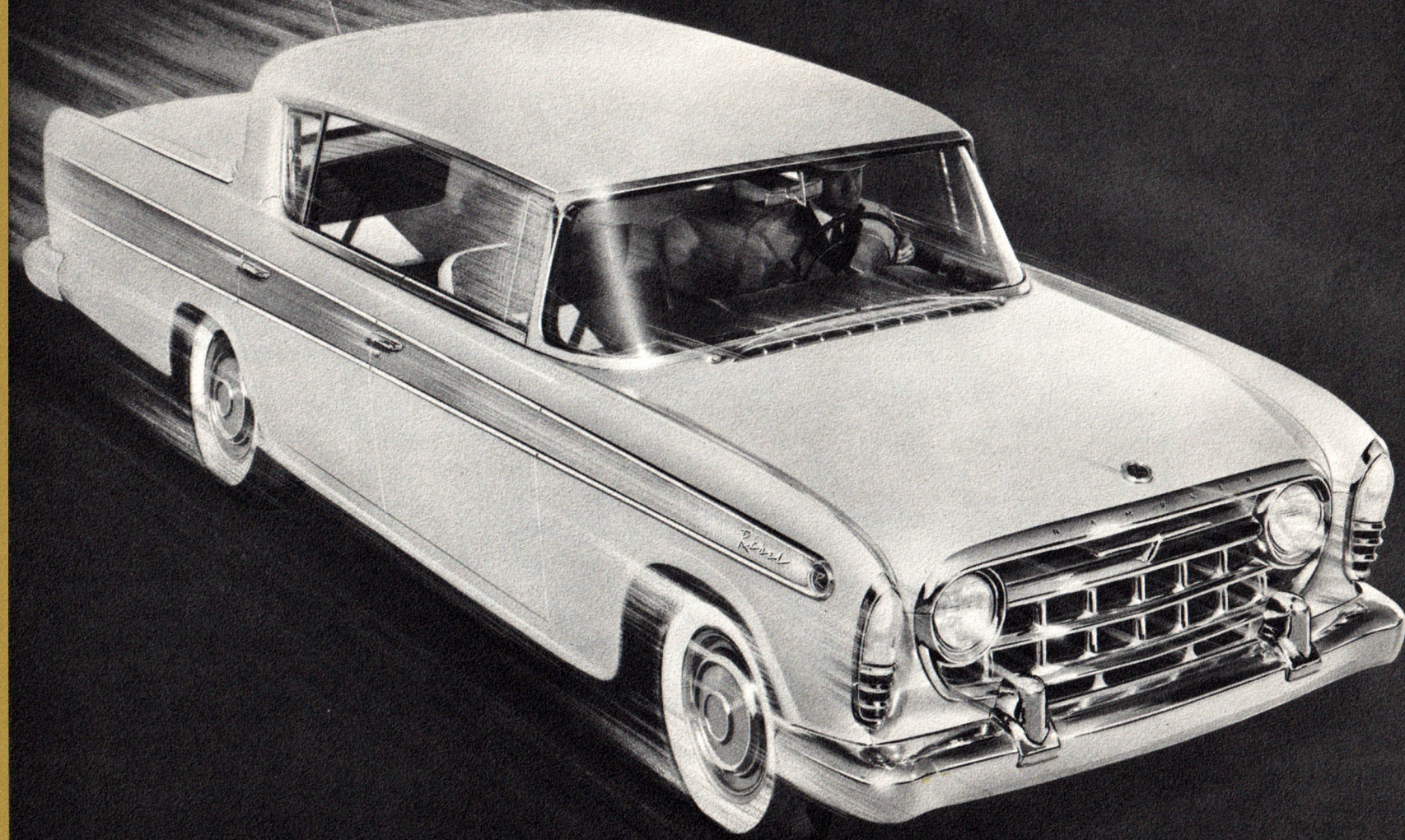


Introducing The Limited Edition



AMERICA'S MOST POWERFUL COMPACT CAR



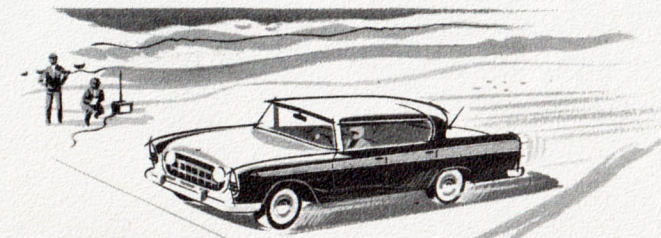
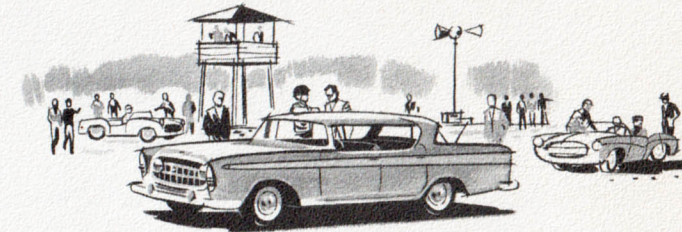
A *New Spirit* IN AUTOMOBILES

Say good-bye to care . . . say hello to fun in the incredible new Rambler Rebel—the brilliant car that reflects a brand-new spirit in automobiles.

The Rebel was born to meet your request for a combination of exciting performance, superb handling, luxurious comfort, and outstanding styling.

It was acclaimed by thousands at the nation's leading automobile shows and it was proved on the sands of Daytona Beach for blazing performance and acceleration . . . leading automotive writers reported acceleration from 0 to 60 miles per hour in 7.5 seconds.

Put your hand to the wheel of this magic-filled car. You'll find it opens up a whole new world of motoring excitement and pleasure.

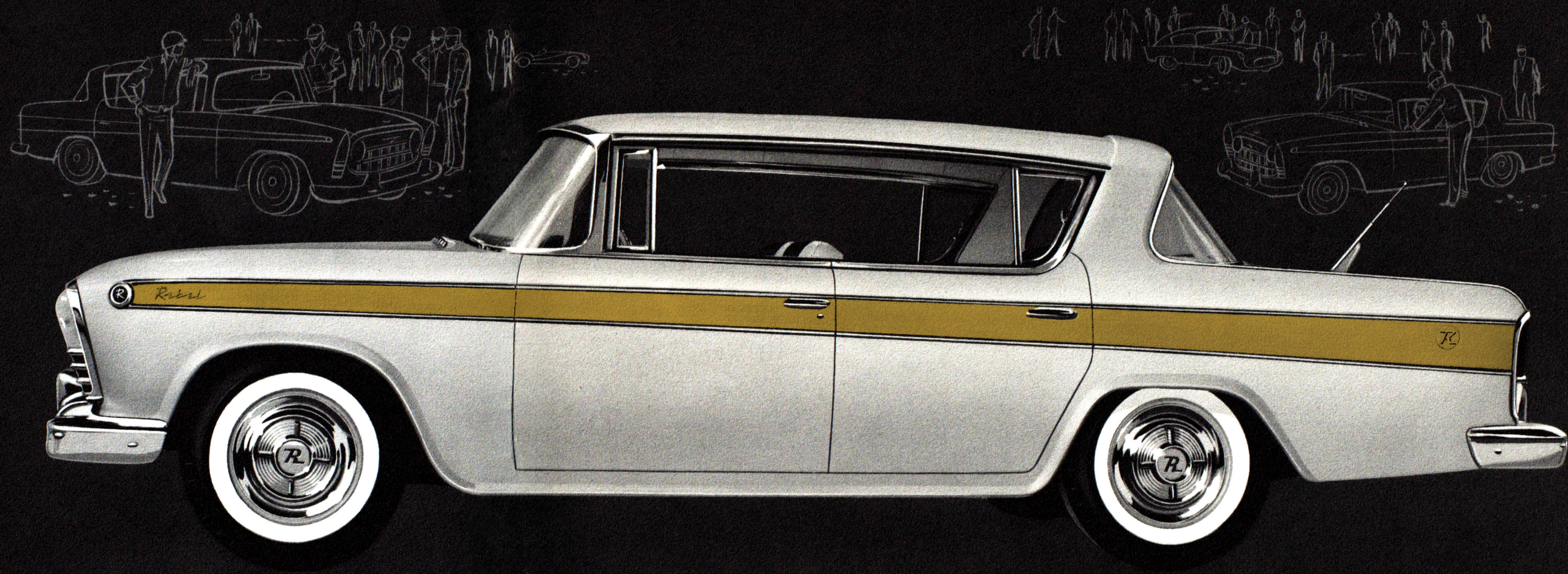


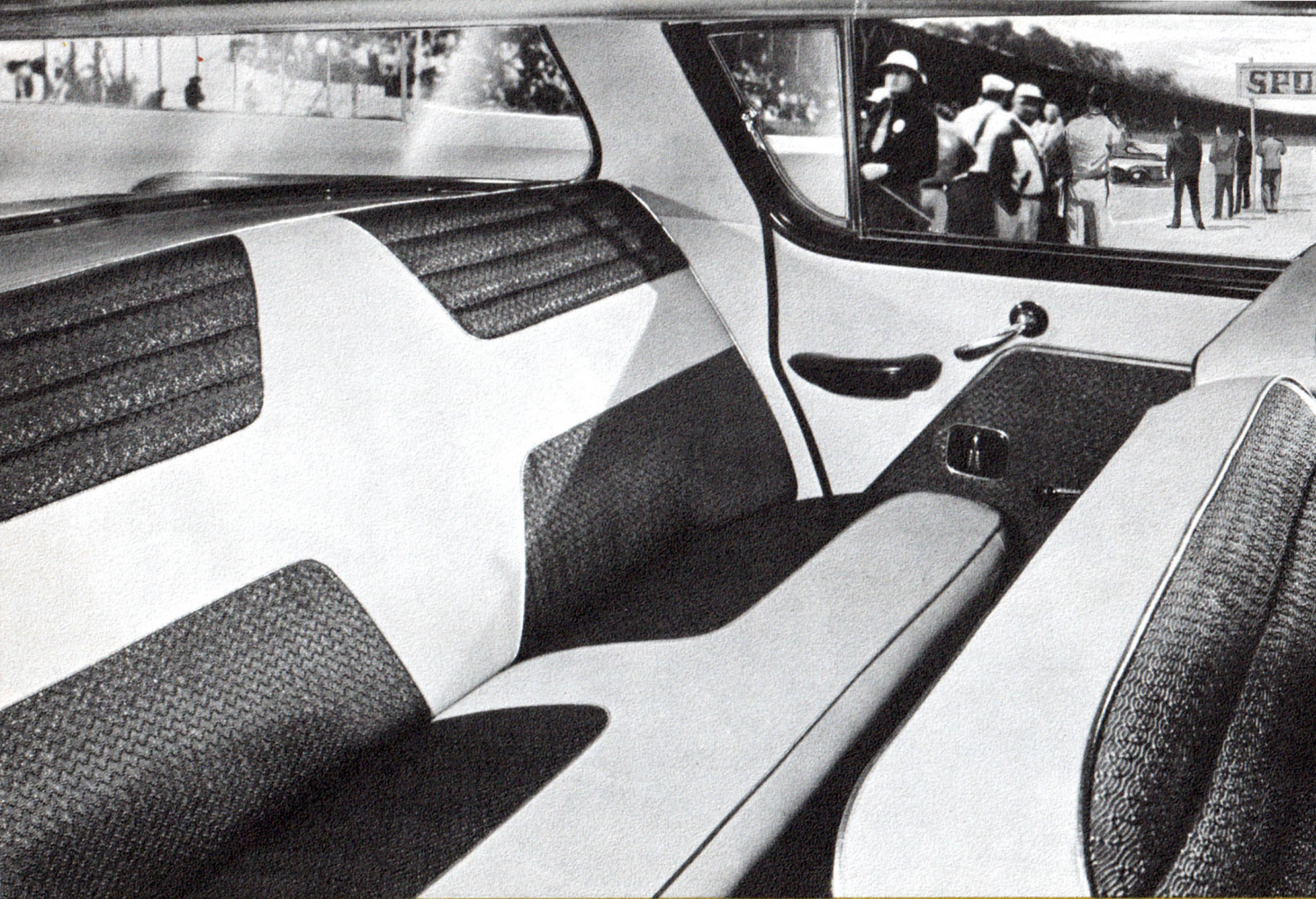
The

RAMBLER REBEL V-8

For Those
Who Desire
The Best

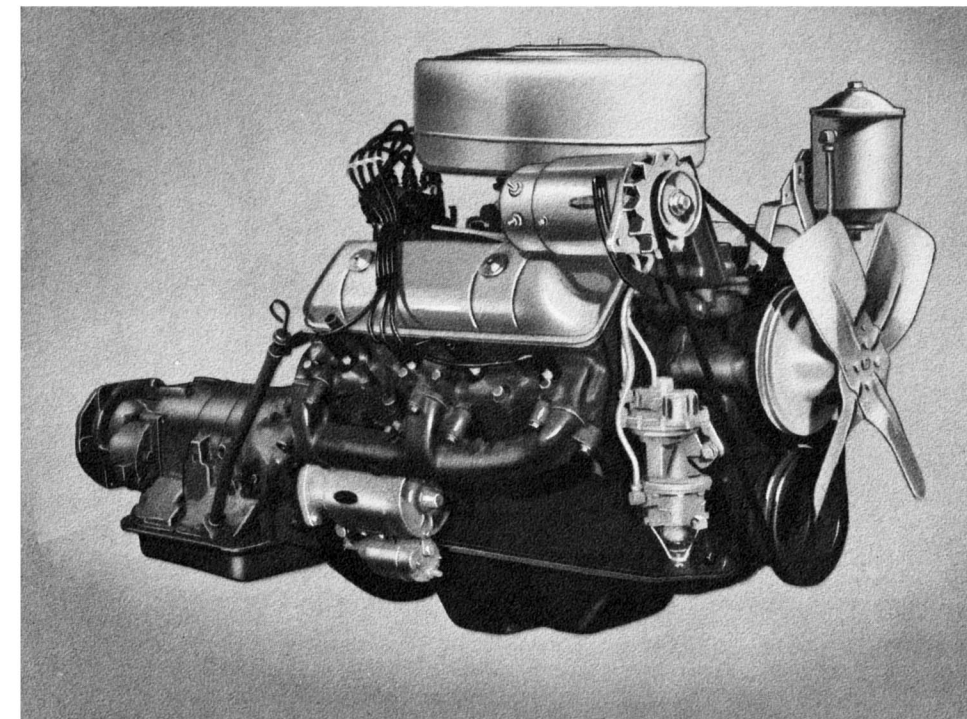
Here is a dynamic expression of sheer power reflected in the sculptured lines of this compact four-door hardtop. The spear-shaped inset of bronze-gold anodized aluminum harmonizes with the subtle silver-gray body color to give a brilliant impression of power and beauty. Even when standing still, the Rambler Rebel announces that it is alert to your every demand for "out-of-this-world get-up-and-go." Those who want the best will find it in the Rambler Rebel.





Big Car Roominess In A Smart, Compact Automobile

Open the door to the freshest interior concept on the road . . . a masterful combination of silver-and-black in rich vinyl and fine nylon fabrics. There's generous six-passenger roominess with headroom and legroom that rivals the biggest cars. Yet, this is a compact car with the parking and handling ease that belongs to Rambler alone.

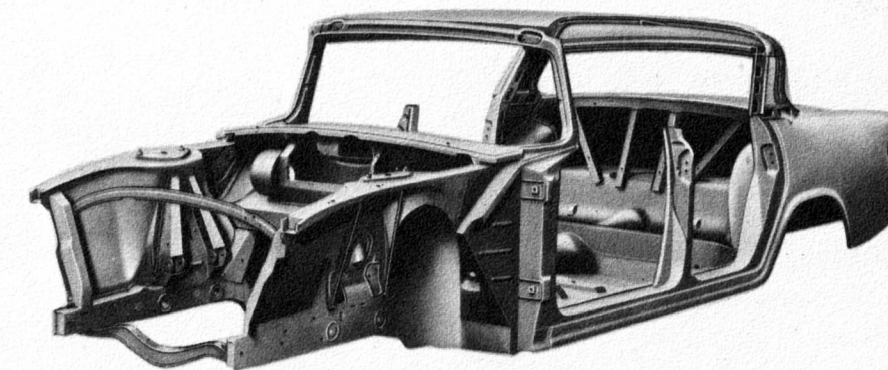


255 Horsepower 4-Barrel Carburetor V-8

Touch toe to throttle and revel in the exhilarating stampede of power. The Rambler Rebel 327 cu. in. V-8 powerplant with four-barrel carburetion offers the latest and most advanced short stroke design. From its overhead valves to its dual exhaust system, it is engineered to give lightning response to every demand. Special heavy-duty power train and coil springs are standard equipment.

The Extra Strength And Safety Of Single Unit Construction

Beneath the gleaming beauty of the Rambler Rebel lies advanced Single Unit Construction. Passengers ride surrounded by a safety belt of steel. 9000 electric welds assure lasting freedom from body-bolt squeaks and rattles.



1957 SPECIFICATIONS

All This At No Extra Cost In Your New Rambler Rebel

- Heavy-Duty Torque Tube Drive-Line
- Adjustable 3-Position Shock Absorbers
- Torsion Stabilizer Bar for Added Stability
- Special designed Flanged Brake Drums to Dissipate heat and maintain efficiency under hard usage
- 4-Ply Nylon Whitewall Tires
- Dual exhaust system

And Many More "Extras"
At No Extra Cost

ENGINE: Rebel V-8, Overhead Valves • 255 H.P. @ 4700 R.P.M. with Downdraft 4-Barrel Carburetion • Torque: 345 lb. ft. @ 2600 R.P.M. Compression Ratio 9.5 to 1 • Piston Displacement 327 cu. in. • Bore and Stroke 4" x 3.25" • Mechanically Actuated Valves • Mechanical Fuel Pump with Vacuum Booster • Dual Exhaust System • 12-Volt Electrical System with High-Output Battery and Generator.

BODY AND MECHANICAL: 4-Door Custom Hardtop • Wheelbase 108" • Front Tread 57.75" • Rear Tread 58" • Length 191.14" • Length with optional Continental Tire 198.89" • Width 71.32" • Height 58.4" • Turning Diameter 37.5 ft. • Shipping Weight less equipment 3353 lbs. • Tire Size 6.70 x 15 • Rear Axle Ratio with Overdrive 4.10:1 (Opt. 4.44:1), with Hydra-Matic 3.15:1 • Heavy-Duty Power Train • Flanged Brake Drums • Heavy-Duty Adjustable Shock Absorbers.

COLOR AND TRIM: Special baked enamel finish in light metallic silver-gray, with bronze-gold anodized aluminum side panel • The exterior color harmonizes with the special silver vinyl and silver threaded black nylon fabric interior seat upholstery • Full floor carpets and a special perforated vinyl headlining is standard.

EQUIPMENT: Airliner Reclining Seats • Foam Cushions • Electric Clock • Radio with Rear-Deck Antenna • Directional Signals • Weather Eye Heating • Power Brakes • Power Steering • Windshield Washers • Back-Up Lights • Padded Sun Visors and Instrument Panel • Special Wheel Discs • 4-Ply Nylon Whitewalls • Oil Filter • Oil Bath Air Cleaner • Undercoating • **OPTIONAL:** Overdrive • Flashaway Hydra-Matic Drive • Continental Tire Mount • 6-Ply Nylon "Blue-Streak" Whitewalls (High-Speed) • Solex Glass • Air Conditioning • Seat Belts.

AMERICAN MOTORS, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT, HOWEVER, TO DISCONTINUE OR CHANGE SPECIFICATIONS, MODELS OR PRICES AT ANY TIME WITHOUT NOTICE AND WITHOUT INCURRING OBLIGATION.

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