



NEW FROM AMERICAN MOTORS The modern luxury V-8—compact, high in performance



1961 AMBASSADOR V-8 Custom Four-Door Sedan.

ANNOUNCING THE NEW 1961 AMBASSADOR V-8 BY RAMBLER

WITH THE STRONGEST GUARANTEE IN AUTO HISTORY!

For 1961, the distinguished new Ambassador V-8 offers the one great luxury other fine cars deny you—the *modern* luxury of compactness.



See luxurious room for six 6-footers combined with trim exterior size . . . your choice of 250 or 270 HP V-8 engines to give the high power-to-weight ratio that means top performance. On all new Ramblers the warranty is extended to 12 months or 12,000 miles, whichever occurs first.

The first Ceramic-Armored Muffler and

Tailpipe are guaranteed against defect as long as the original buyer owns his Ambassador.

The world's first cushioned acoustical ceiling of molded fiber glass increases headroom, cuts road noise 30%.

Enjoy the luxury of individual sectional sofa front seats, reclining seat backs, headrests, Lock-O-Matic 4-door locks to keep children in, all at low cost.

Get every luxury, including compactness.

President, American Motors Corporation

RAMBLER OFFERS 3 DISTINCT SIZES OF COMPACT CARS

World's Widest Choice of Models

1



RAMBLER AMERICAN—the Leading Economy Compact Car. 173.1" long. Top quality, top economy. 90 or 125 HP Six.

2



RAMBLER CLASSIC 6 and V-8—the All-Purpose Compact Car. 189.8" long. 127 or 138 HP Six, 200 or 215 HP V-8. Room for six 6-footers.

3



AMBASSADOR V-8 by Rambler—the High-Performance Luxury Compact. 199" long. 250 or 270 HP V-8.

OWNER-PROVED BY 11 YEARS AND 35 BILLION MILES...RAMBLER...THE NEW WORLD STANDARD OF BASIC EXCELLENCE

1961 AMBASSADOR V-8 Custom Cross Country.

