

RAMBLER

FOR 1961



THREE BASIC FAMILY SIZES

1 *Rambler American* 2 *Rambler Classic*

3 *Ambassador V-8 by Rambler*

WORLD'S WIDEST CHOICE OF COMPACT CARS



The New World Standard of Basic Excellence

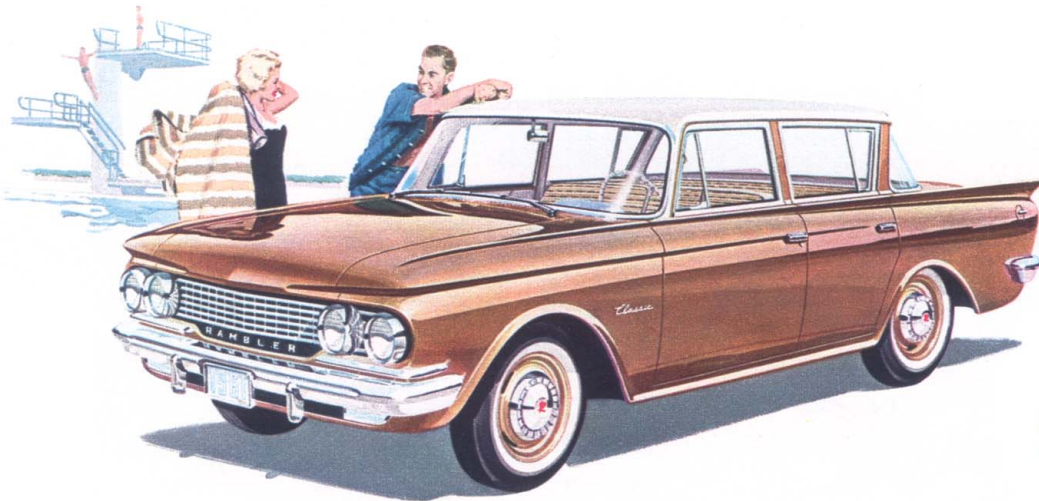


1961 RAMBLER CLASSIC CUSTOM 4-DOOR SEDAN

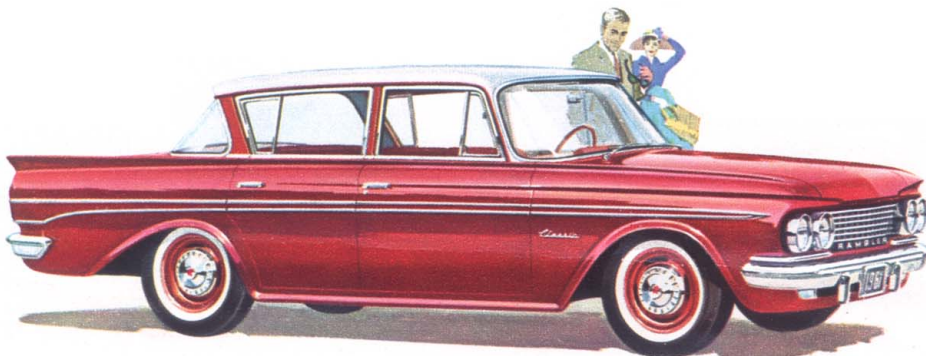
1961 RAMBLER CLASSIC

The All-Purpose Compact With Choice of America's First Die-Cast Aluminum Six and High-Performance Economy V-8

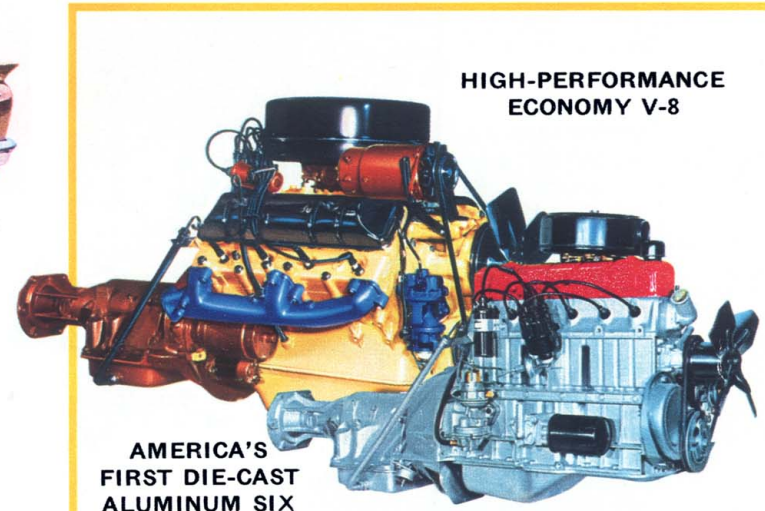
The 1961 Rambler Classic personifies the definition of "Classic—Any work that is regarded as a standard of excellence." The Rambler Classic has become the standard of excellence, not only for U.S. imitators, but for foreign cars, as well. This is the All-Purpose Compact that gives you the Best of Both: Big car room and comfort . . . compact car economy and handling ease.



1961 RAMBLER CLASSIC DELUXE 4-DOOR SEDAN



1961 RAMBLER CLASSIC SUPER 4-DOOR SEDAN



Your choice of two great Classic engines! America's first Die-Cast Aluminum Block Six proved by more than 2 million test miles—saves 80 pounds of weight for easier steering, better performance and economy. Or the High-Performance Rambler Classic V-8 that combines top V-8 economy with compact parking and handling ease.

Rambler is dedicated to the pursuit of excellence. Excellence in design . . . excellence in quality . . . in construction, comfort, performance and economy.

The Rambler concept is one of greater usefulness to the user. It is well expressed in Rambler's styling concept . . . constant improvement—not mere change for change's sake. This idea of styling continuity permits major investments to be made in those areas of product superiority that mean the greatest usefulness to the user.

The Rambler concept finds expression, too, in the extra thousands of miles of trouble-free, service-free operation that Rambler owners get from their cars.

Our 1961 product program is a concrete expression of the Rambler concept. Only Rambler builds all three sizes of compact cars:

Size One—The Economy Compact—Rambler American.

Size Two—The All-Purpose Compact—Rambler Classic.

Size Three—The Luxury Compact—Ambassador V-8 by Rambler.

Some new compacts have imitated Rambler size. Others have imitated Rambler economy. But none can imitate the Rambler concept . . . proved in 11 years' experience in building compact cars and more than 35 billion owner-driven miles.

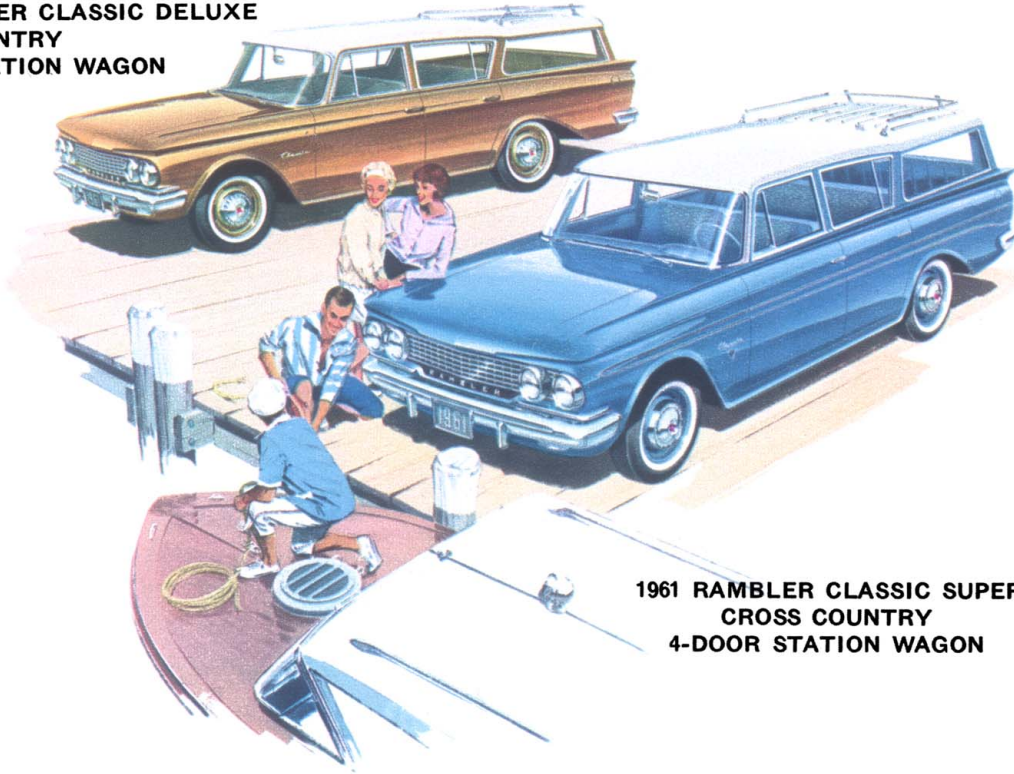
This dedication to enduring quality makes Rambler the New World Standard of Basic Excellence!

We invite you to see and drive the new 1961 Ramblers at your Rambler dealer's soon.

George Romney
President

AMERICAN MOTORS CORPORATION

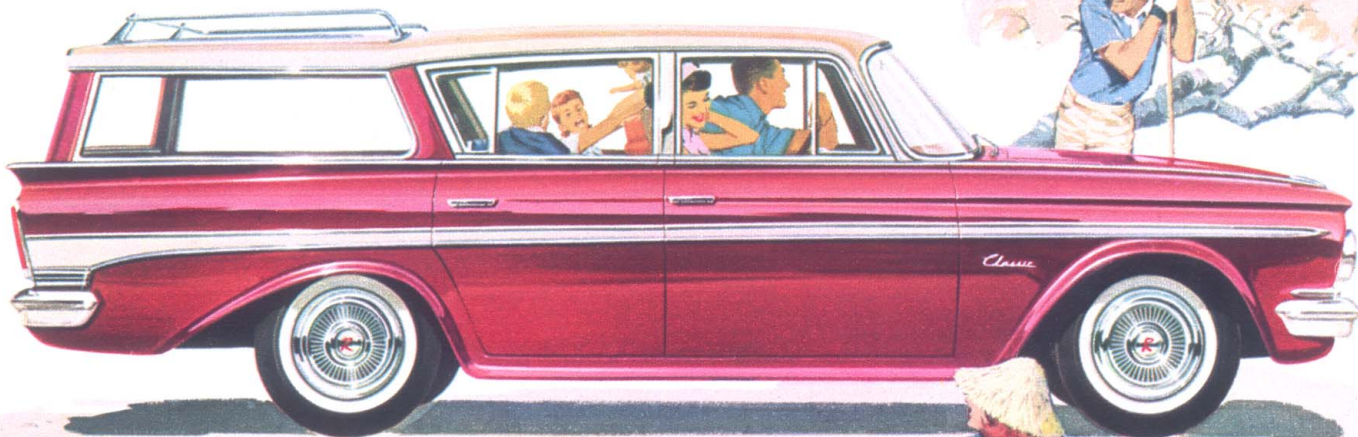
1961 RAMBLER CLASSIC DELUXE
CROSS COUNTRY
4-DOOR STATION WAGON



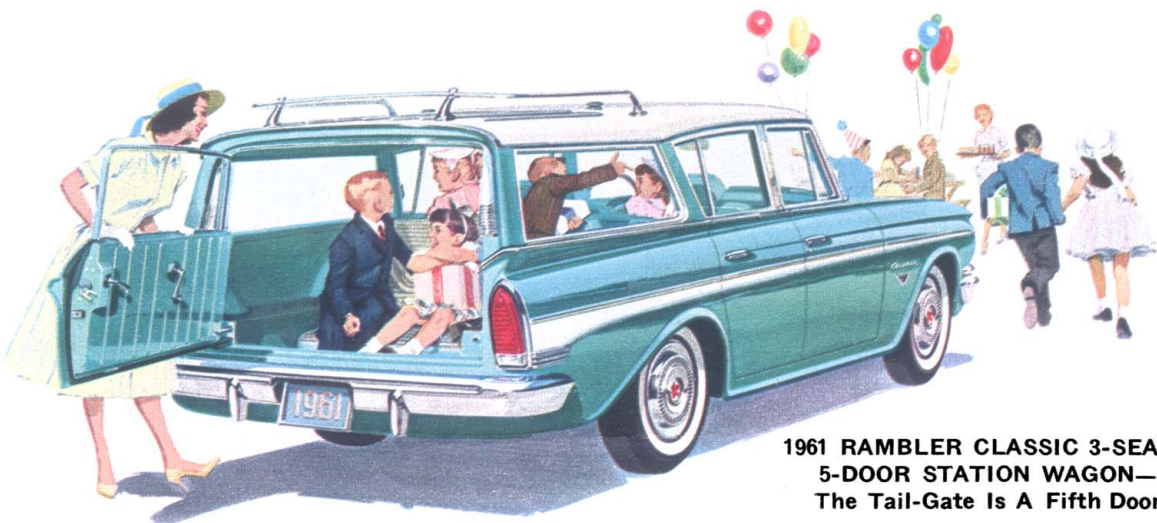
1961 RAMBLER CLASSIC SUPER
CROSS COUNTRY
4-DOOR STATION WAGON



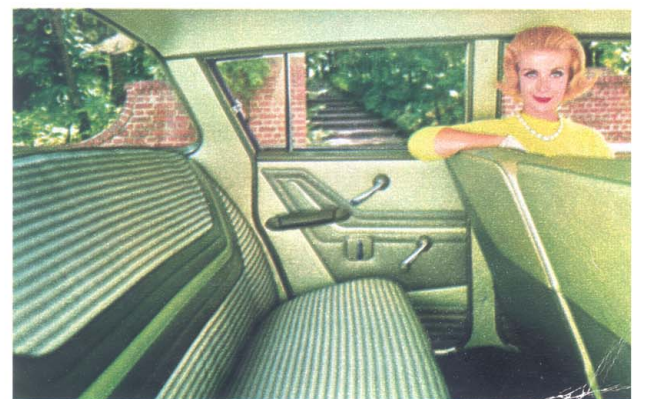
Lots of cargo space for every family need in Classic and Ambassador station wagons. Even room for a boat and outboard motor in the 80 cubic foot capacity cargo area. Roof-Top Travel Rack carries additional luggage . . . a standard feature.



1961 RAMBLER CLASSIC CUSTOM
CROSS COUNTRY
4-DOOR STATION WAGON



1961 RAMBLER CLASSIC 3-SEAT,
5-DOOR STATION WAGON—
The Tail-Gate Is A Fifth Door



For 1961, the Rambler Classic presents a whole new array of contemporary interior selections, all color-keyed to harmonize with the eye-pleasing solid and two-tone body colors.

1961 AMBASSADOR

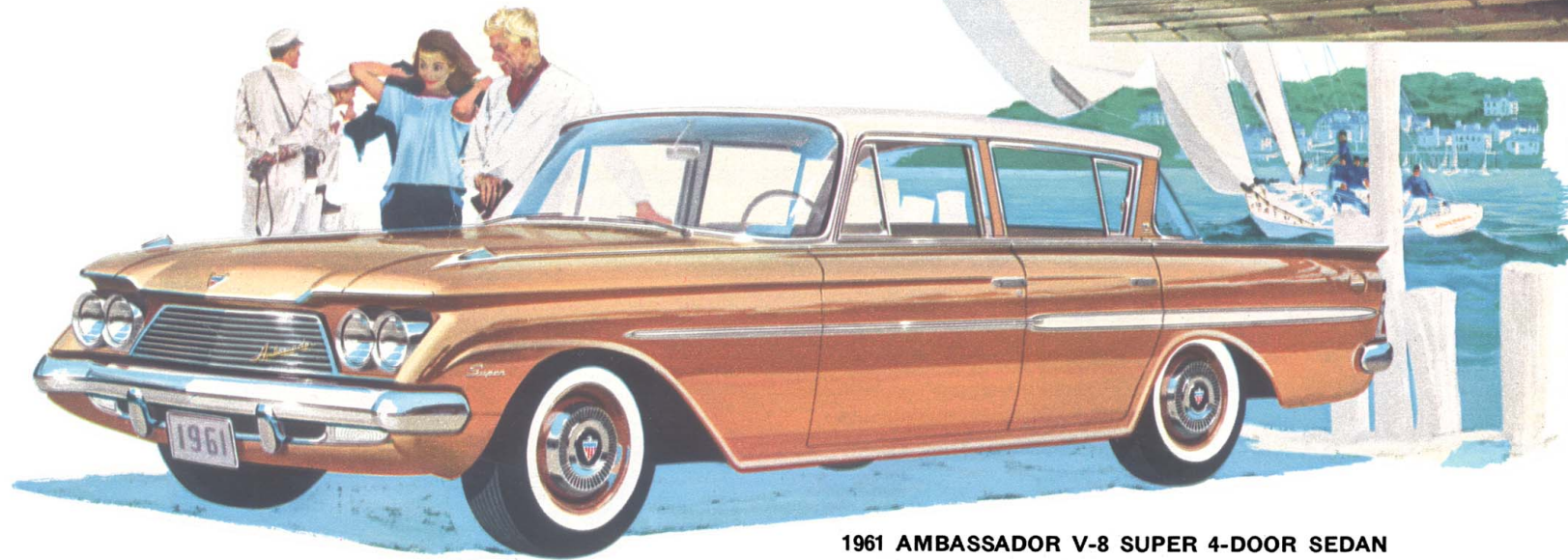
By Rambler

America's First Compact Luxury Car

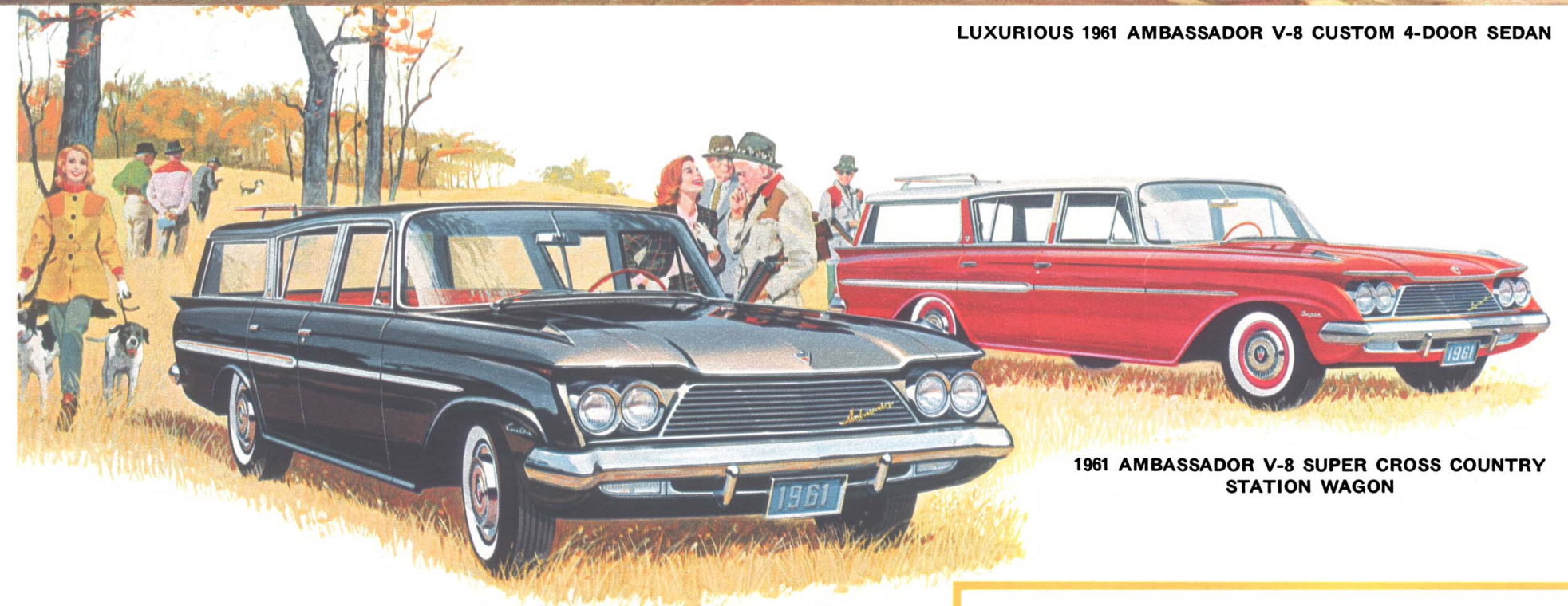
For 1961, the distinguished new Ambassador V-8 offers the one great luxury other fine cars deny you . . . the *modern* luxury of compactness. The Ambassador alone gives you the distinctive balance of the elegant and the agile . . . luxurious room for 6 six-footers combined with trim exterior and interior styling balanced with superb performance and outstanding V-8 economy from the thrifty 250 or 270 H.P. engine. Here is fine car craftsmanship balanced with a modest price tag. Choose from six compact luxury models. New Ceramic-Armored Long-Life muffler and tail-pipe . . . New Cushioned Acoustical molded fiber-glass ceilings that hush road noises are standard equipment.



LUXURIOUS 1961 AMBASSADOR V-8 CUSTOM 4-DOOR SEDAN



1961 AMBASSADOR V-8 SUPER 4-DOOR SEDAN



1961 AMBASSADOR V-8 SUPER CROSS COUNTRY STATION WAGON



Ambassador presents a scintillating array of new upholstery and trim combinations that reflect the ultimate in high fashion. Choose from new miracle fabrics and breathable vinyls, all in color combinations that harmonize beautifully with the exterior body colors.

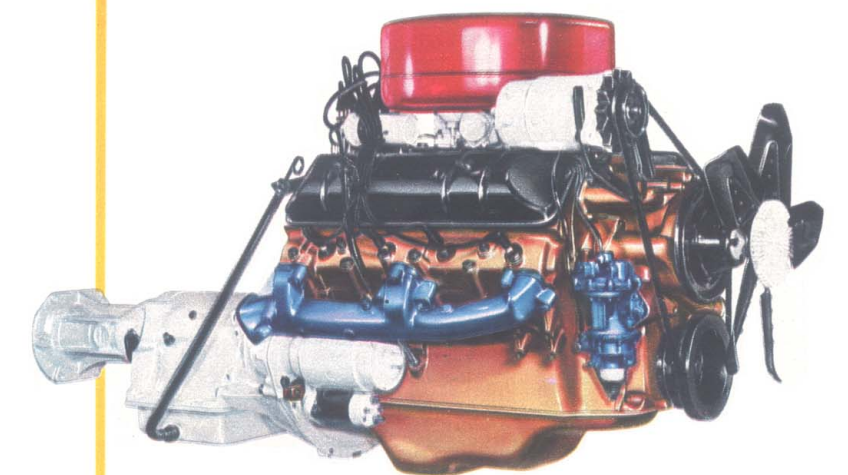


Roll-down rear window disappears into the full-lowering tail-gate on 2-seat models. Side-opening door is standard on 3-seat, optional on 2-seat models. Roof-Top Travel Rack gives additional cargo room.

1961 AMBASSADOR V-8, 3-SEAT, 5-DOOR CROSS COUNTRY STATION WAGON, CUSTOM or SUPER MODELS



1961 AMBASSADOR V-8 CUSTOM CROSS COUNTRY STATION WAGON



AMBASSADOR 250 H.P. V-8 ENGINE
Perfect Balance of Performance and Economy

This superb powerplant offers the latest and most advanced short-stroke design. The thrifty 2-barrel carburetor and 8.7:1 compression ratio give outstanding over-all economy with regular grade fuel. Balanced with this economy is superlative performance made possible by one of the truly outstanding power-to-weight ratios in the entire automotive industry. Optional 4-barrel carburetor, 9.7:1 compression ratio and dual exhausts give 270 H.P. on premium fuel.



1961 RAMBLER AMERICAN CUSTOM 4-DOOR SEDAN

All-New 1961
RAMBLER AMERICAN
America's Leading Economy
Compact

Meet the new American Beauty! Good for years to come, the functional new styling of the American is advanced in concept—clean, smart, contemporary. This advanced styling concept is evident in every one of the thirteen 1961 Rambler American models, including the newest, smartest, freshest convertible on the road, illustrated below. Rambler American offers room for a family of six . . . 50 per cent more luggage space . . . high, wide doors for easy entry and exit. Drive the recognized economy leader—lowest price, lowest upkeep, most miles per gallon.



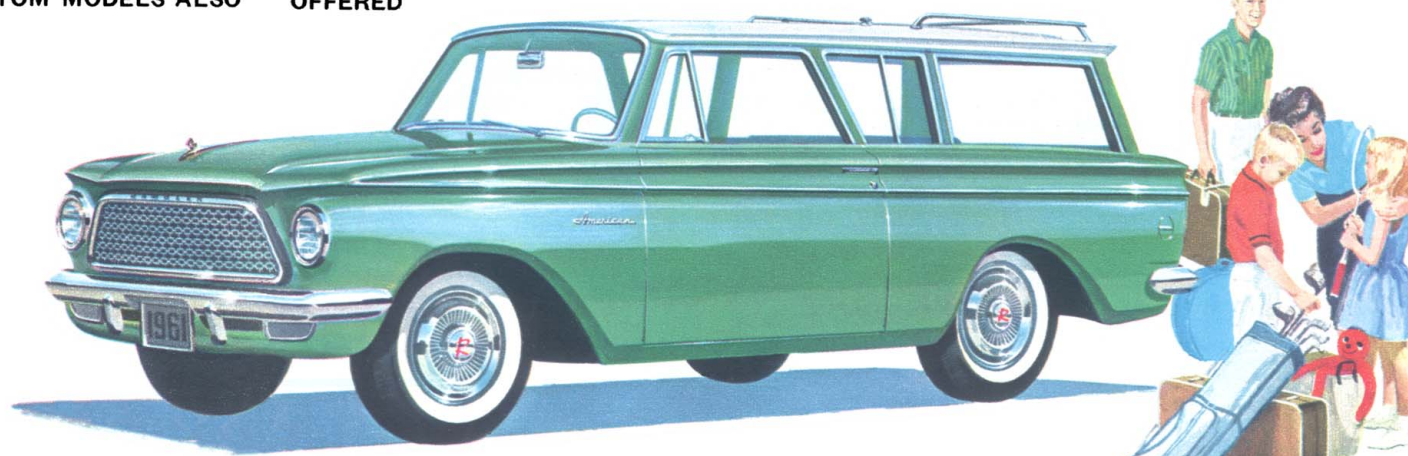
1961 RAMBLER AMERICAN CUSTOM CONVERTIBLE



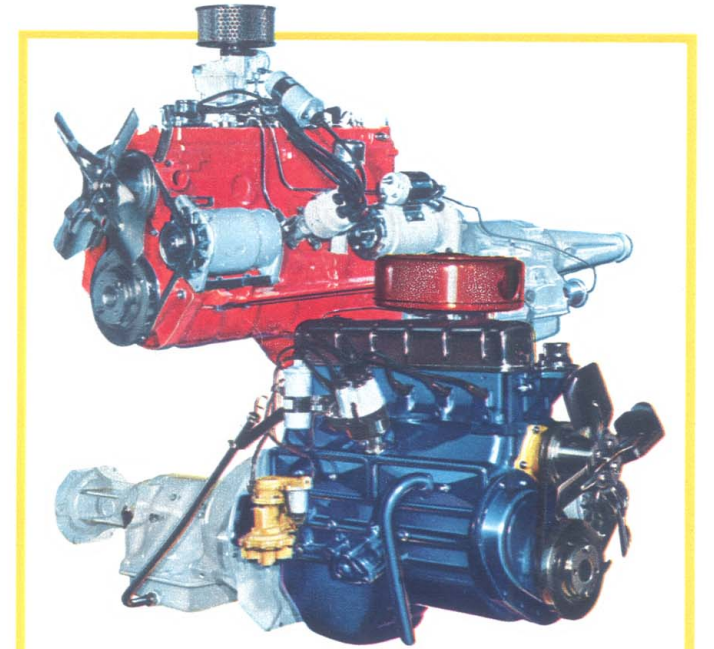
1961 RAMBLER AMERICAN SUPER 4-DOOR SEDAN
 DELUXE MODEL ALSO OFFERED



1961 RAMBLER AMERICAN DELUXE 2-DOOR SEDAN
 SUPER AND CUSTOM MODELS ALSO OFFERED



1961 RAMBLER AMERICAN CUSTOM 2-DOOR STATION WAGON
 SUPER MODEL ALSO OFFERED



CHOOSE FROM TWO RECORD-BREAKING ECONOMY ENGINES FOR YOUR 1961 RAMBLER AMERICAN

90 H.P. L-HEAD SUPER FLYING SCOT. Standard on Deluxe and Super models. Offers lots of go and economy, too, and uses regular grade gasoline for extra savings.

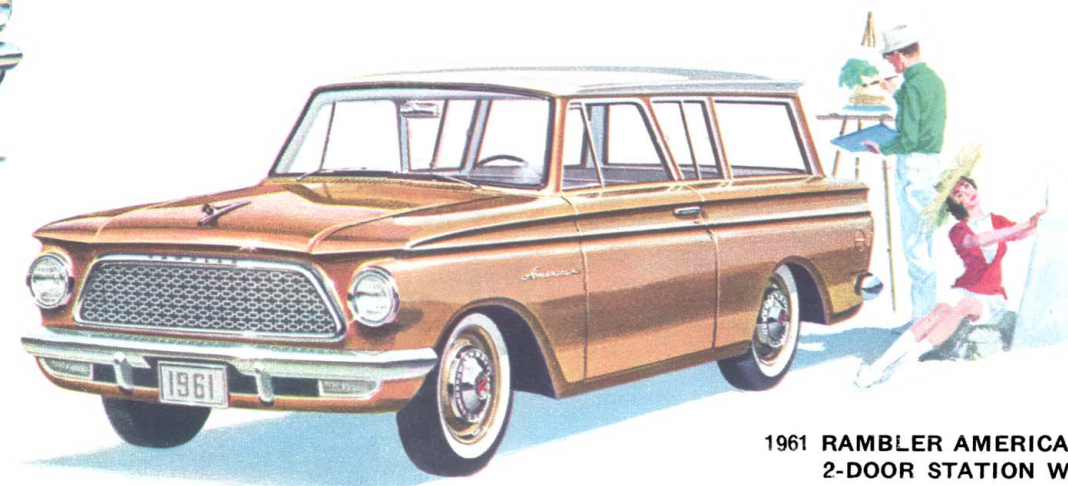
125 H.P. OVERHEAD VALVE CUSTOM FLYING SCOT is standard on Custom models . . . optional on Super and Deluxe models. Won Compact Car Class and gave most miles per gallon of all cars in 1960 Mobilgas Economy Run. Gives superb performance on regular grade fuel.



Practical as they are smart, the rich interiors of the 1961 Rambler Americans offer a wide selection of newly-styled upholstery weaves and patterns with complementary vinyls. Door-to-door carpeting on custom models.

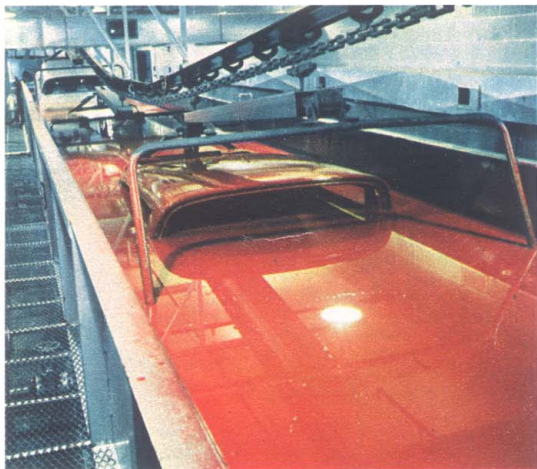


1961 RAMBLER AMERICAN SUPER 4-DOOR STATION WAGON
 DELUXE AND CUSTOM MODELS ALSO OFFERED



1961 RAMBLER AMERICAN DELUXE 2-DOOR STATION WAGON

EXTRA QUALITY PIONEERED BY AMERICAN MOTORS



American Motors pioneered Single-Unit construction more than two decades ago. Sturdy box girders completely surround passengers above, below and to the sides . . . even extend forward of the engine compartment to protect against front-end impact. Single-Unit construction is stronger, safer, more durable, lastingly free of body-bolt squeaks and rattles.

All Rambler bodies are submerged in a rustproofing paint primer bath for lasting protection against rust and corrosion. Deep-Dip rustproofing, pioneered by American Motors—protects even the hidden spots. Super baked enamel insures lasting beauty.

MORE RAMBLER "FIRSTS"

NEW CERAMIC-ARMORED LONG-LIFE MUFFLER AND TAIL-PIPES

A Rambler first that lets you forget muffler and tail-pipe replacement worries and expense for the entire life of the car while in the hands of the original owner. Every 1961 Rambler muffler and tail-pipe on all three Rambler series—

American, Classic and Ambassador—is coated and lined with a special ceramic material that protects against corrosion. A galvanized metal shield around the muffler gives added protection against stones and other objects thrown up from the road.

NEW CUSHIONED ACOUSTICAL MOLDED FIBER-GLASS CEILINGS

Another Rambler first! Now all 1961 Rambler Classic and Ambassador models have molded fiber-glass ceilings. Deadened road noises to a whisper . . . insulate against summer heat, winter cold . . . give more headroom . . . are

fireproof . . . and waterproof. As firm and tight-fitting as the skin of the car itself . . . never sag or droop. These are high-fashion ceilings, too. They come in a variety of colors and patterns to harmonize with the various upholstery trims.

1961 RAMBLER OPTIONS FOR YOUR ADDED PLEASURE AND CONVENIENCE

FLASH-O-MATIC TRANSMISSION—ultra-smooth, 3-speed automatic driving at its convenient best.

OVERDRIVE TRANSMISSION—automatic 4th gear saves gas with less engine wear and noise.

POWER STEERING—removes the last vestige of effort from driving America's easiest steering car.

POWER BRAKES—give sure, safe stops with tip-toe touch. Bonded linings are a standard feature for longer service.

SELF-ADJUSTING BRAKES—minimize adjustment problems and improve operating efficiency.

INDIVIDUALLY ADJUSTABLE FRONT SEATS—enable driver and front-seat passenger to enjoy just the right amount of legroom for perfect comfort. Available on all 1961 Rambler series.

AIRLINER RECLINING SEATS that convert into Twin Travel Beds are available on all 1961 Rambler American, Classic and Ambassador sedan and station wagon models.

WEATHER EYE HEATING AND VENTILATING—ALL-SEASON AIR CONDITIONING—Even finer for '61. Factory-installed option on all 1961 Rambler series.

LOCK-O-MATIC VACUUM-POWERED DOOR LOCKS—a new automatic safety feature for all 4-doors. (Ambassador and Classic)

TWIN-GRIP DIFFERENTIAL—gives positive traction on ice, snow, mud or when wheel slips onto a soft shoulder.

PADDED INSTRUMENT PANEL AND VISORS—give added protection for driver and front-seat passengers in case of sudden stops. Standard on Custom Ambassador.

TRANSISTOR-POWERED RADIO—brings in stations with fidelity and clarity. Push-button controls . . . plus, Power-Lift Windows . . . Solex Glass . . . and other optional features.