

CONSUMER  
PROGRESS SHARING  
REPORT FROM  
RAMBLER



1962 Rambler American "400" Four-Door Station Wagon. Superb appointments, 125 HP Overhead Valve Six.

## ***Fun-packed...Value-packed...Compact!*** **No wonder Rambler's success keeps soaring**

**T**WO YEARS ago, there were just three compact entries from the biggest companies—economy compacts like the Rambler American. Now there are 10, including the two latest in Rambler Classic size. But Rambler sales have increased 400% in four years. Why?

### **People want value**

And they see that Rambler is an obviously better value.

Beneath the fresh functional styling, Rambler for '62 gives you

many, many major improvements. Yet all Rambler models are priced lower than last year.

Double-Safety Brakes, two hydraulic systems. Self-adjusting, too.

New cornering, ride and steering control with new Road Command Suspension on Classic and Ambassador V-8, 33,000-miles between chassis lubrications. 2-year battery. World's best rustproofing.

Adjust knee height, leg room and seat-back angle with exclusive new optional Lounge-Tilt Seat.

On Rambler American you can have a new E-Stick Transmission—no-clutch-pedal driving at about  $\frac{1}{3}$  the usual cost—plus stick-shift economy.

See how Rambler shares progress with consumers to give you an obviously better value in product and price.

 **RAMBLER**  
World Standard of  
Compact Car Excellence