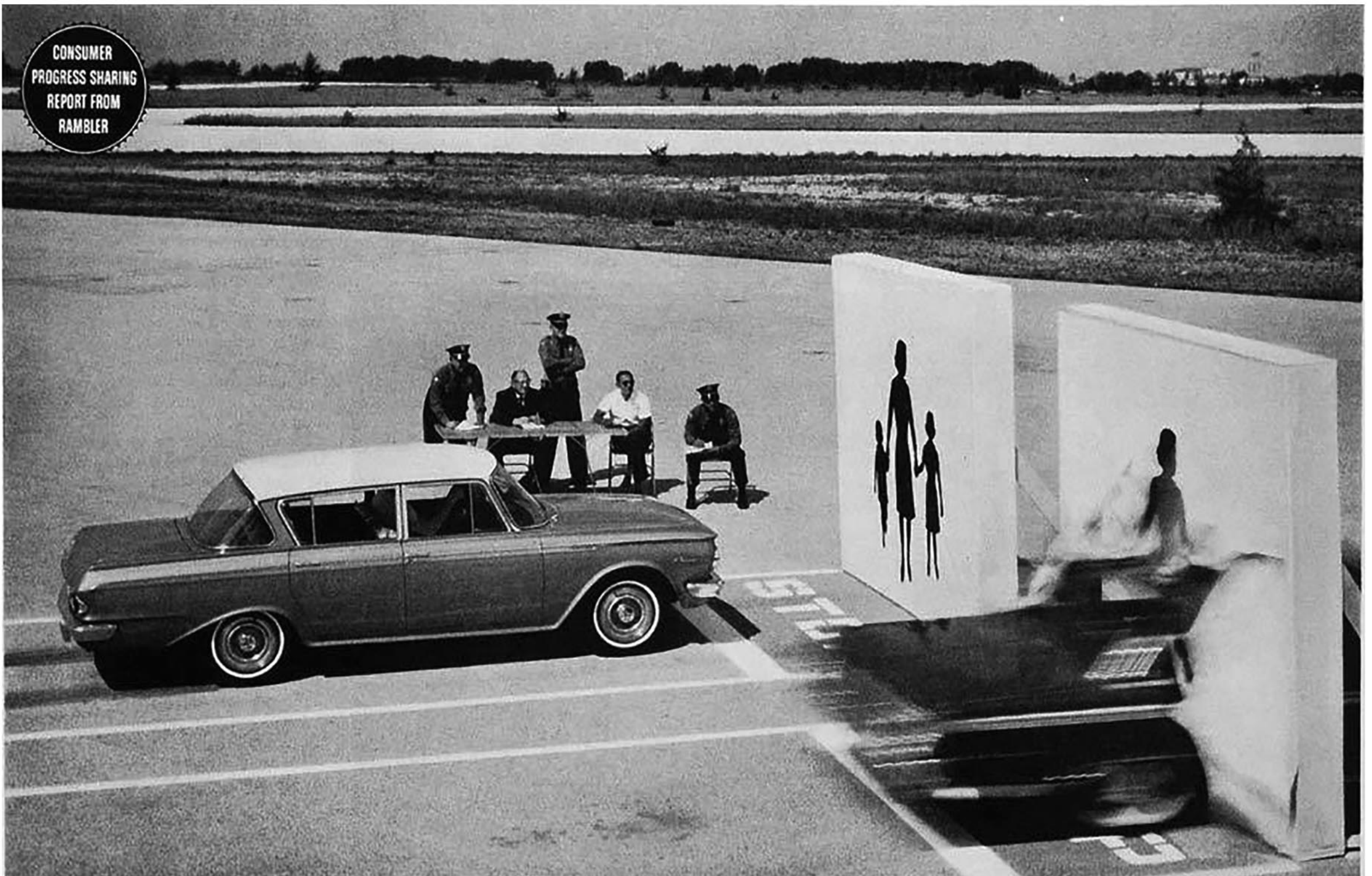
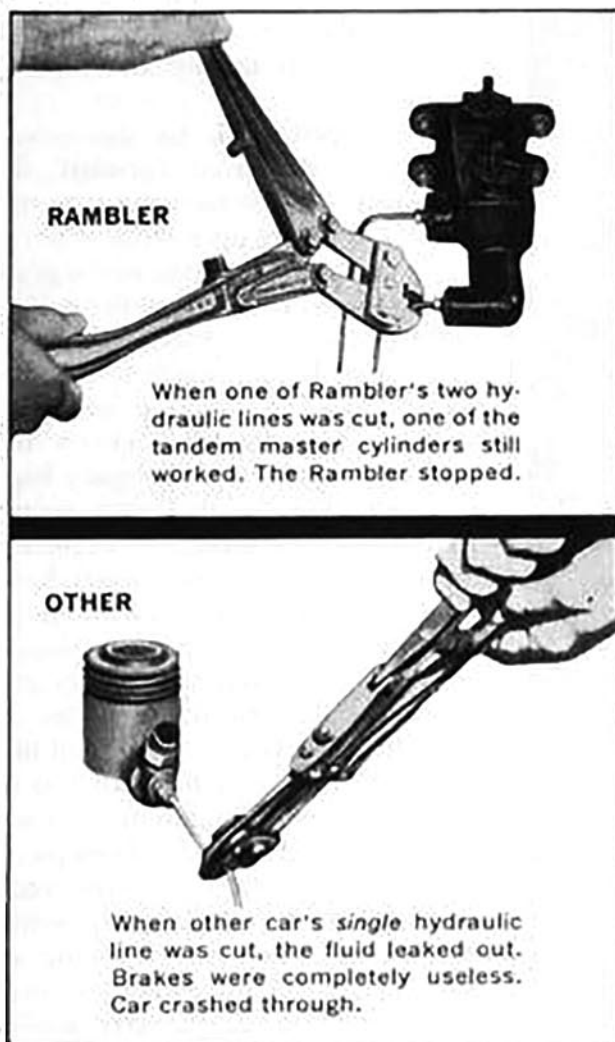


CONSUMER
PROGRESS SHARING
REPORT FROM
RAMBLER



Why wait for the law to make these new brakes a "must"?



Why did the Rambler stop when the other car couldn't? This test, supervised by the Metropolitan Public Safety Dept., Dade County, Miami, Florida, shows the dramatic difference between Rambler's Double-Safety Brakes and other brakes, in case of damage.

First, paper barriers were set up a few feet beyond stop signs. Then, mechanics simulated brake damage by cutting a hydraulic line in each of two standard production-line cars—a 1962 Rambler and a 1962 competitor's car. Both cars then drove side-by-side toward the barriers. On signal, both drivers slammed on their brakes.

Result: the Rambler stopped; the competitive car crashed through the barrier.

If one is damaged, the other works

You see, Rambler's new Double-Safety Brake System has tandem master cylinders, with one hydraulic system for front brakes, and one for rear brakes. They work together . . . but if one becomes damaged, the other still operates!

What these new brakes are worth in an emergency cannot be measured in dollars. Yet, they're *standard equipment* on all 1962 Ramblers. Someday all cars may be so equipped. Right now, *no* other U.S. car except Cadillac has them at all.

An obviously better value

Double-Safety Brakes—which are *self-adjusting*—are among the 102 improvements that make Rambler for '62 an obviously better value in product and price. Such benefits are made possible because Rambler avoids the useless kind of annual styling changes and concentrates on basic improvements. This has earned Rambler the best record of owner loyalty in the business.

Highest owner loyalty

As auto expert Tom McCahill of *Mechanix Illustrated* puts it, "I've never met a Rambler owner who wasn't satisfied—a statement I can't make about any other car."

The word gets around. In the months since the 1962 Ramblers were introduced, sales have been the highest in history for any similar period!

Easy way to compare

The X-Ray Books available at your Rambler dealer's will show that, with Rambler, you get quality in every detail, not just where it shows; that the 1962 Rambler gives you an estimated value bonus of up to \$434 over other comparable cars.

Pick up your free X-Ray car-comparison books, and take the Rambler Discovery Drive.

RAMBLER

Am American Motors Means More for Americans