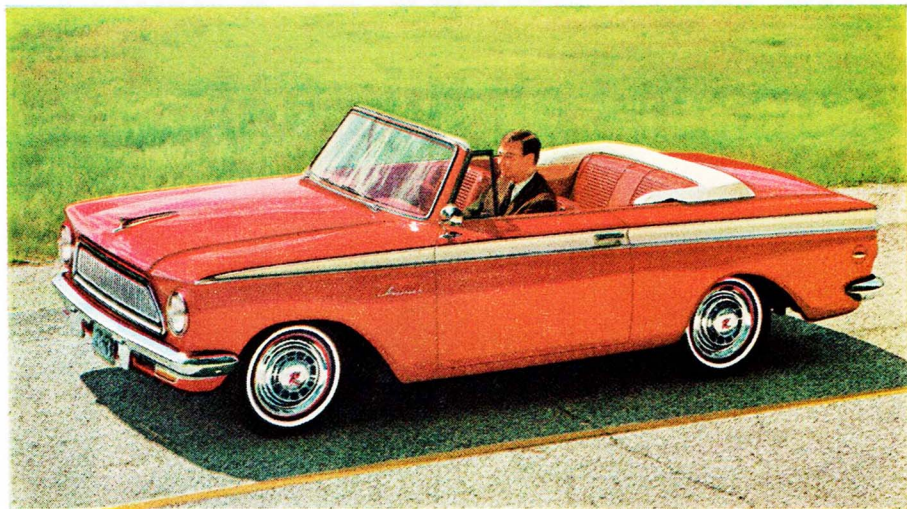
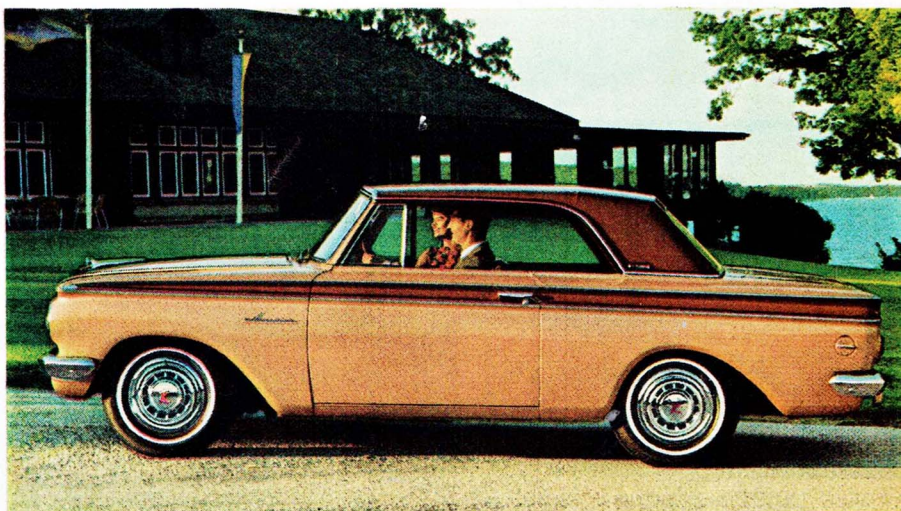


## CLASSY NEW CONVERTIBLES



Rambler American 440 convertible—America's lowest priced convertible with power top.

## HOT NEW HARDTOPS



Rambler American 440-H hardtop with bucket seats, console, 138 hp, two-tone standard.

## WONDERFUL NEW WAGONS



Rambler Classic 770 Cross Country wagon—hidden storage compartment in cargo floor.

**WHAT ELSE IS NEW  
WITH RAMBLER?**

◀ **LIFT THE FLAP AND SEE!**



1963 Rambler Ambassador V-8 990 sedan—looks longer, actually isn't. 250 hp

**Treat yourself to  
—the New S**

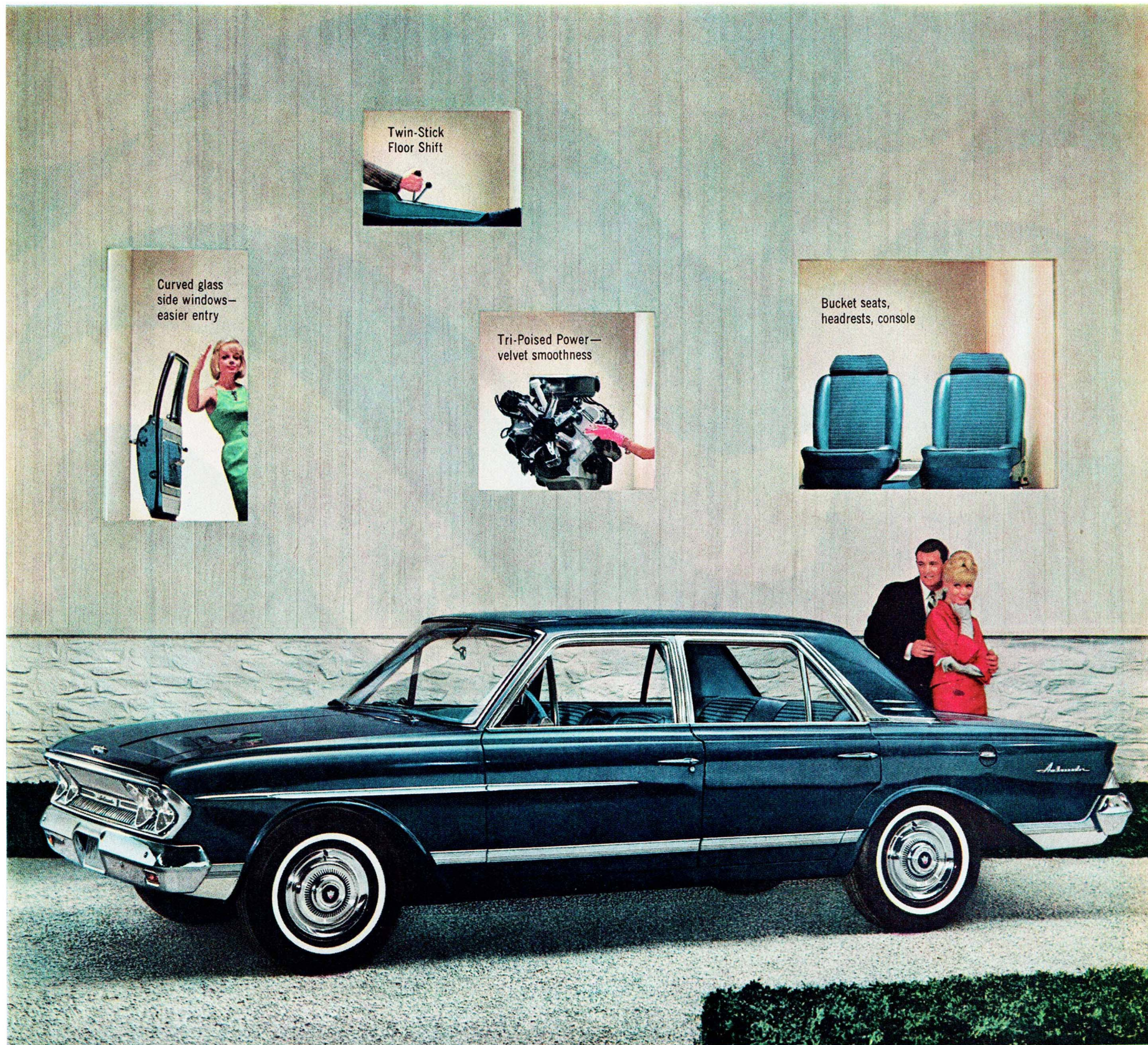
Try a sleek, new 1963 Rambler Ambassador V-8. You'll find it pure luxury, alive with a robust 250 horsepower, and rich in features.

Behind this top-of-the-line Rambler is a years-ahead breakthrough in car building—all-new Advanced Unit Construction. It permits amazingly increased strength and

solidity. A low perfect in dc sealing. A new h into the roof f A car that's al full room inside New freedom :

ALL NEW · ALL E

**RAMI**



1963 Rambler Ambassador V-8 990 sedan — looks longer, actually isn't. 250 hp (270 optional).

Floor shift, bucket seats with console, headrests optional.

## Treat yourself to the luxury of Rambler —the New Shape of Quality

Try a sleek, new 1963 Rambler Ambassador V-8. You'll find it pure luxury, alive with a robust 250 horsepower, and rich in features.

Behind this top-of-the-line Rambler is a years-ahead breakthrough in car building—all-new Advanced Unit Construction. It permits amazingly increased strength and

solidity. A lower center of gravity. A new perfection in door fit, rustproofing, weather sealing. A new hushed quiet. Doors that curve into the roof for astonishingly easy entry. A car that's almost 3 inches *lower*, yet has full room inside for six 6-footers.

New freedom from service needs, too, in the

most trouble-free Rambler ever built. Plus a new kind of power transfer—Tri-Poised Power—that brings you a wonderful new "magic-carpet" smoothness at *all* speeds. All this in the most luxuriously beautiful Rambler ever built. See it now—at your Rambler dealer's.

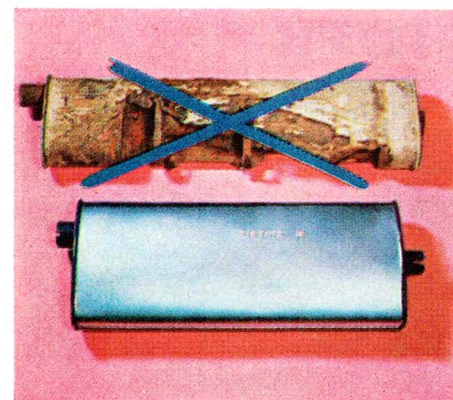
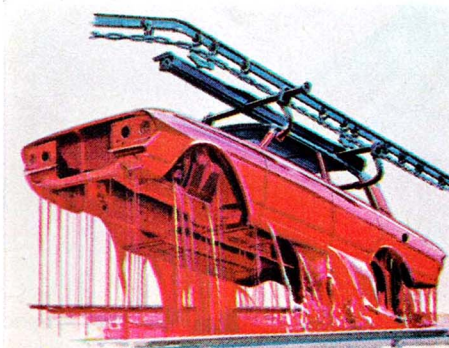
*American Motors—Dedicated to Excellence*

ALL NEW · ALL BEAUTIFUL · ALL RAMBLER

**RAMBLER** '63

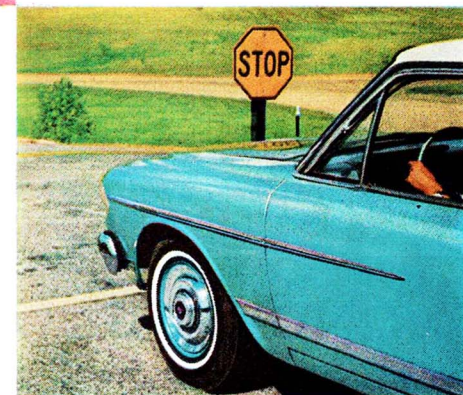
## The New Shape of Quality means all this, too...

**Deep-Dip rustproofing**, clear to the roof, protects even hidden nooks and crannies. Plus more rust-fighting galvanized steel, and aluminum window frames.



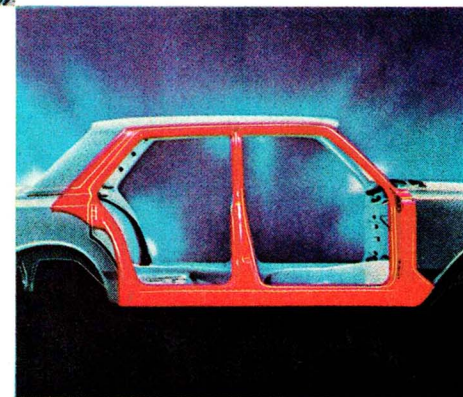
**Ceramic-Armored muffler** and tailpipe resist rust; guaranteed as long as you own your new Rambler. You'll never spend a cent for muffler replacement.\*

**Double-Safety Brake System**, with tandem master cylinder, provides separate braking for front and rear. Self-adjusting brakes are also standard.



**Easier-than-ever parking**, with shorter turning diameter, improved steering in Classic, Ambassador—yet full room inside for six big 6-footers.

**Advanced Unit Construction** with massive, one-piece uni-side members replacing scores of small parts pieced together—Classic, Ambassador models.



\* WE PAY THE COST IF THE MUFFLER RUSTS OUT. Exclusive Ceramic-Armored muffler and tailpipe (plus exhaust pipe on Classic and Ambassador) will be replaced, free, by a Rambler dealer in case of rust-out—for as long as the original buyer owns his Rambler (collision damage excepted).