



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

Floor shift, bucket seats, console, headrests optional.

Treat yourself to the luxury of Rambler - Motor Trend "Car of the Year"

Try a sleek, new '63 Rambler—you'll discover why Rambler won the "Car Of The Year" Award by *Motor Trend Magazine*.

For example, treat yourself to a Rambler Ambassador V-8. It's pure luxury, rich in features and alive with a robust 250 horsepower.

Behind this top-line Rambler is a years-ahead breakthrough in car

building—all-new Advanced Unit Construction. It permits vastly increased strength and solidity. A lower center of gravity. A new perfection in door fit, rustproofing, weather sealing. Doors that curve into the roof for astonishingly easy entry. A car almost 3 inches *lower*, yet with room for six 6-footers.

New freedom from service, too,

in the most trouble-free Rambler ever built. Plus a new kind of power transfer—Tri-Poised Power—that brings you a wonderful, "magic carpet" smoothness at all speeds. All this in the most luxuriously beautiful Rambler ever built. See Rambler—1963 Car Of The Year—at your dealer now!

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