

# Read why we spent 80 million dollars and 5 years building a car that will sell for just \$1495 equipped!

Some time ago we took a long hard look at the calibre of economy cars. Our own field was sport cars... high performance, race winning Sunbeams. Couldn't we build an economy car with sport car performance and 100,000 mile durability as well? Yes!

That was the start of a revolutionary economy car... THE IMP.

80 million dollars, 5 years, and 21½ million miles of endurance testing went into it. The end-result: a car so ahead of its time that it became the most publicized...

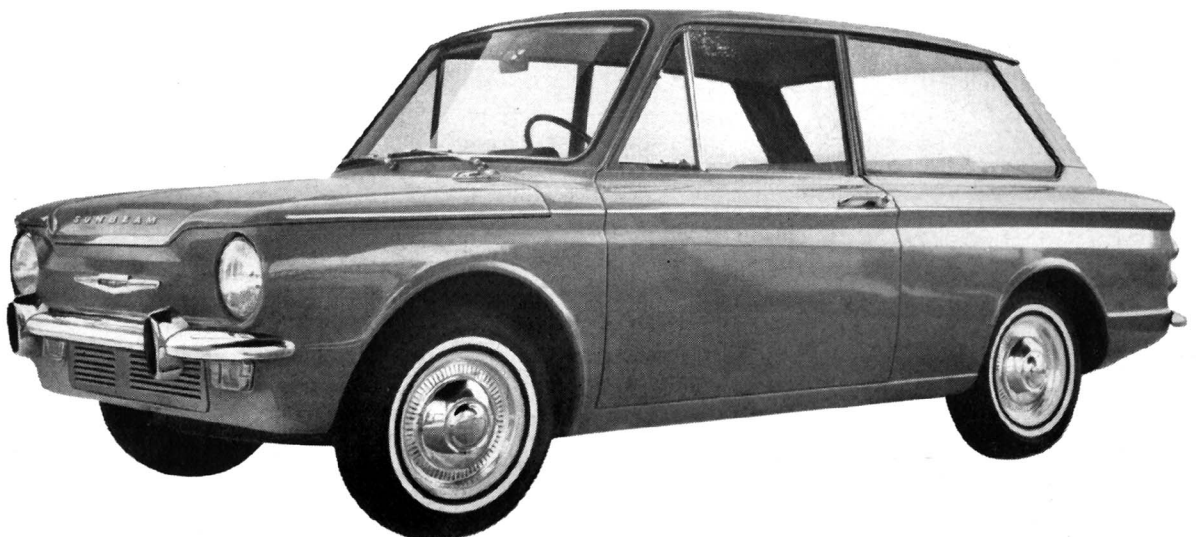
the most sought after economy car in today's European market.

The incredible new Sunbeam Sportsedan is unlike any car you've ever driven. It beats its competition to the punch with an overhead camshaft engine (unique in its field). Cruises at over 70 m.p.h. Its "aerodynamic" design is low and handsome. Incredible economy (up to 40 miles per gal.) and no greasing points. (Service every 5000 miles only.)

Specifications: Racing-type aluminum rear engine; independent

4-wheel suspension for racing-car control; unitary steel construction. And 16 exclusive features including a tilt-up rear window and fold-down rear seat, Zip—it's a perfect station wagon!

Drive it. This Imp is a solid fun car. "The best car Rootes ever made... a mechanical miracle..." says the 1963 November issue of CAR & DRIVER. The price, complete with heater and defroster, just \$1495.\* Ask your Sunbeam dealer about our money-saving overseas delivery plan.



**THE SUNBEAM SPORTSEDAN FROM THE RACING FAMILY OF SUNBEAM ALPINES BY ROOTES**

\*East POE. For information write to Rootes Motors, 505 Park Ave., New York, N.Y. or 9830 West Pico Boulevard, Los Angeles, Calif.