



Now, from American Motors, the car that wasn't there.

Over 1,000,000 buyers a year have not been able to get the car they wanted. Now, our new management team and our 2,500 dealers have done something about it.



Recently, I told thirty million television viewers that American Motors was going to make news. This is our first announcement, and it may well be the most important to come out of Detroit this year.

A major gap has developed in today's automobile market—a gap that no American-made car is filling today.

No automobile built for American drivers and American driving carries a list price under \$2,000.

The lowest-priced U.S. cars—the compact cars—have the roominess, performance, and safety U.S. buyers want, but they've escalated in cost.

Over four million people have had to turn to little foreign imports even though these are really less cars than Americans should have.

We estimate over a million buyers a year are forced to settle for an automobile that's above their means or below their needs.

What this country needs is a car for the American motorist—at a list price competitive to the imports. This is the car that isn't there.

This new pricing policy for Rambler American completes the repositioning of American Motors cars that began with the introduction of the full-size 1967 Ambassador and the intermediate-size Rebel. It in no way affects the price structure of our Ambassador and Rebel lines.

It isn't there because U.S. manufacturers apply the same logic to building low-priced cars as high-priced cars. They make changes each year that cost money for retooling, model-making, experimenting, and pilot production. Money that must be reflected in increased list prices.

The imports don't do this. They avoid all non-essential changes—and keep their prices down. Ironically, this approach to manufacturing was born in the United States. As of today, we're bringing it back to the United States.



As of today, we are limiting future changes in our Rambler American line to essential changes that will further enhance the safety and reliability of these cars. This will save us millions of dollars—and we and our dealers are passing the savings along to you now. This means, for example, that the Rambler American 220 two-door sedan pictured here that yesterday listed at \$2,073, now lists at \$1,839.¹ It means your American Motors/Rambler Dealer has put new price stickers on all nine Rambler American models.

We're not modifying or stripping down the cars. We're simply doing away with nonessential change so that U.S.-built low-priced cars can truly be low-priced.

Think of what you're getting. The Rambler American has already demonstrated its superiority over domestic compacts, winning its class in the 1967 Union/Pure Oil Performance Trials and in every Mobil Economy Run in which it has been entered.

Think again. Now—at a price competitive to imported cars—you can have the kind of performance needed on American highways, the kind of safety the American driver requires, the kind of dependability you can get only from a coast-to-coast network of dealers, the kind of comfort and room you have come to expect from an American automobile.

For years, Rambler American has been the best value in an American automobile.

Today, priced competitive to imported cars—it is the best automobile value in the world.

We promised you exciting news from American Motors.

This is only the beginning.

Roy D. Chapin, Jr.

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Chairman of the Board, American Motors Corporation

Here's the proof that dollar for dollar Rambler American is now the best automobile value in the world.

MAKE	PRICE (Manufacturer's Suggested Retail Price)	CURB WEIGHT (lb. curb wt.)	OVERALL LENGTH (in. incl. hood)	OVERALL WIDTH (in. incl. mirrors)	WHEELBASE (in. incl. fenders)	PASSENGER CAPACITY	USABLE TRUNK CAPACITY (cu. ft.)	STANDARD HORSEPOWER & NO. OF CYLINDERS	AUTOMATIC TRANSMISSION AVAILABLE	TURNING CIRCLE (ft. curb-to-curb)	NO. OF MODELS AVAILABLE	WARRANTY
BUICK 1000 2-dr. sedan	\$1639 ¹	1609	149.5	58.5	87.3	4	5.1	52 hp./4 cyl.	No	28.9	4	5/50,000 & 2/24,000
VOLVO 460 GLEAM 2-dr. sedan	\$1639 ¹	1764	160.6	60.6	94.5	4	5.0	53 hp./4 cyl.	No	36.0	6	3 years/50,000 mi. & 6,000 miles
OPEL Kadett 2-dr. sedan	\$1695 ¹	1614	163.6	61.9	93.1	4	11.6	54 hp./4 cyl.	No	34.8	4	2/24,000
FORD CORTESE Model C 2-dr. sedan	\$1815 ¹	1923	168.0	64.9	98.0	5	12.0	65 hp./4 cyl.	Yes	30.0	5	2/24,000
RAMBLER AMERICAN 220 2-dr. sedan	\$1839¹	2669	181.0	70.8	106.0	6	12.0	128 hp./6 cyl.	Yes	36.0	9	5/50,000 & 2/24,000
VALIANT 100 2-dr. sedan	\$2117 ¹	2780	188.4	71.1	108.0	6	12.4	115 hp./6 cyl.	Yes	37.8	4	5/50,000 & 2/24,000
FALCON Standard 2-dr. sedan	\$2118 ¹	2638	184.3	73.2	111.0	6	12.3	105 hp./6 cyl.	Yes	39.8	7	5/50,000 & 2/24,000
CORVAIR 100 2-dr. sedan	\$2128 ¹	2525	183.3	69.7	108.0	5	7.0	95 hp./6 cyl.	Yes	37.0	5	5/50,000 & 2/24,000
CHEVY II 100 2-dr. sedan	\$2152 ¹	2765	183.0	71.3	110.0	6	13.0	120 hp./6 cyl.	Yes	38.4	7	5/50,000 & 2/24,000

¹ Part of Entry, East Coast Ocean freight, import duty and U.S. excise tax included. State or local taxes if any, optional equipment extra. ² Manufacturer's suggested retail price for model named. Federal taxes included. State or local taxes if any, destination charges, optional equipment extra.

³ 5 years or 50,000 miles on engine, drive train, suspension and steering—2 years or 24,000 miles on all other parts. American Motors Corporation warrants engine block, head and internal parts, water pump, intake manifold, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle housing and internal parts, front and rear suspension (except shock absorbers and attaching parts), steering pump, steering gear assembly, steering linkage, wheel bearings and road wheels of its 1967 cars to be free from defects in material or workmanship for 3 years or 50,000 miles. Owner must, every 4,000 miles or 6 months, change engine oil and install new oil filter; every 4,000 miles, clean oil filler cap (filter type), clean carburetor air cleaner element, inspect and correct fluid levels, drive belts and exhaust manifold heat valve; every 12,000 miles, service positive crankcase ventilation and exhaust emission control systems; every 24,000 miles, tune automatic transmission, replace carburetor air cleaner element; every 2 years, replace engine coolant; every 32,000 miles or 3 years, inspect and lubricate chassis; and every 6 months, furnish evidence of this service to an authorized American Motors Dealer and have him certify its receipt and car's mileage. Further, entire car is so warranted for 2 years or 24,000 miles, except tires (warranted by tire manufacturer). Any part so defective, will be repaired or replaced in accordance with applicable portion of the Warranty, without charge at an authorized American Motors Dealership. Owner responsible for deterioration, misuse, normal maintenance, replacement of service items and normal deterioration of soft trim and appearance items. ⁴ Whichever comes first.



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