

RAMBLER AMERICAN FROM THE 1967 AMERICAN MOTORS



AMERICAN ROGUE



Now—Typhoon V-8 thunder comes to America's low-price economy champ.

Now, a compact that's with it. Rambler American.

Loaded with no less than five surprising engines: two 290-cube Typhoon V-8's (at 200 and 225 hp); three big Sixes, the smallest of which is the industry's most successful switch-hitter. In 1966, our standard 199-cubic-inch Six took an acceleration win in the Pure Oil Performance Trials and best mileage in the Mobil Economy Run.

Rambler American. Geared to five transmission choices that include a console-shift automatic and four-on-the-floor. Made safer by a new energy-absorbing steering column

and larger standard brakes.

Rambler American. Still America's low-price economy champ. Now America's only complete line of compacts. Nine models, including 2- and 4-door sedans, wagons, hardtops and the new Rogue convertible you see here.

Pick the convert and you get individually-adjustable reclining seats, with the option of new high-back buckets and contoured safety headrests.

Rambler American. The compact for today's driving, today's drivers.









Rogue swings like the young folk do.

It figures. Some compacts have more to swing with than others.

A case in point is the Rogue. Consider what happens when you order one with either of our Typhoon V-8's. Before it ever leaves the production line, we install specially-tuned springs and shocks all around. Add a front sway bar, bigger brakes, wider wheel rims and larger tires. And when you go for the Typhoon V-8 thunder, you can add 4-speed floor-shift lightning.

You can also swing with options like a 0-6000 rpm tachometer, that mounts at

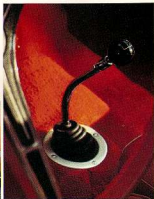
eye-level. Or a vinyl-covered roof. Even add the special Rogue two-tone shown here.

The hardtop comes with high-back contoured bucket seats standard. The buckets recline, and there's a center cushion and fold-down armrest between them. And both hardtop and convertible get new "mag-style" wheel discs and special rally trim.

Rambler American Rogue. Cars that can take you rapidly from nowhere to somewhere. Cars for today.



'67 RAMBLER AMERICAN





AMERICAN 440

An economy car that offers luxury-car comforts.

Austerity is out. Comfort is in.

And we have four 440's (2- and 4-door sedans, hardtop and wagon) that see very "in."

The seats you sit on are made of coil springs, front and rear. A better, more expensive way to make sofas—and car seats. Cadillac uses them, but only in their most expensive models. We use them in all models.

In every 440 you can get your choice of a full-cushion front seat with reclining backs, or split-cushion front seats that

adjust individually and recline. (Even the luxury cars don't have as wide a choice of reclining seats.)

And the luxuries continue. Underfoot, a new carpet. A luxurious, longer-wearing loop pile. There's a new safety-padded instrument panel that looks more sporty, reads more easily. A front ashtray that actually rolls out on ball bearings and breaks away for safety if struck when open. Twin ashtrays built into the rear armrests.

Rambler American 440. Comfort for today.



AMERICAN 220



Even paying for one is a pleasure.

We designed this Rambler to be enjoyed. Starting with the price tag.

The 220 2-door you see here is one of America's lowest-priced cars, based on manufacturers' suggested retail prices. (Paying for the 4-door or the wagon is also relatively painless.)

And the way it's built makes the pleasure last. The 220 is a driver's car. When your foot says move, it moves. Its 199-cu.-in. Turque Command Six is the most powerful standard Six in its class.

Yet that's the engine that had the best mileage in the 1966 Mobil Economy Run. Gas stations actually begin to look

friendly.

A combination of its trim size and coil/leaf spring suspension makes for beautiful handling. And that size, plus the shortest turning radius of any U.S.-built car, gives you parking spots that others pass right by.

It's even fun to wash. That Lustre-Gard acrylic enamel goes three coats deep. Goes on over a Deep-Dip rust-proofing process that gets into every nook and cranny right up to the roof. Makes it fun to wash longer.

A lot of reasons to enjoy a Rambler American. Today.



Our candidates for wagons that make sense.

Our slogan is "Buy an American wagon." Rambler American, 220 or 440.

Wagons that drive like passenger cars, not buses. Wagons that look like passenger cars. Not buses. Yet they haul about anything a wagon should haul.

To document our case, let's start at the back and work our way forward. The tailgate opening of an American wagon is 50.7 inches wide. That's over four feet. And the cargo length to the front seat, with the tailgate down, is over eight feet. With the tailgate closed, you can haul over 75 cubic feet of placards (or lumber). And with the roof-top travel rack

(standard on 440's) your carrying capacity is limited only by your ingenuity.

In the passenger department, an American wagon has seats for six—with enough room left over for a couple of crawlers in the back.

And up front, in the engine department, sits the clincher. Our standard engine puts out more power (128 horses) than you can buy in one of those inverted bases. And you can go from there to your choice of two optional Sixes and two Typhoon V-8's including a 225-hp, 4-barrel carb job.

May we have your vote?



AMERICAN WAGONS







87 AMERICAN PERFORMANCE SELECTOR

	Engines				
	"190" Six (std.)	"211" Sixes (opt.)	"200" V-6's (opt.)		
Horsepower @ 5000 rpm	126 @ 4400	147 @ 4000	155 @ 4400	200 @ 4000	235 @ 4700
Torque @ 3000 rpm	182 @ 1800	215 @ 1800	222 @ 1800	281 @ 2800	300 @ 2500
Compression	11-Barrel	11-Barrel	28-Barrel	28-Barrel	4-Barrel
Comp. Ratio/Fuel	8.3:1/Regular	8.3:1/Regular	8.3:1/Regular	9.0:1/Regular	10.0:1/Premium
Displacement	190 cu. in.	211 cu. in.	232 cu. in.	200 cu. in.	200 cu. in.
Belt and Brake	3.75" x 3.80"	3.75" x 3.30"	3.25" x 3.50"	3.25" x 3.25"	3.75" x 3.25"
	Transmissions and Axle Ratios to Match				
Body Styles	"190" Six		"211" Sixes	"200" V-6's	
	Stainless and Hardtop, without air	Wagon, Convertible, and all with air	All Body Styles	All Body Styles	All Body Styles
5-Speed Manual, Columns	3.08:1 (3.33)*	3.08:1 (3.31)*	3.08:1 (3.33)*	3.15:1	3.15:1
Overdrive, Columns (opt.)	3.71:1 (3.66)*	3.71:1 (3.70)*	3.71:1 (3.68)*	—	—
Body-G-Matic, Columns (opt.)	2.75:1 (3.08)* and 2.31:1*	3.08:1 (2.70)* and 2.31:1*	3.08:1 (2.70)* and 2.31:1*	3.15:1 (2.87)*	—
4-Speed, Floor (opt.)	—	—	—	3.15:1 (2.54)*	3.15:1 (2.54)*
Body-Command, Convertible (opt.)	—	—	—	3.15:1 (2.87)*	—

*Optional at no extra cost.

AMERICAN ENGINES/CHASSIS

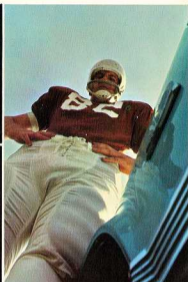
The formula for a compact on top of today.

Our engineers should take a bow.

Last year at this time, they had given Rambler American the most modern Sixes in the business.

This year, they've added two 200-cube Typhoon V-6's with design credentials that put them among the most advanced engines being built today.

Free-breathing manifolds. High-lift overhead valves. Extensive use of lightweight, high-strength alloys. In fact, they have the lightest "reciprocating mass" of any engines in the industry. (Pistons, rods et al take less power to move, leaving more power to move you.) Result? An



American packing the 200-hp Typhoon has one of the best power-to-weight ratios of any standard V-6 car in its class.

They've also made sure that automatic transmissions will operate more smoothly this year. Vacuum controls have replaced mechanical linkage. And an electrical downshift control gives faster response for safer passing.

They've even increased the standard brake lining area to 153.8 square inches on all Sixes (V-6's have 167.5). And to make our Double-Safety brake system still safer, they've added a warning light to monitor both lines.

But some of the most important ingredients are things our engineers haven't changed. Things like Single-Unit construction. We've always felt it was a better, safer way to build cars. A lot of people agree, including some people who build cars (Rolls-Royce, Mercedes and Jaguar, to drop a few names). Things like our combination coil-and leaf-spring suspension that gives a soft ride with good handling under all conditions. And things like a Ceramic-Armored exhaust system. The longest-lasting system in the business.

Quality built in, so the value stays in. A bit square, maybe. But not a bad formula, even today.

Choices for today's driving.

The long list of options you see here reflects the wide variety of interests, needs and desires of today's car buyer. And our interest in him.

Shift-Command automatic with 200-hp V-8 and bucket seats. Comes with a thumb-button operated stick shift that lets you shift through the gears or set it on automatic. Console-mounted, it has a lighted quadrant and provides a lockable compartment. Tachometer is mounted at eye-level, features a lighted face that registers from 0-6000 rpm's.

Your choice of an all-transistor manual or push-button radio. All-Season air conditioning lets you control the climate you drive in. Thermostat sets temperature winter and summer. Fresh air is humidified, dust and pollen filtered out. Solex glass for windows filters sun's rays. Blue

sunshade for windshield gives added protection.

Still more. Optional Six and V-8 engines from 145 hp to 225 hp. Four-speed synchromesh floor shift with V-8's. Column-mounted Flush-O-Matic transmission (except 225-hp V-8). Overdrive with Sixes. Twin-Grip differential.

Electric windshield wipers and washers (electric wipers are required option on V-8's). Power steering. Power brakes. Power-Lift tailgate window.

All-vinyl upholstery (std. on Rogue). Exterior Appearance Group (rocker panel moldings and wheel covers). Wheel discs (std. on Rogue). Wire wheel covers with spinners. Turbo-Cast wheel covers.

Light Group: trunk or cargo light, glove-box light, courtesy lights, parking brake warning light, and front door switches. Visibility Group: remote-control left outside mirror, vice vanity mirror, electric windshield washers and wipers.

Heavy-duty radiator. Heavy-duty cooling system (includes heavy-duty radiator, Power-Flex fan and fan shroud). Six-cylinder Handling Package: heavy-duty shocks and sway bar. V-8 Handling Package: heavy-duty springs and shocks, 5 $\frac{1}{2}$ " rim width wheels. Heavy-duty springs and shock absorbers (Six), or shocks only (V-8).

Bumper guards (rubber faced). Black or white vinyl-covered roof for hardtops. 17 two-tone paint combinations. Reclining seats for 220 and 440. Individually-adjustable reclining seats for 440 (std. on Rogue convertible). Reclining bucket seats with center armrest and cushion for Rogue convertible (std. on Rogue hardtop). Safety headrests.

Undercoating. Custom steering wheel for 220 (std. on 440 and Rogue). Sports steering wheel (440 and Rogue). Slim-band whitewalls. (Tires in "Technical" section.)

Exhaust emission control systems (required for California): "Air-Guard" for "199" Six and V-8's, "Engine-Mod" for "232" Sixes. Closed-type positive crankcase ventilation for "232" Sixes and V-8's (standard on "199"), also required for California.

40-amp electronic alternator (standard with air conditioning). 70-amp battery. Automatic transmission oil cooler for Sixes (standard on V-8's). Heavy-duty clutch with 3-speed manual transmission. Power disc brakes on V-8's. Front-seat shoulder belts (built-in plates are standard).



AMERICAN OPTIONS



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