



RAMBLER  
**REBEL. FROM THE 1967 AMERICAN MOTORS**



The soft-top edition of the Excitement Machines, our Rebel SST Convertible.



## THE '67 RAMBLER REBEL

Now—the first Excitement Machine in the intermediate class!

Rebel! Exciting new power. Totally new styling. Luxurious new roominess. All on a 114-inch wheelbase.

Cars so new they never existed before!

Rebel! With three ultra-performance Typhoon V-8's. Two at 343 cubic inches, another at 290 cubes. Plus two big Sixes at 232.

Rebel! With more room—*much* more room—in every model. Led by a convertible that *really* seats three in back. Hip room up almost 6 inches, shoulder room up more than 14 inches. Seat belts are standard front (retractable) and rear.

Rebel! With a Sports Sedan that carries a hardtop roof. Rebel! With wide-stance poise. And new rear suspension that glues down corners, untwists curves. Rebel! With important new safety features. Like an energy-absorbing steering column. Fully-recessed instrument panel. Even a warning light for the Double-Safety brake system.

Rebel! Cars designed for today's driving, today's drivers. Cars on top of today!





## REBEL SST



Where the excitement starts.



SST Convertible, SST Hardtop.

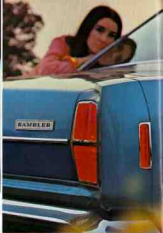
Both totally new from wheels to roof. Both offering the newest, most modern engines in the industry.

And the choices are as exciting as the machines. Three new Typhoon V-8's. The hot "290" at 200 horsepower. Or the hotter—yet 343-cubic-inchers (two- and four-barrel versions, up to 280 horsepower).

Keep choosing. Want our brand-new 4-speed transmission? (Console-mounted or on the floor.) Or one of two smooth-passing automatics? (On the steering column—or on the console like the one above.) How about our Custom Trim for the hardtop? Those bucket seats and door panels are done in Plaid. And we throw in two matching pillows.

In the standard department, you automatically get individually-adjustable reclining seats on the convertible, and new high-back reclining buckets on the hardtop. Plus styling touches like a body-length pinstripe, and new "venturi" grille.

Rambler Rebel SST. Style and performance in cars designed for right now.



Rambler Rebel 770, with a sedan you can dress in a vinyl-covered roof. (Your choice of black or white, just like our hardtops.) Score another point for the Excitement Machines.

Rebel 770, where things are happening in every model: 4-door sedan (shown here), hardtop and wagon. Things like beautifully styled interiors. Rich upholstery fabrics, now more than 30% nylon. Thick loop-pile carpeting, now made of polypropylene (long name, long life). Elegant appointments, now including pull-grip door releases.

Things like a choice of 15 exterior colors, 10 of them rich metallics. New rear-fender winkle lights (reflectors on wagons), that let other drivers see you from the side.

Options like the new sports steering wheel, with a wood-like rim. Or individually-adjustable reclining seats, next to our dark-eyed friend up there.

Rebel 770. More for today's driving, today's drivers.

**REBEL 770**



More of what's happening in intermediate-size cars.









Look across the way.

Our 550 2-Door Sedan sports a standard hardtop roof. So we call it a Sports Sedan. The style leader of our 550 line (Sports Sedan, 4-Door Sedan and Wagon). Cars on top of today—with features for today in every Rambler Rebel model.

Like the new "lane-changer" position for the turn signals. Release the lever after you've switched lanes, and it returns automatically. Front doors that open to two positions, stay till you close them. Vent windows that pivot open easily, push-button lock to prevent theft. A trunk that'll hold 18.2 cubic feet of luggage (or a field of fresh cut flowers).

Quality that's built in, so the value stays in. Deep-Dip rustproofing right up to the roof. Aluminum door-window frames on 4-door sedans and wagons, that won't rust. And a Ceramic-Armored exhaust system that fights rust longer than any other.

One confession. You don't get a rear ashtray on a 550. (After all, it is our least-expensive line.)

But we made the one up front twice as large, and it rolls on ball bearings.



**REBEL 550**

Would you believe a hardtop roof on our lowest-priced sedan?





## REBEL WAGONS



They hold a lot. Ask any young man who's tried one.

That roof-top travel rack you see is standard on both Rebel Cross Country Wagons—our 550, and the 770 shown here. So you're way ahead on load space even before you look inside.

Once you do, note the cargo floor. It's over a half-foot longer. Flat as can be, and stretches clear up to the front seats. (Made possible by a new fold-down mechanism that moves the second seat down and forward.) Results: 91 cubic feet of cargo space—18 cubic feet more.

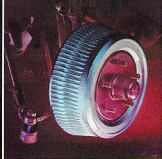
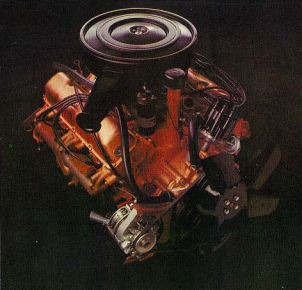
A larger hidden storage compartment (lockable on the 770) hides away more yo-yos and such. And there's more room for the kids in the third seat. (By the way, you can sit them on tough pop-and-candy-proof vinyl this year.)

The tires are larger, and even 3-seat models tote a spare.

For easy loading, we made the rear opening taller and wider. Select the rear-facing third seat on 770 models, and we close it with a side-hinged door (plus a power window, no extra cost.) With the 2-seat version, you get your choice—tailgate or door. Fair enough?

'67 Rebel Cross Country Wagons. Big Rambler wagons that can take about anything but loading around a driveway.

Wagons for today.



#### 67 Rebel Performance Selector

	Engines			
	"20" Six (Std.)	"232" Six (opt.)	"240" V-6 (opt.)	"240" V-6 (opt.)
Maximum HP (rpm)	185 @ 4300	215 @ 4800	201 @ 4500	215 @ 4600
Torque @ rpm	215 @ 3800	212 @ 1900	285 @ 2800	345 @ 2600
Compression	12:1	12:1	12:1	12:1
Carburetor	4-barrel	4-barrel	4-barrel	4-barrel
Cooling Fan	1-1/2" Triangular	1-1/2" Triangular	1-1/2" Triangular	1-1/2" Triangular
Displacement	232 cu. in.	232 cu. in.	240 cu. in.	240 cu. in.
Bore and Stroke	3.75" x 3.30"	3.75" x 3.30"	3.75" x 3.30"	4.00" x 3.30"
Transmissions and Axle Ratios in Match				
	"20" Six	"240" V-6	"240" V-6	
3-Speed Manual, Columns	3.15:1	3.15:1 (3.54)*	—	
4-Speed, Columns (opt.)	3.15:1	3.15:1	—	
4-Speed Manual, Columns (opt.)	3.15:1	3.15:1 (2.87)*	3.15:1 (2.87)*	
4-Speed Floor or Console (opt.)†	—	3.15:1 (3.54)*	3.15:1 (3.54)*	
5-Speed Console, Console (opt.)	—	3.15:1 (2.87)*	3.15:1 (2.87)*	

\*Optional at no extra cost.

†Optional, not available on 3-barrel "240" V-6.



**REBEL ENGINES/CHASSIS**

The anatomy of an Excitement Machine.



The big news: Our big new V-8's. The 200-hp Typhoon "290." And two Typhoon "343's" at 235 and 280 horsepower.

Added to our two Torque Command Sixes, they round out the newest, most advanced lineup of engines built in America.

Typhoon V-8's have the lightest "reciprocating mass" in the industry. Translation: A Typhoon's rods, pistons and the like weigh less than anybody's. So they take less horsepower to do their work. Result: Excitement Machine!

Every Rebel also features solid Single-Unit construction. (That swinging love seat at right is really a Uniside. Forms a strong, squeak-free frame for doors and rocker panels. Gives better fitting doors.)

For Rebel Six wagons, there's a new front sway bar and larger brakes with flanged drums. For all other Rebel Sixes, new cross-ribbed brake drums like the one shown above. They cool better, reduce brake fade. And, you can order power disc brakes with any Rebel V-8.

There's news in the transmission department, too. Closer gear ratios for the 4-speed give better low-end acceleration. And the automatic now kicks down electrically for smooth, responsive passing. (The automatic for the "343" V-8 even has a sensing device that detects altitude change. Shift quality stays the same regardless of atmospheric pressure.)

Then there's a sophisticated new rear-suspension system—a 4-link, trailing arm design. What does it do? Try a Rebel on a washboard road. Teamed with 4-wheel coil springs and a wider stance, it gives a well-controlled ride plus beautiful handling. Keeps road rumble from being passed on to the passengers.

We've barely scratched the surface. Across the board—bigger gas tanks. And many electrical system advancements, like the new starter motor with more cranking power for Torque Command Sixes.

There's just no stopping our engineers.

## REBEL MODELS/SPECIFICATIONS

### STANDARD EQUIPMENT



530 2-Door Sports Sedan

New standard safety features (full list, "Safety" section). Variable-speed windshield wipers with vacuum power-booster fuel pump. Improved Weather-Eye heater. Fresh-air ventilation. Two-position front door checks. "Lazo-changer" turn signals. Engine-oil filter. Fuel filters in tank and fuel pump. Anti-sag positive crankcase vent system.



530 4-Door Sedan

(open type). Automatic choke. Front armrests. Rear armrests (except 530). Cigarette lighter. King-size front ashtray. Rear ashtrays (except 530). Trunk or cargo floor covering. Full-width, non-flammable loop-pile floor carpeting for 770, SST (and 530 with floor-shift 4-speed transmission). Rubber mat for other 530's. Front-seat foam cushion. Rear-seat foam cushion for 770 and SST. Dome or side-pillar lights. 14" wheels with five tubeless blackwall tires.



530 Cross Country Wagon



770 4-Door Sedan

Wheel discs on SST. Station wagon roof-top travel rack. Hidden compartment for station wagons (lock on 770). Glove-box lock (except 530). Two coat hooks (except convertible). Power-operated convertible top. All-Season engine coolant.



770 Cross Country Wagon

### THE TECHNICAL SIDE

Dimensions: Wheelbase 114". Length 197" (wagon 198"). Width 78.4". Front tread 58.2" Six, 58.6" V-8, rear tread 58.3".



770 Hardtop

Chassis: Hypoid-gear differential. Coil springs at all four wheels. Direct-action, independent front suspension with sway bar on V-8's and station wagons. 4-link trailing arm rear suspension. Self-adjusting clutch (6-cyl.). Double-Safety brake system with warning light. Self-adjusting brakes, bonded linings. Standard 6-cyl. brake diameter (except wagons) 9", lining area 133.8 sq. in. Standard V-8 and wagons, brake diameter 10", lining area 167.5 sq. in. Tire construction—4-ply rated, 2-ply (8-ply rated, 4-ply optional in

some sizes). Tire size—for Sixes (except wagons) 7.35 x 14 standard, 7.35 x 15 (4-ply rated, 4-ply) and 7.75 x 14 optional; for 6-cyl. wagons 7.75 x 14 standard, 7.75 x 15 (4-ply rated, 4-ply) and 8.25 x 14 optional; for V-8 sedans and hardtops 7.75 x 14



SST Hardtop

standard, 7.75 x 14 optional; for V-8 wagons and convertibles 7.75 x 14 standard, 8.25 x 14 optional. Fuel-tank approx. capacity, 21½ gal. (19 gal. for 3-seat wagons). Ceramic-Armored muffler, tailpipe and exhaust pipe.

Electrical: Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air cond.). Power-Guard "24" Intercell battery (50-amp standard on Sixes and "290" V-8's; 60-amp standard on "343" V-8's, air-conditioned Sixes and "290" V-8's; 70-amp optional).



SST Convertible

Body: All-welded, Single-Unit body construction (safe and strong) with Deep-Dip rustproofing. Fresh-air ventilation. Air-intake screen. Triple-coated Lustre-Gard acrylic enamel. 15 solid colors (13 on 350's). Vinyl-coated nylon convertible top in black, white or tan. Molded acoustical headlining. Curved side-glass. Die-cast grille. Flexible glass rear window for convertible.

## THE 1967 AMERICAN MOTOR COMPANY ANNOUNCES A BOLD NEW

5-YEAR OR 50,000-MILE WARRANTY

# 5/50,000

ON ENGINE AND DRIVE TRAIN

American Motors Corporation's internal parts, water pump, and internal parts (except manual or universal joints, rear axle, differential) on 1967 cars to be free from defects for 50,000 miles, whichever comes first, and install new oil filter, whichever comes first, clean oil filter, air cleaner element every 4,000 miles, and furnish evidence of this service. Dealer every six (6) months and car's mileage. Further, American Motors will repair or replace, at no charge, any tire (warranted by tire manufacturer) which is worn or damaged during the warranty, without charge. Dealer's responsibility. Owners are responsible for maintenance.

2-YEAR OR 24,000-MILE WARRANTY

# 2/24,000

ON THE ENTIRE AUTO

## QUALITY BUILT IN

**WARRANTY**

**0**  
RAIN

...warrants the engine block, head and  
...manifold, transmission case and  
...axle, torque converter, drive shaft,  
...front and rear wheel bearings of its  
...material or workmanship for 5 years  
...first. The owner must change the  
...oil every six (6) months or 4,000 miles,  
...oil cap (filtered type) and carburetor  
...and replace it every 24,000 miles  
...to an Authorized American Motors  
...dealer who certifies its receipt and the  
...American Motors Corporation so warrants the  
...4,000 miles, whichever comes first,  
...manufacturer. Any part so defective,  
...in accordance with the applicable portion  
...of an Authorized American Motors  
...policy or deterioration, misuse and normal

**0**  
DDILE

**SO THE VALUE STAYS IN**

**STANDARD EQUIPMENT**

New standard safety features (full details, "Safety" section). Variable-speed windshield wipers with vacuum power-booster fuel pump. "Lane-changer" turn signals. Engine-oil



220 2-Door Sedan

filter. Fuel filters in tank and fuel pump. Positive crankcase ventilation system, open-type (closed-type on "199" Six). Automatic choke. Front door armrests. Rear armrests (except 220). Cigarette lighter (except 220).



220 4-Door Sedan

Front ashtray. Rear ashtrays (except 220). Trunk or cargo floor covering. Full-width non-flammable loop-pile floor carpeting (rubber mat for 220, carpet on 220 with 4-speed). Front-seat foam cushion (also rear for Rogue). Dome or side-pillar lights. 14" wheels with five tubeless



220 Wagon

blackwall tires. Wheel discs on Rogue. Power-operated convertible top. Station wagon roof-top travel rack (except 220). Glove-box lock

(except 220). Two coat hooks (except convertible). All-Season engine coolant.

**THE TECHNICAL SIDE**

Dimensions: Wheelbase 106". Length 181". Width 70.8". Front tread 56", rear tread 55".

Chassis: Hypoid-gear differential. Direct-action, independent front sus-



440 2-Door Sedan

pension with coil springs. Rear suspension with semi-elliptical leaf springs. Double-Safety brake system with warning light. Self-adjusting brakes, bonded linings. Brake diameter on Sixes, 9"; lining area, 153.8 sq. in. Brake diameter on V-8's, 10"; lining area 167.5 sq. in. Tire construction: 4-ply rated, 2-ply



440 4-Door Sedan

(8-ply rated, 4-ply optional in some sizes). Tire size for Sixes: 6.45 x 14 standard, 6.95 x 14 optional (standard on wagons), 6.85 x 15 (4-ply rated, 4-ply) optional. For V-8's:



440 Wagon

**AMERICAN MODELS/SPECIFICATIONS**



440 Hardtop

6.95 x 14 standard, 7.35 x 14 optional. Fuel-tank approximate capacity 16 gallons. Ceramic-Armored muffler, tailpipe and exhaust pipe.



Rogue Hardtop

Electrical: Standard 35-amp electronic alternator with sealed transistorized voltage regulator (40-amp with air conditioning). Power-Guard "24" Intercell battery (30-amp, standard; 60-amp, standard with air conditioning; 70-amp, optional).



Rogue Convertible

Body: All-welded, Single-Unit body construction (safe and strong) with Deep-Dip rustproofing. Fresh-air ventilation. Air-intake screen. Triple-coated Lustre-Gard acrylic enamel. 13 solid colors. Vinyl-coated nylon convertible tops in black, white or tan. Molded foam-and-fiber acoustical headlining. Curved side-glass. Extruded-aluminum grille.