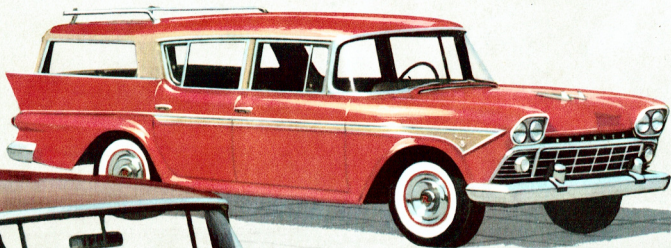


Presenting Rambler For 1958

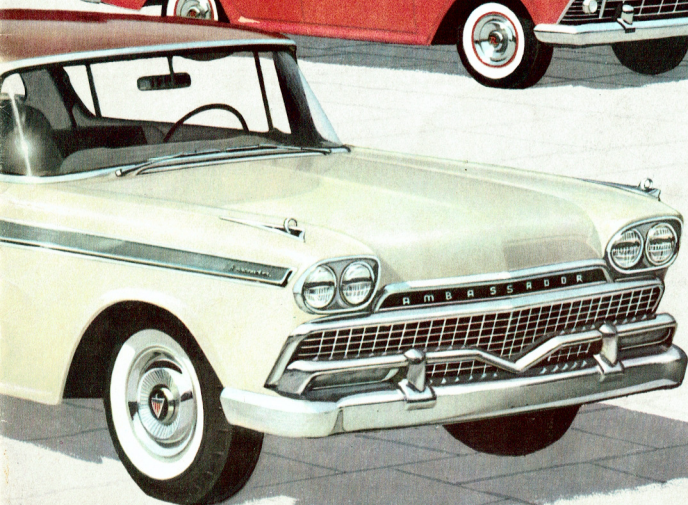


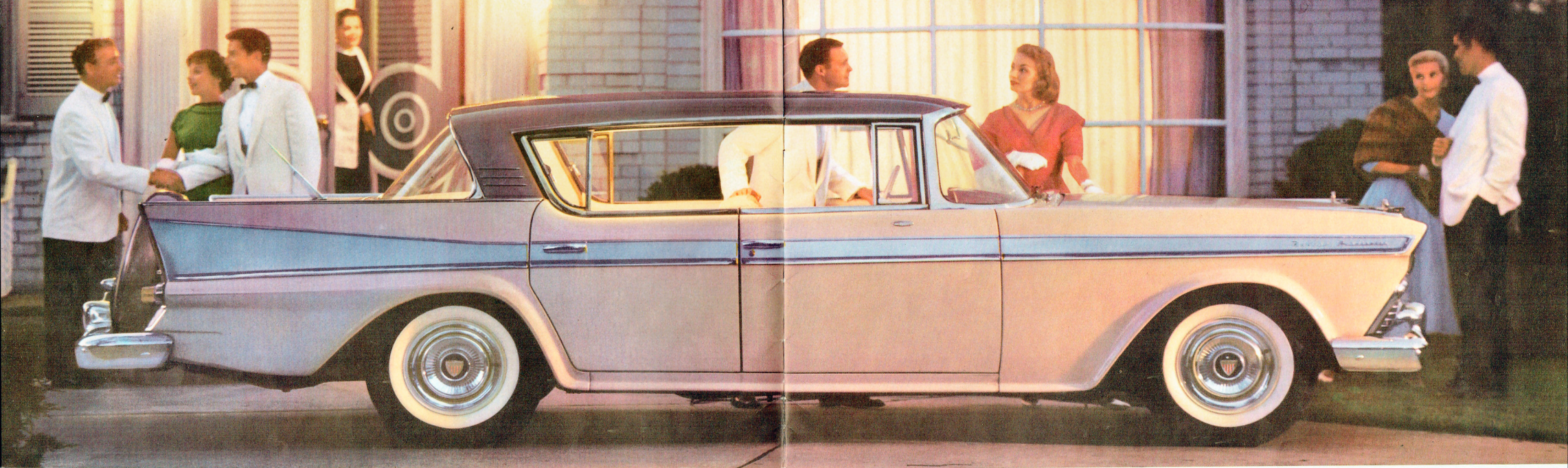
RAMBLER ECONOMY 6

RAMBLER REBEL V-8

AND NOW . . . ALL-NEW

Ambassador V-8





For 1958 All New, Glorious New Jet Stream Styling

Rambler—the car that wrote the sales success story of 1957—has done it again in 1958! There's new excitement, new glamour, new and advanced styling and luxury in the smart New Rambler for 1958. Three outstanding series—the world-famous Rambler Economy 6, the 215 Horsepower Rambler Rebel V-8 or the new 270 Horsepower Ambassador V-8. Ambassador V-8 Hardtop Sedan illustrated.

7 BETTER DIFFERENCES FOR '58!

1. The best of both: American big-car roomy luxury—European small-car handling ease and gasoline savings.
2. Single Unit Construction—all-welded, twice as strong, and safer too. Major reason why Rambler is first in resale value.
3. Penny-a-mile economy, coast-to-coast and border-to-border official NASCAR records set by a 6 with overdrive.
4. Shortest turning radius . . . easiest, quickest parking in America.
5. Airliner Reclining Seats and Twin Travel Beds.
6. Lower-cost, more efficient All-Season Air Conditioning.
7. Fresh, distinctive new jet stream styling.

GET AMERICAN BIG-CAR ROOM AND COMFORT
GET EUROPEAN SMALL-CAR ECONOMY AND HANDLING EASE

Get the best of both... Go Rambler



Tired of Piloting A Gas Hog?



Want to Feed Two Parking Meters?



Want A Car to Fit Your Garage?

Rambler is the only car in the world to combine generous American standards of room and comfort required by modern growing families with the economy and handling ease usually associated with small European cars.

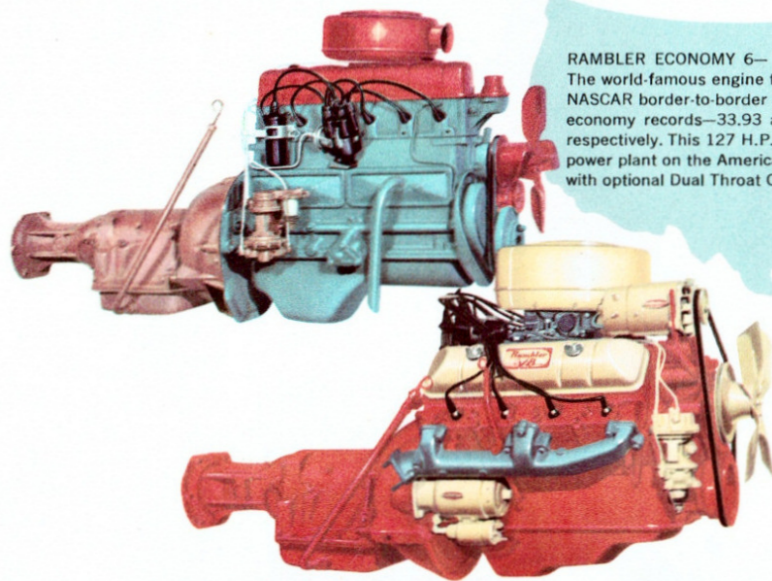
Never before have so much luxury and quality . . . so many superb appointments . . . been built into a car in its price class.

We invite you to discover Rambler's exceptional advantages. Slip behind the wheel and guide this new beauty through heavy traffic

or along the open highway. Notice how easily it handles . . . how it slips into the tightest parking places without effort.

Then, cruise along to your heart's content. You'll scarcely notice a flicker of the gas gauge, as mile after mile slips away. For you are driving the acknowledged Economy King.

Ask your Rambler dealer to let you fun-test the Economy Six or 215 H.P. Rebel V-8 today, in any one of 11 distinctive models, or 44 brilliant color combinations.



RAMBLER ECONOMY 6—
The world-famous engine that holds the official NASCAR border-to-border and coast-to-coast economy records—33.93 and 32.09 M.P.G. respectively. This 127 H.P. engine is the thriftiest power plant on the American scene. 138 H.P. with optional Dual Throat Carburetor.

RAMBLER REBEL 215 H.P. V-8—
All who want Rambler handling and parking ease combined with smooth, economical V-8 performance, choose the Rebel. Here is high torque at passing speeds for instant response—velvety performance at cruising speeds—exceptional V-8 economy in every speed range.

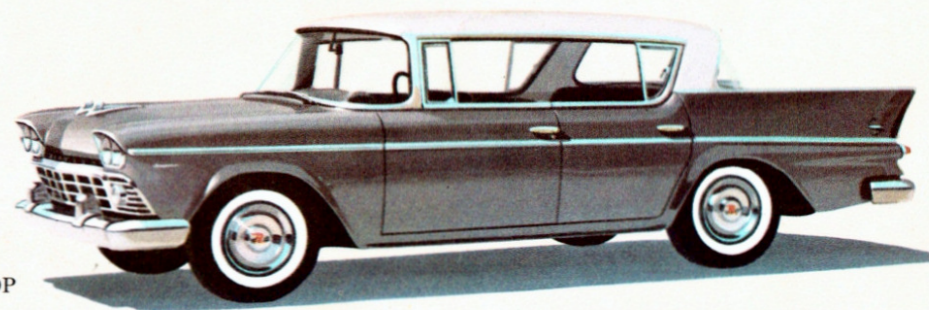
Glamorous Rambler COUNTRY CLUB 4-DOOR HARDTOP

THE CAR THAT'S GROWING FASTEST IN POPULARITY—

NOW AVAILABLE IN RECORD ECONOMY 6 AND RAMBLER REBEL V-8



Meet the smartest, smoothest compact hardtop on the road. All the fresh air fun of a convertible with the snug comfort of a four-door sedan. The Rambler Rebel V-8 (above) has all of Rambler's world-famous parking and handling ease, plus smooth, high V-8 performance and top V-8 economy. Choice of 14 distinctive solid color and 16 two-tone paint combinations.



RAMBLER 6 SUPER 4-DOOR HARDTOP

'58 Rambler —CROSS COUNTRY STATION WAGONS



CUSTOM CROSS COUNTRY 6 OR REBEL V-8
A white-tie-and-tails town sedan and a space-eating travel car!

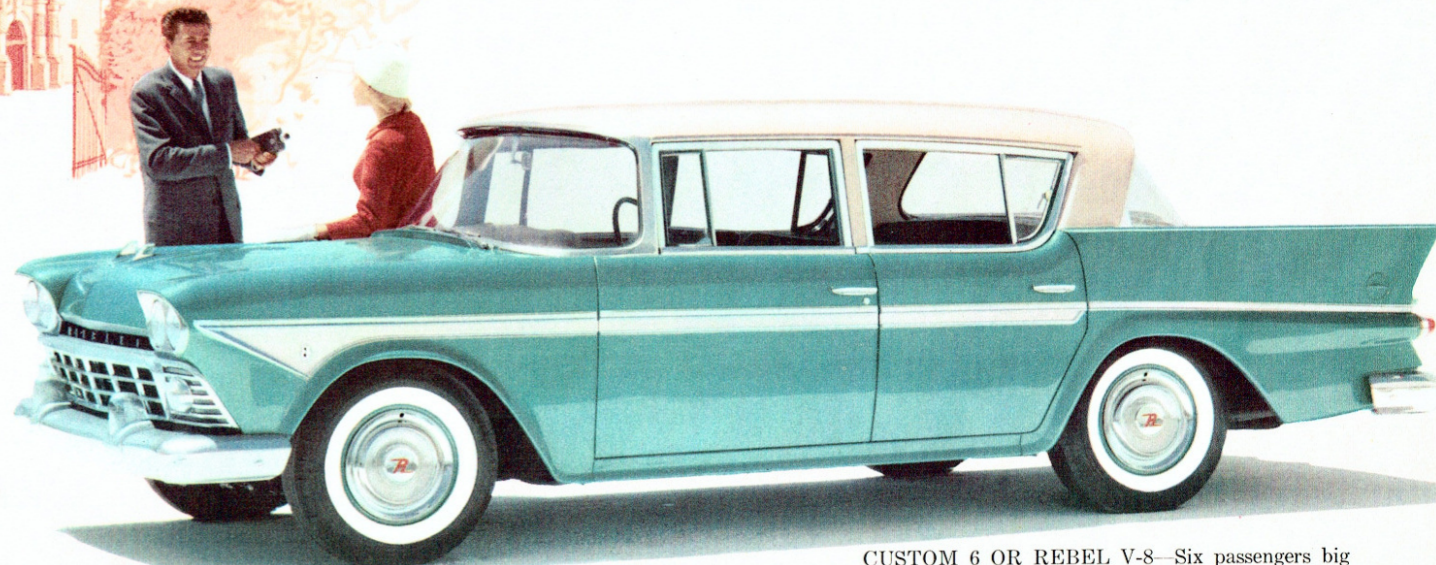


SUPER CROSS COUNTRY 6
OR REBEL V-8 — Most practical
station wagon on the market.

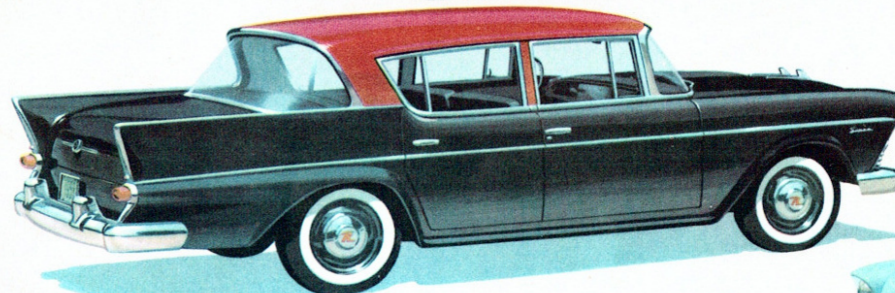


THE INSIDE STORY of the 1958 Rambler is a story of high fashion colors and fabrics. You'll admire the color-keyed interiors that represent the ultimate in good taste.

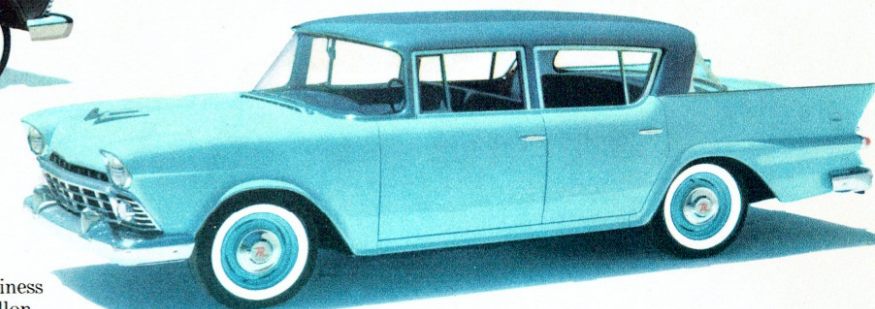
'58 Rambler —4-DOOR FAMILY SEDANS



CUSTOM 6 OR REBEL V-8—Six passengers big
with plenty of luggage space for family travel.



SUPER 6 OR REBEL V-8—The practical family car.
Wide, wide seats and generous headroom and legroom.



DELUXE 6—The ideal car for business
and pleasure. Most miles per gallon
—more pleasure per mile.

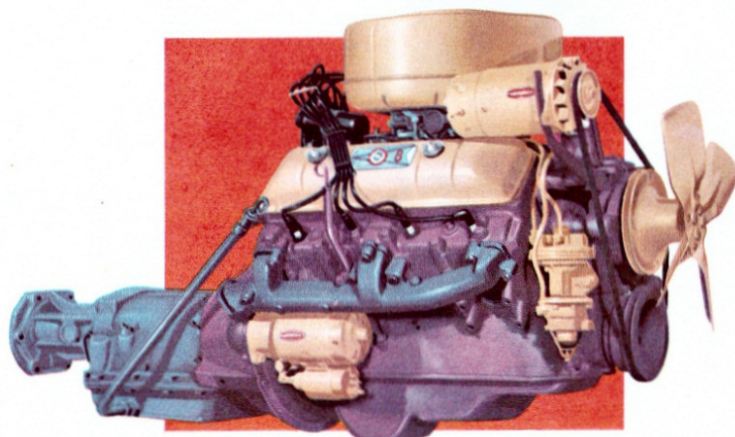
1958's NEW AMERICAN REVOLUTION IN AUTOMOBILES

Ambassador by Rambler

LAST WORD IN LUXURY... FIRST WORD IN COMFORT AND PERFORMANCE

This is it! The all-new, brand new Ambassador for 1958. The world's finest travel car that combines the ultimate in advanced styling... the best in luxury and refinement... the smooth, economical power of the new Ambassador 270 Horsepower V-8. It's the one car on the road to bring outstanding handling ease, plus exhilarating power-flow. In the new Ambassador by

Rambler, you experience top V-8 performance coupled with top V-8 economy and exceptional power-to-weight ratio. It's a combination that provides the finest motoring experience you have ever known. One drive around the block or across town will convince you that there is no better car. One look at the price tag will show you there is no better buy at any price.



AMBASSADOR 270 H.P. V-8—Touch the accelerator and you'll experience a new sensation of smooth, quiet power. Here is the latest and most advanced short stroke design. Its extremely favorable power-to-weight ratio assures outstanding performance under all driving conditions. Choice of three Transmissions... Flash-O-Matic, Overdrive, or standard Syneromesh. New Powr-Saver Fan for ultra-quiet driving is a low-cost option.

FOR 1958

All-New

Jet Stream Styling

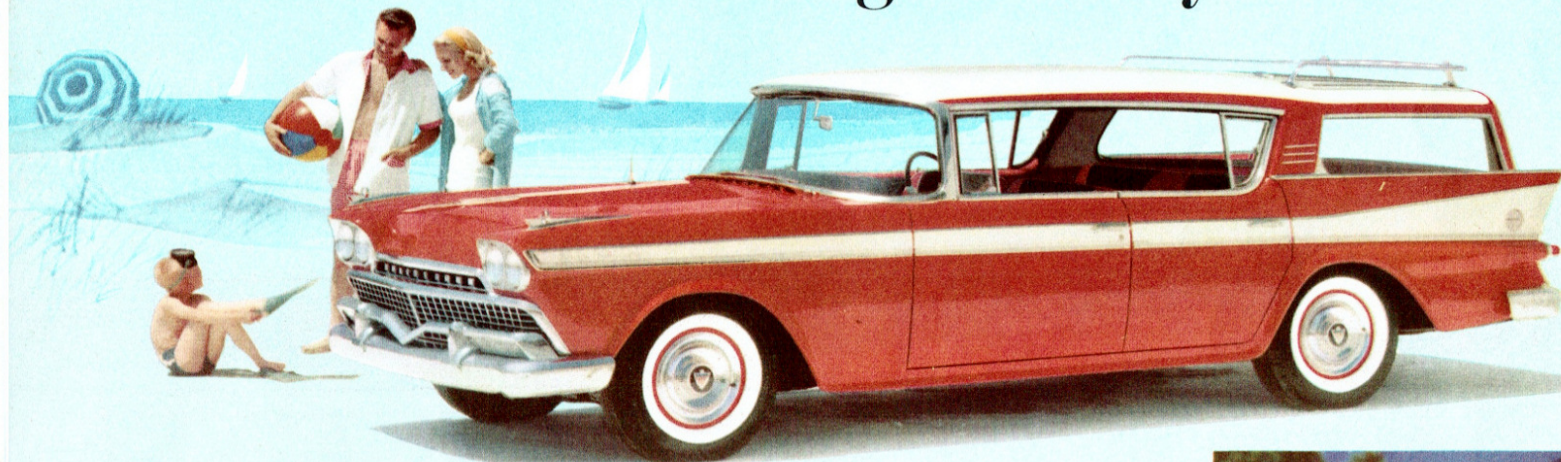
Top Performance

Top V-8 Economy

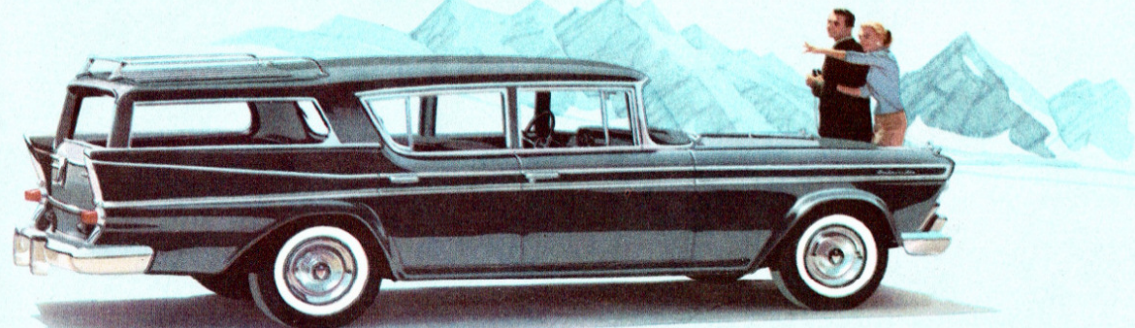
INTRODUCING THE DISTINGUISHED

Ambassador

Station Wagon Family



CUSTOM 4-DOOR HARDTOP CROSS COUNTRY



SUPER 4-DOOR CROSS COUNTRY
Also available in Custom Series.

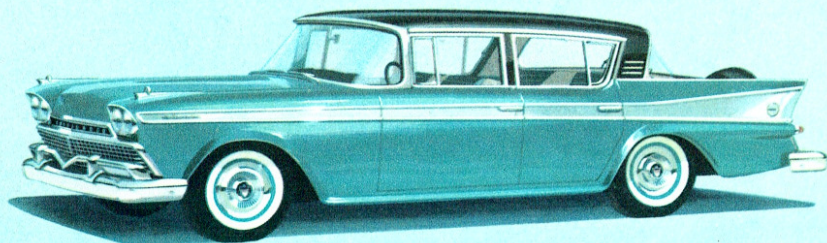


ROLL-DOWN REAR WINDOW—on all 1958 station wagons disappears into tail-gate. The one-piece cargo door eliminates upper hinges... gives more loading room.

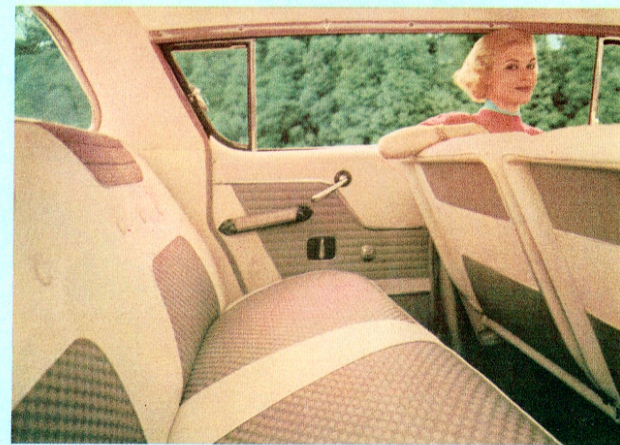
WORLD'S FINEST TRAVEL CARS *Ambassador* Hardtop and Sedans



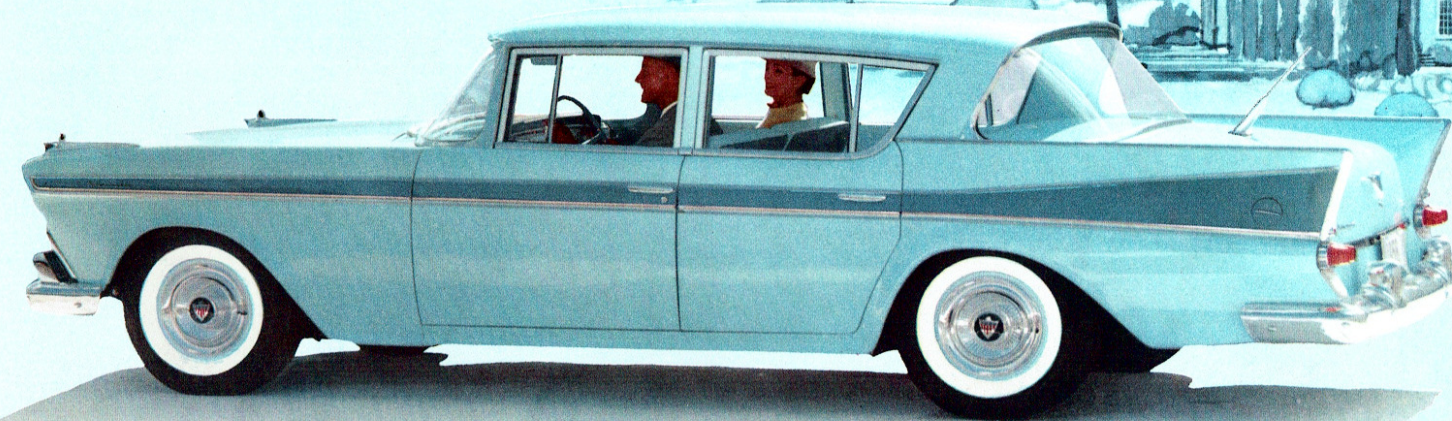
The All-New Ambassador 4-Door models are typical of jet stream styling for 1958. The rare simplicity of the new anodized aluminum grille . . . the sculptured contours of the fenders . . . the smooth blending of the roof panel with the upper mouldings of the rear fenders—all bespeak true luxury. Illustrated above is the Ambassador Country Club 4-Door Hardtop.



AMBASSADOR CUSTOM 4-DOOR SEDAN



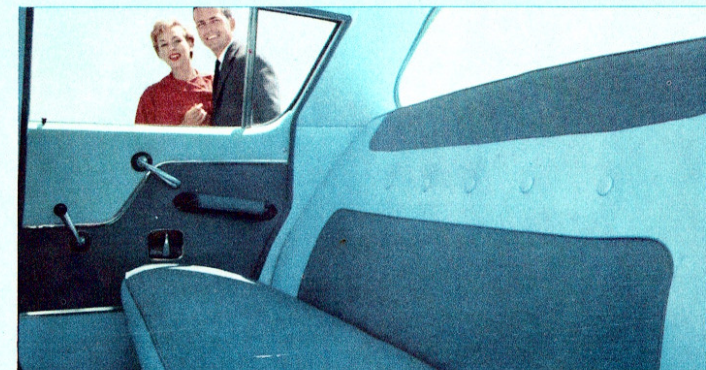
Take your pick of twenty luxurious trim combinations in your new Ambassador Custom. All achieve a beauty that is both practical and distinctive. Relax in your own "living room" on wheels.



The Ambassador Super 4-Door Sedan is unmatched for smooth-flowing style and scintillating performance—all at a very modest price. Here is the car for American families on the go . . . the sleek beauty that is equally at home at the country club . . . the office . . . or on the open road. Compare it, feature for feature, with any car within hundreds of dollars of the price. We are confident you'll agree—"This is the car for me!"



Symmetry of design and conveniently-located controls within easy reach of the driver are features of the new decorator-styled Ambassador instrument panel.



Interior and exterior color schemes harmonize in the Ambassador Super. Seats—both front and rear—are extremely wide and comfortable. And the distinctive hardware and appointments blend to form a harmonious whole.

DOUBLE-STRONG, DOUBLE-SAFE, DOUBLE-LIFETIME

Single-Unit Construction



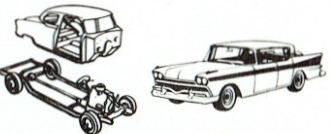
The wooden-beam and nut-and-bolt were the first units of body-frame construction. Modern engineers started a revolution with welded, unit construction.



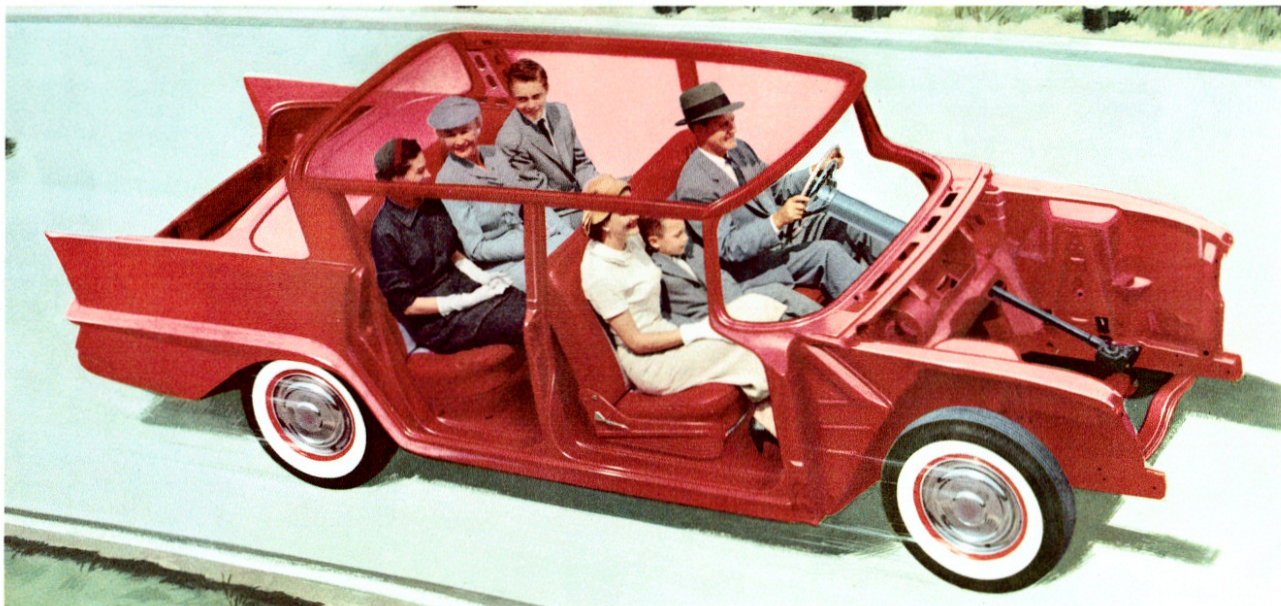
Old-fashioned ox-carts were built with wood-beam frames. On top was the box (or body). Train builders adopted unit construction. Bus builders followed.



The buggy wagon, "horseless carriage" and yesteryear's trains were built with separate body and frame. Modern jetplanes are built as a single unit . . . like Rambler.



The separate frame used on most U.S. cars, except American Motors cars, is relatively easy to bend or twist. Single Unit Construction makes Rambler safer, more spacious.

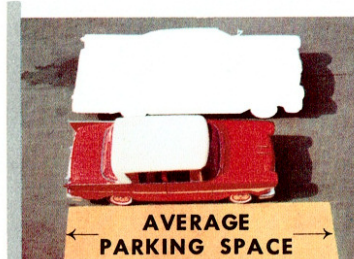


Pioneered by American Motors—and now copied by others in the very highest price car lines—Single Unit Construction offers the greatest strength, durability and safety ever known. Body-and-frame are one sturdy welded unit. Huge box girders completely surround driver and passengers, front, rear and all around, giving true wrap-around protection. And because 9000 electric

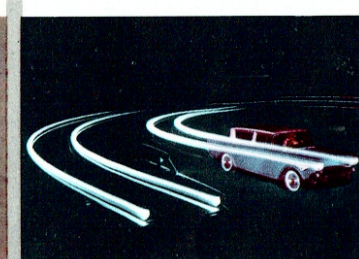
welds replace old-fashioned body bolts, your Rambler is lastingly free of body-bolt squeaks and rattles. No car is as strong—as safe—as quiet. Single Unit Construction makes possible the extra room, the solid comfort, the record-breaking economy that is yours in Rambler alone. What's more . . . only Rambler uses Full-Dip Rust Proofing instead of the "Spray-On" method of others.

Features THAT ARE YOURS IN RAMBLER

The better differences that are yours in Rambler are apparent the moment you see, sit in and drive these smartest of automobiles. Here you will find feature after feature designed especially for your comfort, convenience and driving enjoyment. Most of these features cost extra on other cars if they are available at all. A few such features are described on this page. Each means more value, more pleasure for you in your new 1958 Rambler.



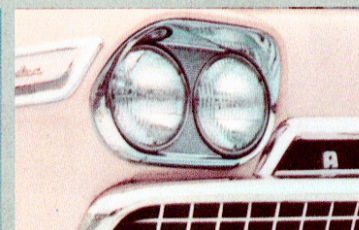
Rambler's nimble parking ease let's you slip into spaces other cars have to pass up.



Turn easily in streets 3 to 4 feet too narrow for other cars. A real advantage in heavy traffic.



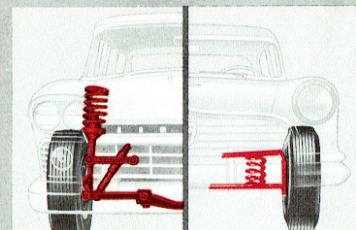
Six 6-foot All-Americans ride with room to spare in the spacious Rambler seats.



4-Beam Headlights give more light at higher levels . . . reduce glare for oncoming drivers.



Sail away to pleasure in a Rambler Station Wagon. Top Travel Rack for additional luggage.



Rambler springs (left) are longer, safer than short springs used in most other cars.



New foot pedal parking brake provides utmost convenience. Hand release above foot pedal.



Instant nap couch for the youngsters makes even long trips a delight in a 1958 Rambler.



Airliner Reclining Seat adjusts to any of five comfortable positions for top luxury.



Twin travel beds for restful all-night sleeping are yours in Rambler. No reservation worries.

FOR YOUR FAMILY'S COMFORT, SAFETY

AND CONVENIENCE Choose Rambler

Rambler for 1958, in each of its three distinctive series, gives you a wide choice of optional equipment and accessories to meet your own specific traveling needs and desires. Make your own selection from the many options available. You will find just the items you want for your own special requirements. Then ask your dealer about the equipment illustrated, as well as additional equipment he has available.



All-Season Air Conditioning, lowest cost car air conditioning system. Refrigerates in summer—heats in winter—ventilates year-round.

Weather Eye heating and ventilating. Greatest health and comfort feature ever built into an automobile. Heats, ventilates, filters.



Rambler power brakes reduce pedal pressure—give surer stops.



Power-lift windows permit the driver to raise and lower all windows.



Rambler power steering lets you twirl the wheel with your fingertip.



Soft-padded instrument panel and sun visors give added protection.



Child-guard door locks can be unlocked only with the ignition key.



Transistor-type Rambler radio. Push button control. Dual speakers.



New pushbutton driving—Touch a button and select the gear you want. And "Telovac" controls the new "Flash-O-Matic" transmission. Overdrive is also optional and Synchromesh is standard.

Powr-Lok differential (far left)—Here is your assurance of positive traction under every driving condition—even should a wheel slip off the pavement onto a soft shoulder. Optional equipment on all 1958 Rambler V-8 models.



1958 Rambler Specifications

RAMBLER 6

MODELS, 4-DOOR: Deluxe, Super and Custom Sedan. Super and Custom Station Wagon. Super Hardtop.

MECHANICAL: Wheelbase 108". Overall length 191.14" (198.89" with opt. continental tire). Station wagon overall length 193.61". Width 71.32". Loaded height 58" (58.57" station wagon). Front tread 57.75". Rear tread 58". Optional axle ratios available at no extra cost. Five stud 4.5" wheel rim. Standard tire size 6.40 x 15-4 ply tubeless. Optional tire size 6.70 x 15. Whitewall and/or nylon tires optional. 9" diameter servo-action brakes. Coil springs with torque tube drive.

ENGINE: Overhead valve six. Displacement 195.6 cu. in. Piston bore 3.13". Stroke 4.25". Compression ratio 8.7:1. Solid valve lifters. Horsepower 127. Torque 180. Optional twin-throat carburetor, Horsepower 138, Torque 185. Oil-bath air cleaner optional (std. with twin-throat carb.). Partial-flow disposable oil filter opt. Regular grade gas.

STANDARD EQUIPMENT: Directional signals. Synchromesh transmission. Hood or fender ornaments. Fiberglass hood insulation. Twin instrument panel ash trays. Double-coat baked enamel solid colors. Full-dip rust-proofing. Fabric with vinyl or all vinyl interiors. Fuel filter. Vacuum booster fuel pump. 12-Volt electrical system. 20-gallon fuel tank. Handi-Pak net carrier and twin cigarette lighters are standard on Ambassador Custom. Following items standard except Deluxe series: Dual-horns. Dual headlights. Step-On parking brake. Station Wagon Travel-Rack. Cigarette lighter. Door arm rests. Coat hooks. Automatic dome light. Custom steering wheel. Twin sun visors. Wheel discs and electric clock standard on all custom models.

RAMBLER REBEL V-8

MODELS, 4-DOOR: Super and Custom Sedan. Super and Custom Station Wagon. Custom Hardtop.

MECHANICAL: Wheelbase 108". Overall length 191.14" (198.89" with opt. continental tire). Station wagon overall length 193.61". Width 71.32". Loaded height 57.80" (58.37" station wagon). Front tread 58.75". Rear tread 59.13". Optional axle ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 7.50 x 14-4 ply. Whitewall and/or nylon tires optional. 10" diameter servo-action brakes with flanged drums. Coil springs with torque-tube drive.

ENGINE: Overhead valve V-8. Displacement 250 cu. in. Piston bore 3.5". Stroke 3.25". Compression ratio 8.7:1. Solid valve lifters. Four-barrel carburetor and dual exhaust system. Horsepower 215. Torque 260. Heavy-duty cellulose-fiber air cleaner standard. Full-flow disposable type oil filter optional. Regular grade gasoline.

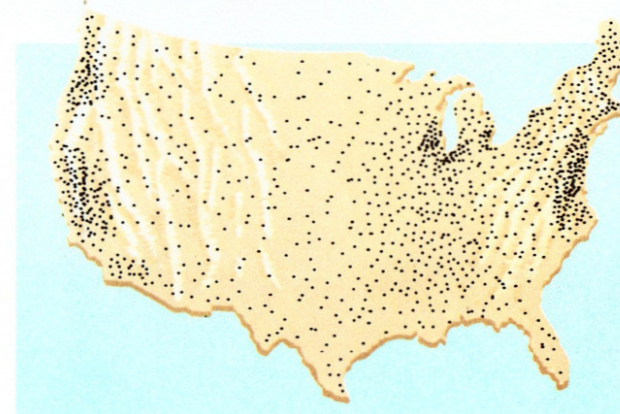
OPTIONAL EQUIPMENT: Flash-O-Matic. Overdrive. V-8 Powr-Lok axle. Amb. V-8 Powr-Saver Fan. Power steering. Power brakes. Power windows. Solex Glass. Weather Eye Heater. All-Season Air Conditioning. Pushbutton transistor radio (twin-speakers for Ambassador, right speaker extra on others). Continental tire. Undercoating. Back-O-Matic lights. Windshield washers. Outside rear view mirror. Inside anti-glare mirror. Heavy-duty rear springs and shock absorbers. Two-tone exterior. Front foam cushions (standard on all except Deluxe). Following items standard on Ambassador Custom: Padded instrument panel and sun visor. Electric-wound clock. Full wheel discs. Airliner reclining seats. Rear foam cushions.
DEALER ACCESSORIES: Seat belts. Travel rack straps. Child Guard door locks.

AMBASSADOR V-8

MODELS, 4-DOOR: Super and Custom Sedan. Super and Custom Station Wagon. Custom Hardtop. Custom Hardtop Station Wagon.

MECHANICAL: Wheelbase 117". Overall length 200.14" (207.89" with opt. continental tire). Station wagon overall length 202.61". Width 71.32". Loaded height 58" (58.57" station wagon). Front tread 57.75". Rear tread 59.13". Five stud 5.5" wheel rim. Tire size 8.00 x 14-4 ply. Whitewall and/or nylon tires optional. 10" diameter servo-action brakes with flanged drums. Coil springs with torque-tube drive. Front sway-stabilizer torsion bar. Special radiator-to-fan shroud controls engine cooling.

ENGINE: Overhead valve V-8. Displacement 327 cu. in. Piston bore 4". Stroke 3.25". Compression ratio 8.7:1. Hydraulic valve lifters. Four-barrel carburetor and dual exhaust system. Horsepower 270. Torque 360. Heavy-duty cellulose-fiber air cleaner and full-flow disposable type oil filter is standard. Regular grade gasoline.



SOLD AND SERVICED BY
AMERICAN MOTORS DEALERS
EVERYWHERE...

RAMBLER

IS TOPS IN RESALE,
YEAR AFTER YEAR!

