

1960

X-RAY



Checks the
ECONOMY CARS on
the basis of usefulness to
the user

What **USEFULNESS** Means to the New Car Buyer

On what basis will you select your next car? In all likelihood you will make your choice on the basis of usefulness to you. Thus, the criterion of an automobile's usefulness to its user is the key factor in buying a new car. Usefulness to the user is a combination of many owner benefits.

Certainly styling, insofar as it relates to utility, is one such benefit.

So, too, are car dimensions, room and comfort, safety, parking and garaging ease, construction, performance, price and resale value.

The factual X-Ray impartially analyzes all the 1960 compact-type cars, the so-called economy cars, in the light of their usefulness to the user. In the pages that follow, you will see point-by-point and feature-by-feature comparisons.

Before you buy any new car, you should read this booklet carefully. You'll discover what each car actually offers you . . . what each can do for you in terms of your own individual motoring requirements.

It can help you make a valid decision about your next new car in terms of its usefulness to *you* — its *user*.

X-RAY

Checks Styling Utility

Styling that is clean — fresh — not ostentatious . . . not radical nor cumbersome — offers the greatest degree of practical usefulness to the car user. X-RAY checks the 1960 compact and smaller cars on this basis.

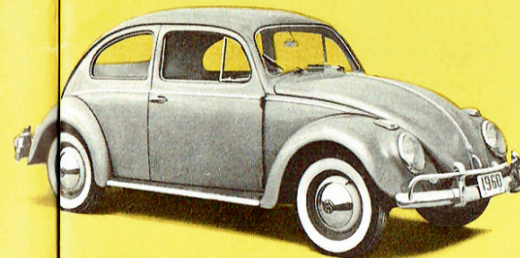
RAMBLER AMERICAN



Here is clean styling that has become an American classic. Because drastic, yearly styling changes are unnecessary with the American, this Compact* car will stay in style . . . retains top resale value.

*PIONEERED BY AMERICAN MOTORS

VOLKSWAGEN



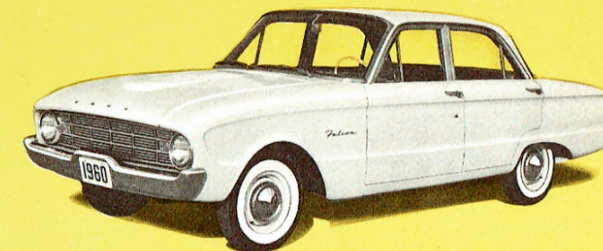
Volkswagen, like many foreign small cars, has a short, rounded appearance that is not in keeping with recognized American standards of style and design. It looks small.

CORVAIR



Corvair's over-all appearance — short, low roof and door height — indicates the minimum usefulness to the user in terms of room and comfort that is characteristic of this car.

FALCON



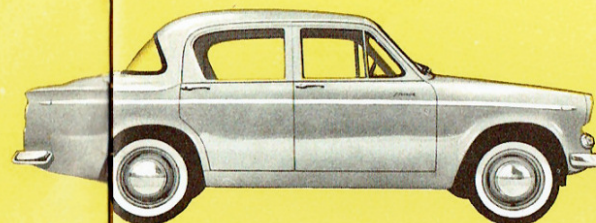
A low roof line and a short-coupled over-all appearance are indicative of the fact that the Falcon cannot offer the big car room and comfort that is essential for the American motorist.

VALIANT



The Valiant—Chrysler's new entry into the economy field—is styled like many imported cars that emphasize the streamlined silhouette yet does not contribute to passenger room and comfort.

HILLMAN-MINX



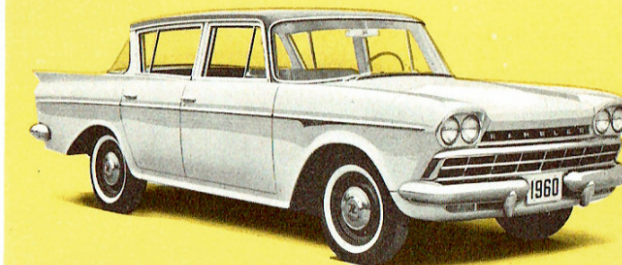
Like most foreign-built small cars, the Hillman does not achieve the proper size proportions demanded by the majority of the American car-buying public.

LARK



Box grille and a "too-short" appearance characterize the strictly utilitarian appearance of the Lark. Lark's appearance is strictly "Plain Jane" in its design and style.

RAMBLER 6



The 1960 Compact Rambler offers the design that is most meaningful in terms of owner benefits. Rambler's styling is at once pleasing to the eye and expressive of big car room and comfort.

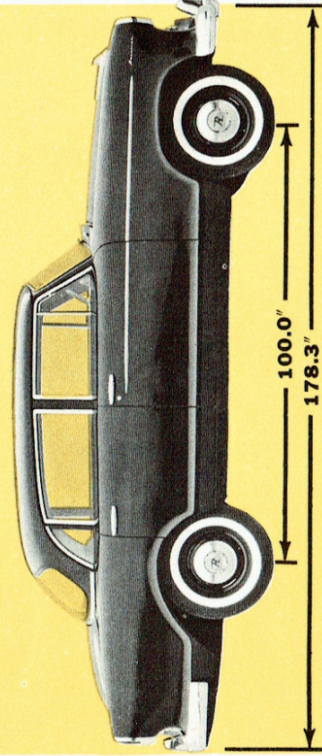


Exterior Dimensions

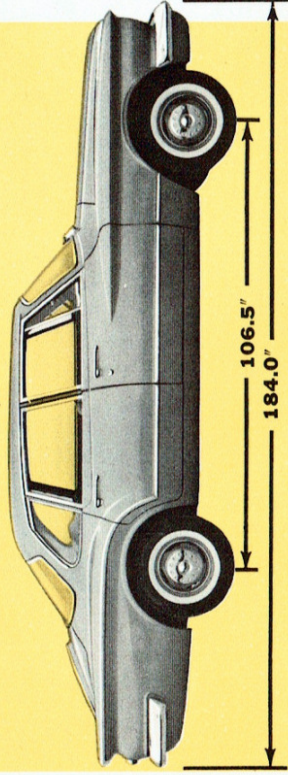
As a result of the dramatic sales success of the Compact* car, several automotive manufacturers are now producing new-size cars. Foreign cars, too, continue to bid for U. S. sales. How do these

*POWERED BY AMERICAN MOTORS

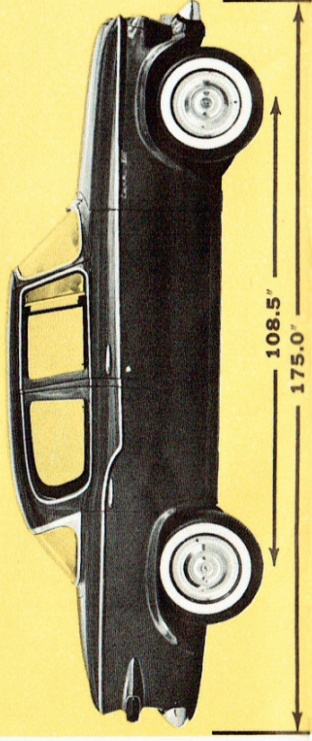
cars stack up against one another in terms of usefulness to the user? Do they meet the needs of American Motorists? Let's check the important exterior dimensions.



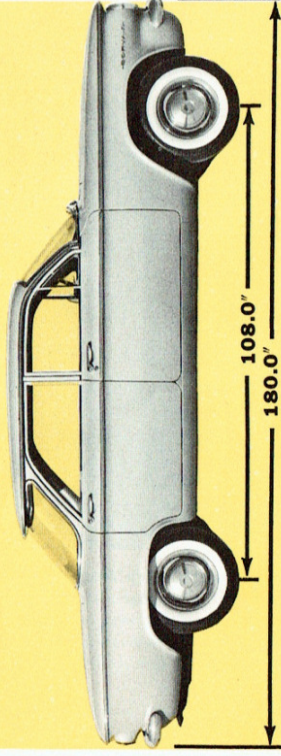
RAMBLER AMERICAN — Eliminates excessive length, gives you plenty of width and the shortest wheelbase of any American-built car . . . does not rob you of room or comfort.



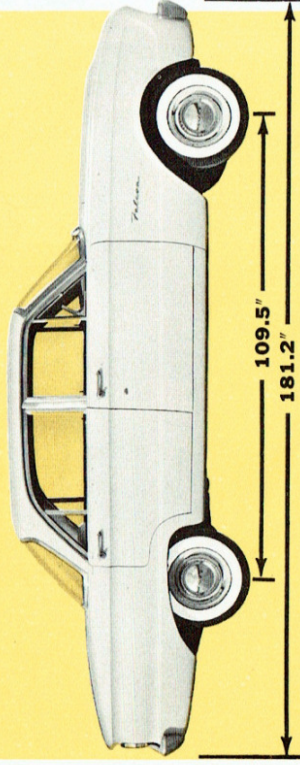
VALIANT — Exceeds the length of the Rambler American by almost 6 wandering inches, and has a width of only 70.4" . . . too narrow for true comfort and utility.



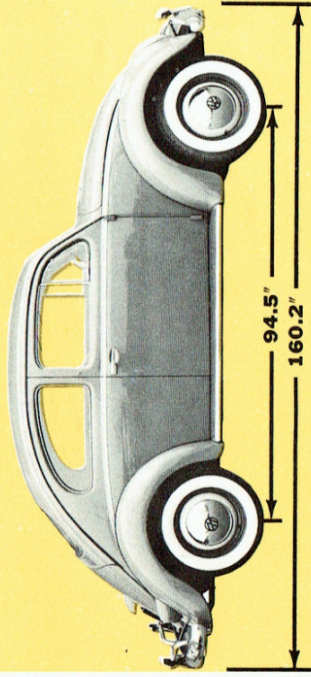
LARK — More than 3 inches shorter, but with a bulky wheelbase of 8½ inches longer than the Rambler American, the Lark is harder to maneuver in traffic.



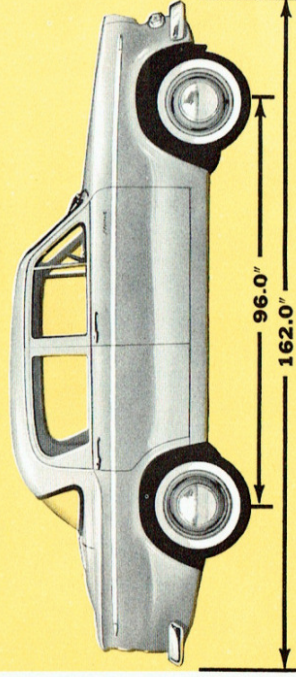
CORVAIR — Has adequate length and wheelbase, but gives you a narrow, skimpy width of only 66.9 inches that minimizes passenger comfort by reducing hip and shoulder room.



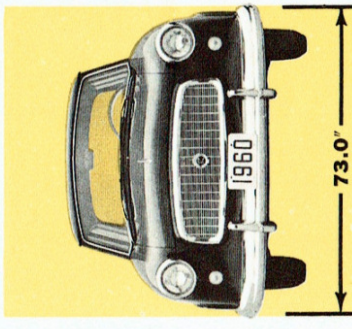
FALCON — Longer, narrower, and carried on a wheelbase 9½" longer than the Rambler American, the Falcon does not offer the room and comfort of a true compact car.



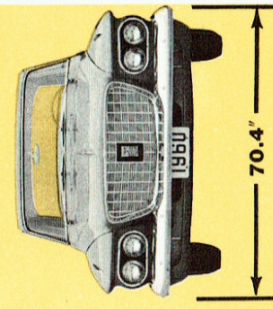
VOLKSWAGEN — A car that is far too small for most American families. It cannot meet the multiple requirements of most American motorists.



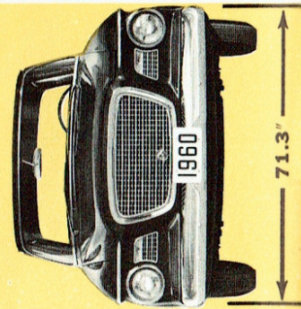
HILLMAN-MINOR — Like its cousin from Germany, it's a small car, and its size indicates that it is rather inadequate for most American driving conditions.



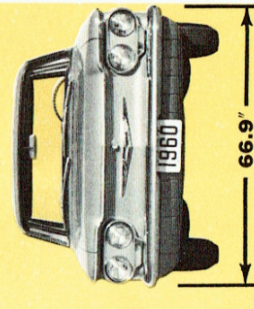
73.0"



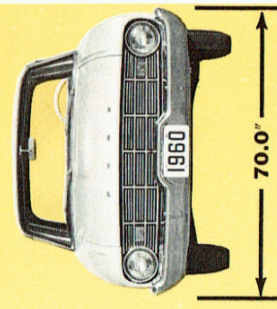
70.4"



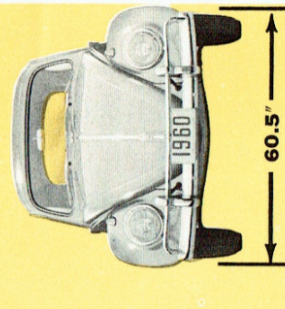
71.3"



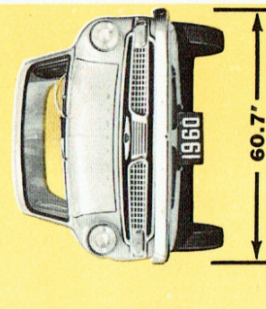
66.9"



70.0"



60.5"



60.7"

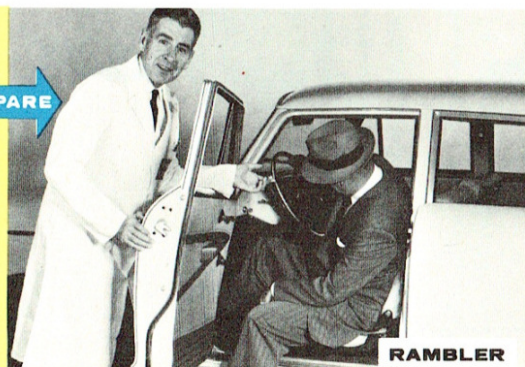
X-RAY

Checks Economy Car Room and Comfort

You want plenty of convenience and useful room in your automobile. And you want genuine comfort to add real pleasure to your driving. Compare the 1960 economy cars. See which one offers you the most in room and comfort.



COMPARE



Corvair's narrow front door width, low car height and recessed floor make exiting from the front seat difficult and inconvenient. Ladies, in particular, find that getting in and out of Corvair is an awkward, ungraceful and even a difficult maneuver.

Rambler's high, wide doors and level floor make getting in and out an easy and natural movement. Rambler doors swing wide to give a generously proportioned opening, providing easy, dignified entry and the maximum of convenience.



COMPARE

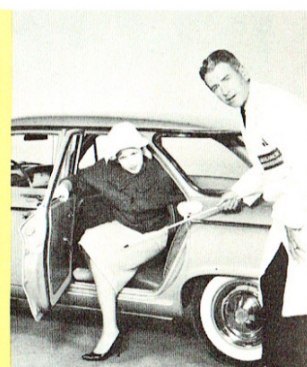


Even moderately-sized drivers find it uncomfortable to sit behind the Corvair steering wheel. The absence of knee and legroom beneath the wheel hastens fatigue on long trips. The 4" seat adjustment shortens the legroom for either front or rear seat passengers.

The Rambler driver sits comfortably behind the wheel . . . has knee room and legroom to spare. The entire front seat on the Rambler American is adjustable fore and aft over a greater distance (6") to accommodate most all drivers.

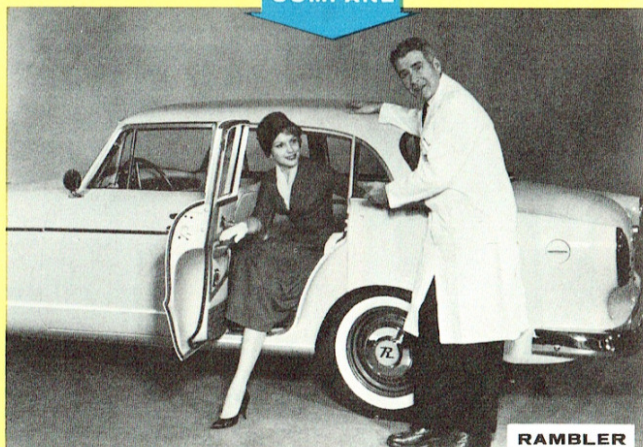


FALCON



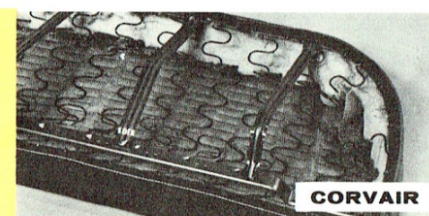
CORVAIR

COMPARE

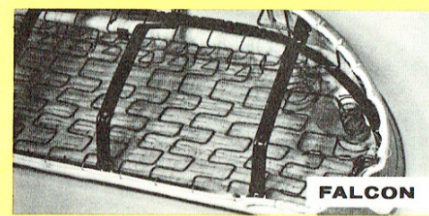


RAMBLER

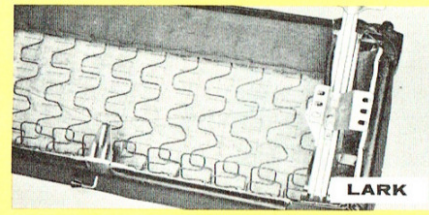
Rear seat passengers find exiting a real problem in the Falcon, Corvair and Valiant. The recessed floor and low, narrow doors make this a difficult maneuver. Rambler rear seat passengers, on the other hand, enter and exit with ease thanks to wide-opening, sensibly-sized doors.



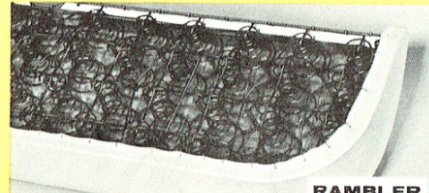
CORVAIR



FALCON



LARK



RAMBLER

Rambler All-Coil seat springs are silent, soft . . . add to world-famous Rambler riding comfort. Contrast this construction with the zig-zag, "Army Bunk" type of seat springs used in the Corvair, Falcon, Valiant and Lark.



COMPARE



RAMBLER

The big transmission hump on the Valiant forces the middle passenger to ride with knees in a high, uncomfortable position. Modern design has reduced the height of the Rambler transmission tunnel. The middleman can stretch out and relax.



RAMBLER



RAMBLER

Rambler 6 and Rebel V-8 offer even wider door openings for easy entrance and exit. Far left—Rear doors open a full 75°. Left—The generous rear seat cushion to doorpost distance of 12" and to the back of the front seat of 17 1/2" rival the entrance room available on many more expensive makes.



VALIANT



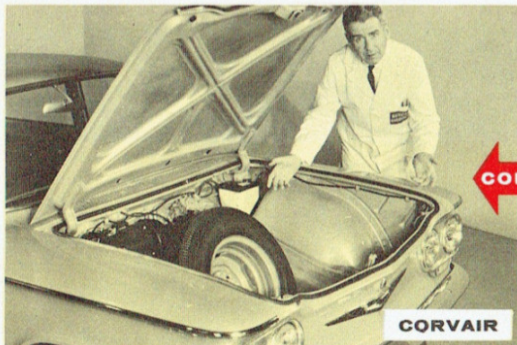
VALIANT

(Left) — The protruding door latch bracket on the Valiant is a snare to catch milady's coat or dress when exiting from the rear seat. (Right) — The recessed floor and the small amount of room between the leading edge of the rear seat and the center pillar make entering a difficult and awkward maneuver.

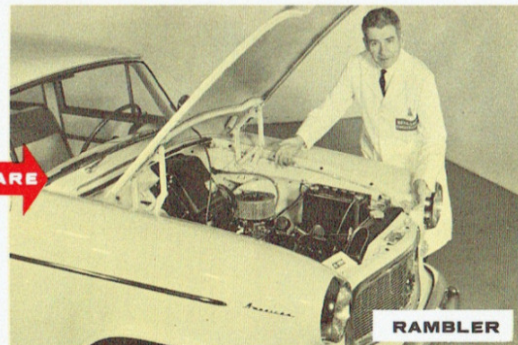
X-RAY

Checks Economy Car Safety

Without question, the most important factor for car buyers to consider is safety. You want safety features that guard you and your family and protect your car. X-Ray helps you compare the economy cars for safety.



CORVAIR



RAMBLER

COMPARE

With the engine in the rear, Corvair's hollow front end affords limited protection up front. The gas tank is located in a dangerous position just ahead of the front compartment.

In Rambler, the engine is up front where its mass and weight may help absorb impact. Heavy box girders completely surround the engine compartment, affording further protection.



VALIANT



FALCON

Contrast the thin doors, typical of most of the new economy cars, with the sturdy Rambler American doors. Strong, rigid doors protect passengers from dangerous side impact.



CORVAIR

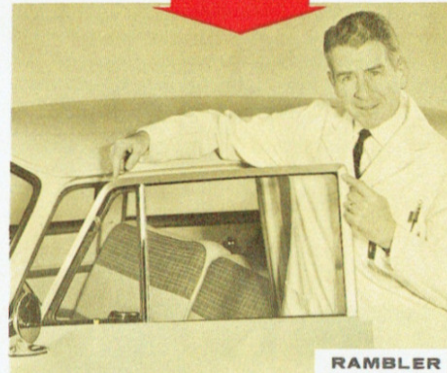


RAMBLER



VALIANT

COMPARE



RAMBLER

The Valiant's sharp angle doors and unprotected glass edges of the vent windows are potentially hazardous. Rambler rounds off the doors and installs metal strips around vent window glass to guard against cuts and bruises.



CORVAIR

Corvair's light-gauge bumpers, set flush against the body and the absence of bumper guards mean little protection.



FALCON

Falcon, in common with the Corvair, does not offer the vital, additional protection of bumper guards even as an accessory.



VALIANT

Valiant does offer front bumper guards, but rear guards are extra cost. The bumpers themselves are made of light-gauge metal.

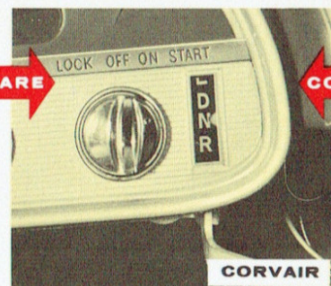


RAMBLER

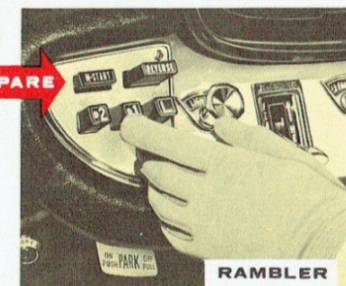
Rambler's front and rear bumpers and guards are made of heavy-gauge steel, well-placed for maximum protection.



RAMBLER



CORVAIR



RAMBLER

COMPARE

COMPARE

Rambler American offers the added safety of the "Park" position with automatic transmission.

Corvair does not have either a "Park" position with its automatic transmission or a step-on parking brake.

Rambler 6 and Rebel V-3, like Rambler American, have a "Park" position and, in addition, a step-on parking brake.



VOLKSWAGEN



RAMBLER

COMPARE

The Volkswagen rear window is too small to afford the driver a full view of the cars and road behind. The Rambler American's picture-type rear window assures the driver of a clear, unobstructed rear view.



CORVAIR



CORVAIR

The close proximity of the accelerator and brake pedals in the Corvair hampers foot action . . . makes it possible for the driver's foot to slip from brake to accelerator. Corvair's gas filler intake is located forward of the driver creating a hazard.

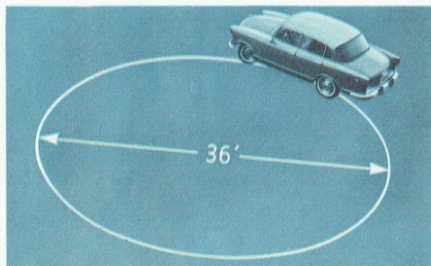
BOX SCORE ON ROOM, COMFORT and SAFETY

	AMERICAN	RAMBLER 6	Corvair	Falcon	Valiant	Lark	Volkswagen	Hillman-Minx
Headroom, Front and Rear	35.3, 34.0	35.0, 34.0	34.0, 33.4	33.9, 32.8	33.6, 33.4	36.0, 35.0	37.5, 34.8	36.0, 33.0
Hiproom, Front and Rear	58.0, 45.3	59.8, 60.1	57.8, 57.6	57.1, 56.8	57.0, 56.9	59.5, 59.0	49.2, 51.6	47.0, 43.0
Shoulder Room, Front and Rear	51.5, 49.8	57.7, 57.6	54.0, 53.6	55.6, 55.4	54.6, 54.1	55.5, 54.5	47.8, 47.0	47.0, 44.8
Legroom, Front and Rear	44.0, 37.5	43.0, 40.0	42.8, 36.5	43.3, 39.4	44.1, 38.9	44.0, 39.0	42.1, 39.0	43.0, 42.0
Seat Height, Front and Rear	10.0, 11.9	10.4, 14.2	9.4, 10.4	11.4, 14.2	11.4, 13.4	12.3, 11.0	14.0, 16.0	13.0, 15.0
Seat Adjustment, Front	6.0	6.0	4.0	4.0	4.5	5.5	3.0	5.0
Steering Wheel to Seat Cushion	7.7	5.6	5.5	5.5	6.2	5.5	6.0	5.0
Reclining Seats, Opt.	Yes	Yes	No	No	No	Yes	No	No
Seat-Cushion Springs	Coil	Coil	Zig-Zag	Zig-Zag	Fr. Zig-Zag Rr. Coil	Fr. Zig-Zag Rr. Coil	Wire-Mesh	Zig-Zag
Seat-Back Springs	Coil	Coil	Zig-Zag	Zig-Zag	Zig-Zag	Coil	Wire-Mesh	Zig-Zag
Padded Dash and Visors, Opt.	No	Yes	Yes, Dash	Yes	Yes	Yes	No	No
Self-Adjusting Brakes, Opt.	Yes	Yes	No	No	No	No	No	No
Bonded Brake Linings	Yes	Yes	Yes	No	No	No	No	No
Effective Brake Lining Area	139.5	153.8	120.8	114.3	129.1	119.7	96.0	121.0
Shipping Weight, 4-Dr., Lbs.	2494	2918	2305	2288	2635	2592	1540, 2-Dr.	2150
Pounds per Sq. In. Lining (Low Best)	17.9	19.0	19.1	20.0	20.4	21.6	16.1	17.8
Step-On Parking Brake	No	Yes	No	No	Yes	No	No	No
Twin-Grip Differential	Yes	Yes	No	No	No	Yes	No	No
Single Unit Construction	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Gas Tank in Rear	Yes	Yes	No	Yes	Yes	Yes	No	Yes
Bumper Guards Std., Front and Rear	Yes	Yes	No	No	No	No	Yes	No

X-RAY

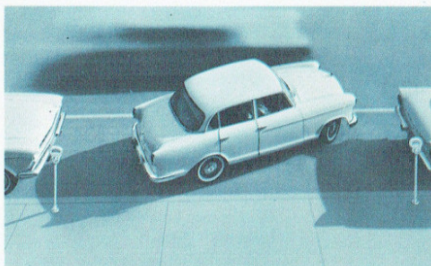
Checks on Maneuverability, Parking, and Garaging Ease

What about maneuverability? Is an economy car easy to handle in traffic? Can it fit in tight spaces without a struggle? What about garaging? These are factors that are all important to you when you consider the purchase of your next car. For the answer to these questions check the examples below.



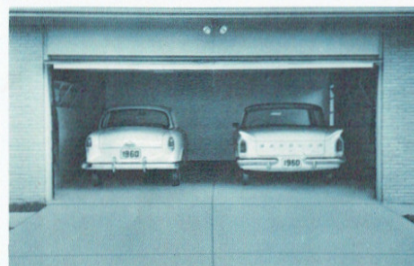
TURNING DIAMETER
 American 36.0'
 Valiant 37.1'
 Lark 37.5'
 Corvair 39.3'
 Falcon 38.8'

Shortest turning diameter of any American-built car. The Rambler American out-turns other U. S.-built cars and many foreign cars as well. Can make U-turns in streets 3 to 4 feet too narrow for other cars. It's the one car expressly built for today's traffic conditions.



LENGTH
 American .. 178.3"
 Valiant 184.0"
 Lark 175.0"
 Corvair 180.0"
 Falcon 181.2"

Parking is a snap with the Rambler American. You can park in tight spaces far too small for most cars . . . and with far less effort. With the Rambler American, city driving becomes less tiring and no longer a pesky chore.



Garaging is no problem for either the Rambler 6 or the Rambler American. Both garage easily, and take up far less room than most cars . . . leave garage room for bicycles and garden tools.

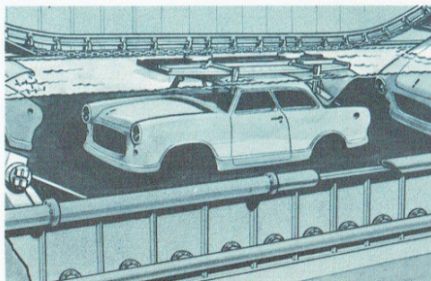
BOX SCORE ON HANDLING EASE

	AMERICAN	RAMBLER 6	Corvair	Falcon	Valiant	Lark	Volkswagen	Hillman-Minx
Wheelbase	100	108	108	109.5	106.5	108.5	94.5	96.0
Length	178.3	189.5	180.0	181.2	184.0	175.0	160.2	162.0
Width	73.0	72.2	66.9	70.0	70.4	71.3	60.5	60.7
Height	57.3	57.3	51.3	54.5	53.3	57.5	59.0	59.5
Turning Diameter, Feet	36.0'	37.3'	39.3'	38.8'	37.1'	37.5'	36.0'	36.0'
Steering Wheel Diameter	17.0	17.0	16.0	17.0	16 x 16.5	17.0	15.7	16.5
Steering Wheel Turns (stop to stop)	3.9	4.7	5.0	4.6	4.5	5.0	2.8	3.3
Front Suspension	Coil	Coil	Coil	Coil	Torsion Bar	Coil	Torsion Bar	Coil
Rear Suspension	Leaf	Coil	Coil	Leaf	Leaf	Leaf	Torsion Bar	Leaf
Tread, Front and Rear	54.6, 55.0	57.8, 58.0	54.0, 54.0	55.0, 54.5	56.0, 55.5	57.4, 49.2	51.0, 49.2	49.0, 48.5
Tire Size, Standard	5.90 x 15 6.40 Sta. Wag.	6.40 x 15	6.50 x 13	6.00 x 13	6.50 x 13	5.90 x 15	5.60 x 15	5.60 x 15
Power Steering, Optional	No	Yes	No	No	Yes	Yes, V-8	No	No
Power Brakes, Optional	No	Yes	No	No	Yes	Yes	No	No

X-RAY

Checks on Single Unit Construction

An economy car may have superb styling, ample room, and plush comfort. It may even handle like a dream. But what about construction? How well is it built? Is it built to last? Does it give better appearance and economy by eliminating useless weight? Does it have longer life that is reflected in higher resale value? A quick check will tell.



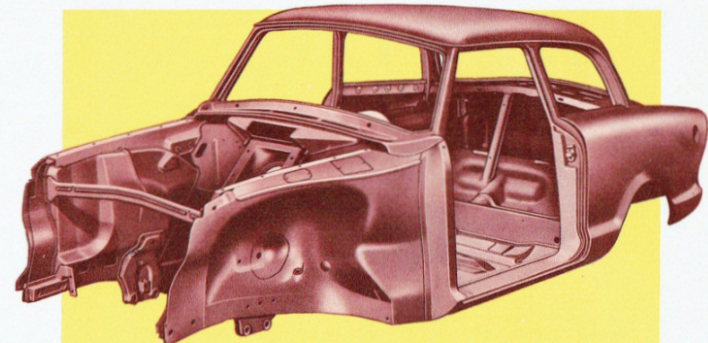
Rambler Americans are totally dipped in a rust-proofing paint primer bath. A method far more protective than old fashioned sprays used by most other manufacturers. The Deep-Dip* process gets tiny cracks and otherwise inaccessible areas that sprays generally miss.

*PIONEERED BY AMERICAN MOTORS



Most compact cars, such as the Valiant and Falcon, have only a single wall rear quarter panel construction. But the Rambler American has two walls of strong

steel. This exclusive method of construction not only adds to the solid feeling of the American, but the box section structure gives additional protection.



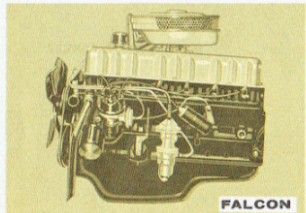
Every Rambler uses aircraft-type, Single-Unit* construction . . . a method pioneered and perfected by American Motors.

*PIONEERED BY AMERICAN MOTORS

X-RAY

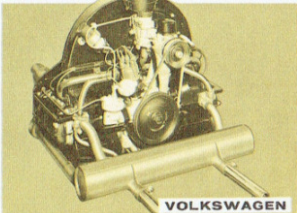
Checks on Economy Car Engines and Performance

Gasoline economy is, of course, a desirable feature in today's automobile engines. But economy without safe, dependable performance can be actually dangerous. X-Ray checks the 1960 economy-class cars for engine features and performance.



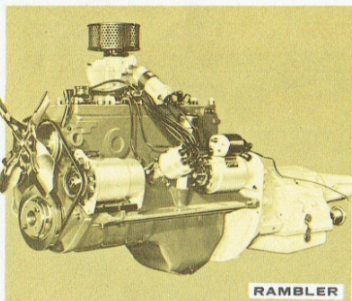
FALCON

Falcon, like the Corvaire, has a relatively small 144 cubic inch displacement resulting in sluggish performance. Manual choke only.



VOLKSWAGEN

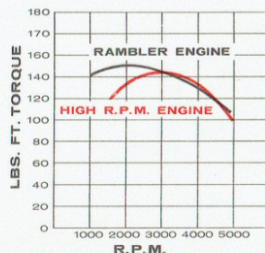
The flat, air-cooled, 4-cylinder Volkswagen engine has only 72.7 cubic inch displacement . . . must be shifted often for hills and passing.



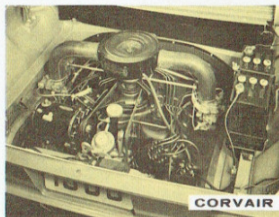
RAMBLER

The 90 Horsepower Rambler American L-Head 6-cylinder engine has plenty of power for peak performance and economy under all driving conditions.

PERFORMANCE CHART



This torque curve approximates the difference between low horsepower, high-speed engines and the Rambler engine. Note that the Rambler engine delivers more torque at lower speeds for more responsiveness.



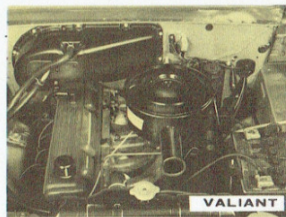
CORVAIRE

Corvaire's rear-mounted air-cooled engine requires a fan belt that turns at sharp angles . . . is easily thrown-off or broken.



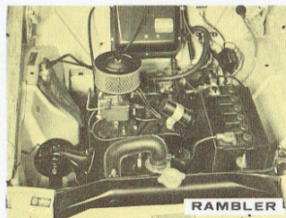
FALCON

Falcon—typical of the economy cars particularly imported cars—has a low horsepower, low performance, high speed engine.



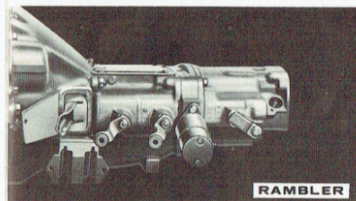
VALIANT

The Valiant engine is inclined at a 30° angle, thus crowding the engine compartment on the right side and making service difficult.



RAMBLER

The Rambler American engine is compact giving plenty of extra room in the engine compartment for easy servicing and maintenance.



RAMBLER

Only Rambler and Lark in the economy field—not Corvaire, Falcon or Valiant—offer Automatic Overdrive transmission. Rambler's complete range of transmission choices means the buyer can have a car geared to his individual driving needs and preferences.



RAMBLER

COMPARE



VALIANT

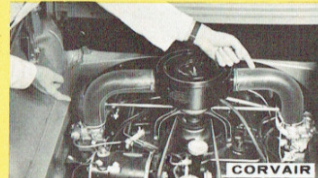
Rambler's standard transmission gear shift lever is conveniently mounted on the steering column. Corvaire and Valiant use the old-fashioned, foreign type floor-mounted lever that interferes with center-passenger room and comfort.



VALIANT

◀ The bolted-on intake manifold, used on Valiant and many other cars, cannot deliver an even temperature-controlled fuel-air mixture to the engine. Consequently, engine efficiency is reduced.

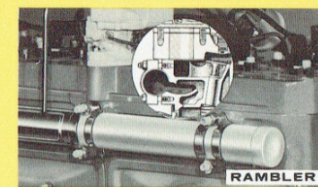
▶ The "Iso-Thermal Intake Manifold" used on the Rambler American is cast into the block. The manifold permits engine coolant to pre-heat the fuel-air mixture to increase operating efficiency.



CORVAIRE

◀ Corvaire uses twin carburetors that must be kept in constant synchronized adjustment for proper engine performance.

▶ Rambler's single-throat carburetor seldom requires adjustment . . . helps provide top economy and performance.



RAMBLER



RAMBLER

BOX SCORE ON ENGINE and MECHANICAL FEATURES

	AMERICAN	RAMBLER 6	Corvaire	Falcon	Valiant	Lark	Volkswagen	Hillman-Minx
Engine Location and Cooling	Front, Water	Front, Water	Rear, Air	Front, Water	Front, Water	Front, Water	Rear, Air	Front, Water
Engine Cyls. and Type	6, L-Head	6, OHV	6, Flat OHV	6, OHV	6, OHV, Tilt	6, L-Head	4, Flat OHV	4, OHV
Displacement, Cu. In.	195.6	195.6	140.0	144.3	170.0	169.6	72.7	91.2
Piston Bore and Stroke	3.13 x 4.25	3.13 x 4.25	3.38 x 2.6	3.50 x 2.50	3.40 x 3.13	3.00 x 4.00	3.03 x 2.52	3.11 x 3.00
Compression Ratio	8.0:1	8.7:1	8.0:1	8.7:1	8.5:1	8.3:1	6.6:1	8.5:1
Horsepower @ RPM (1)	90 @ 3800	127 @ 4200	80 @ 4400	90 @ 4200	101 @ 4400	90 @ 4000	36 @ 3700	56 @ 4600
Torque @ RPM (1)	150 @ 1600	180 @ 1600	125 @ 2400	138 @ 2000	155 @ 2400	145 @ 2000	56 @ 2000	83 @ 2000
HP per Cu. In. (high best)	.46	.65	.57	.62	.59	.53	.49	.61
Shipping Weight, 4-Dr., Lbs.	2494	2918	2305	2288	2635	2592	1540, 2-Dr.	2150
Weight per HP (low best)	27.7	23.0	28.8	25.5	26.1	28.8	42.8	38.4
Automatic Choke	Yes	Yes	Yes	No	Yes	Yes	No	No
Gasoline Tank, Gallons	22	22	11	14	13	18	10.6	8.7
Mobilgas Econ. Run '59, Auto. Trans.	25.3 MPG	22.9 MPG	—	—	—	22.4 MPG	—	—
Std. Trans. Speeds and Shift Loc.	3, Post	3, Post	3, Floor	3, Post	3, Floor	3, Post	4, Floor	4, Floor Std. Post Opt.
Overdrive Optional	Yes	Yes	No	No	No	No	No	No
Automatic Trans. Speeds and Park	3, Yes	3, Yes	2, No	2, Yes	3, No	3, Yes	None	3, No
Twin-Grip Differential	Yes	Yes	No	No	No	Yes	No	No

(1) High rating and low RPM, best

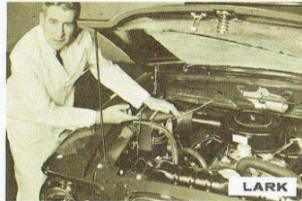
X-RAY

Checks on Rambler Over-all Superiority

The measure of an automobile's over-all superiority is the sum total of many features, and qualities. The entire line-up of 1960 economy cars is compared in the pages of this factual X-Ray. Here, some extremely important points of these cars are compared with similar features of the Rambler American — the recognized standard of basic excellence.



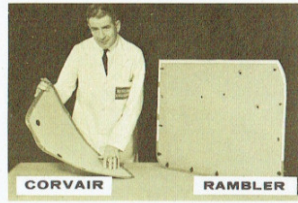
Rambler American offers the added convenience of a counterbalanced hood. The Corvaire and Lark do not offer this feature.



Only Rambler offers the world-famous Weather Eye System that heats, ventilates, defrosts and circulates clean, fresh air throughout the passenger compartment.



Valiant's sculptured side body metal, like the Falcon's, is expensive to repair. Rambler's smooth panels cost much less to repair.



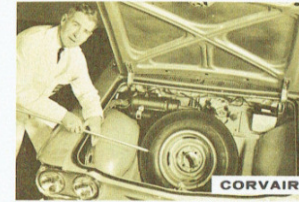
Corvaire door panels are light pressed paper board as contrasted with quality-built Rambler panels of vinyl-covered fibre board for long-lasting good looks.



Rambler's superiority is further evidenced in the Vinyl headlinings that are standard equipment. Corvaire and most others use cloth headlinings.



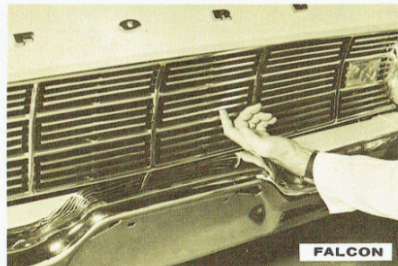
Sound-deadening material that is merely thrust into the sides of the Falcon trunk compartment is short-cut construction. Rambler sound-deadening materials are built-in.



Corvaire's trunk, under the front hood, contains the gasoline heater, upright spare tire and service parts . . . leaves little room for luggage. Compare Rambler's roomy, uncluttered trunk.



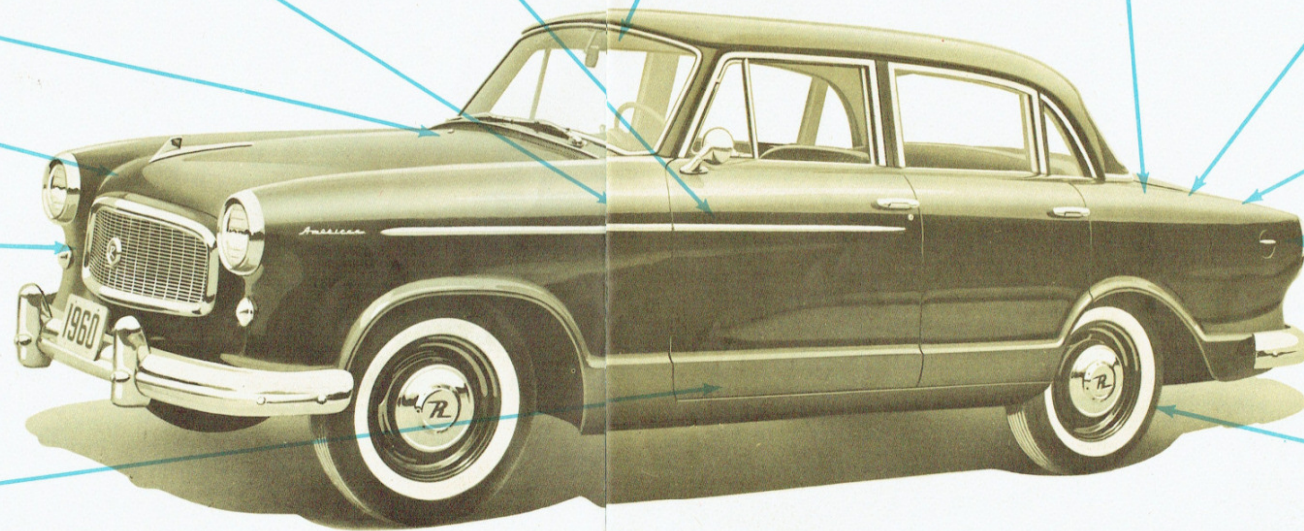
Valiant's gasoline intake line extends well into the trunk compartment, taking up valuable luggage space. Rambler's intake line does not enter the trunk compartment.



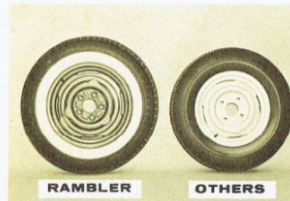
Compare Rambler's sturdy one-piece die-cast grille with the flimsy grilles on Falcon and other economy-class cars.



Milady's glove or hand can easily be dirtied when using the seat adjustment lever in the Corvaire. In Rambler, there's plenty of room between door, sill and lever position.



Corvaire's 11-gallon gas tank, Falcon's 14 and Valiant's 13 require more frequent, bothersome service station stops, especially annoying on long trips. By comparison Rambler's 22-gallon tank is an outstanding convenience feature.



Contrast Rambler's 15-inch wheels with the 13-inch wheels on Corvaire, Falcon and Valiant. The larger wheels and tires mean longer tire life, better ride and greater safety.

X-RAY

Checks Proved Economy Against Advertising Claims

WHILE OTHERS TALK ECONOMY, RAMBLER PROVES IT!

There is a vast difference between advertised economy claims substantiated only by the advertiser's own test drivers and actual economy records established under official supervision. Only Rambler can back up its claims with certified proof!

RAMBLER AMERICAN and RAMBLER 6 WIN 1st & 2nd Places—Compact Car Class "A" 1959 MOBILGAS ECONOMY RUN

The two Ramblers with automatic transmission conquered all types of driving conditions — blistering deserts — snow-capped mountains — stop-and-go city traffic — to take top honors in Compact Car Class "A" over the grueling 1898-mile course from Los Angeles to Kansas City.

25.3 M.P.G.
and
22.9 M.P.G.
With Automatic
Transmission

RAMBLER AMERICAN and RAMBLER 6 BOTH SET NEW NASCAR COAST-TO-COAST ECONOMY RECORDS

Under official NASCAR supervision, two Rambler 6's — one with overdrive, the other with automatic transmission — and a Rambler American with overdrive set new coast-to-coast economy records from Los Angeles to New York City, using only regular grade fuel.

36.9 M.P.G.
Rambler-6 With Overdrive
32.1 M.P.G.
Rambler-6 With Automatic
38.9 M.P.G.
American With Overdrive



COMPETITIVE CLAIMS vs RAMBLER FACTS

CORVAIR CLAIMS

- ... Product of 9 years research and development of the auto industry's most advanced facilities.
- ... Exceptional fuel savings with its remarkable new engine.
- ... Up to 30% more miles to a gallon on regular gasoline.
- ... Corvair's air-cooled engine does not require antifreeze.
- ... The biggest savings of all is Corvair's price.

RAMBLER FACTS

Rambler American, product of America's most experienced builder of Compact cars, affords top economy that's not just a claim, but a fact that has been proved by millions of happy owners. Its famous Super Flying Scot engine has been proved and proved again to be the country's number one economy champ. Unlike Corvair's gas heater, the Rambler American's Weather Eye heats efficiently without sacrificing fuel economy. The Rambler American saves you almost \$200, when compared with Corvair's lowest priced two-door model, based on manufacturers' suggested prices.

FALCON CLAIMS

- After 3 years and 3 million miles of testing and development, the New-Sized Ford, the Falcon, just completed an amazing quality and performance demonstration in road tests over every numbered U.S. Federal Highway.
- Falcon gets up to 30 miles to a gallon on regular gasoline. Experience Run U.S.A. proved it.
- The easiest car in the world to own, Falcon, for all its big-car comfort, styling, and power, delivers for less than many imported economy cars. Maximum durability and minimum maintenance are responsible for easier, quicker, lower-cost servicing by more than 7,000 Ford Dealers.

RAMBLER FACTS

The experience gained from American Motors' 10 years of building Compact cars is built into every Rambler American. This plus the experience gained from over 25 billion owner-driven miles has made the Rambler American the quality-built economy car that it is today. Its economy is *proved* economy . . . proved by the Mobilgas Economy Run, and a NASCAR coast-to-coast economy record. Because of superior engineering and design, the American requires less servicing and thereby reduces maintenance costs considerably. If the Falcon is easy to own, then the Rambler American is even easier, as it saves you more than \$100 on initial cost, based on a comparison of manufacturers' suggested prices.

VALIANT CLAIMS

- For 25 years Chrysler Corporation has been engaged in a continuous program of "small car" research and design . . . It was not until May of 1957 that the decision was made to bring out such a car. The car would be named Valiant.
- When you drive Valiant, you'll find it hard to believe that such a responsive engine can miser gasoline the way this one does.
- In highway driving, Valiant can get up to 30 miles to a gallon on regular gasoline. When the factors of speed, driver skill, temperature, and road surfaces are favorable, it can do even better.

RAMBLER FACTS

American Motors Corporation has been *building* and *selling* its Compact cars for more than 10 years. Its experience reaches far past the research and design phase. It reaches into a wealth of knowledge gained from over 25 billion owner-driven miles. The result of American Motors' experience has been a happy one for literally millions of satisfied Rambler and Rambler American owners. The Rambler American's economy is backed by fact and proof in the form of unmatched economy records.

LARK CLAIMS

- Practical — owners report fewer service jobs, lower service charges, sharply reduced gasoline and insurance costs.
- Costs little more than most sixes.

RAMBLER FACTS

With Single-Unit® construction Rambler Americans are free from body-bolt shakes and rattles. In the Mobilgas Economy Run the Rambler American took on all comers, and won hands down. It did even better in a NASCAR-sanctioned coast-to-coast economy run. The lowest priced American-built car, the Rambler American can save you nearly \$200, when compared with the Lark, based on manufacturers' suggested prices.

X-RAY

RAMBLER AMERICAN

Model for model, the Rambler American is the lowest-priced U.S.-built 6 cyl. car. For example, the suggested factory delivered price at Kenosha, Wisconsin, for the 1960 Rambler American DeLuxe 2-Door Sedan, including Federal Excise Tax is —

\$1795

Compares Advertised Delivered Prices

The value of an automobile, as represented by its first cost, is an important factor in determining that car's usefulness to its user. X-Ray checks the basic prices of the 1960 economy-class cars to give you a standard of comparison.

CORVAIR

"500"
2-DOOR CLUB COUPE

\$1984

FALCON

STANDARD
2-DOOR SEDAN

\$1912

LARK

DELUXE 6
2-DOOR SEDAN

\$1976

VALIANT

"V-100"
4-DOOR SEDAN

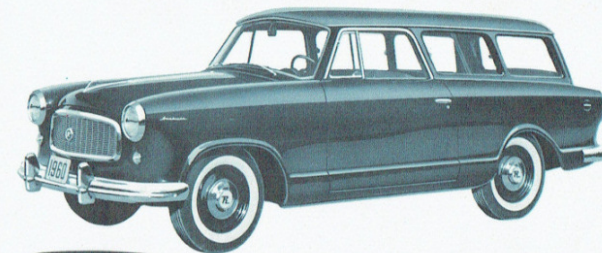
\$2053



RAMBLER AMERICAN
SUPER STATION WAGON

\$338 LESS

Than the Valiant 4-Door Wagon



RAMBLER AMERICAN
DELUXE STATION WAGON

\$346 LESS

Than the Lark Deluxe 2-Door Wagon



RAMBLER AMERICAN
DELUXE 2-DOOR SEDAN

\$117 LESS

Than the Falcon Std. 2-Door Sedan



RAMBLER AMERICAN
DELUXE 4-DOOR SEDAN

\$194 LESS

Than the Corvair 500 4-Door Sedan



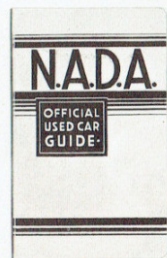
These prices compare the Rambler American with other economy cars and are manufacturers' suggested advertised delivered prices at the factory and include Federal Excise Tax. They do not include state and local taxes, if any, nor extra equipment such as overdrive or automatic transmission, white sidewall tires, and the like.

Compares Established Resale Values

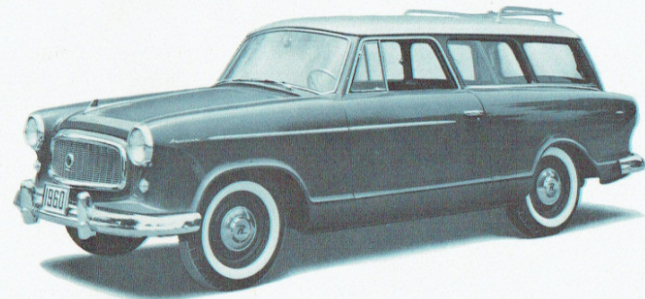


Rambler has the outstanding resale value in the low-price field. In fact, none of the new entries in the economy-car class have any officially-established resale value record.

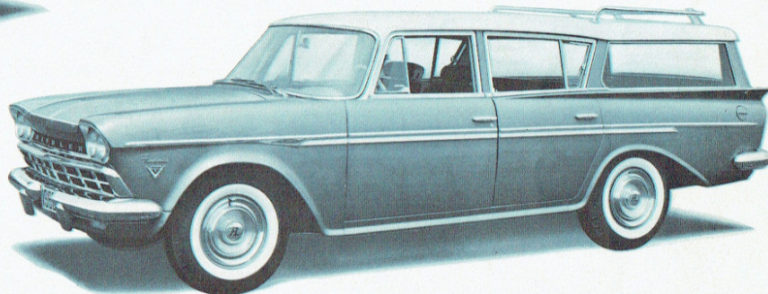
Both national authorities on the value of used cars—the Red Book National Market Reports and the N.A.D.A. Official Used Car Guide—prove that Rambler is tops in resale in every region of the United States, month after month.



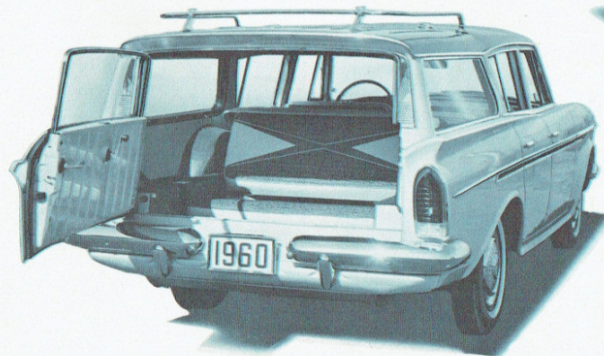
Reviews Station Wagon Models



RAMBLER AMERICAN STATION WAGON — Full family room with more than 52 cubic feet of usable cargo space. America's lowest-priced station wagon.



RAMBLER 6 AND RAMBLER REBEL V-8 4-DOOR CROSS COUNTRY — Full six passenger room plus 80 cubic feet of usable cargo space.



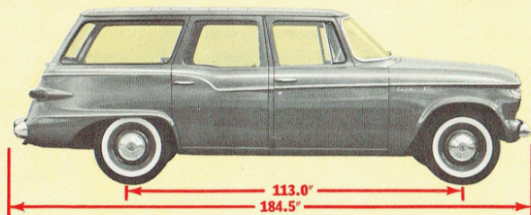
5 WIDE DOORS — 3 COMFORTABLE SEATS — The tail-gate is a swing-out fifth door. No climbing over tail-gate or seats to get into third seat. Six or Rebel V-8.

No one station wagon model can meet the specific needs of all station wagon buyers. Its usefulness to its user depends upon a proper correlation between the requirements of the buyer and the size and the room of the car. Rambler for 1960 presents a full line of station wagons. You will find one tailored for your own needs.

X-RAY

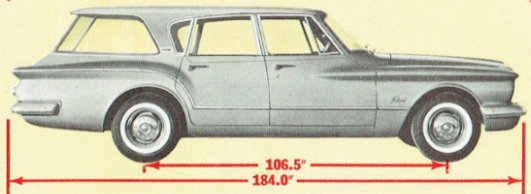
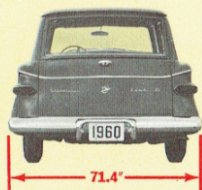
Checks on Economy Station Wagons

The station wagon has a dual function . . . to serve as a comfortable passenger car and a practical family cargo carrier. X-Ray checks the station wagons in the economy-class to determine their usefulness to the user in the light of this dual capacity. How much usable room do they have? What useful features? Get the answers below.



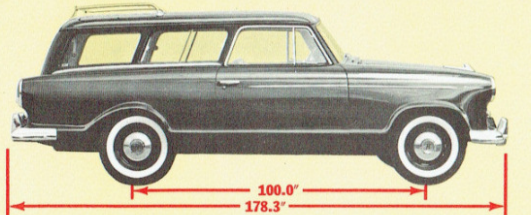
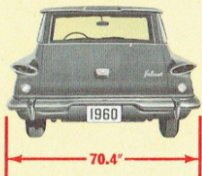
LARK

Lark's station wagon wheelbase is 4½ inches greater than its sedan models and considerably longer than other economy-class cars. This tends to actually impair the maneuverability of the Lark wagon.



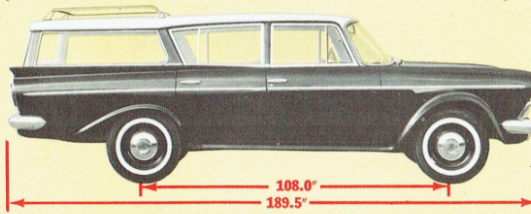
VALIANT

The Valiant station wagon is bigger than the Rambler American station wagon . . . is less like an economy car. Its exaggerated dimensions provide no more usable room.



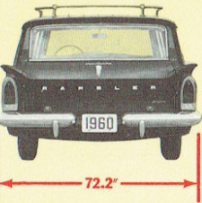
RAMBLER AMERICAN

The compact exterior dimensions of the Rambler American station wagon make it the easiest of all U.S.-built wagons to maneuver, park and garage. It has full family-size room and 52 cubic feet of usable cargo space in its generous-sized interior.

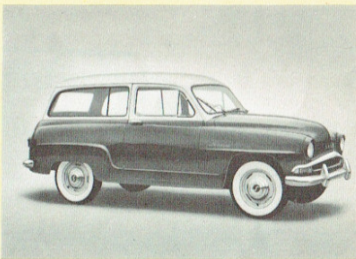


RAMBLER 6

The Rambler 6 Cross Country is the new standard of basic excellence in station wagons. It is America's largest selling 6-cylinder station wagon with features unmatched by any other car in the compact field.



The Hillman Minx — like most small foreign-built wagons—suffers in comparison with the Rambler and Rambler American from the standpoint of passenger room and comfort and cargo capacity. It has only limited cargo space.



Simca Chatelaine Station Wagon—with tail gate open—has a cargo platform 90 inches in length—only 66 inches with gate closed. The rear opening is only 37.8 inches wide compared to the American's 39.4 inch loading width.



COMPARE



RAMBLER

Lark station wagon owners are offered the utility of a travel rack, but only as an extra-cost option. It's standard on all Ramblers except the Deluxe American.

Rambler American Super offers the smart Roof-Top Travel Rack as standard equipment to carry extra luggage and camping gear when traveling.



RAMBLER

The tail-gate is a swing-out fifth door in the Rambler 3-seat station wagon. The fifth door can be locked from either inside or outside.

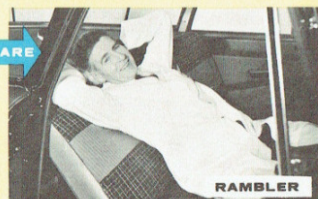


RAMBLER

The Rambler 6 Cross Country features a roll-down rear window that disappears into the one-piece tail-gate for greater safety, convenience and loading ease.



COMPARE



RAMBLER

Even though Lark advertises reclining seats in sedan models, this comfort feature is not usable in its station wagon when the second seat is lowered.

Rambler's comfortable Airliner Reclining Seats can be used even with the rear seat lowered in the cargo position to provide travel comfort and convenience.

BOX SCORE ON STATION WAGONS

	AMERICAN	RAMBLER 6	Corvair	Falcon	Valiant	Lark	Volks-wagen	Hillman-Minx
Wheelbase	100.0	108.0	—	—	106.5	113.0	—	96.0
Length	178.3	189.5	—	—	184.0	184.5	—	162.0
Width	73.0	72.2	—	—	70.4	71.4	—	60.7
2-Door Station Wagon	Yes	No	No	No	No	Yes	No	No
4-Door Station Wagon	No	Yes	No	No	Yes	Yes	No	Yes
3-Seat Station Wagon	No	Yes	No	No	Yes	Yes	No	No
Roof Rack Std.	Yes, Super	Yes	—	—	No	Opt.	—	No
Open Tail-Gate Width	39.4	50.8	—	—	40.7	45.0	—	40.0
Open Tail-Gate Height	26.5	24.5	—	—	27.4	30.1	—	27.0
Compartment Length	68.5	82.4	—	—	82.6	82.5	—	58.0
Upper Tail-Gate Type	Lift-Gate	Roll-Down Window	—	—	Roll-Down Window	Lift-Gate	—	Lift-Gate
Air-Coil Rear Suspension Opt.	No	Yes	No	No	No	No	No	No

X-RAY

Checks on Economy Car Features and Options

Many of the features illustrated and described on these pages are available only with Rambler. Each means more value and more driving pleasure. Each means more usefulness to the user. No other compact or smaller car even begins to compare with Rambler's comfort and convenience features. Only a few are shown here. Your Rambler dealer will be happy to give you more information on these and many more comfort and convenience features.

Short or tall—big or small—each front seat passenger rides in equal comfort in the 1960 Rambler. Each seat slides forward and backward individually to give driver and front seat passenger the exact amount of legroom each needs for perfect comfort. Optional on Rambler "6," Rebel V-8 and Ambassadors.



Comfortable nap couch—perfect for resting children, invalids or senior citizens—is but one of the many restful positions available with Rambler Airliner Reclining Seats. Optional.



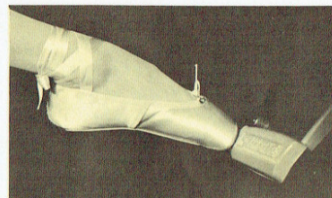
Five comfortable positions at the mere flick of a lever are yours to enjoy with Airliner Reclining Seats in Rambler for 1960. Available on Rambler American, Rambler 6, Rebel V-8 and Ambassadors.



Rambler Twin-Travel Beds sleep three in comfort . . . are perfect for restful all-night sleeping on vacation or camping trips. Make up in a jiffy and let you forget hotel and motel reservation worries.



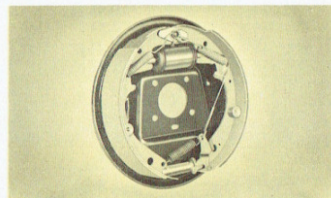
New adjustable front seat headrest, available singly or in pairs on the Rambler 6, Rebel V-8 and Ambassador, match the color and trim of seats. A safety and comfort feature, headrests are adjustable. Optional.



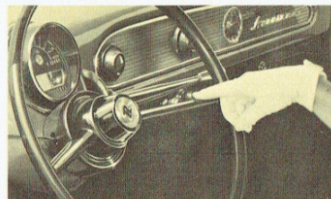
Rambler Power-Brakes give surer, safer stops with tip-toe touch. Optional. Bonded linings (standard or power) eliminate danger of scored brake drums.



Twin-Grip Differential gives added assurance of positive traction under difficult driving conditions such as ice, snow or mud. Optional equipment.



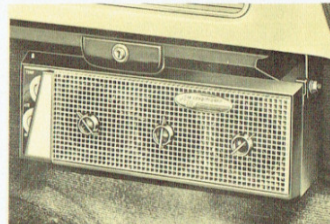
Self-Adjusting Brakes eliminate periodic adjustments . . . improve brake operation . . . help to provide quick, safe stops for the entire life of the linings. Optional.



Direct-Action Power Steering, optional, removes the last vestige of effort from driving America's easiest-steering car. Turn the wheel with finger-tip ease.



Weather Eye System is the finest heating and ventilating system in the industry. Clean, fresh air is taken in at cowl level and circulated throughout the car to give uniform warmth in front and rear compartments. Whisks out dust and smoke. Optional.



Air Conditioning—easily installed by your dealer in the Rambler American—refrigerates and circulates cool air throughout the car—with thermostatic control. Rambler's factory-installed All-Season Air Conditioning system on other Rambler models cools in summer, heats in winter—ventilates the year 'round.

Rambler American provides generous room for five big passengers. Full six-passenger room is yours to enjoy in Rambler 6, Rambler Rebel V-8 and Ambassador V-8. The wide, comfortable coil-spring seats in all models afford maximum traveling comfort for both front and rear seat passengers.



BOX SCORE ON FEATURES and OPTIONS

	AMERICAN	RAMBLER 6	Corvair	Falcon	Valiant	Lark	Volkswagen	Hillman-Minzi
Deep-Dip Rust Proofing	Yes, Full	Yes, to Roof	No	No	Yes, Only 13'	No	No	No
Aluminum Window Frames	Yes	Yes	No	No	No	No	No	No
Twin-Seals, Doors	No	Yes	No	No	No	No	No	No
Trunk Volume, Cu. Ft.	17.7	27.9	11.3	23.7	24.9	24.0	6.3	14.5
Trunk Height to Ground	27.4	21.0	28.0	27.7	21.9	29.1	30.0	22.0
Counterbalanced Hood and Trunk	Yes	Yes	Trunk	Trunk	Yes	Trunk	No	Yes
Wheel Bolts (or nuts)	5	5	4	4	5	5	5	4
Gasoline Tank, Gallons	22	22	11	14	13	18	10.6	8.7
Heater Type, Optional	Water	Water	Gasoline	Water	Water	Water	Exhaust Air	Water
Air Conditioning, Optional	Yes	Yes	No	No	No	Yes	No	No
Reclining Seats, Optional	Yes	Yes	No	No	No	Yes	No	No
Individual Front Seats and Headrests, Optional	No	Yes	No	No	No	Yes	No	No
Clock, Optional	Yes	Std. on Custom	No	No	Yes	Yes	No	No
Power Steering, Opt.	Yes	Yes	No	No	Yes	Yes	No	No
Self-Adjusting Brakes, Optional	Yes	Yes	No	No	No	No	No	No
Overdrive, Optional	Yes	Yes	No	No	No	Yes	No	No
Radio Type, Optional	P.-B. or Man.	Push-But.	Manual	Manual	Manual	Push-But.	P.-B. or Man.	(Dealer)
Auto. Trans. Push-Button Control	No	Yes	No	No	No	No	None	No
Headlights	Single	Dual (1)	Dual	Single	Dual	Single	Single	Single

(1) Optional on Deluxe models.

Now Add Up the Box Score on All 1960 Economy Cars

	AMERICAN	RAMBLER 6	Corvair	Falcon	Valiant	Lark	Volkswagen	Hillman-Minx
Headroom, Front and Rear	35.3, 34.0	35.0, 34.0	34.0, 33.4	33.9, 32.8	33.6, 33.4	36.0, 35.0	37.5, 34.8	36.0, 33.0
Hiproom, Front and Rear	58.0, 45.3	59.8, 60.1	57.8, 57.6	57.1, 56.8	57.0, 56.9	59.5, 59.0	49.2, 51.6	47.0, 43.0
Shoulder Room, Front and Rear	51.5, 49.8	57.7, 57.6	54.0, 53.6	55.6, 55.4	54.6, 54.1	55.5, 54.5	47.8, 47.0	47.0, 44.8
Legroom, Front and Rear	44.0, 37.5	43.0, 40.0	42.8, 36.5	43.3, 39.4	44.1, 38.9	44.0, 39.0	42.1, 39.0	43.0, 42.0
Seat Height, Front and Rear	10.0, 11.9	10.4, 14.2	9.4, 10.4	11.4, 14.2	11.4, 13.4	12.3, 11.0	14.0, 16.0	13.0, 15.0
Seat Adjustment, Front	6.0	6.0	4.0	4.0	4.5	5.5	3.0	5.0
Steering Wheel to Seat Cushion	7.7	5.6	5.5	5.5	6.2	5.5	6.0	5.0
Reclining Seats, Opt.	Yes	Yes	No	No	No	Yes	No	No
Seat-Cushion Springs	Coil	Coil	Zig-Zag	Zig-Zag	Fr. Zig-Zag Rr. Coil	Fr. Zig-Zag Rr. Coil	Wire-Mesh	Zig-Zag
Seat-Back Springs	Coil	Coil	Zig-Zag	Zig-Zag	Zig-Zag	Coil	Wire-Mesh	Zig-Zag
Padded Dash and Visors, Opt.	No	Yes	Yes, Dash	Yes	Yes	Yes	No	No
Bonded Brake Linings	Yes	Yes	Yes	No	No	No	No	No
Effective Brake Lining Area	139.5	153.8	120.8	114.3	129.1	119.7	96.0	121.0
Shipping Weight, 4-Dr., Lbs.	2494	2918	2305	2288	2635	2592	1540, 2-Dr.	2150
Pounds per Sq. In. Lining (Low Best)	17.9	19.0	19.1	20.0	20.4	21.6	16.1	17.8
Step-On Parking Brake	No	Yes	No	No	Yes	No	No	No
Twin-Grip Differential	Yes	Yes	No	No	No	Yes	No	No
Single Unit Construction	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Gas Tank in Rear	Yes	Yes	No	Yes	Yes	Yes	No	Yes
Bumper Guards Std., Front and Rear	Yes	Yes	No	No	No	No	Yes	No
Wheelbase	100	108	108	109.5	106.5	108.5	94.5	96.0
Length	178.3	189.5	180.0	181.2	184.0	175.0	160.2	162.0
Width	73.0	72.2	66.9	70.0	70.4	71.3	60.5	60.7
Height	57.3	57.3	51.3	54.5	53.3	57.5	59.0	59.5
Turning Diameter, Feet	36.0'	37.3'	39.3'	38.8'	37.1'	37.5'	36.0'	36.0'
Steering Wheel Diameter	17.0	17.0	16.0	17.0	16 x 16.5	17.0	15.7	16.5
Steering Wheel Turns (stop to stop)	3.9	4.7	5.0	4.6	4.5	5.0	2.8	3.3
Front Suspension	Coil	Coil	Coil	Coil	Torsion Bar	Coil	Torsion Bar	Coil
Rear Suspension	Leaf	Coil	Coil	Leaf	Leaf	Leaf	Torsion Bar	Leaf
Tread, Front and Rear	54.6, 55.0	57.8, 58.0	54.0, 54.0	55.0, 54.5	56.0, 55.5	57.4, 49.2	51.0, 49.2	49.0, 48.5
Tire Size, Standard	5.90 x 15 6.40 Sta.Wag.	6.40 x 15	6.50 x 13	6.00 x 13	6.50 x 13	5.90 x 15	5.60 x 15	5.60 x 15
Mobilgas Econ. Run '59, Auto. Trans.	25.3 MPG	22.9 MPG	—	—	—	22.4 MPG	—	—
Std. Trans. Speeds and Shift Loc.	3, Post	3, Post	3, Floor	3, Post	3, Floor	3, Post	4, Floor	4, Floor Std. Post Opt.
Overdrive Optional	Yes	Yes	No	No	No	Yes	No	No
Automatic Trans. Speeds and Park	3, Yes	3, Yes	2, No	2, Yes	3, No	3, Yes	None	3, No
Auto. Trans. Push-Button Control	No	Yes	No	No	Yes	No	None	No

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	AMERICAN	RAMBLER 6	Corvair	Falcon	Valiant	Lark	Volkswagen	Hillman-Minx
Engine Location and Cooling	Front, Water	Front, Water	Rear, Air	Front, Water	Front, Water	Front, Water	Rear, Air	Front, Water
Engine Cyls. and Type	6, L-Head	6, OHV	6, Flat OHV	6, OHV	6, OHV, Tilt	6, L-Head	4, Flat OHV	4, OHV
Displacement, Cu. In.	195.6	195.6	140.0	144.3	170.0	169.6	72.7	91.2
Piston Bore and Stroke	3.13 x 4.25	3.13 x 4.25	3.38 x 2.6	3.50 x 2.50	3.40 x 3.13	3.00 x 4.00	3.03 x 2.52	3.11 x 3.00
Compression Ratio	8.0:1	8.7:1	8.0:1	8.7:1	8.5:1	8.3:1	6.6:1	8.5:1
Horsepower @ RPM (1)	90 @ 3800	127 @ 4200	80 @ 4400	90 @ 4200	101 @ 4400	90 @ 4000	36 @ 3700	56 @ 4600
Torque @ RPM (1)	150 @ 1600	180 @ 1600	125 @ 2400	138 @ 2000	155 @ 2400	145 @ 2000	56 @ 2000	83 @ 2000
HP per Cu. In. (high best)	.46	.65	.57	.62	.59	.53	.49	.61
Weight per HP (low best)	27.7	23.0	28.8	25.5	26.1	28.8	42.8	38.4
Automatic Choke	Yes	Yes	Yes	No	Yes	Yes	No	No
Deep-Dip Rust Proofing	Yes, Full	Yes, to Roof	No	No	Yes, 13"	No	No	No
Aluminum Window Frames	Yes	Yes	No	No	No	No	No	No
Twin-Seals, Doors	No	Yes	No	No	No	No	No	No
Trunk Volume, Cu. Ft.	17.7	27.9	11.3	23.7	24.9	24.0	6.3	14.5
Trunk Height to Ground	27.4	21.0	28.0	27.7	21.9	29.1	30.0	22.0
Counterbalanced Hood and Trunk	Yes	Yes	Trunk	Trunk	Yes	Trunk	No	Yes
Wheel Bolts (or nuts)	5	5	4	4	5	5	5	4
Gasoline Tank, Gallons	22	22	11	14	13	18	10.6	8.7
Heater Type, Optional	Water	Water	Gasoline	Water	Water	Water	Exhaust Air	Water
Air Conditioning, Optional	Yes	Yes	No	No	No	Yes	No	No
Reclining Seats, Optional	Yes	Yes	No	No	No	Yes	No	No
Individual Front Seats and Headrests, Optional	No	Yes	No	No	No	Yes	No	No
Clock, Optional	Yes	Std. on Cust.	No	No	Yes	Yes	No	No
Power Steering, Opt.	Yes	Yes	No	No	Yes	Yes	No	No
Self-Adjusting Brakes, Optional	Yes	Yes	No	No	No	No	No	No
Air-Coil Suspension Opt.	No	Yes	No	No	No	No	No	No
Radio Type, Optional	P.-B. or Man.	Push-But.	Manual	Manual	Push-But.	P.-B. or Man.	(Dealer)	(Dealer)
Headlights	Single	Dual (2)	Dual	Single	Dual	Single	Single	Single
2-Door Station Wagon	Yes	No	No	No	No	Yes	No	No
4-Door Station Wagon	No	Yes	No	No	Yes	Yes	No	Yes
3-Seat Station Wagon	No	Yes	No	No	Yes	Yes	No	No
Roof Rack Std.	Yes, Super	Yes	—	—	No	Opt.	—	No
Open Tail-Gate Width	39.4	50.8	—	—	40.7	45.0	—	40.0
Open Tail-Gate Height	26.5	24.5	—	—	27.4	30.1	—	27.0
Compartment Length	68.5	82.4	—	—	82.6	82.5	—	58.0
Upper Tail-Gate Type	Lift-Gate	Roll-Down Window	—	—	Roll-Down Window	Lift-Gate	—	Lift-Gate

(1) High rating and low RPM. best. (2) Optional on Deluxe models.



The complete box score compares the 1960 Rambler American and Rambler 6, proving their greater usefulness to the user. It is lower-priced than any other U. S.-built car. It has proved economy authenticated by official tests . . . the proved top resale value of all low-priced cars. And its quality and performance have been further proved by 10 years' experience and 25 billion owner-driven miles.

Be sure to drive the Rambler American before you buy any economy car, foreign or domestic. You'll be many dollars ahead in saving, many miles ahead in performance, years ahead in comfort and convenience and motoring pleasure. You quickly discover why —



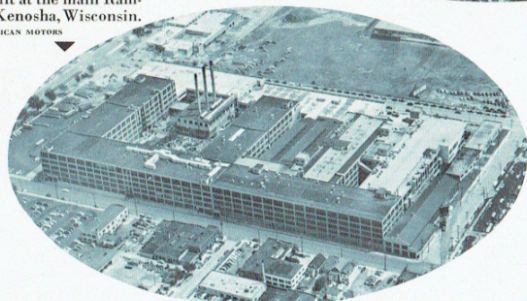
**YOUR
RAMBLER DOLLAR
IS A
BIGGER DOLLAR**

American Motors' giant production plants at Kenosha are now being expanded. Today more complete automobiles are built in the main Rambler plant in Kenosha than in any other single automobile plant in America.

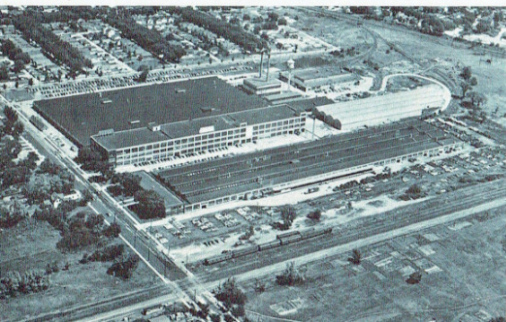


The huge American Motors Body Plant at Milwaukee, Wisconsin—one of the most efficient in the industry—where the production assembly of Single-Unit® construction was developed—builds bodies for Rambler 6, Rambler Rebel V-8 and Ambassador V-8 models. Rambler American bodies are built at the main Rambler plant in Kenosha, Wisconsin.

*PIONEERED BY AMERICAN MOTORS



Nerve Center of the vast Rambler parts pipeline is the Milwaukee Parts and Service Center. From its vast warehouse stocks, parts are channeled to zone warehouses and dealers throughout the world.



Rambler quality is guaranteed by constant checks and tests at every step of the way in modern engineering laboratories. Here, a thrifty Rambler engine undergoes a precise dynamometer test.



Rambler's trim, smart styling is created in one of the industry's most complete design studios located at Detroit headquarters. Here, stylists work years ahead to assure continued style leadership.



9000 strong welds replace old-fashioned body nuts-and-bolts in Rambler Single-Unit® construction. Rambler has one of the most highly integrated manufacturing operations in the industry.

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Headquarters for American Motors worldwide operations is the Central Administration Building in Detroit, Michigan.

AMERICAN MOTORS CORPORATION

Rambler • Kelvinator • Metropolitan

American Motors Corporation is ranked among the world's largest industrial corporations. Its plants, facilities, distributors and dealers are worldwide in scope. Its Rambler Division is the world's largest builder of economy cars.

Through its Appliance Division, American Motors manufactures and distributes refrigerators, ranges, freezers, home laundry equipment and many other household and commercial appliances under the Kelvinator, Leonard and ABC brand names.

ReDisCo, another subsidiary of American Motors Corporation, is the financing organization for appliance dealers.



Strategically located zone warehouses put Rambler parts within convenience of all dealerships. Parts warehouses are never more than a few air-hours from any Rambler dealer.



Approximately 3000 Rambler dealers assure you border-to-border and coast-to-coast service and parts facilities. Drive in where you see the Rambler sign—your guarantee of skilled service.



Burlington, Wisconsin, is the site of the American Motors Proving Grounds. Here, engineers, research specialists and expert test drivers put present and future Rambler models through endless miles of grueling tests.



RAMBLER

The New Standard of Basic Excellence

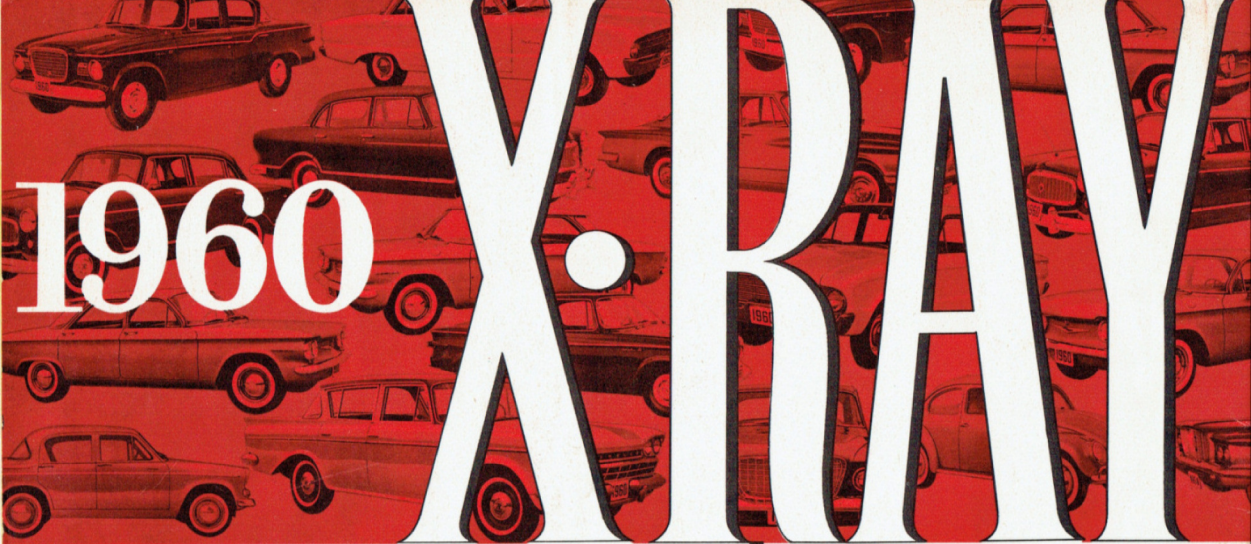
As this X-Ray Book has clearly pointed out, the significant changes that have taken place in the automotive industry are promoted by Rambler's overwhelming success.

More than a decade ago, the Compact* Rambler originated the economy car concept. Today, it is the world's largest builder of compact cars. It was developed to meet motorists' needs for a smart, quality-built automobile that is economical to own and operate . . . easier to park, handle and garage . . . yet has full family-size room and comfort.

The 1960 Rambler is the *new standard of basic excellence* . . . a standard upon which others will be judged for quality, utility, construction, materials and craftsmanship.

This X-Ray provides the facts. Investigate further, inspect and test the 1960 Rambler . . . the new standard of basic excellence . . . at your Rambler dealer's.

*PIONEERED BY AMERICAN MOTORS



1960

X-RAY

ONLY RAMBLER GIVES
YOU THE BEST OF BOTH:

- *Big Car Room and Comfort*
- *Small Car Economy and Handling Ease*

The information presented in this 1960 X-Ray is taken from official sources, from the literature of car makers and from automotive engineering publications.