

ALL-NEW 1961

RAMBLER AMERICAN

America's Leading Economy
Compact Car





The New World Standard Of Basic Excellence

Rambler is dedicated to the pursuit of excellence. Excellence in design—excellence in quality—in construction, comfort, performance and economy.

The Rambler concept is one of greater usefulness to the user. It is well expressed in Rambler's styling . . . constant improvement—not mere change for change's sake. This idea of styling continuity permits major investments to be made in those areas of product superiority that mean the greatest usefulness to the user. Rambler's exclusive Ceramic-Armored muffler and tail-pipe, guaranteed against defects for the life of the car while in the hands of the original owner, is an example of the effect of this concept. So, too, is the long-life protection of Deep-Dip rustproofing—the extra strength and durability of Rambler Single-Unit construction . . . the personal livability afforded by Rambler interiors, designed to make the entire passenger compartment a useful family living space.

The Rambler concept finds expression, too, in the extra thousands of miles of trouble-free, service-free operation that Rambler owners get from their cars.

Only Rambler builds all three sizes of compact cars:
Size One—The Economy Compact—Rambler American.
Size Two—The All-Purpose Compact—Rambler Classic 6 or V-8.
Size Three—The Luxury Compact—Ambassador V-8 by Rambler.

This brochure illustrates and describes the new 1961 Rambler American. You will see that it is completely new in styling. Yet this is an evolutionary change—not revolutionary. It is modern, enduring style—not the mere addition of garish chrome or protruding fins. You can be sure your new Rambler American will be in style for years to come.

Some new compacts have imitated Rambler size. Others have imitated Rambler economy. But none can imitate the Rambler concept—proved in 11 years' experience in building compact cars and more than 35 billion owner-driven miles.

This dedication to enduring quality makes Rambler the New World Standard of Basic Excellence!

We invite you to see and drive the new 1961 Ramblers at your Rambler dealer's soon.

George Romney

President
AMERICAN MOTORS CORPORATION

1961 RAMBLER AMERICAN

Meet the new American Beauty! Representing design continuity, the functional new styling of the 1961 Rambler American is advanced in concept—clean, smart, contemporary.

This advanced styling is evident in every 1961 Rambler model, including the newest, smartest, freshest convertible on the road.

RAMBLER AMERICAN CUSTOM CONVERTIBLE

Fresh as sea breeze, yet rock-sturdy with its Single-Unit construction, the all-new Rambler American Convertible is the outstanding youthful, practical fun car. Top raises and lowers automatically at finger-tip command.



AMBASSADOR V-8 by Rambler

RAMBLER CLASSIC

RAMBLER AMERICAN



1961 RAMBLER AMERICAN CUSTOM 4-DOOR SEDAN



1961 RAMBLER AMERICAN CUSTOM 4-DOOR STATION WAGON

The All-New Rambler American 4-Door Station Wagon for 1961 is tops in smart styling and practical usefulness in the economy compact field. Here is true compact station wagon handling ease, plus 4-door ease of entrance and exit.

All Rambler American models combine quality construction and spirited performance with low first cost and top operating economy.

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For 1961, Rambler American presents a whole new array of rich interiors. Choose from newly-styled upholstery weaves and patterns with complementary vinyls. All are easily cleaned with a damp cloth. Custom models offer luxurious door-to-door carpeting as standard equipment.

AMERICA'S LEADING ECONOMY COMPACT CAR
OFFERS NEW MODELS
FOR EVERY FAMILY NEED!

What do you want in a compact car? Quality—of course! Rambler American quality is proved by 11 years' experience and more than 35 billion owner-driven miles. Economy—indeed! Rambler American is America's recognized economy king, proved in officially-authenticated economy tests. Parking and garaging ease? The 100-inch wheelbase compact Rambler American parks where others can't . . . fits any garage. And the wide range of models—2-door sedans, 4-door sedans, 2-door and 4-door station wagons, and smart, new convertible—means there is a Rambler American for you . . . no matter what your needs or desires may be.



Rambler American's new sculptured beauty is evident again in the smart rear contours of the car. Beneath the wide rear deck lid is 50 per cent more trunk room.



1961 RAMBLER AMERICAN
SUPER 4-DOOR STATION WAGON
All-new for '61! Easy-loading large cargo space plus six-passenger room. Exclusive smart Roof-Top Travel Rack affords additional luggage space on Super and Custom models. Deluxe model also available.



1961 RAMBLER AMERICAN
CUSTOM 2-DOOR STATION WAGON
The smartest, top economy 2-door compact station wagon on the road. Sparkling chrome belt moulding gives added flair and true custom appearance. Door-to-door carpeting is standard equipment.



1961 RAMBLER AMERICAN
DELUXE 2-DOOR SEDAN
All-new for '61! Ideal car for families with small children. Compact 100" wheelbase and 173" overall length make parking and garaging a cinch. Available also in Super and Custom models.



Cargo loading and unloading is even easier with the wider tail-gate opening on 1961 Rambler American Station Wagons. There's 23% more room for your family's vacation gear on the longest trips.



1961 RAMBLER AMERICAN SUPER 4-DOOR SEDAN
Family-size 6-passenger room. L-Head Super Flying Scot engine is standard. 125 H.P. overhead valve Six is optional. Custom and Deluxe models also available.



1961 RAMBLER AMERICAN
DELUXE 2-DOOR STATION WAGON
The trim beauty that combines compact car economy and maneuverability with station wagon family room and carrying space. Super model also available.

1961 Rambler American Features that give new meaning to automotive living



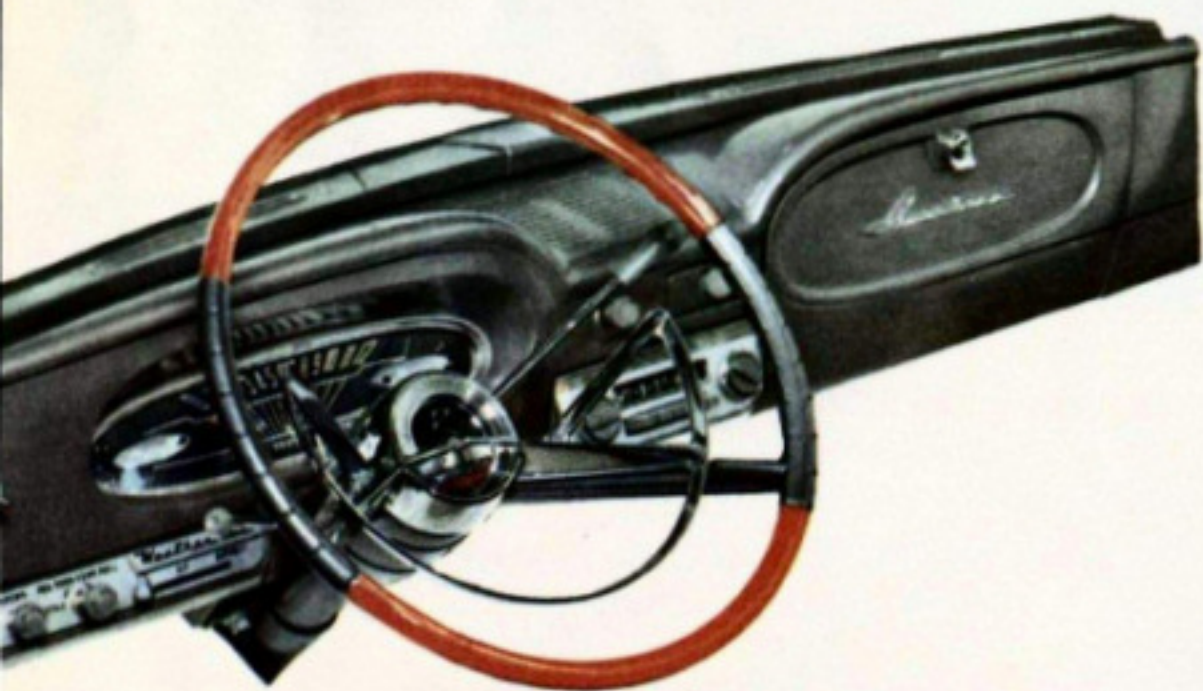
RAMBLER AMERICAN IS THE ECONOMY COMPACT CAR WITH PERSONALIZED LIVING COMFORT

The 1961 Rambler American gives you the option of adjustable front seats that glide forward and backward individually to give driver and front seat passenger the exact amount of legroom each needs for perfect comfort. Optional, too, are the famous Rambler Airliner Reclining Seats. Both front seats recline individually at the flick of a lever to afford perfect relaxation. They even make up into a nap couch—perfect for resting children, invalids or senior citizens.



A new feature of Rambler American Airliner Reclining Seats—Twin Travel Beds that sleep three in comfort—lets you forget hotel and motel reservation worries when on vacation trips.

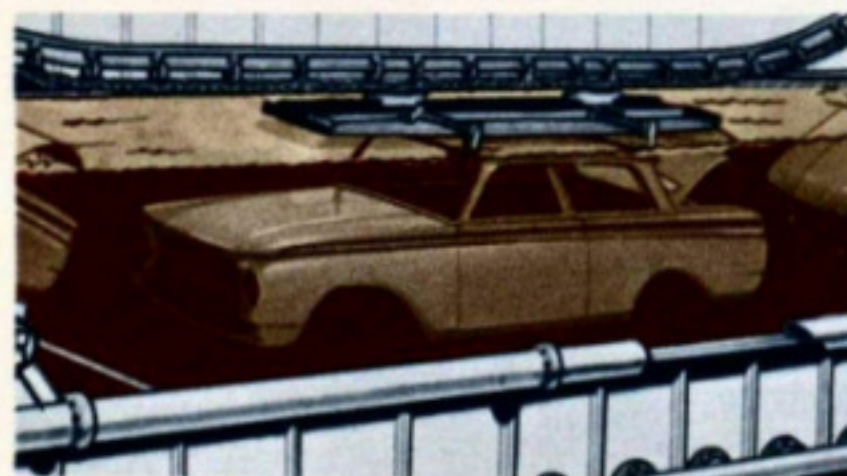
A NEW IDEA IN DECORATOR-STYLED INSTRUMENT PANELS



Like the Rambler American itself, the instrument panel design is all new for '61. The instruments are conveniently grouped directly in front of the driver for easy reading. The steering wheel is of "deep-dish" design for greatest safety. The color motifs blend harmoniously with the upholstery trim and car exteriors.



Rambler All-Season Air Conditioning—recognized as the most efficient car air conditioning system—is now available as a factory-installed option on all 1961 Rambler American models. Available, too, is world-famous Rambler Weather Eye Heating and Ventilating. Both the air conditioning and heating systems reach new heights of efficiency with improved ventilation for the entire length of the car's interior.

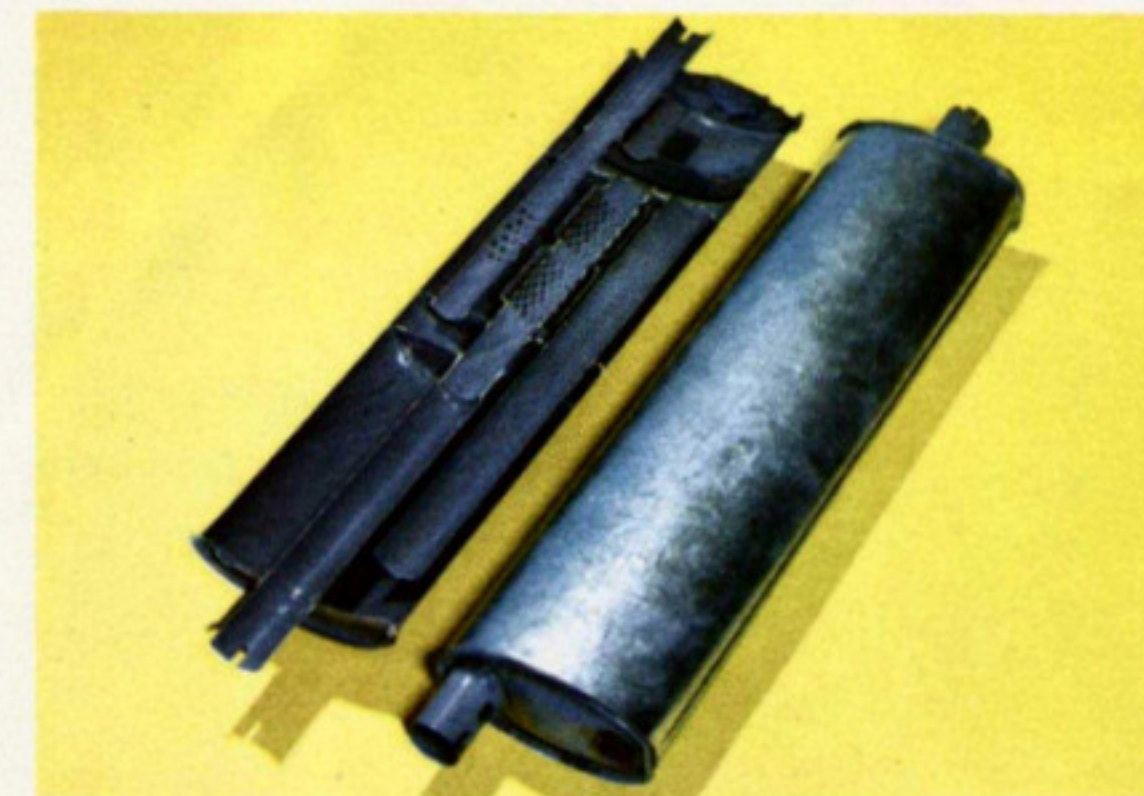
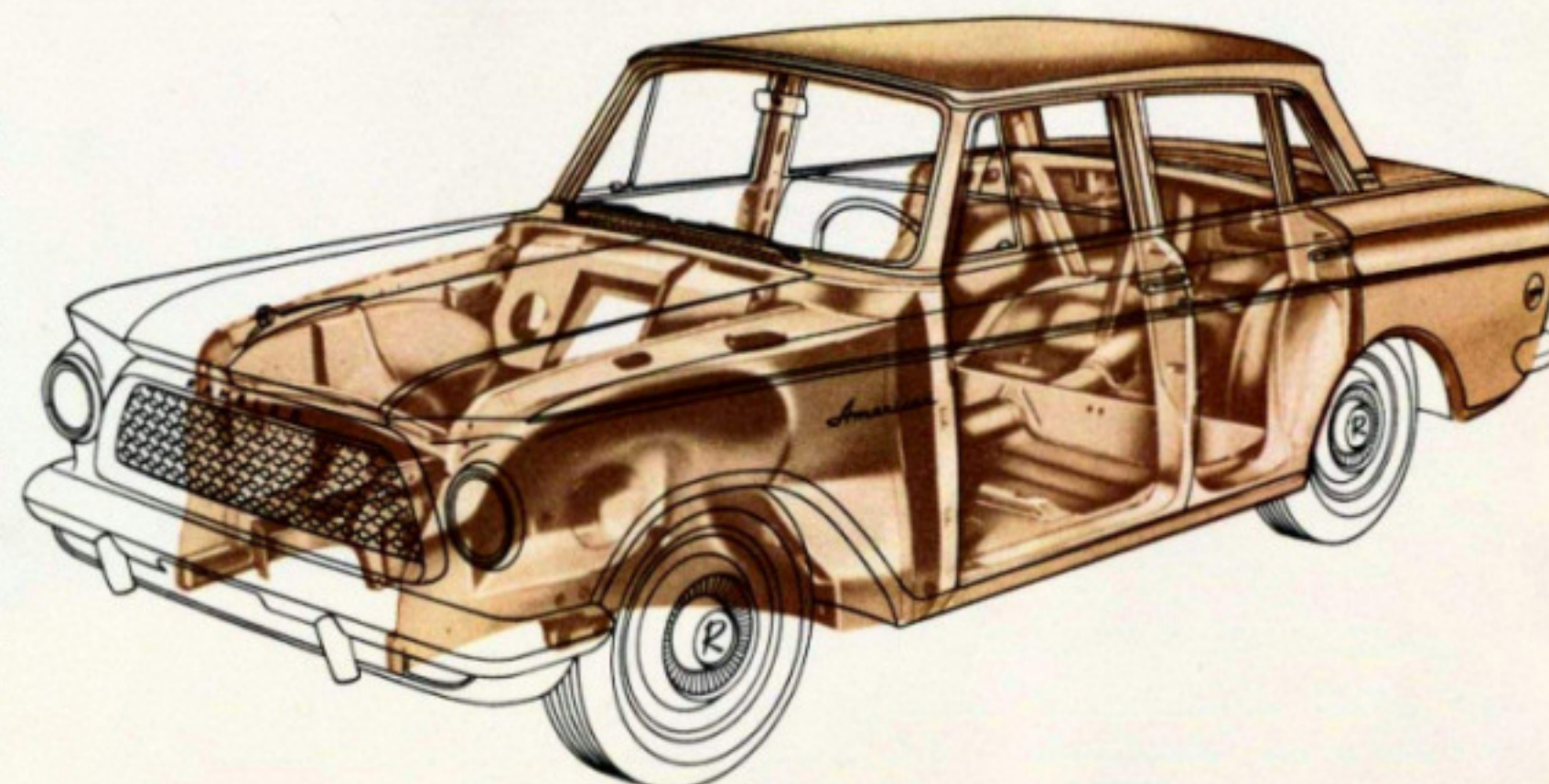


DEEP-DIP RUSTPROOFING

All Rambler American bodies are submerged in a rustproofing paint primer bath for lasting protection against rust and corrosion. Even the hidden spots are protected. Super baked enamel insures lasting beauty.

SINGLE-UNIT CONSTRUCTION—PIONEERED BY AMERICAN MOTORS

American Motors pioneered Single-Unit construction more than two decades ago. Sturdy box girders completely surround passengers above, below and to the sides—even extend forward around the engine compartment to protect against front-end impact. Single-Unit construction is stronger, safer, more durable, lastingly free of body-bolt squeaks and rattles. Many other cars are still built the old-fashioned separate body and frame way. Some cars with unitized construction terminate the forward protection at the fire wall. Get Rambler with 100% Single-Unit construction.



NEW GUARANTEED CERAMIC-ARMORED LONG-LIFE MUFFLER AND TAIL-PIPE

Another Rambler first that lets you forget muffler and tail-pipe replacement worries and expense for the entire life of the car while in the hands of the original owner. Every 1961 Rambler American muffler and tail-pipe is coated and lined with a special ceramic material that protects against corrosion. A galvanized metal shield around the muffler gives added protection against stones and other objects thrown up from the road.

DEEP-COIL FRONT SPRINGS

Deep-Coil Front Springs, longer and softer than those used on most other cars and angled inward to control sway on curves, help make the Rambler American the smoothest riding economy compact car on the road. Another example of superior Rambler quality.



FULL FAMILY-SIZE 6-PASSENGER ROOM

There is room for 6 average adults in the Rambler American for 1961. The new Rambler American provides lots of room for all the family to stretch out and relax—more legroom than many high-priced cars—lots of hiproom, shoulder room and headroom.

FOR YOUR ADDED PLEASURE AND CONVENIENCE—1961 RAMBLER AMERICAN EQUIPMENT OPTIONS

- FLASH-O-MATIC TRANSMISSION—ultra-smooth, 3-speed automatic driving with handy lever control.
- OVERDRIVE TRANSMISSION—automatic 4th gear saves gas. Engine runs quieter with less wear.
- POWER STEERING—removes the last vestige of effort from driving America's easiest steering car.
- POWER BRAKES—give sure, safer stops with toe-tip touch. Bonded linings are a standard feature for longer service.
- SELF-ADJUSTING BRAKES—minimize adjustment problems and improve brake operating efficiency.
- TWIN-GRIP DIFFERENTIAL—gives positive traction on ice, snow, mud or when a wheel slips onto a soft shoulder.
- PADDED INSTRUMENT PANEL—gives added protection for driver and front-seat passengers in case of sudden stops.
- TRANSISTOR-POWERED RADIO—brings in stations with fidelity and clarity. Manual or Push-Button control models.

... and Solex Glass, plus other optional features.

1961 SPECIFICATIONS RAMBLER AMERICAN

MODELS: Deluxe, Super and Custom 2-Door Club Sedan, 4-Door Sedan, 2-Door Station Wagon and 4-Door Station Wagon, Custom 2-Door Convertible.

MECHANICAL: Wheelbase 100". Length 173.1". Width 70". Loaded height 56.2" (56.4" Sta. Wag.). Front tread 54.62". Rear tread 55". Economy axle ratios standard, other ratios available at no extra cost. Standard tire size 6.00 x 15 4-ply Tyrex tubeless. Optional, 6.50 x 15. Nylon optional in 6.50 size. Optional whitewalls. Coil springs front. Leaf springs with Hotchkiss drive rear. Direct action shock absorbers. Servo action 9" diameter bonded lining brakes. Fuel filter. Vacuum booster fuel pump. 20-gallon fuel tank. Operates on regular grade gas. 12-volt electrical system.

ENGINE, Deluxe and Super: L-Head six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.0:1. Solid valve lifters. Horsepower 90. Torque 150. Single-barrel carb.

ENGINE, Custom: OHV six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.7:1. Solid valve lifters. Horsepower 125. Torque 180. Single-barrel carb.

STANDARD EQUIPMENT ON DELUXE MODELS: Synchromesh manual transmission. Directional signals. Hood ornament. Baked enamel single colors. Left- and right-hand sun visors. Cigarette lighter. Front arm rests. Front ash tray. Manual dome light. Dry type carburetor air cleaner. Coat hook. One horn. Hub caps. Vinyl-fabric or all-vinyl upholstery. Trunk or cargo mat. 40 Amp-hour battery.

STANDARD EQUIPMENT ON SUPER MODELS: Above Deluxe Model items plus following: Front foam cushion. Rear arm rests. Rear ash trays. Automatic dome light. Stainless steel windshield and side mouldings plus sedan rear window mouldings. Roof-top rack on wagon. Two-tone interiors. Colored steering wheel.

STANDARD EQUIPMENT ON CUSTOM MODELS: Above Deluxe and Super Model items plus following: 125 H.P. engine. Oil-bath carburetor air cleaner. 45 Amp-hour battery. Twin horns. Custom exterior colors. Custom upholstery. Custom steering wheel. Carpet mats. Wheel discs. Front seat side panels. Chrome mirror and visor hardware. Black or white convertible top.

OPTIONAL EQUIPMENT: Flash-O-Matic. Overdrive. OHV Custom Engine is optional on Deluxe and Super (includes 45 amp-hr. battery and oil-bath air cleaner). Twin-Grip axle. Power steering. Power brakes. Weather Eye heater. All-Season air conditioning. Manual or push-button transistor-powered radio. Undercoating. Airliner Reclining Seats. Individual front seats (foam cushion, std.). Padded instrument panel. Two-tone colors. Front foam cushion (std. on Super and Custom). Rear foam cushion. Outside rear mirror (left). Inside non-glare mirror. Self-adjusting brakes. Oil filter. Oil-bath carburetor air cleaner*. Electric clock. Wheel discs*. Solex glass. Windshield washers. Back-up lights. License plate frames (1 or 2). Heavy-duty shock absorbers. Heavy-duty springs and shocks. Heavy-duty radiator. Heavy-duty cooling (fan, shroud, radiator), std. with air conditioning. Optional tires as listed in "Mechanical" section. Pleated vinyl trim for convertible.

DEALER ACCESSORIES: Seat belts. Travel-Rack leather straps. Center pillar trim. Plus many other approved items.

*Standard on Custom models.

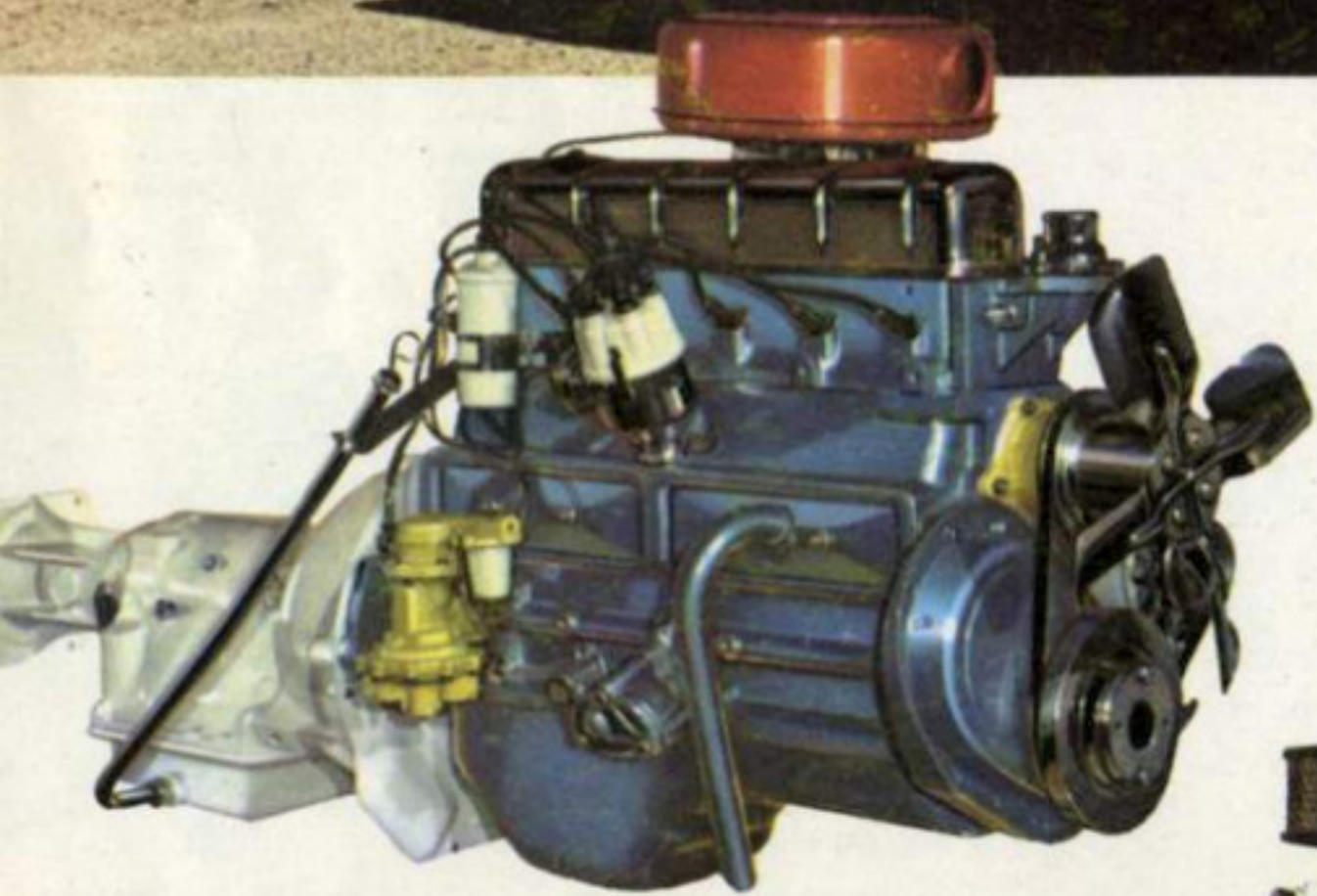
TOPS IN PROVED RESALE VALUE!

Both recognized used car authorities—N.A.D.A. Used Car Guide and Red Book National Market Reports—prove that Rambler has top resale value among the low-priced cars year after year. Rambler American costs less to buy—less to operate—brings you more when it comes time to trade or sell.



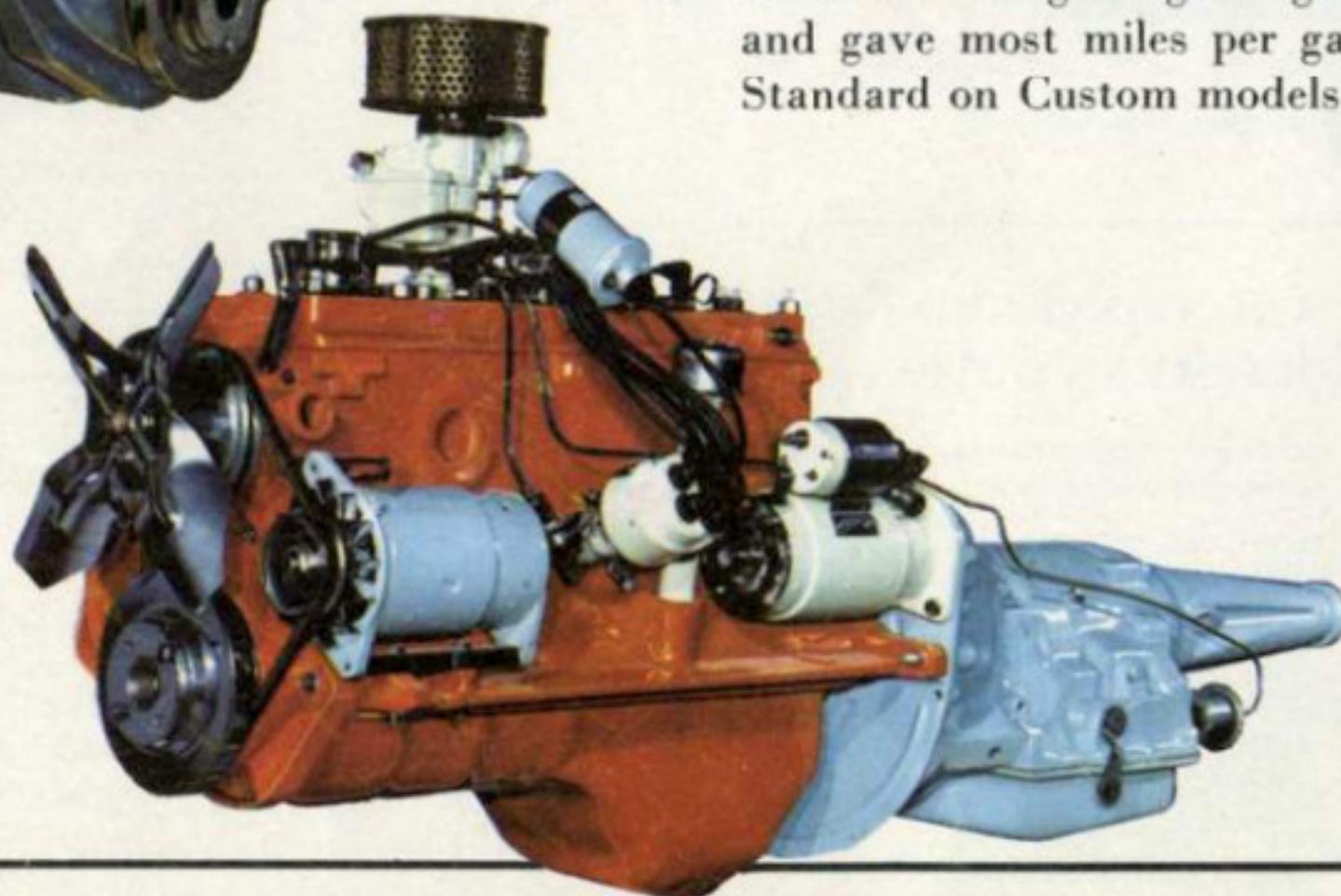


*Choose from two record-breaking
economy engines for your 1961 Rambler American*



125 H.P. OVERHEAD VALVE CUSTOM FLYING SCOT

Provides a superb combination of top fuel economy and peak, effortless performance on regular grade gasoline. This powerplant won the Compact Car Class and gave most miles per gallon of all cars in 1960 Mobilgas Economy Run. Standard on Custom models—optional on Super and Deluxe models.



90 H.P. L-HEAD SUPER FLYING SCOT

Offers lots of go and economy, too, with its unusual blending of smooth, quiet performance and record gasoline mileage, proved in coast-to-coast NASCAR supervised economy run. Uses regular grade gasoline for extra savings. This time-proven powerplant is standard on Deluxe and Super models.