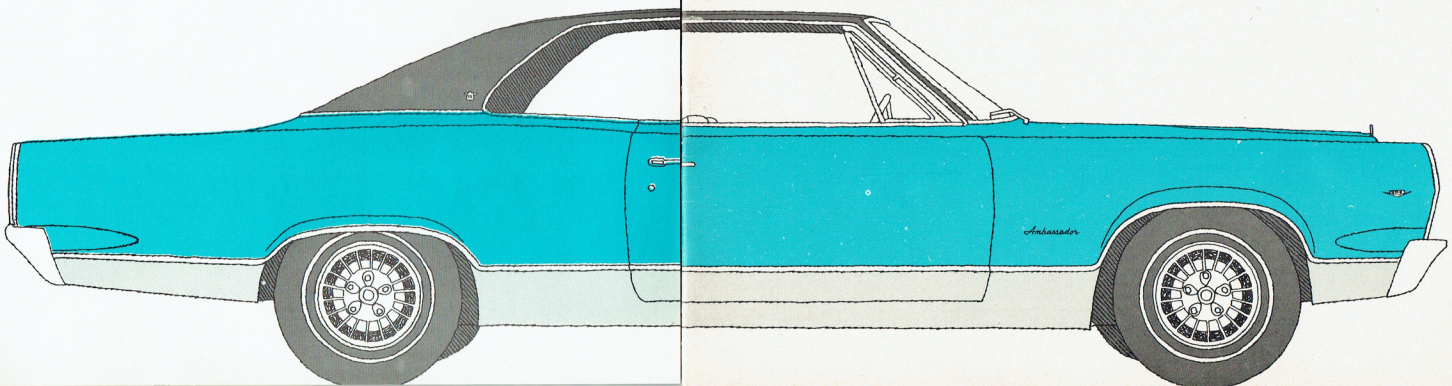
X-Ray takes a look at the '67 cars. Join us.


Ambassador

Today, all cars are well-styled. In fact, this year, cars whose reputations weren't built on styling have emerged as some of the best-looking on the market.

And to make the job of picking your new car just that much more difficult, not only do all cars look pretty good—they *are* pretty good.

That's where X-Ray comes in. The X-Ray method is to look for the differences. The "better thans" that go beyond beauty into the real substance of value and satisfaction. The small advantages that don't seem too important—until you're without them.

Come with us now as X-Ray compares the 1967 American Motors cars with their direct competition. Twenty-one car lines, in four distinct classes.

Compacts like Rambler American, Ford Falcon, Chevy II, Corvair, Plymouth Valiant and Dodge Dart.

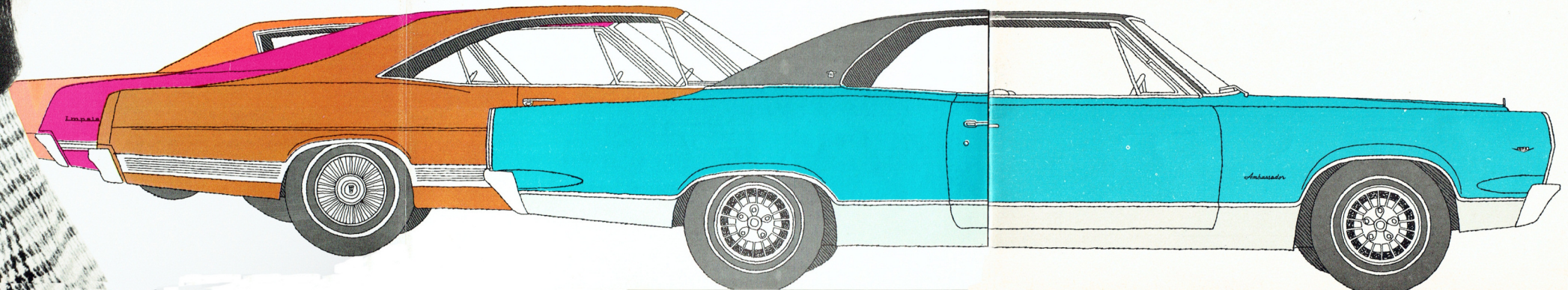
Intermediate-Class cars like Rambler Rebel, Ford Fairlane, Mercury Comet, Chevelle, Buick Special, Olds F-85, Pontiac Tempest, Plymouth Belvedere and Dodge Coronet.

Popular-Price, Full-Size cars like Ambassador, Ford Galaxie, Chevrolet Impala and Plymouth Fury.

Luxury Fastbacks like Marlin and Dodge Charger.

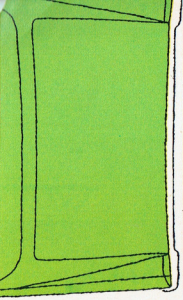
If you're considering any of these cars, we know some things you should know before you make your decision.

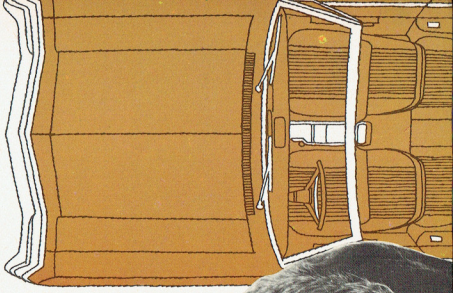
"Picking out a new car has never been this tough. Those '67's all look so good. How are we supposed to tell which one is better than the others?"



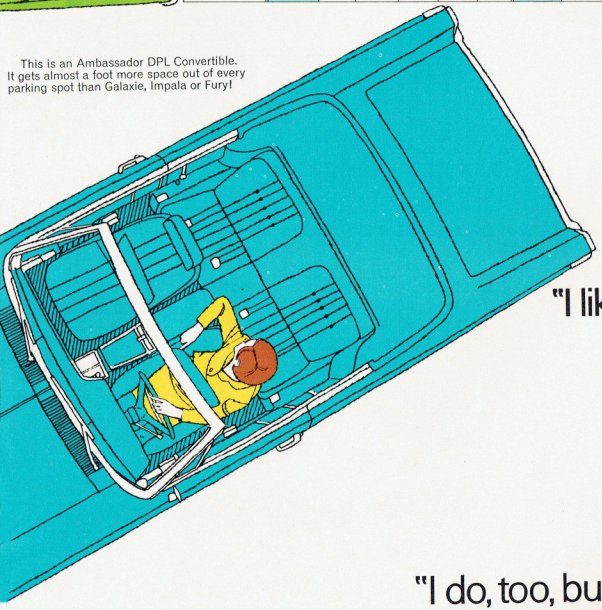
4-Door Sedans	American	Falcon	Chevy II	Corvair	Valiant	Dart	Rebel	Fairlane	Comet	Chevelle	Special	F-85	Tempest
Wheelbase	106.0	111.0	110.0	108.0	108.0	111.0	114.0	116.0	116.0	115.0	115.0	115.0	115.0
Tread, Front	56.0	58.2	56.3	55.0	57.4	57.4	58.2 (6) 58.6 (V-8)	58.4	58.0	58.0	58.0	58.0	58.0
Rear	55.0	57.9	55.8	56.6	55.6	55.6	58.5	58.1	58.0	58.0	59.0	58.0	59.0
Overall Width	70.8	73.5	71.3	69.7	71.1	69.7	78.4	74.7	73.8	75.0	75.4	76.0	74.4
Overall Length	181.0	184.3	183.0	183.3	188.4	195.4	197.0	197.0	203.5	197.0	205.0	204.2	206.6
Turning Diameter	36.0'	39.8'	38.4'	37.0'	37.8'	38.7'	37.5'	41.5'	41.5'	40.3'	40.6'	41.0'	40.9'

Belvedere	Coronet	Ambassador	Galaxie	Impala	Fury	Marlin	Charger
116.0	117.0	118.0	119.0	119.0	119.0	118.0	117.0
59.5	59.5	58.6	62.0	62.5	62.0	58.6	59.5
58.5	58.5	58.5	62.0	62.4	60.7	58.5	58.5
76.4	75.3	78.4	79.0	79.9	77.7	78.4	75.3
200.5	203.0	202.5	213.0	213.2	213.1	201.5	203.6
40.6'	40.9'	39.0'	43.6'	40.8'	42.8'	39.0'	40.9'





This is an Ambassador DPL Convertible. It gets almost a foot more space out of every parking spot than Galaxie, Impala or Fury!



"I like a big car."

"I do, too, but one that's easy to park!"

She's trying to tell us something: that people may like the looks of a big car . . . until it comes time to park one.

Actually, what people would really like is a car that looks big but parks *small!* Right?

So compare the overall length of that big-looking Ambassador with those of Galaxie, Impala and Fury. Compared to these, Ambassador actually gives you over *ten* more inches of parking space every time you park! Yet it is as roomy as the other cars (see the interior dimensions, next section).

Now compare turning diameter. Much sharper for Ambassador. Obviously, the sharper a car will turn the easier it is to park, other things being equal.

See what we mean about a car that looks big but parks *small?*

Now check the rest of the chart. Rambler Rebel obviously tops the intermediates in parking ease (minimum overall length, sharpest turning diameter).

And, of course, a quick comparison of compacts shows that Rambler American is practically in a class by itself. America's Parking Champ!

One final thought: the same factors that indicate a car is easier to park are also the ones that indicate a bit more "elbow room" in traffic, a bit more maneuverability to shift into a faster-moving lane.

4-Door Sedan (unless noted)	Front Head Room	Rear Head Room	Front Leg Room	Rear Leg Room	Front Shoulder Room	Rear Shoulder Room Sedan/Conv.	Front Hip Room	Rear Hip Room Sedan/Conv.	Roominess Index*
American	**39.3**	**37.0**	**41.0**	**36.5**	**54.8**	**54.8/41.5**	**57.2**	**57.1/42.4**	**263.4**
Falcon	38.2	39.9	42.4	33.8	58.0	58.0	59.5	59.5	270.3
Chevy II	38.8	37.3	40.7	36.2	55.3	55.2	59.2	58.6	263.5
Corvair (HT)	37.6	36.4	41.1	35.4	54.7	54.3/47.9	56.1	56.1/48.2	259.5
Valiant	38.4	37.3	40.8	35.4	55.7	55.7	57.1	57.0	263.3
Dart	38.3	37.3	40.8	36.5	55.7	55.7	57.1	57.0	264.3
Rebel	**39.8**	**37.8**	**41.6**	**39.6**	**60.0**	**60.0/59.0**	**60.3**	**60.4/51.2**	**278.8**
Fairlane	38.2	37.6	42.4	36.0	58.0	58.0/56.7	59.5	59.5/48.4	270.2
Comet	38.8	37.3	42.1	36.0	58.0	58.0/48.4(1)	59.5	59.5/48.4	270.2
Chevelle	38.5	37.3	41.9	36.0	58.8	58.7/45.6	59.9	59.9/48.6	271.2
Special	38.1	37.2	41.1	35.8	58.8	58.8/45.6(2)	59.9	60.0/48.6	269.8
F-85	38.1	37.2	41.3	36.0	58.8	58.8/45.6(3)	59.9	59.9/48.6	270.2
Tempest	38.1	37.3	40.2	35.7	58.8	58.6/45.6(4)	59.9	59.9/48.6	268.7
Belvedere	38.8	37.8	42.0	36.2	58.0	58.0/48.6	60.4	60.4/45.7	270.8
Coronet	38.8	37.8	42.0	36.2	58.0	58.0/48.6	60.4	60.4/45.7	270.8
Ambassador	**39.3**	**37.8**	**41.6**	**39.6**	**60.0**	**60.0/59.0**	**60.3**	**60.4/51.2**	**278.8**
Galaxie	39.0	37.8	41.8	37.7	60.0	59.9/49.7	62.6	62.7/49.7	276.2
Impala	39.1	37.8	42.2	39.5	62.3	61.3/53.1	63.9	62.9/55.5	282.2
Fury	39.4	37.7	41.8	37.0	60.0	60.0/47.6 (5)	63.2	62.2/46.4(5)	275.9
Marlin	**38.7**	**36.5**	**41.6**	**36.5**	**60.0**	**59.0**	**60.3**	**59.5**	**272.3**
Charger	37.7	36.5	41.6	34.0	58.0	53.4	60.4	46.5	261.2

*Sedan; total head room + total leg room + total shoulder room. (1) Caliente (2) Skylark (3) Cutlass (4) LeMans (5) Sport Fury

That's what a lot of folks think. But one intermediate, Rambler Rebel, just happens to have as much or *more* interior roominess in the 4-door sedan than some of the so-called "big" cars like Galaxie and Fury.

In head room, the intermediate Rebel tops both the Galaxie and Fury — is about the same in shoulder room. Front seat leg room is two-tenths of an inch less, but in the rear, Rebel's leg room is about 2" to 2½" greater than Galaxie or Fury!

And some dimensions are rather exceptional . . . like the rear shoulder room of that Rebel Convertible.

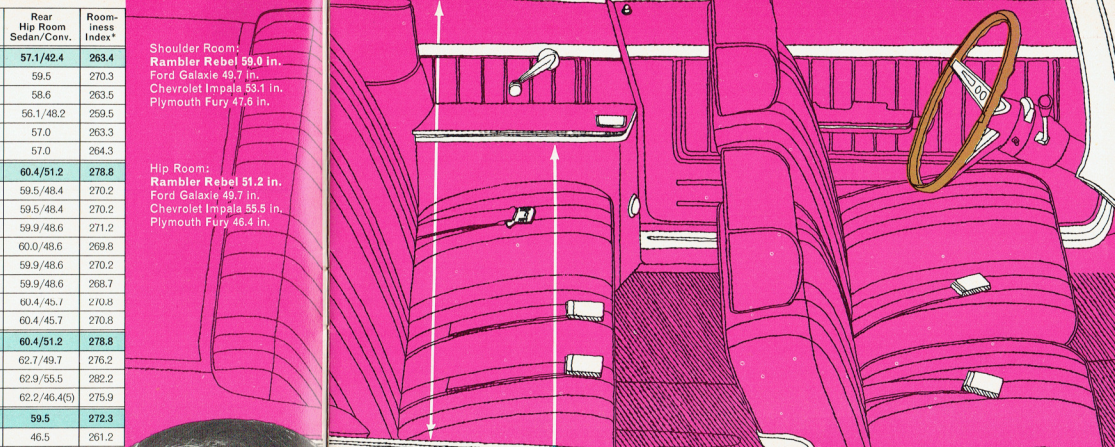
For '67, it's added *14* inches of shoulder room in its back seat! That gives Rebel, an intermediate, more shoulder room in back than Impala, Galaxie or Fury (almost 10 inches more than Galaxie). And this same great roominess story is also true of the Ambassador.

Conclusion: If you like the proportions, the handling ease and the price of an intermediate, this year, you can have these benefits *without* sacrificing big-car roominess.

A quick way to check roominess is to compare the Roominess Index for each car which combines the major 4-door sedan comfort dimensions.

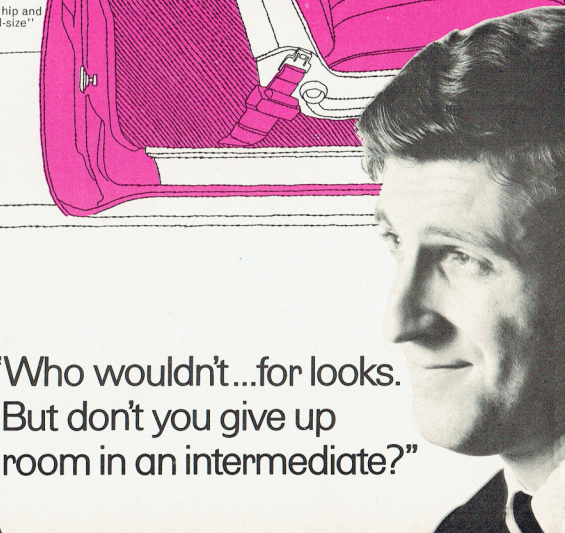
Shoulder Room:
Rambler Rebel 59.0 in.
Ford Galaxie 49.7 in.
Chevrolet Impala 53.1 in.
Plymouth Fury 47.6 in.

Hip Room:
Rambler Rebel 51.2 in.
Ford Galaxie 49.7 in.
Chevrolet Impala 55.5 in.
Plymouth Fury 46.4 in.



This intermediate-size Rebel Convertible has more hip and shoulder room than the "full-size" Galaxie or Sport Fury.

"I'd go for a Rebel."



"Who wouldn't...for looks. But don't you give up room in an intermediate?"

"Remember those comfortable chair-high seats cars used to have?"

("That was before my time.")

We remember! But, today, no manufacturer can give you genuine chair-high seats *and* the low sleek roof lines we all admire.

Yet there are cars with seats high enough to keep your weight off the base of your spine and give the full support you need under your thighs for freedom from fatigue on long trips. You'll find which car seats are better than the others in this important area in the Seating Height column in the chart.

How about reclining seats and safety headrests? Many '67 models offer a reclining passenger seat, even some of the compacts.

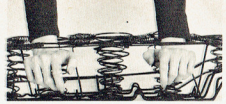
But only one manufacturer offers the *driver* a reclining seat that he can adjust back a notch or two to relieve driving strain, adjust most or all the way back for a roadside nap. The chart gives you the full rundown on reclining seat and safety headrest availability.

Chances are you'll sleep tonight on a coil spring mattress. Coils are not only softer but they give you *even* support along the full length of your body, in a series of restful curves.

You'd like to have coil springs in the seats of the next car you buy for the same reason: full, even support under the entire lower body.

In the cars we're comparing, only those from American Motors provide coil spring seats both front and rear. Other cars use some form of flat seat spring.

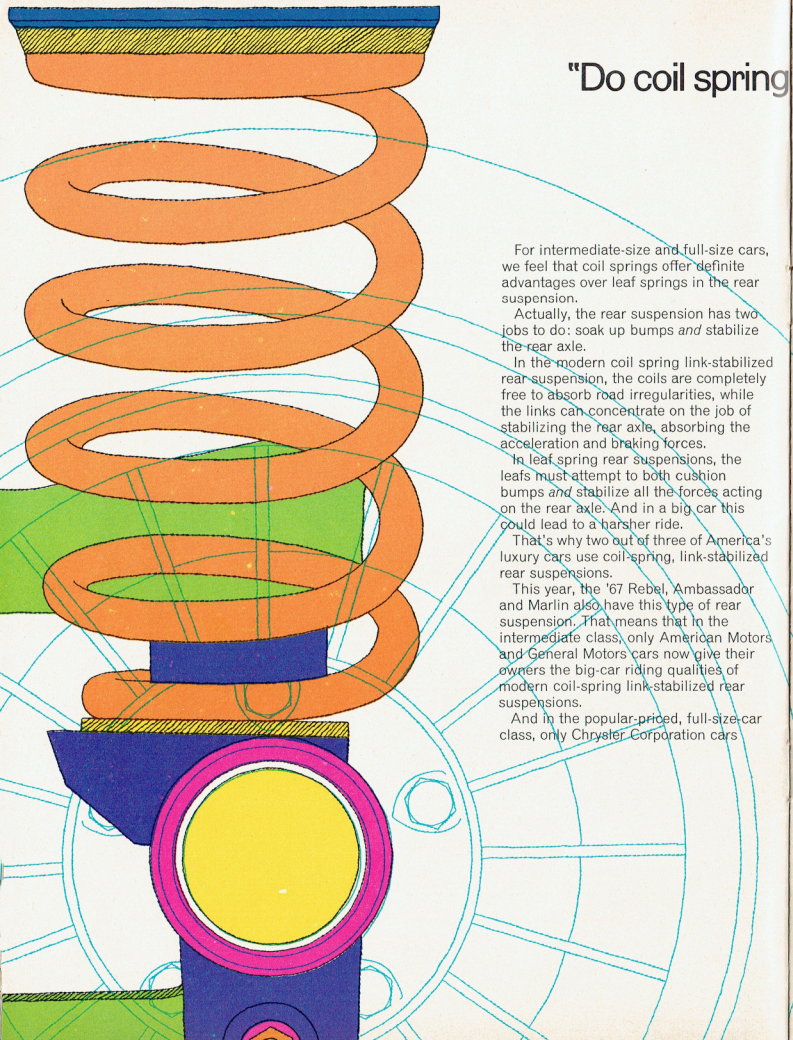
Flat spring seats do not conform well to body contours.



Individual coils more closely approximate the body's natural contour.

	Front Seating Height	Seat Springs (Fr. & Rr.)	Reclining Bench Seat	Reclining Indiv.-Adjust. Seats	Reclining Bucket Seats	Safety Headrests
American	**9.5**	**Coil**	**Opt.**	**Opt. (Std. Rogue Conv.)**	**Opt.* (Std. Rogue HT)**	**Opt.**
Falcon	9.3	Flat	N.A.	N.A.	N.A.	N.A.
Chevy II	9.0	Flat	N.A.	N.A.	N.A.	Opt.
Corvair	7.4	Flat	N.A.	N.A.	N.A.	Opt.
Valiant	8.9	Flat	N.A.	N.A.	N.A.	Opt.
Dart	8.9	Flat	N.A.	N.A.	N.A.	Opt.
Rebel	**9.6**	**Coil**	**N.A.**	**Opt. (Std. SST Conv.)**	**Opt.* (Std. SST HT)**	**Opt.**
Fairlane	9.3	Flat	N.A.	N.A.	N.A.	N.A.
Comet	8.9	Flat	N.A.	N.A.	N.A.	N.A.
Chevelle	8.2	Flat	N.A.	N.A.	N.A.	Opt.
Special	8.7	Flat	N.A.	N.A.	Opt.(1)	Opt.
Olds F-85	8.7	Flat	N.A.	N.A.	Opt.(1)	Opt.
Tempest	8.5	Flat	N.A.	N.A.	Opt.(1)	Opt.
Belvedere	8.6	Flat	N.A.	N.A.	N.A.	Opt.
Coronet	8.6	Flat	N.A.	N.A.	N.A.	Opt.
Ambassador	**9.6**	**Coil**	**N.A.**	**Opt. (Std. DPL Conv.)**	**Opt.* (Std. DPL HT)**	**Opt.**
Galaxie	9.0	Flat	N.A.	N.A.	Opt.(1)	Opt.
Impala	9.0	Flat	N.A.	N.A.	N.A.	Opt.
Fury	8.4	Flat	N.A.	N.A.	Opt.(1)	Opt.
Marlin	**9.6**	**Coil**	**N.A.**	**Opt.**	**Opt.***	**Opt.**
Charger	8.6	Flat	N.A.	N.A.	N.A.	Opt.

*With folding center armrest and sub-seat cushion or console. (1) Passenger side only.



"Do coil spring suspensions really give a better ride?"

For intermediate-size and full-size cars, we feel that coil springs offer definite advantages over leaf springs in the rear suspension.

Actually, the rear suspension has two jobs to do: soak up bumps *and* stabilize the rear axle.

In the modern coil spring link-stabilized rear suspension, the coils are completely free to absorb road irregularities, while the links can concentrate on the job of stabilizing the rear axle, absorbing the acceleration and braking forces.

In leaf spring rear suspensions, the leafs must attempt to both cushion bumps *and* stabilize all the forces acting on the rear axle. And in a big car this could lead to a harsher ride.

That's why two out of three of America's luxury cars use coil-spring, link-stabilized rear suspensions.

This year, the '67 Rebel, Ambassador and Marlin also have this type of rear suspension. That means that in the intermediate class, only American Motors and General Motors cars now give their owners the big-car riding qualities of modern coil-spring link-stabilized rear suspensions.

And in the popular-priced, full-size-car class, only Chrysler Corporation cars still use leaf spring rear suspensions.

But there's more to big-car ride than suspensions. There's also quietness. Insulation is part of the story. For example, a car's headliner or ceiling should do more than just cover up the underside of the metal roof. If it's properly padded, the drumming tendency of the roof is dampened, sound inside the passenger compartment is absorbed—giving a quiet ride. But not all headliners are padded. And not all types of padding have the same acoustical qualities. Check the chart.

Tightness is part of the story, too, especially tightness around the windows which are so close to the passengers' ears. American Motors convertible and hardtop windows have a broad, metal edge to form a tight seal and protect the glass edges. Sedans and wagons provide a tight sealed channel for the window glass. Here, it is desirable to provide extra sealing around the door, itself, by using an extra or double door seal.

Conclusion: To make sure you're getting the quietness that's so important to big-car ride, make sure you're getting a padded or molded headliner and adequate sealing in the window and door areas.


Suspension


Headliner

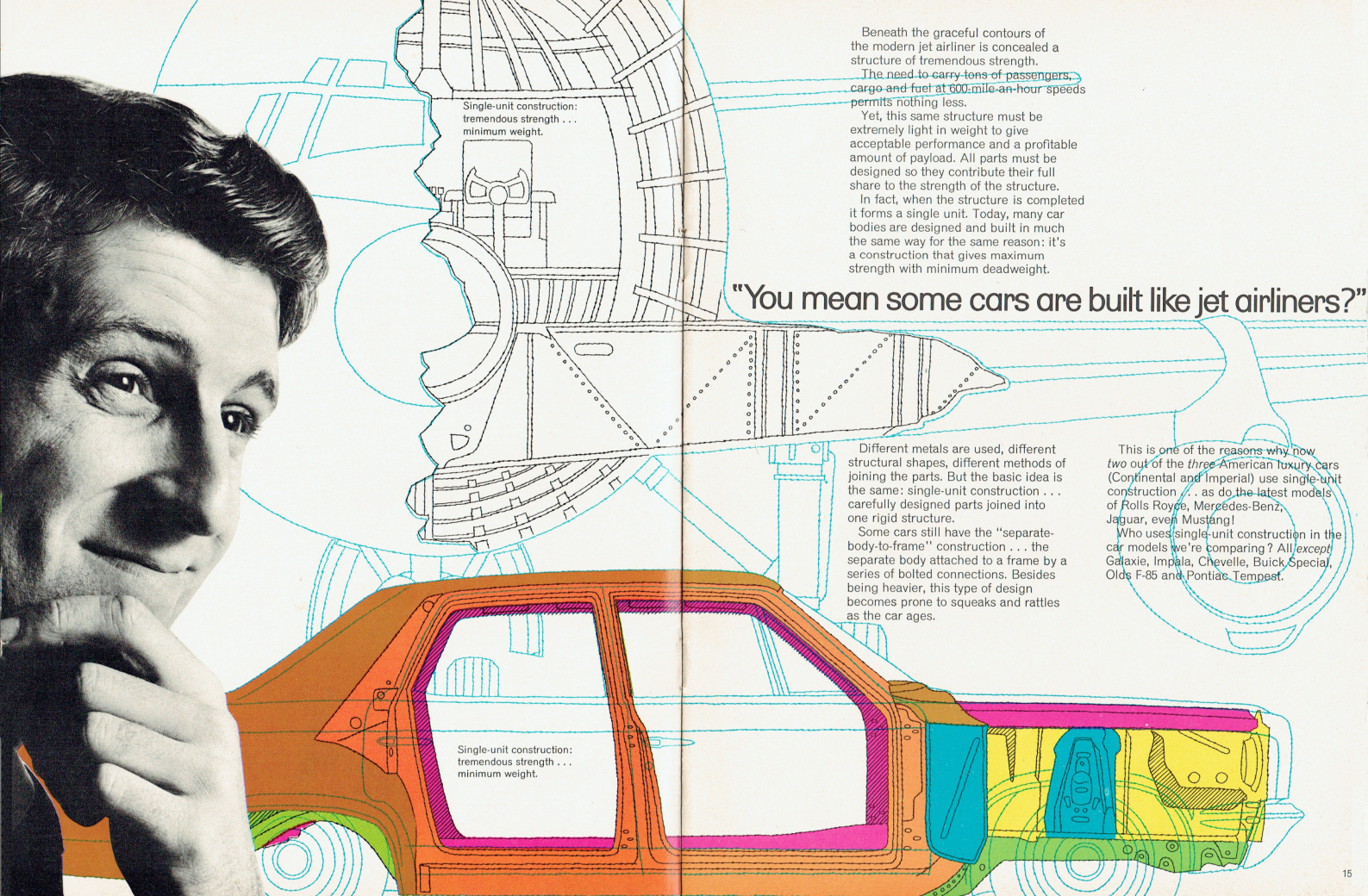

Door Seals


Edged Windows


Tire Sizes

	Front Suspension	Rear Suspension	Headliner, Padded	Double Door Seals*	Metal Edged Windows and Vents†	Standard Sedan Tire Sizes	
						Sixes	Base V-8
American	**Coil**	**Leaf**	**Yes****	**Yes**	**Yes**	**6.45 x 14**	**6.95 x 14**
Falcon	Coil	Leaf	Yes	No	Yes	6.95 x 14	7.35 x 14
Chevy II	Coil	Leaf	No	No	No	6.95 x 14	6.95 x 14
Corvair	Coil	coil-spring (independent)	No	No	No	7.00 x 13	—
Valiant	Torsion Bar	Leaf	Yes	No	No	6.50 x 13	7.00 x 13
Dart	Torsion Bar	Leaf	Yes	No	No	6.50 x 13	7.00 x 13
Rebel	**Coil**	**4-link coil-spring**	**Yes††**	**Yes**	**Yes**	**7.35 x 14**	**7.35 x 14**
Fairlane	Coil	Leaf	Yes	No	Yes	7.35 x 14	7.35 x 14
Comet	Coil	Leaf	Yes	No	Yes	7.35 x 14	7.35 x 14
Chevelle	Coil	4-link coil-spring	No	No	No	7.35 x 14	7.35 x 14
Special	Coil	4-link coil-spring	No	No	No	7.75 x 14	7.75 x 14
Olds F-85	Coil	4-link coil-spring	No	No	No	7.75 x 14	7.75 x 14
Tempest	Coil	4-link coil-spring	No	No	No	7.75 x 14	7.75 x14
Belvedere	Torsion bar	Leaf	Yes	No	No	7.35 x 14	7.35 x 14
Coronet	Torsion bar	Leaf	Yes	No	No	7.35 x 14	7.35 x 14
Ambassador	**Coil**	**4-link coil-spring**	**Yes††**	**Yes**	**Yes**	**7.35 x 14**	**7.75 x 14**
Galaxie	Coil	4-link coil-spring	Yes	No	Yes	7.75 x 15	8.15 x 15
Impala	Coil	4-link coil-spring	No	No	No	8.25 x 14	8.25 x 14
Fury	Torsion bar	Leaf	Yes	No	No	7.75 x 14	7.75 x 14
Marlin	**Coil**	**4-link coil-spring**	**Yes††**	**Yes**	**Yes**	**7.35 x 14**	**7.75 x 14**
Charger	Torsion bar	Leaf	Yes††	No	No	—	7.35 x 14

*Sedans and wagons. †Hardtops and convertibles. **Laminated foam-and-fiber. ††Molded fiber glass or polyurethane foam.



Single-unit construction: tremendous strength . . . minimum weight.

Beneath the graceful contours of the modern jet airliner is concealed a structure of tremendous strength.

The need to carry tons of passengers, cargo and fuel at 600-mile-an-hour speeds permits nothing less.

Yet, this same structure must be extremely light in weight to give acceptable performance and a profitable amount of payload. All parts must be designed so they contribute their full share to the strength of the structure.

In fact, when the structure is completed it forms a single unit. Today, many car bodies are designed and built in much the same way for the same reason: it's a construction that gives maximum strength with minimum deadweight.

"You mean some cars are built like jet airliners?"

Different metals are used, different structural shapes, different methods of joining the parts. But the basic idea is the same: single-unit construction . . . carefully designed parts joined into one rigid structure.

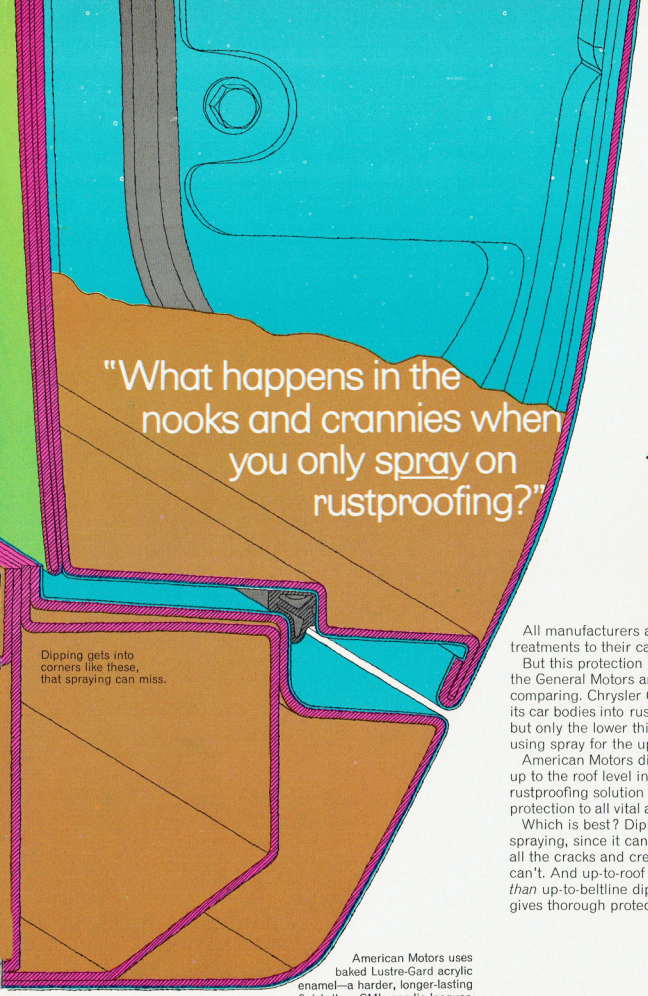
Some cars still have the "separate-body-to-frame" construction . . . the separate body attached to a frame by a series of bolted connections. Besides being heavier, this type of design becomes prone to squeaks and rattles as the car ages.

This is one of the reasons why now *two* out of the *three* American luxury cars (Continental and Imperial) use single-unit construction . . . as do the latest models of Rolls Royce, Mercedes-Benz, Jaguar, even Mustang!

Who uses single-unit construction in the car models we're comparing? All *except* Galaxie, Impala, Chevelle, Buick Special, Olds F-85 and Pontiac Tempest.

Single-unit construction: tremendous strength . . . minimum weight.

"What happens in the nooks and crannies when you only spray on rustproofing?"



American Motors uses baked Lustre-Gard acrylic enamel—a harder, longer-lasting finish than GM's acrylic lacquer.

All manufacturers apply rustproofing treatments to their cars.

But this protection is only *sprayed* on the General Motors and Ford cars we're comparing. Chrysler Corporation dips its car bodies into rustproofing solutions—but only the lower third of the body, using spray for the upper two-thirds.

American Motors dips all car bodies up to the roof level in a special rustproofing solution to give extra protection to all vital areas, inside and out.

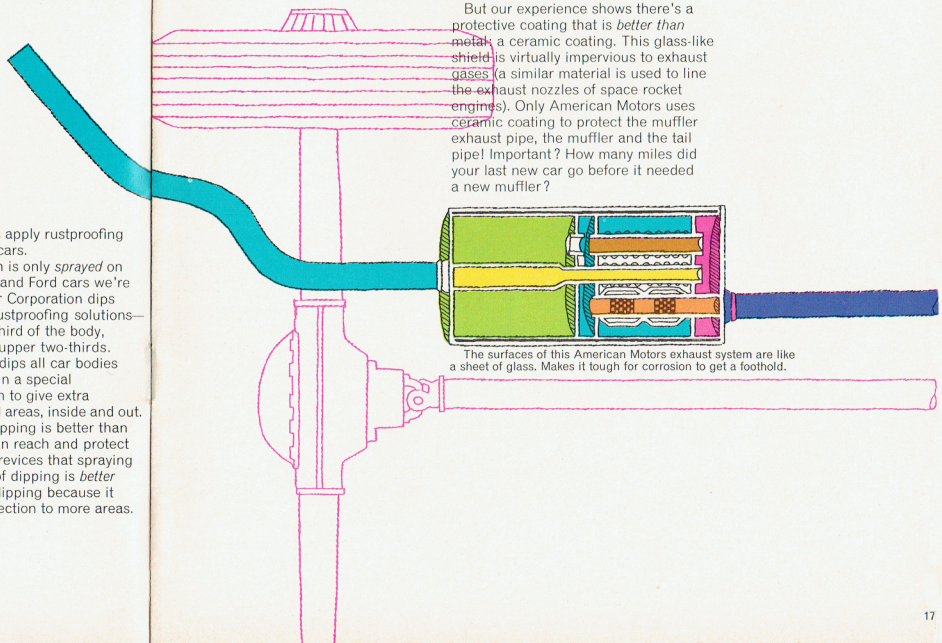
Which is best? Dipping is better than spraying, since it can reach and protect all the cracks and crevices that spraying can't. And up-to-roof dipping is *better than* up-to-beltline dipping because it gives thorough protection to more areas.

"How do you rustproof a muffler?"

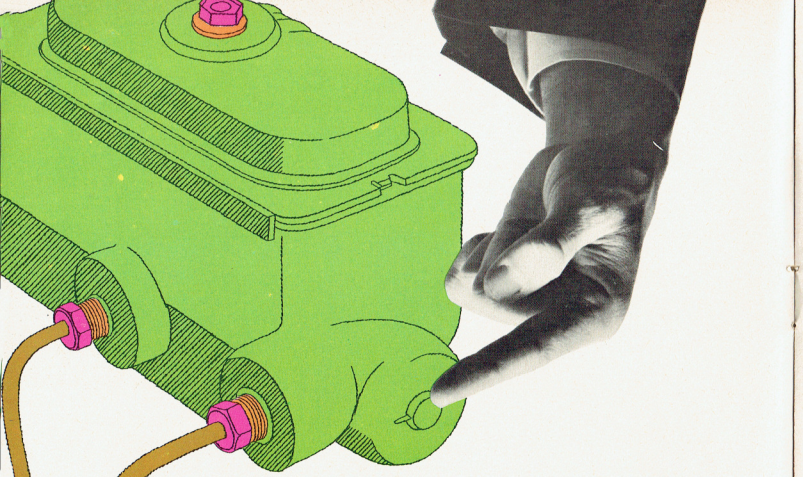
Actually, the *entire* exhaust system has a severe corrosion problem. Flame-hot gases and acid condensation on the inside, road chemicals, water and abrasion on the outside often lead to a premature and costly muffler and pipe replacement for the owner.

All manufacturers use some form of coating to protect the steel parts of the exhaust system against corrosion. With Ford, General Motors and Chrysler cars, a *metallic* coating, such as zinc or aluminum is used.

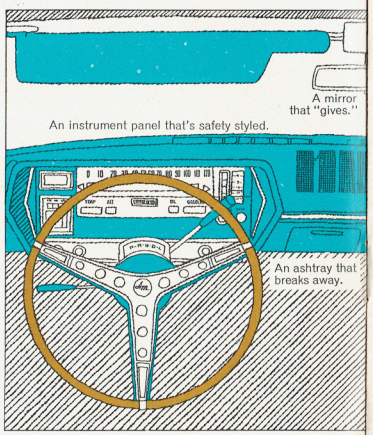
But our experience shows there's a protective coating that is *better than* metal: a ceramic coating. This glass-like shield is virtually impervious to exhaust gases (a similar material is used to line the exhaust nozzles of space rocket engines). Only American Motors uses ceramic coating to protect the muffler exhaust pipe, the muffler and the tail pipe! Important? How many miles did your last new car go before it needed a new muffler?



The surfaces of this American Motors exhaust system are like a sheet of glass. Makes it tough for corrosion to get a foothold.



"Cars should have had a dual braking system years ago."



Some did! American Motors made the Double-Safety brake system standard on all its cars five years and some two million cars ago! This same feature has just been made standard on all '67 cars.

American Motors pioneered single-unit body construction 27 years ago, seat belts (as an option) 17 years ago! Today, all manufacturers use unitized construction on at least some of their models. And, of course, seat belts became standard on all cars last year.

Still, all '67 cars are not alike in safety design.

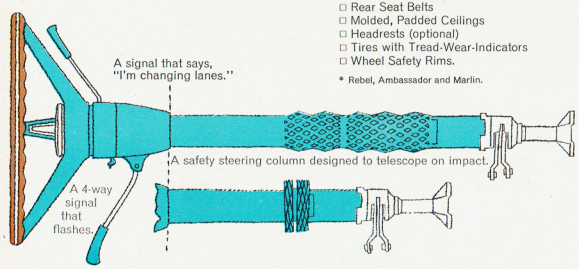
For example, American Motors, General Motors and Chrysler Corporation cars all incorporate an energy-absorbing steering column in their '67 cars. Ford Motor cars do not. Instead, they add a protruding safety pad on the top of the steering column.

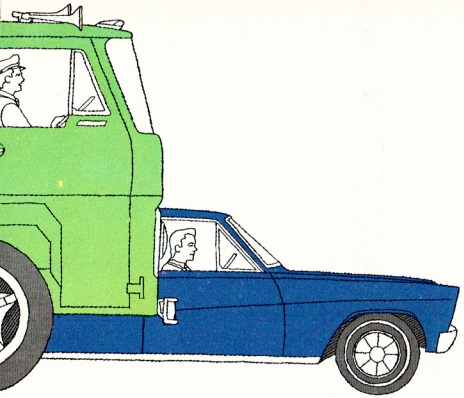
And there's more to safe instrument panel design than just padding. Note how the basic "safety-styled" instrument panel of the Rebel, shown here, has eliminated projecting parts on the passenger side. Even the front ashtrays snap loose upon impact to reduce the likelihood of injury.

What should you look for to make sure you're getting all the safety you expect from a '67? Here's American Motors' safety equipment list. Use it as a check list for any new car.

- ☐ Double-Safety Brake System
- ☐ Brake System Warning Light
- ☐ Shoulder-Belt Installation Provisions
- ☐ 4-Way Hazard Warning Signals
- ☐ "Lane-Changer" feature for Turn Signals
- ☐ High-Strength Door Locks
- ☐ Front Door Positive Lock-Button System*
- ☐ Energy-Absorbing Safety Steering Column
- ☐ 3-Spoke, Deep-Dish Steering Wheel
- ☐ "Safety-Styled" Instrument Panel Layout*
- ☐ Safety Ashtray (breakaway feature with smooth-action "ball-bearing" slide)
- ☐ Double-Safety-Pivot Inside Rear-View Mirror with Day/Nite Tilt
- ☐ Rear-View Outside Mirror
- ☐ Padded Instrument Panel
- ☐ Padded Sun Visors
- ☐ Backup Lights
- ☐ Windshield Washers
- ☐ Variable-Speed, Non-Glare Windshield Wipers
- ☐ High-Penetration-Strength Windshield Glass (Safety Glass all-around)
- ☐ Retractable Front Seat Belts
- ☐ Rear Seat Belts
- ☐ Molded, Padded Ceilings
- ☐ Headrests (optional)
- ☐ Tires with Tread-Wear-Indicators
- ☐ Wheel Safety Rims.

* Rebel, Ambassador and Marlin.



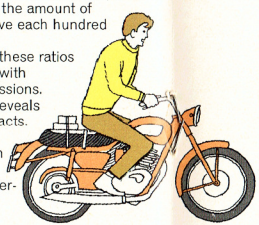


There's more to performance than horsepower. When we can see a 100-horsepower compact car out-accelerate a 350-horsepower truck, only to be passed by a 30-horsepower motorcycle, it's obvious that weight is just as important as power.

Engineers combine power and weight into one performance index: horsepower-to-weight ratio, or the amount of horsepower to move each hundred pounds of car.

We've compiled these ratios for 4-door sedans with automatic transmissions. Comparing them reveals some interesting facts.

We see that Rambler American and Ambassador have the best power-to-weight ratios among 6-cylinder cars in their classes.



"What's all this power-to-weight jazz?"

In V-8's, Rambler American again tops its class in power-to-weight ratio. Actually, the lighter American 220 2-Door Sedan with standard V-8, shows a power-to-weight ratio comparable to that of another noted 2-door performer, the Mustang fastback, with its standard V-8!*

A car's *weight* can tell something about its gas mileage. Obviously, the less deadweight a car has to haul, the less gas it's going to need. And cars which use sturdy but lightweight unitized construction usually have the edge in low curb weight.

This factor helps explain why Rambler American could deliver top overall mileage in the 1966 Mobil Economy Run, even with a bigger standard engine than its compact competitors.

Conclusion: To estimate the relative performance of two cars you may be considering, compare their *power-to-weight ratios*, not just their horsepower. To examine one of the factors relative to gas mileages, compare *curb weights*.

*Power-to-weight ratios (w/automatic): Rambler American, 6.87; Mustang, 6.86.

Standard Sixes (Auto. Trans.)	Standard Horsepower	Curb Weight, 4-Door Sedan	Performance Index (1)	Brake Lining Area, Sq. In.	Brake Index (2)	Standard Linings
American	**128**	**2726**	**4.69**	**153.8**	**5.64**	**Bonded**
Falcon	105	2714	3.87	131.0	4.83	Riveted
Chevy II	120	2780	4.32	168.9	6.08	Bonded
Corvair	95	2547	3.73	168.9	6.63	Bonded
Valiant	115	2825	4.07	153.5	5.43	Bonded
Dart	115	2888	3.98	153.5	3.32	Bonded
Rebel	**145**	**3183**	**4.56**	**153.8**	**4.83**	**Bonded**
Fairlane	120	2963	4.05	152.8	5.16	Riveted
Comet	120	3006	3.99	152.8	5.08	Riveted
Chevelle	140	3115	4.49	168.9	5.10	Bonded
Special	160	3256	4.91	158.1	4.86	Riveted
F-85	155	3173	4.88	156.3	4.93	Riveted
Tempest	165	3296	5.01	155.5	4.72	Riveted
Belvedere	145	3204	4.53	165.9	5.18	Bonded
Coronet	145	3234	4.48	165.9	5.13	Bonded
Ambassador	**145**	**3239**	**4.48**	**167.5**	**5.17**	**Bonded**
Galaxie	150	3649	4.11	203.8	5.59	Riveted
Impala	155	3633	4.27	198.4	5.46	Bonded
Fury	145	3677	3.94	202.2	5.50	Bonded
Marlin	**145**	**3302**	**4.39**	**167.5**	**5.07**	**Bonded**

(1) Hp x 100 ÷ curb weight. (2) Lining area x 100 ÷ curb weight.

Standard V-8's (Auto. Trans.)	Standard Horsepower	Curb Weight, 4-Door Sedan	Performance Index (1)	Brake Lining Area, Sq. In.	Brake Index (2)	Standard Linings	Disc Brakes
American	**200**	**2940**	**6.80**	**167.5**	**5.70**	**Bonded**	**Opt.**
Falcon	200	2960	6.76	152.8	5.16	Riveted	N.A.
Chevy II	195	2920	6.68	168.9	5.78	Bonded	Opt.
Valiant	180	2988	6.02	156.2	5.23	Bonded	Opt.
Dart	180	3048	5.91	156.2	5.12	Bonded	Opt.
Rebel	**200**	**3362**	**5.95**	**167.5**	**4.98**	**Bonded**	**Opt.**
Fairlane	200	3112	6.43	152.8	4.91	Riveted	Opt.
Comet	200	3147	6.36	152.8	4.86	Riveted	Opt.
Chevelle	195	3254	5.99	168.9	5.19	Bonded	Opt.
Special	210	3365	6.24	158.1	4.70	Riveted	Opt.
F-85	250	3376	7.41	156.3	4.63	Riveted	Opt.
Tempest	250	3477	7.19	155.5	4.47	Riveted	Opt.
Belvedere	180	3320	5.42	195.2	5.88	Bonded	Opt.
Coronet	180	3350	5.37	195.2	5.83	Bonded	Opt.
Ambassador	**200**	**3395**	**5.89**	**167.5**	**4.93**	**Bonded**	**Opt.**
Galaxie	200	3687	5.42	203.8	5.53	Riveted	Opt.
Impala	195	3772	5.17	198.4	5.26	Bonded	Opt.
Fury	230	3773	6.10	202.2	5.36	Bonded	Opt.
Marlin	**200**	**3458**	**5.78**	**167.5**	**4.84**	**Bonded**	**Opt.**
Charger	230	3632	6.33	195.2	5.37	Bonded	Opt.

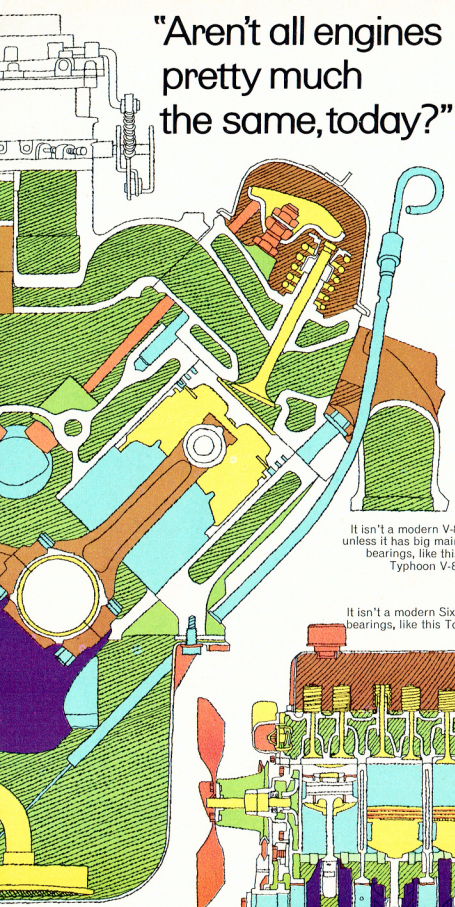
(1) Hp x 100 ÷ curb weight. (2) Lining area x 100 ÷ curb weight.

"Just a more accurate way to look at performance."

"Aren't all engines pretty much the same, today?"

Standard Sixes	Displacement (Cu. In.)	Horsepower	Torque	Bore and Stroke	Comp. Ratio
American	**199**	**128 @ 4400**	**182 @ 1600**	**3.75" x 3.00"**	**8.5:1**
Falcon	170	105 @ 4400	158 @ 2400	3.50" x 2.94"	9.1:1
Chevy II	194	120 @ 4400	177 @ 2400	3.56" x 3.25"	8.5:1
Corvair	164	95 @ 3600	154 @ 2400	3.44" x 2.94"	8.3:1
Valiant	170	115 @ 4400	155 @ 2400	3.40" x 3.13"	8.5:1
Dart	170	115 @ 4400	155 @ 2400	3.40" x 3.13"	8.5:1
Rebel	**232**	**145 @ 4300**	**215 @ 1600**	**3.75" x 3.50"**	**8.5:1**
Fairlane	200	120 @ 4400	190 @ 2400	3.68" x 3.13"	9.2:1
Comet	200	120 @ 4400	190 @ 2400	3.68" x 3.13"	9.2:1
Chevelle	230	140 @ 4400	220 @ 1600	3.88" x 3.25"	8.5:1
Special	225	160 @ 4000	235 @ 2400	3.75" x 3.40"	9.0:1
F-85	250	155 @ 4200	240 @ 2000	3.88" x 3.53"	8.5:1
Tempest	230	165 @ 4700	216 @ 2600	3.88" x 3.25"	9.0:1
Belvedere	225	145 @ 4000	215 @ 2400	3.40" x 4.13"	8.4:1
Coronet	225	145 @ 4000	215 @ 2400	3.40" x 4.13"	8.4:1
Ambassador	**232**	**145 @ 4300**	**215 @ 1600**	**3.75" x 3.50"**	**8.5:1**
Galaxie	240	150 @ 4000	234 @ 2200	4.00" x 3.18"	9.2:1
Impala	250	155 @ 4200	235 @ 1600	3.88" x 3.53"	8.5:1
Fury	225	145 @ 4000	215 @ 2400	3.40" x 4.13"	8.4:1
Marlin	**232**	**145 @ 4300**	**215 @ 1600**	**3.75" x 3.50"**	**8.5:1**

† Second figure, wagon. * Second figure, 3-seat wagon.



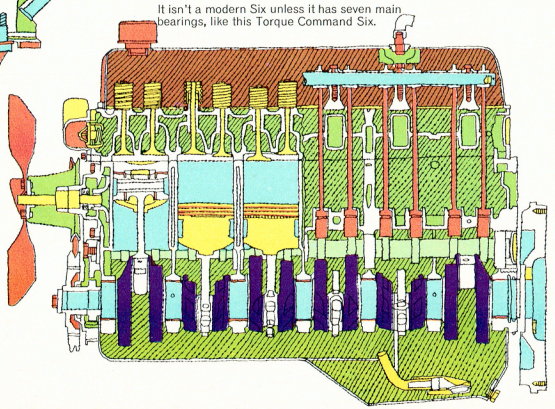
It isn't a modern V-8 unless it has big main bearings, like this Typhoon V-8.

All engines *are* better built. However, there are also important differences.

Engines of recent design use a new lightweight construction that reduces "nose-heaviness" and steering effort. Yet, these new engines are more rugged than ever.

For example, the new generation Sixes incorporate a *seven*-main-bearing crankshaft. This puts a main bearing on both sides of each of the engine's six connecting-rods to give good, rigid support to the crankshaft. Older design Sixes (like all Chrysler Corporation Sixes and the Ford Falcon "170" Six) have only *four* main bearings, affording less support to the crankshaft.

It isn't a modern Six unless it has seven main bearings, like this Torque Command Six.



Main Bearings No. x Diameter	Alternator Output (Amps.)	Battery Rating (Amp-Hrs.)	Fuel Tank Gallons (Approx.)
7 x 2.50"	35	50	16
4 x 2.25"	38	45	16/20†
7 x 2.30"	37	45	16
4 x 2.10"	37	45	14
4 x 2.75"	30	38	18
4 x 2.75"	30	38	18
7 x 2.50"	**35**	**50**	**21.5/19***
7 x 2.25"	38	45	20
7 x 2.25"	38	45	20
7 x 2.30"	37	45	20
4 x 2.50"	37	45	20
7 x 2.30"	37	44	20/24†
7 x 2.30"	37	44	21.5
4 x 2.75"	37	48	19
7 x 2.30"	37	44	21.5
7 x 2.50"	**35**	**50**	**21.5/19***
7 x 2.40"	42	45	25/20†
7 x 2.30"	37	45	24
4 x 2.75"	37	48	25/22†
7 x 2.50"	**35**	**50**	**21.5**

Standard V-8's	Displacement (Cu. In.)	Horsepower	Torque	Bore and Stroke	Comp. Ratio	Main Bearing Diameter	Alternator Output (Amps.)	Battery Rating (Amp-Hrs.)	Fuel Tank Gallons (Approx.)
American	**290**	**200 @ 4600**	**285 @ 2800**	**3.75" x 3.28"**	**9.0:1**	**2.75"**	**35**	**50**	**16**
Falcon	289	200 @ 4400	282 @ 2400	4.00" x 2.87"	9.3:1	2.25"	42	45	16 /20*
Chevy II	283	195 @ 4600	285 @ 2400	3.88" x 3.00"	9.3:1	2.30"	37	45	16
Valiant	273	180 @ 4200	260 @ 1600	3.63" x 3.31"	8.8:1	2.50"	37	48	18
Dart	273	180 @ 4200	260 @ 1600	3.63" x 3.31"	8.8:1	2.50"	37	48	18
Rebel	**290**	**200 @ 4600**	**285 @ 2800**	**3.75" x 3.28"**	**9.0:1**	**2.75"**	**35**	**50**	**21.5 /19†**
Fairlane	289	200 @ 4400	282 @ 2400	4.00" x 2.87"	9.3:1	2.25"	42	45	20
Comet	289	200 @ 4400	282 @ 2400	4.00" x 2.87"	9.3:1	2.25"	42	45	20
Chevelle	283	195 @ 4600	285 @ 2400	3.88" x 3.00"	9.3:1	2.30"	37	45	20
Special	300	210 @ 4400	310 @ 2400	3 .75" x 3.40"	9.0:1	2.50"	42	61	20
F-85	330	250 @ 4800	335 @ 2800	3.94" x 3.39"	9.0:1	2.50"	37	61	20 /24*
Tempest	326	250 @ 4600	333 @ 2800	3. 72" x 3.75"	9.2:1	3.00"	37	53	21.5
Belvedere	273	180 @ 4200	260 @ 1600	3.63" x 3.31"	8.8:1	2.50"	37	48	19
Coronet	273	180 @ 4200	260 @ 1600	3.63" x 3.31"	8.8:1	2.50"	37	48	19
Ambassador	**290**	**200 @ 4600**	**285 @ 2800**	**3.75" x 3.28"**	**9.0:1**	**2.75"**	**35**	**50**	**21.5 /19†**
Galaxie	289	200 @ 4400	282 @ 2400	4.00" x 2.87"	9.3:1	2.25"	42	45	25 /20*
Impala	283	195 @ 4600	285 @ 2400	3.88" x 3.00"	9.3:1	2.30"	37	45	24
Fury	318	230 @ 4400	340 @ 2400	3.91" x 3.31"	9.2:1	2.50"	37	48	25 /22*
Marlin	**290**	**200 @ 4600**	**285 @ 2800**	**3.75" x 3.28"**	**9.0:1**	**2.75"**	**35**	**50**	**21.5**
Charger	318	230 @ 4400	340 @ 2400	3.91" x 3.31"	9.2:1	2.50"	37	48	19

*Second figure, wagon. †Second figure, 3-seat wagon.

And take V-8's. The new generation V-8's still have five main bearings. But, the bearing *diameters* have grown larger. As large as 2.75 or 3 inches in diameter, which guarantees a pretty rugged crankshaft!

But why worry about differences in crankshafts? More main bearings or bigger main bearings mean smoother and quieter engines, that's why.

"How about transmissions?"

Transmissions aren't all alike either.

For example, some cars, such as Chevrolet, still offer an automatic having only *two* forward gear speeds. Modern automatics have *three* forward speeds, not just two.

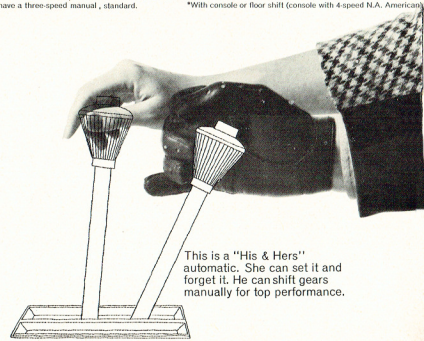
That extra gear speed allows the engine to operate *closer* to its peak horsepower over a *longer* period of acceleration. Result: more performance from the engine.

If you're looking for the automatic that gives the greater performance assist, make sure it's a three-speed type. And check the manually-controlled three-speed automatics (like the American Motors Shift-Command, shown here). It makes a great option to complement your V-8 engine.

Of course, if it's maximum gas mileage that's important (with a very good show of performance, too) make sure your new car can be equipped with a three-speed manual transmission *with overdrive*.

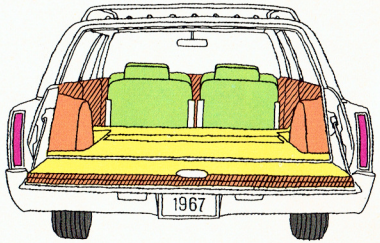
	Two-Speed Automatic	Three-Speed Automatic	Three-Speed Automatic* for V-8's	Four-Speed Manual* for V-8's	Three-Speed Manual with Overdrive	Limited-Slip Differential	Automatic Speed Control
American	**N.A.**	**Opt.**	**Opt.**	**Opt.**	**Opt. (6)**	**Opt.**	**N.A.**
Falcon	N.A.	Opt.	N.A.	Opt.	N.A.	Opt.	N.A.
Chevy II	Opt.	N.A.	N.A.	Opt.	N.A.	Opt.	N.A.
Corvair	Opt.	N.A.	N.A.	Opt. (6)	N.A.	Opt.	N.A.
Valiant	N.A.	Opt.	N.A.	Opt.	N.A.	Opt.	N.A.
Dart	N.A.	Opt.	N.A.	Opt.	N.A.	Opt.	N.A.
Rebel	**N.A.**	**Opt.**	**Opt.**	**Opt.**	**Opt.**	**Opt.**	**Opt.**
Fairlane	N.A.	Opt.	Opt.	Opt.	Opt.	Opt.	N.A.
Comet	N.A.	Opt.	Opt.	Opt.	N.A.	Opt.	N.A.
Chevelle	Opt.	Opt. ("396")	Opt. ("396")	Opt.	Opt.	Opt.	Opt.
Special	Opt.	Opt. ("GS")	Opt. ("GS")	Opt. ("GS")	N.A.	Opt.	Opt.
F-85	Opt.	N.A.	N.A.	Opt.	N.A.	Opt.	Opt.
Tempest	Opt.	Opt. ("GTO")	Opt. ("GTO")	Opt.	N.A.	Opt.	Opt.
Belvedere	N.A.	Opt.	Opt. (Sat. & GTX)		N.A.	Opt.	N.A.
Coronet	N.A.	Opt.	Opt.	Opt.	N.A.	Opt.	N.A.
Ambassador	**N.A.**	**Opt.**	**Opt.**	**Opt.**	**Opt.**	**Opt.**	**Opt.**
Galaxie	N.A.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Impala	Opt.	Opt. ("396")	Opt. ("396")	Opt.	Opt.	Opt.	Opt.
Fury	N.A.	Opt.	Opt.	Opt.	N.A.	Opt.	Opt.
Marlin	**N.A.**	**Opt.**	**Opt.**	**Opt.**	**Opt.**	**Opt.**	**Opt.**
Charger	N.A.	Opt.	Opt.	Opt.	N.A.	Opt.	N.A.

Most cars have a three-speed manual , standard. *With console or floor shift (console with 4-speed N.A. American)

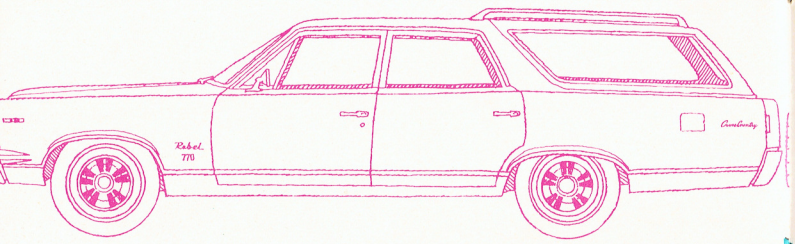


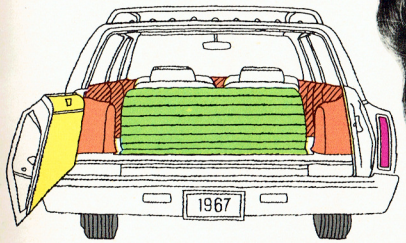
This is a "His & Hers" automatic. She can set it and forget it. He can shift gears manually for top performance.

"Great things have been happening to station wagons!"



Bottom-hinged: better for long cargo.





Side-hinged: better for third-seat passengers.

4-Door Station Wagons	Cargo Capacity (Cu. Ft.)	Length of Cargo Floor	Width of Cargo Floor (At Wheelhousings)	Height of Cargo Compartment (At Wheels)	Height of Tailgate Opening	Width of Tailgate Opening (At Belt)	Third Seat Available	Side- or Bottom-hinged Tailgate	Roof Luggage Rack Standard	Standard Tire Size 6-Cylinder	Standard Tire Size V-8
American	**66.0**	**76.8″**	**41.8″**	**29.7″**	**26.2″**	**50.0″**	**No**	**Bottom-hinged**	**440 Wagon**	**6.95 x 14**	**6.95 x 14**
Falcon	85.2	89.0″	44.8″	32.7″	29.0″	49.1″	No	Combo (Opt.)	No	7.75 x 14	7.75 x 14
Chevy II	76.2	86.0″	42.8″	32.6″	28.7″	47.0″	No	Bottom-hinged	No	6.95 x 14	6.95 x 14
Rebel	**91.1**	**92.6″**	**45.1″**	**31.7″**	**27.8″**	**52.2″**	**Yes**	**Either**	**Yes**	**7.75 x 14**	**7.75 x 14**
Fairlane	85.2	89.0″	42.6″	32.7″	29.0″	49.1″	Yes	Combo	No	7.75 x 14	7.75 x 14
Comet	85.2	89.0″	42.6″	32.7″	29.0″	49.1″	Yes	Combo	No	7.75 x 14	7.75 x 14
Chevelle	86.0	92.1″	42.4″	31.3″	28.5″	52.5″	No	Bottom-hinged	No	7.75 x 14	7.75 x 14
Special	85.7	92.0″	44.7″	31.1″	28.4″	52.6″	Yes	Bottom-hinged	No	7.75 x 14	7.75 x 14
F-85	85.2	92.0″	44.7″	30.9″	28.1″	52.6″	Yes	Bottom-hinged	No	7.75 x 14	7.75 x 14
Tempest	85.3	92.0″	44.4″	31.1″	28.4″	52.5″	No	Bottom-hinged	No	7.75 x 14	7.75 x 14
Belvedere	88.0	91.7″	45.3″	31.2″	30.4″	50.0″	Yes	Bottom-hinged	No	7.75 x 14 (2-S) 8.25 x 14 (3-S)	8.25 x 14
Coronet	88.0	91.7″	45.3″	31.2″	30.4″	50.0″	Yes	Bottom-hinged	No	7.75 x 14 (2-S) 8.25 x 14 (3-S)	8.25 x 14
Ambassador	**91.1**	**92.6″**	**45.1″**	**31.7″**	**27.8″**	**52.2″**	**Yes**	**Either**	**Yes**	**8.25 x 14**	**8.25 x 14**
Galaxie	91.3	93.1″	48.6″	32.4″	29.8″	52.3″	Yes	Combo	No	8.45 x 15	8.45 x 15
Impala	94.1	96.0″	49.7″	30.7″	28.8″	52.4″	Yes	Bottom-hinged	No	8.55 x 14	8.55 x 14
Fury	96.9	95.7″	44.9″	31.8″	29.5″	54.2″	Yes	Bottom-hinged	No	8.55 x 14	8.55 x 14

"You mean like getting bigger?"

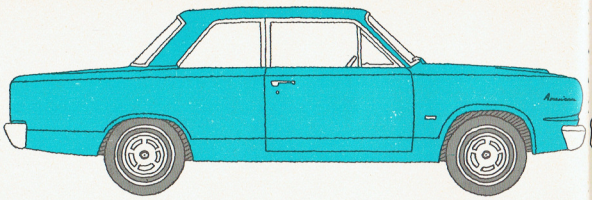
Over the past few years, some of the wagons have gotten pretty big. Particularly the compacts and intermediates. But this year, the champ in the growing department is the '67 Rebel.

It has 25% more cargo space than last year. And with a capacity of 91.1 cubic feet, it's *better than* all other intermediate wagons in *hauling ability*, just about matches that of some of the big-car wagons.

But the experienced wagon buyer will want to check for other things. How long is the cargo floor? How much room is there between the wheelhousings? How *tall* a load can he carry? The chart will show how the '67 wagons stack up.

Of course, the man with a big family will also want to make sure he can get a third seat. And preferably one which is accessible through a side-hinged tailgate (no General Motors or Chrysler Corporation wagon has it).

How about a roof luggage rack (especially important in three-seat wagons) to handle the overflow on extended vacation trips? It's standard on all American Motors wagons, except the lowest-priced American 220. This feature on most other wagons costs extra.



Everyone loves to save money. But the wise buyer keeps one thing in mind. It's important to be aware of what you're giving up for the money you save.

It is interesting to make a thorough comparison of the economy import and a U.S.-built compact car, with this in mind.

To represent the import, we'll use the Volkswagen 1500 2-Door Sedan, easily the most popular of all imports. For our domestic compact, we'll use the Rambler American 220 2-Door Sedan, America's lowest-list-priced six-cylinder sedan.

We'll start with what you pay, then look at what you get.

Initial price. The Volkswagen 1500 2-Door Sedan has a manufacturer's suggested retail price of $1639.00, Port of Entry, New York. The corresponding price of the Rambler American 220 2-Door Sedan is $2073.00, F.O.B., Kenosha. Obviously, the Volkswagen has an appreciable initial price advantage.

Economy. With its new 53-horsepower four-cylinder engine, VW claims about 27 mpg.

This is impressive mileage to persons familiar with the gas consumption of *big* cars loaded with power accessories. But it's not particularly impressive to the owners of compacts that can deliver gas mileages in the 20's.

For example, in the 1966 Mobil Economy Run, a standard-engined Rambler American averaged over 24 miles per gallon under a variety of driving conditions, traveling from Los Angeles to Boston.

Are economy imports cheap to run? Sure, but so are America's compact cars.

Parking and Maneuverability. Rambler American is the parking champ among American-built cars. However, VW's shorter overall length still gives it a slight advantage in finding a home in a tight parking spot. And VW takes up less space in traffic. But it can't out-turn the American. Both have a 36-foot turning diameter.

Handling. Look at the VW design. It's rearward-placed center of gravity and rear "swing" axle give it different handling characteristics. The Rambler American's forward-placed center-of-gravity and solid rear axle give more acceptable handling qualities . . . qualities that most U.S. drivers expect in their cars.

Performance. An important plus for the American. Its power-to-weight ratio (an index of performance) is 4.7, about 60 percent greater than that of the VW. Makes it easier for the American to merge with fast-moving expressway traffic, maintain speed on steep grades, pass slower-moving traffic.

Accommodations. Perhaps the biggest advantage of all for the domestic compact. American carries half again as many passengers (six as compared to VW's four). And there's 12 cubic feet of trunk room in the American compared to only five cubic feet in the VW.

Heating, defrosting and ventilation. Even the dyed-in-the-wool VW fan will concede that this VW leaves something to be desired in these areas.

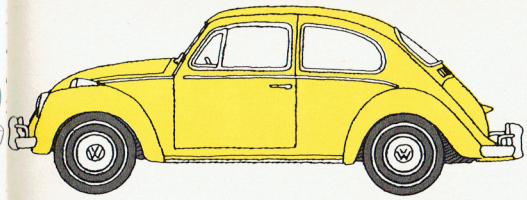
For example, in the VW, the engine *cooling* fan also serves as the *heater* fan, so that at idling speeds little heated air is delivered to the VW passenger compartment and defrosters.

In the American, a separate electric heater-defroster fan is provided that can be controlled independently of engine speed.

Then, too, the VW owner has no direct control over the *temperature* of the heated air. Whatever the air temperature is, after it finishes cooling the engine, is the temperature of the air going into the VW's heating ducts.

American owners can control the temperature of their heaters. Even to the extent of closing off the heat entirely, so the system can be used for ventilation in hot weather.

No contest, really.



Visibility. Another chronic complaint of VW owners: narrow windshield, wide windshield posts, relatively small rear window, weak defrosters.

Safety. Although VW has adopted some of the safety features that Rambler American and other '67 domestic cars enjoy, it still lacks features such as rear seat belts, energy-absorbing steering column, or "lane-changer" turn signals.

Options. Maybe options aren't too important in a true economy car, but it's not a matter of much choice to the VW buyer. He can't even buy an automatic transmission or a larger engine. Of course, the VW buyer can pay extra for rear side windows that open. The Rambler American 220 buyer can't; they're already standard.

Models. The VW buyer has a choice of a 2-door sedan (with or without sun roof), a convertible or a bus-type station wagon (with or without sun roof). Rambler American offers the buyer a choice of nine models in five body styles: 2- and 4-door sedans, 4-door wagons, 2-door hardtops and convertible.

Warranty. In spite of VW's reputation for old-world craftsmanship in this country, it is warranted for only six months or 6,000 miles, whichever occurs first. Compare that with Rambler American's warranty: 5 years or 50,000 miles on the engine, drive train, suspension and steering—two years or 24,000 miles on the entire car.†

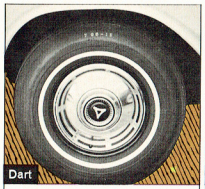
†American Motors Corporation warrants engine block, head and internal parts, water pump, intake manifold, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle housing and internal parts, front and rear suspension (except shock absorbers and attaching parts), steering pump, steering gear assembly, steering linkage, wheel bearings and road wheels of its 1967 cars to be free from defects in material or workmanship for 5 years or 50,000 miles.* Owner must, every 4,000 miles or 6 months,* change engine oil and install new oil filter; every 4,000 miles, clean oil filler cap (filter type), clean carburetor air cleaner element, inspect and correct fluid levels, drive belts and exhaust manifold heat valve; every 12,000 miles, service positive crankcase ventilation and exhaust emission control systems; every 24,000 miles, tune automatic transmission, replace carburetor air cleaner element; every 2 years, replace engine coolant; every 32,000 miles or 3 years,* inspect and lubricate chassis; and every 6 months, furnish evidence of this service to an authorized American Motors Dealer and have him certify its receipt and car's mileage. Further, entire car is so warranted for 2 years or 24,000 miles,* except tires (warranted by tire manufacturer). Any part so defective, will be repaired or replaced in accordance with applicable portion of Warranty, without charge at an authorized American Motors Dealership. Owner responsible for deterioration, misuse, normal maintenance, replacement of service items and normal deterioration of soft trim and appearance items.
*Whichever comes first.

"You know, we could save by buying one of those little imports."

"But don't you get pretty much what you pay for?"

"Let's do a little eyeball comparison."

"You mean kick a few tires?"



Dart

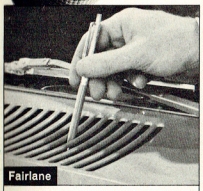
Before you kick this tire, note that it's only a 13-incher . . . even though this Dart V-8 is the heaviest of all compacts. All Valiants and the Corvair Six also use 13-inch tires.

Galaxie

This Galaxie grille's an aluminum stamping. Inexpensive, quite thin with little resistance to bending (even by hand). Will this grille keep its "showroom look" very long?

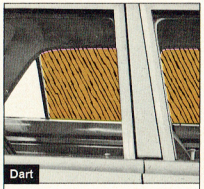
Caliente

The taillights on Caliente and many other cars are not visible from the side at night.



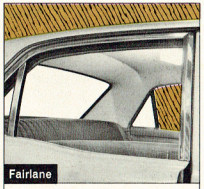
Fairlane

Fairlane's air intake can collect leaves and other debris, like pennies in a piggy-bank. This is typical of Ford, Chrysler and General Motors cars in this book (except Buick Special).



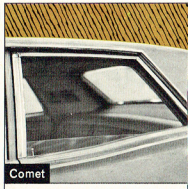
Dart

Dart's exposed center post gives its 4-door models a somewhat heavy, stodgy look. Cuts down on visibility, too.



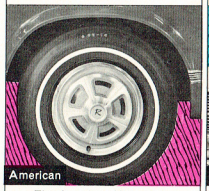
Fairlane

This Fairlane 4-door uses snap-on moldings to dress up its window frames. They look added-on and they can trap moisture.



Comet

Yes, this Mercury Comet 202 4-door rear window is rolled down as far as it will go. That exposed edge looks unsightly and might be damaged.

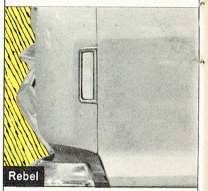


American

The American V-8 weighs about 100 pounds less than a Dart V-8, but uses 6.95 x 14 tires in contrast to Dart's 7.00 x 13 tires. And, *all* Americans (6 and V-8) use 14" tires.

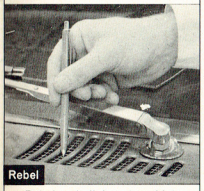
Ambassador

This Ambassador grille (and Marlin) is a thick aluminum extrusion, with a protective anodized finish. This same construction is used on American models, while Rebels use a quality die-casting.



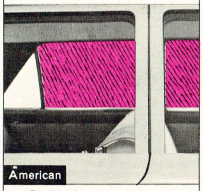
Rebel

"Wink" lights are used on Rebel sedans, hardtops and convertibles (reflectors on Rebel and Ambassador wagons, plus Marlins) for extra rear side visibility at night.



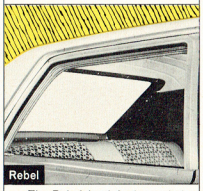
Rebel

Rebel and all American Motors cars use screened intakes to keep ducts clear of debris that can trap moisture, promote rusting and odors, block airflow.



American

On this American 4-door, the center post is there, but concealed behind the window frames. Gives the sedan a more graceful look.

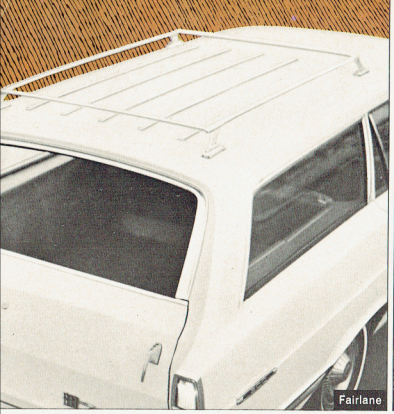


Rebel

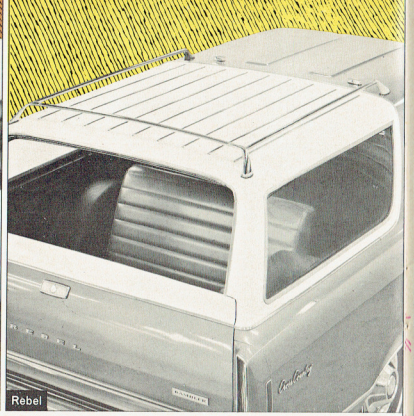
The Rebel (and Ambassador) 4-door models use solid extruded aluminum upper door frames . . . can't trap moisture, can't rust, stay new looking.

Rebel

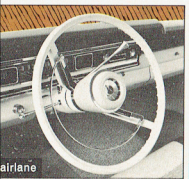
The Rebel 4-door Sedan (like all American Motors 4-door models) has windows that roll all the way down. Protects the glass. Looks better.



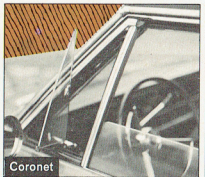
Like the look of this luggage rack on this Fairlane wagon? You might *like* it . . . but it's an extra-cost option at $44.44 (retail list). And, most other wagons charge for this feature.



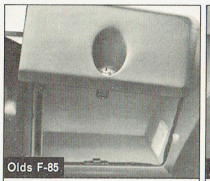
How about the luggage rack on this Rebel wagon? Looks great, too, but there's a difference . . . it's *standard equipment* on all American Motors wagons except American 220.



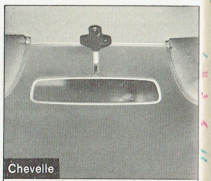
This Fairlane does not use a collapsible steering column (no Ford products do). Instead, a bulky cushion pad is used on the top of the column.



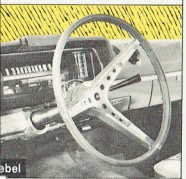
This Coronet hardtop (or convertible) uses no metal framing around the vent wings or side windows. Glass edges seem to be more vulnerable.



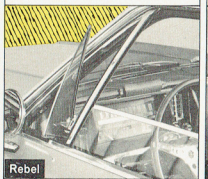
This Olds F-85 glove box is relatively narrow. And note how inconvenient top-hinged door restricts vision into box, can't serve as a shelf when opened.



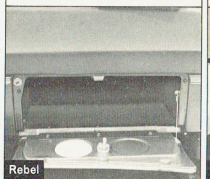
Chevelle visors (also Chevy II and Corvair) have no center clip, can sag and flutter. We feel a padded visor should be held in place for protection.



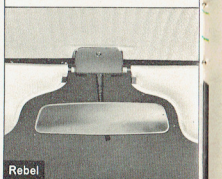
This Rebel, like all AM, GM and Chrysler cars, uses the new energy-absorbing steering column to protect the driver. Note Rebel's sturdy three-spoke deep-dish wheel.



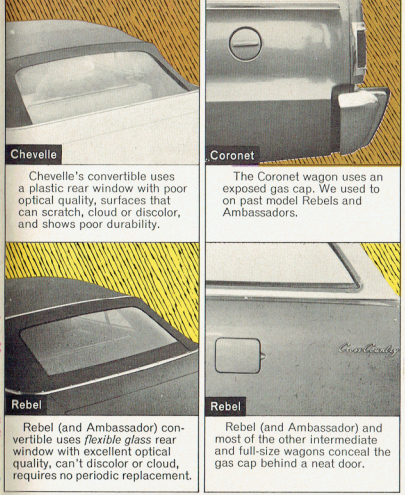
Rebel hardtops (and all AM hardtops and convertibles) feature metal-edged vents and side windows. Better protection, better sealing, better looking.



This Rebel glove box is considerably wider, roomier. Contents are in plain view and the door folds flat to form a shelf (note cup recesses).



Rebel's padded visors do have a center clip (as do those of most cars). No sag or flutter. Padding firmly clipped in place where it can do the most good.



Chevelle's convertible uses a plastic rear window with poor optical quality, surfaces that can scratch, cloud or discolor, and shows poor durability.

The Coronet wagon uses an exposed gas cap. We used to on past model Rebels and Ambassadors.

Rebel (and Ambassador) convertible uses *flexible glass* rear window with excellent optical quality, can't discolor or cloud, requires no periodic replacement.

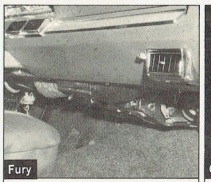
Rebel (and Ambassador) and most of the other intermediate and full-size wagons conceal the gas cap behind a neat door.

The Fairlane features a novel tailgate that can be side-hinged for third seat accessibility. But in a Fairlane, converting the third seat takes a little time . . .

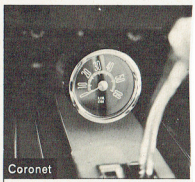
. . . like getting the separate cushions off the floor, wiping them off, buttoning them in place. Even *Belvedere* is a little easier to live with than Fairlane.

The bottom-hinged tailgate on this Belvedere wagon severely limits the accessibility of that third seat. Same problem with all Chrysler and GM 3-seaters.

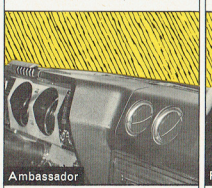
The Rebel wagon has the accessibility provided by a side-hinged tailgate, plus a quick-action folding seat that's easy to convert.



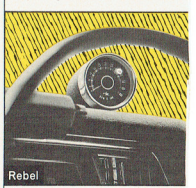
Fury's underslung air conditioner outlets, with their sharp edges, are a definite hazard to the shins in the event of a hard stop.



Tachometers are important options for the performance-minded. But Coronet's console-mounted tach is a long look away from the road.



Ambassador's outlets are attractively integrated into the instrument panel . . . a safer, easier-to-reach location.

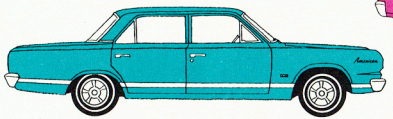


Rebel puts its optional tach at an eye-level position where it's easy to read—on top of the dash.

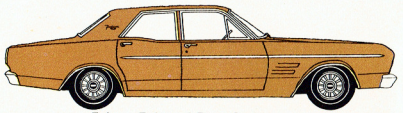
"Now we know which cars are better, but what does it cost to turn the key?"

...for compacts

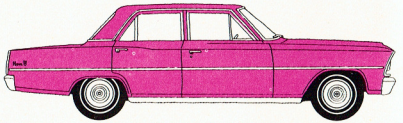
(with standard six-cylinder engines)



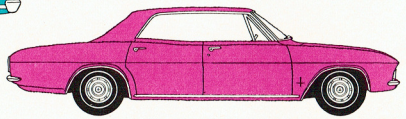
Rambler American 440 4-Door Sedan



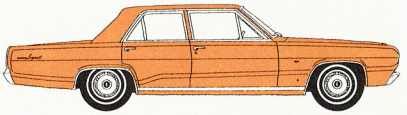
Falcon Futura 4-Door Sedan



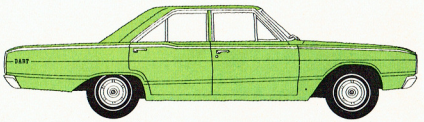
Chevy II Nova 4-Door Sedan



Corvair Monza 4-Door Hardtop

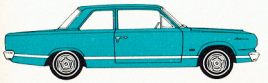


Valiant Signet 4-Door Sedan

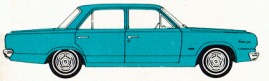


Dart 270 4-Door Sedan

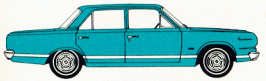
Rambler American 220 2-Door Sedan	**$2073**
Falcon Standard 2-Door Sedan	2118
Chevy II 100 2-Door Sedan	2152
Corvair 500 2-Door Hardtop*	2128
Valiant V-100 2-Door Sedan	2117
Dart 2-Door Sedan	2187



Rambler American 440 2-Door Sedan	**$2191**
Falcon Futura 2-Door Sedan	2280
Valiant Signet 2-Door Sedan	2262



Rambler American 220 4-Door Sedan	**$2142**
Falcon Standard 4-Door Sedan	2167
Chevy II 100 4-Door Sedan	2182
Corvair 500 4-Door Hardtop*	2194
Valiant V-100 4-Door Sedan	2163
Dart 4-Door Sedan	2224



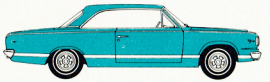
Rambler American 440 4-Door Sedan	**$2259**
Falcon Futura 4-Door Sedan	2322
Chevy II Nova 4-Door Sedan	2298
Corvair Monza 4-Door Hardtop*	2464
Valiant Signet 4-Door Sedan	2308
Dart 270 4-Door Sedan	2362

Rambler American 220 4-Door Wagon	**$2425**
Falcon Standard 4-Door Wagon	2497
Chevy II 100 4-Door Wagon	2478

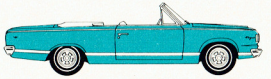
For V-8's: American, add $118; Chevy II, add $105; Valiant and Dart, add $128; Falcon standard sedans, add $132 (other Falcon models, add $106).

Rambler American 440 4-Door Wagon	**$2533**
Falcon Futura 4-Door Wagon	2609
Chevy II Nova 4-Door Wagon	2566

Rambler American 440 2-Door Hardtop	**$2283**
Falcon Futura 2-Door Sports Coupe†	2437
Chevy II Nova 2-Door Sports Coupe	2330
Corvair Monza 2-Door Hardtop	2398
Dart 270 2-Door Hardtop	2388



Rambler American Rogue 2-Door Hardtop	**$2426**
Chevy II Nova SS 2-Door Hardtop	2487
Dart GT 2-Door Hardtop	2499



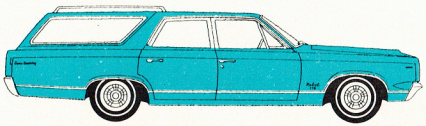
Rambler American Rogue Convertible	**$2611**
Corvair Monza Convertible	2540
Dart GT Convertible	2732

*No sedan model available. †No hardtop model available.

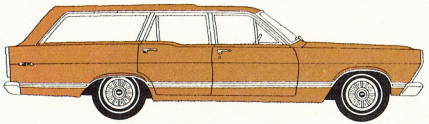
□ Based on manufacturers' suggested retail prices, including heater, federal excise taxes, and retail delivery charges, but do not include transportation charges, local taxes. □ American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models or prices at any time without incurring obligation. Information on other-make cars contained in this booklet was, to the best of our knowledge, correct at time of publication. However, we assume no obligation for inadvertent errors or future changes.

...for intermediates

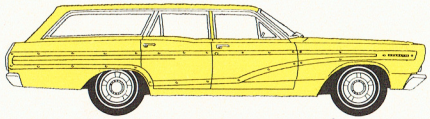
(with standard six-cylinder engines)



Rambler Rebel 770 4-Door Wagon



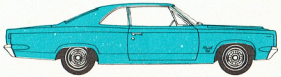
Fairlane 500 4-Door Wagon



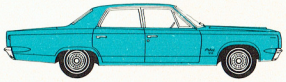
Mercury Villager 4-Door Wagon

For V-8's: Rebel, add $106; Fairlane, Comet/Caliente, add $105.63; Chevelle, add $105; Special, F-85, add $70; Tempest, add $95; Belvedere, Coronet, add $94.
*Price includes Hi-Performance V-8. **V-8 only, no Six available.

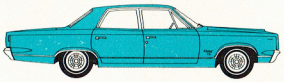
Fairlane 2-Door Sedan	$2297
Mercury Comet 202 2-Door Sedan	2284
Chevelle 300 Deluxe 2-Door Sedan	2295
Belvedere I 2-Door Sedan	2318
Coronet Deluxe 2-Door Sedan	2359
Fairlane 500 2-Door Sedan	2377



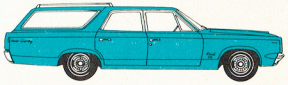
Rambler Rebel 550 Sports Sedan	**$2294**
Special Standard Sports Sedan	2411
F-85 Standard Sports Sedan	2410
Tempest Sports Sedan	2341
Tempest Custom Sports Sedan	2434
F-85 Cutlass Sports Sedan	2574
F-85 Cutlass Supreme Sports Sedan**	2694
Tempest LeMans Sports Sedan	2586
Special Skylark Sports Sedan	2665



Rambler Rebel 550 4-Door Sedan	**$2319**
Fairlane 4-Door Sedan	2339
Mercury Comet 202 4-Door Sedan	2336
Chevelle 300 Deluxe 4-Door Sedan	2324
Special Standard 4-Door Sedan	2462
F-85 Standard 4-Door Sedan	2457
Tempest 4-Door Sedan	2388
Belvedere I 4-Door Sedan	2356
Coronet Deluxe 4-Door Sedan	2397

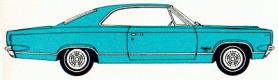


Rambler Rebel 770 4-Door Sedan	**$2418**
Fairlane 500 4-Door Sedan	2417
Mercury Capri 4-Door Sedan	2436
Chevelle Malibu 4-Door Sedan	2400
Special Deluxe 4-Door Sedan	2545
F-85 Cutlass 4-Door Sedan	2552
Tempest Custom 4-Door Sedan	2482
Belvedere II 4-Door Sedan	2434
Coronet 440 4-Door Sedan	2475
Mercury Caliente 4-Door Sedan	2535
F-85 Cutlass Supreme 4-Door Sedan**	2726
Coronet 500 4-Door Sedan	2654

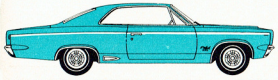


Rambler Rebel 550 4-Door Wagon	**$2623**
Fairlane 4-Door Wagon	2643
Mercury Comet Voyager 4-Door Wagon	2604
Chevelle 300 Deluxe 4-Door Wagon	2619
Special Standard 4-Door Wagon	2742
F-85 Standard 4-Door Wagon	2749
Tempest 4-Door Wagon	2666
Belvedere I 4-Door Wagon	2652
Coronet Deluxe 4-Door Wagon	2693

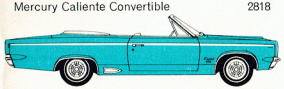
Rambler Rebel 770 4-Door Wagon	**$2710**
Fairlane 500 4-Door Wagon	2718
Mercury Villager 4-Door Wagon	2841
Chevelle Malibu 4-Door Wagon	2695
Special Deluxe 4-Door Wagon**	2901
F-85 Cutlass 4-Door Wagon	2848
Tempest Custom 4-Door Wagon	2760
Belvedere II 4-Door Wagon	2729
Coronet 440 4-Door Wagon	2771
Fairlane Squire 4-Door Wagon	2902
Chevelle Concours 4-Door Wagon	2827
Tempest Safari 4-Door Wagon	2936



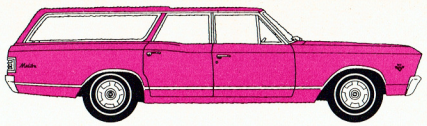
Rambler Rebel 770 2-Door Hardtop	**$2443**
Fairlane 500 2-Door Hardtop	2439
Mercury Capri 2-Door Hardtop	2459
Chevelle Malibu 2-Door Hardtop	2434
Special Deluxe 2-Door Hardtop	2566
F-85 Cutlass 2-Door Hardtop	2574
Tempest Custom 2-Door Hardtop	2494
Belvedere II 2-Door Hardtop	2457
Coronet 440 2-Door Hardtop	2500
Mercury Caliente 2-Door Hardtop	2558



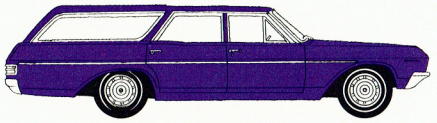
Rambler Rebel SST 2-Door Hardtop	**$2604**
Fairlane 500-XL 2-Door Hardtop	2619
Mercury Cyclone 2-Door Hardtop**	2737
Chevelle SS-396 2-Door Hardtop*	2825
Special Skylark 2-Door Hardtop**	2798
F-85 Cutlass Supreme 2-Door Hardtop**	2831
Tempest LeMans 2-Door Hardtop	2648
Belvedere Satellite 2-Door Hardtop**	2747
Coronet 500 2-Door Hardtop	2679
Fairlane 500 Convertible	$2664
Chevelle Malibu Convertible	2637
F-85 Cutlass Convertible	2770
Tempest Custom Convertible	2723
Belvedere II Convertible	2695
Coronet 440 Convertible	2740
Mercury Caliente Convertible	2818



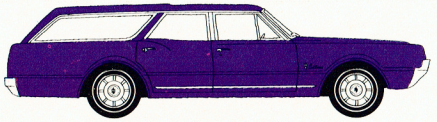
Rambler Rebel SST Convertible	**$2782**
Fairlane 500-XL Convertible	2843
Mercury Cyclone Convertible**	2997
Chevelle SS-396 Convertible*	3033
Special Skylark Convertible**	2945
F-85 Cutlass Supreme Convertible**	3026
Tempest LeMans Convertible	2881
Belvedere Satellite Convertible**	2986
Coronet 500 Convertible	2919



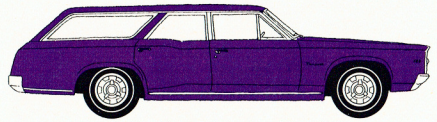
Chevelle Malibu 4-Door Wagon



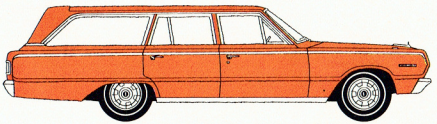
Buick Special Deluxe 4-Door Wagon



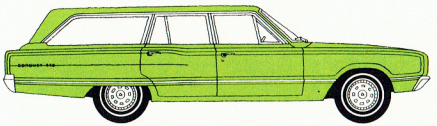
Olds F-85 Cutlass 4-Door Wagon



Pontiac Tempest Custom 4-Door Wagon

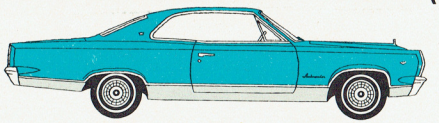


Plymouth Belvedere II 4-Door Wagon



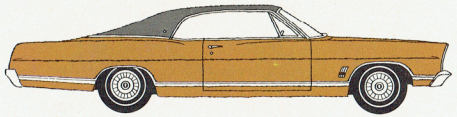
Dodge Coronet 440 4-Door Wagon

...for popular-priced, full-size cars (with standard V-8s)



Ambassador DPL 2-Door Hardtop

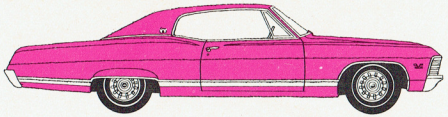
Ford Custom 2-Door Sedan	$2548
Chevrolet Biscayne 2-Door Sedan	2547
Plymouth Fury I 2-Door Sedan	2578
Ford Custom 500 2-Door Sedan	2659
Chevrolet Bel Aire 2-Door Sedan	2647
Plymouth Fury II 2-Door Sedan	2676



Ford LTD 2-Door Hardtop

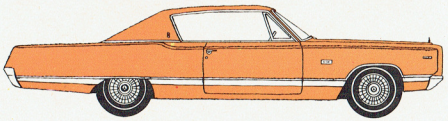
Ambassador 880 Sports Sedan **$2619**

Ambassador 880 4-Door Sedan	**$2657**
Ford Custom 4-Door Sedan	2602
Chevrolet Biscayne 4-Door Sedan	2589
Plymouth Fury I 4-Door Sedan	2622
Ford Custom 500 4-Door Sedan	2701
Chevrolet Bel Aire 4-Door Sedan	2689
Plymouth Fury II 4-Door Sedan	2719



Chevrolet Caprice 2-Door Hardtop

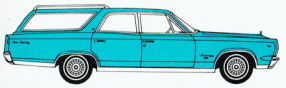
Ambassador 990 4-Door Sedan	**$2776**
Ford Galaxie 500 4-Door Sedan	2838
Chevrolet Impala 4-Door Sedan	2828
Plymouth Fury III 4-Door Sedan	2851



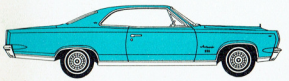
Plymouth VIP 2-Door Hardtop

Ambassador 880 4-Door Wagon	**$2962**
Ford Custom 4-Door Wagon	2943
Chevrolet Biscayne 4-Door Wagon	2923
Plymouth Fury I 4-Door Wagon	2989
Ford Custom 500 4-Door Wagon	3042
Chevrolet Bel Aire 4-Door Wagon	2986
Plymouth Fury II 4-Door Wagon	3021

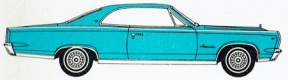
...and fastbacks.



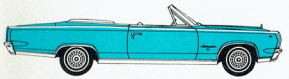
Ambassador 990 4-Door Wagon	**$3083**
Ford Country Squire 4-Door Wagon	3340
Chevrolet Impala 4-Door Wagon	3122
Plymouth Fury III 4-Door Wagon	3144



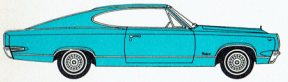
Ambassador 990 2-Door Hardtop	**$2803**
Ford Galaxie 500 2-Door Hardtop	2861
Chevrolet Impala 2-Door Hardtop	2845
Plymouth Fury III 2-Door Hardtop	2872



Ambassador DPL 2-Door Hardtop	**$2958**
Ford LTD 2-Door Hardtop	3362*
Chevrolet Caprice 2-Door Hardtop	3078
Plymouth VIP 2-Door Hardtop	3117

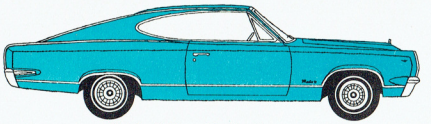


Ambassador DPL Convertible	**$3143**
Ford Galaxie 500 Convertible	3110
Chevrolet Impala Convertible	3097
Plymouth Fury III Convertible	3118
Ford Galaxie 500 XL Convertible	3493*
Chevrolet Impala SS Convertible	3254
Plymouth Sport Fury Convertible	3279

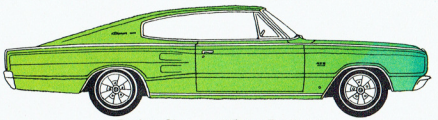


Marlin 2-Door Fastback	**$2963**
Dodge Charger 2-Door Fastback	3128
Ford XL 2-Door Fast Top	3243*
Chevrolet Impala SS 2-Door Fast Top	3003

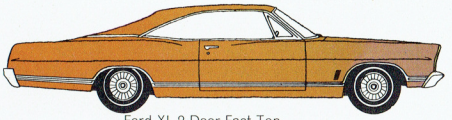
*Includes automatic transmission



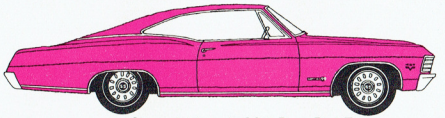
Marlin 2-Door Fastback



Dodge Charger 2-Door Fastback

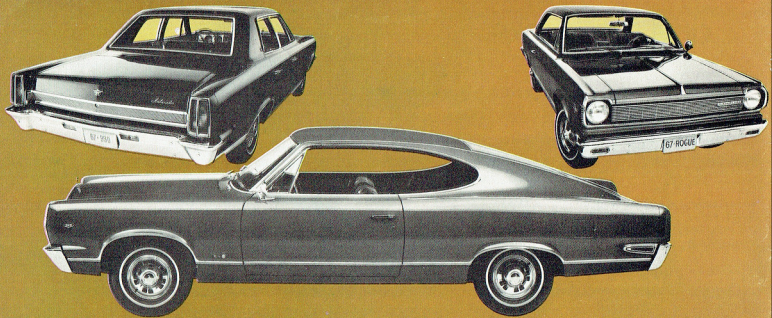


Ford XL 2-Door Fast Top



Chevrolet Impala SS 2-Door Fast Top

"Now that we're so smart, let's go buy a car."



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