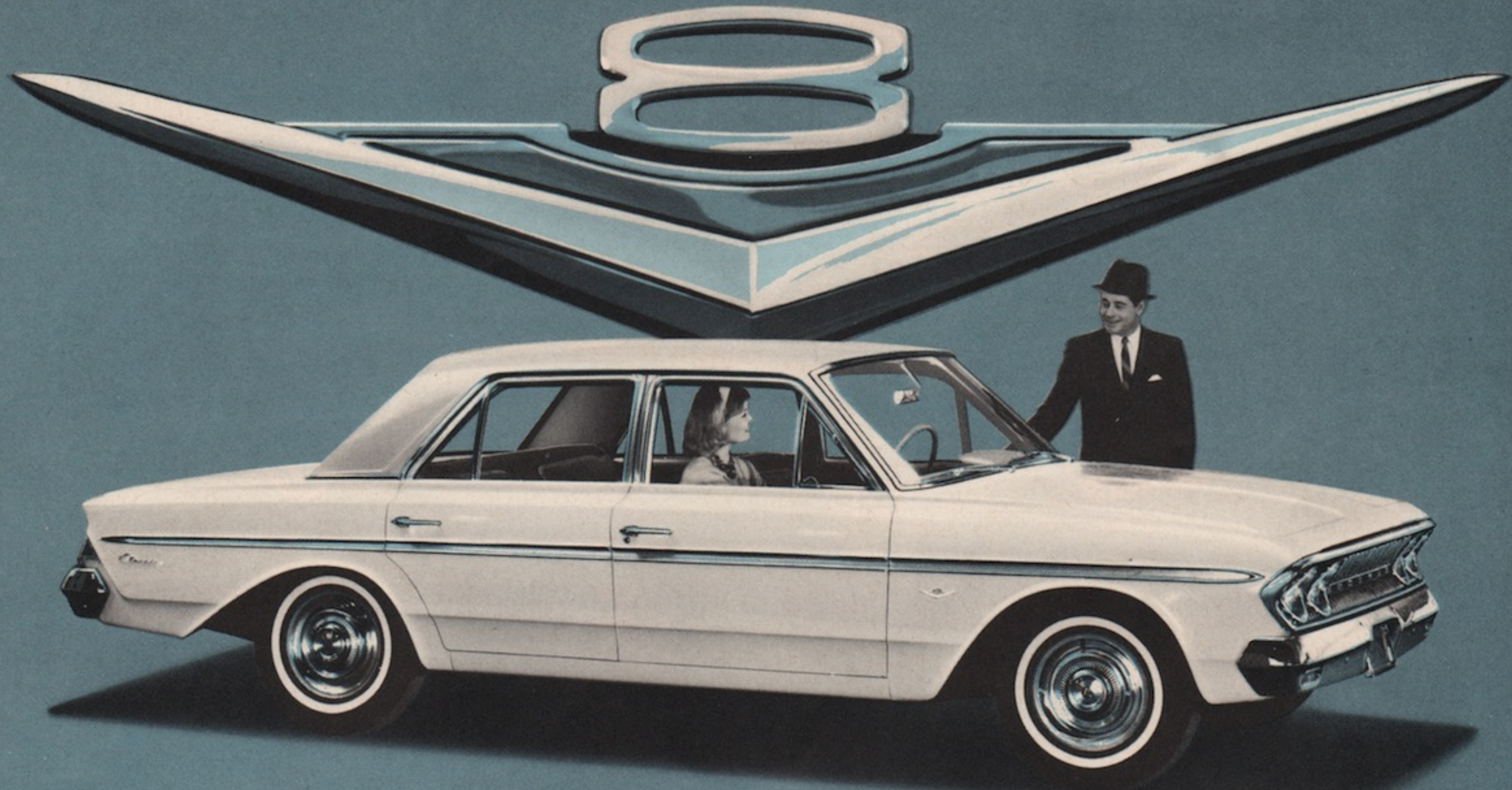


RAMBLER — 1963 MOTOR TREND "CAR OF THE YEAR"

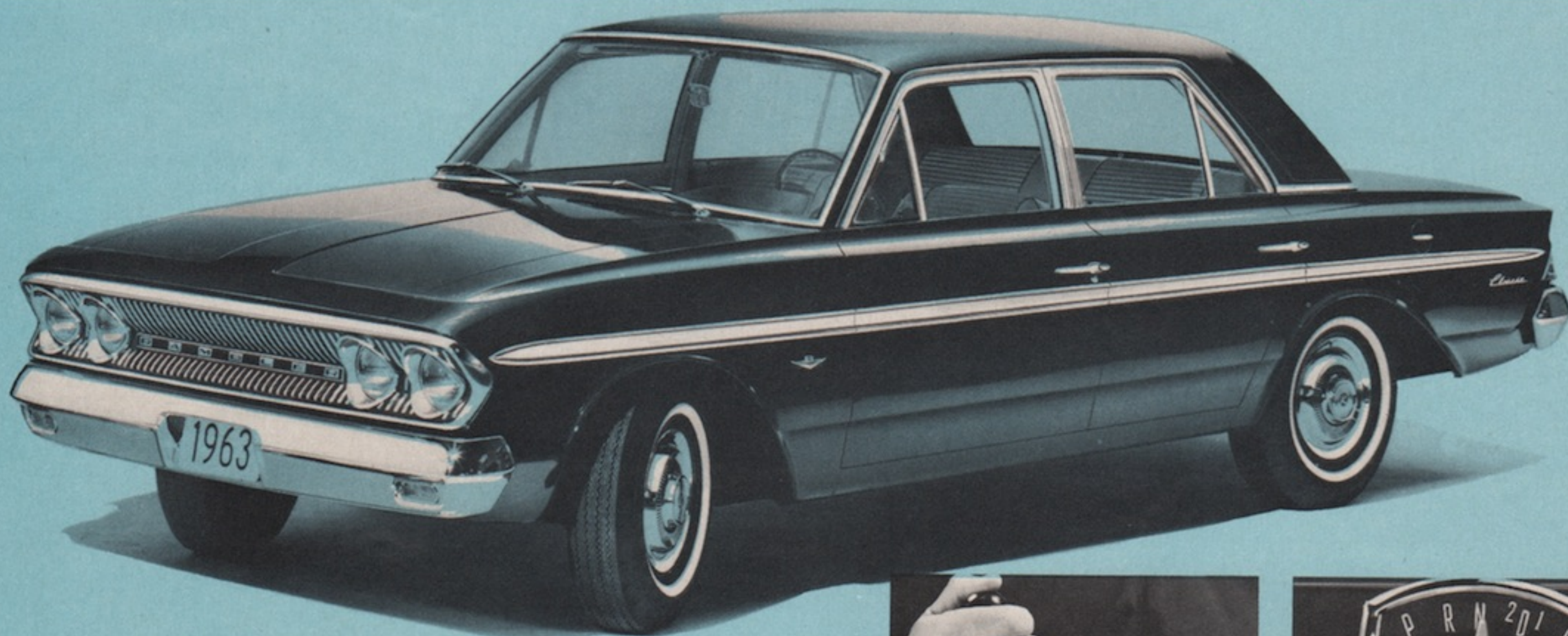
ANNOUNCES THE RAMBLER CLASSIC V-8



BALANCED
PERFORMANCE IN
MOTOR TREND MAGAZINE'S
"CAR OF THE YEAR"

RAMBLER CLASSIC

18



Exclusive Twin-Stick Floor Shift has flexibility to provide 5 progressive forward speeds, plus quick-action floor shifting. Instant Overtake button shifts overdrive to direct gear. Second lever is master overdrive control. Optional.

Fully-automatic, 3-speed Flash-O-Matic transmission has new lever control and lighted quadrant for easiest operation. Also optional is column-shift overdrive transmission. Column-shift Syncromesh transmission is standard equipment.



Twin-Stick Floor Shift



Flash-O-Matic Transmission

GREAT NEW RUNNING MATE TO FAMOUS RAMBLER CLASSIC 6

You would expect it from Rambler—a great new V-8 that offers the famed Rambler virtue of economy, plus 198-hp V-8 performance to smooth out the steepest hills with ease and to provide safe acceleration.

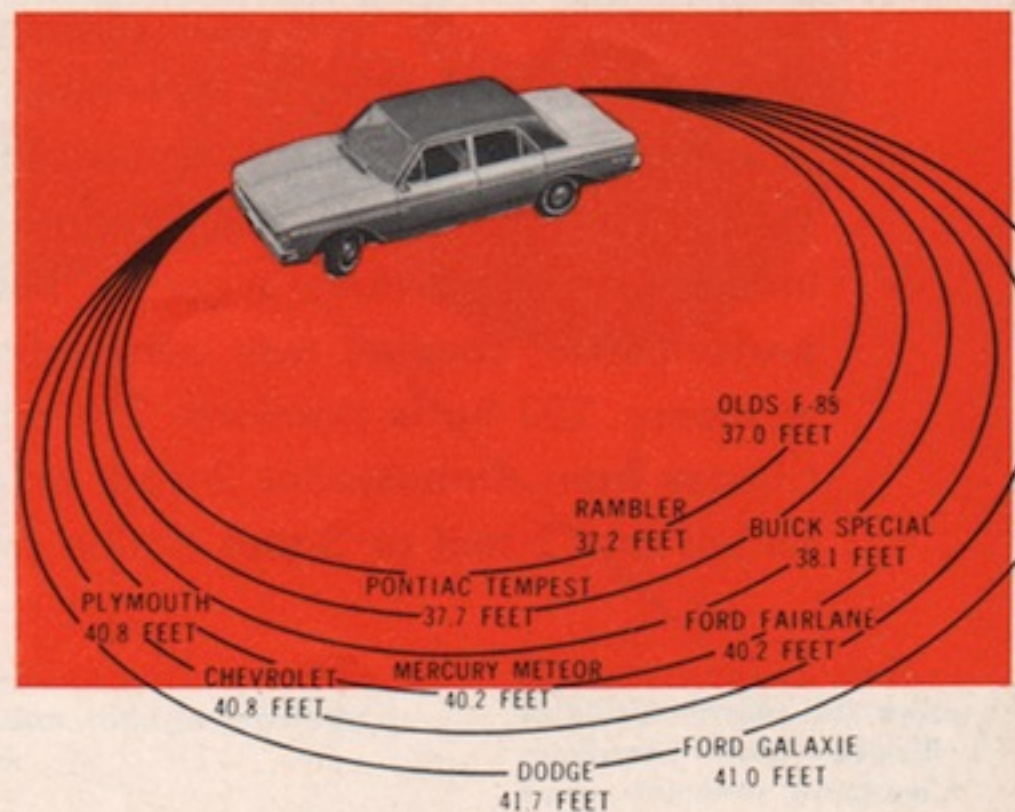
Rambler Classic V-8 economy starts with the initial purchase price—only \$105 more than the famous Classic 6—\$85 to \$195 less than comparable 6's of the two best sellers.* And its continued economical performance is assured through every driving mile. The new Classic V-8 engine, with its 8.7:1 compression ratio and two-barrel carburetor, is designed to operate efficiently on regular-grade fuel.

Test-drive Rambler Classic V-8—great running mate to the Classic Six—at your Rambler dealer soon. Get the feel of smooth, satisfying, thrifty performance in 2- or 4-door sedans and 2- or 3-seat station wagons.

Enjoy Rambler Maneuverability, Handling Ease and Stability with Effortless V-8 Performance

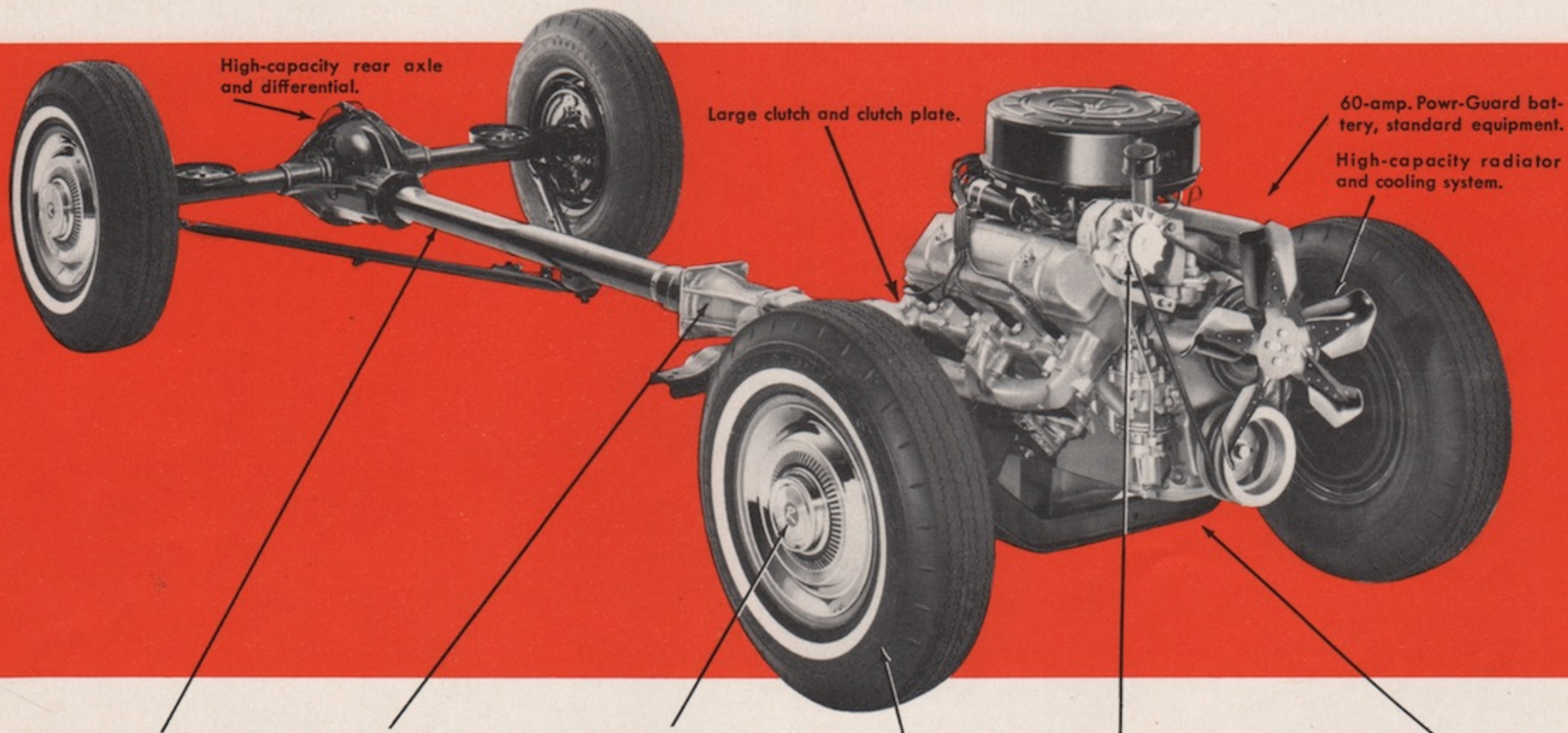
Rambler Classic V-8's trim 37.2 feet of turning diameter lets you turn with ease in narrow streets . . . park where other cars can't . . . enjoy unmatched driving ease and comfort in heavy traffic. All this, with effortless, responsive performance plus handling stability that adds immeasurably to your driving pleasure and safety.

*Based on manufacturers' suggested retail prices.



WITH A BALANCED DRIVE-LINE TO MATCH

Most competitive cars use many of the same mechanical components for both Six and V-8 engines. Not Rambler. The balanced drive-line team, standard with the 198 hp Classic V-8, is engineered especially for V-8 engines to give greater operating efficiency, handling ease, safety, value and owner satisfaction.



High-capacity V-8 torque tube drive assembly with double-pivot front universal joint plus Tri-Poised engine mounting for ultra-smooth power transfer.

Choice of four V-8 capacity transmissions — Flash-O-Matic — Overdrive — Twin-Stick Floor Shift as options — or Standard Syncromesh.

Big, new Double-Safety Brakes handle the new V-8 power. Separate systems for front and rear wheels. Brakes are self-adjusting. Standard.

Large 7.50 x 14 tires and wide-rimmed wheels.

All-Electronic alternator and an all-transistor voltage regulator, standard.

Front suspension sway-stabilizer torsion bar and reinforced front side-sill body structure, standard. Coil springs and shock absorbers engineered specifically for the V-8.

RAMBLER AMBASSADOR V-8

THE LUXURY CAR WITH SUPERIOR PERFORMANCE

Rambler Ambassador V-8 for 1963 is the car for you who want the most in style, luxury and responsive performance. It's all-new, all-beautiful, with luxurious appointments and comfort that bring a new measure of pleasure to driving. The '63 Ambassador has one of the finest engineered engines in the industry, and provides superbly balanced performance, coupled with outstanding V-8 economy. 250 hp is standard, 270 optional. Choose from Ambassador 2-door or 4-door sedans and 2-seat or 3-seat station wagons.



1963 RAMBLER V-8 ENGINE SPECIFICATIONS

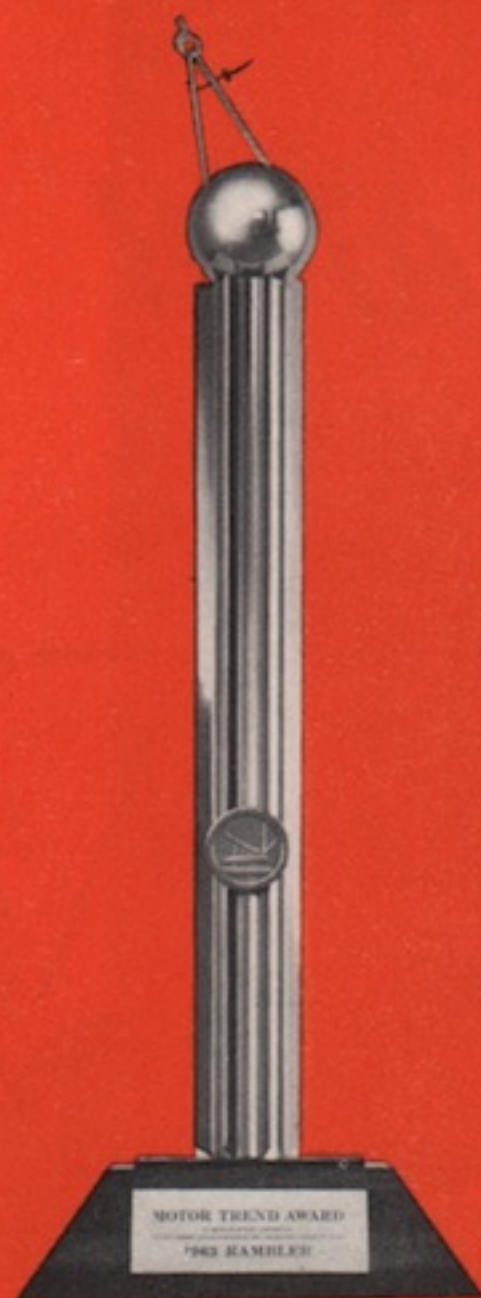
RAMBLER CLASSIC V-8

Horsepower.....	198 @ 4700 rpm
Torque, Lb.-Ft.....	280 @ 2600 rpm
Displacement.....	287 Cubic Inches
Bore and Stroke.....	3 $\frac{3}{4}$ " x 3 $\frac{1}{4}$ "
Compression Ratio.....	8.7:1
Carburetor.....	2-Barrel
Fuel, Grade Required.....	Regular
Valve Lifters.....	Hydraulic
Oil Filter.....	Full-Flow
Air Cleaner.....	Cellulose-Fiber
All-Electronic Alternator and Transistor Voltage Regulator.....	Standard
Battery, Standard.....	60-Amp. (70-Amp. opt.)
Brake Diameter and Area.....	10", 167.5 Sq. In.
Tire Size.....	7.50 x 14" on 5.5" Wheel Rim Width

RAMBLER AMBASSADOR V-8

Horsepower.....	250 @ 4700 rpm (270 opt.)
Torque, Lb.-Ft.....	340 @ 2600 rpm (360 opt.)
Displacement.....	327 Cubic Inches
Bore and Stroke.....	4" x 3 $\frac{1}{4}$ "
Compression Ratio.....	8.7:1 (9.7:1 opt.)
Carburetor.....	2-Barrel (4-Bbl. opt.)
Fuel, Grade Required.....	Regular (Premium, Opt. Eng.)
Valve Lifters.....	Hydraulic
Oil Filter.....	Full-Flow
Air Cleaner.....	Cellulose-Fiber
All-Electronic Alternator and Transistor Voltage Regulator.....	Standard
Battery, Standard.....	60-Amp. (70-Amp. opt.)
Brake Diameter and Area.....	10", 167.5 Sq. In.
Tire Size.....	7.50 x 14" on 5.5" Wheel Rim Width

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.



Motor Trend Magazine's "CAR OF THE YEAR" Trophy. Most coveted award in the industry. Rambler '63 won it over all other cars for "outstanding design achievement and engineering leadership."