

# RAMBLER FOR 1963



**WILDASIN'S GARAGE**  
285 FREDERICK STREET  
HANOVER, PA.  
PHONE ME 3-5263

All New...All Beautiful...All Rambler!



**RAMBLER** presents a dramatic advance  
in construction, quality and style for 1963



New Curved Glass  
Side Windows



New Easy Entrance and Exit

Rambler moves years ahead of the industry again with Advanced Unit Construction incorporating new one-piece uniside body panels. A complete box structure is formed all around the doors and rocker panels, to provide greater strength, snug door fit and to assure watertightness. More galvanized steel guards against rust. This new advanced concept of body construction makes possible Rambler's sparkling new beauty and curved glass side windows (far left). These contemporary-shaped windows hush wind noise . . . provide more interior room. And Advanced Unit Construction also makes possible the wider door openings and low sill height for easiest entry and exit. It's the New Shape of Quality . . . All New . . . All Beautiful . . . All Rambler for 1963!







**GLAMOROUS NEW RAMBLER INTERIORS  
CREATE AN ADVANCED HIGH FASHION NOTE**

Choose the 1963 Rambler you wish—Ambassador V-8, Classic Six, Rambler American. In each, you will have a wide selection of fine fabric and vinyl upholsterys and trims that represent an outstanding achievement in interior decoration. Bucket seats, too, offer a choice of six different colors each in fabrics and vinyls to complement the beautiful body colors. You'll see what you like and like what you see in Rambler—the car to see in '63.



**NEW FLAIR FOR 1963**

There's real sports-car flair to the bucket seat and console combination optional on the Classic 770, Ambassador V-8 990 and American 440 models (standard on 440-H hardtop). The *reclining* bucket seats are upholstered in durable vinyl or luxurious fabrics in a choice of colors to harmonize with the exterior body enamel. The sports-car console has a key-locked compartment for valuables. It mounts Twin-Stick Floor Shift levers, if desired, for the 5-speed overdrive transmission to meet a wide variety of driving situations.

Rambler's outstanding quality is further expressed in the many optional equipment items that add a new measure of driving pleasure to your motoring. Illustrated (at right) are Rambler power brakes, power steering, Power-Lift windows and push-button transistor radio. Your Rambler dealer will be glad to tell you of *many* others to suit your driving requirements.



Power Brakes



Power Steering



Power Windows



Transistor Radio





## 1963 RAMBLER SETS NEW STANDARDS OF PERSONALIZED COMFORT

The exclusive Rambler Lounge-Tilt Seat provides the only true posture chair in an automobile. The seat cushion adjusts to conform to the angle of the reclining seat-back. The cushion is adjusted by means of a convenient handle that energizes a hydraulic cylinder. This low-cost option is offered in conjunction with the individual and bucket-seat options and is available for both driver and front-seat passenger. Headrests for added comfort and safety are included with the Lounge-Tilt option.



### INDIVIDUALLY ADJUSTABLE FRONT SEATS

Another low-cost Rambler option that sets a new standard of passenger comfort. Both front seats glide back and forth individually to enable driver and front-seat passenger to have just the right amount of legroom for perfect comfort. Adjustable headrests for even more comfort plus safety are also optional. These options bring a degree of personalized comfort not attainable in any other car.



Twin Travel Beds make up out of Rambler's Airliner Reclining Seats for comfortable all-night sleeping on camping or vacation trips in sedans or wagons.



Nap Couch for resting children—and adults, too—on long trips is another application of Rambler's ingenious reclining seats in sedans or wagons.



### RAMBLER PRESENTS THE VERY FINEST IN CAR HEATING AND AIR CONDITIONING SYSTEMS

Rambler Weather Eye Heating and Ventilating System—long famous for efficiency—is improved for even better heating, ventilating and windshield defrosting. Rambler All-Season Air Conditioning cools in summer, heats in winter, ventilates year-round. New 3-port discharge grilles in center of instrument panel are independently adjustable and provide spot or area cooling, as desired. New alternators are standard with air conditioning, and on all Ambassadors. Both systems are optional.



New parallel-action windshield wipers—for Classic and Ambassador—overlap to sweep a wide area in the center for clearest vision. Power-boosted system standard on all models.



Cushioned-Acoustical Ceiling of molded fiber glass is standard on all Rambler Classic and Ambassador models. Cuts road noise 30% . . . never sags . . . insulates against heat and cold.



Exclusive Ceramic-Armored muffler and tailpipe will be repaired or replaced by a Rambler dealer if either rusts out, without charge to the original owner for as long as he owns his Rambler (accident damage excepted). Aluminized-steel shield protects muffler against objects thrown from the road.



Double-Safety Brake System assures safe, sure stopping. Tandem master cylinders—one for front brakes, the other for rear. If one set of brakes is damaged, the other still works. And, self-adjusting brakes are also standard.



# RAMBLER CLASSIC 6

The only car with the Best of Both: Big-car room and comfort . . . small-car economy and handling ease . . . plus All-New Beauty! It's All New . . . All Beautiful . . . All Rambler! It has lots of room for six 6-footers—more legroom and hip room than most of the bigger, more cumbersome, more expensive cars. Yet, its practical 112-inch wheelbase and 188.8 inches of overall length give it the maneuverability and handling ease of smaller cars. See it—drive it in the model you prefer.



THE SMARTEST OF THE SIXES! Rambler Classic Six 770 4-Door Sedan



FAMILY FAVORITE! Rambler Classic Six 550 4-Door Sedan  
Also available in 660 series



NEW NOTE IN BEAUTY! Rambler Classic Six 770 2-Door Sedan



RAMBLER QUALITY THROUGHOUT! Rambler Classic Six 660 2-Door Sedan  
Also available in 550 series



BIG CARGO SPACE AND TOP ECONOMY! Rambler Classic Six 550 4-Door Cross Country



RAMBLER-WAGON LIVING IS FUN! Rambler Classic Six 770 4-Door Cross Country  
Also available in 660 series, 2- or 3-seat models

# RAMBLER AMBASSADOR V-8

With more style, more luxury, more performance, Rambler Ambassador V-8 for 1963 is the new action-packed beauty! It's the smart performer with real get-up-and-go. Plus luxury that can well set the standard for the industry. The '63 Ambassador has one of the very best power-to-weight ratios for better-than-ever performance coupled with outstanding V-8 economy. For really luxurious motoring, choose from Ambassador 2- or 4-door sedans, and 2- or 3-seat station wagons.



FASHION PERSONIFIED! Rambler Ambassador V-8 990 4-Door Sedan



TOP VALUE CLEAR THROUGH! Rambler Ambassador V-8 990 2-Door Sedan  
Also available in 880 series



ACTION-PACKED LUXURY! Rambler Ambassador V-8 880 4-Door Sedan



SMART WAY TO TRAVEL! Rambler Ambassador V-8 880 Cross Country  
Also available in 990 series



FAMILY FUN AND PRACTICAL, TOO! The tall gate is a fifth door in Rambler Ambassador V-8 990 3-seat station wagons

# RAMBLER AMERICAN

The 1963 Rambler American is family-size, with a flair for fun! It represents America's smartest combination of luxury and savings. There's new smartness outside and smart newness inside with a wide selection of color-coordinated interiors in rich vinyls and fabrics to satisfy the most exacting taste. The 1963 Rambler American has 45 important improvements that mean more comfort—livelier performance—greater value than ever before. Rambler American—the Economy King—has brand-new zing for 1963!



NEW FOR 1963! SPORTS-CAR FLAIR—FAMILY-SIZE! Rambler American 440-H Hardtop  
Also available in 440 series



SMART WAY TO GO PLACES! Rambler American 440 4-Door Sedan (left)  
220 2-Door Sedan (right)—Also available in 330 and 440 series



FOR FUN IN THE SUN! Rambler American 440 Convertible  
Powered top standard



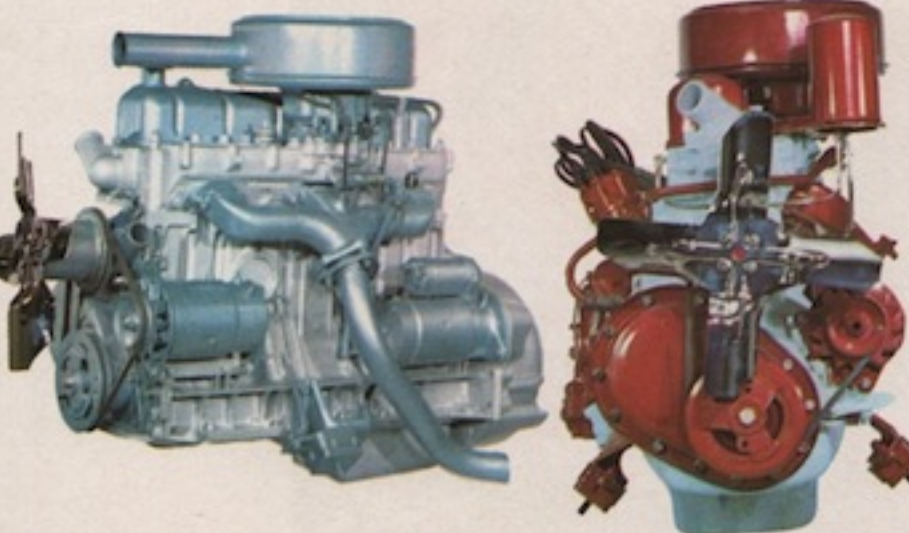
SMART ECONOMY KING! Rambler American 330 4-Door Sedan  
Also available in 220 series



EASY LOADING! Rambler American 330 2-Door Station Wagon  
Also available in 220 series



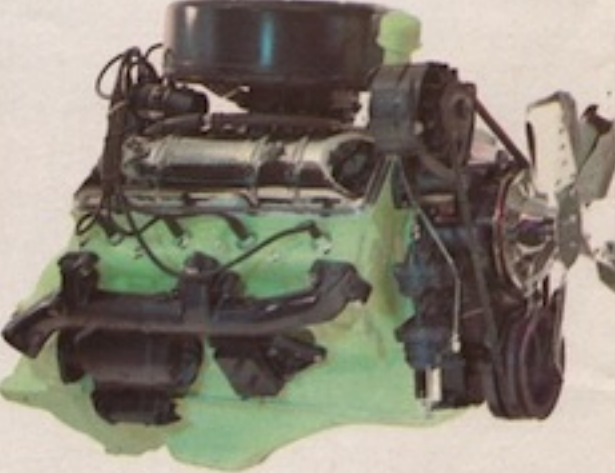
FUNCTIONAL WAGONS! Rambler American 440 4-Door Station Wagon  
Also available in 330 and 220 series



All 1963 Rambler Classic and Ambassador engines are cradled in a new Tri-Pointed suspension system at the center of gravity for even greater smoothness at all speeds. The 127 HP (138 HP optional) Economy Six with cast-iron block is standard on Classic 550 and 660 series and is a no-cost option on the 770. The 127 HP (138 HP optional) die-cast Aluminum-Block Six is standard on Classic 770 series, optional at extra cost on other models. Both engines are noted for economy, efficiency and top performance on regular grade fuel.



Twin-Stick Floor Shift transmission has quick-action levers on console available for bucket-seat models. Column-shift over-drive also optional.

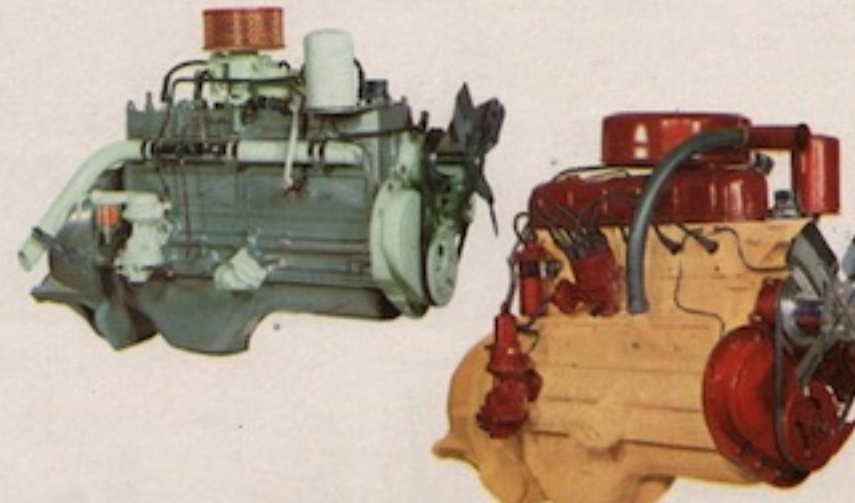


The 250 HP short-stroke design Rambler Ambassador V-8 engine with an 8.7:1 compression ratio gives superb performance and outstanding V-8 economy on regular grade fuel. Optional 4-barrel carburetor and 9.7:1 compression ratio give 270 HP rating on premium fuel for even finer performance. New battery-saving alternators are standard on all V-8's, and on air-conditioned 6's. New 5-blade fan is standard and gives improved cooling. Power-Saver fan optional.



3-Speed Flash-O-Matic transmission has new lever control. E-Stick transmission—American and most Classics. Optional.

125 HP Overhead Valve Custom Flying Scot Engine is standard on 1963 Rambler American 440 models, optional at extra cost on 330 and 220 series. 138 HP Six is standard on 440-H hardtop, optional on other series. 90 HP L-Head Super Flying Scot is standard on 220 and 330 series models. All engines use regular grade gasoline for extra savings.





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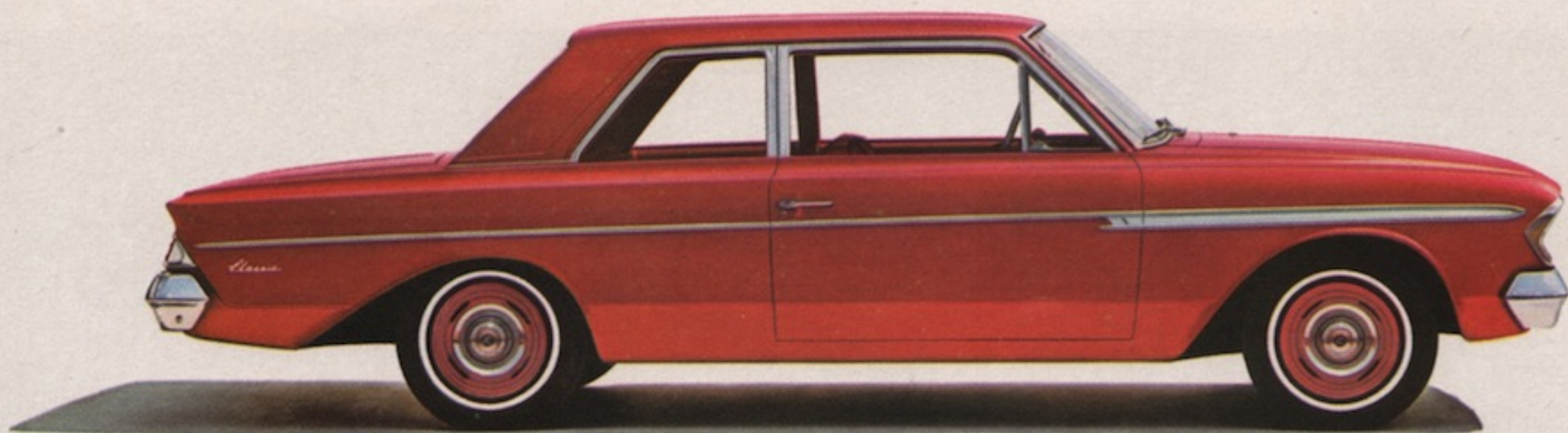
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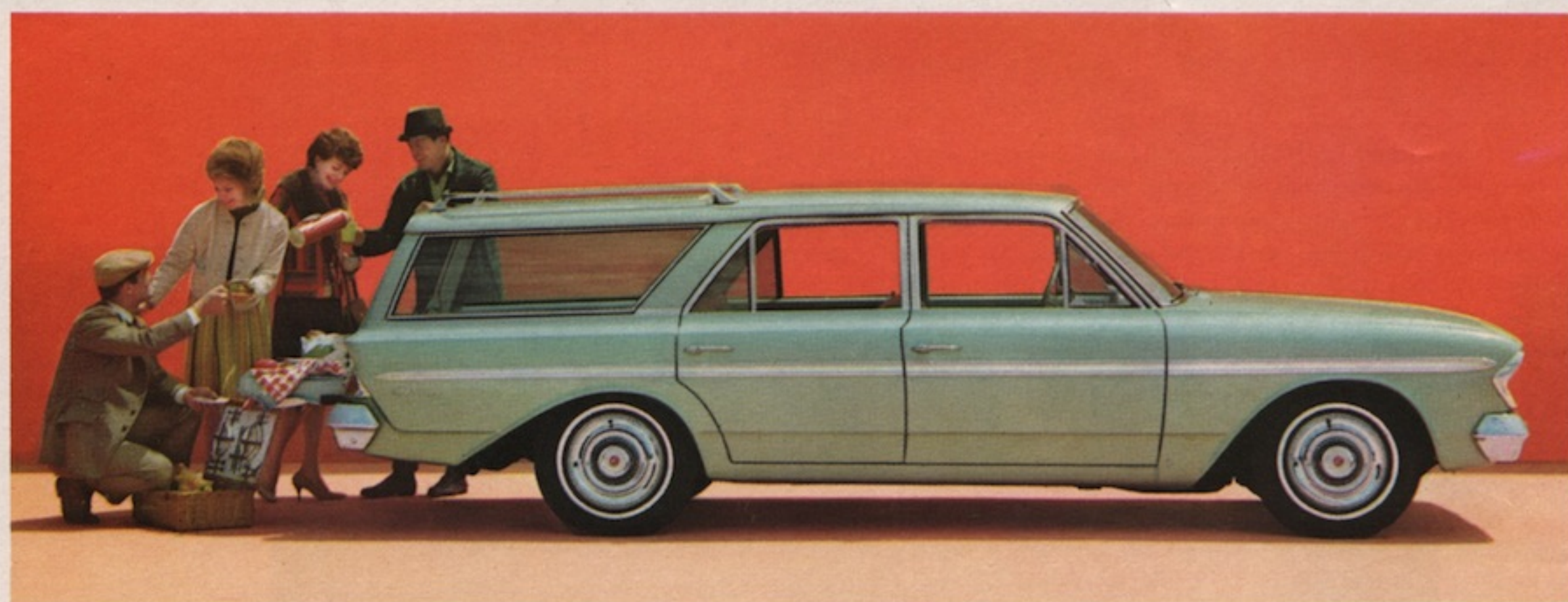
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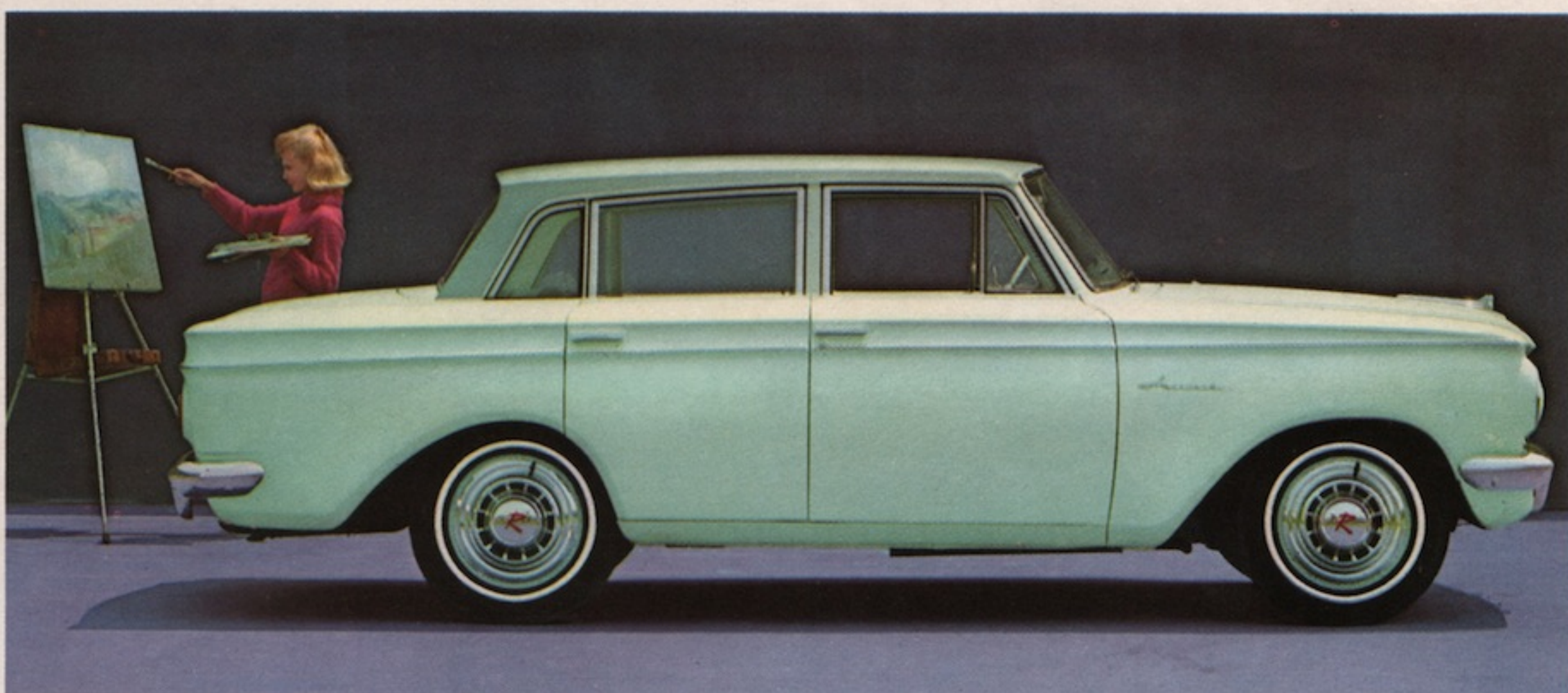
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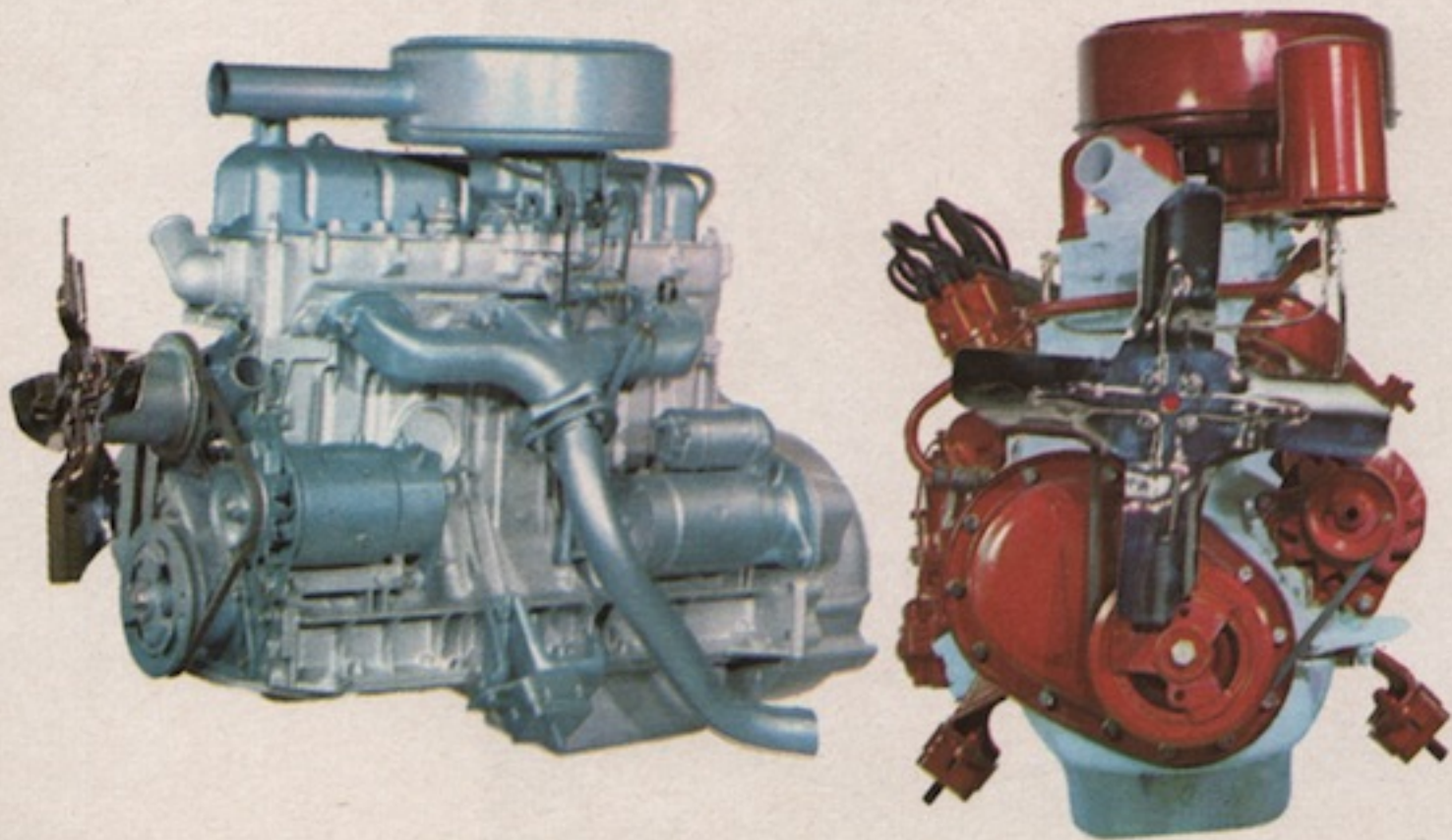


FUNCTIONAL WAGONS! Rambler American 440 4-Door Station Wagon  
Also available in 330 and 220 series





**RAMBLER-WAGON LIVING IS FUN!** Rambler Classic Six 770 4-Door Cross Country  
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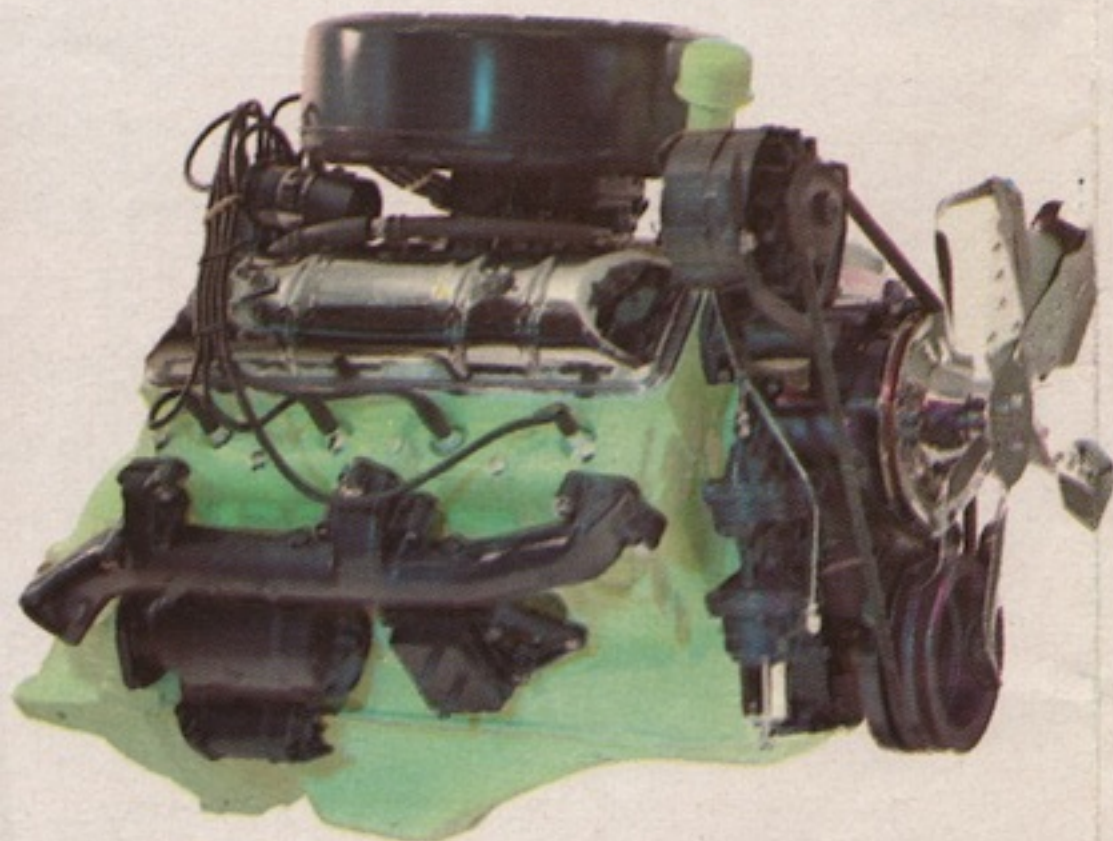
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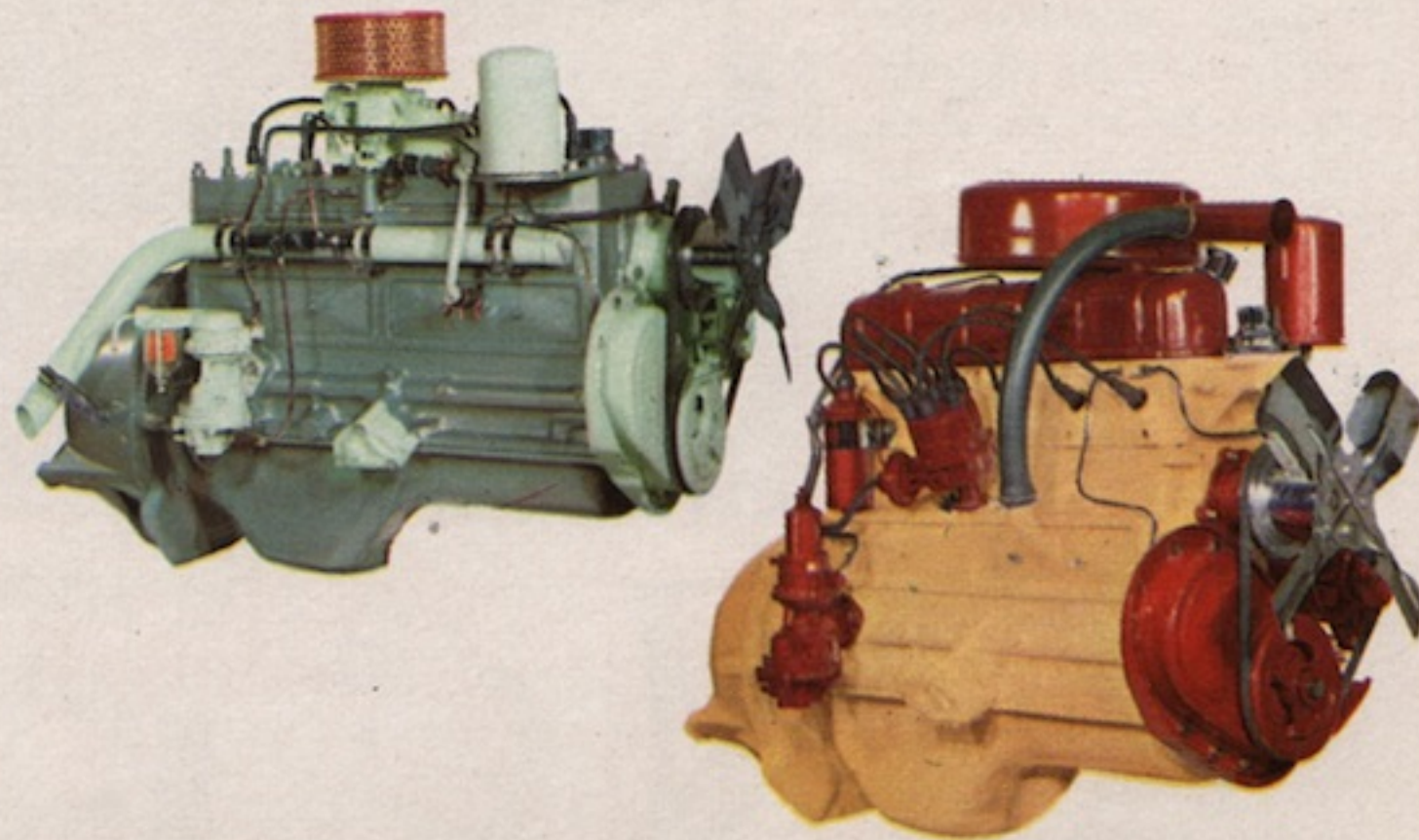


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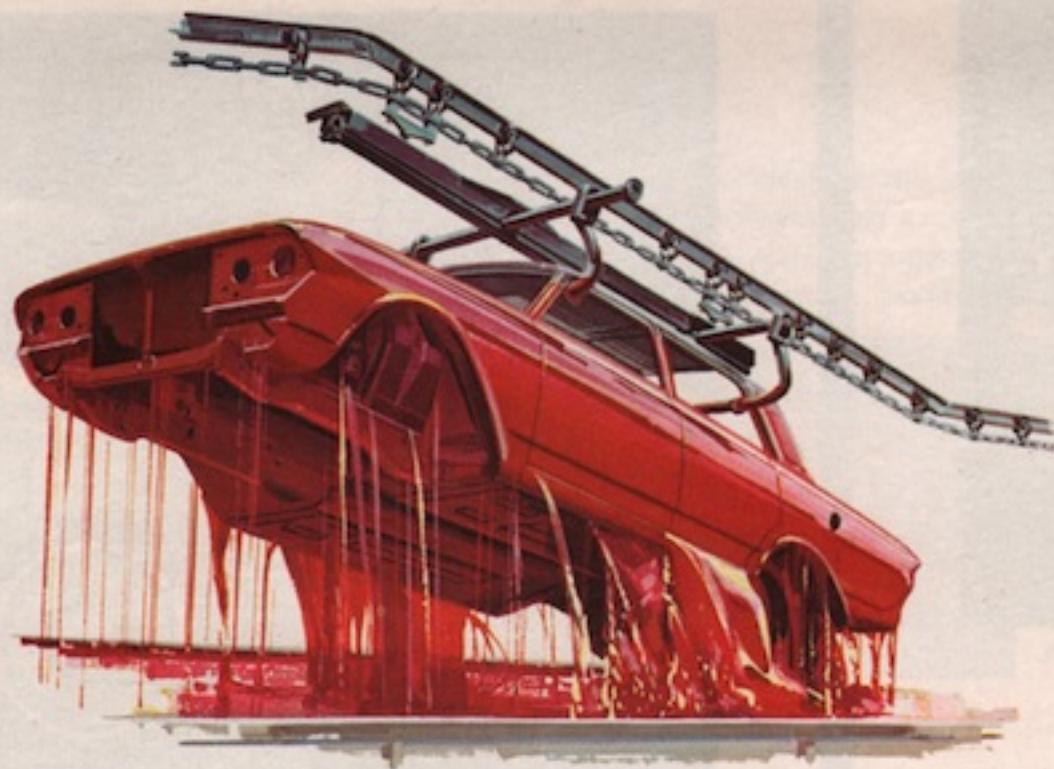
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RAMBLER GOES FAR BENEATH THE BEAUTIFUL SURFACE TO BRING YOU THE FINEST QUALITY IN THE INDUSTRY!

From raw materials to finished product, quality is designed and built into every Rambler. Deep-Dip rustproofing is an example. Rambler is the only car that takes a deep bath in rustproofing primer paint clear up to the roof. Every nook and cranny is protected against rust and corrosion. Super-quality, double-coat baked enamel in 13 colors plus 42 optional two-tones preserve lasting beauty.



Greater rust protection with 7 times more galvanized steel for Classic, Ambassador.



Rambler doors fit snugly and provide the ultimate in watertightness.



Rambler quality is reflected in many '63 engine refinements for longer service life.

ONLY RAMBLER GIVES YOU THIS PROTECTION

33,000-Mile (or 3-Year) chassis lubrication period. 2,000-Mile chassis lubrication period for American models. Many parts lubricated for life.

4,000-Mile engine-oil and filter change period.

Dowgard Full-Fill radiator coolant protects to -40 degrees. No change for two years. Low cost. Warranted for 24 months or 24,000 miles, whichever occurs first.

No drain required for transmission and rear axle oil.

Rambler Powr-Guard "24" Battery warranted for 24 months or 24,000 miles, whichever occurs first.

Every '63 Rambler carries new-car warranty for 12 months or 12,000 miles, whichever occurs first.

Rambler quality and long-life features mean top resale value, year after year.