

1959 RAMBLER

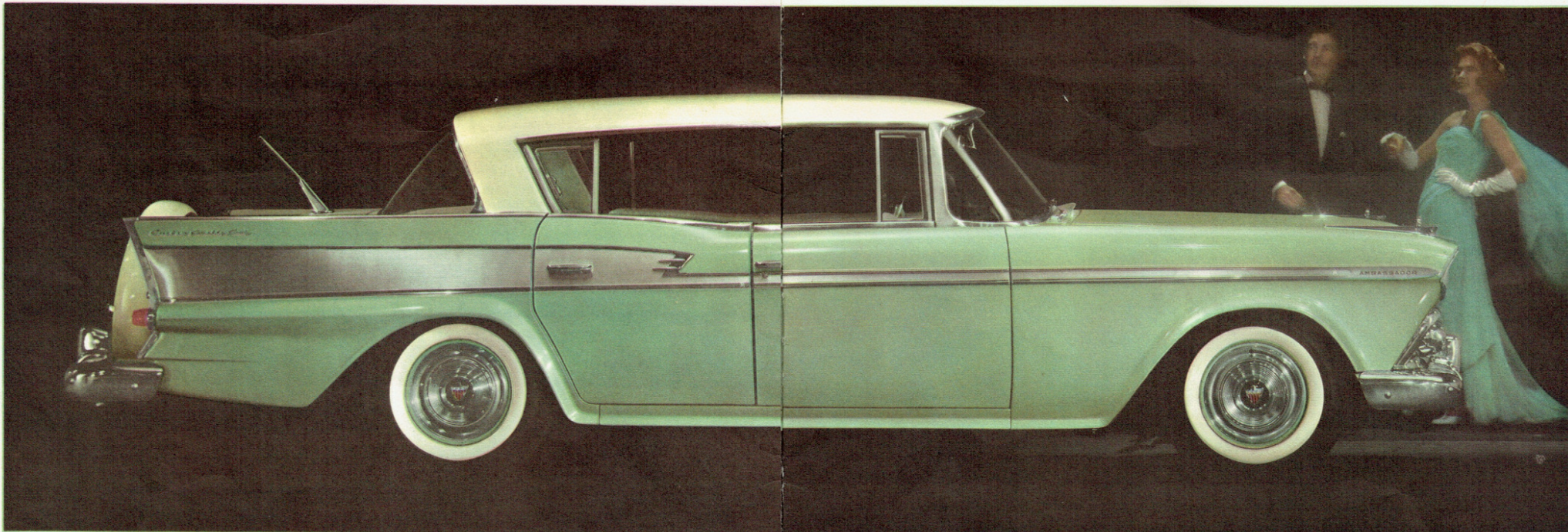
**THE COMPACT CAR
WITH THE BEST OF BOTH—**

1. BIG CAR ROOM
2. SMALL CAR ECONOMY



**World's Only Cars with Personalized Comfort
RAMBLER 6 • RAMBLER REBEL V-8 • AMBASSADOR V-8
AND HERE BY POPULAR DEMAND**

THE NEW RAMBLER AMERICAN



1959 AMBASSADOR CUSTOM COUNTRY CLUB HARDTOP

FURS AND GOWN BY SAKS FIFTH AVENUE

Presenting a Bright New Success Star!

Rambler—the compact quality car—that wrote the sales success story of the past year—presents another bright new star for 1959. Quality-built throughout, with features not available in most other cars, the 1959 Rambler is distinctively beautiful . . . luxurious . . . compact. Available in these outstanding series . . . the world-famous Rambler 6, the 215 horsepower Rambler Rebel V-8, the luxurious 270 horsepower Ambassador V-8, and the smart, smaller Rambler American 6.

Rambler is the Modern Yardstick of Car Value

“The Best of Both”



GEORGE ROMNEY
President, American Motors Corporation

Rambler is the only really *different* automobile built today. It is built to a new and different concept . . . that a car doesn't have to be big, bulky, and hard to handle in order to be more comfortable. Nor does it have to be too small to accommodate the Canadian family in order to be economical. Rambler—and *only* Rambler—gives the best of both:

1. Big Car Room and Comfort
2. Small Car Economy and Handling Ease

The Rambler concept is more important than ever this year when many other 1959 models are longer, wider, and more costly to operate than ever before.

Rambler is designed to fit a realistic concept of what most Canadian motorists want in their automobile. It is designed to meet today's driving conditions...engineered to fit the average garage...and it gives the *plus* gasoline mileage and high resale value that today's budget demands.

Undoubtedly, the Rambler concept is sound. For it was one of the few North American-built automobiles purchased by more Canadians in 1958 than in 1957.

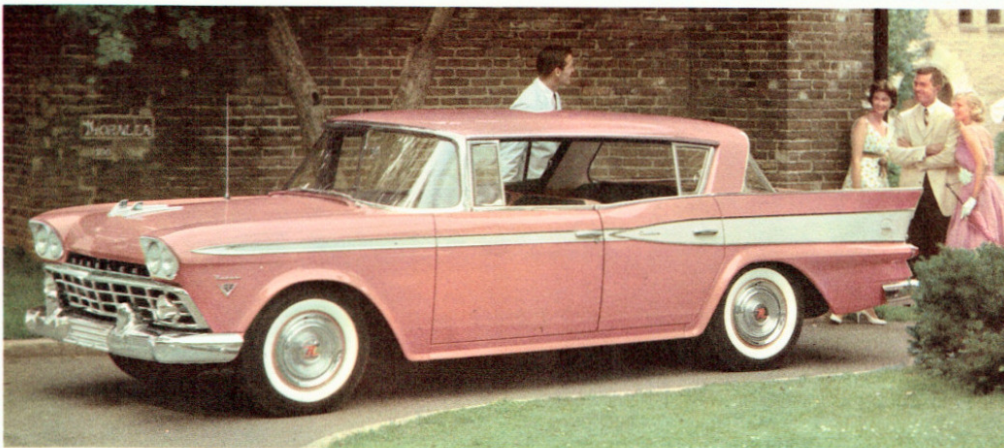
With new advanced styling . . . with new built-in Personalized Comfort . . . with true compactness and outstanding economy and performance, Rambler is moving way, way ahead for 1959.

We invite you to discover how Rambler can bring you far more driving pleasure at far less cost. Drive a new 1959 Rambler at your nearby dealer. Take your choice from these distinctive series . . . Rambler Six . . . Rambler Rebel V-8 . . . 270-horsepower Ambassador V-8 . . . plus the smart 100-inch wheelbase Rambler American, featuring Canada's "economy" station wagon.

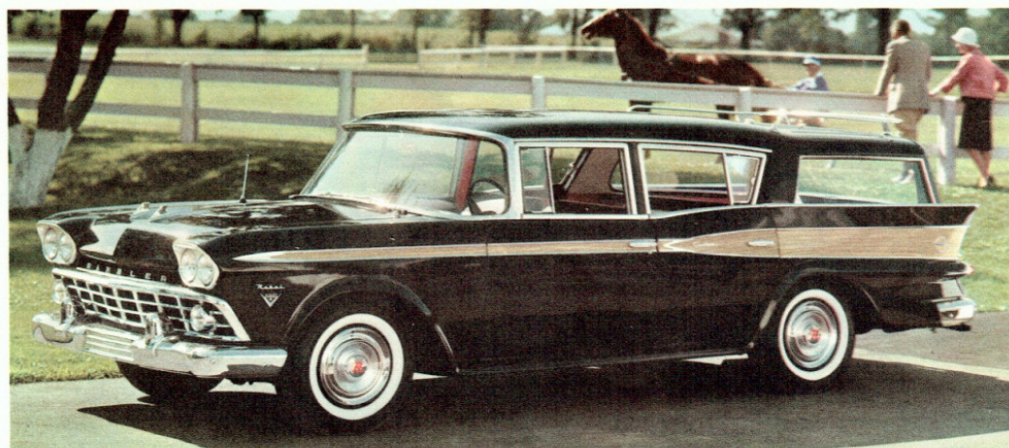
Drive the smart new Rambler and learn why it is the modern yardstick of car value!

GEORGE ROMNEY
President, American Motors Corporation

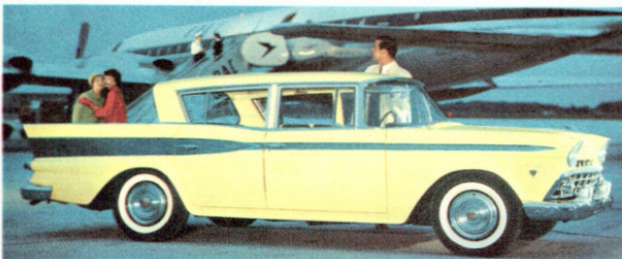
RAMBLER 6 and REBEL V-8 ...The Smart Compact Cars!



RAMBLER REBEL V-8 CUSTOM COUNTRY CLUB



RAMBLER 6 AND REBEL V-8 CUSTOM CROSS COUNTRY



RAMBLER 6 AND REBEL V-8 CUSTOM SEDAN

Rambler Rebel V-8 Custom Country Club—Meet the smart, compact hardtop that offers all the fresh-air fun of a convertible with the snugness of a sedan. Enjoy world-famous Rambler parking and handling ease, plus outstanding V-8 performance and top V-8 economy. Choice of 15 solid colours and 18 two-tone paint combinations.

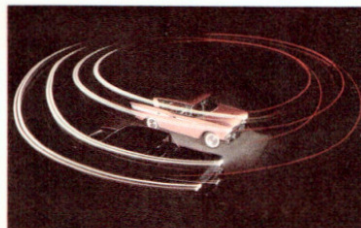
Rambler 6 and Rebel V-8 Custom Sedan—Lots of room for six big passengers and all their luggage. All the quality and comfort usually found only in the most expensive cars.

RAMBLER 6 Super Country Club—All the distinctive smartness of the hardtop at lower cost. A practical family car with the individuality and flair of advanced hardtop design.



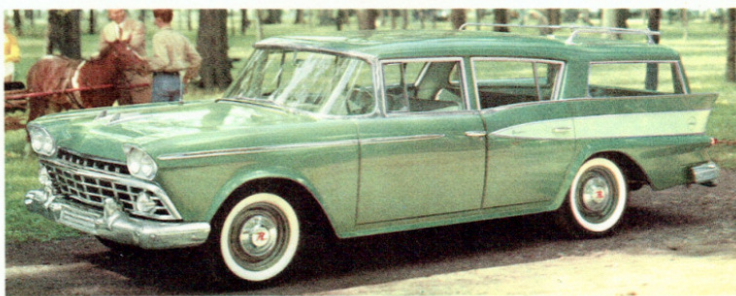
RAMBLER 6 SUPER COUNTRY CLUB

Rambler's Short Turning Radius lets you make U-turns in streets 3 to 4 feet too narrow for other cars... a real advantage when driving in heavy traffic.



Rambler 6 and Rebel V-8 Custom Cross Country—Canada's most distinctive station wagon, with the comfort of a sedan, plus the practicality of a cargo carrier. Rooftop Travel Rack provides additional cargo space.

Rambler 6 and Rebel V-8 Super Cross Country—A space eating practical travel car. Roll down rear window disappears into tailgate. One-piece cargo door affords more loading room for bulky articles.



RAMBLER 6 AND REBEL V-8 SUPER CROSS COUNTRY



Rambler 6 and Rebel Super Sedan—Canada's sales success cars are even more economical than ever for 1959. Wide seats and generous legroom and headroom for six big passengers.



Rambler 6 Deluxe Sedan—Here is the smart practical 4-door sedan for business and pleasure alike. It gives more miles per gallon—more pleasure per mile. All at a low, low price.



Distinguished Decor characterizes the smart upholstery materials and trim in the 1959 Rambler Six and Rebel V-8 Custom series. Choose from cool, breathable fabrics including nylon and easy-to-clean vinyls.



The Smart Long-Wearing, Fine-Weave upholstery materials in the new 1959 Rambler Six and Rebel V-8 Super series are as modern as tomorrow and offer colours to complement whatever exterior body colour you choose.



Roll-Down Rear Window disappears Into The Tailgate—a convenience feature in loading small packages—a real safety feature, too, particularly when small children are riding in the back.

Rambler 127 H.P. Six—The world-famous power plant that holds two official NASCAR Economy records—border-to-border and coast-to-coast—is even thrifter for 1959. New advanced carburetion gives an added economy bonus. Dual-Throat Carburetor developing 138 H.P. is optional equipment.

Rambler Rebel 215 H.P. V-8—Here is the engine for all who want Rambler handling and parking ease combined with smooth, economical V-8 performance. Here is high torque at passing speeds for instant response—velvety performance at cruising speeds—exceptional V-8 economy in every speed range.

SPECIFICATIONS—Models, Mechanical, Engine

RAMBLER "6"

Models, 4-door: Deluxe, Super and Custom Sedan, Super and Custom Station Wagon, Super Hardtop.

Mechanical: Wheel base 108". Overall length 191.15" (188.9" with opt. continental tire). Station Wagon overall length 193.6". Width 72.2". Loaded height 58" (58.6" station wagon). Front tread 57.75". Rear tread 58". Optional axle ratios available at no extra cost. Five stud 4.5" wheel rim. Standard tire size 6.40 x 15-4 ply tubeless. Optional tire size 6.70 x 15. Whitewall and/or nylon tires optional. 9" diameter servo-action brakes. Coil springs with torque tube drive.

Engine: Overhead valve six. Displacement 195.6 cu. in. Piston bore 3.13". Stroke 4.25". Compression ratio 8.7:1. Solid valve lifters. Horsepower 127. Torque 150. Optional twin-throat carburetor. Horsepower 138. Torque 165. Heavy-duty cellulose-fiber air cleaner standard. Oil-bath air cleaner optional (std. with twin-throat carb.). Partial-flow disposable oil filter opt. Regular grade gasoline.

RAMBLER REBEL V-8

Models, 4-door: Super and Custom Sedan, Super and Custom Station Wagon, Custom Hardtop.

Mechanical: Wheel base 108". Overall length 191.15" (188.9" with opt. continental tire). Station wagon overall length 193.6". Width 72.2". Loaded height 58" (58.6" station wagon). Front tread 58.75". Rear tread 59.13". Optional axle ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 7.50 x 14-4 ply. Whitewall and/or nylon tires optional. 10" diameter servo-action brakes with flanged drums. Coil springs with torque-tube drive.

Engine: Overhead valve V-8. Displacement 250 cu. in. Piston bore 3.5". Stroke 3.25". Compression ratio 8.7:1. Solid valve lifters. Four-barrel carburetor. Horsepower 215. Torque 250. Heavy-duty cellulose-fiber air cleaner standard. Full-flow disposable type oil filter optional. Regular grade gasoline.

(For Equipment Specifications, see back cover.)

AMBASSADOR V-8 270 H.P. ... The Modern Concept Of A Luxury Car

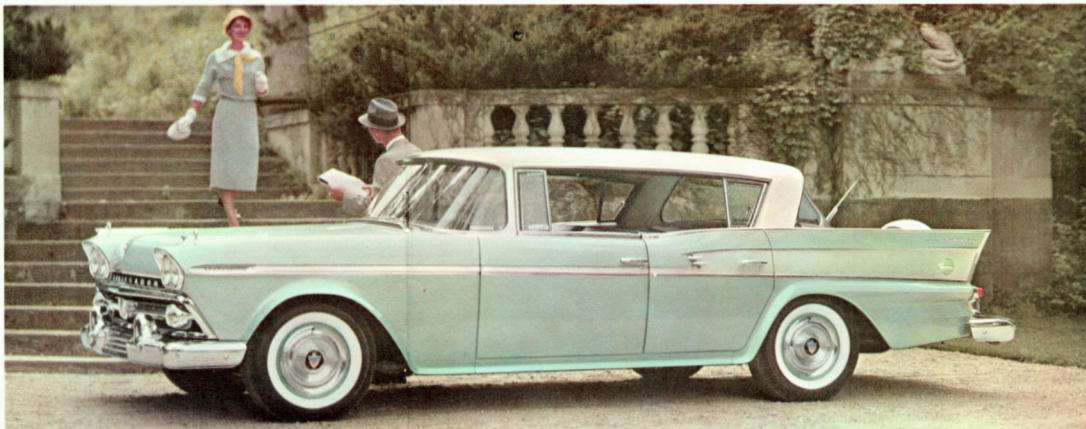
No longer need a luxury car be bulky, hard-to-handle and expensive to operate... not if it's a 117-inch wheelbase Ambassador V-8 for 1959!

Here is the world's finest travel car, with room galore and Personalized Comfort features that make every travel mile a sheer delight for six big passengers.

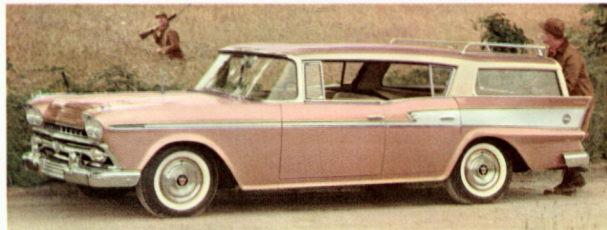
For 1959, the distinguished Ambassador is brand new in sleek styling and exclusive differences, while retaining the luxury that has made it a favourite with those who appreciate fine cars.



Decorative Styling marks the luxurious Ambassador interiors for 1959. Each of the many new upholstery and trim combinations presents a modern decor that bespeaks the outstanding quality inherent in the Ambassador. New "Golden Comfort" Custom Interior is shown above.



AMBASSADOR CUSTOM 4-DOOR COUNTRY CLUB HARDTOP



AMBASSADOR CUSTOM CROSS COUNTRY—available in 2-Door and 4-Door Hardtop models.



AMBASSADOR SUPER CROSS COUNTRY



AMBASSADOR SUPER 4-DOOR SEDAN



AMBASSADOR CUSTOM 4-DOOR SEDAN

SPECIFICATIONS—Models, Mechanical, Engine

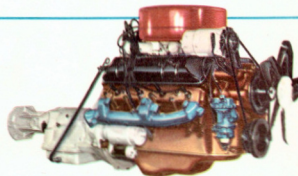
AMBASSADOR V-8

Models: 4-Door Super and Custom Sedan, Super and Custom Station Wagon, Custom Hardtop, Custom Hardtop Station Wagon.

Mechanical: Wheelbase 117". Overall length 200 1/2" (207.9" with opt. continental tire). Station wagon overall length 202.6". Width 72 1/2". Loaded height 57.6" (58.2" station wagon). Front tread 57.7". Rear tread 59.1". Five and 5.5" wheel rims. Tire size 8.00 x 14.4 opt. White-wall and/or nylon tires optional. 10" diameter servo-action brakes with flanged drums. Coil springs with torque-tube drive. Front sway-stabilizer torsion bar. Special radiator-to-fan shroud controls engine cooling.

Engine: Overhead valve V-8. Displacement 327 cu. in. Piston bore 4". Stroke 3.25". Compression ratio 9.7:1. Hydraulic valve lifters. Four-barrel carburetor. Horsepower 270. Torque 365. Heavy-duty cast-iron-ster air cleaner and full-flow disposable type oil filter is standard. Premium grade gasoline.

(For Equipment Specifications, see back cover.)

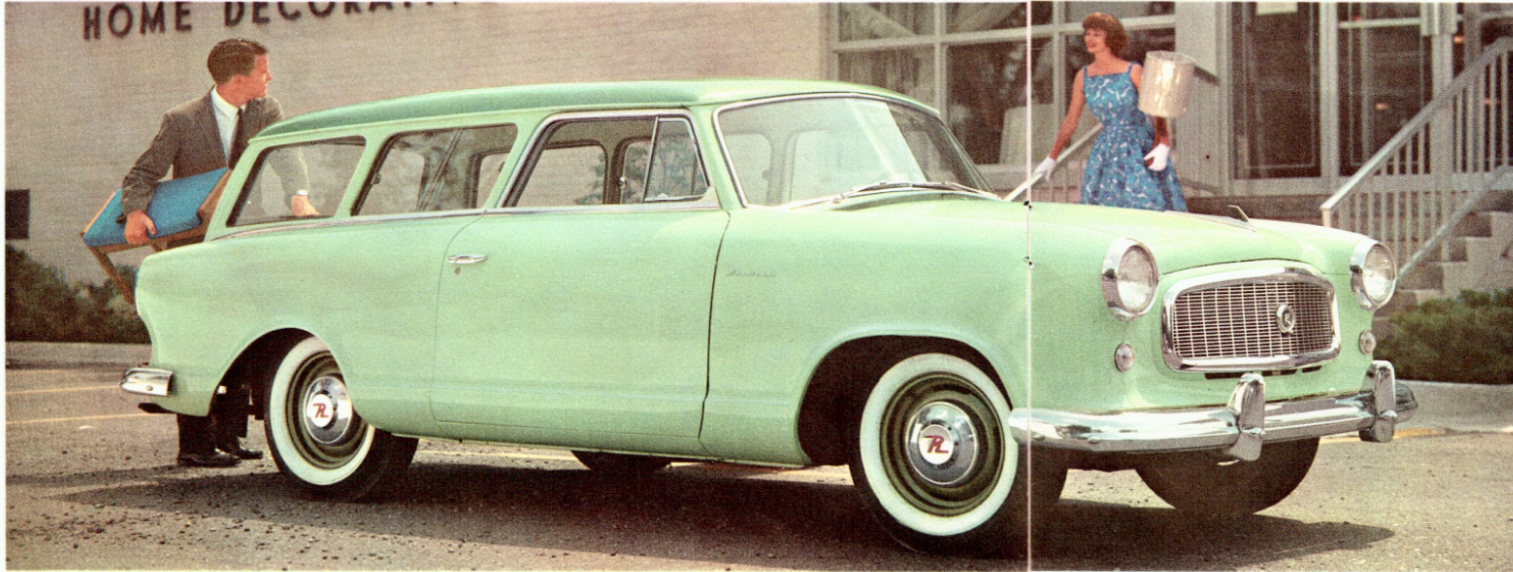


AMBASSADOR 270 H.P. V-8

The other end of the Ambassador V-8 engine is the 270-hp V-8. The 270-hp V-8 is the only V-8 in the industry. Ambassador 4-Door and 4-Door Station Wagon have optional 270-hp V-8. The 270-hp V-8 is the only V-8 in the industry. The 270-hp V-8 is the only V-8 in the industry. The 270-hp V-8 is the only V-8 in the industry.

The new **RAMBLER AMERICAN** ... First in Economy

... First in Handling Ease!



BRAND NEW RAMBLER AMERICAN 100" WHEELBASE STATION WAGON ... SUPER OR DELUXE SERIES

Here is the car that is here by popular demand ... a car that combats rising gasoline costs by giving more miles per gallon ... a car that is the answer to congested traffic conditions because it is easier to park, garage and handle.

Now for 1959, the Rambler American presents a brand new station wagon that combines the outstanding economy and maneuverability of a small car with the family room and fun and carrying capacity of a station wagon.

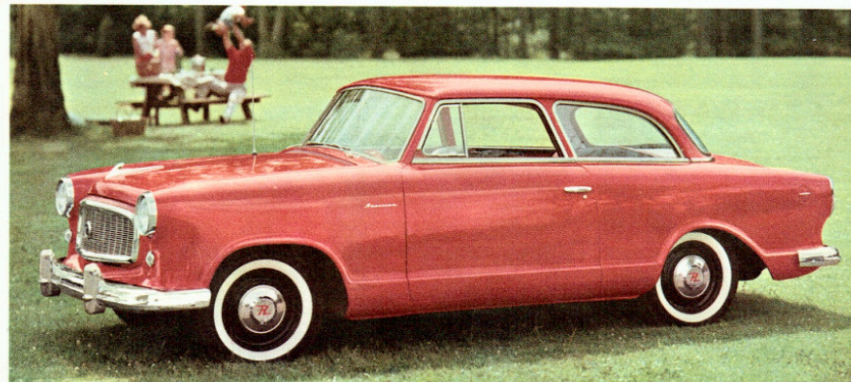
Today's big buy in small cars is the Rambler American for 1959. See and drive it today at your Rambler dealer's.



1959 RAMBLER AMERICAN DELUXE CLUB SEDAN



"The Modern Carry-All" that makes shopping easier, aptly describes the Rambler American Station Wagon. There is ample cargo space and plenty of loading room for household effects and bulky parcels and packages.



1959 RAMBLER AMERICAN SUPER CLUB SEDAN

Interiors Are Roomy and Richly Appointed ... colour-keyed to harmonize with a wide choice of solid and two-tone exterior colours. Long wearing, easily cleaned miracle fabrics and vinyls add to the distinctive appearance of the Rambler American.

Power Plus Economy: The Rambler American 6-cylinder Super Flying Scot engine gives you lively pick-up and performance with record-breaking economy—without the high noise-level usually associated with small car power plants. Fully automatic transmission available, as well as overdrive and standard transmissions.



Airliner Reclining Seat adjusts to five comfortable positions, even becomes a restful nap couch for children ... and adults, too, on long trips.



Full 5-Passenger Room. Lots of space to stretch out and relax. More legroom than many high-priced cars that boast about spaciousness.



Deep Coil Springs, longer and softer than those used on most other cars, make the Rambler American the smoothest riding of all North American cars.

RAMBLER AMERICAN SPECIFICATIONS

Models: Deluxe and Super 2-Door Club Sedan. Deluxe and Super 2-Door Station Wagon.

Mechanical: Wheelbase 100", Overall length 178.32" (185.44" with opt. continental tire). Width 73". Loaded height 57.32" (\$7.80 Sta. Wag.). Front tread 54.62". Rear tread 55". Optional axle ratios available at no extra cost. Standard tire size 5.90 x 15—4 ply rayon tubeless. Optional tire size 6.40 x 15—4 ply rayon or nylon tubeless. Optional white sidewall tires available in both sizes. Coil springs front. Leaf springs with Hotchkiss drive rear. Direct action shock absorbers. Servo-action 9" diameter hydraulic brakes.

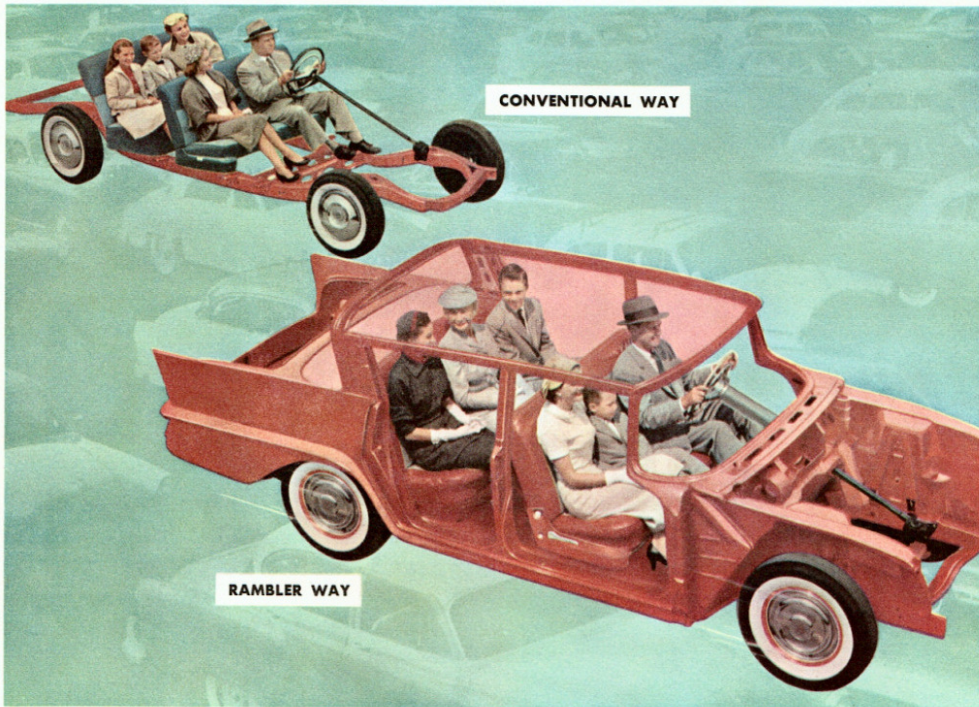
Engine: L-Head six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.0:1. Solid valve lifters. Horsepower 90. Torque 150. Carter YF single-barrel downdraft carburetor. Fuel filter. Vacuum booster fuel pump. 16 gallon fuel tank. Operates on regular grade gas.

Standard Equipment:—Deluxe: Directional signals. Hood ornament. Double-

coat baked enamel single colours. Left hand sun visor. Front ash tray. Manual dome light. Vacuum booster fuel pump. Fuel filter. Dry type air cleaner. 12 volt electrical system. Vinyl-fabric or all-vinyl upholstery. Adjustable rear window. Super: Above Deluxe items plus following: Front arm rests. Right hand sun visor. Cigarette lighter. Foam cushion front. Rear arm rests with ash tray on Club Sedan. Trunk or cargo mat. Automatic dome light. Stainless steel windshiled and belt mouldings. Two-tone interiors.

Extra Cost Equipment: Flash-O-Matic Overdrive. Weather Eye heater. Manual transistor-powered radio. Undercoating. Airliner reclining seats. Two-tone colours. Front foam cushion (std. on Super). Rear foam cushion. Outside rear mirror (left). Inside anti-glare mirror. Self-adjusting brakes. Continental tire mount (Club Sedan). Oil filter. Oil bath air cleaner. Electric clock. Custom steering wheel. Wheel discs. Heavy duty rear springs and shocks. Solex glass. Windshield washers. Optional tires as listed in "Mechanical" section.

The Better, Modern Way to Build '59 Rambler... World's only Car with An Automobile—Rambler Single Unit Construction Personalized Comfort



Pioneered by American Motors—and now copied by three of the very highest priced cars built in North America—Single Unit Construction offers the greatest strength, durability and safety ever known.

More than 9000 electric welds replace old-fashioned nuts and bolts to banish forever annoying body-bolt squeaks and rattles.

Passengers ride surrounded above, below and all around by big

box girders that absorb impact *before* it can be transmitted to the passenger compartment, assuring maximum safety.

Single Unit Construction makes possible the big car room and solid comfort that is yours in the compact Rambler... contributes to Rambler's record-breaking economy.

Why wait another day. Drive Rambler today.

Deep Dip Rustproofing. Rambler and Ambassador bodies are deep-dipped in a rustproofing primer-paint bath that gives lasting protection against rust and corrosion. All sheet metal, including the insides of doors, pillars, sills and other areas which cannot be reached by spray coating are protected from rust for the lifetime of the car. This method is far superior to the "Spray-On" method used on most other cars.



Brand New Individualized Adjustable Front Seats and Headrests Help Make 1959 Rambler World's Top Comfort Car

Never before has an automobile offered Personalized Comfort—features that mean additional individual comfort for driver and passengers. Look at the many Personalized Comfort features described here. Think what they can mean to you in terms of added driving pleasure.

Sectional Sofa Front Seats (at left) Giant six-footers and petite five-footers ride in equal comfort with Rambler's new sectional sofa front seats. Each seat slides forward or backward *individually* so driver and front seat passenger may enjoy exactly the right legroom for perfect comfort.



Airliner Reclining Seats adjust to five comfortable positions. Recline *individually* for driver and front seat passenger. Ideal for relaxation on long trips.



Exclusive Nap Couch for children or adults is but one of many comfortable positions with Rambler Airliner Reclining Seats. Makes up into a Chaise Lounge, too.



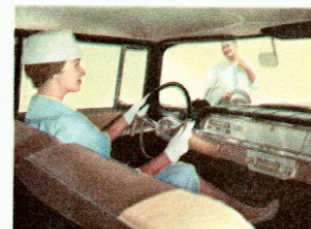
Twin Travel Beds for restful all-night sleeping are yours in Rambler. Make up in a jiffy and let you forget hotel and motel reservations when travelling.



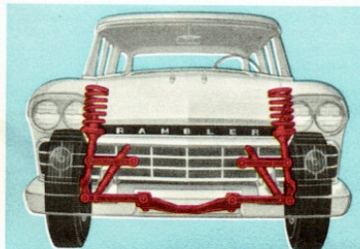
New Adjustable Headrests, available singly or in pairs, match the colour and trim of seats. Adjustable to 10 positions. An outstanding comfort and safety feature.



Rambler Weather Eye is the finest heating and ventilating system ever built into an automobile. Gives uniform warmth throughout car... whisks out smoke and dust.



Rambler All-Season Air Conditioning cools in summer—heats in winter—ventilates the year round. Lowest priced car air conditioning system.



Rambler Deep Coil Ride features springs that are larger and softer than the short springs used in most other cars. New Air-Coil Ride, available on all Ramblers, provides a level ride regardless of load or road conditions.

Six Big Passengers ride with hip and shoulder room to spare in the wide, deep comfortable Rambler coil-spring seats.



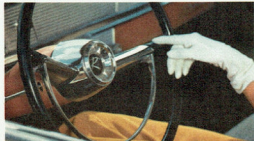
For Your Added Comfort, Convenience and Safety, **RAMBLER** Presents



Rambler Power Brakes give sure stops with mere tip-toe touch... reduce pedal pressure. Driver's foot can be pivoted easily from accelerator to brake pedal without lifting. Optional.



Power-Lift Windows move up and down at the touch of a button. Driver can control all 4 windows from master switch on left door panel. Windows can also be raised or lowered individually by passengers. Optional.



Rambler Power Steering lets you twist the wheel with your fingertip. Combined with Rambler's traditionally greater handling and parking ease, it removes the last vestige of work from driving. Optional.



New Rambler Transistor Powered Radio brings in stations near and far with the mere touch of a push-button control. Dual speakers assure concert hall fidelity. Optional.



Power-Lok Differential is your assurance of positive traction under every driving condition—even on ice, snow or mud or in case a rear wheel should slip off the pavement onto a soft shoulder. Optional on all V-8 models.



Just Touch a Button to select the gear you want. Illuminated console and clearly marked push-buttons provide new convenience and safety. Optional on most models.



Soft-Padded Instrument Panel and sun visors give added protection to driver and front seat passengers in case of sudden stops. Standard on Ambassador Custom, optional on most other models.



New Self-Adjusting Brakes eliminate brake adjustment problem forever... improve braking capacity. Optional equipment on all 1959 Rambler and Ambassador models.



1959 RAMBLER SPECIFICATIONS

Rambler "6"—Rambler Rebel "V-8"—Ambassador "V-8"

Standard Equipment: Directional signals. Syncromesh transmission. Hood or fender ornaments. Twin instrument panel ash trays. Double-coat baked enamel solid colours. Deep-dip rust-proofing. Fabric with vinyl or all-vinyl interiors. Fuel filter. Vacuum booster fuel pump. Step-on parking brake. 12-Volt electrical system. 16-gallon fuel tank. Handi-Pak net carrier and twin cigarette lighters are standard on Ambassador Custom. Following items standard except Deluxe series: Dual-horns. Dual headlights. Station Wagon Travel-Rack. Cigarette lighter. Door arm rests. Coat hooks. Automatic dome light. Custom steering wheel. Twin sun visors. Wheel discs and electric clock standard on all custom models. Hood insulation on Ambassador.

Dealer Accessories: Seat belts. Travel rack straps. Child Guard door locks. Plus many other approved items.

Extra Cost Equipment: Flash-O-Matic. Overdrive. V-8 Power-Lok axle. V-8 dual exhaust system. Amb. V-8 Power-Saver Fan. Power steering. Power brakes. Power windows. Solex Glass. Airliner reclining seats or individual reclining seats. Headrest (left, right, or pair). Weather Eye Heater. All-Season Air Conditioning. Air-Coil Ride. Self-Adjusting Brakes. Pushbutton transistor-powered radio (twin speakers for Ambassador, right speaker extra on others). Continental tire. Undercoating. Back-O-Matic lights. Parking brake warning light. Windshield washers. Outside rear view mirror. Inside anti-glare mirror. Heavy-duty rear springs and shock absorbers. Two-tone exterior. Front foam cushions (standard on all except Deluxe). Following items standard on Ambassador Custom but extra cost on most other models: Padded instrument panel and sun visor. Electric-wound clock. Full wheel discs. Airliner reclining seats. Rear foam cushions.

American Motors (Canada) Ltd. whose policy is one of continuous improvement, reserves the right, however, to discontinue or change specifications, models or prices at any time without notice and without incurring obligation.