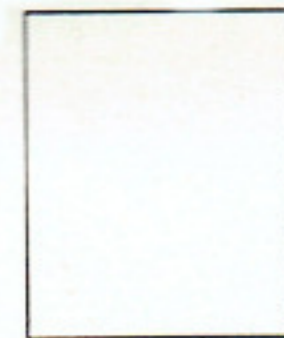


*Presenting
for 1962*



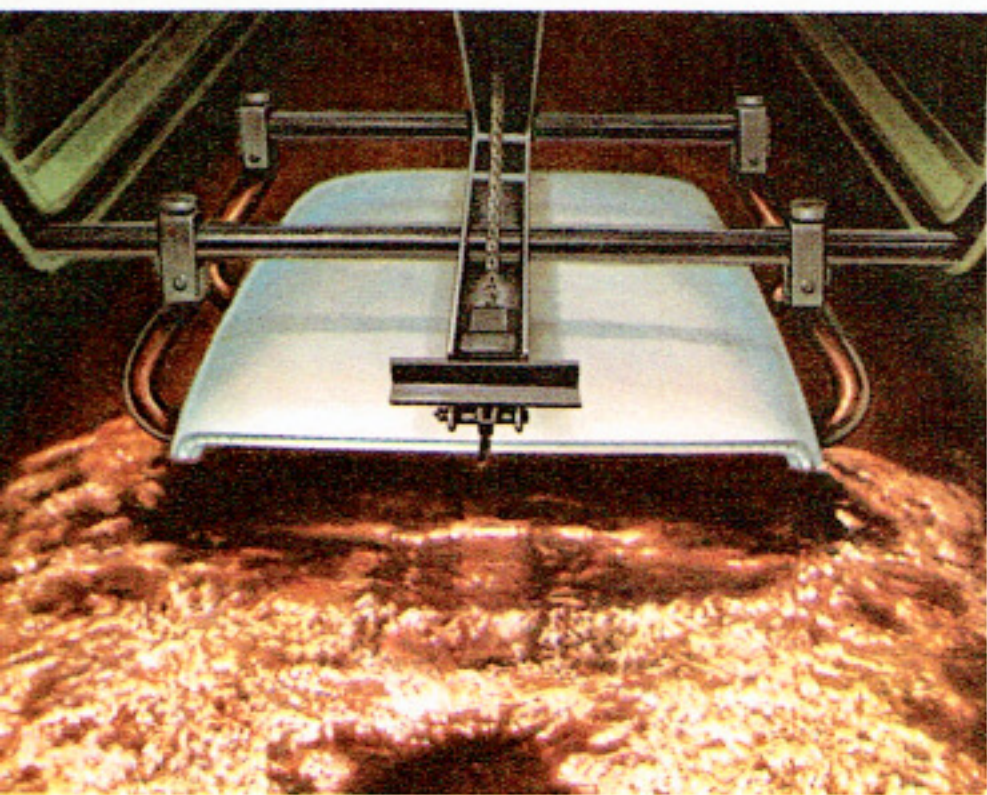
Rambler

World Standard
of Compact Car
Excellence

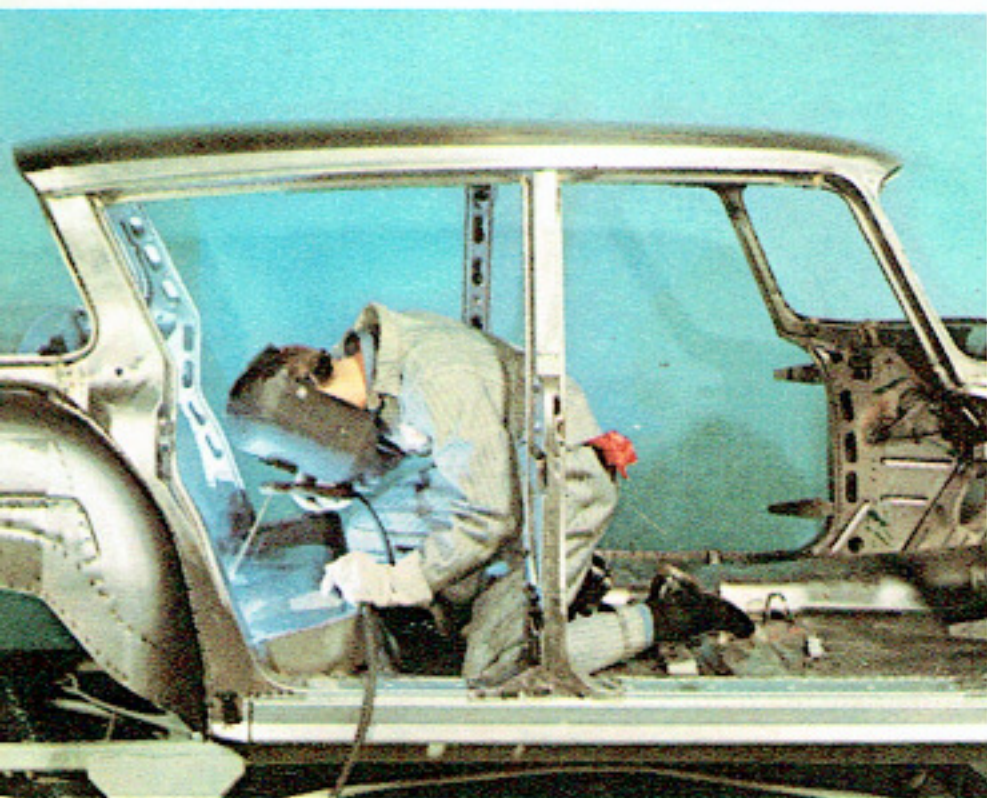


The emphasis is on quality *all the way* at Rambler!

From raw materials to the finished cars, quality is a fetish at Rambler. At every step of the way, checks and rechecks, tests and inspections assure your absolute satisfaction. Quality is designed in—engineered in—built in every car to make Rambler the World Standard of Compact Car Excellence. Unique Customer Quality Assurance Department audits all inspections.



Rambler is the only car that takes a deep bath in rustproofing primer paint clear to the roof. Deep-Dip rustproofing is one of 8 steps taken to assure you that your new Rambler is the world's most rustproof car. Even the rocker-panels are of galvanized steel for longer, rust-free life. Baked-on super-quality enamel insures lasting beauty.



All-Welded Single-Unit construction was pioneered by American Motors 22 years ago. Others have copied Rambler methods. None can match Rambler experience. Body-and-frame are one integral unit for greatest strength, safety and durability with more than 10,000 welds.



Rambler's galvanized zinc-clad steel rocker-panels give long, rust-free life to these vital structural parts.



A special Nox-Rust solution sprayed into hidden areas further protects your Rambler against rust and corrosion.



Sensitive hands feel every Rambler body for possible imperfections. That's why Rambler bodies are ripple-free.



In new Typhoon Room, every Rambler is tested for water-tightness. Inspectors search for body leaks as water is sprayed.



Every Rambler engine is tested for air and oil tightness and for performance on run-in tests.



Tread-mill performance tests and static balancing of tire-and-wheel assemblies result in top Rambler quality.

RAMBLER

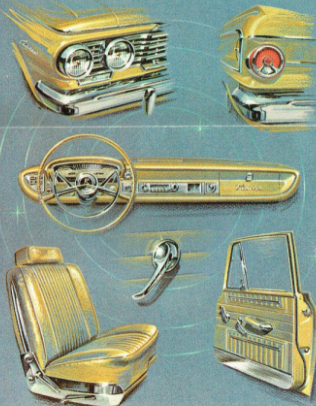
A better value in product and price!



RAMBLER AMERICAN

Quality-Built, Family-Sized, Lowest-Price!

With more than 75 improvements and refinements for 1962, the Rambler American offers finer value than ever before while retaining its basic concept of styling continuity that assures high resale value. Now—new increased steering ratio and low-friction mechanism for real finger-tip steering ease, even without power steering, make America's most maneuverable car even easier to park and steer in 1962. In each distinctive series—"400", Custom and Deluxe—the 1962 Rambler American offers outstanding quality and performance at America's lowest prices.



RAMBLER CLASSIC 6

The All-Purpose Compact

Here is the ideal compact car for most family needs. It offers generous room and comfort for six 6-footers . . . even more room in '62 with improved softer seats and extra rear legroom. Yet the Classic retains the compact car handling ease and economy that have made it a best-seller year after year. The addition of a new 2-door club sedan gives you an even wider choice of distinctive Classic models. And, every 1962 Rambler model features increased ground clearance for driving on rough roads, in deep snow or mud, for clearing crest of ramps.



RAMBLER AMBASSADOR V-8

The Action-Packed Compact

Never before a compact car like this! Imagine the scintillating pep and performance of a superb 250 H.P. V-8 engine (270 H.P. optional) combined with the maneuverability and handling ease of a compact 108-inch wheelbase! Exceptionally high power-to-weight ratio assures outstanding economy along with get-up-and-go performance. The smart interior decor befits the finest, most luxurious compact car with room for six 6-footers. All 1962 Ambassador and Classic models feature new Road Command front suspension for greater stability, easier handling and smoother ride. The Ambassador is available in Custom and "400" series. Drive the action-packed compact—Rambler Ambassador V-8—today!



Ceramic-Armored muffler and catalytic converter. Hydraulic steering assist. New hydraulic steering assist. New hydraulic steering assist.



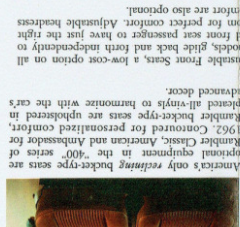
Twin-Travel Beds for comfortable all-night sleeping on family vacation or camping trips make up handsily from Rambler Reclining Seats.



Individual Adjustable Front Seats, a low-cost option on all 1962 Rambler models, give back and forth independently to enable driver and front passenger to have just the right amount of legroom for perfect comfort. Adjustable headrests for even more comfort are also optional.



Cushioned-Accented Ceiling is standard on all 1962 Rambler Classic and Ambassador models. New hydraulic steering assist. New hydraulic steering assist.



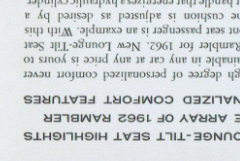
America's only reclining bucket-type seats are available in the "400" series of Rambler equipment in the Ambassador for 1962. Contoured for personalized comfort, Rambler bucket-type seats are upholstered in Rambler bucket-type seats are upholstered in Rambler bucket-type seats.



Wide Array of 1962 Ramblers Personalized Comfort Features. New Lounge-Tilt Seat Highlights Personalized Comfort Features.



Deep coil seat springs, soft cushions and many more options, the custom is adjusted as desired by a lever for the front seat passenger is an example. With this feature, the custom is adjusted as desired by a lever for the front seat passenger is an example.



Convenient Map Couch—ideal for resting children, invalids and senior citizens is one of the uses of the Reclining Seats. Improved soft coil spring seat construction assures lasting comfort.

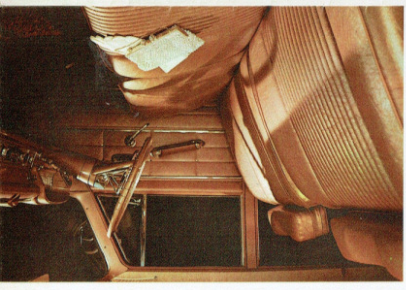


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Wide Array of 1962 Ramblers Personalized Comfort Features. New Lounge-Tilt Seat Highlights Personalized Comfort Features.

Rambler features and options, many of them exclusive, are further proof of the extra quality in Rambler for 1962



Tasteful elegance characterizes the new upholstery and trim combinations available in Rambler models for 1962. Illustrated above, at right, is the all-vinyl plated trim available in the Classic "400" series. Original bucket seats with all-vinyl plated trim are illustrated, at right, in the Ambassador "400".

A skillful application of the designer's art is apparent in the new upholstery patterns and designs. Original bucket seats with all-vinyl plated trim are illustrated, at right, in the Ambassador "400".

Rambler presents a new note of distinction and luxury in its wide choice of interior upholstery and trim. Each is color-keyed to harmonize with the solid and two-tone body colors. No matter what models you choose—Ambassador, Classic or American . . . no matter what series—"400", Custom or Deluxe—you will enjoy the ultimate in interior beauty. Make your selection from rich fabrics, satin-finish vinyls or all-vinyl plated upholstery, each with appropriate harmonizing trims and appointments.

Strikingly beautiful interiors, smartly color-keyed, enhance the beauty of Rambler for 1962



Presenting
for 1962
Rambler
World Standard
of Compact Car
Excellence

The emphasis is on quality *all the way* at Rambler!

From raw materials to the finished cars, quality is a fetish at Rambler. At every step of the way, checks and rechecks, tests and inspections assure your absolute satisfaction. Quality is designed in—engineered in—built in every car to make Rambler the World Standard of Compact Car Excellence. Unique Customer Quality Assurance Department audits all inspections.



Rambler is the only car that takes a deep bath in rustproofing primer paint clear to the roof. Deep-Dip rustproofing is one of 8 steps taken to assure you that your new Rambler is the world's most rustproof car. Even the rocker-panels are of galvanized steel for longer, rust-free life. Baked-on super-quality enamel insures lasting beauty.



All-Welded Single-Unit construction was pioneered by American Motors 22 years ago. Others have copied Rambler methods. None can match Rambler experience. Body-and-frame are one integral unit for greatest strength, safety and durability with more than 10,000 welds.



Rambler's galvanized zinc-clad steel rocker-panels give long, rust-free life to these vital structural parts.



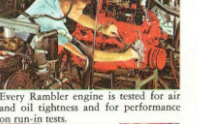
A special Nox-Rust solution sprayed in to hidden areas further protects your Rambler against rust and corrosion.



Sensitive hands feel every Rambler body for possible imperfections. That's why Rambler bodies are ripple-free.



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Every Rambler engine is tested for air and oil tightness and for performance on run-in tests.



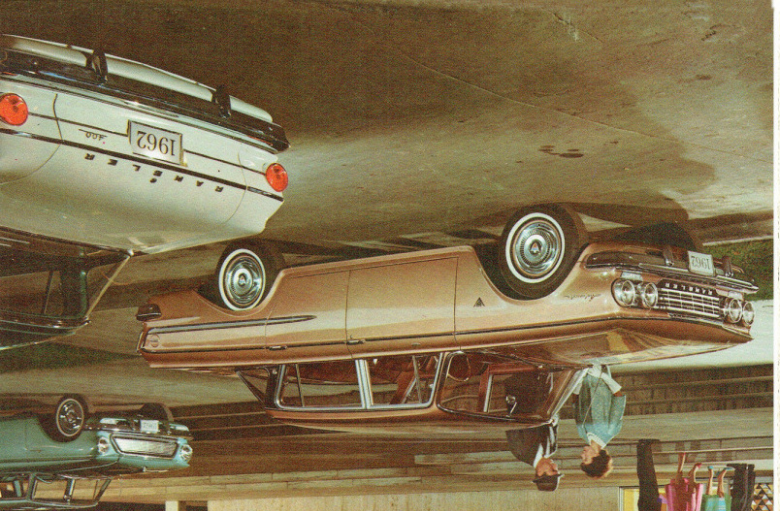
Tread-mill performance tests and static balancing of tire-and-wheel assemblies result in top Rambler quality.

RAMBLER

for 1962

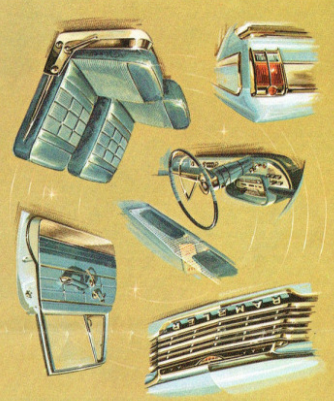
New Style! New Savings!
New Safety!





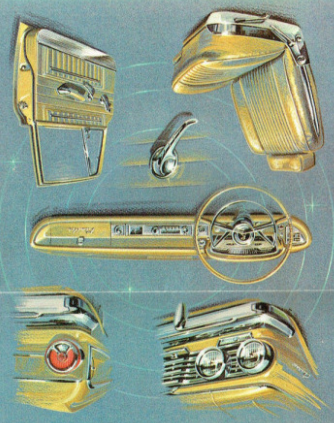
Never before a compact car like this! Imagine the exhilarating pep and performance of a superb 150 H.P. V-8 engine (270 H.P. optional) combined with the maneuverability and handling ease of a compact 108-inch wheelbase! Exceptionally high performance-to-weight ratio assures outstanding economy, along with get-up-and-go performance. The smart interior decor befits the finest, most luxurious compact car with room for six-footers. All 1962 Ambassador and Classic models feature new Road Command front suspension for greater stability, easier handling and smoother ride. The Ambassador V-8 is available in Custom and "100" series. Drive the action-packed compact.

RAMBLER AMBASSADOR V-8
The Action-Packed Compact



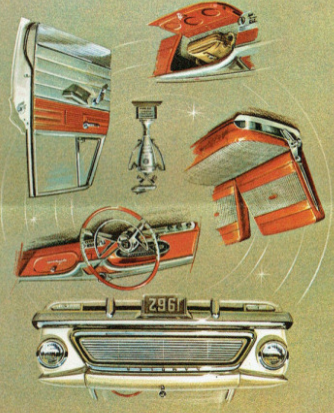
Here is the ideal compact car for most family needs. It offers generous room and comfort for six-footers... even more room in '62 with improved softer seats and extra rear legroom. Yet the Classic retains the compact car handling ease and economy that have made it a best-seller year after year. The addition of a new 2-door club sedan gives you an even wider choice of distinctive Classic models. And, every 1962 Rambler model features increased ground clearance for driving on rough roads, in deep snow or mud, for clearing crest of ramps.

RAMBLER CLASSIC 6
The All-Purpose Compact



With more than 75 improvements and refinements for 1962, the Rambler American offers finer value than ever before while retaining its basic concept of styling, low-friction mechanism for real finger-clip steering ease, even without power steering, make America's most maneuverable car even easier to park and steer in 1962. In each distinctive series—"100", Custom and Deluxe—the 1962 Rambler American offers outstanding quality and performance at America's lowest prices.

RAMBLER AMERICAN
Quality-Built, Family-Size, Lowest-Price



RAMBLER
A better value in product and price!

RAMBLER
for 1962
New Style! New Savings!
New Safety!

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World Standard
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Rambler is the only car that has a deep bath in rustproofing. It is one of 8 cars taken to assure top rust-free life. Dip-rack-packs are of galvanized steel. Even the roof is rust-free. Based on rust-free life, Rambler wanted steel for longer life. Rambler's zinc-dip rustproofing is one of the world's most advanced. It is a special Nox-Kote solution sprayed in hidden areas further protects you and off-visibility. Tread-mill performance tests and static body tests are triple-free. Rambler books are triple-free. Sensitive hands feel every Rambler body for possible imperfections. Tread-mill tests are triple-free.

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Strikingly beautiful interiors, smartly color-keyed,
enhance the beauty of Rambler for 1962

Rambler presents a new note of distinction and luxury in its wide choice of interior upholsteries and trims. Each is color-keyed to harmonize with the solid and two-tone body colors. No matter what models you choose—Ambassador, Classic or American... no matter what series—"400", Custom or Deluxe—you will enjoy the ultimate in interior beauty. Make your selection from rich fabrics, salon-styled vinyls or all-vinyl pleated upholsteries, each with appropriate harmonizing trims and appointments.

Tasteful elegance characterizes the new upholstery and trim combinations available in Rambler models for 1962. Illustrated above, at right, is the all-vinyl pleated trim available in the Classic "400" series.

A skillful application of the designer's art is apparent in the new upholstery patterns and designs. Optional bucket seats with all-vinyl pleated trim are illustrated, at right, in the Ambassador "400".



Rambler features and options, many of them exclusive, are further proof of the extra quality in Rambler for 1962



NEW LOUNGE-TILT SEAT HIGHLIGHTS WIDE ARRAY OF 1962 RAMBLER PERSONALIZED COMFORT FEATURES

A new high degree of personalized comfort never before attainable in any car at any price is yours to enjoy in Rambler for 1962. New Lounge-Tilt Seat for the front seat passenger is an example. With this option, the cushion is adjusted as desired by a convenient handle that energizes a hydraulic cylinder. Deep coil seat springs, soft cushions and many more Rambler features and options add a new measure of superb comfort to your motoring pleasure.



Convenient Nap Couch—ideal for resting children, invalids and senior citizens is one of the uses of the Reclining Seats. Improved softer coil spring seat construction assures lasting comfort.



Individually Adjustable Front Seats, a low-cost option on all 1962 Rambler models, glide back and forth independently to enable driver and front seat passenger to have just the right amount of legroom for perfect comfort. Adjustable headrests for even more comfort are also optional.



America's only reclining bucket-type seats are optional equipment in the "400" series of Rambler Classic, American and Ambassador for 1962. Contoured for personalized comfort, Rambler bucket-type seats are upholstered in pleated all-vinyls to harmonize with the car's advanced decor.



Twin-Travel Beds for comfortable all-night sleeping on family vacation or camping trips make up handily from Rambler Reclining Seats.



Cushioned-Acoustical Ceiling is standard on all 1962 Rambler Classic and Ambassador models. Cars road noise 30dB... adds to headroom. New linear texture gives attractive interior appearance.



Ceramic-Armored muffler and tailpipe end replacement expense for as long as you own your new Rambler. Standard on all '62 models.



New, standard Double-Safety Brake System provides double braking protection. Two separate hydraulic systems assure braking action in emergencies. Self-adjusting brakes are also standard.



Dedicated to the pursuit of excellence...

RAMBLER FOR 1962

In presenting Rambler for 1962, we are conscious of our obligation to provide the very utmost in quality for our customers.

Progress Sharing with our customers is the underlying principle behind everything American Motors does. The 1962 Rambler is positive proof of the way in which American Motors shares its progress with the consumer to give you a better product in quality and price.

The chassis lubrication period for most 1962 Rambler models is extended to 33,000 miles. Engine oil changes are normally required

only every 4,000 miles. The full-fill radiator coolant has a two-year or 24,000-mile warranty, as does the new Rambler Power-Guard "24" battery. Standard on all 1962 Rambler models is the new self-adjusting Double-Safety Brake System. You receive *twice* the protection in the event of brake failure. Normally, the only brake service you may require is retining, depending on your individual driving conditions.

The 1962 Rambler provides comfort never before attainable in any

car at any price—with such features as the exclusive, optional Lounge-Tilt Seat—new Road Command Suspension for Classic and Ambassador—new, increased interior comfort on all models. Rambler pioneered Single-Unit construction more than 22 years ago to assure you of automobiles that are stronger, safer. Our Deep-Dip rustproofing process protects every Rambler clear to the roof against rust and corrosion. And only Rambler gives you the long-life assurance of the Ceramic-Armored muffler and tailpipe. When you drive a new Rambler, you will realize that the highest quality has been designed and built into the car. But we don't stop there. We check every part... every step of the manufacturing process and every car to assure the performance, dependability and trouble-free service you have a right to expect from Rambler. Unique in the automobile industry is the new Customer Quality

Assurance Department that audits components and final car quality that has already been subject to a full staff of regular inspectors. Members of this new department have the authority to stop the production lines any time quality isn't measuring up to what customers have the right to expect.

There is real integrity built into every 1962 Rambler—integrity of design, engineering and workmanship that assures greater motoring satisfaction and enjoyment.

No matter which 1962 Rambler best fits your needs—Classic, Ambassador or American—you can be sure of the same high quality. We invite you to see and drive the 1962 Rambler at your Rambler dealer's soon.

George Romney

President, AMERICAN MOTORS CORPORATION



1962 RAMBLER AMERICAN "400" 4-DOOR SEDAN



1962 RAMBLER AMERICAN DELUXE 4-DOOR SEDAN (Also offered in Custom series)



1962 RAMBLER AMERICAN "400" CONVERTIBLE



1962 RAMBLER AMERICAN "400" 4-DOOR STATION WAGON (Also offered in Deluxe and Custom series)

1962 RAMBLER AMERICAN CUSTOM 2-DOOR STATION WAGON (Also offered in Deluxe series)

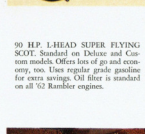


1962 RAMBLER AMERICAN DELUXE 2-DOOR CLUB SEDAN (Also offered in Custom and "400" series)

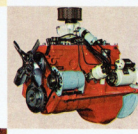
TWO RECORD-BREAKING RAMBLER AMERICAN ECONOMY ENGINES



125 H.P. OVERHEAD VALVE SCOTT FLYING SCOTT is standard on "400" models... optional on Deluxe and Custom models. This is the engine that topped all cars in most miles per gallon in the '61 Pure Oil Economy Trials. Give superb performance on regular grade gasoline; 20 gallon tank and fuel filter on all models.



90 H.P. I-HEAD SUPER FLYING SCOTT. Standard on Deluxe and Custom models. Offers lot of go and economy, too. Uses regular grade gasoline for extra savings. Oil filter is standard on all '62 Rambler engines.



NEW 5-STICK TRANSMISSION—optional on 1962 American models in manual and over-drive transmission—gives economy and precise control of general shifting without a clutch pump.



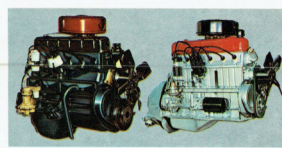
1962 RAMBLER CLASSIC "400" 4-DOOR SEDAN



1962 RAMBLER CLASSIC CUSTOM 4-DOOR SEDAN



1962 RAMBLER CLASSIC CUSTOM 4-DOOR STATION WAGON (2 or 3-Seat Models)



TWO RAMBLER CLASSIC SIX ENGINES...CAST-IRON OR ALUMINUM

Proved by more than 3 million miles in owner use, and on the test track, the Rambler Classic 6 die-cast aluminum block engine combines outstanding performance with exceptional fuel-saving economy. Cast-iron block version has automatic valve tappets and full-flow oil filter assure quiet operation and long life. Aluminum '62 is standard on Classic "400" models, optional at extra cost on Custom and Deluxe models. The time-proven Rambler Economy Six engine with cast-iron block, solid valve tappets and partial-flow oil filter is standard on Deluxe and Custom models... optional at no extra cost in "400" series; 127 H.P. standard, 138 H.P. optional. Regular grade fuel.



1962 RAMBLER CLASSIC CUSTOM 2-DOOR CLUB SEDAN (Also offered in Deluxe and "400" series)



1962 RAMBLER CLASSIC DELUXE 4-DOOR SEDAN



1962 RAMBLER CLASSIC "400" 4-DOOR STATION WAGON (Also offered in Deluxe and Custom series)



All-New Flush-O-Matic transmission is more compact in size, more efficient in design, fully mated to the power and torque output of Rambler 6-cylinder engines.

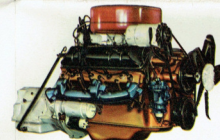


1962 RAMBLER AMBASSADOR "400" 4-DOOR SEDAN



1962 RAMBLER AMBASSADOR "400" 4-DOOR STATION WAGON (2 or 3-Seat Models)

THE RAMBLER AMBASSADOR V-8 POWERPLANT



Standard on the 100-inch wheel-base Rambler Ambassador, this short-broke design 210 H.P. powerplant provides one of the lowest overall costs in the industry for superb performance and remarkable V-8 economy. The ducty 3-barrel carburetor and 8.7:1 compression ratio give this economy on regular grade fuel. Optional 4-barrel carburetor, 9.7:1 compression ratio and dual exhausts give 270 H.P. rating on premium grade gasoline for top performance.

LASTING PROOF OF RAMBLER VALUE

Your 1962 Rambler Classic 6 or Ambassador V-8 Requires Chassis Lubrication Normally Only Every 3 Years or 24,000 MILES. All 1962 Rambler Require Engine Oil and Filter Change Normally Only Every 4,000 Miles. Oil Filters are Standard Equipment.

Radiator and Cooling System of Every 1962 Rambler Model is Protected with DOWNWARD FULL-FILL Coolant. Warranted for 24 Months or 24,000 Miles, whichever occurs first. Rambler's are protected in winter against temperatures as low as 40 degrees F., as well as sealed for extreme summer heat. No drain for 2 years. Rambler POWER-GUARD "24" Battery—Standard Equipment On All 1962 Rambler Models—is Warranted for 24 Months or 24,000 Miles, whichever occurs first. Ceramic-Armored Muffler and Tailpipe, Designed For Long Life, Warranted To Us As Long As You Own Your New Rambler.

New Service Coupons Plan Offers Double Savings on Maintenance. Every 1962 Rambler Carries A New Car Warranty For 12 Months Or 12,000 Miles, Whichever Occurs First.

YOU DRIVE WITH ASSURANCE IN YOUR NEW RAMBLER!



1962 RAMBLER AMBASSADOR CUSTOM 4-DOOR SEDAN



1962 RAMBLER AMBASSADOR CUSTOM 4-DOOR STATION WAGON