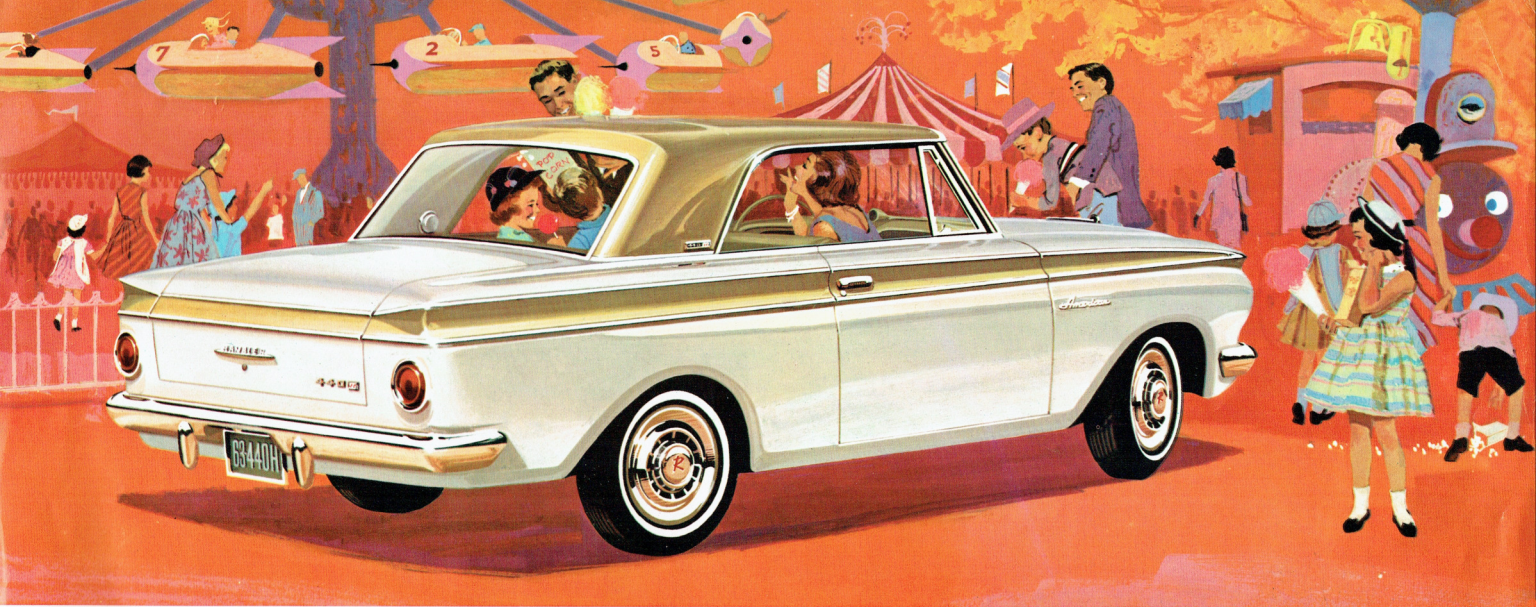


# '63 RAMBLER AMERICAN

*family-size with a  
flair for fun*



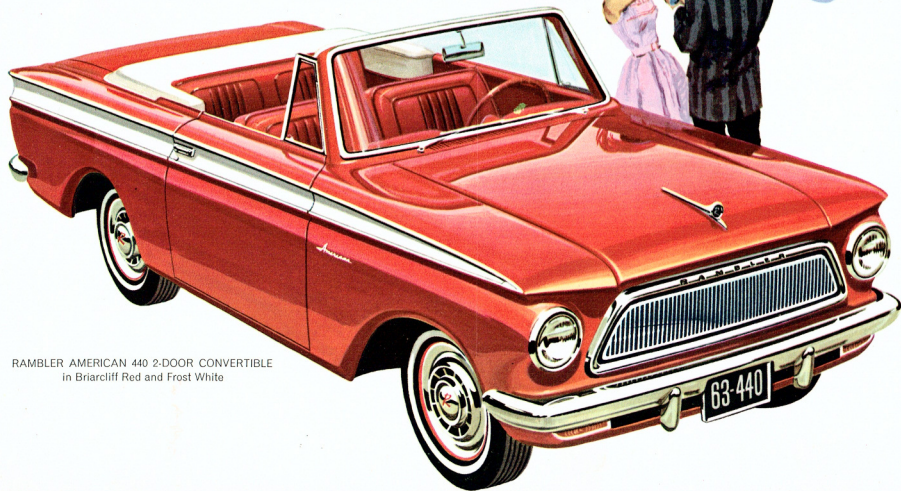


RAMBLER AMERICAN 440-H 2-DOOR HARDTOP in Frost White and Corsican Gold

Rambler American **440** → featuring the all-new **440H**



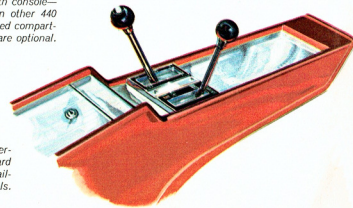
There's a fresh, new flair for fun in Rambler American for 1963, along with extra value that adds pride to your purchase. You'll discover quality to meet the demands of today's more critical buyer . . . the integrity of design, engineering and workmanship that have made Rambler American the leader in the economy-compact-car field. There are scores of improvements and refinements "under the skin" to provide even more outstanding performance and longer life. The clean, contemporary design exemplifies the Rambler concept of styling continuity that assures high resale value. Three distinctive series—440, 330 and 220—let you tailor your driving to your purse and pleasure. For 1963, there's an excitingly new hardtop—the 440-H—with reclining bucket seats and console, plus a sizzling new 138-hp powerplant. And there's a companion 440 hardtop, a sleek 440 convertible with power top, and a full line of sedans and wagons all with Rambler room, ride and economy!



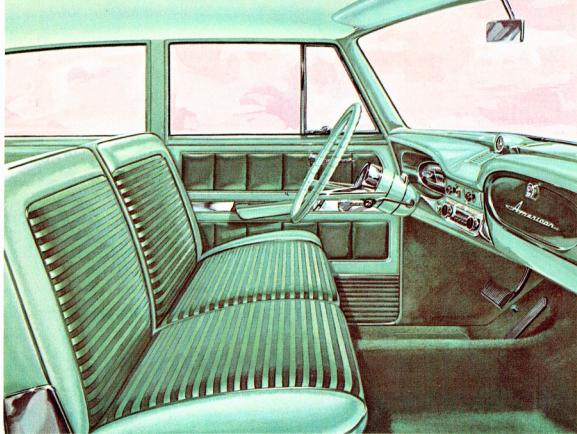
RAMBLER AMERICAN 440 2-DOOR CONVERTIBLE  
in Briarcliff Red and Frost White



*Like going places in luxury? Then you'll like Rambler's bucket seats with console—standard on 440-H, optional on other 440 models. Console has a key-locked compartment for valuables. Seat belts are optional.*



*Optional Twin-Stick Floor Shift with over-drive in-out control provides five forward speeds. Console and bucket seats also available without floor shift on all 440 models.*



If you've a hankering for luxury in a compact, family-size car—without a high price tag—it will pay you to get better acquainted with the Rambler American 440 for 1963. It has a happy way of taking you places in style—and squeezing extra miles out of every drop of fuel. Fact is, the lively 125-hp version has won more official economy events than all other compacts. In the 1962 Pure Oil Performance and Economy Trials, Rambler American took top economy honors for the third straight year! And delivered most miles per gallon of all cars in all classes—once again—in the 1962 Mobil Economy Run. With the savings designed right in, you'll admire the way the 440 pampers your pocketbook. And behind the wheel, you'll thrill to the instant scat when your foot triggers the action pedal. To complement the smart newness outside, there's new smartness inside with color-coordinated interiors in rich vinyls and fabrics to satisfy the most exacting taste.

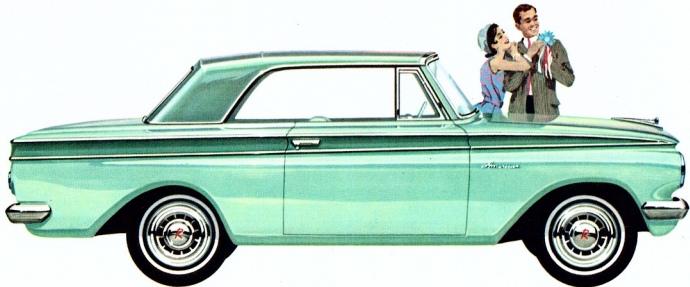


1962 Mobil Trophy

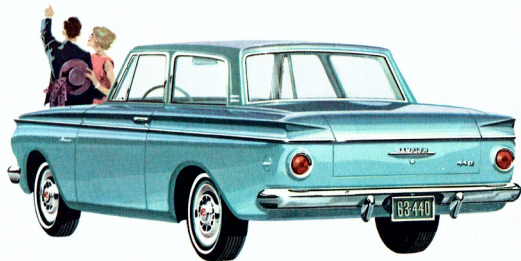


1962 Pure Oil Trophy

*Exquisite new upholstery materials and interior appointments make the 1963 Rambler American 440 a delight to drive and own. Instrument panel features new two-tone color styling to harmonize with the interior. Front and rear armrests, padded instrument panel and sun visors, sill-to-sill carpeting, and front-seat foam cushioning are all standard.*



RAMBLER AMERICAN 440 2-DOOR HARDTOP with optional two-toning in Palisade Green and Aegean Aqua



RAMBLER AMERICAN 440 2-DOOR SEDAN in Cape Cod Blue



Rambler American

440 →

the economy king

RAMBLER AMERICAN 440 4-DOOR SEDAN in Aegean Aqua



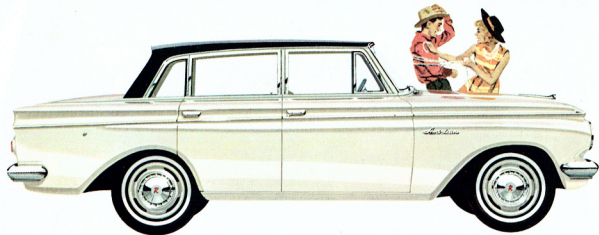




RAMBLER AMERICAN 330 2-DOOR SEDAN in Classic Black

Smart way to go places ← 330 Rambler American





RAMBLER AMERICAN 330 4-DOOR SEDAN in Valencia Ivory and Classic Black

The selection of a sleek Rambler American 330 speaks volumes about the sound judgment of the owner. It is modestly priced, yet every inch and every line reflect Rambler value. There are all of the Rambler American quality features for carefree, trouble-free driving. There is "inner space" to accommodate a full family of six in day-long driving comfort. And you don't have to stoop, squat or crouch to get in and out of the high, wide door openings. The fun is in the owning—and the thrill is in the driving. The wheel responds with fingertip ease—nearest thing to power steering! Deep-Coil front suspension smooths rough roads and straightens curves. With its smart lines, its full headroom, generous seating capacity, roomy trunk, eager performance and its flair for fun, the rakish Rambler American 330 for 1963 is—by any measurement—the smart way to go places!



Long-wearing "miracle" fabrics in five distinctive color combinations are featured in Rambler American 330. Headliner is a patterned, easy-to-clean vinyl-coated fabric. There is luxurious, harmonizing loop-pile carpeting front and rear. Attractive porous-vinyl upholstery that "breathes" is available at no extra cost.

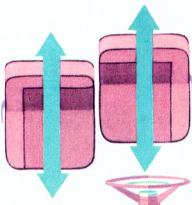
**ONLY RAMBLER OFFERS SO MANY SEATING OPTIONS FOR YOUR TRAVELING COMFORT!**



**AIRLINER RECLINING SEATS\*** for both driver and passenger sides individually adjust to different reclining angles for restful traveling comfort.



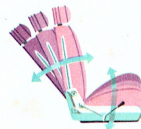
**NAP COUCH** ends frayed nerves on trips with children. Just lower the right-hand Airliner Reclining Seat, and they can snooze the miles away. Seats become Twin Travel Beds on sedans, wagons, 440 hardtop.



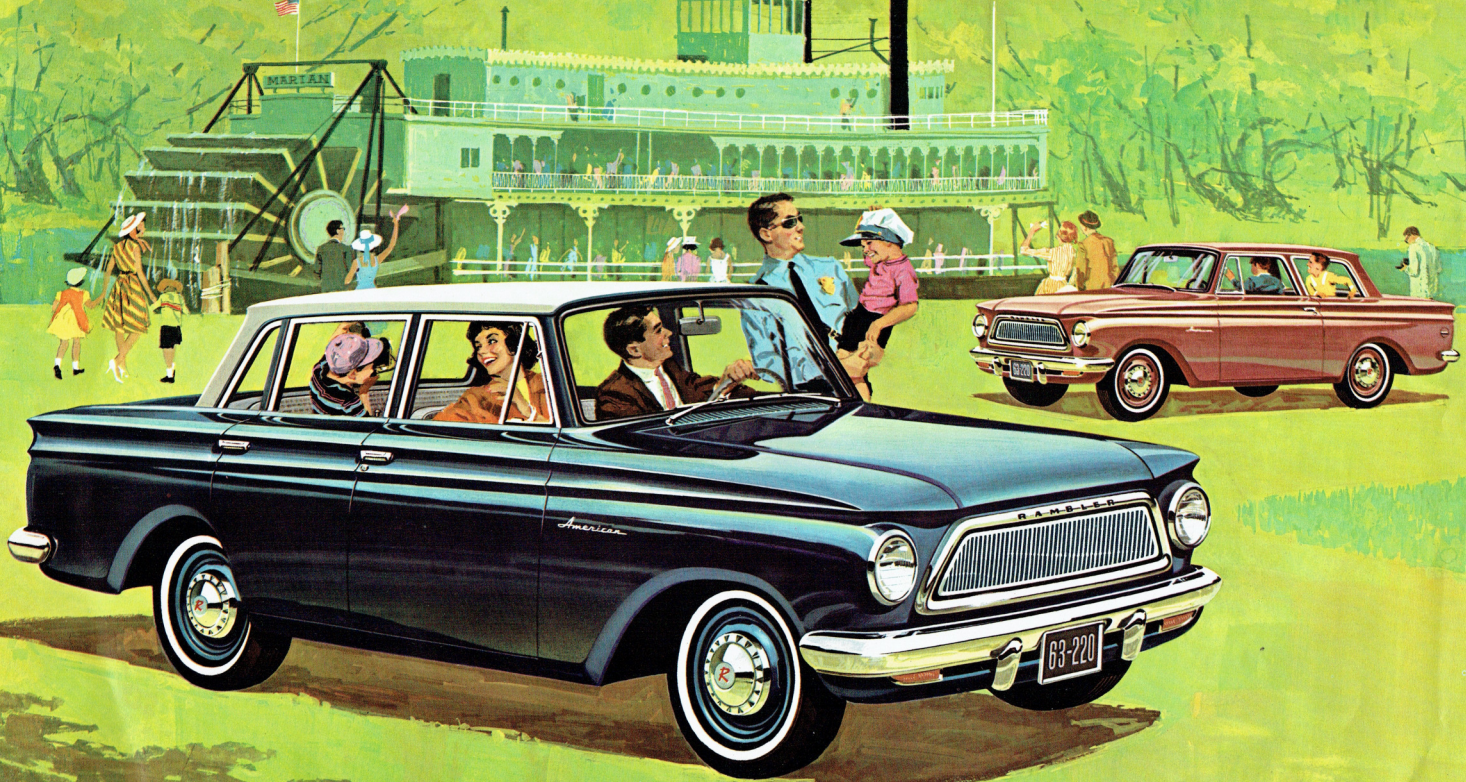
**INDIVIDUALLY ADJUSTABLE SEATS\*** recline, glide back and forth separately to provide the most comfortable front legroom.



**LOUNGE-TILT SEAT\*** offers the restful comfort of a contoured lounge chair. Seat cushion adjusts upward for knee height, seat-back adjusts to reclining positions, headrest adjusts for comfort and safety, seat glides back and forth. Available for front passenger and driver.



\*Optional at extra cost.





Rambler American

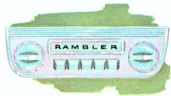
220

quality beneath the beauty

There's full family room in the nimble, smooth-handling Rambler American 220—with plenty of hustle under the hood. Its compact 100-inch wheelbase provides maneuverability and parking ease unmatched in many smaller compacts—the turning diameter is just 36 feet. You can see the flowing beauty—from the new, crisply styled floating grille with its modern vertical pattern to the gleaming, sculptured rear deck. And beneath the trim lines is the quality of Rambler's famous Single-Unit construction, Deep-Dip rustproofing and Ceramic-Armored muffler and tailpipe that keep your American like-new longer. Plus an improved Double-Safety Brake System with separate front and rear braking, and a new windshield-wiper power booster. With all this value comes a pleasant surprise: The Rambler American 220 is America's thriftiest car of all in initial cost, in upkeep cost and in maintenance.



**RAMBLER AMERICAN OPTIONAL EQUIPMENT ADDS TO YOUR FUN, COMFORT AND DRIVING CONVENIENCE!**



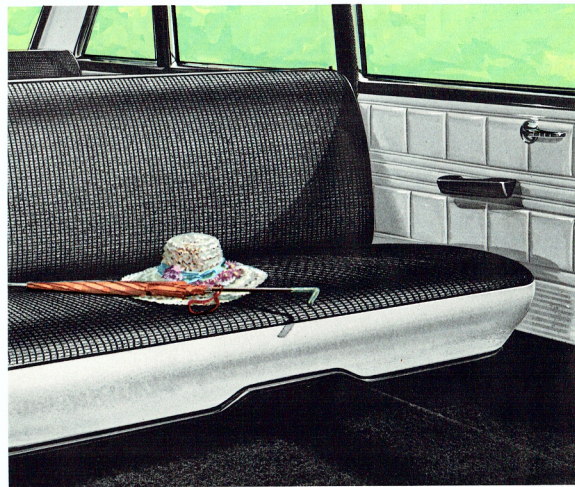
**RAMBLER TRANSISTORIZED RADIO**  
Rich tone, compact size, transistor-powered. Genuine Rambler radio is designed for your car. Dependable printed circuit, big 5" x 7" speaker. Available with pushbutton or manual tuning.



**HEATING & AIR CONDITIONING**  
Rambler's Weather Eye Heating and Ventilating System floods your car with warmth. Add All-Season Air Conditioning, with new alternator, for in-car climate control wherever you go.



**POWER STEERING & POWER BRAKES**  
Rambler Power Steering makes parking effortless, yet gives positive control at highway speeds. Rambler Power Brakes bring you to a fast, smooth stop with a feather-light touch.



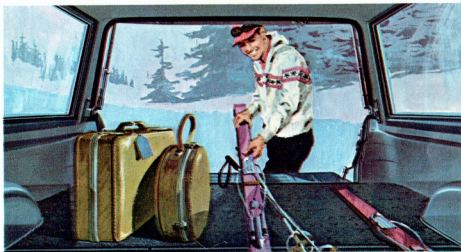
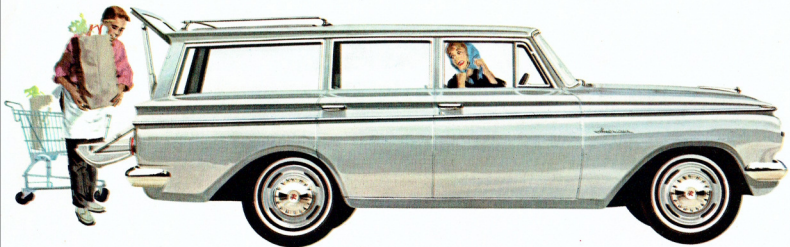
Rambler American 220 interior sparkles with smart accents. Select from long-wearing fabric or porous-vinyl upholstery.





# Rambler American **FUN**ctional wagons for families and faraway places

You get all the riding comfort and luxury of a sedan—combined with generous cargo-carrying capacity for travel or shopping—in Rambler American wagons for 1963! Here's station-wagon living at its practical best. Plenty of room inside to tote an active family to your favorite camping, fishing, skiing or hunting spots. Plenty of room topside to stow your gear in the handy Travel Rack, standard on 330 and 440 models. They're the most versatile wagons going! You can tour back roads in them—there's plenty of road clearance. Kids can play in them, and nap in them. You can even sleep in them. They're the savingest wagons going, boasting Rambler American's famous economy. And they're the quietest wagons going, thanks to rattle-free Single-Unit body. Suspension options to suit your special needs.



*Cargo-hauler or traveling camp site! Tail gate opens flat for access to a big 64 cubic feet of cargo space with second seat folded down. The lift-gate can be set at three open positions.*



*Optional Airliner Reclining Seats may be easily converted into comfortable Twin Travel Beds. Enjoy this convenience on family vacations and on camping trips in a Rambler American wagon!*



#### DEEP-DIP RUSTPROOFING

Deep-Dip rustproofing clear to the roof protects Rambler bodies. Below-door body panels are zinc-clad steel. Window frames are rustproof aluminum.



#### ALL-WELDED SINGLE-UNIT CONSTRUCTION

Rambler American's rugged, all-welded Single-Unit construction surrounds passengers with husky box girders for greater safety, more strength—more room inside, less bulk outside. Plus lasting freedom from body-bolt squeaks, rattles.



#### DOUBLE-SAFETY BRAKES

Rambler Double-Safety Brake System gives separate braking front and rear; brakes are self-adjusting.



#### CERAMIC-ARMORED MUFFLER

If the Ceramic-Armored muffler or tailpipe rust out, we pay the cost as long as you own your new Rambler.

### RAMBLER AMERICAN FOR 1963 IS DESIGNED FOR LONG LIFE AND MAINTENANCE-FREE MOToring

Chassis lubrication normally required only every 2,000 miles—many parts lubricated for life. Engine-oil and filter change needed normally every 4,000 miles. Cooling system protected to -40° F. With low-cost Dowgard Full-Fill Coolant—no draining needed for 2 years. Transmission and rear-axle lubricants never need draining. Powr-Guard "24" Battery warranted for 24 months or 24,000 miles, whichever occurs first. Because of all this built-in quality and protection, '63 Rambler Americans are warranted for 12 months or 12,000 miles, whichever occurs first. There's an array of standard and optional features for driving pleasure.

#### SPECIFICATIONS AND DETAILS

**MODELS:** 2- or 4-door sedan, 4-door station wagon in 220, 330 and 440 series; 2-door station wagon in 220 and 330 series; 2-door convertible and hard-top in 440 series, plus 440-H 2-door hardtop model.

**ENGINES, TRANSMISSIONS, REAR-AXLE RATIOS:** Complete selection of engines and transmissions is shown and described at the left. Most combinations are offered with choice of rear-axle ratios to meet special driving requirements.

**MECHANICAL:** Wheelbase 100". Length 173.1". Loaded sedan height 56.1" (56.3" sta. wag.). Front tread 54.62". Rear tread 55". Loaded ground clearance 6.38". Hypoid-gear rear-axle differential. Wheel size 15" x 4". Tire size 6.00 x 15 standard, 6.50 x 15 optional, both in 4-ply-rating 2-ply rayon (Tyrax). Whitewall tires optional. Coil springs front. Semi-elliptic rear springs. Hotchkiss drive. Direct-action shock absorbers. Brake diameter 9", 139.5 sq. in. Manual parking brake on rear wheels.

**STANDARD EQUIPMENT:** Column-shift 3-speed manual transmission. Turn signals. Double-Safety Brake System. Self-adjusting brakes. Bonded linings. Powr-Guard "24" Battery, 12-volts, 50 amps. (60 amps. with air cond.). 30-amp. generator (alternator with air cond.). Engine-oil filter. Fuel-tank filter. Windshield-wiper power-booster fuel pump, and filter. Coalulose-fiber carburetor/air cleaner. Anti-smog engine-vent system, 20-gallon fuel tank. Automatic choke. Front armrests. Rear armrests (except 220). Dual sun visors. Cigarette lighter (except 220). Front ash tray. Rear ash trays (except 220). Trunk or cargo floor cover. Floor carpeting (rubber on 220). Bumper guards, front & rear. Front-seat foam cushion. Non-reclining front seat (reclining bucket seat with console std. on 440-H). Dome light (panel lights on convertible & hardtop). Seat-belt provisions. Fresh-air ventilation. Wheel-tire assembly static balanced. Blackwall tires. Ceramic-Armored muffler & tailpipe. Station-wagon Travel Rack (except 220). Coat hook (except convertible). Porous-vinyl seat upholstery, optional at no cost (not available with bucket seats). Horn ornament (except 220). Powered top for convertible in black or white vinyl.

**OPTIONAL EQUIPMENT:** (In addition to engines, transmissions, axle ratios, tires and colors listed elsewhere). Pushbutton or manual radio. Weather Eye Heating. All-Season Air Conditioning. Solex Glass, all or windshield only (except on conv.). Twin-Grip rear-axle differential. Power brakes. Power steering. Air Conditioning Seats. Individually adjustable reclining seats. Bucket reclining seats & console, 440, all-vinyl or vinyl with fabric upholstery (std. on 440-H). Lounge-Tilt Seat & Headrest, left &/or right (individual or bucket). Headrest, left &/or right. Rear-seat foam cushion (std. on 440-H). Electric clock. Wheel discs (std. on 440 & 440-H). Padded sun visors & panel (std. on 440 & 440-H). Light groups: trunk or cargo light, courtesy lights, glove-box light, front-door light switch for 220, parking-brake warning light & back-up lights (also single opt.). Visibility Group: windshield washers, left outside mirror, inside tilt mirror & visor vanity mirror (all available separately). Horn-ring steering wheel for 220 (std. on 220 with E-Stick). License-plate frames (rear or both). Seat belts, pair (front or front & rear). Dowgard Full-Fill Coolant. Heavy-duty cooling system (includes H.D. radiator, 5-bladed fan & fan shroud—std. on A.C.). Air-conditioning Adaptor Group: alternator, heavy-duty radiator & 70-amp. generator (all available separately). Heavy-duty shock absorbers. Heavy-duty springs & shock absorbers. Load-Levelers, rear. Heavy-duty front shocks & rear Load-Levelers. Oil-bath carburetor air cleaner (not available on overhead-valve engine). Undercoating at factory.

**EXTERIOR COLORS:** Super-quality, double-coat baked enamel. Deep-Dip rustproofing. Select from 42 two-tones, optional (no cost on 440-H hardtop). 13 solid colors are standard: Classic Black, Frost White, Sceptre Silver, Metallic, Briarcliff Red, Bahama Blue, Cape Cod Blue, Metallic, Majestic Blue, Metallic, Palisade Green, Aegean Aqua, Metallic, Valencia Ivory, Corsican Gold, Metallic, Calais Coral, Metallic, Concord Maroon, Metallic.

**DEALER ACCESSORIES:** Travel-Rack leather straps. Child-Guard rear-door locks. Spotlight. Mirrors. Floor mats. Locking gas cap. Second horn for 220 & 330. Plus many other approved items.

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.

# Rambler American

AMERICAN MOTORS *AM* DEDICATED TO EXCELLENCE

#### SELECT FROM A WIDE CHOICE OF ENGINE AND TRANSMISSION OPTIONS

**138-horsepower** overhead-valve Custom Flying Scot engine provides exceptional responsiveness on regular-grade fuel. Six-cylinder, cast-iron block. Displacement—195.6 cu. in. Bore and stroke—3 $\frac{1}{4}$ " x 4 $\frac{1}{2}$ ". Compression ratio—8.7:1. Brake hp—138 @ 4500 rpm. Torque—185 @ 1800 rpm. Twin-barrel carburetor. Standard on 440-H hardtop; optional on all other American models.

**125-horsepower** overhead-valve Custom Flying Scot engine has made Rambler American U.S. economy king. Six-cylinder, cast-iron block. Displacement—195.6 cu. in. Bore and stroke—3 $\frac{1}{4}$ " x 4 $\frac{1}{2}$ ". Compression ratio—8.7:1. Brake hp—125 @ 4200 rpm. Torque—180 @ 1600 rpm. Single-barrel carburetor. Regular-grade fuel. Standard on 440 models; extra-cost option on 220 and 330 models.

**90-horsepower** L-head Super Flying Scot engine offers spirited, silky smooth performance along with outstanding economy of operation. Six-cylinder, cast-iron block. Displacement—195.6 cu. in. Bore and stroke—3 $\frac{1}{4}$ " x 4 $\frac{1}{2}$ ". Compression ratio—8.0:1. Brake hp—90 @ 3800 rpm. Torque—160 @ 1600 rpm. Single-barrel carburetor. Regular-grade fuel. Standard on 220 and 330 models.

**S** Three-speed Synchronesh transmission with shift lever on the steering column is standard, all models. Manual control for any driving condition.

**O** Overdrive adds "fourth" forward-gear cruising ratio, cuts engine speed 30% for top economy. Optional on Synchronesh and E-Stick transmissions.

**E** E-Stick automatic-clutch transmission gives most of convenience of full automatic, manual-shift control. No clutch pedal. Optional, all models.

**A** Flash-O-Matic fully automatic transmission provides three forward speeds for highest efficiency and economy. Optional, all Rambler American models.

**T** Twin-Stick Floor Shift provides five forward speeds. Minimum gearshift-lever travel for quick, positive shifting; button on shift lever permits instant kick-down from overdrive to direct gear. Overdrive in-out control is also on the console. Optional only on 440 models with bucket seats and console.

