



Suddenly  
there's a  
luxury car that  
isn't oversized,  
overweight  
and overpriced.

**Ambassador '66**





Now that we've come up  
with Ambassador DPL, your first  
luxury car can come a lot sooner.

Like tomorrow.



What a beautiful idea—a luxury car you can afford while you're still young enough to enjoy it! Extra features, elegant appointments, meticulous craftsmanship, all in one glamorous package.

The brilliant blend of sports and luxury features tells you DPL is our most adventurous Ambassador. Examples: Reclining bucket seats with a narrow seat cushion nestled between. Cushy centre armrests, fore and aft. In our custom trim package on every DPL we sheath the roof in black leather-grain vinyl and accent the seats and doors with our exclusive Houndstooth Check fabric. (Tell you what, we'll even throw in a couple of matching throw pil-

lows.) The rich warmth of genuine walnut panelling graces the doors and thick cut-pile carpeting flows between them. Just a little more here, and a little better there. That's our DPL.

O.K. for "show"—now, how about "go"? Choose from our big Six or two thundering V-8 engines, and harness your choice to our optional Flash-O-Matic transmission. If you really want to move, hitch our 327 V-8 to a Shift-Command automatic. Floor-shift this one from a rakish console with this consoling thought: even with all this extra performance you'll be surprised at how many miles per gallon you're getting. You see, our DPL swings on a shoestring. Or should we say, "your DPL?"





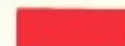


For you who insist on having  
your kicks along with your comfort,  
meet our open-air performer.



Let the top down and let yourself go! But go easy. The standard engine in our Ambassador 990 Convertible is a 287 V-8 that really scoots—and on regular fuel. Too tame? Then tromp down on our optional premium-fuel 327 V-8 and hang on tight!

We've packed plenty of exciting ideas into the 990 Convertible. Let's take them one at a time. Excitement #1: A new vinylair interior that's sporty in an elegant sort of way. Excitement #2: a new flexible glass rear window that won't scratch, discolour, crack or crease. Zip it out if you want, but you don't have to. Excitement #3: glittering, tough Lustre-Gard super enamel (in three coats—no less) to help this beauty keep its beauty longer. (Will your wife get jealous?) We'll let you discover Excitements #4, #5, etc., by yourself. If you can catch an Ambassador 990 Convertible standing still!







Power disc brakes on a wagon?

Why not? You go first class  
all the way in an  
Ambassador 990 Cross Country.

People who haul people should know  
about our optional power disc brakes.

They stop safely in a shorter distance,  
especially when you're going fast or  
downhill. They give you better control of  
the car and eliminate "grabbing"  
even when your brakes get wet.

What other ingenious features make  
the 990 Canada's first and only luxury  
wagon? Look roofward and you'll see  
a gleamingly handsome luggage rack  
that's standard. (Our way of saving you  
about \$70 extra). And there's a  
hidden compartment for valuables that  
you can lock. (Don't tell anybody).  
How about the convenient electric tailgate  
window option? Turn the key outside  
or press a button inside to raise or lower.

Now, go around back to the tailgate—  
open wide and say ahhhh—83 cubic feet  
of richly carpeted cargo space.  
This 990 loves to travel . . . in style.







If you think a prestige car has to be half a block long, see how Ambassador 990 measures up.

Don't get us wrong. Our Ambassador 990 is plenty big enough. This 4-Door, for example, seats six in style without the slightest hunching of husky shoulders. Getting in and out is remarkably easy, and the head room would delight a Buckingham Palace guard. It's just that our 990 is trim in the places a car should be trim: in heavy traffic and downtown parking spaces.

But make no mistake. Every single Ambassador 990—Sedan, Hardtop, Convertible and Station Wagon—is very big on luxury.

Our exclusive molded fibreglass ceilings blot up road noise mile in and mile out. Those two ashtrays up front glide out on ball bearings to save manicures and tempers. And that extravagant looking safety-padded instrument panel and those padded sun visors cost not a nickel extra!

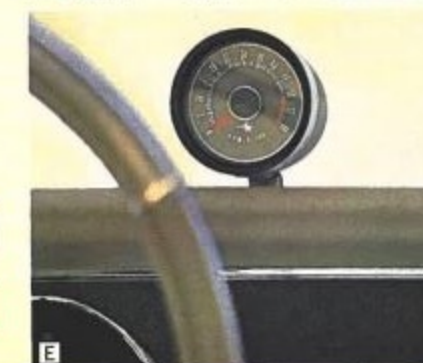
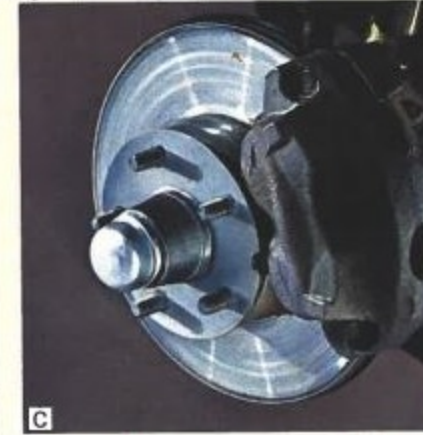
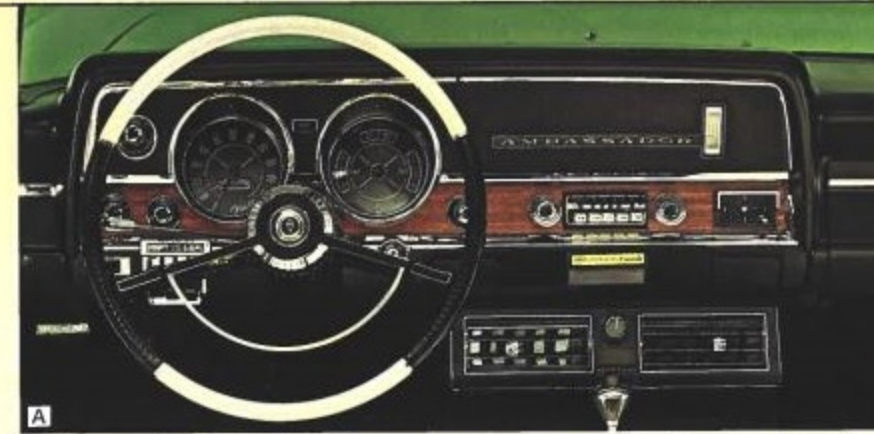
Throughout each Ambassador, quality is built in, not added on. Our comfortable coil-spring construction in both front and rear seats is found only on a few of the most expensive other cars. Our Ceramic-Armoured exhaust system will outlast just about everything except the mortgage on your house.







You can't make an Ambassador more luxurious, but you can give it more luxuries.



The Ambassador control centre (A) combines luxury and convenience with safety. Padded instrument panel and visors are standard. The AM/FM all-transistor radio and All-Season air conditioning (illustrated) like all the goodies shown on this page are optional at extra cost. Sporty Turbo-Cast wheel covers (B) add the final touch of elegance to your exterior trim. Power disc brakes (C) like ours are available on just a few Canadian cars. If you're more the restless type, you'll enjoy our Shift Command floor-shift transmission (D) and a tachometer (E) to help keep rein on it.

Optional equipment also includes the following at extra cost: Airliner reclining seats. Safety headrests. Bucket seats with centre armrest and cushion or console. Individually adjustable front seats (both available on certain models) AM or AM/FM all-transistor radio. Duo-Coustic or Vibra-Tone rear-seat speakers for sedans and hardtops (you can have Duo-Coustic rear speakers on wagons too). Power steering. Power brakes. Power disc brakes. Power-Lift windows (not available on 880 2-Door Sedan). Power-Lift tailgate window. Twin-Grip differential. Flash-O-Matic column shift transmission. Electric clock (standard on 990, DPL). Electric tachometer. Retractable front seat belts. Remote control left outside mirror, inside non-glare mirror, visor vanity mirror, electric windshield wipers. Light Group (standard on DPL): trunk or cargo light, glove-box light, courtesy lights and parking-brake warning light. Exterior Appearance Groups for 880. 4-Way Hazard Warning Signal. Wheel discs (standard on 990 and DPL). Turbo-Cast wheel covers. Wire-wheel covers with spinners, or wheel spinners separately. Solex windshield glass. Two-tone paint (23 combinations for DPL and 990; 21 for 880). Simulated wood-grain exterior side panels for wagons (not offered with two-tones). Heavy-duty cooling system (includes heavy-duty radiator, heavy-duty fan and fan shroud). Heavy-duty springs and shock absorbers (trailer owners, note). Slim-band whitewall tires. Bumper guards with rubber facings. Undercoating. 40-amp electronic alternator. 70-amp battery for Sixes. Engine block heater. And here's an option that costs you nothing. Ask your dealer for free reclining seat bed support brackets for quick conversion to nap couch or twin travel beds.

Many of the options listed above (availability limited only by your choice of model and equipment) may be installed right at your dealer's. You can select a car from his stock and equip it to your taste.

"I want an elegant car and an economical car."

"You're talking about two different cars."

"No, I'm talking about Ambassador 880."

Never before has a luxury car been so easy to own—and so easy to take care of. Whether you choose the 880 2-Door Sedan shown here, the 880 4-Door, or the 880 Wagon, you get all of the American Motors built-in quality features.

Take our "232" Torque Command Six. Its 155 hp gives out with plenty of power, but it's plenty economical, too. And we gave it seven main bearings instead of four for extra-smooth operation.

Extra values like this make every Ambassador economical to operate and maintain. Advanced Unit Construction virtually eliminates body rattles, rumbles and squeaks.

Deep-Dip rustproofing puts a protective chromate primer coating into every crack and crevice, clear up to the roof. You can go 32,000 miles or 3 years between major chassis lubrications. An electronic alternator prolongs your battery's life, and two hydraulic braking systems (rather than one) help prolong yours.





## American Motors... where quality is built in, not added on.

Many features that we build right in you won't even find at extra cost on some of the most expensive cars being built today.

For example, you can't buy an American Motors car without our unique Ceramic-Armoured exhaust system.

How good is it? Ever hear of a rusted-out china doll?

Who else gives you an exhaust system that lasts as long? Nobody.

Our bodies are all-welded. No bolts to work loose and rattle. It makes things awfully quiet inside. And every body is dipped in rustproofing, right up to the roof. Another exclusive.

We also give you two braking systems, instead of one. If one system should fail, you get a second chance to stop.

Our seats are made with coil springs. Like fine furniture the world over. Every car from American Motors has them.

How far will we go to build the quality in? Well, right down to giving you ashtrays that roll out on ball bearings.

And guess what. Not even the most expensive other cars go that far.



Solid, Single Unit Construction



Up-to-the-roof Deep-Dip rustproofing.

### New Standard Safety Package. Built In.

Long a leader in automotive safety, American Motors makes a new series of safety features standard on every 1966 car.

You get safety-padded instrument panel and sun visors on every model. Front and rear seat belts, an outside rear-view mirror, backup lights, windshield washers and new higher-strength windshield glass fill out the package.

Most of them, features you'd choose. Now, like Double-Safety brakes, they're standard. Another example of American Motors leadership in building quality, and safety, into every car.

### Ambassador Standard Equipment

New Safety Package (details above). Variable-speed windshield wipers with vacuum power-booster fuel pump. Weather-Eye heater. Rambler-Gard engine coolant. Turn signals. Engine-oil filter. Fuel filters in tank and fuel pump. Anti-smog positive crankcase ventilation system (open type). Cellulose-fibre carburetor air cleaner. Automatic choke. Front and rear armrests. Cigarette lighter. Two front ashtrays. Rear ashtrays. Trunk or cargo floor covering. Full-width cut-pile floor carpeting for 990 and DPL (loop-pile carpeting for 880). Front-seat foam cushion. Rear-seat foam cushion for 990 and DPL. Dome or side-pillar lights. 14" wheels with five tubeless blackwall tires. Rocker panel and wheel opening molding standard on 990 and DPL. Station wagon Roof-Top Travel Rack. Hidden compartment with lock for station wagons. Glove box lock. Two coat hooks (except convertible). Power-operated convertible top.

Every 1966 American Motors car carries a manufacturer's new-car warranty for a period of 24 months or 24,000 miles, whichever occurs first.

### The Technical Side, Ambassador '66

Dimensions: Wheelbase 116". Length 200" (199" for wagons). Loaded height 55" for sedans, 54.9" for wagons, 54" for hardtops and 54.6" for convertibles. Width 74.5". Front tread 58.6", rear tread 57.4". Loaded ground clearance 6" (approximate).

Chassis: Hypoid-gear differential. Coil springs at all four wheels. Direct-action, independent front suspension with sway-bar stabilizer. Torque-Tube drive. Self-adjusting brakes, bonded linings. Standard brake diameter 10", lining area 167.5 sq. in. Tire size: 7.35 x 14 standard —7.75 x 14 optional (standard with V-8). Fuel-tank approximate capacity, 16 gallons. Ceramic-Armoured muffler, tailpipe and exhaust pipe.

Electrical: Standard 34-amp electronic alternator and sealed transistorized voltage regulator. Powr-Guard "24" battery (60-amp standard on Sixes; 70-amp standard on V-8's).

Body: All-welded, single-unit body construction with Deep-Dip rust-proofing. Fresh-air ventilation. Air-intake screen. Long-wearing, triple-coated Lustre-Gard super enamel. 13 solid colours (12 on 880's). Vinyl-coated nylon convertible tops in black and white. Molded fibreglass headlining. Curved side-glass. Extruded aluminum grille. Flexible glass rear window for convertible.



Double-Safety brakes.



Ceramic-Armoured muffler.



Coil spring seats.



Ball-bearing ashtrays.



Safety Package. Includes mirror, belts, safety padding, more.

### '66 Ambassador Performance Selector

	Engines		
	"232" Six (Std.)	"287" V-8 (Opt.)	"327" V-8 (Opt.)
Horsepower @ rpm	155 @ 4400	198 @ 4700	270 @ 4700
Torque @ rpm	222 @ 1600	280 @ 2600	363 @ 2600
Carburetor	2-Barrel	2-Barrel	4-Barrel
Compression Ratio	8.5:1	8.7:1	9.7:1
Fuel Required	Regular	Regular	Premium
Displacement	232 cu. in.	287 cu. in.	327 cu. in.
Bore and Stroke	3 3/4" x 3 1/2"	3 3/4" x 3 3/4"	4" x 3 1/4"
Transmissions and Axle Ratios To Match			
	"232" Six	"287" V-8	"327" V-8
Column-Shift			
3-Speed Manual	3.15:1	3.54:1	
Automatic (Opt.)	3.15:1	2.86:1	2.86:1
Floor-Shift (990 & DPL)			
Automatic (Opt.)	—	—	2.86:1

Accessories and power features, illustrated or described in this catalogue, are optional at extra cost unless otherwise specified. American Motors (Canada) Limited, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models or prices at any time without incurring obligation.