

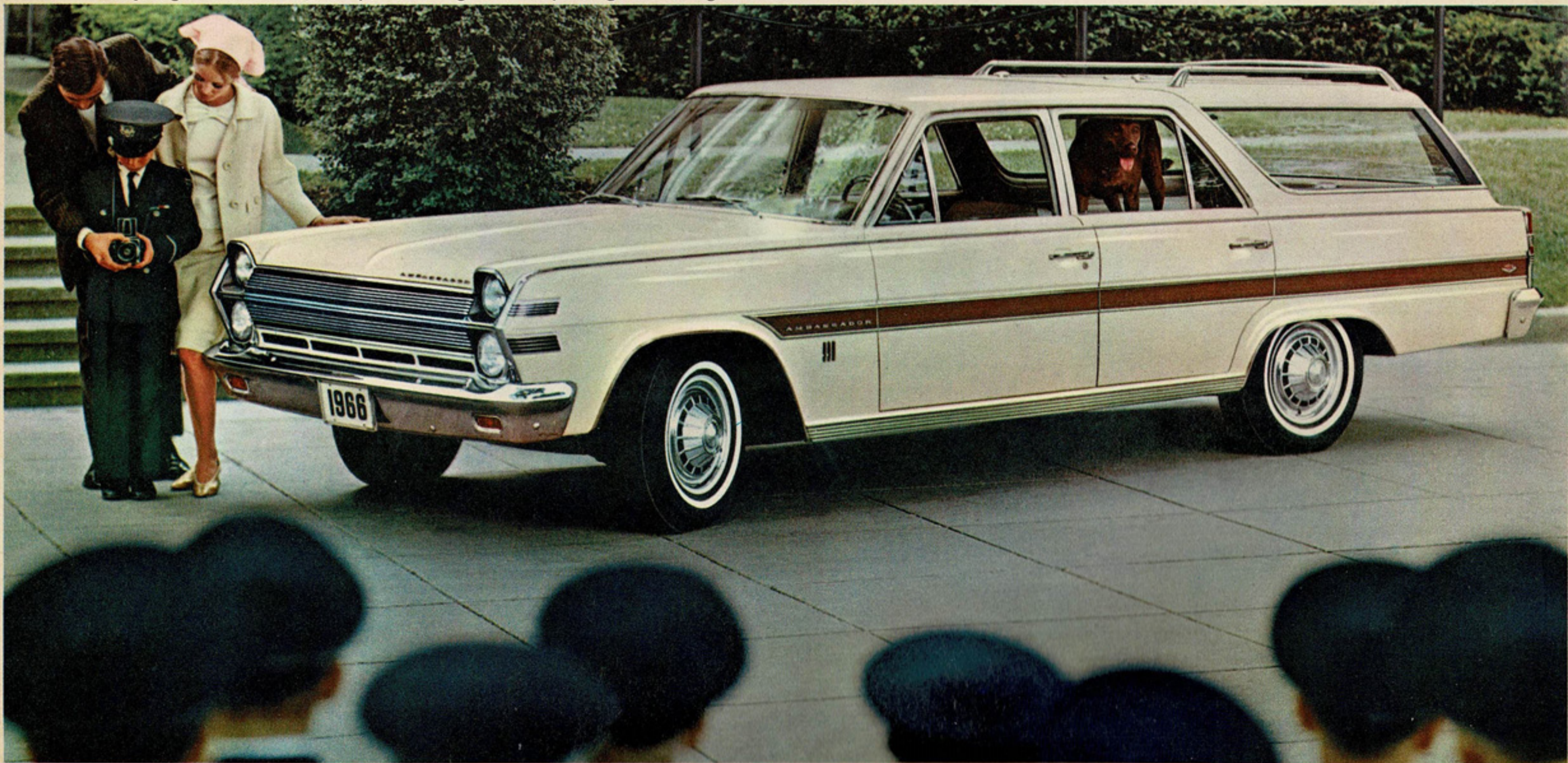
American Motors '66

AMBASSADOR
MARLIN
RAMBLER CLASSIC
RAMBLER AMERICAN





DPL Hardtop in Britannia Blue. (990 Hardtop also available.) Black vinyl-covered roof is a luxury option.
990 Cross Country Wagon in Frost White, with optional wood-grained side paneling. An 880 Wagon is also available.



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

What a beautiful idea. A luxury car while you're still young enough to enjoy it! A new luxury car with a suggested list price about the same as Impala, Galaxie and Fury.

Now, take our new top-line DPL Hardtop (at left). It comes with luxuriously cushioned reclining bucket seats, between-seat cushion and fold-down armrests front and rear. With the buckets, you can order our new Auto-Lock seat belts, that automatically adjust to you.

And that's just a starter. The carpeting is plush cut pile. The rich warmth of walnut paneling graces the doors and instrument panel. An electric clock is standard, and so are just about all the lights you'd ever want to go on automatically.

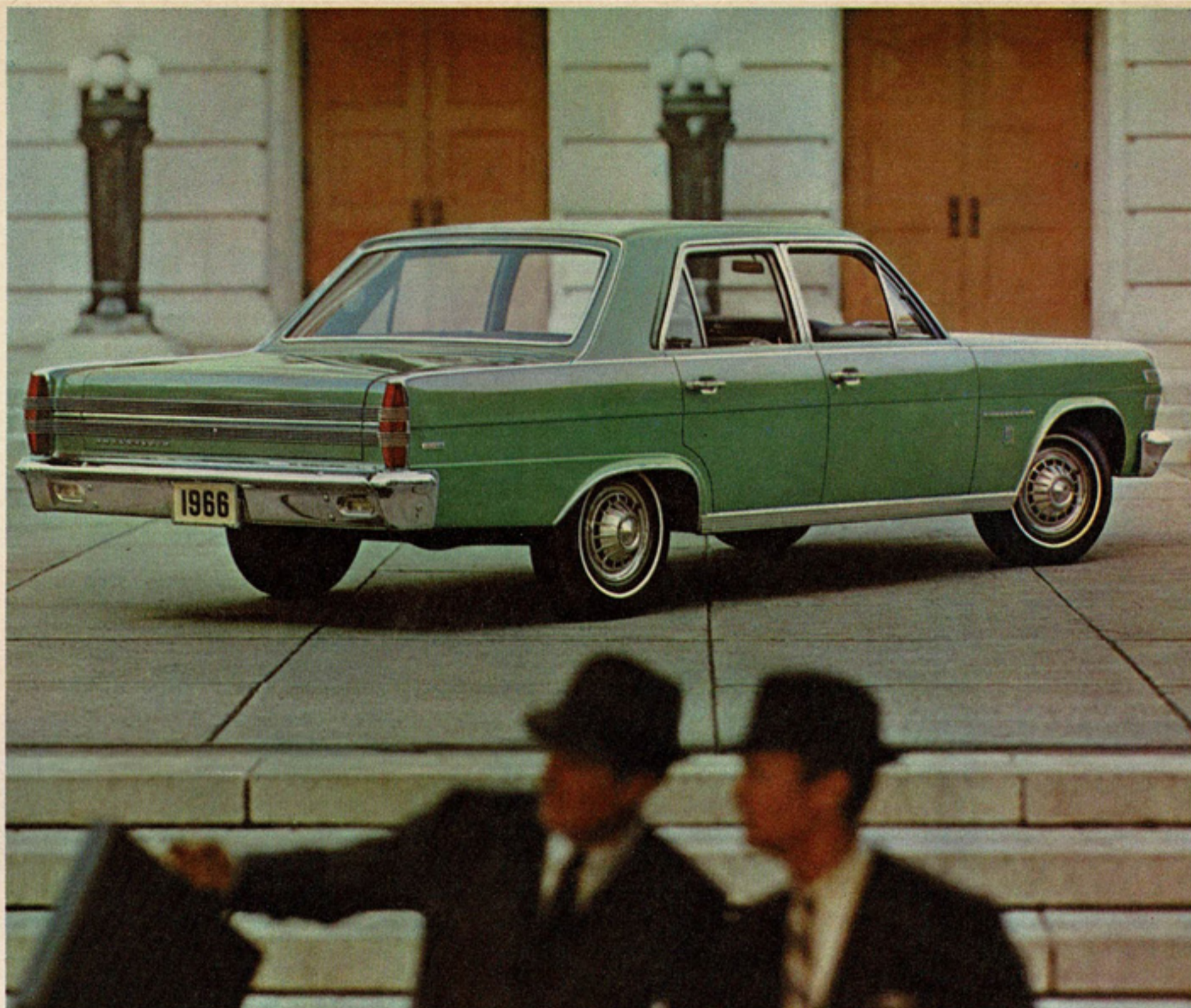
Want to spoil yourself further? We can help you. Order the DPL Custom Trim. That'll get you our distinctive Houndstooth Check upholstery, two matching throw pillows and a black vinyl-covered roof.

One of the nice things about Ambassador optional luxuries is that we make them affordable. Our new Cruise-Command automatic speed control is a perfect example. We've made it so simple that all you do is accelerate to the speed you want to maintain, then push a button. Cruise-Command takes over while you relax and do the steering. Because it's so simple, it's the lowest-priced system you can order on any car today.

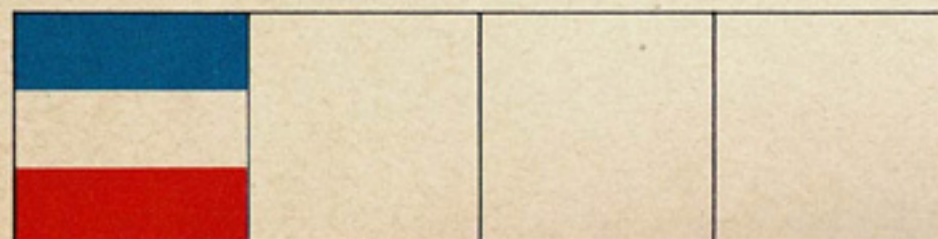
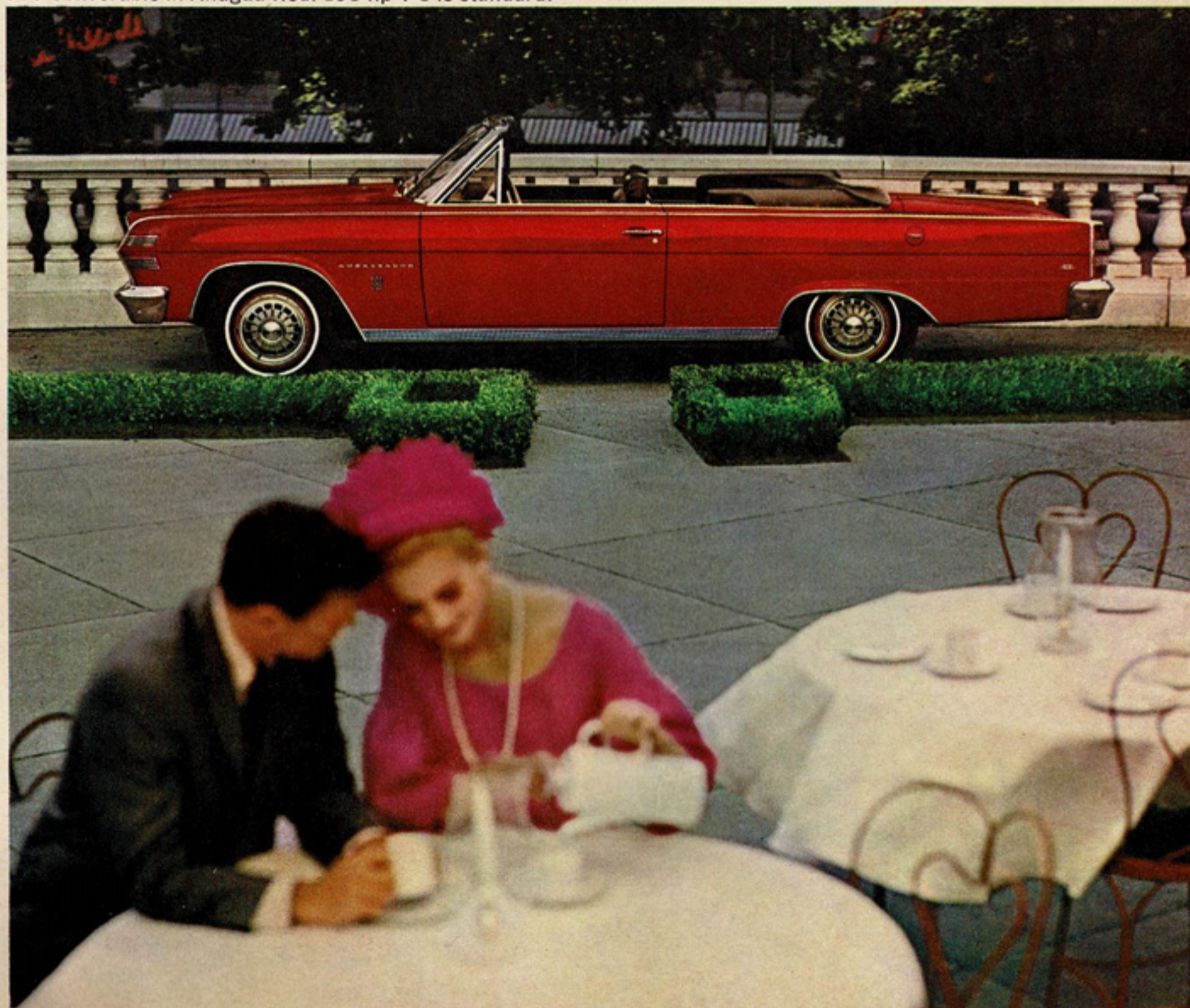
Want your luxury car to perform? You've come to the right place. The Ambassador comes with a hefty 232-cubic-inch Six as standard power. For those who want more machinery, we have three V-8's. There's a 198-hp version and a new 250-hp number. Both do their stuff on regular gas. Still too tame? Then tromp on our high-compression 270-hp job, and hang on tight.

What else can we tell you? Our Convertible comes with a new *flexible glass* rear window. One you don't have to zip out to lower the top. And both our 990 and 880 Cross Country Wagons are longer this year. You get more load space, and a longer cargo floor.

So if you're ready for luxury, why wait? Ambassador was made for you. It's the one luxury car that isn't oversize, overweight, and overpriced.



990 4-Door Sedan in Granada Green. The 4-Door comes in an 880 version, and you can also get an 880 2-Door. 990 Convertible in Antigua Red. 198-hp V-8 is standard.





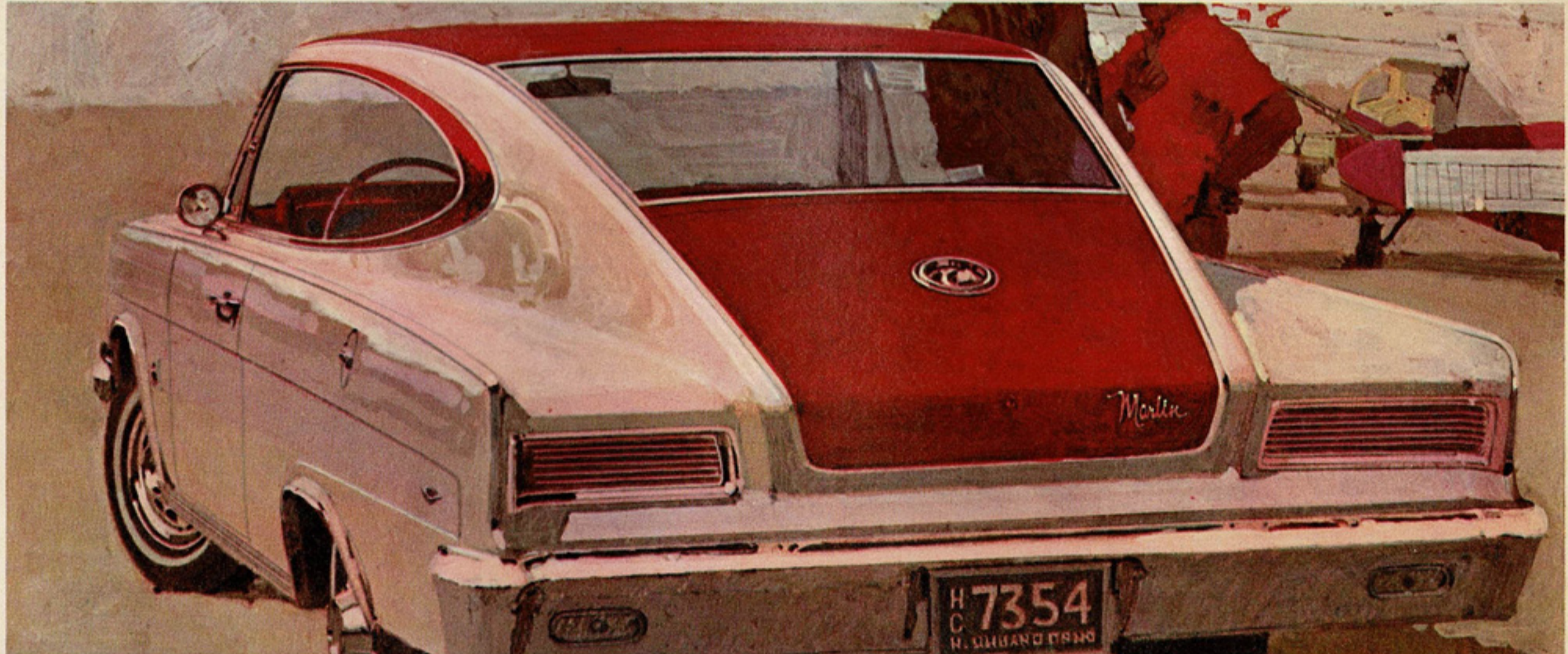
Some order four-on-the-floor . . . just for the fun of it.



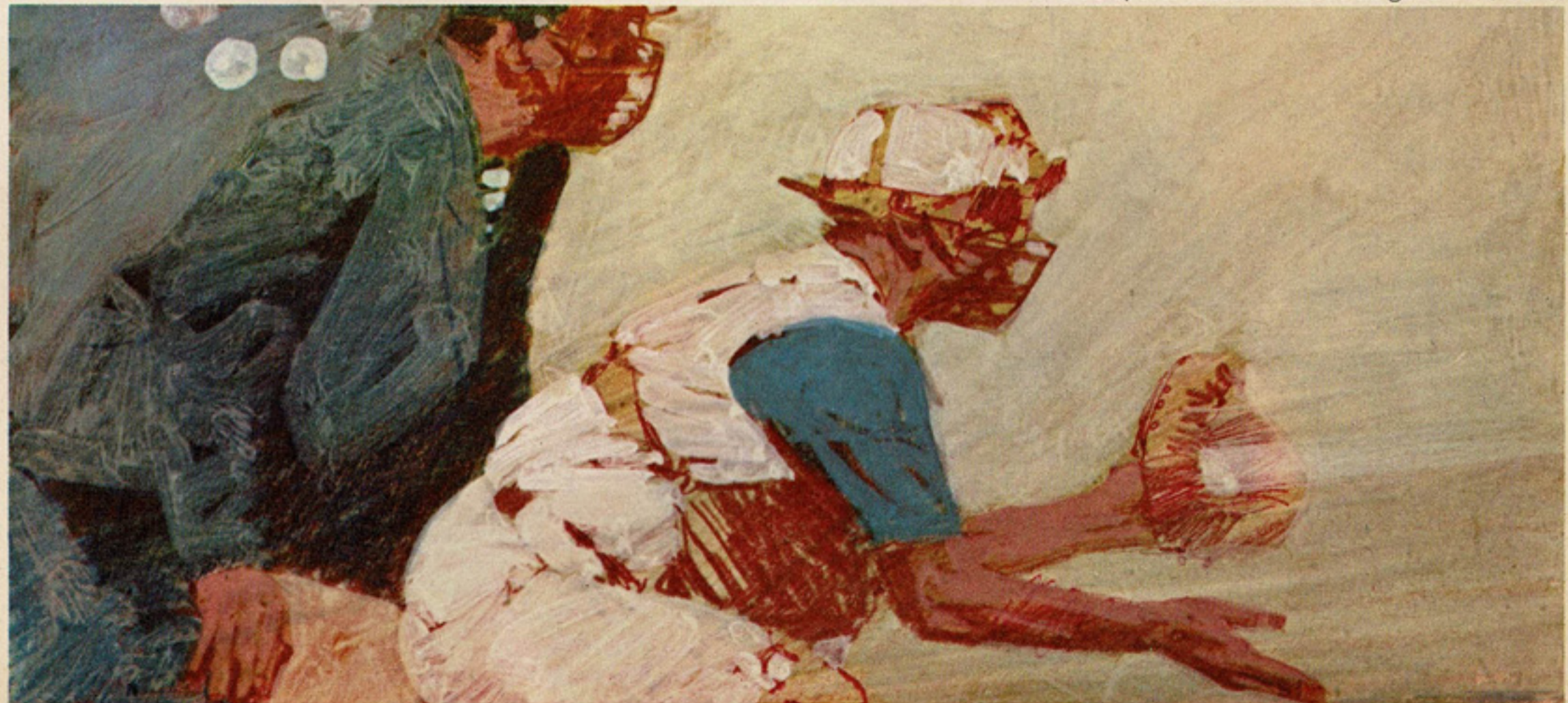
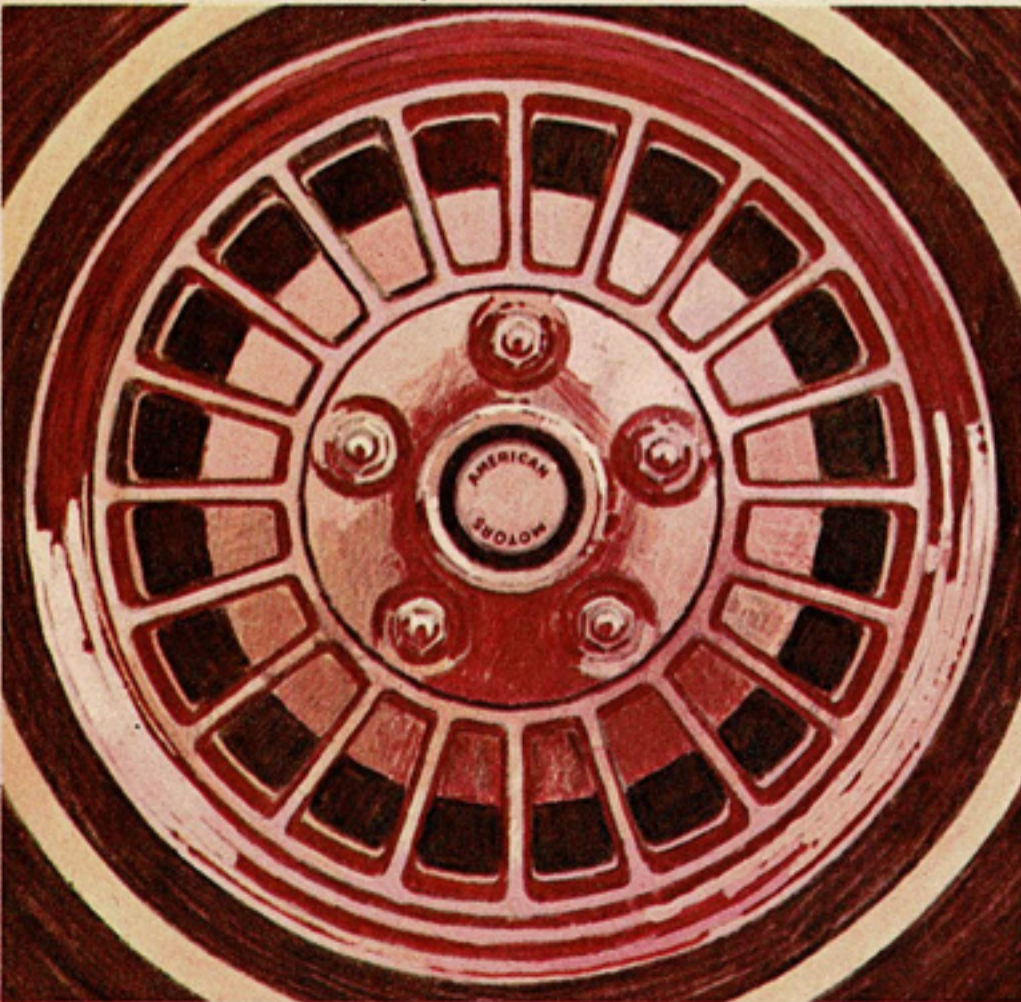
Clean, uncluttered lines from roof to rear bumper.



Turbo-Cast wheel covers: optional footwear for '66.



A true sports fastback. Goes as good as it looks.



There's one sure way to tell a '66 Marlin from other sports fastbacks.

Put your family in it.

You see, the '66 Marlin is America's first *full-size* sports fastback. Four-on-the-floor performance for you . . . three-in-the-back roominess for the wife and family.

But your bride may be dubious at first. So you'd best run her down to your American Motors dealer.

For openers, point out how Marlin seats six adults. Or half a den of Cub Scouts (if you can't avoid it).

Then show her the 12-cubic-foot trunk. The coil spring seats. The ball-bearing ashtrays. And the many features you get with American Motors' new standard Safety Package: padded instrument panel and sun visors, windshield washers, front and rear seat belts, outside rear-view mirror, backup lights and new higher-strength windshield glass.

Then, leave her alone to mull over family-car things. Like the advantages of ordering reclining seats. Or which of Marlin's nine exterior colors would go best with her hair.

Meanwhile you'll be picking out a nice, tame family-car power team. (Sure you will.)

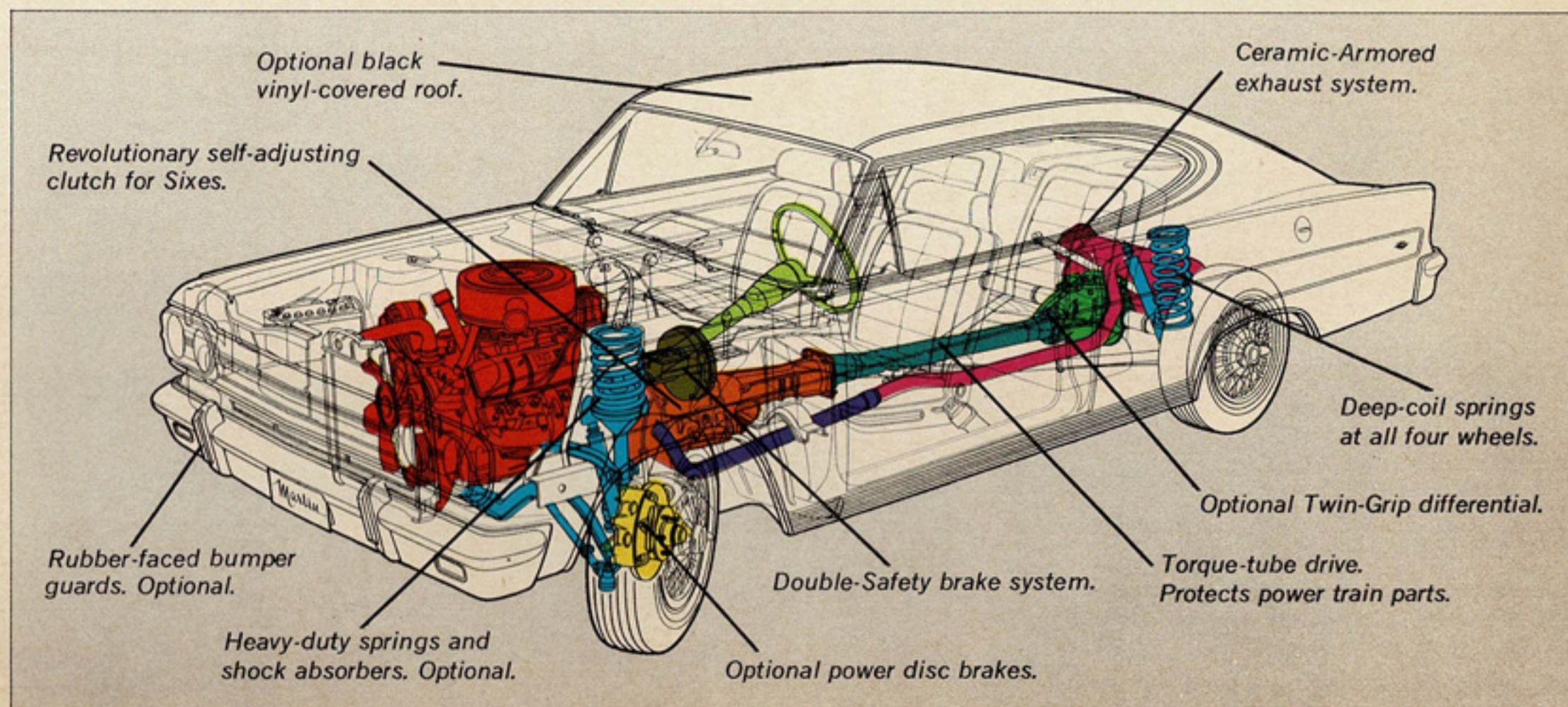
Pick from two Torque Command Sixes delivering 145 and 155 hp. Or three big V-8's ranging from 198 to 270 hp. A lot of engine in a car that goes 195" overall.

Transmissions? Tough decision. Standard three-on-the-tree? Overdrive? Four-on-the-floor? Or let's say you settle on the console-mounted automatic. You get to shift . . . your wife doesn't have to.

What else could you want in a sports fastback? Quality, sure. The kind a man can appreciate.

Things like two separate hydraulic brake systems. If one gets damaged, there's another to stop you. A Ceramic-Armored exhaust system (longest lasting system on any American car). A suspension with deep-coil springs at all four wheels. The list goes on and on.

So it turns out there are *two* good ways to tell the '66 Marlin from other sports fastbacks. You can put your family in it. And the quality is built in . . . not added on.





From our family album, Classic 770 Convertible in Britannia Blue. All-vinyl interior standard. Mortgage optional.

Now, if you're a guy with high hopes,
a \$15,000 mortgage, a wife, three
rug runners and a 67-lb. English bulldog...

The '66 Rambler Classic won't cramp
your style. Or your legs. Or your garage.
Or your bank account.

Notice the name "Rambler" big and bold on the hood.
We want to make sure people know what car they're
all excited about.

Fact is, this new Classic has more to attract attention
than Ramblers have ever had. And it's full of pleasant
surprises.

It performs like no Rambler you've ever driven. A 232-
cubic-inch Six is standard machinery. Biggest ever.
But that's just a place to start. There are two Torque
Command Sixes and three big V-8's. The big one checks
in at 270 hp, carries a 4-barrel carb.

If you're serious about your performance, you can order
bucket seats and sports console, and mount your
choice of transmissions (fully synchronized 4-speed or
stick-shift automatic) on the console. A new electric
tach gives you rpm's to shift by.

At the top of the line is the new Rebel Hardtop. It
comes with its buckets standard. Also a center armrest
and cushion, electric clock and special Rebel trim. If
you prefer, you can ask for the exclusive Rebel Custom
Trim. That includes vinyl-covered roof and rich Hialeah
Plaid upholstery, with two matching throw pillows.

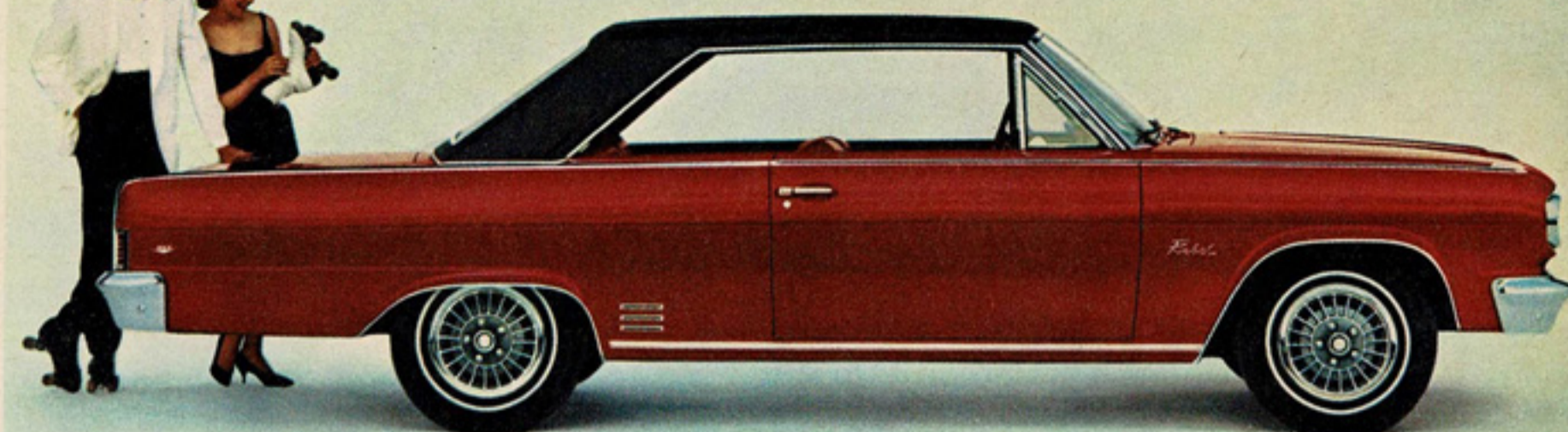
The Classic Convertible comes with a new *flexible glass*
rear window. Won't scratch. Won't cloud. Ever.

To add to our list of surprises, we've improved on
some established Rambler virtues.

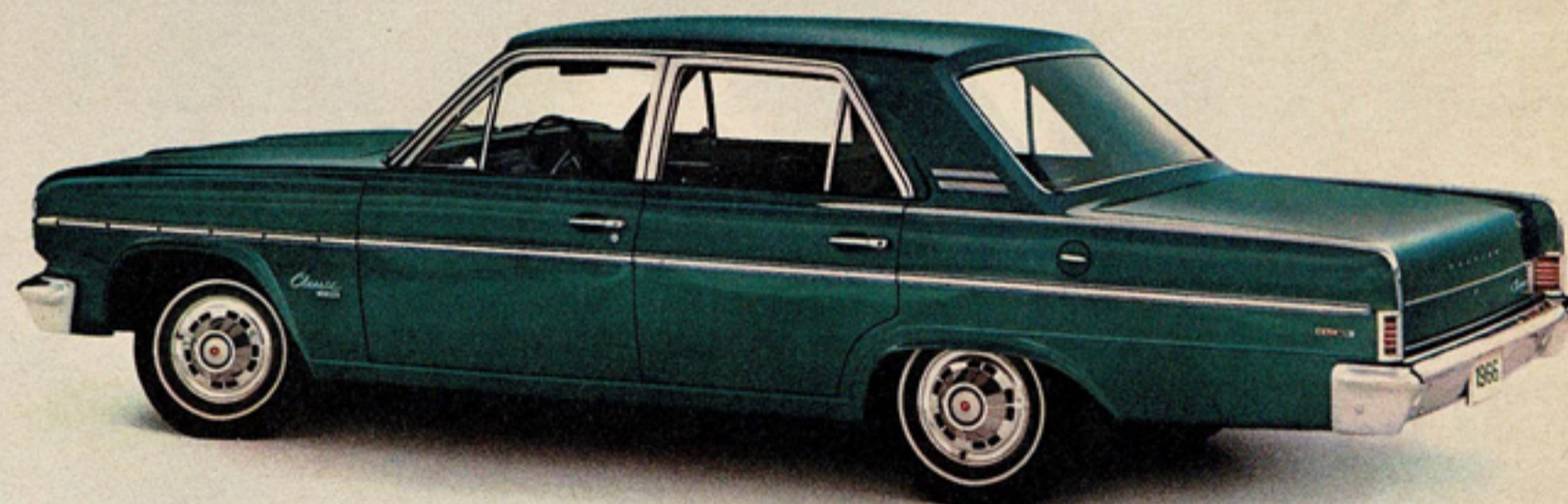
Roominess, for one. This year, every Rambler Classic
gives you more head room in the front seat. Hardtops
also give you more in the rear. And Classic Wagons are
bigger, with 83 cubic feet of cargo capacity and a
load floor that's over three inches longer.

Economy, for another. We added a new V-8 to our
engine lineup (327 cu.-in., 250-hp), and sure enough,
it runs on regular.

To save you something on the service end, you now
get a revolutionary *self-adjusting* clutch with Sixes.
By staying adjusted, it gives better clutch performance,
prolongs clutch life. The first new clutch in 30
years, and American Motors has it.



Rebel 2-Door Hardtop in Antigua Red. (Also 770.) Vinyl-covered roof, Turbo-Cast wheel covers are special sports options.



Classic 770 4-Door Sedan in Cortez Aqua. 4-Door comes in 550, and you can get a 550 2-Door.
Classic 770 Cross Country Wagon in Antigua Red and Classic Black. Also in 550. Roof-Top Travel Rack is standard.





Rogue 2-Door Hardtop in Caballero Tan and Frost White. (Also 440 Hardtop.) Roof and rear deck two-toning is a special Rogue option.
440 Convertible in Cortez Aqua. All-vinyl interior, vinyl-covered nylon top. Power-operated top is standard for '66.



The new Rambler American, packing its standard engine, can outperform any comparably equipped car in its class.

We even call one American "Rogue."

The Rogue at the left is a sassy new kind of Rambler American. The styling is new. Sleek. Racy. With a longer hood and slim bucket seats.

The new Rogue is a real mover. But so are all the '66 Americans. And that's the big difference.

Standard power is now a 199-cu.-in. Six that puts out 128 hp. That's up to 42% more than last year. Enough more to walk away from any other standard-engine compact.

Now, just imagine how it moves with the optional 232 cubic incher under the hood.

To go with its new performance, some great sports options. A new Handling Package (heavy-duty shocks and sway-bar). A new electric tachometer. And a 3-speed floor-shift automatic transmission, with a new thumb-button release for quicker shifting.

What's happened to Rambler economy? We'll make one prediction. For all its new power, when the '66 economy king is crowned, the American will be right up there. We added a new water-heated intake manifold on the "199" just to make sure.

Other economies? Well, the brakes are self-adjusting. You can go 32,000 miles (or 3 years) between major chassis lubes. And our 14-inch wheels (most of the others use 13) mean the tires should last a little longer.

And there's another Rambler virtue that is shared by even the least expensive American we build. That virtue is quality.

In every American, you ride on springs that are mounted in rubber cushions. Inside a body that starts tight and stays tight, because it's a single welded structure. Makes for a very quiet ride.

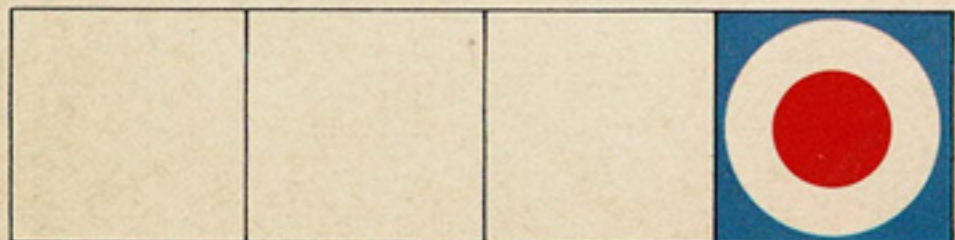
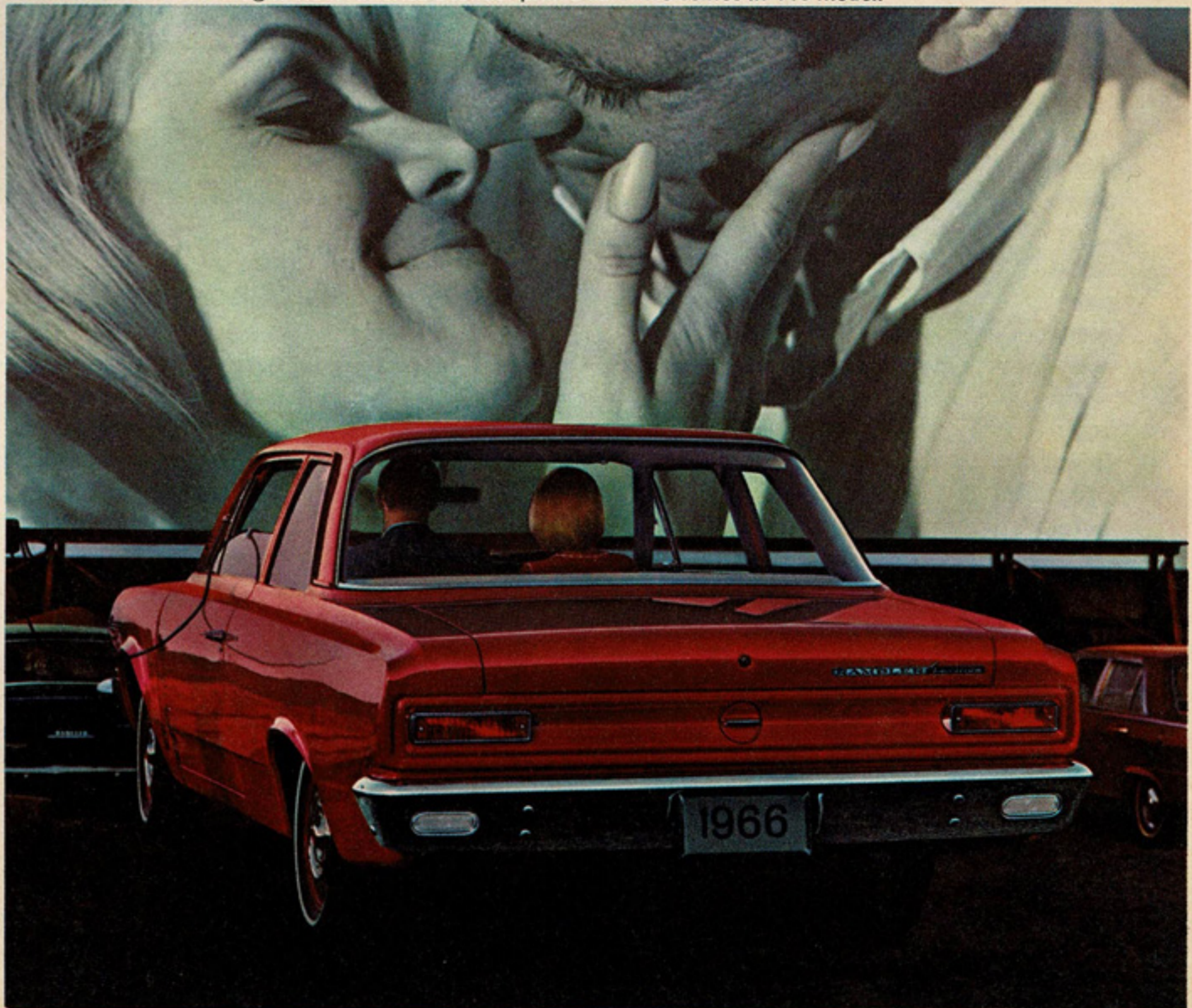
We dip every car right up to the roof in chromate primer. That way, wherever water can get, rustproofing has been there first.

We put seven main bearings, instead of four, in both our Torque Command engines. Use eight counterweights to balance them.

Things you can't see. But things we build into the American to make it work better, wear better, over the long haul. And, really, isn't that what you buy a car for? The long haul.

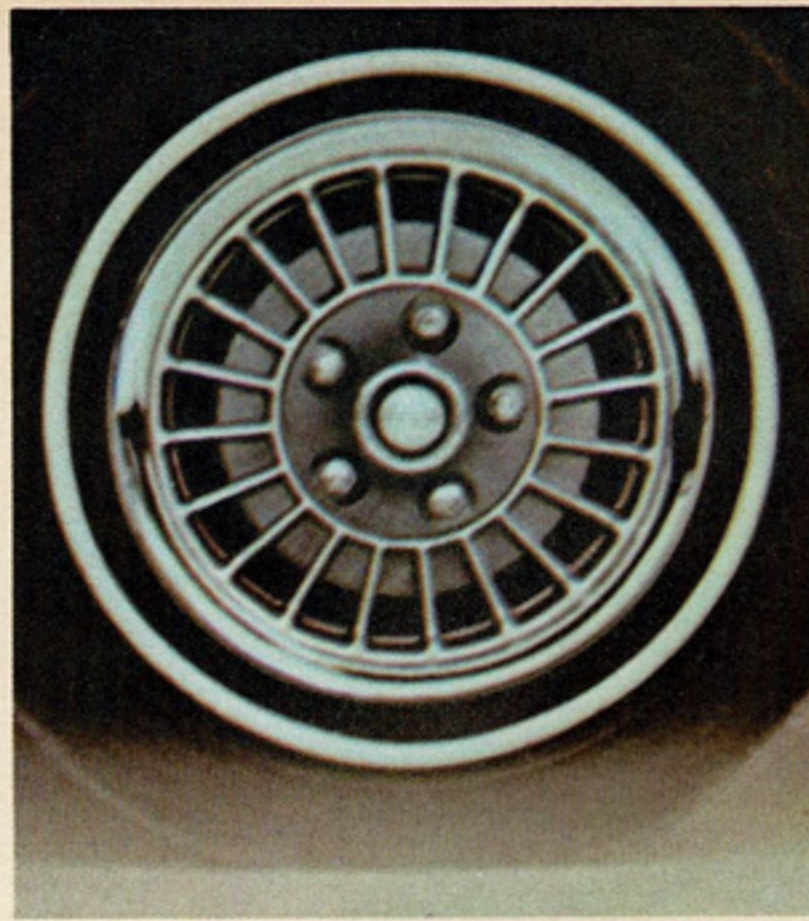


440 Station Wagon in Apollo Yellow. (Also 220.) Both have over 75 cu. ft. of cargo space. 220 2-Door Sedan in Antigua Red. America's lowest-priced car. Also comes in 440 model.

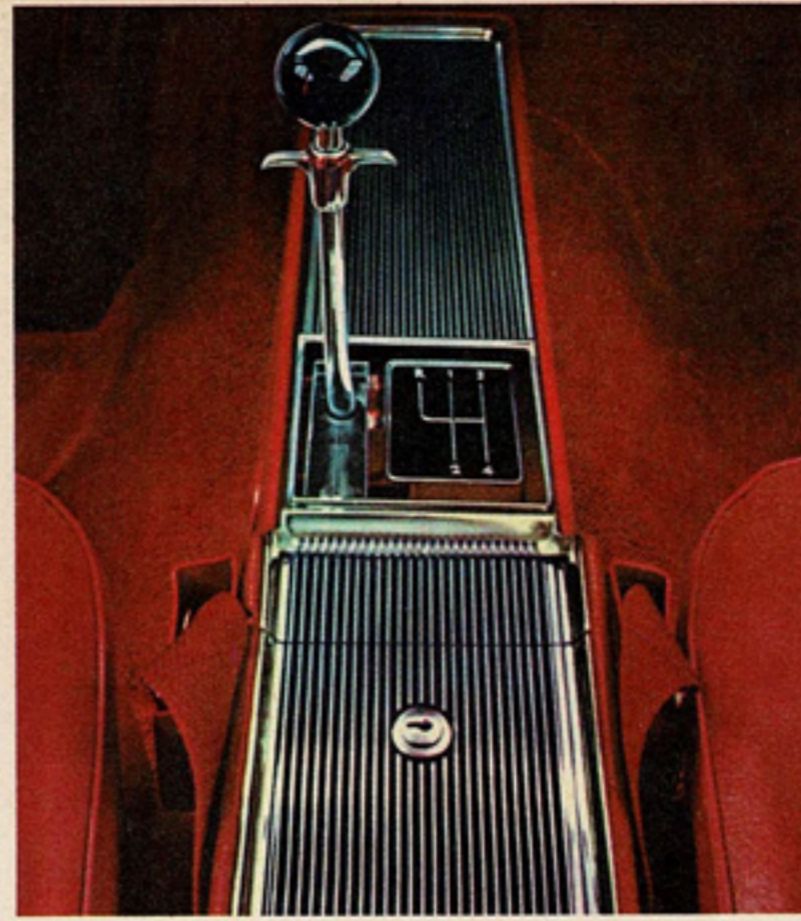




All-Season air conditioning.



Turbo-Cast wheel covers.



Fully synchronized 4-speed.

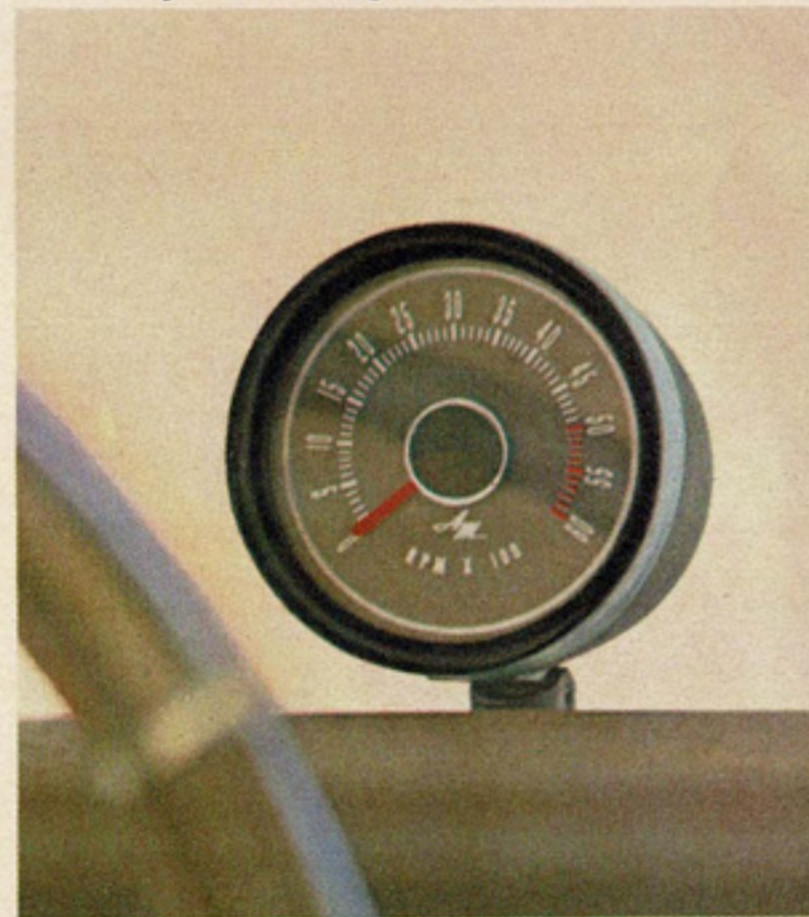


4-Way Hazard Warning Signal.

Performance (128 to 270 hp).



Eye-level engine tachometer.



Cruise-Command speed control.



Reclining seats (three different kinds).



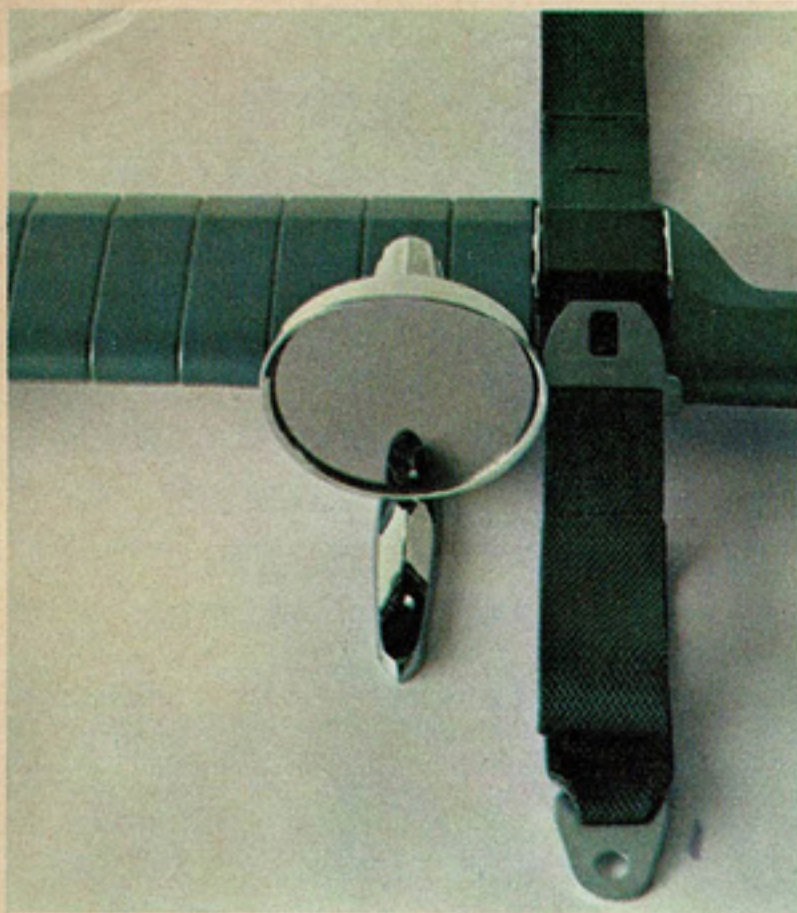
You get a long list of options to choose from. Have fun choosing.

ON ALL MODELS: 1. Two-tone paint 2. Wheel discs (std. on Rogue, Rebel, 990, DPL and Marlin) 3. Turbo-Cast wheel covers 4. Wire-wheel covers with spinners 5. Slimband whitewall tires 6. Bumper guards with rubber facings 7. Black vinyl-covered hardtop roof 8. Reclining seats, full cushion or individual (reclining buckets std. on Rogue, Rebel and DPL) 9. Safety headrests 10. Tachometer 11. Vinyl upholstery for wagons 12. Retractable front seat belts 13. Visibility Group: remote-control left outside mirror, inside tilt mirror, visor vanity mirror, electric wipers and washers 14. Light Group: trunk or cargo light, glove-box light, courtesy lights, parking-brake warning light 15. 4-Way Hazard Warning Signal 16. Solex glass (all or windshield only) 17. Custom steering wheel (standard on all except 220 and 550) 18. Power steering 19. Power brakes 20. Power-Lift wagon tailgate window 21. All-Season air conditioning 22. Twin-Grip differential 23. Dowgard® Full-Fill Coolant 24. Heavy-duty cooling system (standard with air conditioning) 25. Heavy-duty shock absorbers, with or without heavy-duty springs 26. Six-cylinder automatic transmission oil cooler, except American "232" 27. Undercoating 28. Air-Guard exhaust emission control system 29. Closed-type positive crankcase ventilation system (std. on "199"

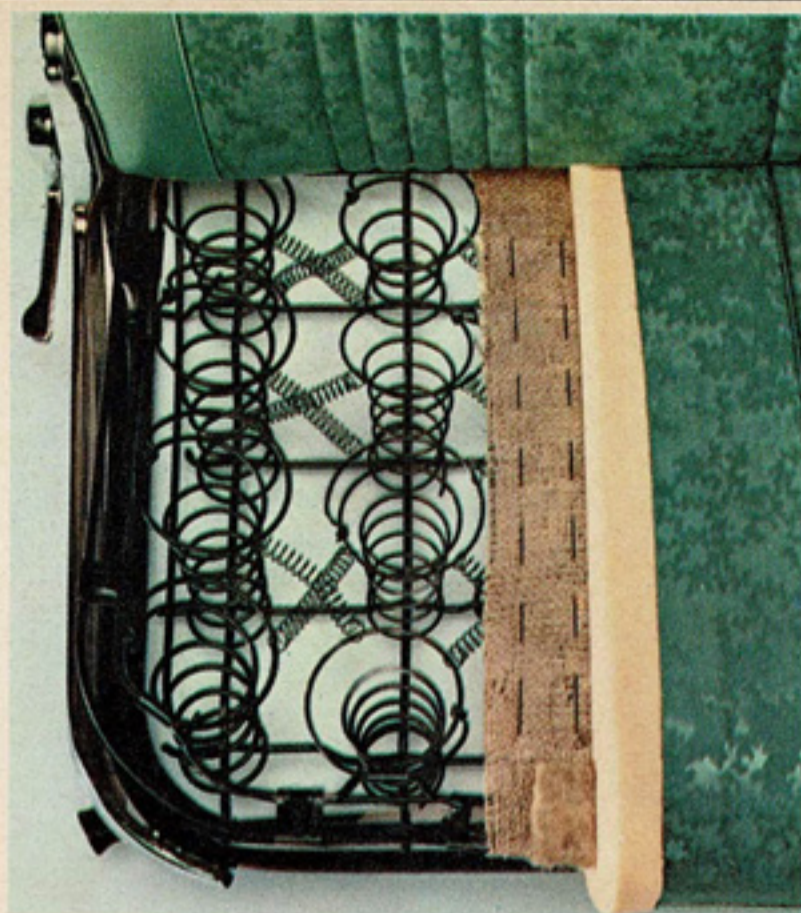
engine) 30. Electronic alternator, 40-amp (std. with air conditioning) 31. Battery, 70-amp 32. Heavy-duty clutch (Americans and V-8's)

ON CLASSIC, AMBASSADOR OR MARLIN MODELS: 1. Side-hinged wagon tailgate, with or without third seat 2. Simulated wood-grain exterior side panel for Ambassador wagons 3. Appearance Groups (standard on 990 and DPL): includes rocker panel and wheel opening moldings, with wheel discs 4. Custom Trim Package (DPL and Rebel, described elsewhere) 5. AM or AM/FM all-transistor radio 6. Duo-Cooustic or Vibra-Tone rear speakers (sedans and hardtops) 7. Power-Lift side windows (except Classic sedans and wagons) 8. Electric clock (std. on Rebel, 990, DPL and Marlin) 9. Rear-seat foam cushion (std. on 770, Rebel, 990, DPL and Marlin) 10. Vinyl upholstery (std. on conv. and buckets) 11. Power disc brakes 12. Cruise-Command automatic speed control (with auto. trans.) 13. Powr-Saver V-8 engine fan 14. Classic Six Handling Package (front sway-bar and H. D. springs & shocks).

ON AMERICAN MODELS: 1. Special black two-tone for Rogue with vinyl roof 2. Appearance Group: includes rocker panel molding plus wheel discs 3. AM/all-transistor radio, manual or push-button 4. Handling Package (front sway-bar and heavy-duty shocks).



New Safety Package (details below).



Coil spring seats.

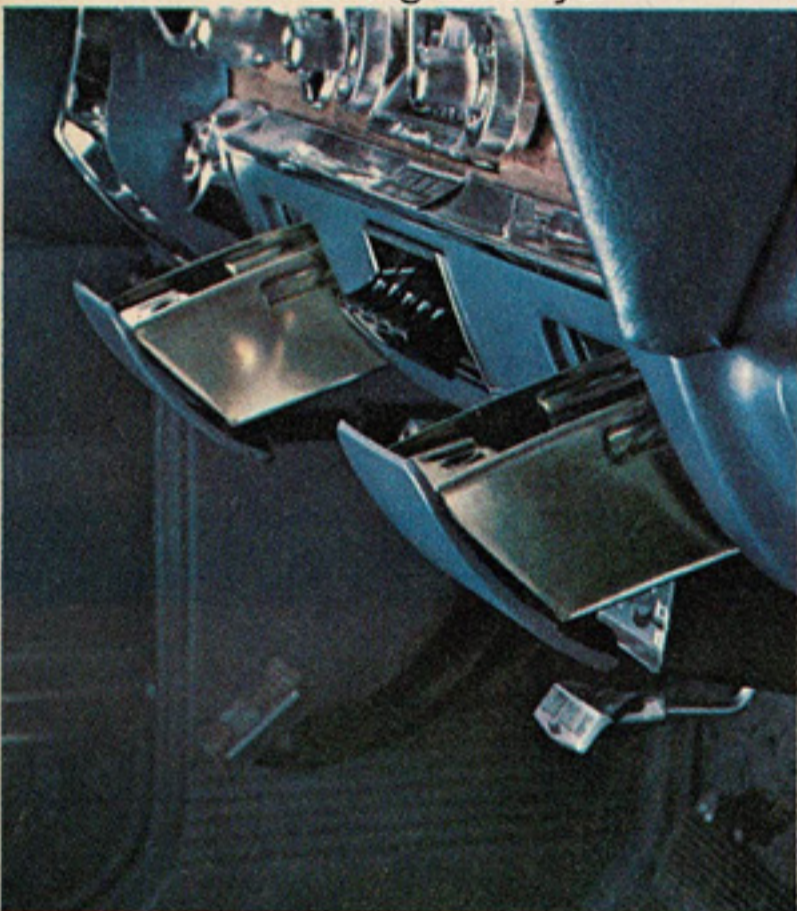


Double-Safety brakes.



Ceramic-Armored muffler.

Ball-bearing ashtrays.



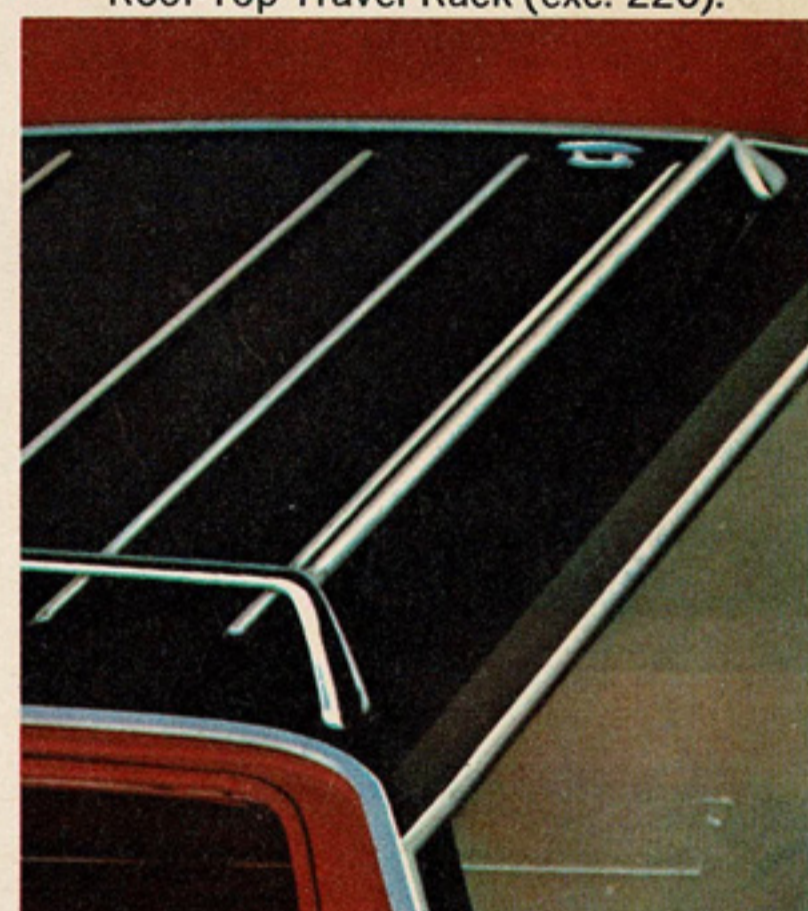
Deep-Dip rustproofing.



Molded acoustical headlining.



Roof-Top Travel Rack (exc. 220).



American Motors '66... where quality is built in, not added on.

MANY FEATURES THAT WE BUILD IN YOU WON'T EVEN FIND ON CADILLACS.

For example, you can't buy an American Motors car without a Ceramic-Armored 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. Not even Cadillac.

Our bodies are a single all-welded structure. No bolts to work loose and rattle. It makes things awfully quiet inside. And every body is dipped in rustproofing primer, 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. Of all the other cars built in the U.S., only Cadillac gives you a dual hydraulic braking system as standard equipment.

Our seats are made with coil springs. Like fine furniture the world over. Cadillac thinks they're better, too. But they only put them in their most expensive models. 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 Cadillac goes that far.

NEW STANDARD SAFETY PACKAGE. BUILT IN. Long a leader in automotive safety, American Motors makes a new series of safety features a standard part of every car for 1966.

You'll automatically 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 on your own. Now, like Double-Safety brakes, they're standard. Another example of American Motors leadership in building quality, and safety, into every car.



Accessories and power features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. 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.

