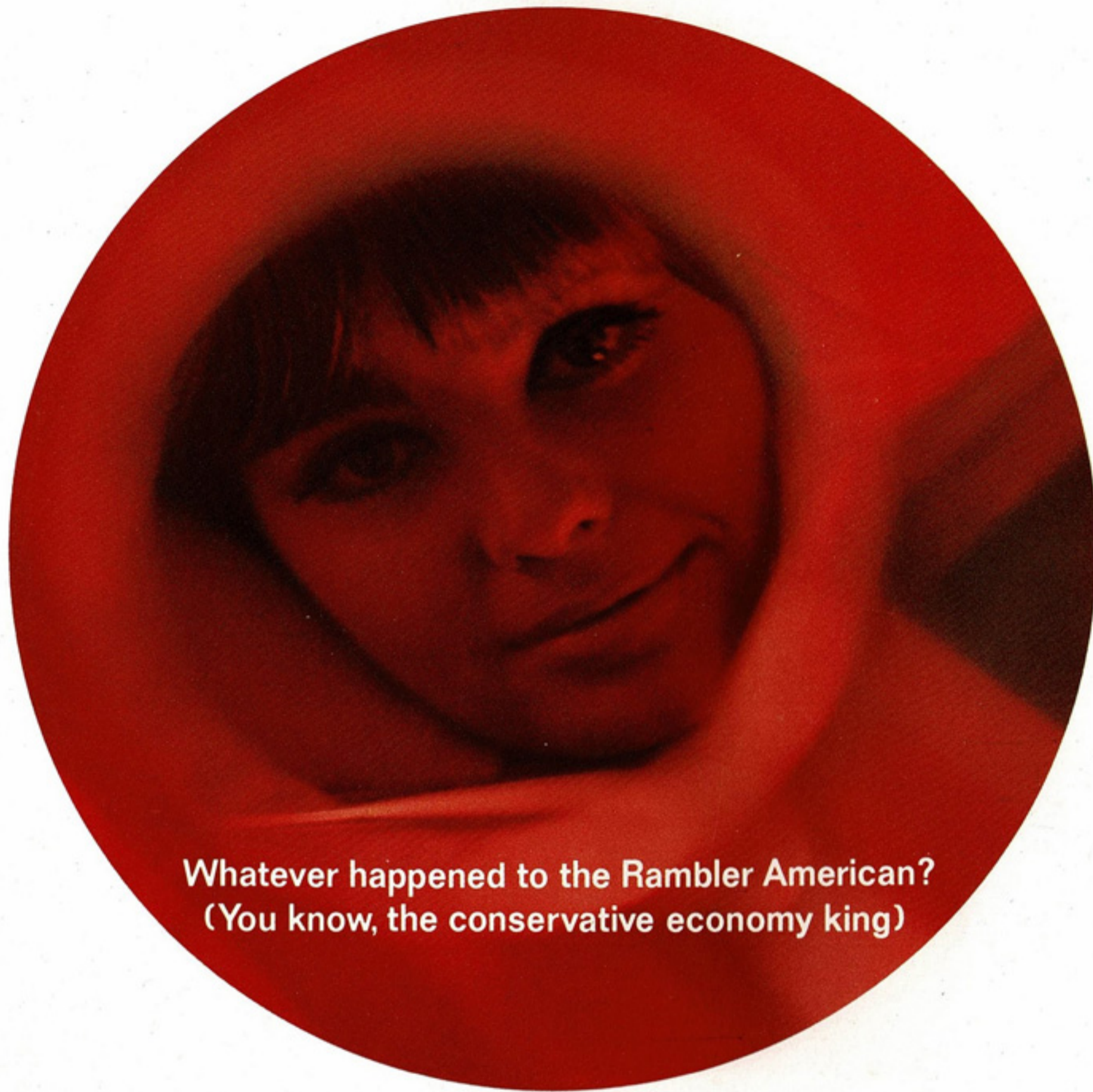


Rambler American '66



**Whatever happened to the Rambler American?
(You know, the conservative economy king)**



Whatever, indeed!

The new 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 sums up the change. It's 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 firepower than last year. Enough more to walk away from any other compact under standard power.

To go with its new performance, some great sports options. A new electric tachometer. A 3-speed, floor-shift automatic transmission, with a new thumb-button release for quicker shifting. And a between-seat console, with a lockable storage compartment.

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.

There are nine models of the new American in three varieties: 220, 440 and Rogue. They come in a total of thirteen colors, all Lustre-Gard acrylic enamels. And you have nine pages left to find out all about them.

Rogue Hardtop is shown here in Caballero Tan and Frost White. Roof and rear deck two-toning is a special Rogue option. Contoured bucket seats (below in Saddle Tan) with center cushion and armrest are standard. Both seats recline, are individually adjustable.





**For a car that's so darned practical,
our new 440 sure is a looker.**

The looks speak for themselves. But consider the 440's practical side.

First off, it's longer this year. But the big thing you'll notice is the roominess. The American has more of it than any other compact.

Next, it's a very economical car. To buy. And to operate. Its gas economy is a matter of public record (best mileage in every Mobil Economy Run entered). The brakes are self-adjusting. You can go 32,000 miles (or 3 years) between major chassis lubs. And our 14-inch wheels (most of the others use 13) mean the tires should last a little longer.

But the ultimate practicality is a thing called quality. Quality we build in like nobody else in the business. Two examples:

(1) Every Rambler American built has two hydraulic braking systems instead of one. Should one system fail, the other can stop you. Cadillac is the only other American car that gives you a second chance. (2) Every American has a Ceramic-Armored exhaust system. It should last longer than any system on the market today.

So if you'd like practicality in a very good-looking version, consider the 440. It comes five ways: 2- and 4-Door Sedans; 2-Door Hardtop; 4-Door Station Wagon; and one very slick Convertible. Pretty picking.

Our 440 4-Door Sedan, shown in Brisbane Blue and Britannia Blue. Interiors combine fabric and vinyl, come in six colors. Optional individually adjustable reclining seats are illustrated. This pair reclines in seven positions.





When you build a car like our 440 Convertible, people expect it to be fun to drive.

No problem.

If we ever get a complaint on that score, we're going to frame it. So far, we haven't bought any frames.

You see, being the most compact convertible built in America does have its advantages.

For example, with its new 199-cu.-in. Torque Command Six, the American has the best standard power-to-weight ratio of any car in its class. Now, just imagine how it moves with the optional 232 cubic incher under the hood.

The Convertible, like all Americans, is a beautiful handling car. Give it 36 feet of space and you can make a complete turn. Its size makes traffic more manageable. And you can turn it into a no-holds-barred performer by ordering the new Handling Package (heavy-duty shocks and front sway-bar).

Fun to drive? No problem.

If we've left any room for doubt, let us remind you it's a convertible. One with a vinyl-coated nylon top. Power operation is standard this year. And your top comes in four colors: white, black, tan and aqua.

But if we have you convertible buyers figured right, the top color won't matter most of the time. Who can tell what color it is when the top is down?

This 440 Convertible is Cortez Aqua. Optional buckets with armrest and console are shown below. Leather-grain vinyl upholstery is standard on all Convertibles. Knit backed, it's supple and long wearing. Comes in seven colors.





If you want a do-it-all Wagon that will do it on a budget, there are two great Americans to choose from.

We have one 440. One 220. The difference is simply how much luxury you want.

Both have over 75 cubic feet of load space. With the rear seat and tailgate down, the cargo floor is more than eight feet long. And the tailgate opening is over four feet wide. Just about anything you'd want to haul in a wagon you can haul in space like that.

Both Wagons also tote passengers. Six of them. In style. And no other wagon, regardless of price, offers you as many combinations of seating arrangement and color choice.

For example, you can have your choice of full-width seats, reclining or non-reclining. With or without safety headrests. Upholstered in fabric, or our porous vinyl in the reclining version. On the 440, you can even have reclining full-width seats split down the middle to make them individually adjustable.

Now back to our point about luxury. If you're content with an attractive and extremely practical Wagon—one with all the basic Rambler virtues but without all the frills—the 220 should get your nod.

But if you enjoy the extra touches, you'll enjoy the 440. Interior fabrics and trim are on the luxurious side. The passenger compartment, even the load floor, are covered with a deep pile carpet. And a Roof-Top Travel Rack is standard. That's our 440 for you. Nice extras, built right in.

Whichever you pick, for whatever duty, you'll find that Rambler American Wagons can handle the job.

The sport at the left is our 440 Station Wagon in Apollo Yellow. In 440's, we carpet your work room (below in green). And, in both our 440 and 220 Wagons, you can order a power-operated tailgate window.





This is our lowest priced Rambler American. If we hadn't told you, would you have guessed?

Not likely.

Although the American 220 2-Door Sedan actually carries the lowest list price of any car made in America, it doesn't look it.

Furthermore, it isn't built like it. Doesn't wear like it. Doesn't ride like it.

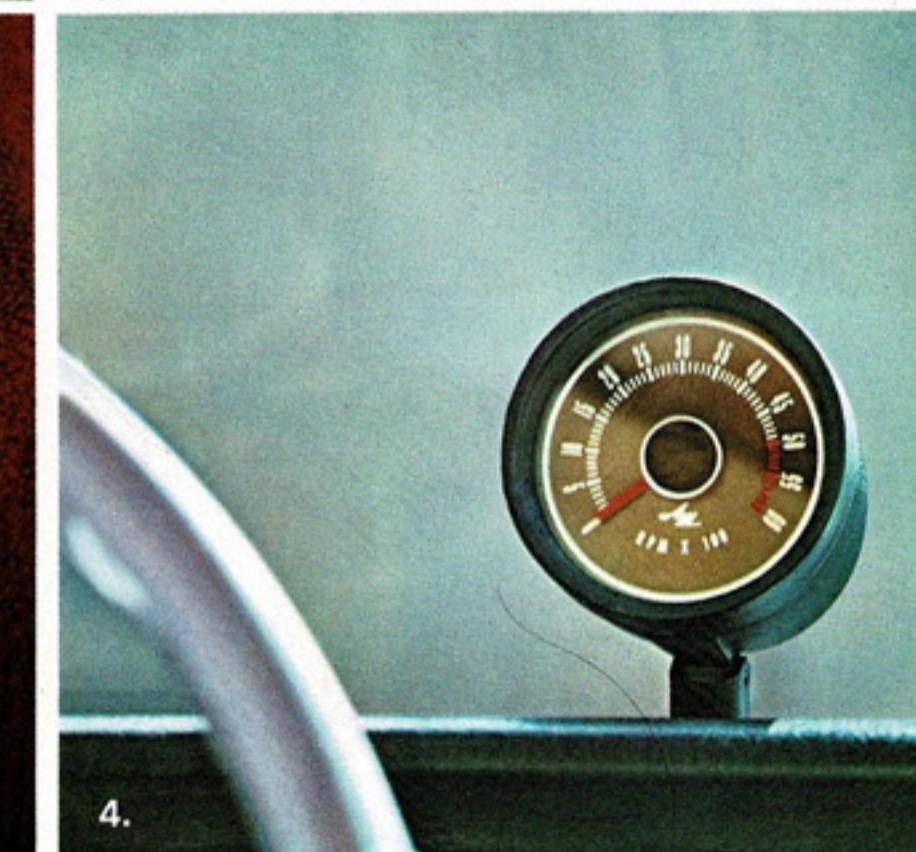
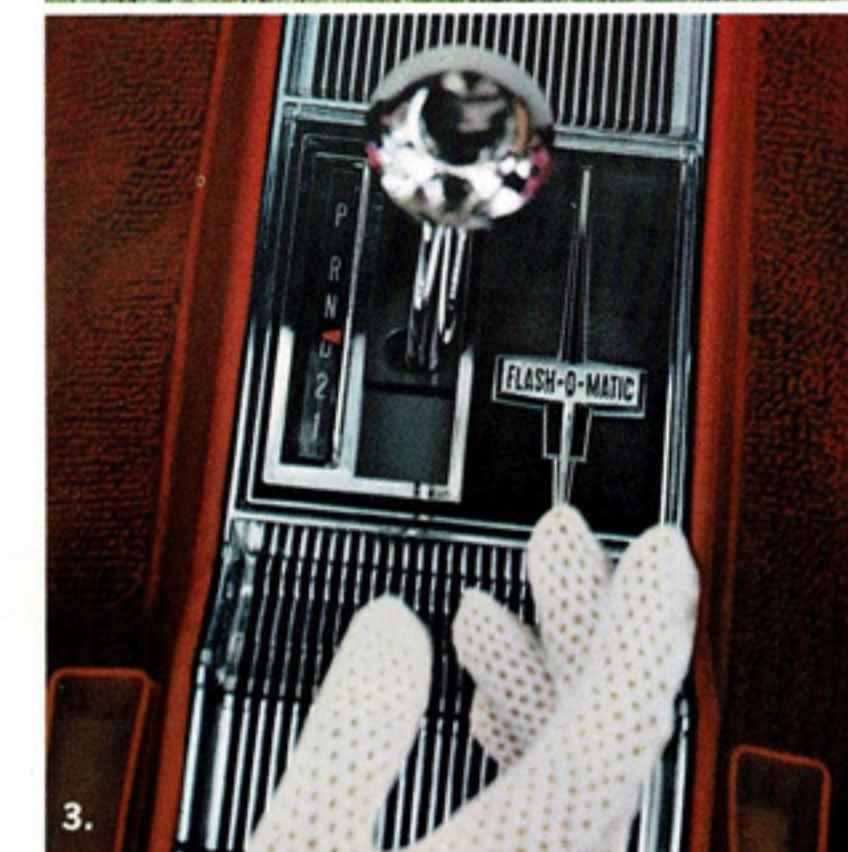
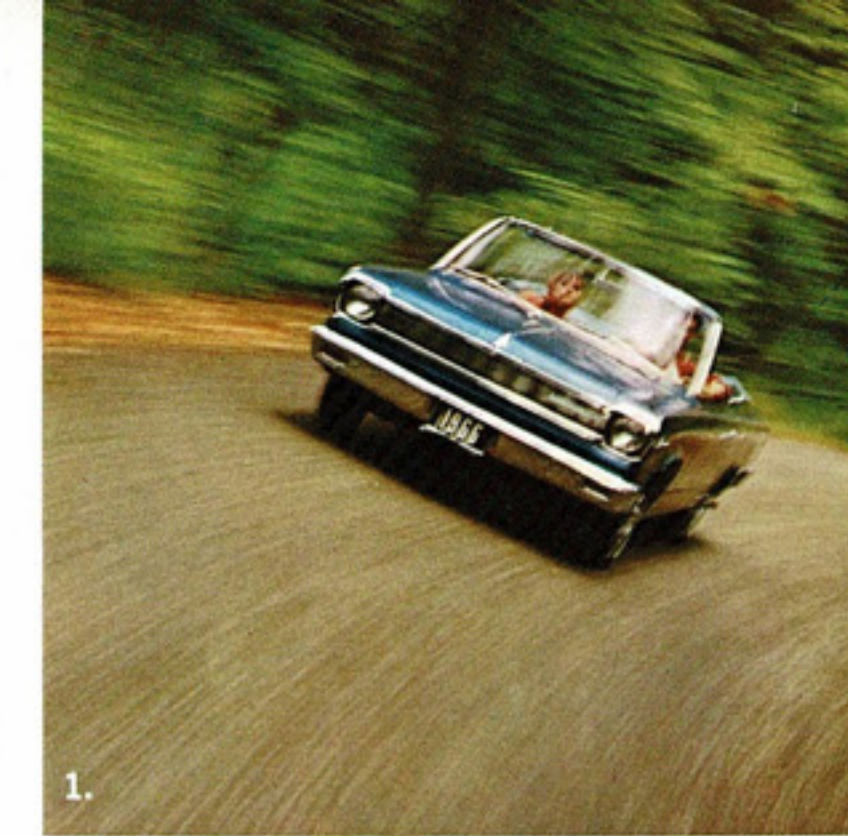
In our American, you ride on springs that are mounted in rubber cushions. Inside a body that starts tight, and stays tight, because it's a single welded structure. The result is a ride so soft and quiet . . . Well, if you had to guess blindfolded, you'd name some pretty high-priced names.

We dip every car right 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 that we build into our cars to make them work better, wear better over the long haul.

And, really, isn't that what you buy a car for? The long haul.

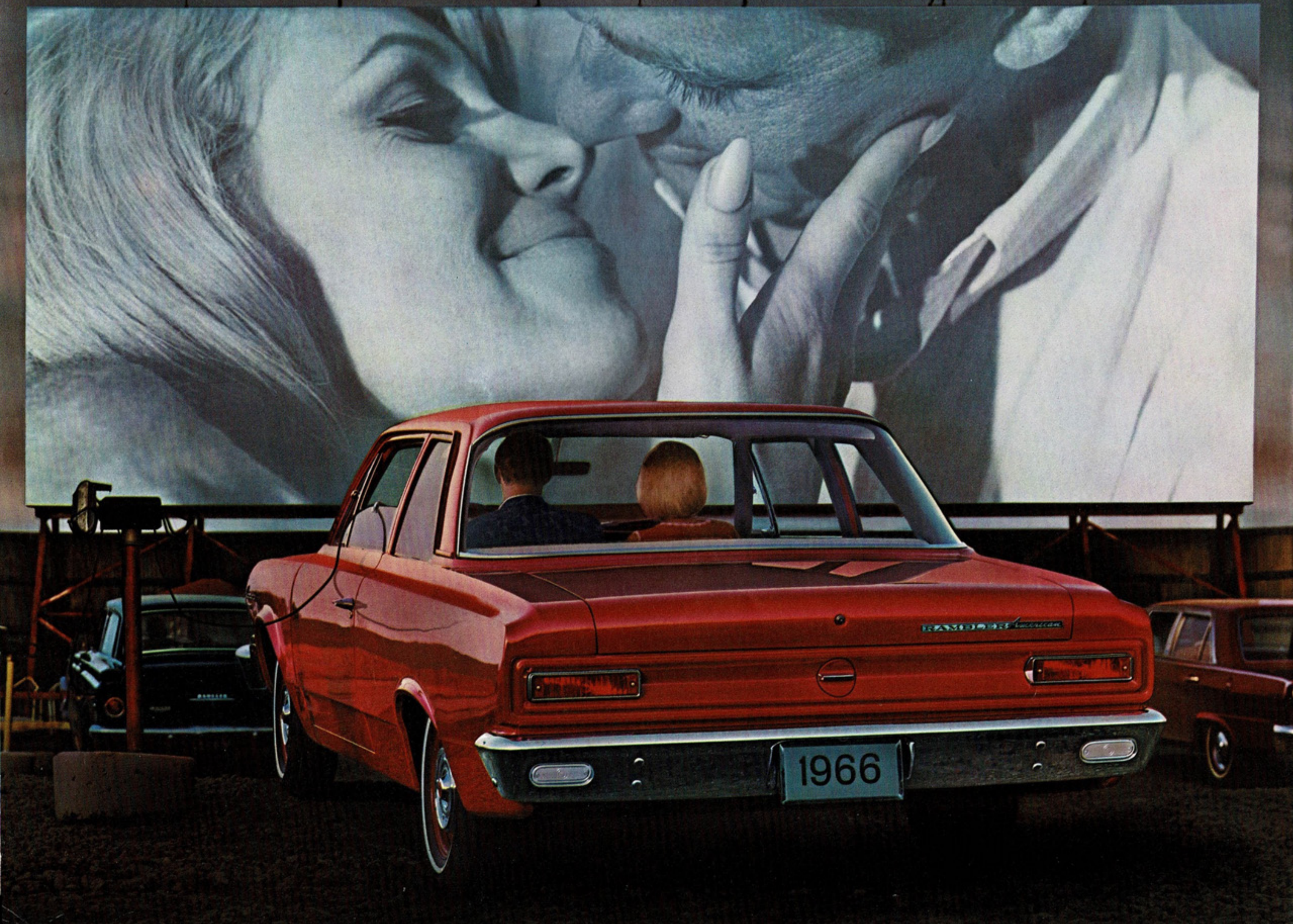
At sundown, our 220 2-Door Sedan in Antigua Red. The 220 also comes in 4-Door Sedan and 4-Door Station Wagon models.



We have a long list of options for you to choose from. Have fun choosing.

1. Optional big Six (232-cu.-in., 155-hp) 2. Turbo-Cast wheel covers 3. Shift-Command automatic with "232" (new thumb-button floor-shift control) 4. Electric tach (dealer accessory) 5. All-Season air conditioning 6. 4-Way Hazard Warning Signal 7. Twin-Grip differential 8. Electric wipers and washers 9. Column-mounted Flash-O-Matic transmission radio 12. Power steering 13. Power brakes 14. Power-Lift tailgate window 15. Porous vinyl upholstery (for wagons) 16. Exterior Appearance Group (rocker panel moldings and wheel covers) 17. Solex glass (with improved blue Sunshade for windshield) 18. Wheel discs (standard on Rogue) 19. Wire-wheel covers with spinners 20. Light Group: trunk or cargo light, glove-box light, courtesy lights, parking-brake warning light, and front door switches (standard on 440 and Rogue) 21. Visibility Group: remote-control left outside mirror, visor vanity mirror, inside tilt mirror, electric windshield washers and wipers 22. Retractable front seat belts 23. Dowgard® Full-Fill Coolant 24. Heavy-duty cooling system 25. New Handling Package: heavy-duty shocks and sway-bar 26. Heavy-duty springs and shock absorbers or shocks only 27. Bumper guards (rubber faced) 28. Black

vinyl-covered roof for hardtops (also black paint for Rogue rear deck, with vinyl roof) 29. Two-tone paint (23 combinations for Rogue and 440; 21 for 220) 30. Reclining seats, full cushion or individually adjustable 31. Reclining bucket seats with center armrest and cushion (standard on Rogue) or console 32. Safety headrests 33. Undercoating 34. Custom steering wheel (standard on 440 and Rogue) 35. New slimband whitewalls 36. 6.95 x 14 or 6.85 x 15 tires 37. Air-Guard exhaust emission control system (required for California) 38. Closed-type positive crankcase ventilation for "232" engine (standard on "199") required for California 39. 40-amp electronic alternator (standard with air conditioning) 40. 70-amp battery 41. Automatic transmission oil cooler for "199" engine 42. Heavy-duty clutch.



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

Many features that we build right 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?

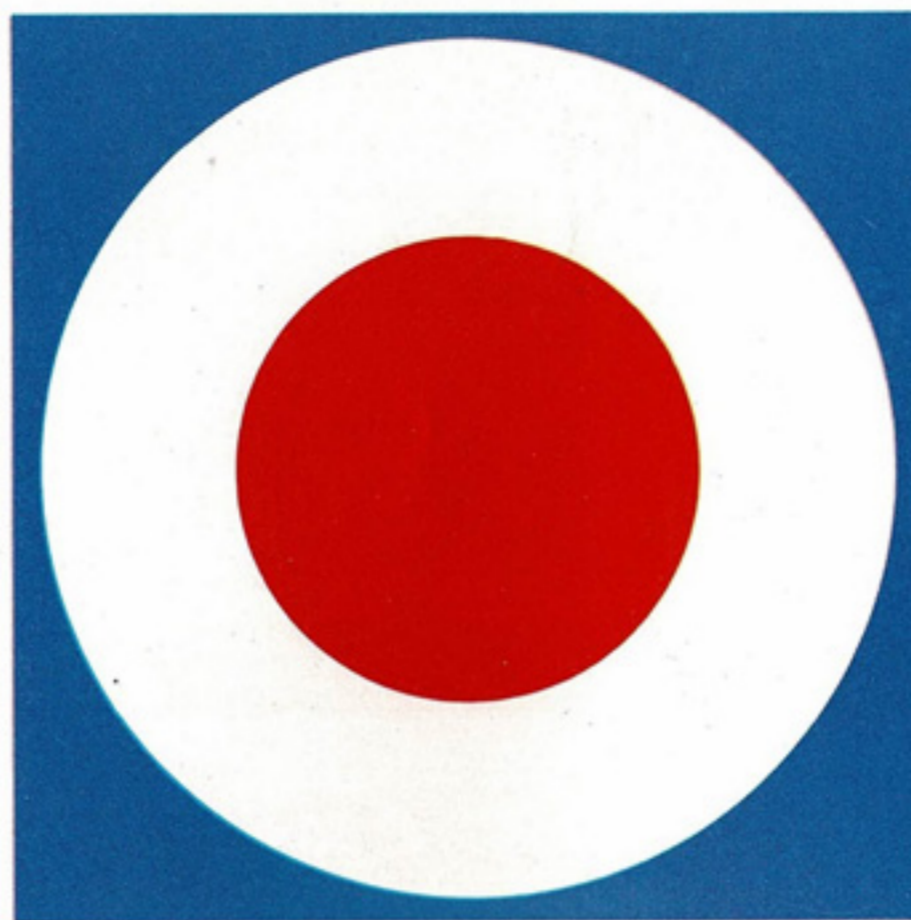
Who else gives you an exhaust system that lasts as long? Nobody. Not even Cadillac.

Our bodies are 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. 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. 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 standard on every 1966 car.

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

Standard Equipment

New Safety Package (details above). Variable-speed windshield wipers with vacuum power-booster fuel pump. Improved Weather-Eye heater. Turn signals. Engine-oil filter. Fuel filters in tank and fuel pump. Anti-smog closed-type positive crankcase ventilation system for "199" (open-type PCV for "232"). Cellulose-fiber carburetor air cleaner. Automatic choke. Front door armrests. Rear armrests (except 220). Cigarette lighter (except 220). Front ashtray. Rear ashtrays (except 220). Trunk or cargo floor covering. Full-width loop-pile floor carpeting (rubber mat for 220). Front-seat foam cushion (also rear for Rogue). Dome or side-pillar lights. 14" wheels with five tubeless blackwall tires. Power-operated convertible top. Station wagon Roof-Top Travel Rack (except 220 Wagon). Glove-box lock (except 220). Two coat hooks (except convertible).

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

The Technical Side

Dimensions: Wheelbase 106". Length 181". Loaded height, 54.5" for sedans and wagons, 53.4" for hardtops, 54.4" for convertibles. Width 69.5". Front tread 56", rear tread 55". Loaded ground clearance 6" (approx.).

Chassis: Hypoid-gear differential. Direct-action, independent front suspension with coil springs. Rear suspension with semi-elliptical leaf springs. Double-Safety brake system. Self-adjusting brakes, bonded linings. Brake diameter 9", lining area 139.5 sq. in. (153.8 sq. in. with "232" engine). Pull-type parking brake. 14" wheels with 6.45 x 14 tubeless blackwall tires. (Optional sizes—6.85 x 15, 6.95 x 14.)

Windshield-wiper power-booster fuel pump. Fuel-tank approximate capacity 16 gallons. Ceramic-Armored muffler, tailpipe and exhaust pipe.

Electrical: Standard 35-amp electronic alternator with sealed transistorized voltage regulator (40-amp with air conditioning). Power-Guard "24" Intercell battery (50-amp, standard; 60-amp, standard with air conditioning; 70-amp, optional).

Body: All-welded, single-unit body construction with Deep-Dip rustproofing. Fresh-air ventilation. Air-intake screen. Long-wearing triple-coated Lustre-Gard acrylic enamel finish. Thirteen solid colors (twelve on 220's). Vinyl-coated nylon convertible tops in four colors: black, white, tan and aqua. Molded foam-and-fiber acoustical headlining. Curved side-glass. Extruded-aluminum grille.

'66 American Performance Selector

	Engines		
	"199" Six, Std.	"232" Six, Opt.	
Horsepower @ rpm	128 @ 4400	155 @ 4400	
Torque @ rpm	182 @ 1600	222 @ 1600	
Carburetor	1-Barrel	2-Barrel	
Compression Ratio	8.5:1	8.5:1	
Fuel Required	Regular	Regular	
Displacement	199 cubic inches	232 cubic inches	
Bore and Stroke	3 3/4" x 3"	3 3/4" x 3 1/2"	
Transmissions and Axle Ratios To Match			
Body Styles	"199" Six		"232" Six
	Sedans and Hardtops without air conditioning	Wagons, Convertibles, and all with a/c	All Body Styles
Column-Shift			
3-Speed Manual	3.08:1 (3.31)*	3.31:1	3.31:1
Overdrive (Opt.)	3.08:1 (3.31)*	3.58:1	3.58:1
Automatic (Opt.)	2.73:1 (3.08)*	3.31:1	3.31:1
Floor-Shift†			
Automatic (Opt.)	—	—	3.31:1

*Optional at no extra cost.

†On 440 and Rogue.

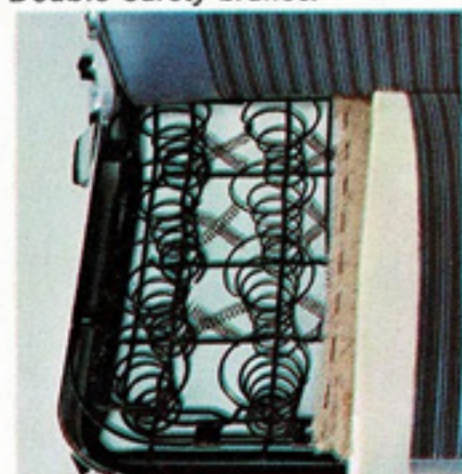
Accessories and power features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models or prices at any time without incurring obligation.



Double-Safety brakes.



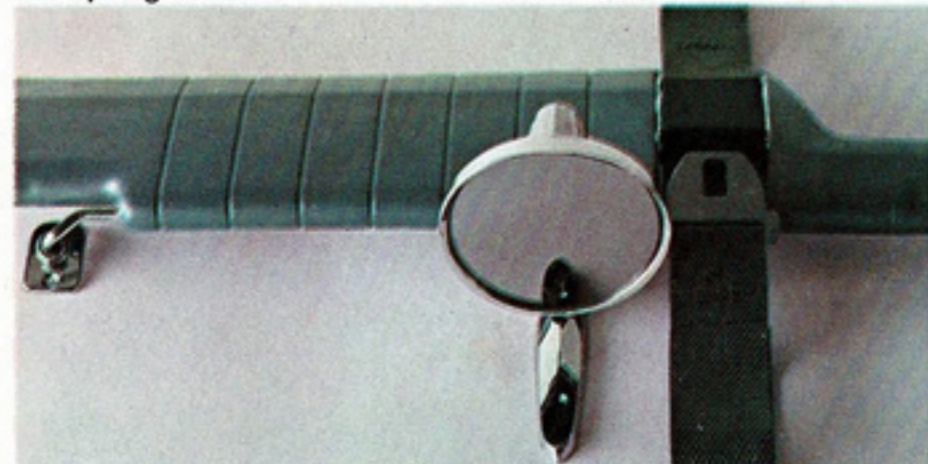
Ceramic-Armored muffler.



Coil spring seats.



Ball-bearing ashtray.



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