



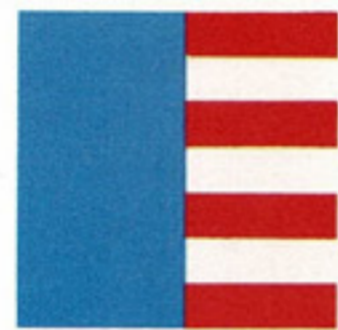
So you know all about Rambler.
Roomy. Economical. Dependable.
Too practical to be exciting.
Boy, are you in for a surprise.

Rambler Classic '66





Just look.



Notice the name "Rambler" big and bold on the hood. We've made some changes. And we'd like to make sure people know what car they're all excited about.

Fact is, the '66 Classic has more to admire than Ramblers have ever had. What's more, it's full of pleasant surprises.

It performs like no Rambler you've ever driven. And why not? It carries a 232-cubic-inch Six as standard machinery. Biggest ever. But that's just a place to start. There are two Torque Command Sixes and three big V-8's, and we'll give you details as we go.

If you're serious about your performance, you can order the new Handling Package. That'll give you heavy-duty springs and shocks, plus a front suspension sway-bar (standard with V-8's). And a new electric tach gives you rpm's to shift by.

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

In typical Rambler fashion, we've taken a luxury option and made it less expensive. Our new Cruise-Command automatic speed control lets you preset the speed you want to maintain, then takes over for you. Premium feature. Popular price.

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

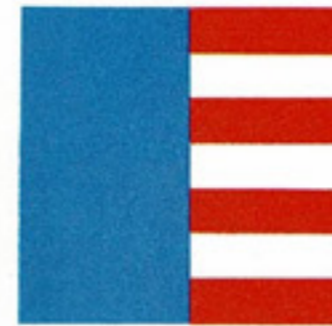
Roominess, for one. Last year, no car in its class gave you more combined head room, leg room and shoulder room than the Classic. This year, we've provided even more front seat head room, just for good measure.

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, we give you 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.

While we're on the subject of maintenance, remember that Ramblers are made to go 3 years or 32,000 miles between major chassis lubes. And who knows how long between mufflers.

With our Ceramic-Armored exhaust system, the one thing we're certain of is this: you'll go longer than you've ever gone before.



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

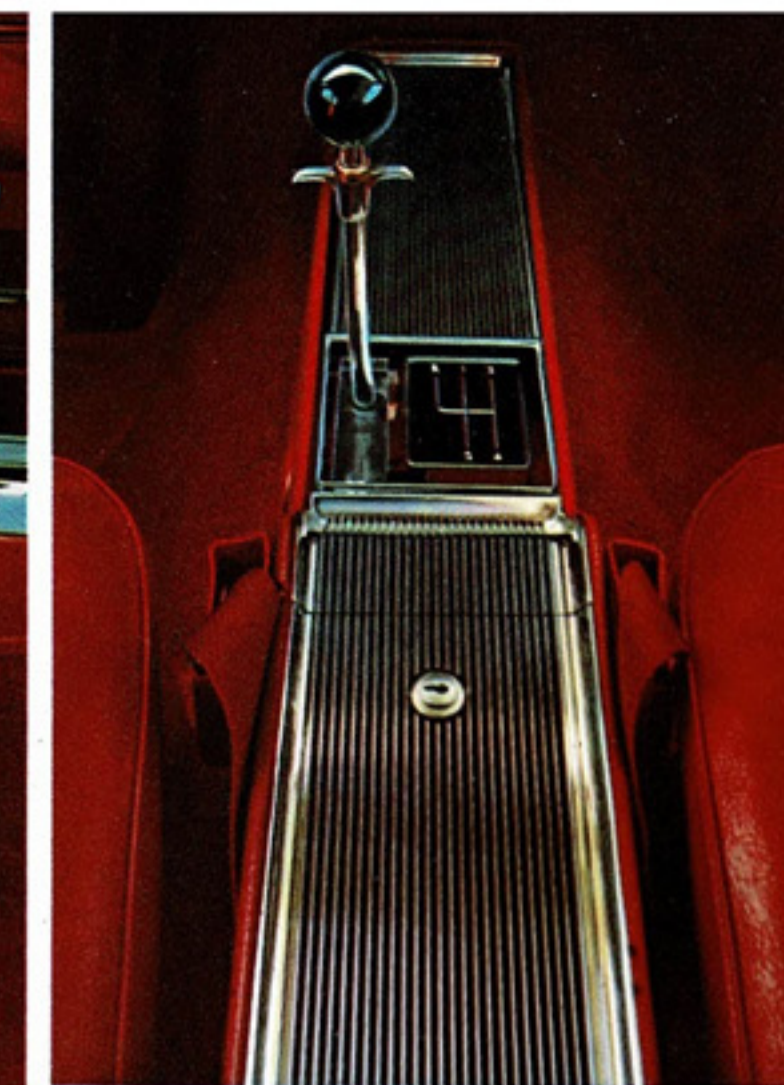
**Here's a car that won't cramp
your style. Or your legs. Or your garage.
Or your bank account.**

Rambler Classic '66



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

Why do we call this the Rebel, when anyone can see it's a 2-door hardtop?



When a car comes with two big bucket seats, and you can put a "327" V-8 under the hood and "four" on the floor, you can't just call it a 2-door hardtop.

So we call it Rebel. Seems to fit.

The bucket seats are standard. And they recline. Among the Rebel's other appointments are things like an armrest and seat cushion between the buckets. An electric clock. Chrome roof bows. And special trim and identification.

You also have some special choices. The Rebel Custom Trim is the most distinctive "dress up" package being offered on any car today.

The roof is covered in black, leather-grain vinyl. The seats and door panels (above left) carry beautiful Hialeah Plaid upholstery. And you get two throw pillows covered in the same material, another exclusive.

Your performance choices are wide open. Besides the two Sixes, you can pick from three V-8's. Tops is a 270-hp high-compression job that checks in at 327 cubic inches and carries a 4-barrel carb.

If you choose the sports console, you can team any V-8 with either the fully synchronized 4-speed stick shift (above right), or our floor-shift automatic (with a new thumb-button release for faster shifting).

Once you've gone this far, you might as well order the power disc brakes. After all, a lot of cars don't even offer you the choice.

See why we had to give it a name?

Rebel 2-Door Hardtop in Antigua Red. Turbo-Cast wheel covers and vinyl-covered roof are special sports options.





770 Cross Country Wagon in Antigua Red and Classic Black. Also comes in a 550 versic

Don't be fooled by our rakish new roof line. Classic Wagons are actually more practical than ever.

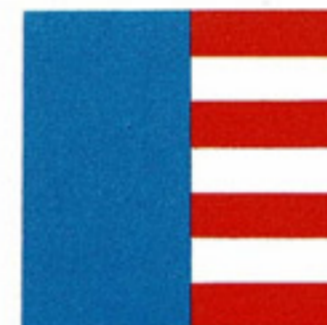
The 770 Cross Country Wagon across the way gives you a good look at our new roof design.

We think it's a beauty. And the new two-toning for it is very smart.

But we don't want the glamor treatment to make you overlook the other smart things we've done.



Out-of-the-way compartment under the floor. Topside —you name it, we haul it. On carpet in the 770.



For instance, every Classic Wagon is longer this year. And the new size is all in the back, where it's usable space. You get 83 cubic feet of cargo capacity. The load floor is over three inches longer. And to help you get at it, we even made the tailgate a touch wider, and a bit easier to open.

We figure a guy who buys a wagon has wagon-type work for it to do. So we build our Cross Country Wagons with that thought in mind.

Our Roof-Top Travel Rack is standard equipment on both the 550 and 770 models. On any other wagon in the industry, you pay extra.

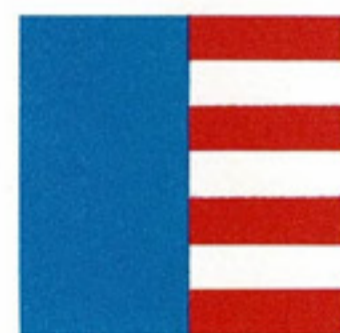
When you ask for our rear-facing third seat (770's), you automatically get a side-hinged fifth door. That way, passengers don't have to scale a tailgate to reach the seat. And if the idea of an extra door appeals to you, you can even order it on our 2-seat Wagons. Try asking for one on somebody else's 2-seater.

So don't let our new roof line throw you. It just proves that the most practical wagon in the business can also be darned good-looking.



Want a very luxurious Classic? Shop our 770's.

**But if you're shopping on a budget,
the 550 makes a beautiful buy.**



The Classic 770's are our most elegant Ramblers.

Interiors have a deep pile carpet on the floor. Rich trim appoints them. Seat fabrics are almost 50% nylon. They start out looking good, stay that way longer.

You get the little extras. Twin ashtrays in the dash that actually roll on ball bearings. Two more ashtrays in back. Armrests, front and rear.

And you have the luxury of choice. You can order reclining seats, bench-type or individually adjustable. Or reclining buckets (with a center armrest and cushion or console). Want them with safety headrests? It's up to you.

Now, what do you get when you pick the 550?

Well, more front head room than a Grand Prix. More leg room than a Riviera. More shoulder room than a Thunderbird.

Surprised? Don't be. The '66 Classic is so full of surprises, you might as well expect them.

You get quality features you won't find on some of the most expensive cars being built today. Things like two hydraulic braking systems, just in case one should fail. Coil spring seats front and rear.

You also get a better Weather-Eye heater, with simplified controls and an improved water pump. Plus an improved full-coil suspension, with more travel to soak up shocks.

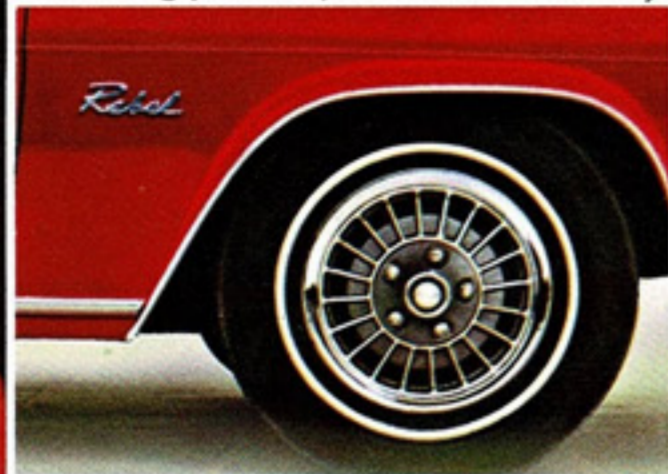
A lot of car for the money, wouldn't you say?



Console-mount your automatic.



Matching pillows (Rebel Custom Trim).

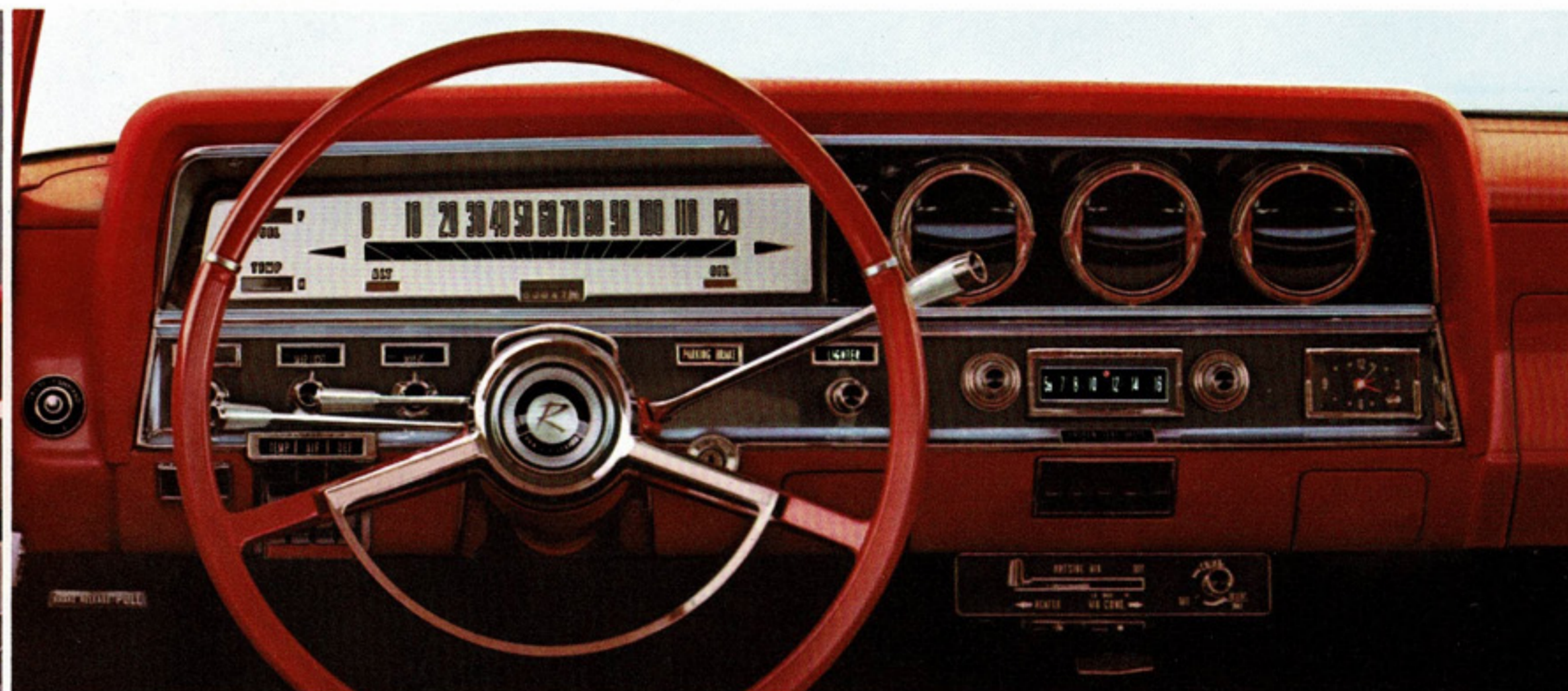


New Turbo-Cast wheel covers.

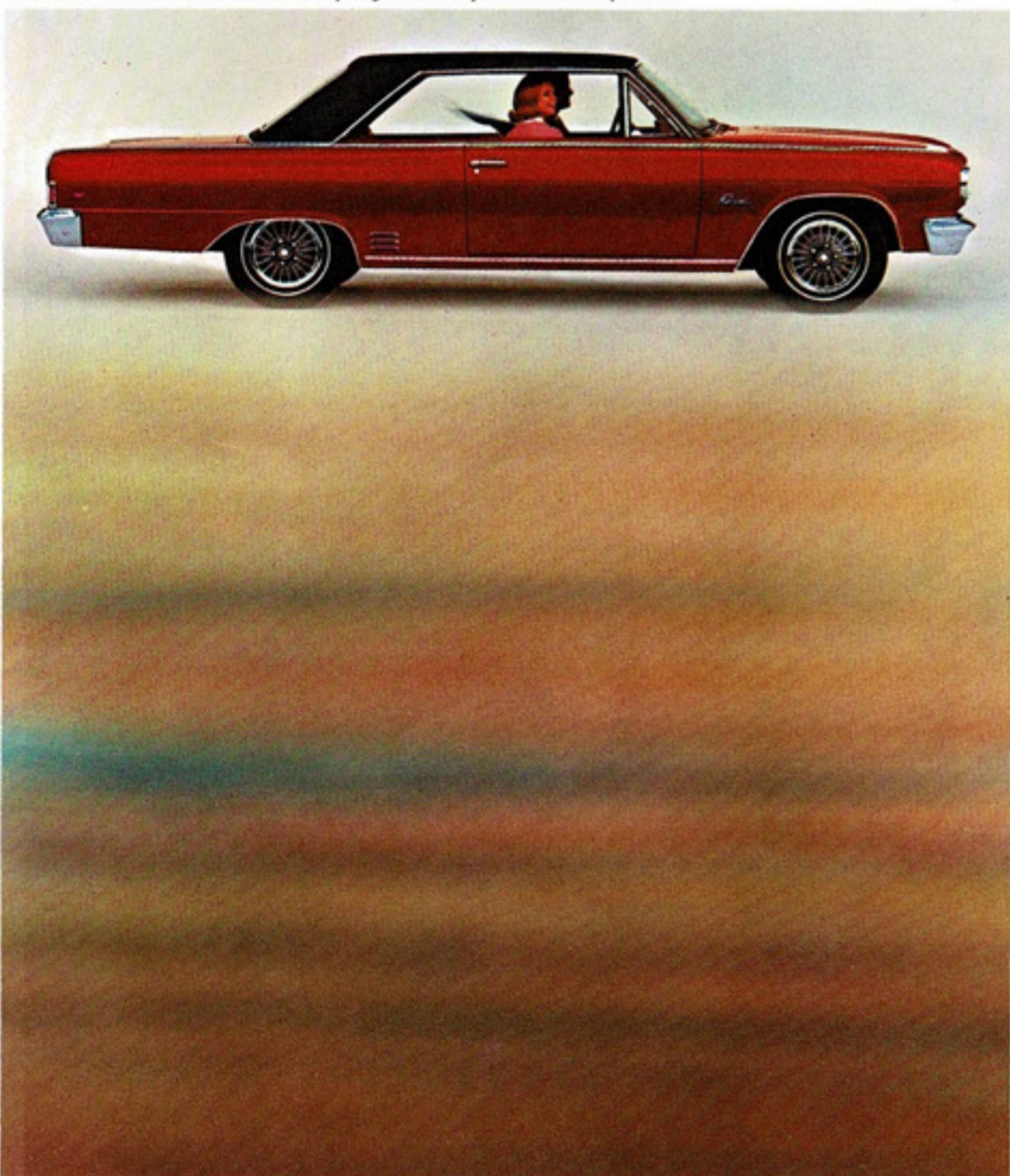
Considering the choices,
you can have as much excitement as you can stand.



Our new electric tach helps you keep tabs on rpm's.



Our instrument panel (standard) holds many luxuries (optional). Pick yours below.



270-hp high compression V-8 tops your engine choices.

Black vinyl-covered roof (hardtops). Custom Trim Package (Rebel), includes vinyl roof, Hialeah Plaid fabric for seats and door panels, two matching pillows, "Custom" nameplates on inside door panels. Cruise-Command automatic speed control. AM or AM/FM all-transistor radio. Duo-Coustic or Vibra-Tone rear-seat speakers (sedans and hardtops). All-Season air conditioning. Power steering. Power brakes. Power disc brakes. Power-Lift windows (hardtop and convertible). Power-Lift tailgate window. Twin-Grip differential. Vinyl upholstery (std. on convertible and bucket seats). Exterior Appearance Group for 550 and 770. Adjust-O-Tilt steering wheel. Custom steering wheel (std. on 770 and Rebel). Slimband whitewall tires. Oversize tires. Solex glass. Powr-Saver V-8 engine fan. Electric tachometer. Electric clock (standard on Rebel). Rear-seat foam cushion (standard 770, Rebel). Wheel discs (standard on Rebel). Wire-wheel covers with spinners. Turbo-Cast wheel covers. Light Group: trunk or cargo light, glove-box light, courtesy lights, and parking-brake warning light. Visibility Group: Remote-

control left outside mirror, inside tilt mirror, visor vanity mirror, electric windshield washer and wipers. Third seat for 770 Wagon. Side-hinged tailgate (standard with third-seat option). Retractable front seat belts (Auto-Lock with bucket seats), and third-seat belts. Dowgard® Full-Fill Coolant. 4-Way Hazard Warning Signal. Two-tone paint (23 combinations for Rebel and 770; 21 for 550). Heavy-duty cooling system. Handling Package (Classic Six), includes front sway-bar and heavy-duty springs and shocks. Heavy-duty shock absorbers. Heavy-duty springs and shock absorbers. Automatic transmission oil cooler for Sixes (standard on V-8's). Bumper guards with rubber facings. Air-Guard exhaust emission control system (required smog-control option for California). Closed-type positive crankcase ventilation (also required for California). 40-amp electronic alternator (standard with air conditioning). 70-amp battery. Heavy-duty clutch for V-8's. Undercoating.

Availability limited by your choice of model and equipment. See your American Motors/Rambler Dealer for details.

Rambler Classic 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 our unique 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.

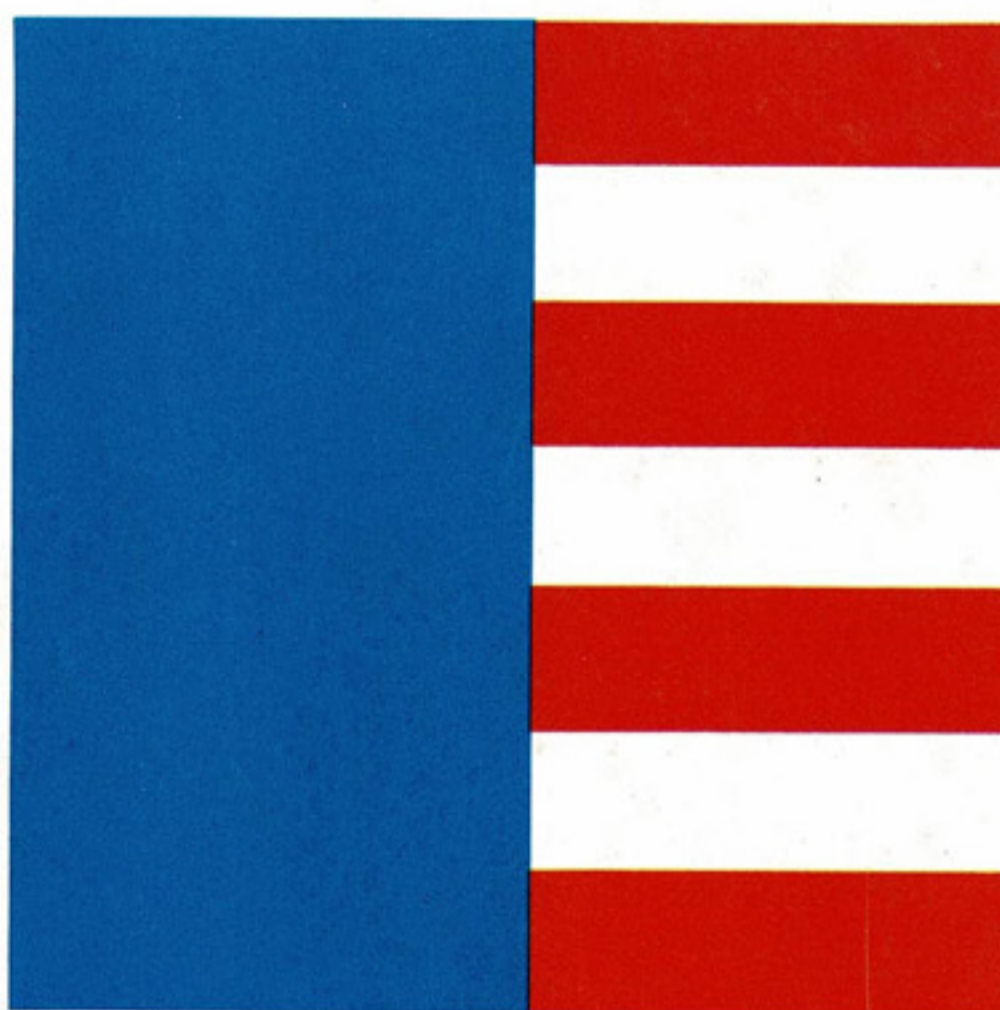
Our bodies are all-welded. No bolts to work loose and rattle. It makes things awfully quiet inside. And every body is dipped in rustproofing, right up to the roof. Another exclusive.

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.

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 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.

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 positive crankcase vent. system (open type). Cellulose-fiber carb. air cleaner. Automatic choke. Front armrests. Rear armrests (except 550). Cigarette lighter. Two front ashtrays (one on 550). Rear ashtrays (except 550). Trunk or cargo floor covering. Full-width loop-pile floor carpeting for 770 and Rebel (rubber mat for 550). Front-seat foam cushion. Rear-seat foam cushion for 770 and Rebel. Dome or side-pillar lights. 14" wheels with five tubeless blackwall tires. (Four LifeGuard safety tires standard with 3-seat wagon option.) Station wagon Roof-Top Travel Rack. Hidden compartment with lock for station wagons (no lock on 550). Glove-box lock (except 550). Two coat hooks (except convertible). Power-operated convertible top.

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 112". Length 195". Loaded height, 54.3" sedans, 54.6" wagons, 53.8" hardtops, 54.4" convertibles. Width 74.5". Front tread 58.2", rear tread 57.4". Loaded ground clearance 6" (approx.).

Chassis: Hypoid-gear differential. Coil springs at all four wheels. Direct-action, independent front suspension with front sway-bar on V-8's. Torque-tube drive. Self-adjusting clutch (6-cyl.). Double-Safety brake system. Self-adjusting brakes, bonded linings. Standard 6-cyl. brake diameter 9", lining area 153.8 sq. in. Standard V-8 brake diameter 10", lining area 167.5 sq. in. Tire size 6.95 x 14 on Sixes, except wagons, (7.35 x 14 and 7.35 x 15 optional); 7.35 x 14 std. on wagons and V-8's, (7.35 x 15 optional on Classic Six Wagons, 7.75 x 14 optional on V-8's). Four LifeGuard safety tires, std. on wagons with third-seat option (four or five optional on other models). Fuel-tank approx. capacity, 19 gal. (17 gal. on wagons with 3rd seat option). Ceramic-Armored muffler, tailpipe and exhaust pipe.

Electrical: Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air cond.). Powr-Guard "24" Intercell battery (50-amp std. on Sixes; 60-amp std. on V-8's, and on Sixes with air cond.; 70-amp opt.).

Body: All-welded, single-unit body construction with Deep-Dip rustproofing. Fresh-air ventilation. Air-intake screen. Triple-coated Lustre-Gard acrylic enamel. 13 solid colors (12 on 550's). Vinyl-coated nylon convertible tops in black, white, tan and aqua. Molded fiberglass headlining. Curved side-glass. Extruded-aluminum grille. Flexible glass rear window for convertible.

'66 Classic Performance Selector

	Engines				
	"232" Sixes		"287" V-8 (Opt.)	"327" V-8's (Opt.)	
	Standard	Optional			
Hp @ rpm	145@4300	155@4400	198@4700	250@4700	270@4700
Torque @ rpm	215@1600	222@1600	280@2600	340@2600	360@2600
Carburetor	1-Barrel	2-Barrel	2-Barrel	2-Barrel	4-Barrel
Comp. Ratio	8.5:1		8.7:1	8.7:1	9.7:1
Fuel Required	Regular		Regular	Regular	Premium
Displacement	232 cu. in.		287 cu. in.	327 cu. in.	
Bore/Stroke	3 1/4" x 3 1/2"		3 3/4" x 3 3/4"	4" x 3 3/4"	
Transmissions and Axle Ratios To Match					
	"232" Sixes	"287" V-8	"327" V-8's		
Column-Shift					
3-Speed Manual	3.15:1	3.54:1	3.54:1		
Overdrive (Opt.)	3.54:1	3.54:1	—		
Automatic (Opt.)	3.15:1	3.15:1 (2.87)*	3.15:1 (2.87)*		
Floor-Shift (770 & Rebel)					
4-Speed Synchromesh (Opt.)	—	3.54:1	3.15:1 (3.54)*		
Automatic (Opt.)	—	3.15:1 (2.87)*	3.15:1 (2.87)*		

*Optional at no extra cost.

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.



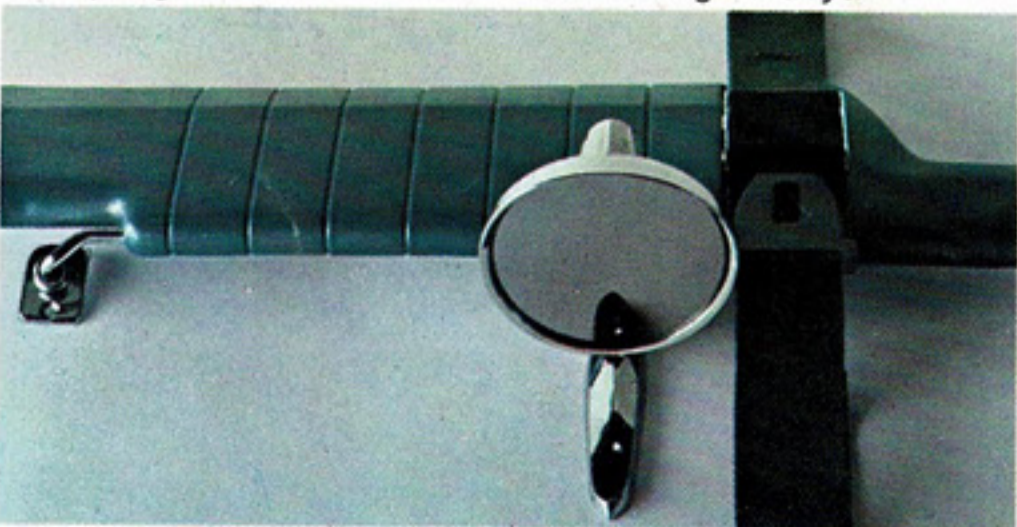
Ceramic-Armored muffler.



Coil spring seats.



Ball-bearing ashtrays.



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