



THE SENSIBLE SPECTACULARS

3 Great New Ramblers for '65

3 different sizes

3 different wheelbases

7 spectacular powerplants



BIG V-8's
AND NEW
TORQUE COMMAND
SIXES!

AMBASSADOR • CLASSIC • AMERICAN



'65 RAMBLER CONVERTIBLES

Spectacular new models...Sensible Rambler value

RAMBLER CLASSIC 770—What a way to start a trend! The all-new Classic in a spectacular convertible model. Here is fresh, new vitality, the promise of under-the-sun fun in a rock-solid Rambler that extends for 195 zestful inches. And there's powerful news underneath this trend-setting styling! A stunning lineup of engines for 1965, from America's most modern Torque Command 232 Six to a pair of V-8 options worth 287 and 327 cubic inches apiece. The snug-fitting powered top comes in four delightful colors—white, black, blue and aqua. Inside, outside, under the hood . . . this Classic beauty says "go!"



RAMBLER AMBASSADOR 990—The top-down, top-of-the-line surprise for '65! Every inch is spectacularly new, from Lustre-Gard Acrylic Enamel finishes to the powered top. Elegantly longer, too, with 200 inches overall on an all-new 116-inch wheelbase. Want a dream car? You've got Rambler's number for '65—it's 990.



RAMBLER AMERICAN 440—Here's the saucy '65 American at its sauciest! This sun-loving model can be equipped with sporty options like slim bucket seats, center console, two kinds of floor shifts, powered top and wire wheel covers. And for all its 177 inches of good looks, it's still one of the lowest price taggers going!



'65 RAMBLER SEDANS

Spectacular elegance...Sensible thrift

RAMBLER AMBASSADOR 990—The stately new length and bold luxury of the 1965 Ambassador comes across totally in the 990 sedan—Rambler's finest. From the massive, vertically headlighted grille to the chrome-capped rear fender panels, the sedan measures many of Rambler's sweeping changes for 1965. And even with its spectacular new interior room and luggage space and its superb V-8 or 6 road performance, it is still sensibly easy to park, turn and garage. And this same stately styling and the typically Ambassador-plush interior (with a big variety of upholsteries) is available in both two- and four-door sedans in the 880 models.



RAMBLER CLASSIC 660—A total of five 2- and 4-door sedans are offered in the hustling, new V-8 or 6 Classic series for '65. Multiply that by 14 luscious Lustre-Gard Acrylic Enamel finishes and 44 optional two tones, and dozens of convenience options and you're sure to find the "right" Classic 550, 660 or 770 sedan for you. Sparkling wheel discs, optional.



RAMBLER AMERICAN 440—Travel near or travel far in the youthful American 4-door sedan. Smart as a whistle in style. Easy on the pocketbook. And it's a value-packed Rambler with Ceramic-Armored exhaust system, Double-Safety Brakes and electronic alternator, to name a few. Also 2- and 4-door sedans in 220 and 330 models. New wheel discs, optional.



'65 RAMBLER STATION WAGONS

Spectacular beauty and size...Sensible handling ease

RAMBLER AMBASSADOR 990—Like all Rambler wagons, the powerfully new Ambassador 990 is designed as the completely different kind of vehicle that it is. This load-lugging, kid-toting, camp-finding Ambassador does all of your wagon work while you park and maneuver it as if it were a sedan. Rambler planned it that way. The no-cost extras are typically Rambler, too. Like the Roof-Top Travel Rack and hidden, lockable storage compartment. Optional 3-seat models of the 880 or 990 have Rambler's exclusive side-hinged rear door. No protruding tailgate to load over—easy ins and outs for everybody.



RAMBLER CLASSIC 770—With Rambler emphasis on styling and performance, the Classic wagons deliver both beautifully. Behind that husky and handsome aluminum grille are bright, new Torque Command Sixes or two optional V-8's. New looks, new size, new power. For 550 and 660 wagons, too. 3rd seat offered on 660 and 770 models. Wheel discs, optional.



RAMBLER AMERICAN 330—This wagon (and the 220) lets you answer the call of the outdoors with lots of carry-all room . . . lots of family-sized passenger room. And you get the advantages of an extra-value Rambler, the American-brand of handling ease (36-foot turning), all at the thriftiest prices in the wagon book. Powered tailgate window, optional.



'65 RAMBLER HARDTOPS

Spectacular sports flair...Sensible big room

RAMBLER AMERICAN 440-H—Who'd ever guess that this devilish, sports-equipped hardtop is as sensible as can be when it comes to economy. Poised for action and fun, it's still priced far below most other U.S.-built hardtops! And, Rambler American's spirited "196"-cu.-in. overhead-valve Six has out-mileaged the whole pack in every official economy event entered. Sensible thrift, spectacular sports flair, new engine choices for '65. Get an All-American Hardtop—440 or 440-H. Reclining wide bucket seats standard on the 440-H.



RAMBLER AMBASSADOR 990-H—You sort of expected it, didn't you? The top-size, top-of-the-line Ambassador is stunning as a hardtop. And the luxurious interior of the 990-H shouldn't surprise you either! Reclining bucket seats, front and rear middle armrests and a between-the-buckets seat cushion, standard. (990 available, too.)

RAMBLER CLASSIC 770-H—This rarin'-to-go Rambler keeps them all happy. Exhilarating as all outdoors, yet snug as your living room when you want it to be. And, with either the sporty 770-H or 770 there are powerplants to keep you happy, too. Sensible wide bucket seats adjust individually and recline (standard on 770-H).

New V-8 engine choices plus a spanking new crop of Sixes for 1965—featuring **TORQUE COMMAND** world's most advanced engines!

Spectacular Performance... Sensible Economy! See for yourself—test-drive for yourself—the sweeping performance advances Rambler has made for 1965. You'll see three versions of new Torque Command engines—the Six that comes on like an Eight! You'll feel superb smoothness and quick response of this new cast-iron-block engine. It features modern, short-stroke design and a 7-main-bearing crankshaft with 8 counterweights. You'll thrill to new V-8 options. And you'll see Rambler's Tri-Poised Power—a three-point engine mounting for extra smoothness and quiet.

AMBASSADOR

155-HP Torque Command 232 Six with 2-barrel carburetor, standard on Rambler Ambassador models for 1965.

Optional engines:

198-HP V-8 "287" (2-barrel carburetor).
270-HP V-8 "327" (4-barrel carburetor).

CLASSIC

128-HP Torque Command 199 Six—standard on 550.
145-HP Torque Command 232 Six, (1-barrel carb.), standard on 660, 770 and 770-H models.

Optional engines:

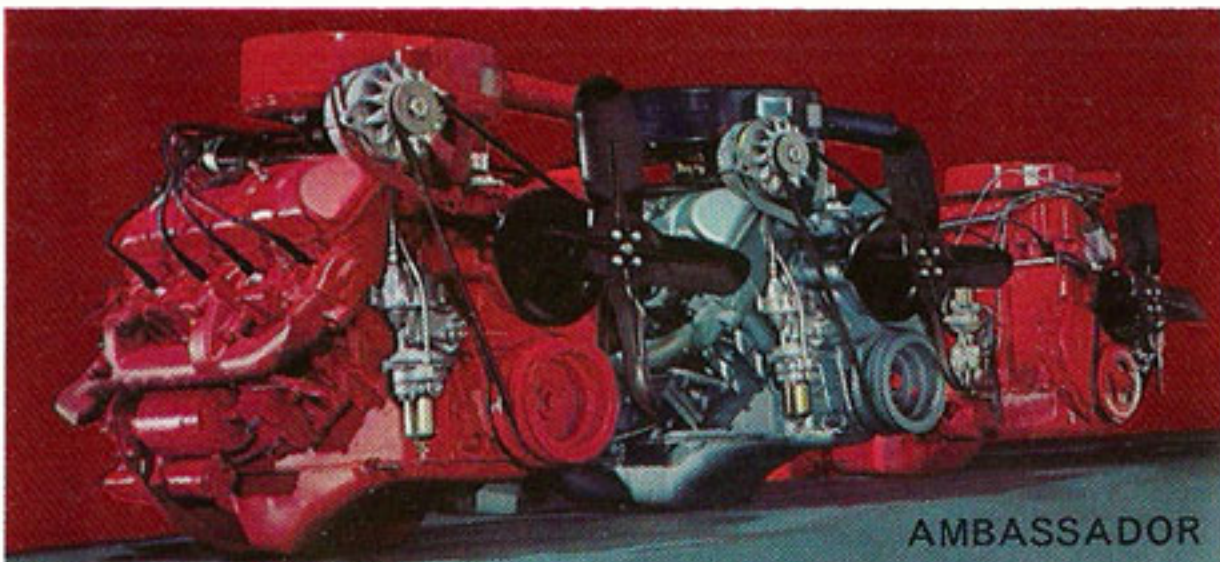
155-HP Torque Command 232 Six (2-barrel).
198-HP V-8 "287" (2-barrel carburetor).
270-HP V-8 "327" (4-barrel carburetor).

AMERICAN

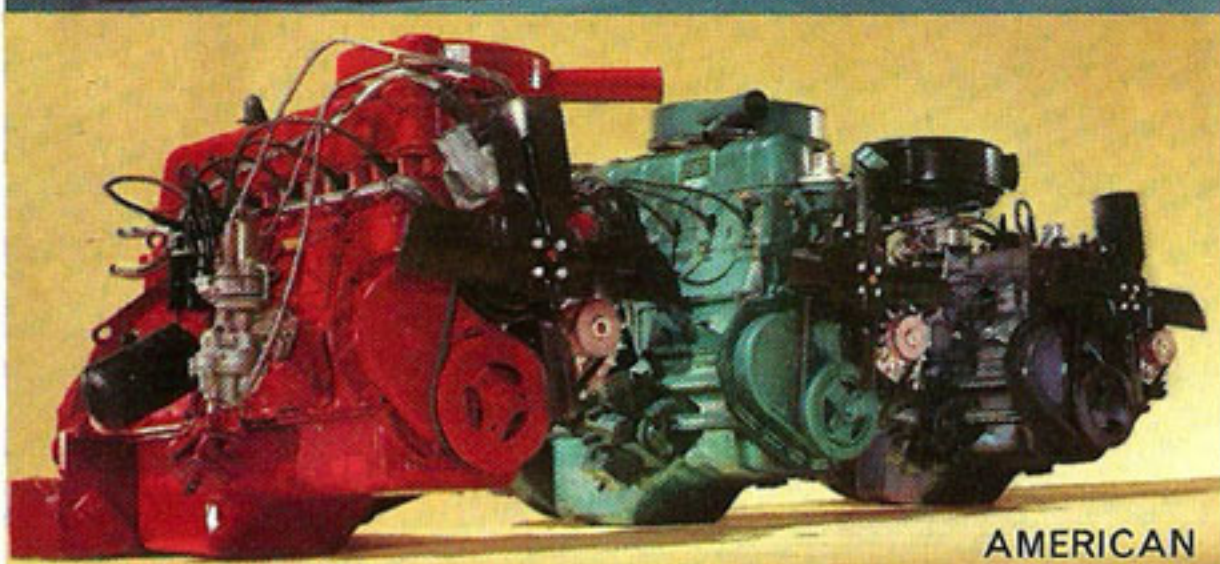
90-HP L-Head 196 Six—standard on 220 and 330.
125-HP Overhead-Valve 196 Six—standard on 440 and 440-H; optional on 220 and 330.

Optional on column-or floor-shift automatic:

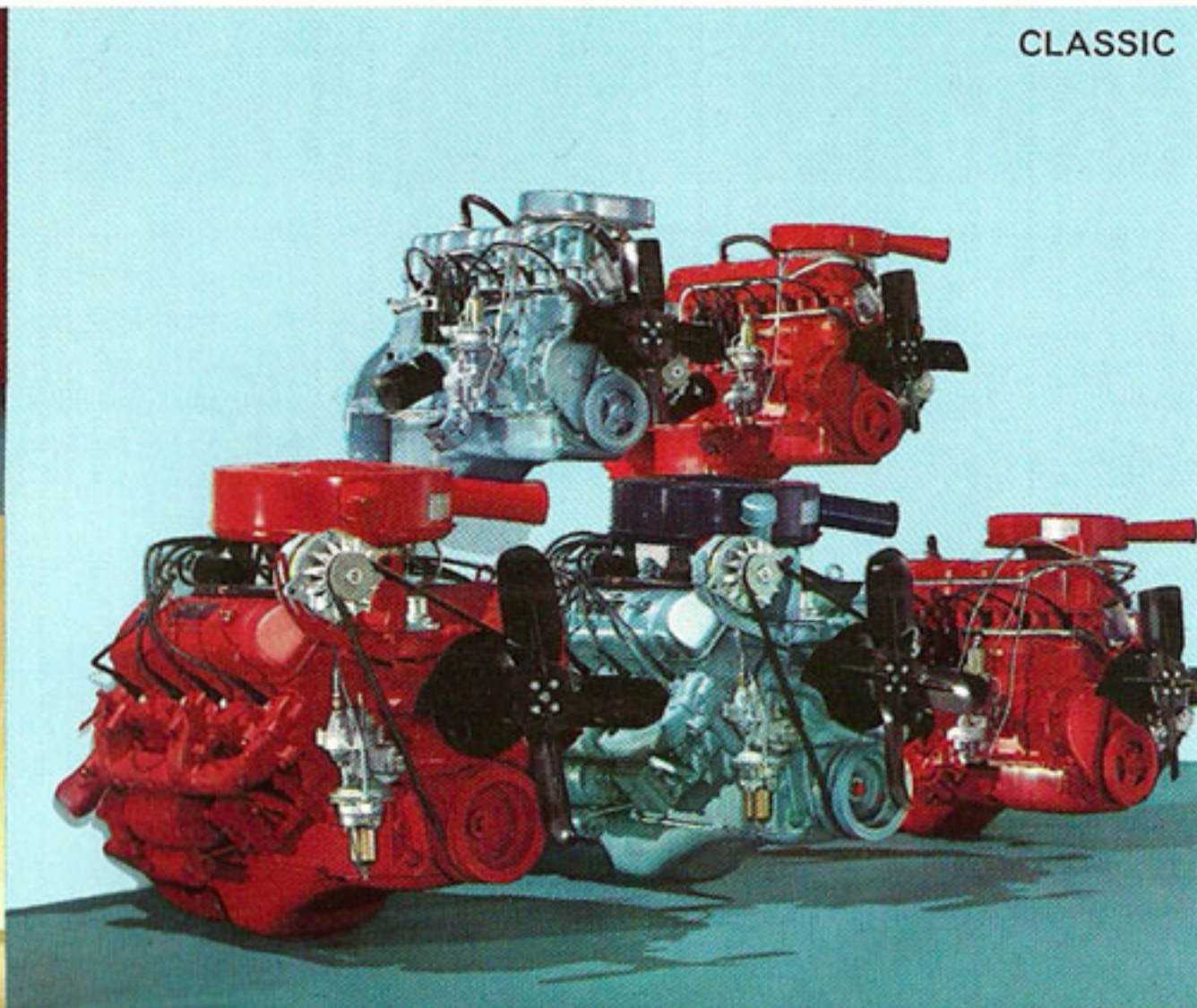
155-HP Torque Command 232 Six with 2-barrel carb. (Air conditioning option only, includes Overhead-Valve 196 Six with 2-barrel carburetor.)



AMBASSADOR



AMERICAN



CLASSIC

SPECIFICATIONS FOR THE SENSIBLE SPECTACULARS

AMBASSADOR

Wheelbase 116". Length 200". (197" on wagons.) Loaded height 55" for sedan and convertible, 55.4" on station wagon, 53.9" on hardtop. Width 74.5". Front tread 58.6", rear tread 57.5". Loaded ground clearance 6.00". Hypoid-gear differential. Coil springs on all four wheels. Direct-action, independent front suspension with sway-bar stabilizer. Standard brake diameter 10", lining area 167.5 sq. in. Step-on parking brake. Tire size 7.35 x 14, standard; 7.75 x 14, optional (standard with V-8). Four Life-Guard Safety Tires, standard on wagons with 3rd-seat option, optional on other models in sets of four or five tires. Torque-Tube Drive. Fuel-tank capacity, 19 gallons (17 gallons on wagons with 3rd-seat option.) 35-amp. electronic alternator and transistorized regulator standard; 40 amp., standard with air conditioning.

CLASSIC

Wheelbase 112". Length 195" (193" on wagons). Loaded height, 53.3" hardtop, 54.4" sedans, 54.8" wagons, 54.5" convertibles. Width 74.5". Front tread 58.2", rear tread 57.4". Loaded ground clearance 6.0". Hypoid-gear differential. Coil springs on all four wheels. Direct-action, independent front suspension, with sway bar on V-8's. Brake diameter 9", 153.8-sq.-in. lining area on Sixes; 10" diameter, 167.5-sq.-in. on V-8's. Step-on parking brake. Tire size 6.95 x 14 on Sixes (7.35 x 14 and 7.35 x 15 opt.); 7.35 x 14, std. on V-8's. Four LifeGuard Safety Tires, std. on wagons with 3rd-seat option, on other models in sets of four or five. (7.35 x 14, 7.75 x 14 opt. for V-8's). Torque-Tube drive. Fuel-tank capacity 19 gal. (17 gal. on wagons with 3rd-seat opt.). 35-amp. electronic alternator and transistorized voltage regulator std., 40 amp. std. with air cond.

AMERICAN

Wheelbase 106". Length 177.25". Loaded height, 54.5" for sedans and wagons, 53.4" for hardtops, 54.4" for convertibles. Width 68.6". Front tread 56", rear tread 55". Loaded ground clearance, 6". Hypoid-gear differential. Direct-action, independent front suspension with coil springs. Rear suspension with semi-elliptical leaf springs. Brake diameter 9", lining area 139.5 sq. in. Pull-type parking brake. Tire size, 6.45 x 14 (optional sizes—6.85 x 15, 6.95 x 14). Fuel-tank capacity 16 gallons. 35-amp. electronic alternator and transistorized regulator, standard, 40 amp., standard with air conditioning. Manually operated convertible top, standard. Power top optional. Station Wagon Roof-Top Travel Rack, standard (except 220 wagon).

1965—EXTERIOR COLORS—New long-wearing, triple-coated Lustre-Gard Acrylic Enamel. Select from 44 optional two-tones, plus 8 for top-line models. 14 solid colors standard: Classic Black, Antigua Red, Legion Blue, Seaside Aqua, Montego Rose, Solar Yellow, Frost White. Metallic colors: Mystic Gold, Viscount Blue, Marina Aqua, Atlantis Aqua, Barcelona Taupe, Corral Cordovan, Woodside Green. Convertible top colors—Black, White, Blue and Aqua, standard. Simulated wood-grain panels for 880 and 990 wagons, optional.

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. Options, optional equipment, accessories, available items, as stated or illustrated in this catalog are at extra cost. See your dealer for prices of the Rambler series and equipment you desire.

SPECTACULAR OPTIONS AND ACCESSORIES...SENSIBLE EXTRA VALUES



This stunning Ambassador instrument panel shows some of many Rambler options. Road-Control Power Steering—7-position Adjust-O-Tilt Steering Wheel—All-Season Air Conditioning—Transistor Radio, AM or AM/FM, Vibra-Tone sound system.



Spectacular interiors for '65! This Ambassador 990-H is a sample of many combinations of vivid colors, delightful fabrics, durable vinyls and front-seat types you can select. Rambler's famous Airliner reclining seats, redesigned for 1965, adjust to seven positions!



Shift-Command Flash-O-Matic. Also, column-shift control.



Twin-Stick Floor Shift overdrive. Column-shift overdrive offered.



New for '65! Power Disc Brakes for Classic and Ambassador . . . extra stop power in all driving conditions. Wire wheel covers, too!



New! Lustre-Gard Acrylic Enamels for '65! Triple-coat baked on for lasting beauty.



Deep-Dip Rustproofing—another Rambler extra value that pays off at trade-in time!



Rambler's Advanced Unit Construction uses exclusive, one-piece uniside. Extra strong.



Smart-looking Curved Side Windows are practical, too! Allow more interior comfort.

Other sensible Rambler extras at no extra cost: Ceramic-Armored exhaust system; molded ceilings; coil-spring seats; Double-Safety Brake System; Weather Eye Heating and Ventilating System; Roof-Top Travel Rack on six of seven wagons; and more!

EXTRA VALUE WHEN YOU BUY...MORE VALUE WHEN YOU SELL

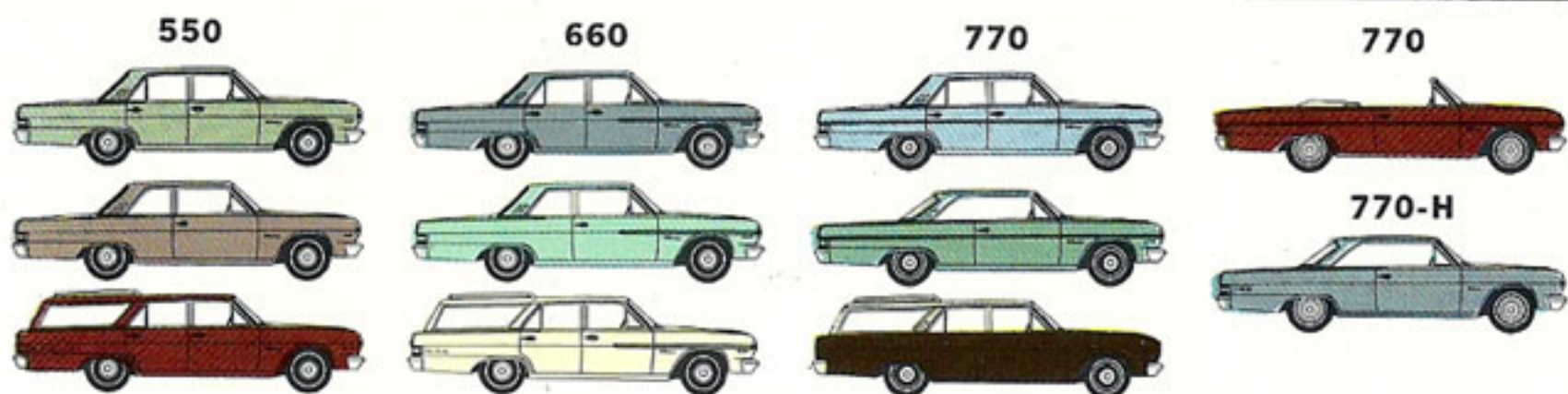
RAMBLER AMBASSADOR

largest and finest
of the new Ramblers



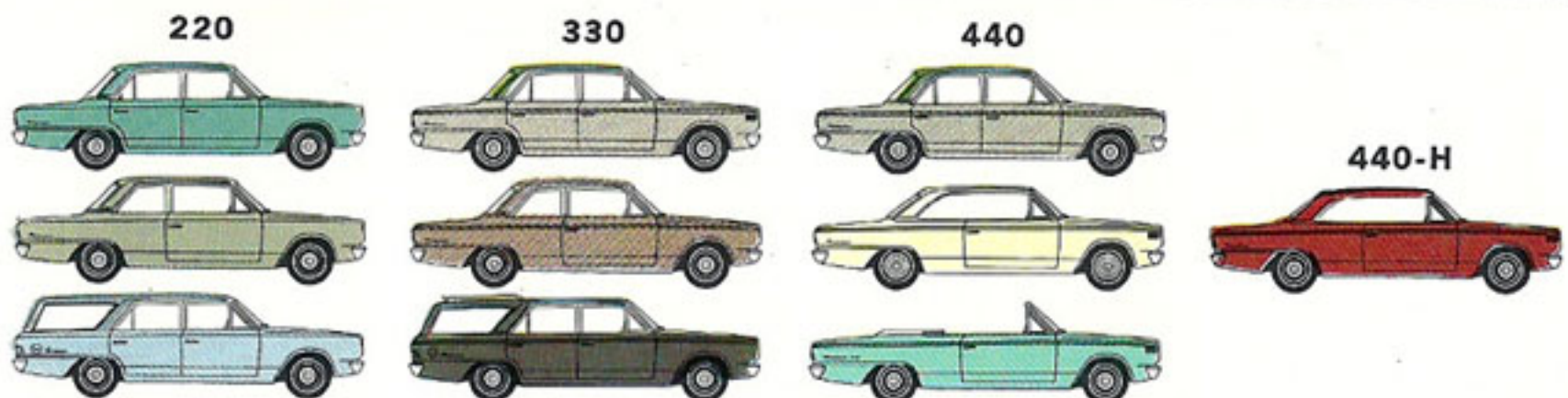
RAMBLER CLASSIC

new
intermediate-size
Rambler



RAMBLER AMERICAN

the compact
economy king



AMERICAN MOTORS  DEDICATED TO EXCELLENCE • MANUFACTURERS OF RAMBLER AUTOMOBILES AND KELVINATOR APPLIANCES

For '65...
the most
sweeping
changes
in Rambler
history!