



The New Shape of Quality

California Drive Rambler  
1215 CALIFORNIA DRIVE - DL 3-5655  
BURLINGAME, CALIFORNIA

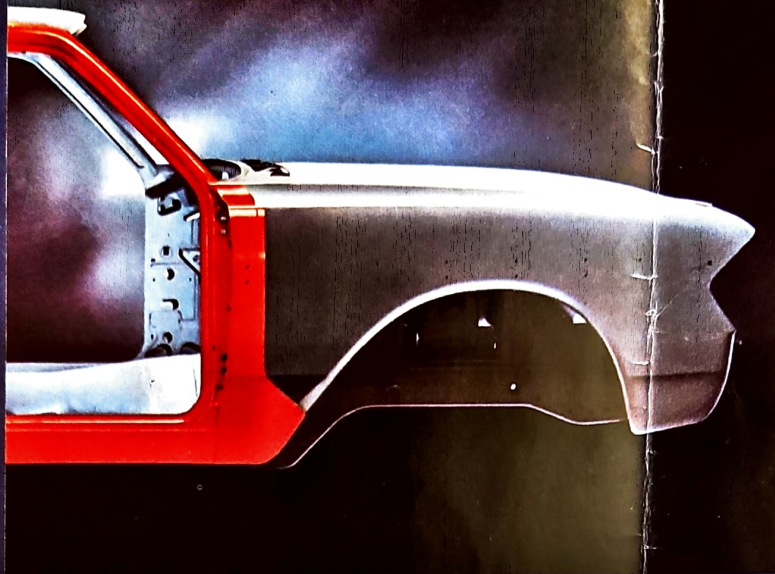
# RAMBLER FOR 1963

CLASSIC 6 \* AMBASSADOR V-8

Rambler  
1963



RAMBLER  
MOVES  
YEARS AHEAD  
WITH NEW  
ADVANCED  
UNIT  
CONSTRUCTION



is a dramatic advance  
in quality and style for 1963!

The styling changes in our Rambler cars merely for the sake of change.  
For the sake of *function*, or *usefulness*, or *safety*, or *comfort*.

Present in the 1963 Rambler Classic 6 and Rambler Ambassador V-8.

... the *visual* result of structural changes in body construction.  
"NEW SHAPE OF QUALITY" for 1963!

Weight; more rigidity with fewer parts; a lower center of gravity  
Entry and exit; a longer-looking car without an inch more of overall length

The most significant advance in unit construction in motor car history . . .  
Possibly the brilliant new beauty that sets Rambler apart from any other car on  
Rambler's new contemporary curved side glass . . . the lower car lines,  
... bring new quiet and comfort to motor travel.

... of flowing lines that make these the most beautiful Ramblers ever built.

*— The safest Ramblers ever built — The quietest Ramblers ever built—  
— The longest-lasting Ramblers ever built — The most service-free Ramblers  
— The best-handling Ramblers ever built — The best-performing Ramblers ever built.*

... Classic 6 and Ambassador V-8. In the wide range of models and series,  
... for your personal and family needs.

*Ray A. O'Connell*

President  
AMERICAN MOTORS CORPORATION





Rambler's exclusive new one-piece outer uniside is completely galvanized and welded to a one-piece inner uniside. The whole panel forms a complete box structure all around door openings and rocker panels. The rounded "no-weld" corners at the pillars give outstanding strength and rigidity. The number of welded joints is greatly reduced, thus minimizing squeaks and rattles.

With over 7 times more galvanized steel for '63, Rambler takes another big step in the battle against rust. In addition, every car body is submerged clear up to the roof in primer paint bath. Rambler's exclusive Deep-Dip rustproofing protects even hidden nooks and crannies against the ravages of rust. As a result, Rambler's Advanced Unit Construction body features the best rust protection in the entire industry. Double-coats of super-quality baked enamel in 13 colors plus 42 optional two-tones preserve lasting beauty.



## Rambler presents a dramatic advance in construction, quality and style for 1963!

At American Motors, we have never made styling changes in our Rambler cars merely for the sake of change. Every change we have made has been for the sake of *function*, or *usefulness*, or *safety*, or *comfort*.

This philosophy is more than ever evident in the 1963 Rambler Classic 6 and Rambler Ambassador V-8. The stunning new beauty of these cars is the *visual* result of structural changes in body construction. These are changes that result in the "NEW SHAPE OF QUALITY" for 1963!

The result is greater strength with less weight; more rigidity with fewer parts; a lower center of gravity without sacrifice of headroom; easier entry and exit; a longer-looking car without an inch more of overall length or turning diameter.

We achieve all of these things through the most significant advance in unit construction in motor car history . . . new one-piece uniside body. It makes possible the brilliant new beauty that sets Rambler apart from any other car on the road. It provides the framework for Rambler's new contemporary curved side glass . . . the lower car lines, the aerodynamic sweeps and surfaces that bring new quiet and comfort to motor travel.

The sum of all this is a clean symmetry of flowing lines that make these the most beautiful Ramblers ever built.

This inherent beauty is there because . . .

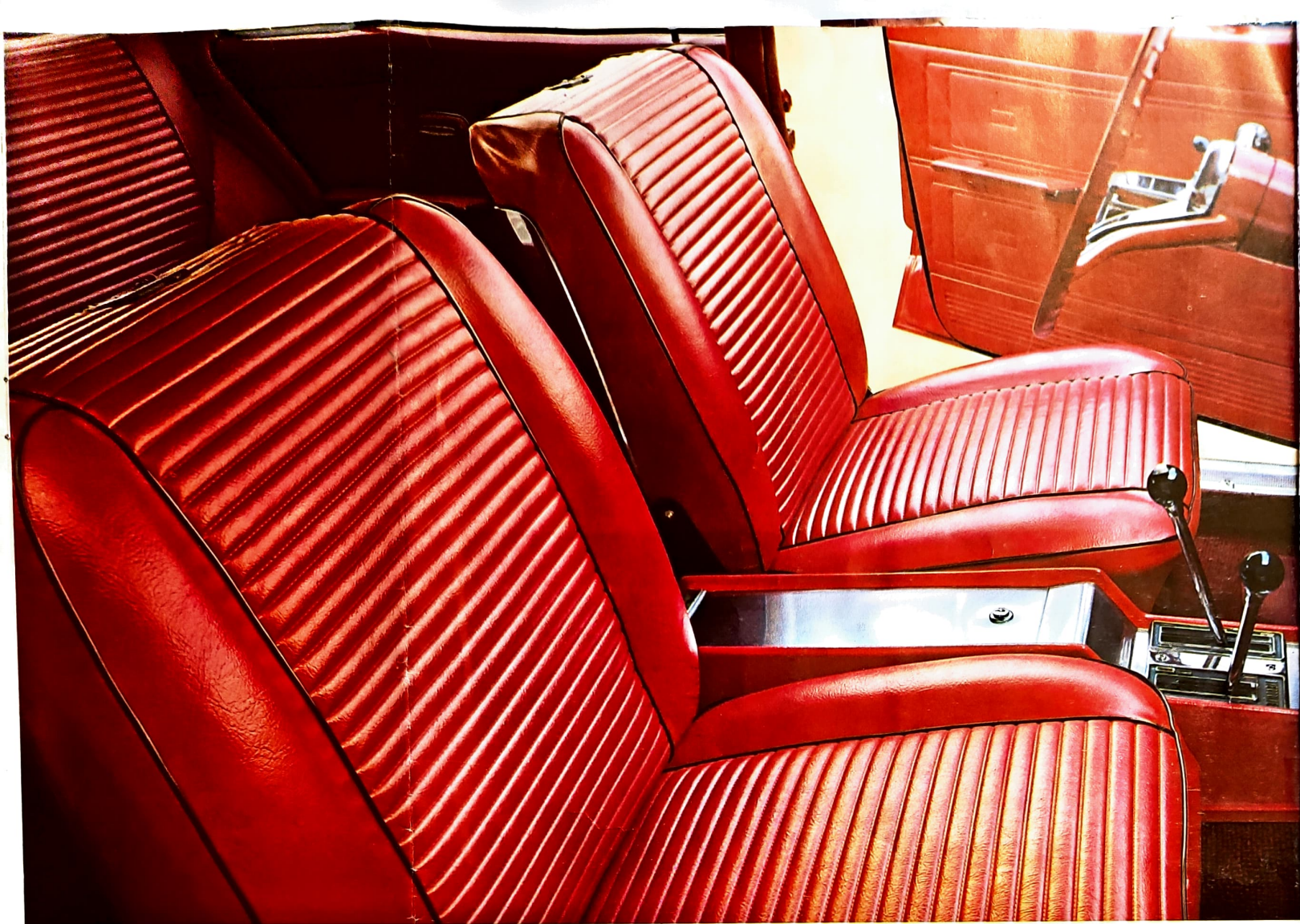
*These are the strongest Ramblers ever built — The safest Ramblers ever built — The quietest Ramblers ever built—  
The most comfortable Ramblers ever built — The longest-lasting Ramblers ever built — The most service-free Ramblers  
ever built — The smoothest-riding, easiest-handling Ramblers ever built — The best-performing Ramblers ever built.*

We invite you to drive the 1963 Rambler Classic 6 and Ambassador V-8. In the wide range of models and series, you will find the car exactly suited to your personal and family needs.

*Ray C. Ahern*

President  
AMERICAN MOTORS CORPORATION

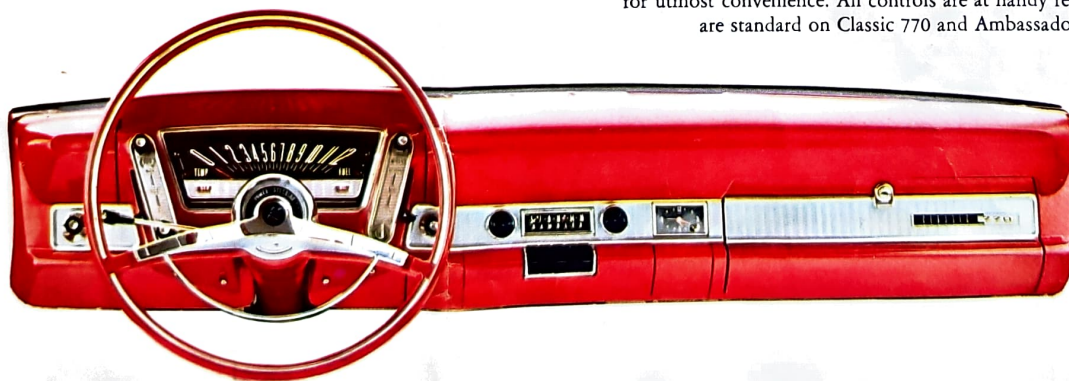




All New... All Beautiful...  
All Rambler!

Reclining bucket seats with center console are yours, if you wish, in the 1963 Rambler Classic 770 and Ambassador 990. Seats are upholstered in durable vinyl or miracle fabrics in a wide choice of colors to harmonize with the exterior body enamels. Sports-car console has a key-locked compartment. Optional Twin-Stick Floor Shift transmission levers are located on the console for quick action.

All-new instrument-panel styling, with "Control-Center" instrument cluster, groups dials and gauges for utmost convenience. All controls are at handy reach. Safety-padded panel and sun visors are standard on Classic 770 and Ambassador 990.



THIS UPHOLSTERY  
IN GOLD  
=

SHIFT ON  
WHEEL



## RAMBLER CLASSIC SIX FOR '63

Still the only car  
with the best of both:

**Big-Car Room and Comfort  
Small-Car Economy  
and Handling Ease**

The distinctive Rambler Six presents a unique combination of all the values buyers want in an automobile. It has more legroom and hip room—more comfort and luxury than most of the bigger, more cumbersome, more expensive cars. Yet, its practical 112-inch wheelbase and 188.8 inches of overall length give it the maneuverability and handling ease of smaller cars.

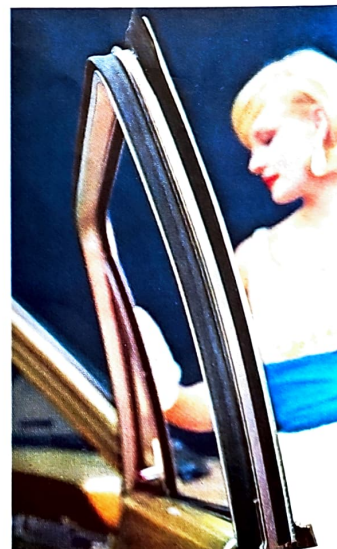
A new high in riding comfort and quietness has been engineered for your motoring pleasure.

For 1963, Rambler Classic continues to give you the Best of Both to an unmatched degree. And it adds a completely new measure of beauty and quality that makes it the standout Six for Sixty-Three! It's All New . . . All Beautiful . . . All Rambler! And All Value, too!



**Curved Glass Side Windows—**  
New for 1963 and standard on all  
Rambler Classic 6's and Ambassador  
V-8's. They impart a smart, con-  
temporary appearance . . . give added  
interior room . . . hush wind noise  
. . . materially increase visibility  
at the side for driver and passengers.

Available only on the 1963  
Rambler Classic and Ambassador  
and on a few of the very highest-  
priced U.S. and foreign cars.







THE SMARTEST OF THE SIXES! Rambler Classic Six 770 4-Door Sedan



FAMILY FAVORITE! Rambler Classic Six 550 4-Door Sedan — also available in 660 series

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New for 1963 and standard on all  
Rambler Classic 6's and Ambassador  
V-8's. They impart a smart, con-  
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Available only on the 1963  
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RAMBLER QUALITY THROUGH AND THROUGH! Classic Six 660 2-Door Sedan—also available in 550 series



NEW NOTE IN BEAUTY! Rambler Classic Six 770 2-Door Sedan



**Easiest Entry and Exit**—Rambler's wide doors and door-openings together with comfortable chair-height seats and curb-level door sills make it easier than ever for passengers to get in and out of the 1963 Classic. Decorator-styled interiors bring a new high note of luxury and good taste for Rambler Classic passengers. Wide selection of upholsteries in miracle fabrics and durable vinyls complement the full range of body colors. Illustrated are the new optional bucket seats and console, with combination vinyl and fabric seat upholstery, one of many choices available for your pleasure.





RAMBLER-WAGON LIVING IS FUN! Rambler Classic Six 770 4-Door Cross Country

## More Fun...More Function...More Features!



Salon smartness and work-a-day durability—Both features are combined in the 1963 Rambler Classic Cross Country interiors. Choice of fabric and vinyl upholsteries with harmonizing trims on door panels. Pick the interior tailored for you.

Rambler is America's largest selling six-cylinder station wagon and for good reason! For no other offers the same high degree of practical usefulness and smart appeal for ideal station-wagon living. The 1963 Classic Cross Country—with new aerodynamic styling and new utility features—represents an even finer expression of complete station-wagon usefulness. Here are smart new wagons with four doors, even five doors to meet any family work-and-play need. Here are two-seat and three-seat wagons. All have large cargo areas that can easily be adapted to a variety of uses. In the wide range of 1963 Rambler Classic Cross Country is a station wagon to meet your own individual requirements.



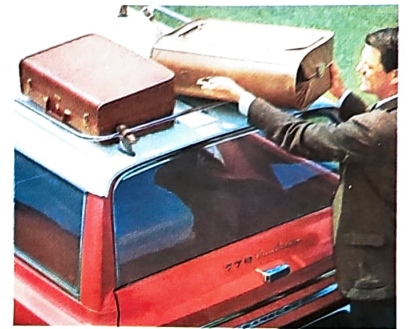
**New Secret Compartment**—This feature, located beneath the cargo deck, offers security for camera, binoculars, purse and other valuables. Standard on all 1963 Rambler Classic and Ambassador station wagons.



**Handy Roll-Down Window—**  
Rear window rolls down handily  
into tail gate. Complete box-section  
pillar structure around tail-gate  
opening is welded to underbody  
for greatest strength.



**BIG CARGO SPACE AND TOP ECONOMY! Rambler Classic 550**  
4-Door Cross Country—also available in 660 series



**Smart Roof-Top Travel Rack—**Standard  
on all Rambler Classic and Ambassador  
station wagons. Here is extra cargo room  
for luggage, vacation and camping gear.  
New smooth-stepped roof design contributes  
to get-up-and-go appearance.



**The Tail Gate is a 5th Door—**On Rambler Classic Six 660 3-seat station wagon, tail-gate door swings open to a full 90 degrees for easy entrance and exit to third seat and for convenient cargo loading. New solid-foam third seat for added comfort. Tail-gate door optional on 2-seat station wagons. Wheel discs optional.

*THIS MODEL  
#998*



RAMBLER  
AMBASSADOR  
V-8  
FOR '63

More style. More luxury,  
More performance

Rambler Ambassador V-8 for 1963 is the new action-packed beauty! It's the smart performer with real get-up-and-go! Plus decor that represents a new high note in the interior decorator's art.

The '63 Ambassador has one of the very best power-to-weight ratios of all cars for better-than-ever performance coupled with outstanding V-8 economy.

This new beauty is unmistakably Rambler—with all of Rambler's new style and dash. Yet, it is distinctively Ambassador, too—with a personality—and appearance—and, above all, a standard of luxury, performance, and riding comfort that is all its own.

For really luxurious motoring choose the Rambler Ambassador that suits you best—2- or 4-door sedan, and 2- or 3-seat station-wagon models.

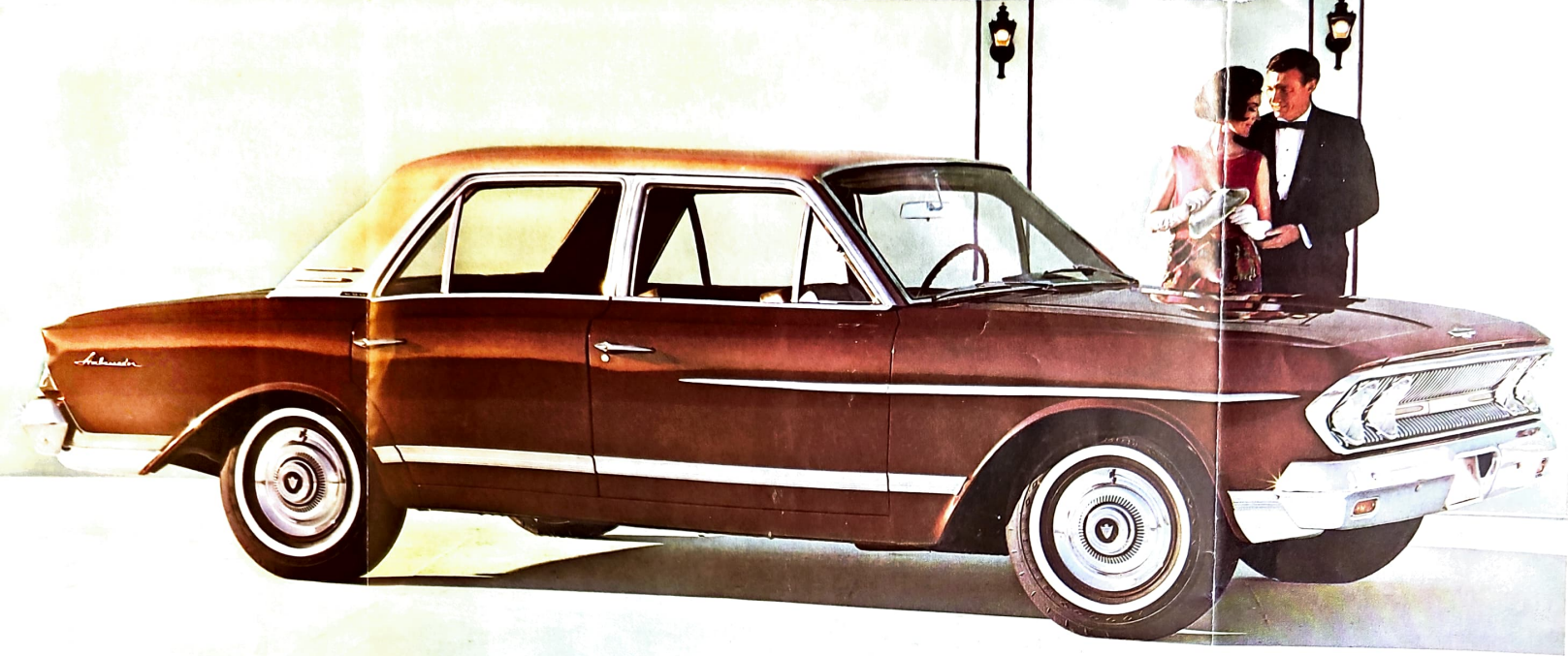


ambassador V-8  
990 series



The height of fashion in motor car interiors—Yours to enjoy in the Rambler Ambassador V-8 for 1963. Gorgeously rich fabrics and smart vinyl upholsteries are color-keyed to harmonize with exterior body colors. Armrests, door panel-trims and appointments all blend beautifully with the interior decor. Illustrated is the new maroon pleated fabric and coral metallic vinyl combination available in the 990 series, plus optional seat belts for added safety.





LUXURY PERSONIFIED! Rambler Ambassador V-8 990 4-Door Sedan—also available in 880 series



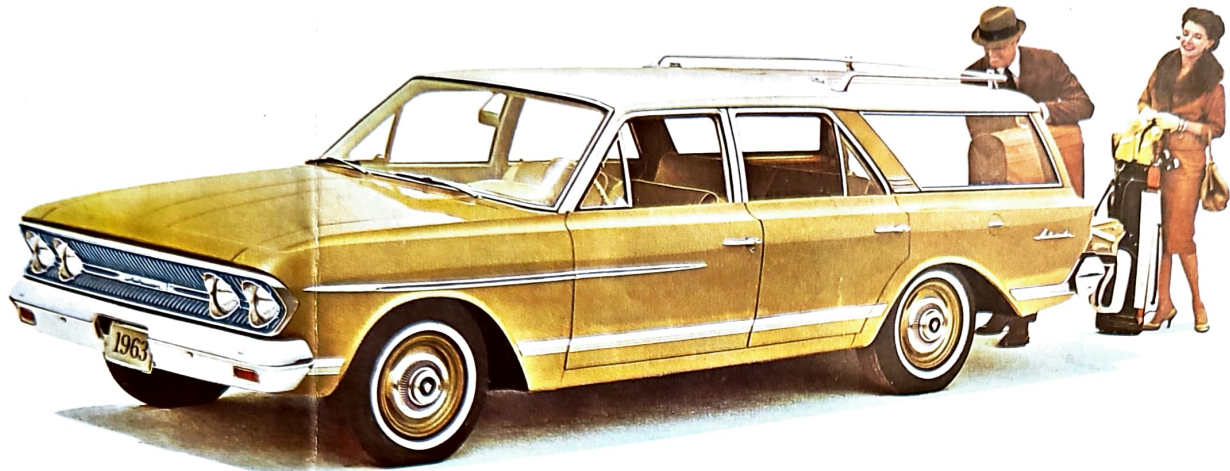
SCULPTURED BEAUTY! Rambler Ambassador V-8 990 2-Door Sedan—also available in 880 series



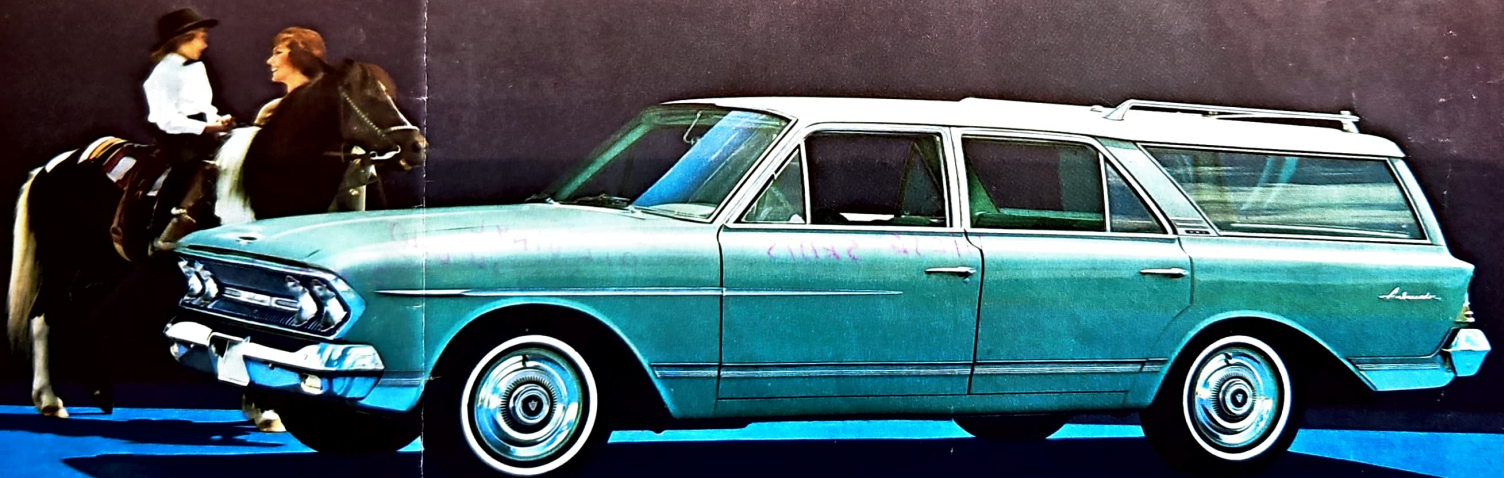
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THIS COLOR ✓



SMART WAY TO TRAVEL! Rambler Ambassador V-8 880 4-Door Cross Country



ACTION-PACKED LUXURY! Rambler Ambassador V-8 990 Cross Country—available in 2-seat and 3-seat models





Twin Travel Beds make up out of Rambler's reclining seats for comfortable all-night sleeping on camping or vacation trips.



Nap Couch for resting children—and adults, too, on long trips is another application of Rambler's Airliner Reclining Seats.



## 1963 RAMBLER SETS NEW STANDARDS OF PERSONALIZED COMFORT

Both the 1963 Rambler Classic 6 and Ambassador V-8 offer a wide choice of seat options to meet individual requirements. The exclusive Lounge-Tilt Seat cushion (upper left) raises or lowers to conform to the angle of the seat back. Available for both driver and front-passenger seats. Headrests provide added comfort and safety. Individually Adjustable Seats (left) permit driver and passenger to have the exact legroom they need for perfect comfort, no matter how tall or how short. Optional, too, are reclining bucket seats with center console for Classic 770 and Ambassador 990 models. All seats are expertly designed to body contours for the finest in personalized comfort.

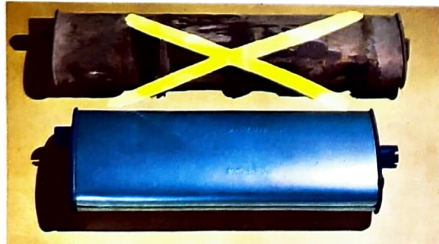


THESE SEATS:

ALL VINYL IN G.O.B.D. 2 HEAD RESTS



Cushioned-Acoustical Ceiling of molded fiber glass is standard on all Rambler Classic and Ambassador models. Cuts road noise 30% . . . insulates against heat and cold. Never sags . . . keeps shape perfectly.



Exclusive Ceramic-Armored muffler, tailpipe and exhaust pipe will be repaired or replaced by a Rambler dealer if either rusts out, without charge to the original owner for as long as he owns his Rambler (accident damage excepted).

## RAMBLER QUALITY ASSURES MORE COMFORT, MORE SAFETY AND LOWER MAINTENANCE COSTS EVERY MILE YOU DRIVE



Road Command Front Suspension gives 1963 Classic and Ambassador outstanding road stability. Coil springs, front and rear, plus Torque-Tube drive absorb road shocks, gives superb handling ease.



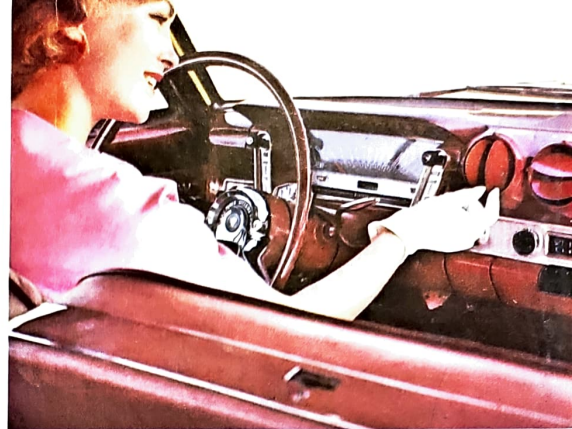
Double-Safety Brake System assures safe, sure stopping. Tandem master cylinders—one for front brakes, the other for rear. If one set of brakes is damaged, the other still works. Self-adjusting brakes, too.



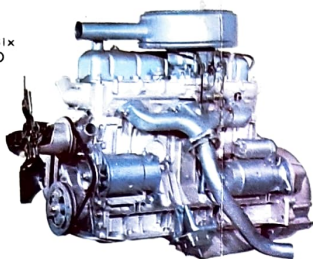
RAMBLER PRESENTS THE VERY BEST IN CAR HEATING AND AIR CONDITIONING SYSTEMS



*THIS*  
Rambler Weather Eye Heating and Ventilating System—long famous for efficiency—is improved for even better heating, ventilating and windshield defrosting. Rambler All-Season Air Conditioning cools in summer, heats in winter, ventilates year-round. New 3-port discharge grilles in center of instrument panel are independently adjustable and provide spot or area cooling, as desired. Both Weather Eye and All-Season Air Conditioning systems are optional.



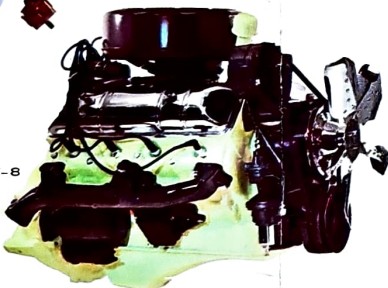
127 HP Classic Aluminum Block Six (138 HP Optional)



127 HP Classic Cast-Iron Block Six (138 HP Optional)

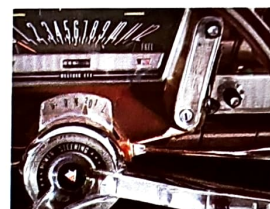


250 HP Ambassador V-8 (270 HP Optional)



NEW "TRI-POISED POWER" ENGINE MOUNTING GIVES EXTRA SMOOTHNESS

Rambler Classic Six and Ambassador V-8 engines are famous for economy, efficiency and top performance. For 1963, all are cradled in a new Tri-Poised suspension system at the center of gravity for even greater smoothness at all speeds. The 127 HP (138 HP optional) Economy Six with cast-iron block is standard on Classic 550 and 660 models, and is a no-cost option on the 770. The 127 HP (138 HP optional) die-cast Aluminum Block Six standard on Classic 770 models, optional at extra cost on other models. The 250 HP short-stroke design Ambassador V-8 engine, with an 8.7:1 compression ratio gives superb performance and outstanding V-8 economy on regular grade fuel. Optional 4-barrel carburetor and 9.7:1 compression ratio gives 270 HP rating on premium fuel for top performance. For longer battery life and trouble-free service, new alternators are standard on all V-8's, and air-conditioned 6's.



Three-speed Flash-O-Matic transmission (top), has new lever control. New E-Stick transmission, which eliminates clutch pedal, now available for most Classics. Optional.



Twin-Stick Floor Shift



Overdrive also optional with Column-Shift

Twin-Stick Floor Shift transmission (far left) has shift levers on console available for bucket-seat equipped Classic 770 and Ambassador 990 models. Column-shift overdrive also optional.



Power Brakes

*THIS*



Power-Lift Windows

*IN FRONT*



Power Steering

*THIS*



All-Transistor Radio

*THIS*

FOR YOUR MOTORING ENJOYMENT

Rambler's outstanding quality is further expressed in the many features and optional equipment items that add a new measure of driving pleasure to your motoring. A few such options are illustrated here, and more are listed on the back cover. Your Rambler dealer will be glad to explain the details.



New Parallel-Action Windshield Wipers, Standard

ONLY RAMBLER GIVES YOU THIS PROTECTION

33,000-Mile (or 3-year) chassis lubrication period. Many parts lubricated for life. 4,000-Mile engine-oil and filter change period.

Dowgard Full-Fill radiator coolant protects to -40 degrees. No change for two years. Low cost. Warranted for 24 months or 24,000 miles, whichever occurs first.

No drain required for transmission and rear axle oil.

Rambler Powr-Guard "24" Battery warranted for 24 months or 24,000 miles, whichever occurs first.

Every 1963 Rambler carries a new-car warranty for 12 months or 12,000 miles, whichever occurs first.

Rambler quality and long-life features mean top resale value, year after year.



# 1963 Rambler Classic 6 and Ambassador V-8 SPECIFICATIONS and DETAILS

**CLASSIC 6 MODELS:** 2- or 4-Door Sedan and 4-Door 2-Seat Station Wagon 550, 660 and 770 Series. 3-Seat Station Wagon in 660 Series.

**CLASSIC 6 ENGINES:** Overhead Valve Six. Cast-iron block engine with solid valve lifters standard on 550 and 660, optional at no cost on 770. Aluminum block engine with hydraulic valve lifters standard on 770, extra cost option on 550 and 660. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.7:1. Horsepower 127. Torque 180. Twin-barrel carburetor engine develops 138 horsepower, 185 lb. ft. torque (extra cost option). Regular grade fuel.

**CLASSIC 6 MECHANICAL DETAILS:** Wheelbase 112". Length 188.8" (189.3" wagon). Loaded height 54.6" (54.9" wagon). Front tread 58.2". Rear tread 57.4". Loaded ground clearance 6". Hypoid-gear differential. Choice of rear axle ratios to meet special requirements. Wheel size 14 x 5". Tire size 6.50 x 14 standard, 7.00 x 14 optional, both in 4-ply rating 2-ply rayon (Tyrex). Four Captive-Air Nylon 7.00 x 14 tires standard on 3-seat wagons, optional in sets of four or five on other models. Whitewall tires optional. Coil springs, front and rear. Torque tube drive. Direct-action shock absorbers. Brake diameter 9", 153.8 square inches. Step-on parking brake. Powr-Guard "24" 12-volt battery, 50 amps. (60 amps. with air cond.). 30-Amp. generator (alternator standard with air cond.).

**AMBASSADOR V-8 MODELS:** 2- or 4-Door Sedan and 4-Door 2-Seat Station Wagon in 880 and 990 Series. 3-Seat Station Wagon in 990 Series.

**AMBASSADOR V-8 ENGINES:** Overhead Valve V-8. Cast-iron block. Hydraulic valve lifters. Displacement 327 cu. in. Bore 4". Stroke 3.25". Standard engine; 2-barrel carburetor, compression ratio 8.7:1, develops 250 horsepower, 340 lb. ft. torque on regular grade fuel. Extra cost optional engine; 4-barrel carburetor, compression ratio 9.7:1, 270 horsepower, 360 lb. ft. torque on premium fuel.

**AMBASSADOR V-8 MECHANICAL DETAILS:** Wheelbase 112". Length 188.8" (189.3" wagon). Loaded height 55.3" (55.6" wagon). Front tread 58.6". Rear tread 57.5". Loaded ground clearance 6". Hypoid-gear differential. Performance rear axle ratio optional at no cost with optional column-shift overdrive. Wheel size 14" x 5 1/2". Tire size 7.50 x 14, 4-ply rating 2-ply rayon (Tyrex). Four Captive-Air Nylon tires standard on 3-seat wagons, optional in sets of four or five on other models. Whitewall tires optional. Coil springs, front and rear. Front sway-stabilizer bar. Torque tube drive. Direct-action shock absorbers. Brake diameter 10", 167.5 square inches. Step-on parking brake. Powr-Guard "24" 12-volt battery, 60 amps. Alternator, std.

**STANDARD EQUIPMENT:** Column-shift 3-speed manual transmission. Turn signals. Double-Safety Brake System. Self-adjusting brakes. Bonded linings. Engine-oil filter. Fuel-tank filter. Windshield-wiper power-booster fuel pump, and filter. Cellulose-fiber carburetor air cleaner. Anti-smog engine-vent system. 19-gallon fuel tank (17 on 3-seat wagon). Automatic choke. Front armrests. Rear armrests (except 550). Dual sun visors. Cigarette lighter. Two front ash trays (one on 550). Rear ash trays (except 550). Trunk or cargo floor cover. Floor carpeting (rubber on 550). Electric clock (except 550). Lock for glove box and wagon hidden box (except 550). Front-seat foam cushion. Non-reclining front seat. Dome light. Seat-belt provisions. Fresh-air ventilation. Wheel-tire assembly static balanced. Blackwall tires. Ceramic-Armored muffler, exhaust pipe and tailpipe. Station-wagon Travel Rack. Two coat hooks. Porous-vinyl seat upholstery, optional at no cost (not available with bucket seats). Dual headlights. Hood insulation for Ambassador.

**OPTIONAL EQUIPMENT:** (In addition to engines, axle ratios, tires and colors listed elsewhere). Flash-O-Matic transmission. Overdrive transmission. Twin-Stick Floor Shift transmission (overdrive), for 770 and 990 if equipped with optional bucket seats and console. E-Stick automatic clutch transmission for Classic cast-iron engine models (with or less overdrive). Pushbutton all-transistor radio. Sedan rear speaker (std. with Amb. radio). Weather Eye Heating. All-Season Air Conditioning. Power-Saver V-8 engine fan. Solex Glass, all or windshield only. Power-Lift electric windows, front or all side doors (front only on 2-door sedan). Twin-Grip rear-axle differential. Power brakes. Power steering. Airliner Reclining Seats. Individually adjustable reclining seats. Bucket reclining seats and console for 770 and 990, all vinyl or vinyl with fabric upholstery. Lounge-Tilt Seat with headrest, left and/or right (individual or bucket). Headrest, left and/or right. Rear-seat foam cushion (std. on 770 and 990). Electric clock for 550. Wheel discs (std. on 770 and 990). Padded sun visors and panel (std. on 770 and 990). Light Group: trunk or cargo light, courtesy lights, glove-box light, front-door light switch for 550, parking-brake warning light and back-up lights (also single opt.). Visibility Group "A": windshield washers, left outside mirror, inside tilt mirror and visor vanity mirror (all available separately). Visibility Group "B" same as "A" except for remote-control left outside mirror. Horn-ring steering wheel for 550. (std. on 550 with E-Stick). Side-hinged tailgate (std. on 3-seat wagon). Seat belts, pair (front, or front, rear and 3-rd seat). Dowgard Full-Fill Coolant. Heavy-duty cooling system (includes H. D. radiator, H. D. fan and fan shroud—std. on A.C.). Air-conditioning Adaptor Group for Classic: alternator, heavy-duty radiator and 70-amp. battery (all available separately). Heavy-duty shock absorbers. Heavy-duty springs and shock absorbers. Load-Levelers, rear (plus other suspension options). Undercoating at factory.

**EXTERIOR COLORS** Super-quality, double-coat, baked enamel. Deep-Dip rustproofing. Select from 42 two-tones, optional. 13 solid colors are standard: Classic Black. Frost White. Sceptre Silver, Metallic. Briarcliff Red. Bahama Blue. Cape Cod Blue, Metallic. Majestic Blue, Metallic. Palisade Green. Aegean Aqua, Metallic. Valencia Ivory. Corsican Gold, Metallic. Calais Coral, Metallic. Concord Maroon, Metallic.

