

RAMBLER CLASSIC 6 or V-8

beautifully balanced—big inside, trim outside

America's smartest value never looked smarter—and for 1964 there are 2- and 4-door sedans, station wagons and a sleek new hardtop! All of what you want in one beautiful series of roomy compacts. Big inside where a car should be big—trim outside where a car should be trim. The rakish, fast-back hardtop sports a crisply sculptured roof, curved-glass side windows, massive twin-headlight grille, and a new, low silhouette that looks so smart nestled in your driveway. Like all Classics, there's room for six big 6-footers—or any combination of six you happen to choose. And you seat them in the widest choice of interiors going! Under the hood? A lively lineup of powerplants, from the standard 127-hp Six or optional 138-hp Six (cast-iron optional) to the sparkling, optional 198-hp V-8. And all thrive on regular-grade fuel! Electronic alternator is standard on Classics. For a new adventure in motoring, take a Classic discovery drive.

770 CLASSIC



RAMBLER CLASSIC 770 HARDTOP 6 or V-8



CLASSIC 770 4-DOOR SEDAN 6 or V-8 (2-door model also available)



CLASSIC 770 4-DOOR CROSS COUNTRY STATION WAGON 6 or V-8

660 CLASSIC



RAMBLER CLASSIC 660 2-DOOR SEDAN 6 or V-8 (4-door model also available)



RAMBLER CLASSIC 660 5-DOOR CROSS COUNTRY 6 or V-8 STATION WAGON (3rd seat optional on 660, 770)

550 CLASSIC



RAMBLER CLASSIC 550 4-DOOR SEDAN 6 or V-8 (2-door model also available)



RAMBLER CLASSIC 550 4-DOOR CROSS COUNTRY 6 or V-8 STATION WAGON

RAMBLER AMBASSADOR V-8

total excellence in a high-performance luxury V-8

Now you can enjoy the satisfaction of Rambler ownership in a glamorous limited-edition series—the Ambassador V-8 990. Here is total excellence in two exciting new hardtops, a 4-door sedan and station wagon—all with an array of luxury features as standard equipment. Interiors are the ultimate in tasteful elegance and craftsmanship. Wood-grain inserts smartly accent doors and instrument panel—which has green-hued instrument night-lighting. Upholstery materials are all new, all beautiful, in a selection of rich vinyl and vinyl-fabric combinations. The distinctive, new 990-H hardtop boasts reclining bucket seats and console, folding armrests front and rear, chrome roof bows, and the superior performance of a 4-barrel, 270-hp V-8—all standard! A spirited 2-barrel 250-hp V-8 is standard on the 990 sedan, wagon and hardtop models. If you have a yen for motoring at its luxurious best, the new Rambler Ambassador is for you!

990 AMBASSADOR



RAMBLER AMBASSADOR V-8 990-H HARDTOP (990 hardtop also available)

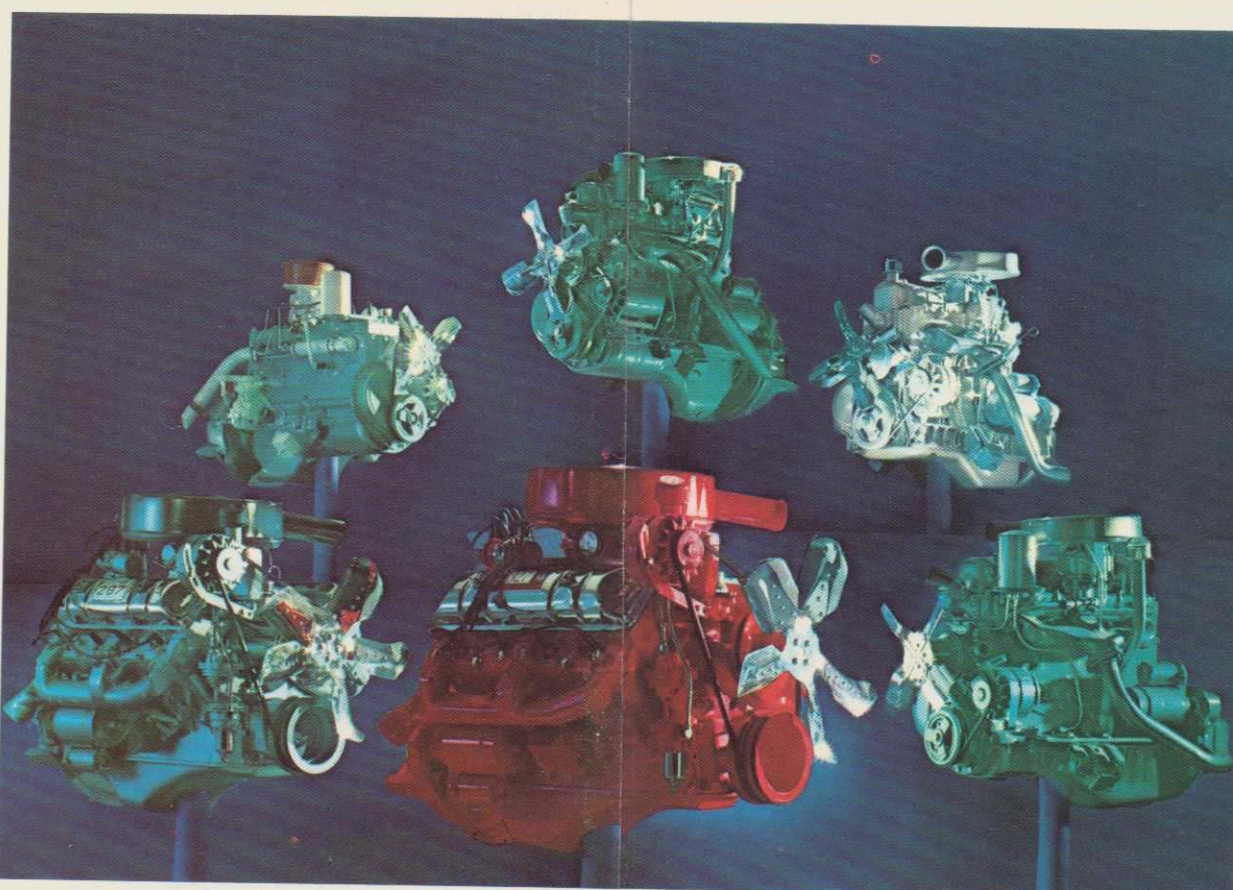


UNSURPASSED INTERIOR LUXURY ON ALL '64 AMBASSADORS! Ambassador V-8 990-H hardtop, shown



AMBASSADOR V-8 990 CROSS COUNTRY WAGON (3rd seat optional) • AMBASSADOR V-8 990 4-DOOR SEDAN

ENGINES



Eight great performance-proved Rambler engines for 1964 from a 90-hp Six for the American, to a responsive 270-hp V-8 for Ambassador 990-H.

Tri-Poised-Power engine mounting in every 1964 Rambler—cradles engine at center of gravity for unsurpassed ride smoothness and noise suppression.

SPECIFICATIONS

CLASSIC 6 or V-8: Engines: Standard on all Classics—127-hp six-cylinder OHV engine with 196-cu.-in. (3,205 lts.) displacement, aluminum block (cast-iron block optional). Other optional engines: 138-hp Six or the 198-hp V-8 with 287-cu.-in. (4,703 lts.) displacement. Wheelbase 112" (2,85 m.). Length 190" (4,83 m.). (190.50" (4,84 m.) on wagons). Width 71.32" (1,81 m.). Loaded height: Sixes: 53.46" (1,36 m.) hardtop, 54.64" (1,38 m.) sedans, 54.85" (1,39 m.) on wagons; for V-8's: 54.16" (1,37 m.) hardtop, 55.34" (1,40 m.) sedans, 55.55" (1,41 m.) on wagons. Loaded ground clearance 6.00" (15,2 cms.).

AMBASSADOR V-8: Engines: Standard on 990's—250-hp V-8 OHV engine with 327-cu.-in. 53.58 cms. (327 plug.) displacement, 2-barrel carburetor. Standard on 990-H—270-hp V-8 OHV with 327-cu.-in. 53.58 cms. (327 plug.) displacement, 4-barrel carburetor (optional on other 990's). Wheelbase 112" (2,845 cms.). Length 190" (4,83 cms.). (190.50" (4,84 cms.) on station wagon). Loaded ground clearance 6.00" (15,2 cms.). Height 54.34" (1,40 cms.) (55.55" (1,41 cms.) on station wagon).

RAMBLER AMERICAN: Six-cylinder engines: Standard on 220, 330 and 440 models 125-hp Overhead Valve (90 H.P. L-Head engine optional at no extra cost). Standard on 440-H model—138-hp OHV (also optional on 220, 330, and 440). Cast-iron blocks; 195.6-cu.-in. displacement. Wheelbase 106" (2,69 m.). Length 177.25" (4,50 m.). Width 68.56" (1,741 m.). Loaded height 54.54" (1,385 m.) for sedans and wagons, 53.41" (1,356 m.) for hardtops, 54.41" (1,382 m.) for convertible. Loaded ground clearance 6.00" (15,2 cms.). Standard column-shift, 3-speed transmission. Five optional transmissions. Hypoid-gear differential. Front coil springs and rear semi-elliptical leaf springs. Tubeless blackwall tires (whitewall optional), standard 6.00 x 14" (optional 6.00 x 15" or 6.50 x 14"). Fuel capacity 16 gallons. Powered convertible top optional

Standard column-shift 3-speed transmission. Many optional transmissions for 6 and V-8. Hypoid-gear differential. Coil springs on all four wheels. Direct-action, independent front suspension. Double-Safety Brake System, bonded linings, self-adjusting. Tubeless blackwall tires (whitewall optional)—6.50 x 14" standard on Sixes (6.50 x 15" and 7.00 x 14" are optional); 7.50 x 14" standard on V-8's. LifeGuard Safety tires standard on wagons with 3rd-seat option (7.00 x 14" on Sixes, 7.50 x 14" on V-8's), optional on others. Fuel tank capacity 19 gal. (17 gal. on wagons with 3rd-seat option).

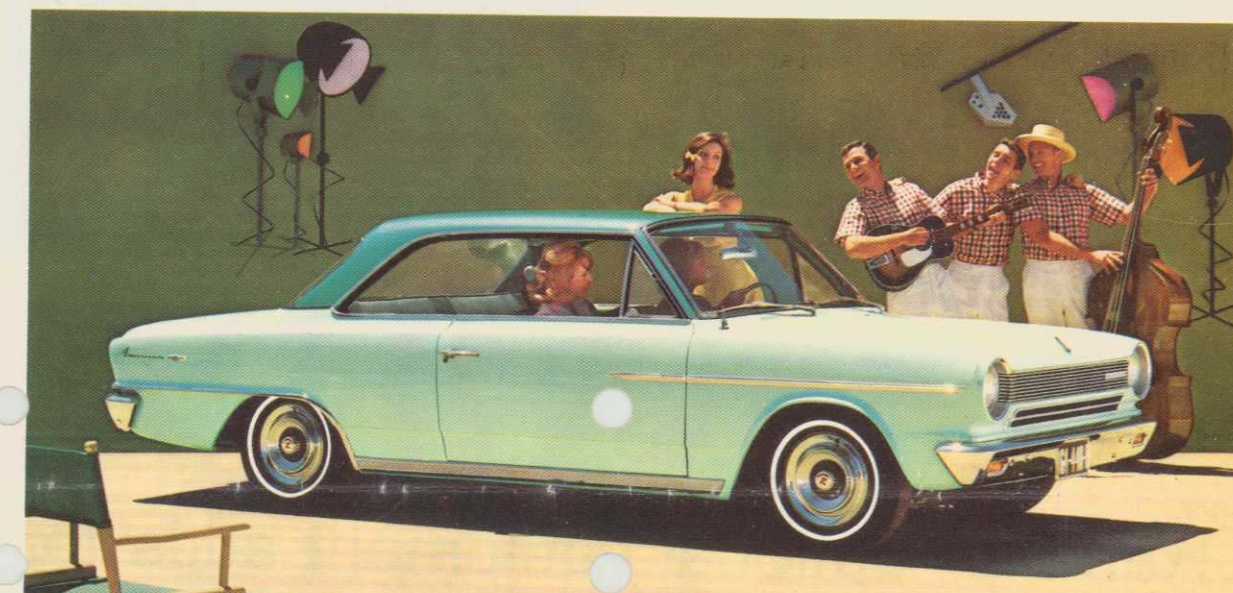
54.16" (137.5 cms.) on hardtops, 54.41" (1,382 m.) for convertible. Loaded ground clearance 6.00" (15,2 cms.). Standard column-shift, 3-speed transmission. Five optional transmissions. Hypoid-gear differential. Front coil springs and rear semi-elliptical leaf springs. Tubeless blackwall tires (whitewall optional), standard 6.00 x 14" (optional 6.00 x 15" or 6.50 x 14"). Fuel capacity 16 gallons. Powered convertible top optional

RAMBLER AMERICAN

compact economy king with new beauty, room for six

Here is a brand-new dimension in motoring—Rambler American for 1964. Longer. Lower. Lean and luxurious. Outside: bold good looks in a heart-teasing line of compact hardtops, sedans, wagons and convertible. Inside: full six-passenger room with appointments and attention to detail comparable to far higher priced cars. Rambler American is the only car in its class with the styling distinction of curved-glass side windows. This, plus big, wide door openings and 6-footer headroom takes the squat and crouch out of getting in and out. There's lots more: A balance of eager performance and top economy (it's America's Economy King!). The handling and parking ease of America's shortest turning diameter (just 36') on a new, 106" wheelbase. New front suspension, wider track, improved rear suspension. Advanced Unit Construction. Engines from 90-, 125-, to 138-hp Sixes. Most important, it's fun to drive and own. Try it!

440 AMERICAN



RAMBLER AMERICAN 440-H HARDTOP (440 hardtop also available)



RAMBLER AMERICAN 440 CONVERTIBLE



RAMBLER AMERICAN 440 4-DOOR SEDAN

330 AMERICAN



RAMBLER AMERICAN 330 4-DOOR STATION WAGON



RAMBLER AMERICAN 330 4-DOOR SEDAN (2-door model also available)

220 AMERICAN



RAMBLER AMERICAN 220 2-DOOR SEDAN (4-door model also available)



RAMBLER AMERICAN 220 4-DOOR STATION WAGON