

Rambler Offering Three Lines, 29 Different Models

American Motors today announced three distinctively different lines of 1965 Rambler cars with the widest selection of models and performance choices ever offered by the company.

Each of the three lines—Ambassador, Classic and American—is on a separate wheelbase and each has its own strong "face" identity.

"With new powerplant choices and the addition of convertible models to the Ambassador and Classic lines, the 1965 Rambler line is the broadest model lineup in the history of American Motors," Thomas A. Coupe, vice president of automotive sales, said, "and, for the first time, each line will offer a full range of body styles."

IN SUMMARY, there are 29 models and seven engines offered in the three Rambler lines for 1965. They include:

Ambassador—10 models, including two six-cylinder four-door sedans, four-door station wagons, convertibles and two-door hardtops. Engines include six-cylinder 128-horsepower L-head, 125-horsepower overhead valve and 155-horsepower Torque Command.

Classic—11 models, including two and four-door sedans, four-door station wagons, convertibles and two-door hardtops. Engines include six-cylinder 128-horsepower L-head, 125-horsepower Torque Command and 155-horsepower Torque Command V-8.

American—8 models, including two and four-door sedans, four-door station wagons, convertibles and two-door hardtops. Engines include six-cylinder 128-horsepower L-head, 125-horsepower Torque Command and 155-horsepower Torque Command V-8.

The 1965 Ambassador, longer and more luxurious, features all new exterior and interior styling. The wheelbase has been increased four inches to 116 inches. The top volume Classic, which retains a 112 inch wheelbase, also is all-new in appearance.

STYLING of the American, which recorded a sales gain of more than 40 per cent during the past model year after undergoing a complete body change, has been tastefully refined. The American wheelbase of 106 inches is unchanged.

"We have increased the overall length of the Ambassador and Classic lines, but none of the increase is in the nature of wasteful overhang," Coupe said. "A five inch increase in the length of most Classic models was designed to importantly enlarge the trunk area."

"Overall length of the Ambassador, except station wagon models, is 200 inches—about the same as the 1961 Ambassador. Part of the increase was dictated by the longer wheelbase with the balance going into additional trunk space."

IN ADDITION to the wider selection of models, the 1965 Rambler offers a broader choice of engines—including a high-performance, seven-main-bearing "Torque Command" six-cylinder engine in all three lines.

"The Torque Command engine provides exceptional performance and response in all driving ranges," Coupe said. "It rivals many larger V-8s in performance and smoothness while retaining the basic operating economy of the sixes."

Coupe said all of Rambler's long-life and safety features

such as advanced unit construction, chrome-armored exhaust system and double safety brakes have been carried over to the 1965 models, and are augmented by many new features for improved operating economy and durability, including alternators as standard equipment on Americans in standard equipment on Classics and Ambassadors and elimination of the 1,000 mile engine oil and filter change inspection. "Weather-Eye" heaters will be standard equipment throughout the Rambler lines.

The 1965 Rambler goes on sale Thursday, September 24.

AMBASSADORS

Both outside and inside, the 1965 Ambassador is completely restyled and imparts a look of luxury.

Exterior styling is highlighted by a bold extruded aluminum horizontal grille with new vertically mounted dual headlights, a longer hood, sculptured side panels, and full-height vertical tail lights which complement the headlight arrangement.

FULL LENGTH chrome trim caps the crown of the side and fender panels, extending from the V-shaped profile of the front fenders to the tail lights to silhouette the all-new side appearance.

Front and rear wheel openings have been reshaped and accentuate the long-profile appearance. Chrome trim around the wheel openings is standard on Ambassador hardtop and convertible models.

Interior styling is set-off by a new instrument panel which features two large circular instrument dials, one housing the speedometer and the other fuel and temperature gauges, and alternator and oil warning lights.

Padded, wrap-around instrument panels are standard on Ambassador 900 and 900-H models as are padded upper doors and carpeted lower-door scuff panels, simulated wood-grain overlay panels, and chrome-trimmed pedal covers. All Ambassador models have new molded plastic steering wheels with safety recessed hubs.

CLASSIC

The new intermediate Classic line also has been completely restyled with overall length increased three inches on station wagons and five inches on other models.

ALL OF THE added inches are in the rear area, creating a more balanced appearance and increasing trunk cargo space by about 1.5 cubic feet for a total of over 15 cubic feet.

Overall length of Classic sedans, hardtops and the new convertible is 195 inches, two inches longer than Classic station wagons.

The horizontal dual headlight outline has been retained on the Classic line, with the headlights mounted in new circular-shaped anodized aluminum housings which blend into a bold new "fine-line" extruded aluminum grille.

Two raised sculptured sections are features of the new hood which is styled in a fashion that gives the hood a longer, more massive appearance.

SIDE PANELS on the Classic are sculptured full length and 770 models have a full-length molding with a slim black paint insert. Molding on 660 models extends from the front of the car into the front door and has

no insert. All Classic models have a chrome molding which caps the crown of the rear fender and extends down the horizontal wrap-around tail lights.

Classic interiors feature all-new seat upholstery and a new instrument panel with the instrument cluster and basic controls grouped within the control panel hood.

AMERICAN

Large, single headlights and a restyled grille provide a strong front and identification for the 1965 American, the original compact car.

The "fine-line" grille has six horizontal bars with three vertical divisions, contributing to the bolder front end appearance.

New and larger tail lights give the American sedans, hardtops and convertibles a more "important" rear appearance. Tail lights on American station wagons are of the wrap-around variety.

INTERIOR changes include all-new upholstery, restyled instrument panel on 440 models and the 232 Torque Command six for quieter operation; new "claw-action" door locks; and alternators and full-door oil filters as standard on American models.

A new "drum type" mechanism is used on Rambler's optional power brakes. The self-adjusting front disc

brakes have high resistance to brake fade, and provide reduced stopping distances at high speeds and on steep downgrades. The rotating disc provides better heat dissipation and eliminates the problem of brakes slipping or grabbing in wet weather.

OTHER mechanical improvements include a new boot-type seal on the lower ball-joint of front suspensions; "double lapped" rear axle gears on V-8 models and the 232 Torque Command six for quieter operation; new "claw-action" door locks; and alternators and full-door oil filters as standard on American models.

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Elimination of the 1,000 mile engine oil and filter change was made possible by full-flow filter and high quality factory fill oil. Six-cylinder engines and manual three speed transmissions are standard on all Rambler lines for 1965 with strong emphasis on the high-performance Torque Command engine.

A 155-HORSEPOWER Torque Command engine is standard on Ambassador models, a 145-horsepower Torque Command engine is standard on Classic 660, 770 and 770-H models, and a 128-horsepower Torque Command engine is standard on Classic 550 models.

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The 1965 Rambler lineup includes the widest selection of models in American Motors' history—no do the Ambassador and American lines—and includes a full selection of two- and four-door sedans, station wagons and hardtops, in addition to the new convertible model. More powerful six-cylinder engines are added in 1965.

1965 RAMBLERS

"THE SENSIBLE SPECTACULARS!"



Jack Baker
says

Come In and See
The Beautiful '65's
... Bring The
Family Too ... The
Refreshments
Are On Us



Ambassador



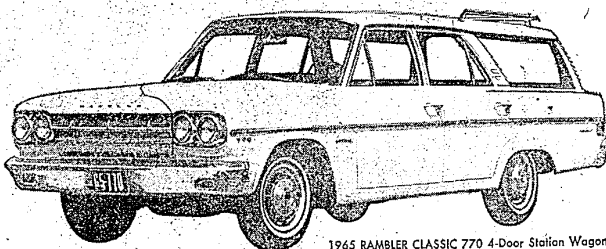
Classic



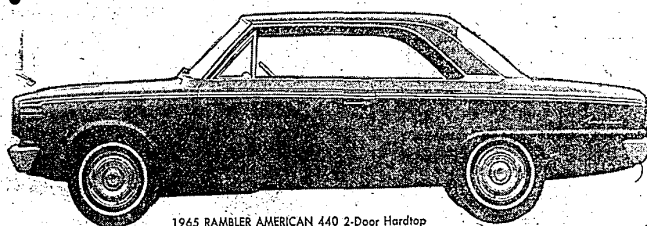
American



1965 RAMBLER AMBASSADOR 990 4-Door Sedan



1965 RAMBLER CLASSIC 770 4-Door Station Wagon



1965 RAMBLER AMERICAN 440 2-Door Hardtop

Wide Variety of Engines Offered in '65 Ramblers

Rambler's 1965 models will offer a wide variety of engine options, including a high performance 232 cubic inch "Torque Command" six available on all series for the first time.

The outstanding success of the 232 "Torque Command," a new six-cylinder engine of advanced design introduced last spring as an option on the Classic series, has resulted in its extension to the American and Ambassador series for '65, according to Thomas A. Coupe, automotive sales vice president.

IN ADDITION, Rambler will offer power for every engine requirement, ranging from the economical 90-horsepower L-head six on the American to the 270-horsepower V-8 diesel is optional on all V-8 Classics and Ambassadors," Coupe said.

The Torque Command engine is offered in three versions on 65 Ramblers.

A 155-horsepower 232-cubic-inch Torque Command with 2-barrel carburetor is standard on all Ambassador models. A 145-horsepower version with single barrel carburetor is standard on Classic 660, 770 and 770-H models. A 128-horsepower Torque Command is standard on Classic 550 models.

In addition, the 155-horsepower Torque Command is available as an option on all Classic

models, and on American models with automatic transmissions.

THE TORQUE Command engines feature a seven-main-bearing crankshaft and eight counterweights, which together with other advanced design features, provide exceptional characteristics of smoothness, quick response and economy of operation, Coupe said.

Two optional V-8 engines, rated at 198 and 270-horsepower, are offered in the Classic and Ambassador series.

Engines for the American line include a 90-horsepower L-head six on standard 220 and 230 models and a 125-horsepower overhead valve engine standard on 440 and 440-H models and optional on 220 and 330 models.

Transmission options include overdrive and Flash-O-Matic automatic on all models, plus 11 Twin-Stick and Shift-Command floor mounted transmissions on American 440 and 440-H, Classic 770 and 770-H, and Ambassador 990 and 990-H models equipped with slim bucket seats and console.

Twin-Stick, which is a special floor-shift overdrive transmission, is available with either six-cylinder or V-8 engines. Shift-Command, which can be operated as a fully automatic transmission or shifted manually as desired, is offered with V-8 or 155-horsepower Torque Command engines only.

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