

Presenting
THE NEW 1957 *Rambler*



NEW
190 H.P. **V8**

NEW IMPROVED
ECONOMY **6**

*Smartest Style
Lowest Cost
Highest Resale*

COAST-TO-COAST



ON LESS THAN 5 TANKS OF GASOLINE

THEY'RE OFF! Carrying three passengers—driver, relief driver and official NASCAR observer—the record-breaking Rambler leaves Disneyland Park, California, on its cross country journey. Every type of driving condition was encountered . . . heavy city traffic, blazing deserts, lofty mountains, two-lane roads and super-highways. Yet Rambler took them all in stride—traveled mile after mile with scarcely a flicker of the gas gauge.



NASCAR officially supervised the entire run. Every drop of gasoline was measured by a representative of the National Association For Stock Car Auto Racing, who sealed the tank after each filling. Only this official could break the seal.



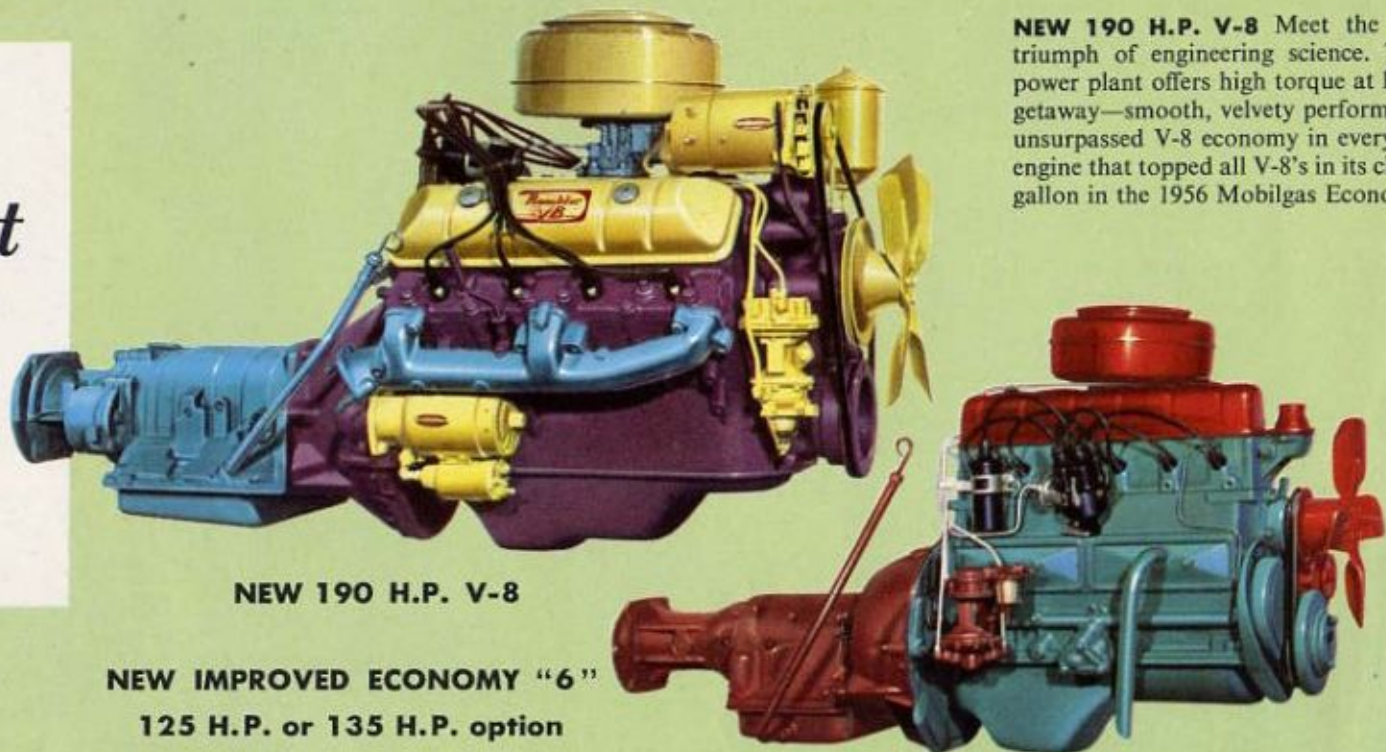
JOURNEY'S END! The Rambler Economy King gets the checkered flag in New York after crossing the country on less than five tanks of gasoline. The record-breaking car was a stock car picked at random.

IT'S OFFICIAL! Rambler is the recognized Economy King! The smartest, most maneuverable car on the road recently smashed all records for economy on a transcontinental run from Los Angeles to New York. A rugged 2961 miles on 92.3 gallons of regular gasoline! *32.09 miles per gallon!* Less than a penny a mile for gasoline over every type of terrain.

In setting this amazing record, the Rambler "6" with Automatic Overdrive, traveled between 45 and 60 miles an hour to maintain an average speed of 40.3 miles per hour for the entire journey—coast-to-coast.

This outstanding feat gives positive proof that Rambler's amazing economy matches its superlative performance, comfort and handling ease—makes it the ideal car for every driving purpose—in town, on the highway or on back-country roads.

NEW! Two Great Rambler Engines for 1957



NEW 190 H.P. V-8

NEW IMPROVED ECONOMY "6"
125 H.P. or 135 H.P. option

NEW 190 H.P. V-8 Meet the new 190-horsepower triumph of engineering science. This sensational new power plant offers high torque at low speeds for blazing getaway—smooth, velvety performance at high speeds—unsurpassed V-8 economy in every speed range. It's the engine that topped all V-8's in its class in actual miles per gallon in the 1956 Mobilgas Economy Run.

NEW ECONOMY "6" Here is the thriftiest power plant on the American scene—Available in the improved 125 H. P. version or with the new optional power pack at 135 H. P. This is the engine responsible for Rambler's seat-back getaway . . . its brand-new overhead-valve zoom . . . plus record economy. The Rambler "6" performs miracles in getting maximum power from every drop of gasoline. And the easy accessibility to its engine compartment makes servicing a cinch.



NEW FLASHAWAY
HYDRA-MATIC DRIVE

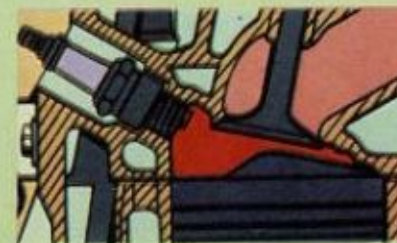
Now in the sparkling new '57 Rambler V-8—new Flashaway Hydra-Matic provides record-breaking economy and thrilling performance. Automatic, Overdrive or Silent Syncromesh Transmission, as you prefer, are available in all Rambler models for 1957. You can select the one transmission that best suits your normal mode of driving.



100% COUNTERBALANCED V-8 CRANKSHAFT: Scientific 100% counterbalancing of the entire crankshaft assembly, including flywheel, connecting rods and pistons, results in exceptionally smooth operation.

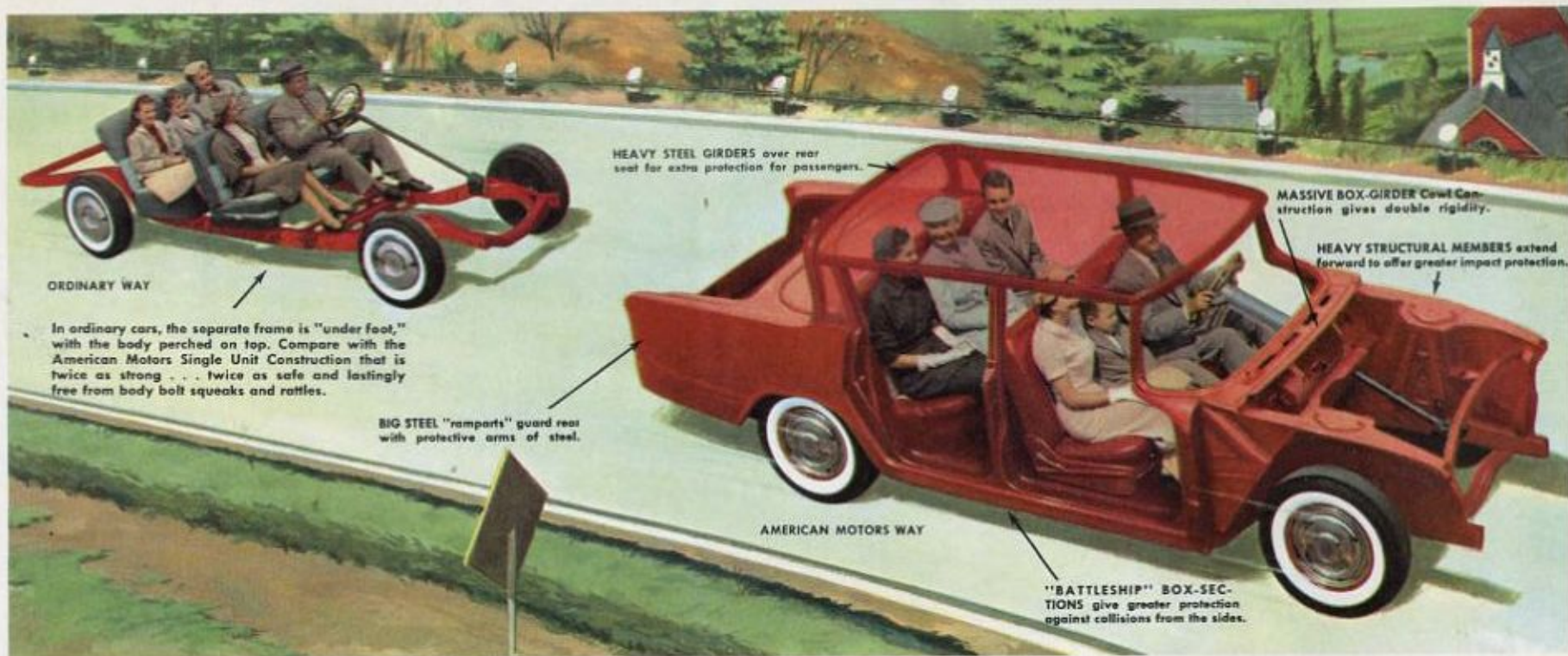


NEW TWIN-THROAT DOWN-DRAFT CARBURETOR: More efficient air-fuel mixture results from the use of this new type carburetor on the Rambler 190 H.P. V-8, giving finer, thriftier performance.



NEW VARIABLE WEDGE COMBUSTION CHAMBER: This latest development in combustion chamber design results in the smoothest, quietest six cylinder engine you've ever driven. You'll be amazed at the sparkling acceleration and new high-speed performance of this Rambler "6".

GIVE YOUR FAMILY THE PROTECTION OF SINGLE-UNIT CONSTRUCTION



ORDINARY WAY

In ordinary cars, the separate frame is "under foot," with the body perched on top. Compare with the American Motors Single Unit Construction that is twice as strong . . . twice as safe and lastingly free from body bolt squeaks and rattles.

BIG STEEL "ramparts" guard rear with protective arms of steel.

AMERICAN MOTORS WAY

HEAVY STEEL GIRDERS over rear seat for extra protection for passengers.

MASSIVE BOX-GIRDER Cowl Construction gives double rigidity.

HEAVY STRUCTURAL MEMBERS extend forward to offer greater impact protection.

"BATTLESHIP" BOX-SECTIONS give greater protection against collisions from the sides.

YOU RIDE PROTECTED—FRONT, REAR AND ALL AROUND



FRONT—Massive box sections extend forward to protect engine and front-seat passengers.



REAR—Heavy rear members absorb impact, give protection above floor level.



TOP-SIDES—Box-girders form protective "cage" around passenger compartment.



BOTTOM—Heavy body-frame panels provide greater rigidity and strength.

EXCLUSIVE AMERICAN MOTORS' SINGLE-UNIT CONSTRUCTION SETS THE PATTERN FOR CARS TO COME

Fifty years advanced over old-fashioned body and frame construction, the new Rambler has frame-and-body as a single welded unit. With sturdy box-girder frame surrounding driver and passengers—front, rear and all around—Single Unit Construction gives greater strength, safety and rigidity.

No other car in the Rambler price field offers such protection for your loved ones. No other car offers such lasting freedom from body-bolt squeaks and rattles. No other car stays *new* so long. For American Motors' exclusive Single Unit Construction is as far ahead of old-fashioned car construction as a modern streamlined train is ahead of old-fashioned railroad coaches.

LIKE SURPRISES? "FUN-TEST" RAMBLER!

Measure by any standard you wish. You'll find the compact Rambler full of delightful surprises. There's more interior room than the average of all other low-priced cars.

It turns in a fraction of the space . . . handles with fingertip ease in traffic . . . parks in tight places others would have to pass up.

You get far greater gas mileage than any other car. *And—above all—you'll find Rambler is twice the fun to drive.*



PLENTY OF ROOM for six 6-foot All Americans in the new Rambler. More headroom, hiproom and legroom than the average of other low-priced cars. Yet Rambler is so easy to park.



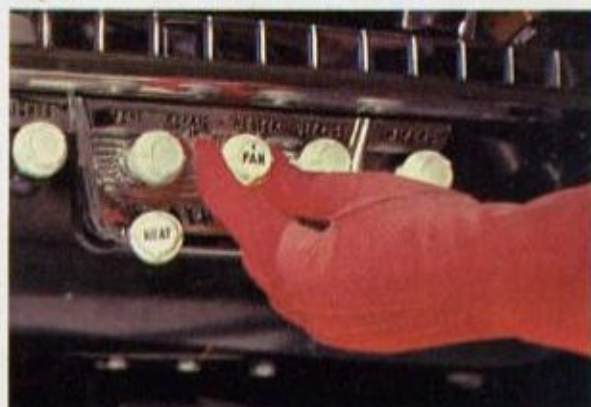
U-TURNS ARE A CINCH! You can turn it around in streets 3 to 4 feet too narrow for other low-priced cars. In fact, even the spacious Rambler station wagon handles easier than sedans of other makes.



NIMBLEST SHOPPER IN TOWN! Entirely new steering developments make the 1957 Rambler easier than ever to park. New use of needle bearings virtually eliminates friction, reduces steering effort.



EXCLUSIVE IN THE LOW PRICE FIELD—coil springs on all 4 wheels! Expect to be amazed at your first Rambler ride. Deep Coil Springs (left, above) are longer, softer than old-style short, stiff springs (right).



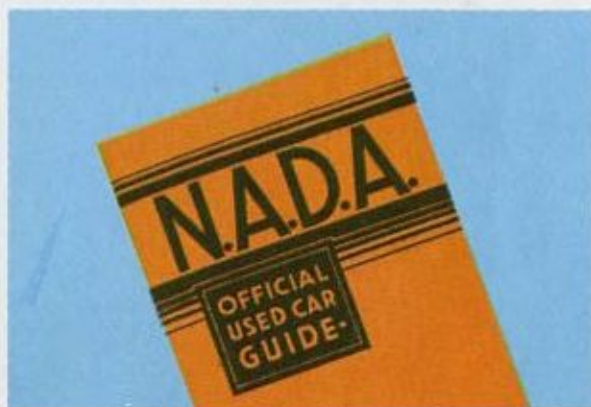
BEST INVESTMENT FOR HEALTH, SAFETY, COMFORT—and resale value, too—Rambler All-Season Air Conditioning. Refrigerates in summer, heats in winter, ventilates and filters year-round.



TWICE THE TRAVEL COMFORT—with Airliner Reclining Seats. Instantly adjust to any of five wonderfully relaxing positions—make a chaise longue, contour seat . . . even a nap couch for the youngsters on trips.



STOP WHERE YOU PLEASE—with Twin Travel Beds you are free from dependence on motels or hotels. No need for cumbersome tents or cots—you sleep high and dry, safe from insects.



TOPS IN RESALE! Month after month, Rambler leads all low-priced cars in resale value according to the official National Automobile Dealer's Association Used Car Guide Book.

For 1957-Get a Lift out of Going...Go Rambler

**More Fashion.
More Features.
More Fun!**

What a pleasant surprise awaits you when you first drive the new Rambler for 1957. Here is the high-fashion car of the year that gives you more genuine pleasure per mile . . . and more miles per gallon to boot.

You'll be amazed at Rambler's real big-car comfort—room galore—dollar-saving economy—and more sheer driving fun than you've ever known before.

You'll revel in Rambler's superior handling ease . . . in the way it parks and steers and slips through traffic. You'll find it leaves the heavier, cumbersome cars far behind. And you have your choice of twelve distinctive models with 45 solid, two-tone and three-tone exterior color combinations and harmonizing interior trims.

Get a lift out of going...go Rambler! Fun-Test America's most distinctive new car today.



CUSTOM CROSS COUNTRY V-8 OR "6" Here's the gayest, smartest, most useful car you can buy—the new '57 Rambler Cross Country. From its fashionable "town car" topline and Travel Rack to its lively wheels, it's a whole new style in station wagons. Luxuriously upholstered and appointed, yet the handiest "hauler" on the road.



"HAUL FREIGHT" IN HIGH FASHION with Rambler's 80 cubic feet of cargo space. You can even load 4' x 8' sheets of plywood through the 48-inch wide tail gate.

CUSTOM HARDTOP CROSS COUNTRY V-8 It's a station wagon! It's a Four-Door Hardtop! It's a V-8! Now, for the first time, today's two

most-wanted body styles in one great car. Only in a Rambler can you get all the glamour of a hardtop, all the utility of a station wagon.



NO OTHER "WAGON" within two thousand dollars of the price has a roll-down rear window that disappears into the tail gate . . . easier to load . . . safer for children.



SAFEST PLACE FOR TODDLERS! Let the youngsters play as you drive—in the large rear compartment. They can't fall from the seat in case of sudden stops—can't open doors.



SMART ROOFTOP TRAVEL RACK is yours at no extra cost on the Rambler Cross Country. Holds loads of extra luggage on long trips and adds to Rambler's distinctive beauty.



SUPER CROSS COUNTRY V-8 OR "6" America's lowest-priced four-door station wagon is the most practical car on the boulevard . . . the finest "work and play" car for town or country. It's the most versatile car you can buy—a triple-duty beauty for work, for vacation, for family travel.



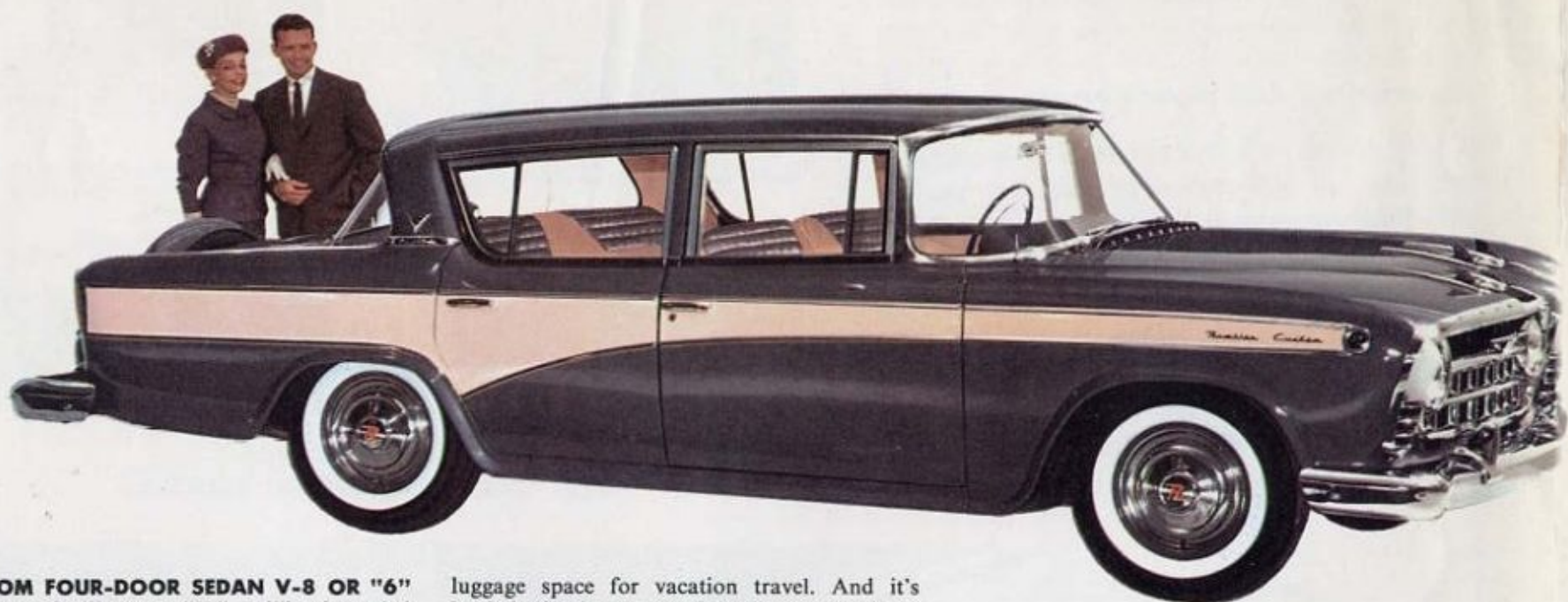
CUSTOM FOUR-DOOR HARDTOP V-8 The newest fashion at its distinctive best! Enjoy the free, open-air feeling of a convertible, plus the smart comfort and protection of a sedan in this luxuriously appointed fashion

leader. Here's exciting styling and beauty with a full measure of practicality in a car designed for the young in heart of every age. The distinctive 4-Door Hardtop is also available in the low-priced Rambler "6" Super series.



THE INSIDESTORY of the '57 Rambler is something you would never believe until you check it yourself. What room! Plenty of legroom, shoulder room, hiproom, seatroom for all the family even if it consists of six six-footers. What a selection of high-

fashion colors and fabrics! The luxurious appointments make you forget all ideas of "price class." Yet you can have this car with the *smartest style* at the *lowest cost*. The ultra-smart new Rambler is the *personality-plus* car of the year.



CUSTOM FOUR-DOOR SEDAN V-8 OR "6" Fits your family to a "T." Brilliantly styled family sedan—six passengers big, with plenty of

luggage space for vacation travel. And it's loaded with luxury comforts you would never expect to find in any but the highest-priced cars.



DE LUXE FOUR-DOOR SEDAN "6" The most practical car for business and pleasure ever designed . . . more miles on a gallon of gas than any other American car—gives more pleasure and comfort every driving mile. And all at a low, low price. The ideal "salesman's car."



SUPER FOUR-DOOR SEDAN V-8 OR "6" Try to match this beauty for practical family use. Its wide, wide seats and generous leg-

room enable six six-footers to ride all day in solid comfort. Choose from ten new solid colors or seven two-tone combinations.

**"Fun Test" the New
'57 Rambler
V-8 or 6**

Lowest Price! Smartest Style! Highest Resale!

FOR YOUR FAMILY'S SAFETY...
CHOOSE RAMBLER

SAFETY-PADDED Instrument Panel gives added protection to front-seat passengers.



SAFETY-PADDED SUN VISORS give the protection you need at face-level.



"CHILD GUARD DOOR LOCKS" can only be unlocked with car key.



FEATHER TOUCH POWER BRAKES reduce pedal pressure—give quick, safe stops.



RAMBLER POWER STEERING reduces driving strain, helps you hold the road.



SEAT BELTS were pioneered by American Motors in 1950. Recommended by safety authorities.



ABOVE SAFETY FEATURES AVAILABLE IN ALL RAMBLER MODELS AT SLIGHT EXTRA COST

1957 *Rambler* Specifications

BODY: Double Safe Single Unit Car Construction, Bonderized for rust protection. Double Coat Baked Enamel. Wheelbase 108". Overall length 191.14" (198.89" with optional Continental tire). Station Wagon overall length 193.61". Width 71.32". Loaded height 58" (58.57" Cross Country). V-8 Models are four-tenths of an inch higher. Front tread 57.75". Rear tread 58".

MECHANICAL: Rambler V-8 Engine: 250 cu. in., 190 H.P., 240 lb. ft. torque, 8:1 compression ratio, Dual-throat carburetor, Dual-exhaust system. Economy O.H.V. 6 Cylinder Engine: 195.6 cu. in., 125 H.P., 175 lb. ft. torque, 8.25:1 compression ratio, Single throat carburetor, Single exhaust system. Deep Coil front suspension. Coil springs, all four wheels. Torque Tube drive. 9" diameter brakes. Transmissions: Dual-Range Hydra-Matic or B-W Automatic Drive for 6-cyl. models, Flashaway Hydra-Matic for V-8. Automatic Overdrive, Standard Syncromesh on all Series. 6.40 x 15 tubeless tires for 6-cyl. models, 6.70 x 15 for V-8. 20-gallon fuel tank. 12-Volt electrical system.

EXTRA COST EQUIPMENT: Six Cylinder Engine with Double-Barrel Carburetor or Power Pack (135 H.P.) Weather Eye Heating and Ventilating System. All-Season Air Conditioning (heats, cools, ventilates). Radio. Airliner Reclining Seats. Rear Foam Cushions. Front Foam Cushions (Standard on all except Deluxe). Padded Instrument Panel and Padded Sun Visors. Directional Signals. Electric Clock. Cigarette Lighter (Standard on all except Deluxe). Continental Tire Mount (Not available on Station Wagon). Chrome Wheel Discs. Power Steering, Power Brakes. Automatic or Overdrive Transmissions. Oil Filter, Oil-Bath Air Cleaner on 6 cyl. Solex Glass. Hood Ornament. Special Leather Seat Trim (for Customs only). Two-tone Colors. Three-tone Colors (for Customs only). Bak-O-Matic Lights. Windshield Washers. 6.70 x 15 Tires are optional on 6-cyl. models. Whitewall Tires. Heavy-Duty 4-ply Nylon Black or Whitewall Tubeless Tires. Heavy-Duty Rear Springs and Shock Absorbers.

DEALER ACCESSORIES: Seat Belts. Travel Rack Leather Straps. Child Guard Door Locks.

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