

INTRODUCING

*the most imitated car in North America*

1960

# RAMBLER

The New Standard  
of Basic Excellence

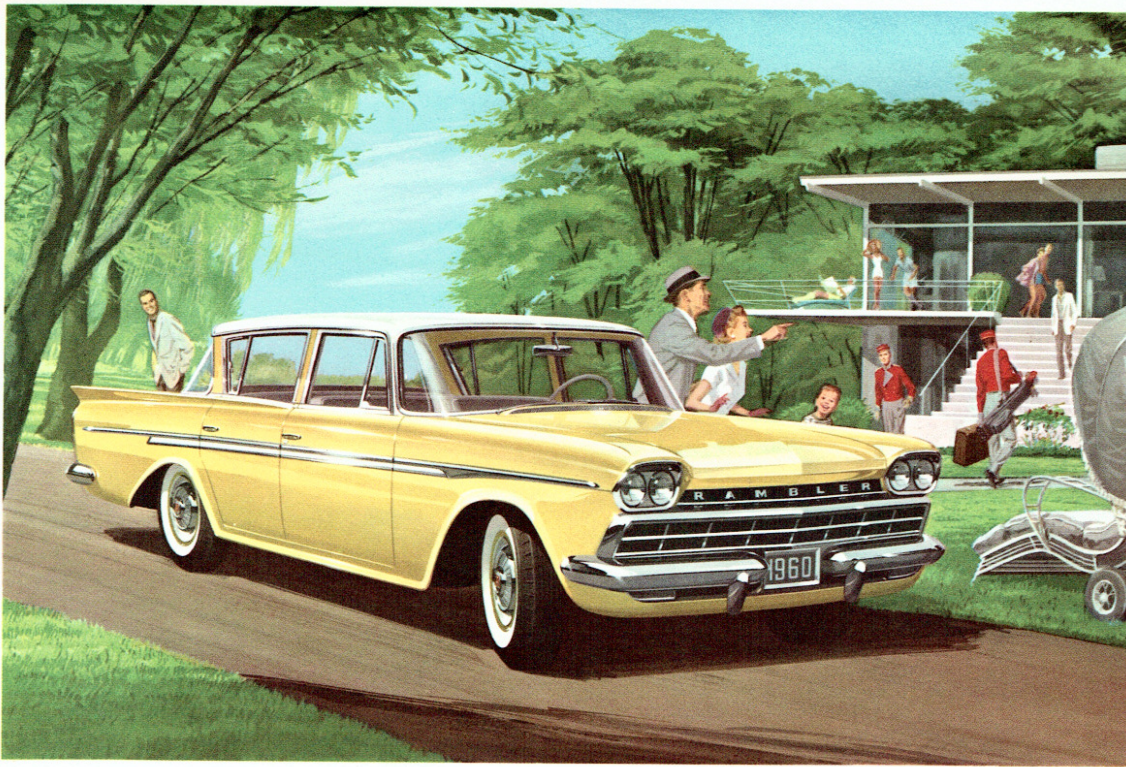






GEORGE ROMNEY





1960 Rambler Custom 4-Door Sedan  
—Economy 6 or Rebel V-8 Engines



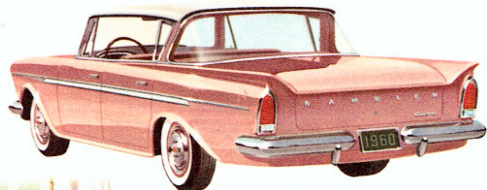
ALL-NEW 1960 RAMBLER 3-SEAT STATION WAGON—3 Wide Seats! 5 Big Doors! The tail-gate is a fifth door that swings wide to allow rear-seat passengers to step in easily. Six or Rebel V-8, Super or Custom.

## Rambler 6 and Rebel V-8-1960's Biggest Car Values

1960 Rambler Super 4-Door Sedan  
—Economy 6 or Rebel V-8 Engines



1960 Rambler Six  
Deluxe 4-Door Sedan



Rambler's Fresh New Look is Quickly  
Apparent in the Rear Contours

Your 1960 Rambler Dollar is a bigger dollar! That's because you get so much more in quality, economy, performance, and trouble-free operation.

Here is sleek new styling that is fresh and exciting—new compact handling ease—top miles per gallon on regular grade gasoline from the recognized economy leader.

On every score, Rambler brings you 1960's best balanced values. Drive Rambler today and discover why it's North America's No. 1 Success Car . . . a product of the world's largest builder of compact cars.

- No. 1 in compact car sales
- No. 1 in airplane-type single unit design
- No. 1 in established resale value
- No. 1 in quality construction and features
- No. 1 in owner-proved economy
- No. 1 in economical, trouble-free operation
- No. 1 in balanced values
- No. 1 in owner loyalty

1960 Rambler  
Custom Country Club Hardtop  
—Economy 6 or Rebel V-8 Engines



1960 Rambler Super  
Cross Country—  
Economy 6 and  
Rebel V-8 Engines

1960 Rambler Six  
Deluxe Station Wagon

### SPECIFICATIONS MECHANICAL, ENGINE, MODELS.

RAMBLER "6"  
MECHANICAL: Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.3" (57.5" station wagon). Front tread 57.75". Rear tread 58". Economy axle ratios standard, other ratios available at no extra cost. Five stud 4.5" wheel rim. Standard tire size 640 x 15 4-ply tubeless. Optional tire size 6.70 x 15. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 9" diameter servo-action bonded lining brakes. Coil springs with torque tube drive.

ENGINE: Overhead valve six. Displacement 195.6 cu. in. Piston bore 3.13". Stroke 4.25". Compression ratio 8.7:1. Solid valve lifters. Horsepower 127. Torque 180. Optional engine with twin-throat carburetor, horsepower 138, torque 185. Heavy-duty cellulose-fiber air cleaner standard. Oil-bath air cleaner optional (std. with twin-throat carb.). Partial-flow disposable oil filter opt. 18 imp. gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

MODELS, 4-DOOR: Deluxe, Super and Custom Sedan. Deluxe, Super and Custom Station Wagon. Super and Custom 3-seat Station Wagon. Custom Hardtop.

RAMBLER REBEL V-8  
MECHANICAL: Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.1" (57.3" station wagon). Front tread 58.75". Rear tread 59.13". Economy axle ratios standard, other ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 7.50 x 14 4-ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive.

ENGINE: Overhead valve V-8. Displacement 250 cu. in. Piston bore 3.5". Stroke 3.25". Compression ratio 8.7:1. Solid valve lifters. Two-barrel carburetor. Horsepower 200. Torque 245. Optional engine with dual-exhausts, four-barrel carburetor, horsepower 215, torque 260. Heavy-duty cellulose-fiber air cleaner standard. Full-flow disposable type oil filter optional. 18 imp. gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

MODELS, 4-DOOR: Super and Custom Sedan. Super and Custom Station Wagon. Super and Custom 3-seat Station Wagon. Custom Hardtop.

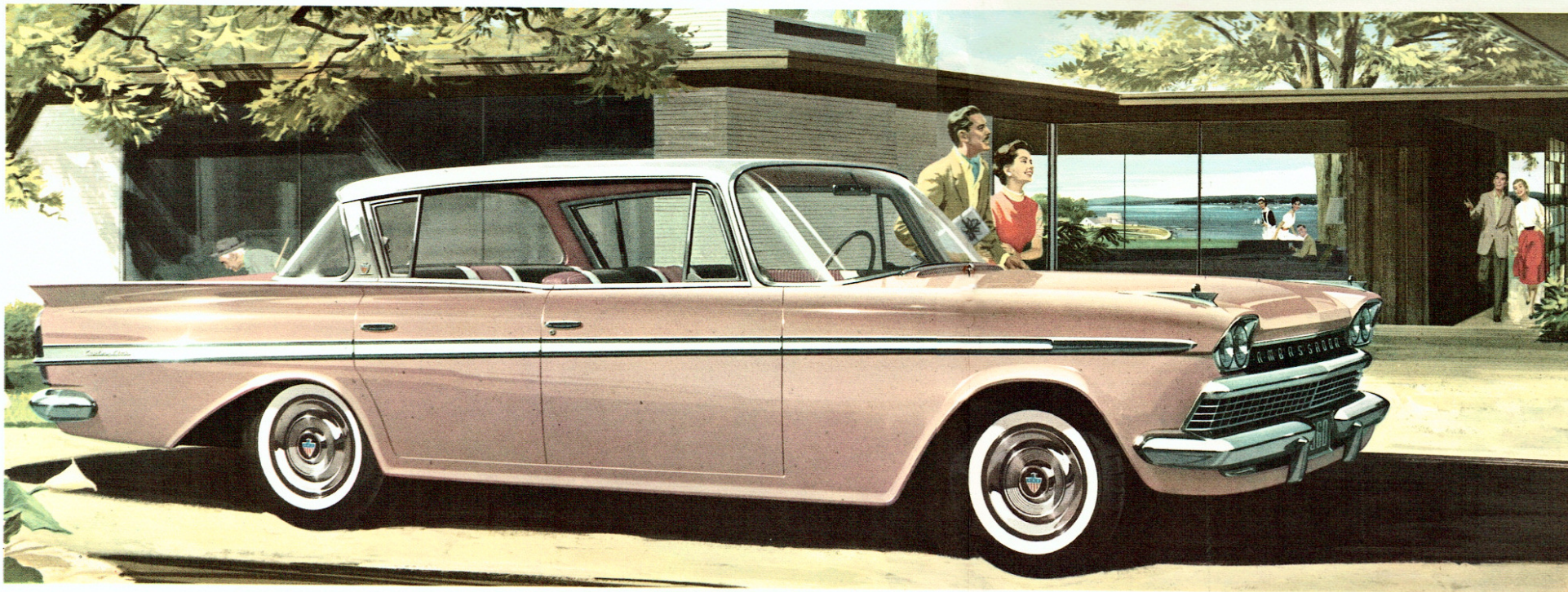
(For equipment Specifications, see back cover).

Rambler is North America's largest selling compact station wagon. The new 1960 Rambler Cross Country models—including the all-new 3-Seat Station Wagon—offer fresh advanced styling, generous family-size room, ample cargo space and top economy. Choose from 11 distinctive models.



1960 Rambler Custom 4-Door Cross Country—Choice of Economy 6 and Rebel V-8 Engines. Full 6-passenger room, plus 80 cubic feet of cargo space





Luxurious 1960 Ambassador V-8 Custom Country Club 4-Door Hardtop

#### SPECIFICATIONS MECHANICAL, ENGINE, MODELS.

**AMBASSADOR V-8**  
**MECHANICAL:** Wheelbase 117". Over-all length 198.5". Width 72.2". Loaded height 56.9" (57.1" station wagon). Front tread 57.75". Rear tread 59.13". Economy axle ratios standard, other ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 8.00 x 14 4-ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive. Front sway-stabilizer torsion bar. Radiator-to-fan shroud.

**ENGINE:** Overhead valve V-8. Displacement 327 cu. in. Piston bore 4". Stroke 3.25". Compression ratio 8.7:1. Hydraulic valve lifters. Two-barrel carburetor. Horsepower 250. Torque 340. Optional engine with 9.7:1 compression ratio, dual-exhausts, four-barrel carburetor, horsepower 270, torque 360. Heavy-duty cellulose-fiber air cleaner and full-flow disposable type oil filter is standard. 18 imp. gallon fuel tank. Regular grade gasoline (premium for optional engine). 12-volt electrical system.

**MODELS, 4-DOOR:** Super and Custom Sedan, Super and Custom Station Wagon. Super and Custom 3-seat Station Wagon. Custom Hardtop Station Wagon. Custom Hardtop. (For Equipment Specifications, see back cover)

## Canada's Leading Compact Luxury Car 1960 AMBASSADOR V-8 *By Rambler*



1960 Ambassador 4-Door Station Wagon  
—Available in 2- and 3-Seat Custom and Super Models

The distinguished Ambassador proves that a luxury car need not be big, bulky, hard to handle and park or expensive to buy and operate.

Ambassador offers the ultimate in tasteful elegance—the peak in comfort and luxury, yet its compact dimensions make it a genuine pleasure to drive, park and garage.

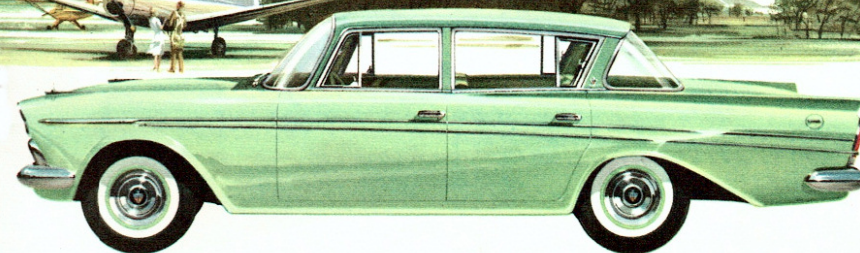
Choose from eight distinguished models powered by the new 250-H.P. Ambassador V-8 engine that gives improved V-8 economy on regular grade gasoline . . . a high power-to-weight ratio for responsive performance. 270-H.P. "power-pack" optional.



1960 Ambassador Custom Cross Country Hardtop Station Wagon



1960 Ambassador Custom 4-Door Sedan



1960 Ambassador Super 4-Door Sedan



# 1960 Rambler American

Rambler American—proved by 10 years of compact car building experience and 25 billion owner-driven miles. Two full decades of pioneering in modern airplane-type Single Unit Construction. No wonder the rest of the industry is trying to imitate. But why buy an imitation when you can own the original?

Now—for 1960—Rambler presents the car that is here by popular demand—the all-new Rambler American 4-Door Sedan. Full family-size room with the entry and exit convenience of four wide doors.

See and drive the 1960 Rambler American—Canada's low-priced compact car—with high resale and top economy.



All-New 1960 Rambler American 4-Door Sedan—Deluxe and Super Models



1960 Rambler American Super 2-Door Club Sedan



1960 Rambler American 2-Door Station Wagon—Deluxe and Super Models  
Canada's Economical Station Wagon



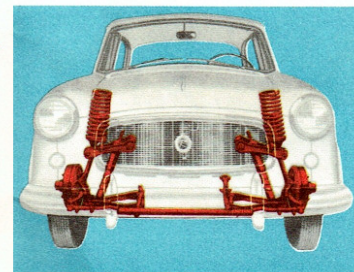
1960 Rambler American Deluxe 2-Door Club Sedan



**CARGO ROOM APLENTY** for all the luggage and gear needed by a family of five. Rear seat folds down flush with the floor to give 52 cubic feet of load area. Smart Roof-Top Travel Rack on Super models carries additional luggage.



**AIRLINER RECLINING SEAT** (optional) adjusts to five comfortable positions at the flick of a lever... becomes a comfortable nap couch for resting children on long trips.



**DEEP COIL FRONT SPRINGS**, longer and softer than those used on most other cars and angled inward to control sway on curves, help make the Rambler American the smoothest riding smaller family car. New shock absorbers provide a smoother, more enjoyable ride.



**NEW BEAUTY... NEW COLOR-KEYED HARMONY** characterize the spacious interiors of the Rambler American. Rich fabrics and trims and complementary hardware give an attractive decor that harmonizes smartly with body colors.



**FULL FAMILY-SIZE ROOM** is yours to enjoy in the 1960 Rambler American. The soft, deep seats are wide to give a generous measure of shoulder room and hip room for five big passengers.

**LOTS OF GO AND ECONOMY, TOO!** The 90 H.P. Rambler American Super Flying Scoot engine has a rare combination of smooth, quiet performance and record-breaking economy. Plenty of get-up-and-go to meet all driving demands on regular grade gas. Flash-O-Matic overdrive and standard Syncromesh transmissions are available.

1960

## RAMBLER AMERICAN SPECIFICATIONS

**MODELS:** Deluxe and Super 2-Door Club Sedan, Deluxe and Super 2-Door Station Wagon, Deluxe and Super 4-Door Sedan.

**MECHANICAL:** Wheelbase 100". Over-all length 178.32" (185.44" with opt. Continental tire). Width 73". Loaded height 57.27" (57.67" Sta. Wag.). Front tread 54.62". Rear tread 55". Economy axle ratios standard, other ratios available at no extra cost. Standard tire size 5.90 x 15 4-ply Tyrex tubeless. Optional tire size 6.40 x 15 4-ply Tyrex or Nylon tubeless. Station Wagon tire sizes 6.40 x 15 4-ply Tyrex, Nylon optional. Optional whitewall tires. Coil springs front. Leaf springs with Hotchkiss drive rear. Direct action shock absorbers. Servo-action 9" diameter bonded lining brakes.

**ENGINE:** L-Head six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.0:1. Solid valve lifters. Horsepower 90. Torque 150. Carter YF single-barrel downdraft carburetor. Fuel filter. Vacuum booster fuel pump. 18 imp. gallon fuel tank. Operates on regular grade gas. 12-volt electrical system.

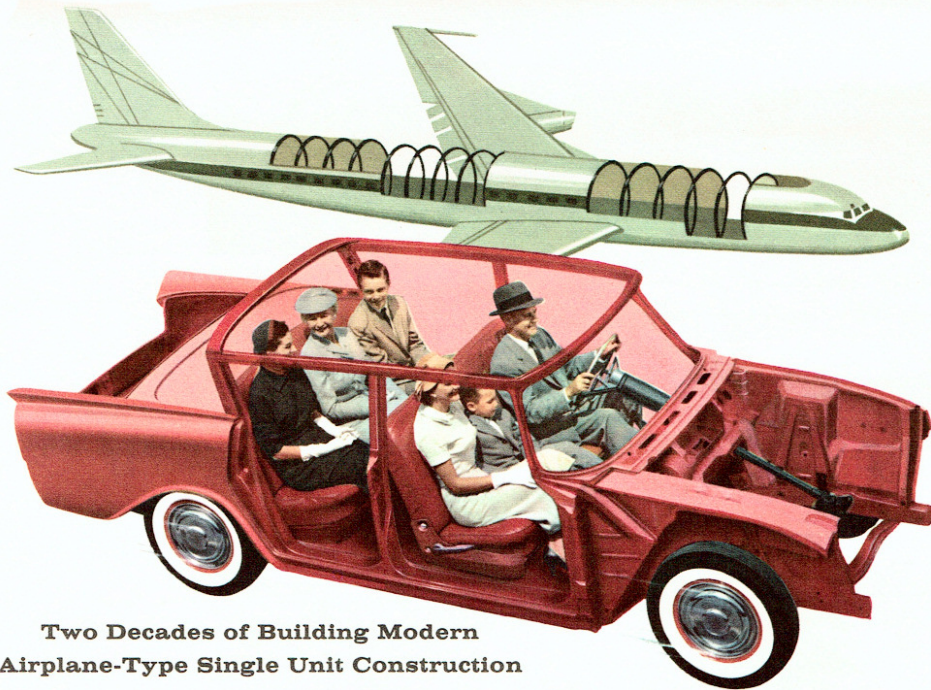
**STANDARD EQUIPMENT:** Deluxe: Syncromesh manual transmission. Directional signals. Hood ornament. Baked enamel single colors. Left-hand sun visor. Front ash tray. Manual dome light. Vacuum booster fuel pump. Fuel filter. Dry type air cleaner. Coat hook. One horn. Hub caps. Vinyl-fabric or all-vinyl upholstery. Cargo mat (sta. wag.).

**SUPER:** Above Deluxe items plus following: Front and rear arm rests. Right-hand sun visor. Cigarette lighter. Front cushion foam. Rear ash trays. Trunk or cargo mat. Automatic dome light. Stainless steel windshield and side mouldings, plus sedan rear window mouldings. Roof-top rack on wagon. Two-tone interiors.

**EXTRA COST EQUIPMENT:** Flash-O-Matic. Overdrive. Twin-Grip axle. Power steering. Weather Eye heater. Manual transistor-powered radio. Undercoating. Airliner reclining seats. Two-tone colors. Front foam cushion (std. on Super). Rear foam cushion. Outside rear mirror (left). Inside non-glare mirror. Self-adjusting brakes. Continental tire mount (Sedans). Oil filter. Oil bath air cleaner. Electric clock. Custom steering wheel. Wheel discs. Heavy-duty springs and shocks. Solex glass. Heavy-duty radiator. Heavy-duty cooling (fan, shroud, radiator). Windshield washers. Back-up lights. License plate frames (1 or 2). Super-package for Deluxe (R.H. visor, front arm rests, cigarette lighter). Optional tires as listed in "Mechanical" section. Dealer installed Air Conditioning.

American Motors, whose policy is one of continuous improvement, reserves the right, however, to discontinue or change specifications, models or prices at any time without incurring obligation.



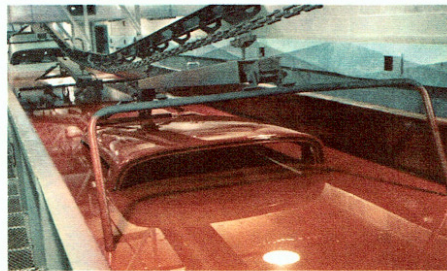


### Two Decades of Building Modern Airplane-Type Single Unit Construction

More than twenty years ago, American Motors originated Single Unit Construction. Body-and-frame are built together in one strong unit in the same manner that modern airplanes, busses and streamlined trains are built. It means a stronger, safer car . . . with more room inside and less bulk on the outside. No body rattles and squeaks. It's the only way a real Compact car should be built.

And only Rambler—the world's largest builder of compact cars—has the experience to do it properly.

All Rambler, Ambassador and Rambler American bodies are dipped in a paint primer bath (right) that gives lasting protection against rust and corrosion. Deep-Dip Rustproofing is far superior to the "Spray On" method used on most other cars.



### Powerplants with the Balanced Combination of Performance and Economy

#### AMBASSADOR 250 H.P. V-8

A superb powerplant that offers the latest and most advanced short-stroke engine design. New 2-barrel carburetor and 8.7:1 compression ratio improves overall economy with regular grade fuel for added savings. The Ambassador engine provides one of the truly outstanding power-to-weight ratios in the automotive industry for superlative performance. Optional 4-barrel carburetor, 9.7:1 compression ratio, and dual exhausts give 270 H.P. rating.

#### RAMBLER REBEL 200 H.P. V-8

Want economical V-8 performance with Rambler parking and handling ease? Then choose the Rebel V-8 powerplant. This efficient engine has high torque for instant response when passing—smooth performance at cruising speeds—improved V-8 economy on regular grade fuel. Optional 4-barrel carburetor and dual exhausts give 215 H.P.

#### RAMBLER 127 H.P. SIX

Here is the Economy King—the world-famous engine that holds three NASCAR economy records from border-to-border and coast-to-coast with overdrive and Flash-O-Matic. Single-throat carburetor provides top economy on regular grade fuel. Optional Dual-throat carburetor develops 138 H.P.

#### CHOICE OF 3 TRANSMISSIONS

The 1960 Rambler owner has a choice of Flash-O-Matic automatic, overdrive or standard Syncromesh transmissions with all engines.

### Only Rambler Offers All These Personalized Comfort Features for 1960

Here is new Personalized Comfort—features that mean far more in comfort, safety and all-around motoring satisfaction than you can get in any other automobile, regardless of price.

The features illustrated and described on this page mean more value and more pleasure for you in your 1960 Rambler. Ask your dealer for a demonstration and complete information.



**COMFORTABLE NAP COUCH**—perfect for napping children, invalids or Senior Citizens—is but one of the many restful positions available with Airliner Reclining Seats, adjustable to 5 comfortable positions—optional on all 1960 Rambler and Ambassador models.



**TWIN TRAVEL BEDS** sleep three in comfort . . . are perfect for restful all-night sleeping on vacation or camping trips. Make up in a jiffy and let you forget hotel and motel reservation worries. A real boon to travel comfort.



**NEW ADJUSTABLE HEADRESTS**—available singly or in pairs on the 1960 Rambler and Ambassador, match the color and trim of seats. Adjustable to 10 positions. An outstanding comfort and safety feature.



### Tops in Personalized Comfort—Individually Adjustable Front Seats

Short or tall—big or small—each front seat passenger rides in equal comfort in the 1960 Rambler or Ambassador with adjustable front seats. Each seat slides forward and backward independently to give driver and front seat passenger the exact amount of legroom each needs for perfect comfort. Optional on all models.

### In Torrid or Zero Weather, You Can Always Enjoy Perfect Comfort in Rambler for '60!



Rambler All-Season Air Conditioning cools in summer—heats in winter—ventilates the year around. Entire unit located forward of cowl to leave trunk free for luggage. Canada's lowest-cost, most efficient factory-installed car air conditioning system.



Rambler Weather Eye is the finest heating and ventilating system ever built into an automobile. Clean, fresh air is taken in at cowl level and circulated throughout the car to give uniform warmth in front and rear compartments. Whisks out smoke and dust. Optional.



# These 1960 Rambler Features Add a New Standard of Pleasure to Driving

Rambler's basic excellence has created a degree of owner loyalty unmatched by any other car in any size or price class. Owners agree that Rambler's handling ease and maneuverability make it more fun to drive.

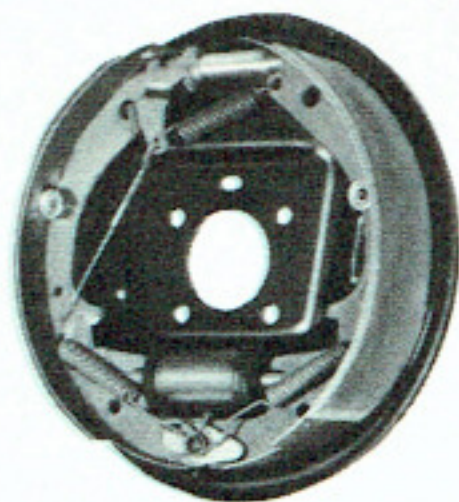
Now, for 1960, Rambler presents even finer features and options that add a new standard of pleasure to driving. Drive Rambler yourself and you'll know why. Your dealer will be happy to make a demonstration.



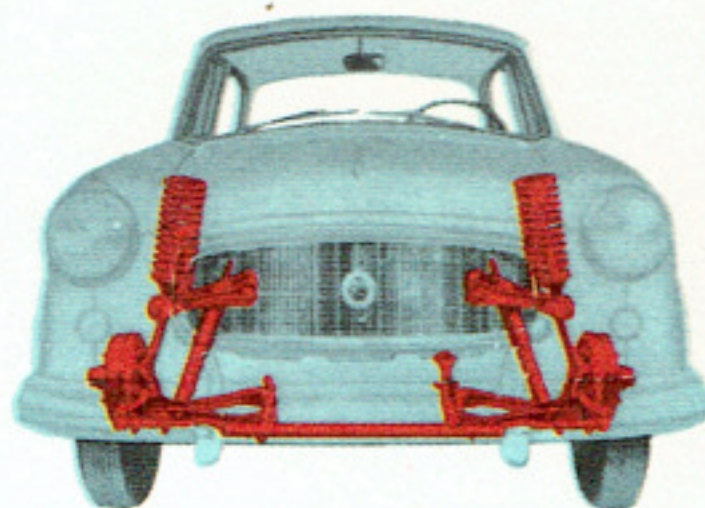
Full six-passenger room is yours to enjoy in Rambler 6, Rebel V-8 and Ambassador. The wide, comfortable coil-spring seats afford shoulder room and hip room to spare . . . actually more room than in many large, bulky cars.



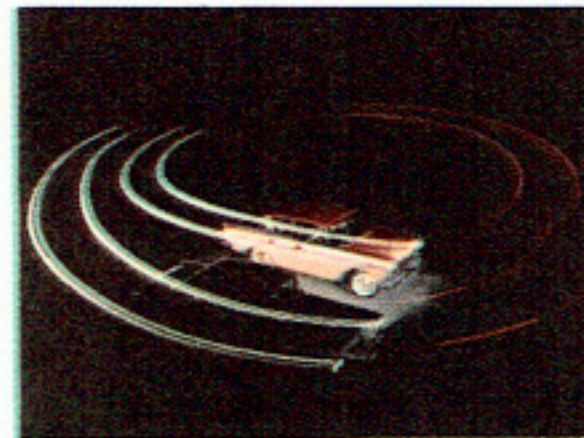
Rambler's compact size lets you slip neatly into tight parking spaces you would have to pass up in other cars.



Rambler's new self-adjusting brakes minimize brake adjustment problems . . . further improve braking efficiency. A low-cost option. New bonded brake linings standard.



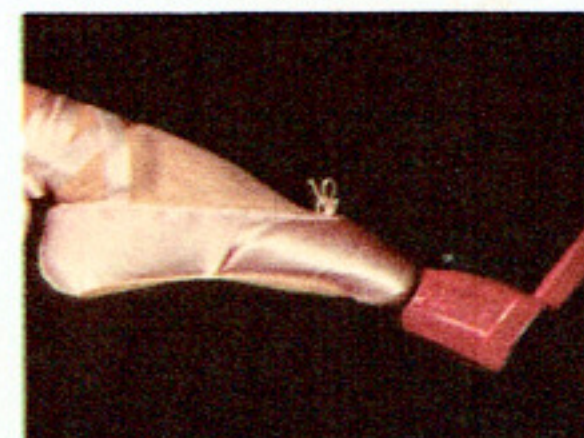
Rambler Deep Coil Ride features springs that are longer and softer than the short springs used on most other cars. Front springs angle inward like "Sea-legs" to provide stability on curves.



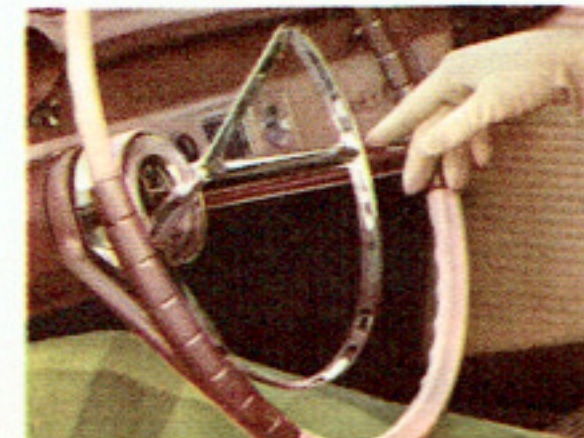
Rambler's short turning radius means outstanding maneuverability . . . lets you make U-turns in streets 3 to 4 feet too narrow for other cars.



Rambler Twin-Grip Differential, optional on all models, assures positive rear axle traction even on ice, snow, mud or soft road shoulders.



Rambler Power Brakes give sure, safer stops with toe-tip touch. An optional extra that makes Canada's easiest handling car even easier to drive.



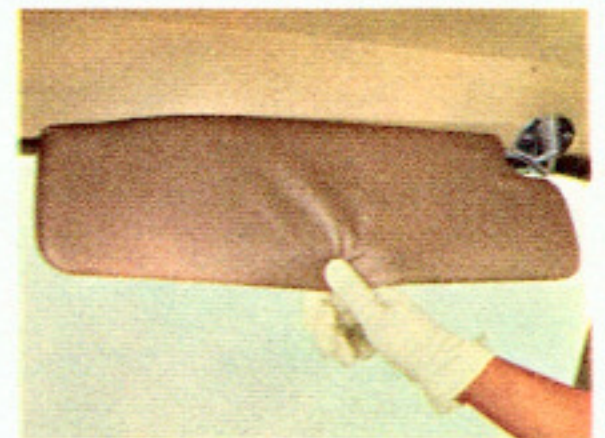
Power Steering lets you twirl the wheel with one finger, even when the car is parked. It removes the last vestige of work in driving. Optional.



New Rambler transistor-powered radio has push-button control . . . has unusual clarity and fidelity. Rear seat speaker optional on Sedan or Hardtop.



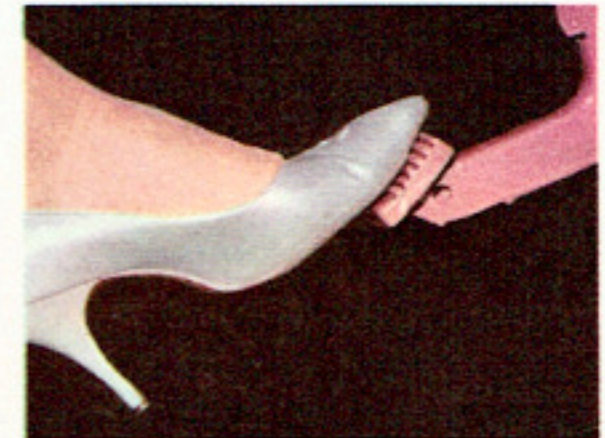
Rambler Power-Lift windows move up and down at the touch of a button. Master control on left door panel. Individual control on each door. Optional.



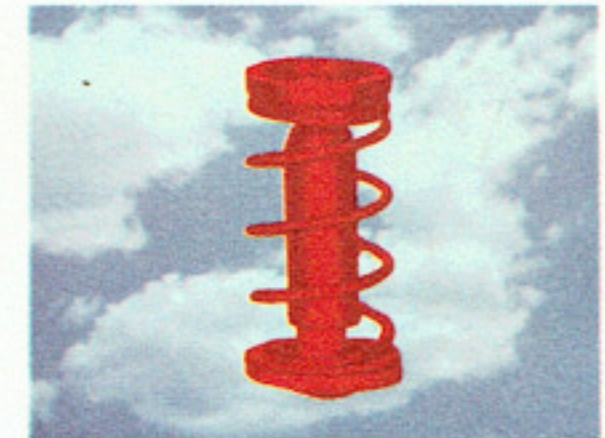
Safti-padded sun visors and instrument panel give added protection for passengers. Standard on Ambassador Custom models. Optional on all other models.



Touch a button to start your Rambler. Touch another button to select the gear you want. Push-Button Flash-O-Matic Drive, optional feature.



Rambler Step-on Parking Brake is an appreciated convenience feature. Hand release is located above foot pedal. Handy warning light optional.



Rambler Air Coil Ride, optional, keeps the car on an even keel regardless of load or road conditions. The only air suspension that won't let you down.

## 1960 Rambler Specifications

### RAMBLER "6"—RAMBLER REBEL "V-8"—AMBASSADOR "V-8"

**STANDARD EQUIPMENT:** Directional signals. Syncromesh manual transmission. Twin instrument panel ash trays. Baked enamel solid colors. Fabric with vinyl or all-vinyl interiors. Fuel filter. Vacuum booster fuel pump. Step-on parking brake. Station wagon Travel-Rack. Coat hooks. Following items standard except Deluxe series: Dual horns. Dual headlights. Cigarette lighter. Door arm rests. Automatic dome light. Twin sun visors. Wheel discs and electric clock standard on all Custom models. Hood Insulation, rear seat speaker and fender ornaments on Ambassador. Handi-Pak net carrier is standard on Ambassador Custom.

**DEALER ACCESSORIES:** Seat belts. Travel rack straps. Child Guard door locks. Plus many other approved items.

**EXTRA COST EQUIPMENT:** Flash-O-Matic. Overdrive. Twin-grip axle. Power options (see "Engine" section). Amb. V-8 Power-Saver Fan. Power steering. Power brakes. Power windows. Solex Glass. Airliner reclining seats or individual adjustable

seats. Headrest (left, right, or pair). Weather Eye Heater. All-Season Air Conditioning. Air-Coil Ride. Self-Adjusting Brakes. Push-button transistor-powered radio. Rear seat speaker (except sta. wag.). Undercoating. Back-Up lights. Light Package (Trunk or cargo light, inst. panel courtesy lights, and park-brake warning light). Parking brake warning light. Windshield washers. Outside rear view mirror. Inside non-glare mirror. Heavy-duty springs and shock absorbers. Heavy-duty radiator. Heavy-duty cooling (fan, shroud, radiator). See "Mechanical" section for optional tires. Two-tone exterior. Front foam cushions and Dual-headlights (standard on all except Deluxe). Electric-wound clock.† Full wheel discs.† Rear foam cushions.\* Padded instrument panel and sun visor.\* Airliner reclining seats.\* Super-package for Deluxe (R.H. visor, front arm rests, cigarette lighter). License plate frames (1 or 2).

†Standard on all Customs.

\*Standard on Ambassador Custom.

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