

1963
ECONOMY COMPACT CAR
EDITION

X·RAY

**separates
fact from
fiction**

FALCON • COMET • CORVAIR • VALIANT
DART • LARK • RAMBLER AMERICAN



X-Ray commissioned a panel of experts to evaluate all of the 1963 economy-compact cars. The Fleet Buyer, who daily is charged with the responsibility for sound motorcar purchases, considers the cars on the basis of value, including original price, depreciation and resale. The Automotive Technician, with his knowledge of things mechanical, checks for performance, economy, construction and hidden values. The Fashion Consultant presents the woman expert's view of style, interior appointments and comfort factors. The findings of this panel can be valuable to you the next time you buy an automobile.



PANEL OF EXPERTS CHECKS ALL IMPORTANT CHARACTERISTICS OF 1963 CARS TO DETERMINE TRUE VALUE!

Automotive sales and advertising claims are often confusing to the prospective buyer. For, understandably, these statements present only the features of a particular make without relation to competitive cars.

The 1963 X-RAY compares all cars in specific size and price groups through the discerning eyes of a panel of experts. The Fashion Consultant checks on exterior styling and interior appointments, room and comfort. The Automotive Technician compares cars on the basis of construction, performance, economy, safety and quality. The Fleet Buyer relates value and price.

This 1963 X-RAY compares the economy compacts. A companion volume makes similar comparisons of the popular-priced Sixes and V-8's. Your Rambler dealer will be glad to give you a copy of the other book, or both, without cost or obligation.

Before you buy any new car, we suggest that you read thoroughly the X-RAY Book covering the car field in which you are most interested. Quickly and factually, it will show you exactly what each make and model offers you . . . how each suits your own individual motoring requirements. A thorough reading of either or both of these books can well save you hundreds of dollars and give you greater satisfaction in the purchase of your next car.

THE NEW-CAR BUYERS' GUIDE

This X-RAY Book, identified by the red cover, checks the economy compacts. A companion volume, with the blue cover, makes similar comparisons about the popular-priced Sixes and V-8's. Together they help you determine the true value of the cars listed.

Interested in an Economy Car?

THE ECONOMY COMPACTS

Falcon, Comet, Corvair, Valiant, Dart, Lark, RAMBLER AMERICAN

For Performance, Economy and All-Purpose Use

THE POPULAR-PRICED SIXES

Ford Fairlane, Ford Galaxie, Mercury Meteor, Chevy II, Chevrolet, Plymouth, Dodge, Buick Special, RAMBLER CLASSIC

Want the Extra Performance and Power of a V-8?

THE POPULAR-PRICED V-8's

Ford Galaxie, Mercury Meteor, Chevrolet, Plymouth, Dodge, Buick Special, Olds F-85, Pontiac Tempest, RAMBLER CLASSIC V-8, RAMBLER AMBASSADOR V-8

X-RAY Checks exterior dimensions

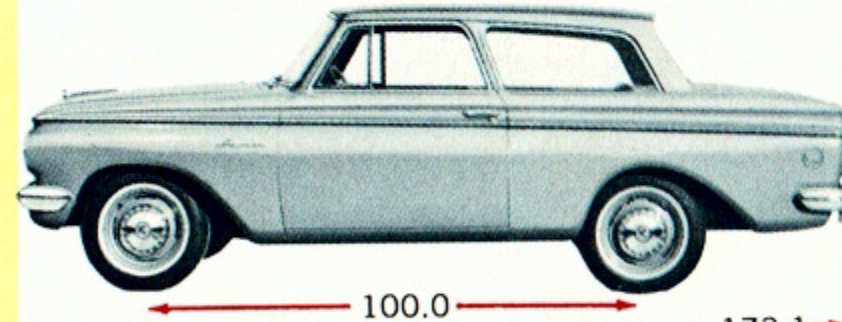
A thorough analysis of the wheelbases and overall lengths, heights and widths of the economy compacts proves that only Rambler American offers family-size room and comfort with top economy and maneuverability. Other cars in the class with greater exterior dimensions do not offer compensating interior room and comfort. Notice the important differences in the exterior dimensions shown.

SEDANS



70.0

56.1



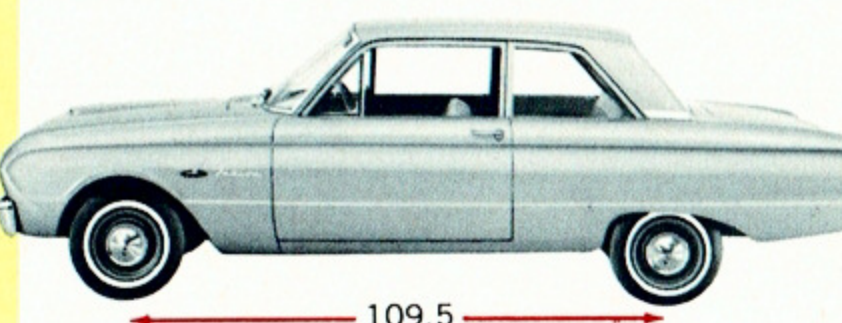
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70.6

54.5



109.5

181.1



70.4

54.5



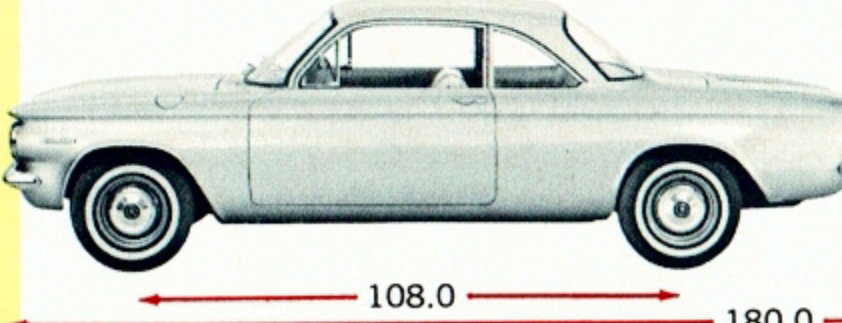
114.0

194.8



67.0

51.5



108.0

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69.8

53.4



106.0

186.2



69.8

54.0



111.0

195.9



73.1

55.8



109.0

184.0

RAMBLER AMERICAN

Truly compact dimensions make Rambler American the easiest car to park, handle and garage. Cumbersome overhanging sheet metal is eliminated.

FORD FALCON

Falcon is 8 inches longer than Rambler American. This, plus a turning diameter that is over 2 feet greater, reduces parking maneuverability and handling ease.

MERCURY COMET

The Comet's elongated overall length and wheelbase tend to minimize the advantage a compact car should have in terms of parking and handling ease.

CHEVROLET CORVAIR

With 7 inches more overall length than Rambler American, Corvair is harder to park. Yet Corvair's narrow width and low height reduce passenger room.

PLYMOUTH VALIANT

Over a foot longer in overall length, the Valiant does not provide the parking, turning and garaging ease of the more compact Rambler American.

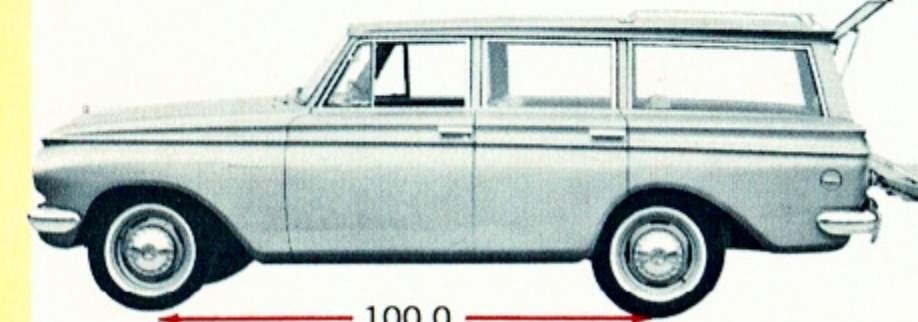
DODGE DART

With an 11-inch longer wheelbase and nearly 2 feet more overall length than Rambler American, the Dart is far more cumbersome. The large overhang reduces parking ease.

STUDEBAKER LARK

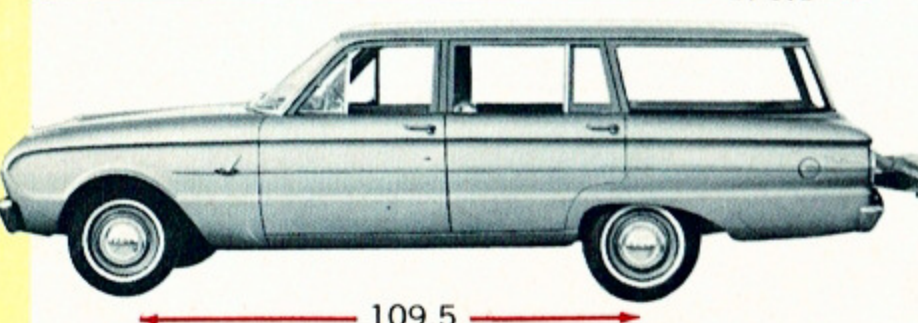
Lark 2-door models are 11 inches longer than Rambler American. Lark 4-doors, 15 inches longer, require even more turning room.

WAGONS



100.0

173.1



109.5

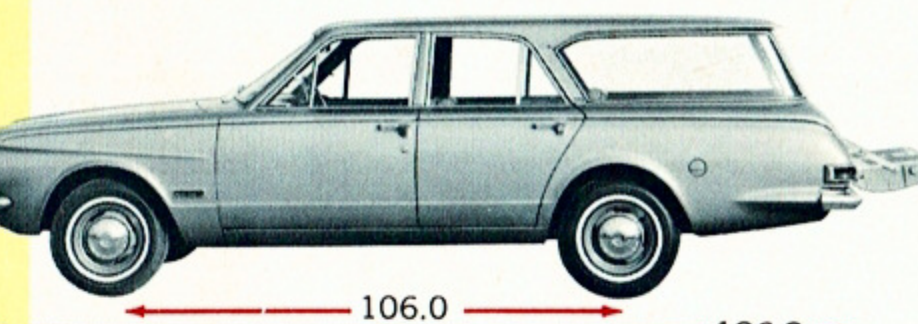
189.0



109.5

191.8

STATION WAGON NOT AVAILABLE IN CORVAIR



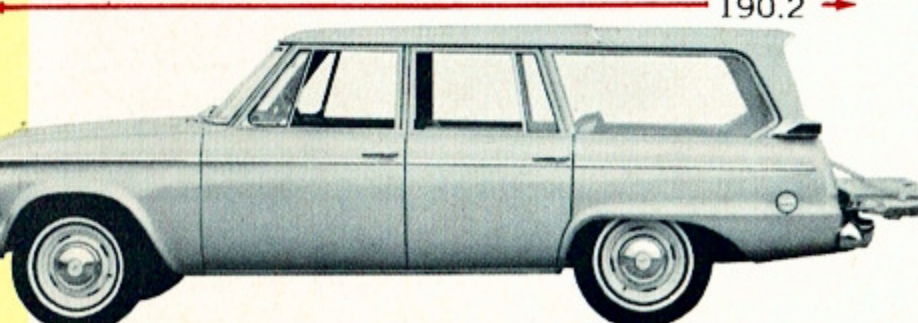
106.0

186.8



106.0

190.2



113.0

190.2

56.3

24.6

54.9

23.0

54.9

23.0

53.1

24.0

53.1

24.0

57.0

23.4

CONVERTIBLES



Power-Operated Top Standard



Power-Operated Top Standard



Power-Operated Top Standard



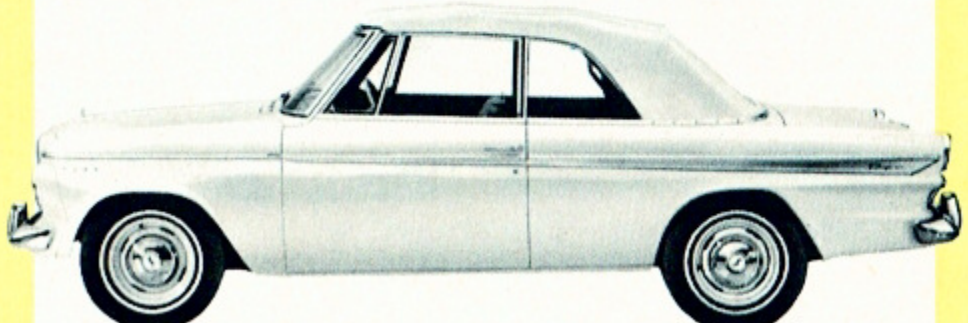
Power-Operated Top Extra Cost



Power-Operated Top Extra Cost



Power-Operated Top Extra Cost

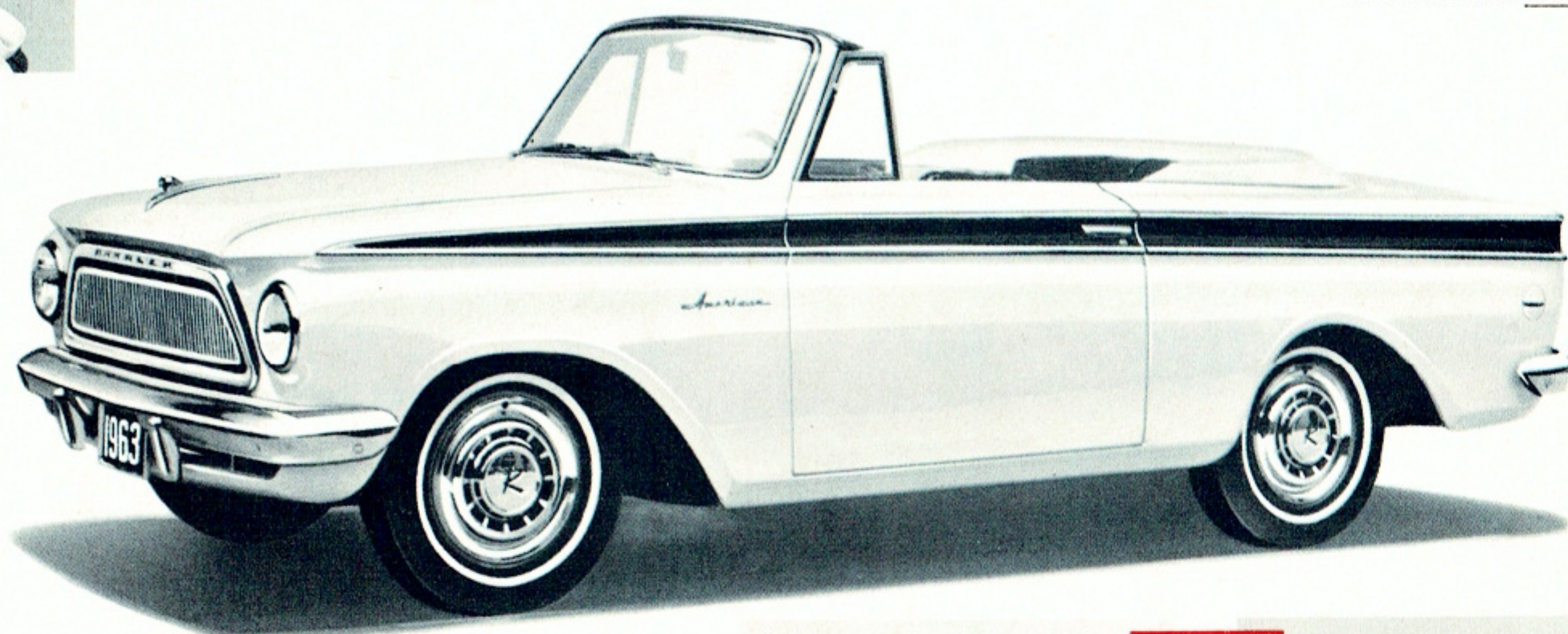


Power-Operated Top Standard



The Fashion Consultant compares appearance and utility for X-Ray

Fashion experts decree that contemporary styling must be functional as well as eye-pleasing. The Fashion Consultant analyzes the 1963 economy compact cars on the basis of useful style.



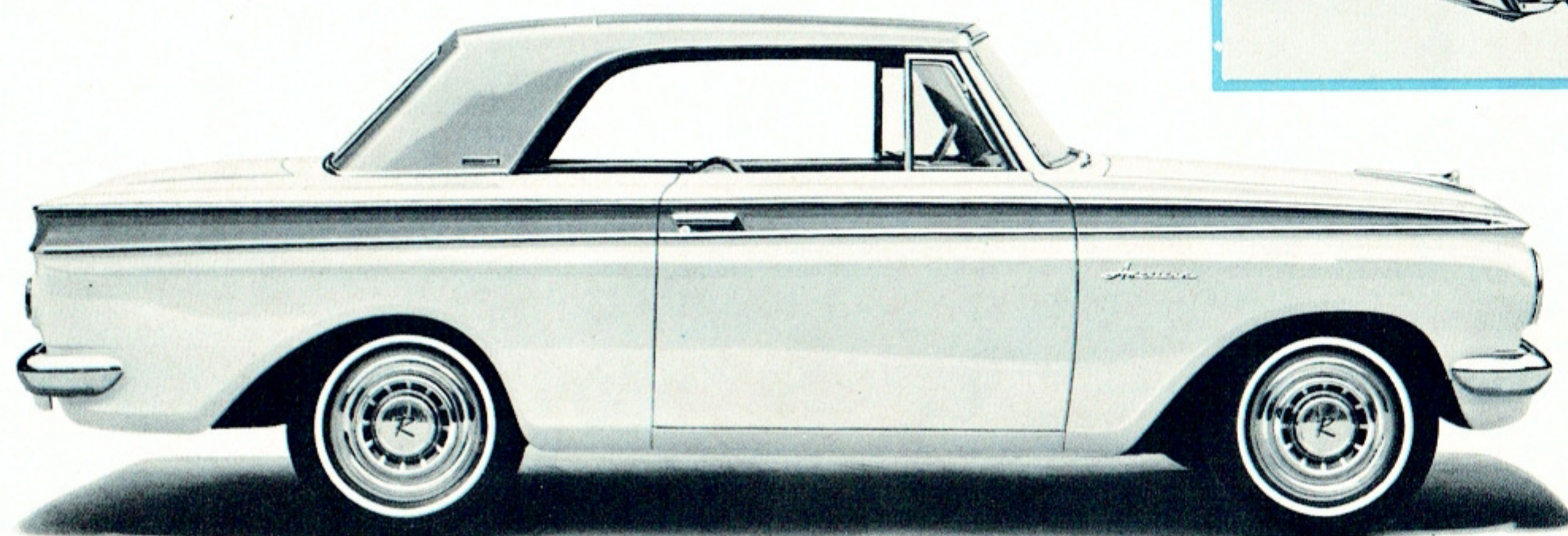
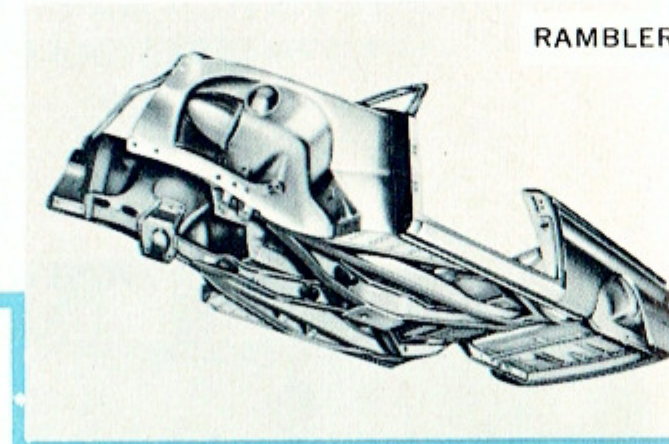
1963 RAMBLER AMERICAN CONVERTIBLE

Rambler American's efficient styling is fully evident in the smart Convertible model. Notice how the smooth, flowing body lines are efficiently designed in a compact model that has less overall length than other convertibles. The Rambler American is America's lowest priced, quality-built convertible with a powered top standard.



Contrast the powered top that is standard equipment on Rambler American Convertible (right) with the manual tops on Corvair, Valiant and Dart. The American top raises and lowers at the flick of a switch. The manual top on others must be operated by hand.

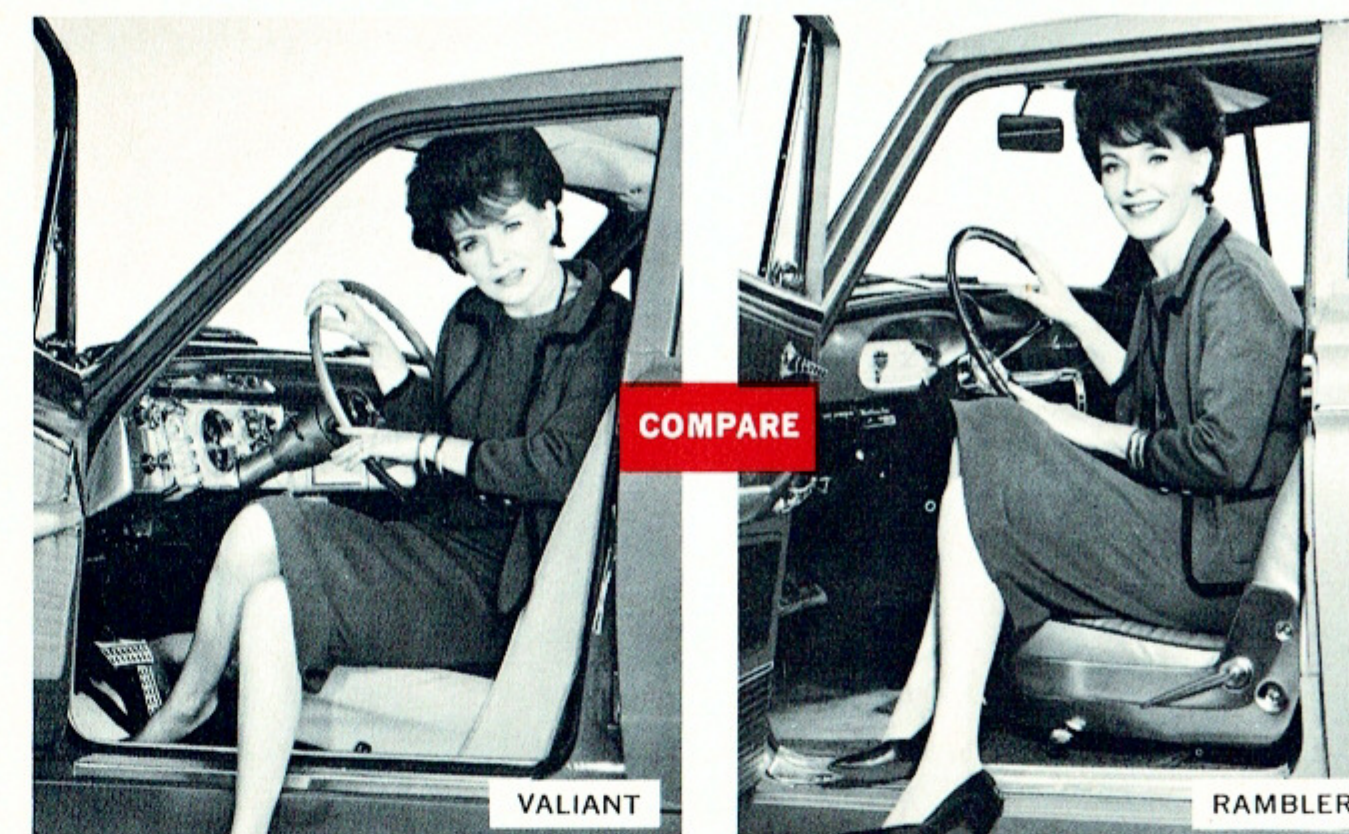
The sturdy X-member underbody on Rambler American convertible gives greater strength and rigidity than other convertibles without this reinforcement.



1963 RAMBLER AMERICAN HARDTOP

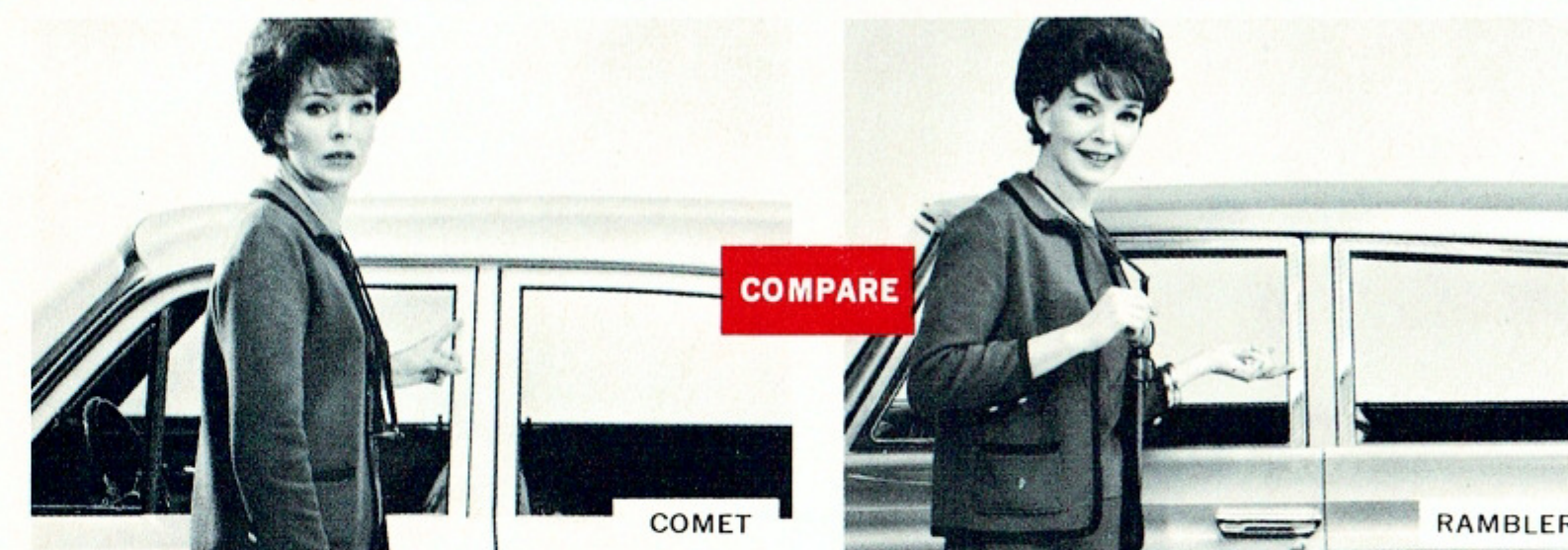
The Rambler American 440-H is America's newest, smartest hardtop. The smart, wide forward-sloping rear pillar gives added structural strength as well as imparting an advanced beauty note. Reclining

bucket seats, console, two-tone exterior and 138-HP engine are standard equipment on this model. A companion 1963 Rambler American 440 model is one of America's lowest priced hardtops.



Rambler's Roof-Top Travel Rack is standard on all 330 and 440 wagon models. On all other-make wagons, if available, it is an extra-cost option.

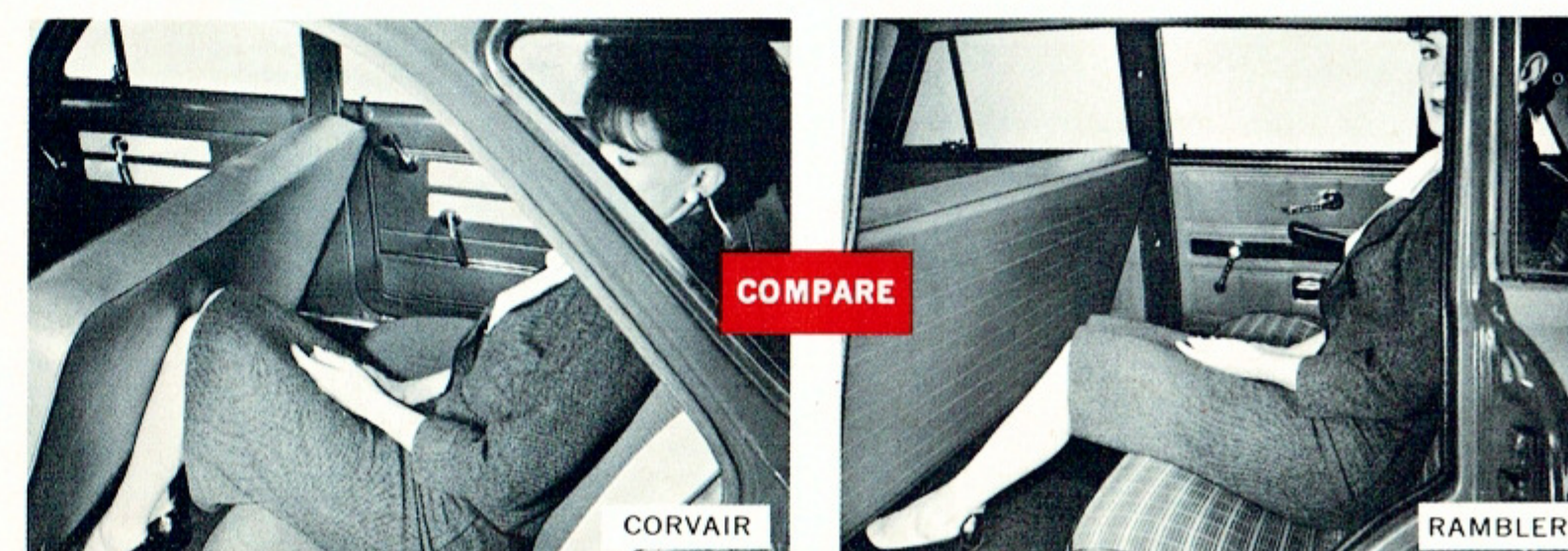
Rambler American's high, wide doors and level front floor make entrance and exit easy. Contrast Valiant's narrow width and low door height that make getting in and out awkward and difficult.



Rambler American's high quality is evident in the aluminum frames around all door windows on sedans and wagons. Mercury Comet and other compacts use only painted window frames.



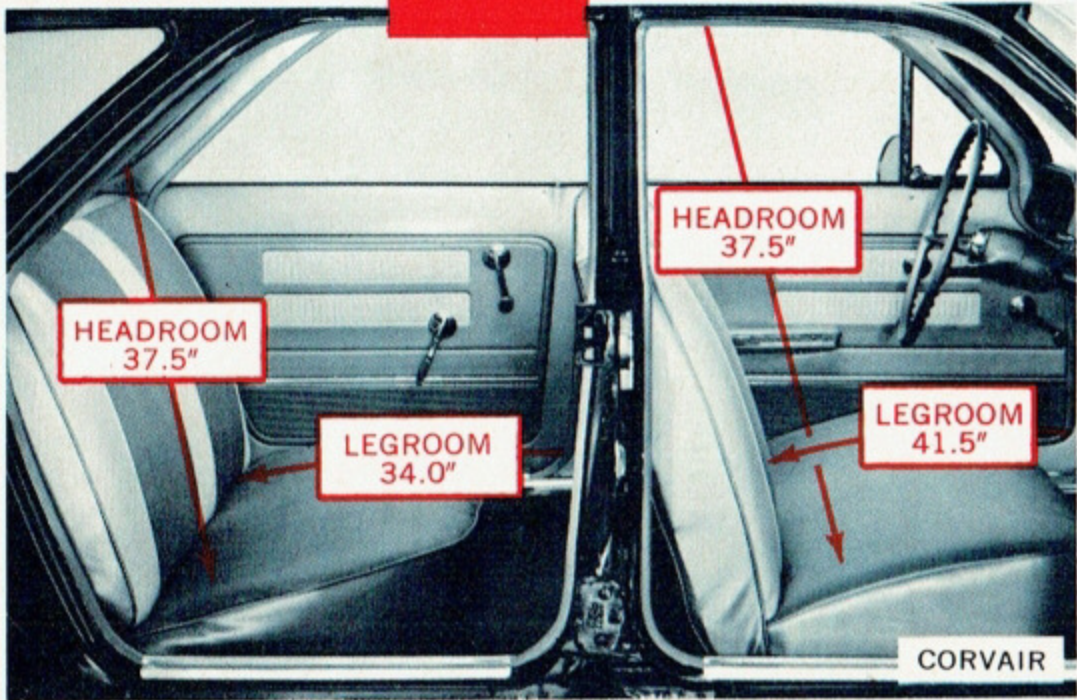
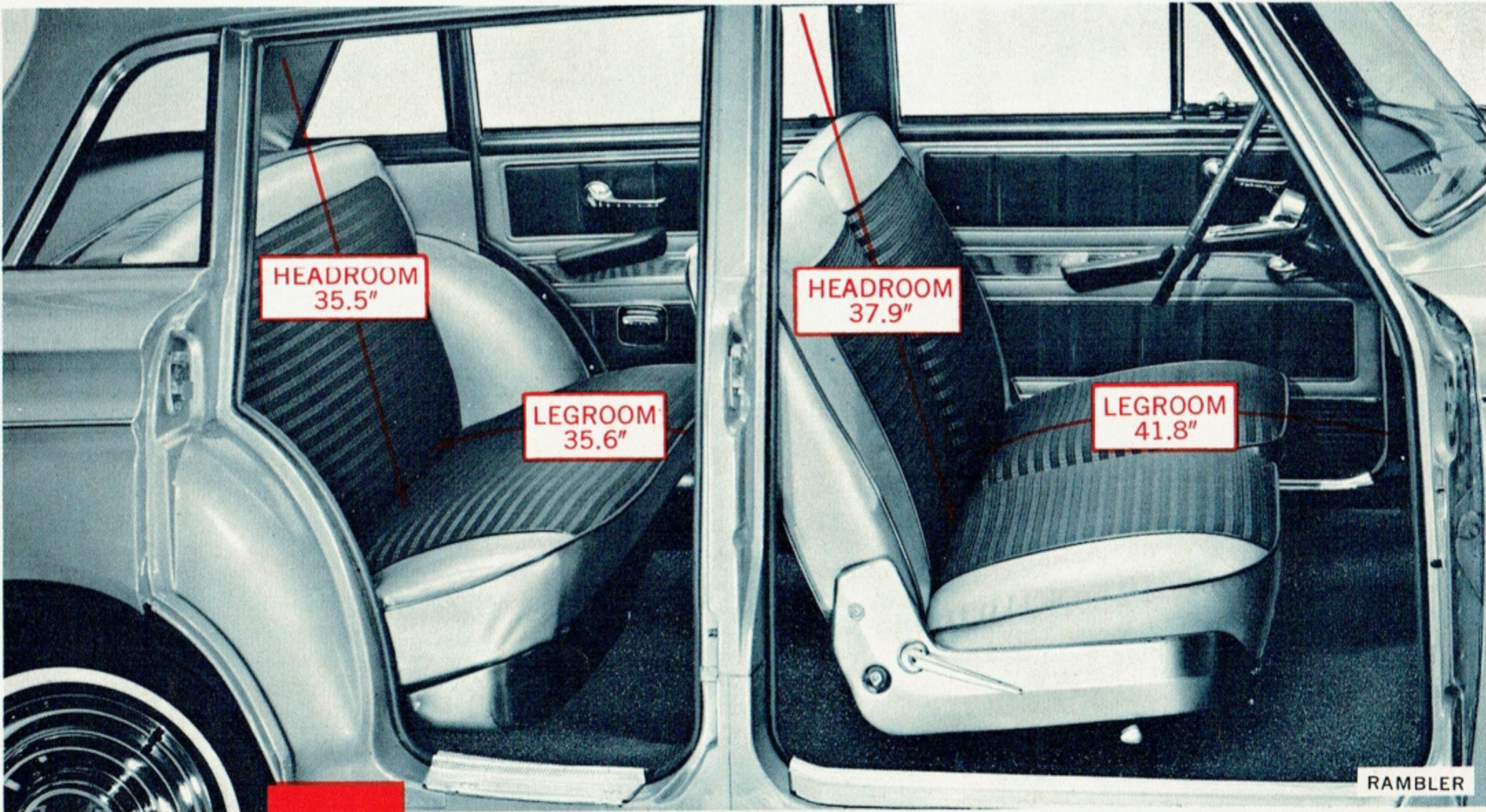
Compare Rambler American's sturdy die-cast grille construction with the bulging, vulnerable, easily damaged grille of Ford Falcon and many other 1963 compact cars.



Rambler American's six inches of front-seat adjustment, compared to Corvair's 4 inches, can provide greater rear-seat kneeroom.

The Fashion Consultant checks room and comfort for X-Ray

Of course, you want interior beauty and luxury in the car you buy. Even more importantly, you want ample room and comfort. The Fashion Consultant compares the 1963 economy compact cars for these essential characteristics.



Comparisons prove that Rambler offers full family-size room with maximum ease of entry and exit due to Rambler's excellent door-top-to-ground height. Rambler's compact 100-inch wheelbase offers record-breaking economy and unsurpassed maneuverability. The wide choice of luxurious fabrics and vinyls is unmatched in the price class.

RAMBLER WINS CHIROPRACTIC AWARD FOR SEAT DESIGN

Rambler has received the special 1962 award from the Florida Chiropractic Association for "pioneering in the development of postural seat design and the addition of optional headrests as a safety feature for the motoring public." Tests were made of the posture provided by front seats in representative competitive cars in the industry and the Rambler seat was selected for its excellence in design of these important characteristics.



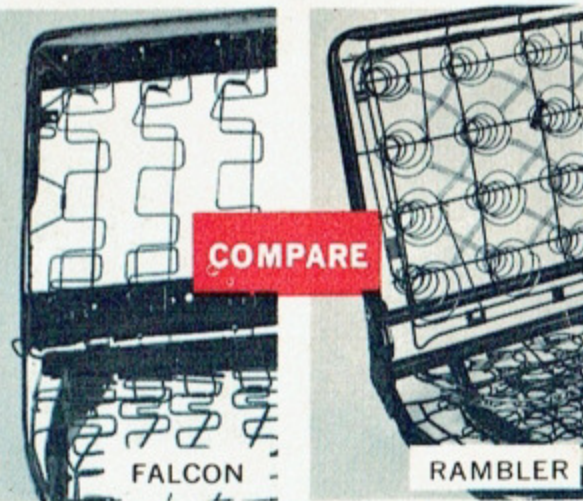
Plaque and certificate awarded to American Motors Corporation by Florida Chiropractic Association.



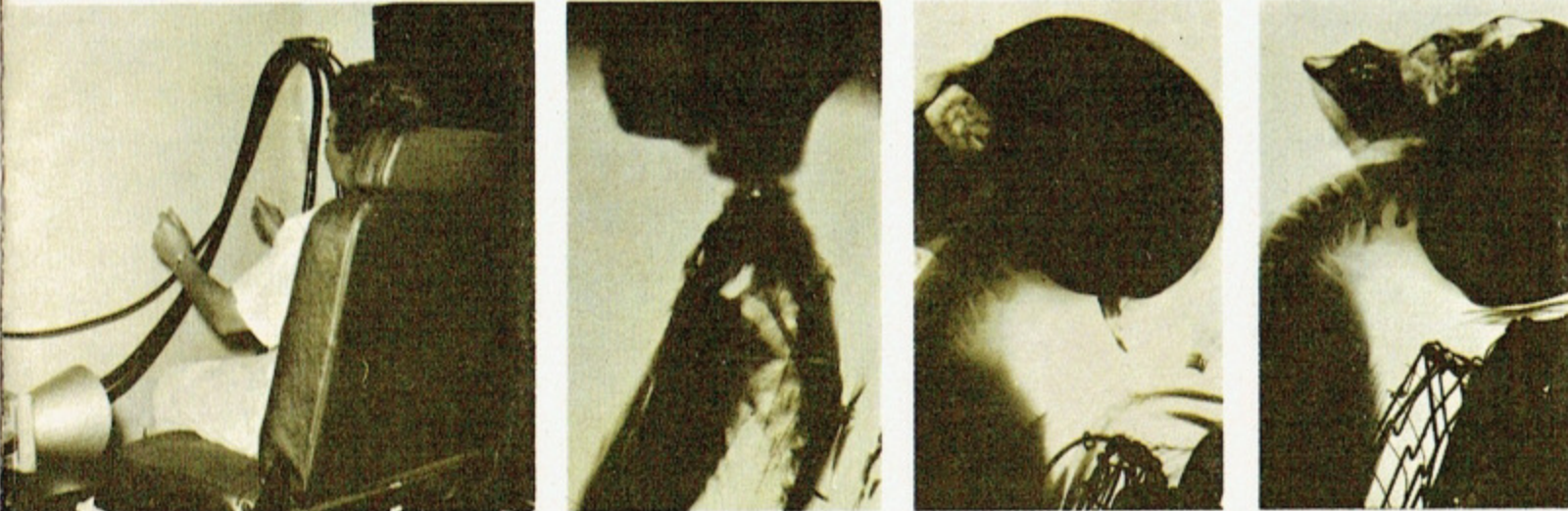
Airliner Reclining Seats, individually adjustable front seats, Lounge-Tilt Seat Cushions and adjustable headrests are among the comfort features available only to Rambler owners. Contrast the rigid seat-backs of Corvaire and others. Shown below are the X-Ray photographs taken by the Florida Chiropractic Association to evaluate seating comfort and safety. Both lateral and oblique views of each type seats were taken.



A restful nap couch is one of the uses to which Rambler Airliner Reclining Seats can be adapted on sedans and wagons. Without this convenience, Ford Falcon and other-car passengers are unable to enjoy a restful nap.



Rambler has deep-coil front-seat springs in both the seat cushion and seat-back. Falcon, like other cars, uses zig-zag seat springs that do not provide the degree of comfort and support of Rambler's coil-spring front seats.



A. Passenger in Rambler seat prior to X-Ray photograph. B. Passenger and Rambler seat in X-Ray. C. X-Ray of passenger and Rambler seat with headrest. D. X-Ray of passenger in competitive seat without headrest.

BOX SCORE ON ROOM AND COMFORT								
Sedans and Wagons	AMERICAN	FALCON	COMET	CORVAIR (no wagons)	VALIANT	DART	LARK	CLASSIC
Door—Top-to-Ground Height, Front and Rear	50.6, 51.1	49.3, 48.9	49.3, 48.9	46.0	49.0, 48.9	49.4	53.0, 52.0	49.4, 48.9
Headroom, Front and Rear (Sedans)	37.9, 35.5	38.7, 37.2	38.7, 37.2	37.5	38.0, 37.2	38.0, 37.2	43.7, 41.9	39.3, 37.8
Headroom, Front and Rear (Wagons)	37.9, 35.5	38.4, 36.6	38.4, 36.6	No Wagon	38.3, 37.9	38.3, 37.9	43.7, 39.8	39.6, 37.8
Legroom, Front and Rear	41.8, 35.6	41.2, 34.5	41.2, 34.5	41.5, 34.0	40.0, 35.5	40.0, 37.1, 35.5W.	39.3, 37.5	41.0, 36.3
Shoulder Room, Front and Rear	51.5, 49.8	55.3, 55.1	55.3, 55.1	54.0, 53.5	54.2, 54.4	54.2, 54.4	54.9, 55.0	57.8
Hiproom, Front and Rear	58.0, 45.3	57.1, 57.0	57.1, 57.0	58.5, 58.0	56.9, 57.0	56.9, 57.0	60.2, 60.0	60.2, 60.1
Rear-Seat Room, Front to Back	25.6	26.5	26.5	26.0	27.9, 27.6	28.9, 27.6	30.0	27.8
Seat Adjustment, Front	6.0	4.0	4.0	4.0	4.5	4.5	5.9	6.0
Steering-Wheel Diameter	17.0	17.0	17.0	16.0	16.5	16.5	17.0	17.0
Reclining Seats, Optional	Yes	No	No	No	No	No	Yes	Yes
Lounge-Tilt Seat, Optional	Yes	No	No	No	No	No	No	Yes
Headrests, Optional	Yes	No	No	No	No	No	Yes	Yes
Front-Seat Springs, Cushion and Back	Coil	Bent Wire	Bent Wire	Bent Wire	Bent Wire	Bent Wire	Coil	Coil

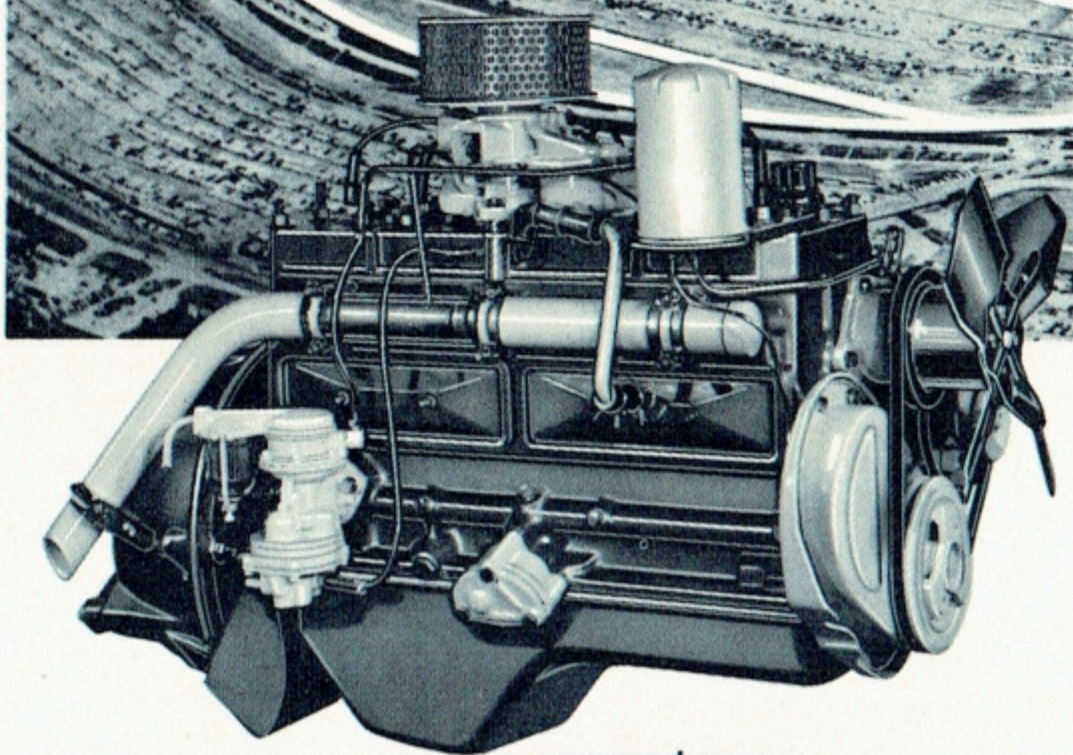
The Automotive Technician compares economy and performance for X-Ray

The world-famous Daytona International Speedway, scene of official NASCAR — supervised Pure Oil Economy Trials.

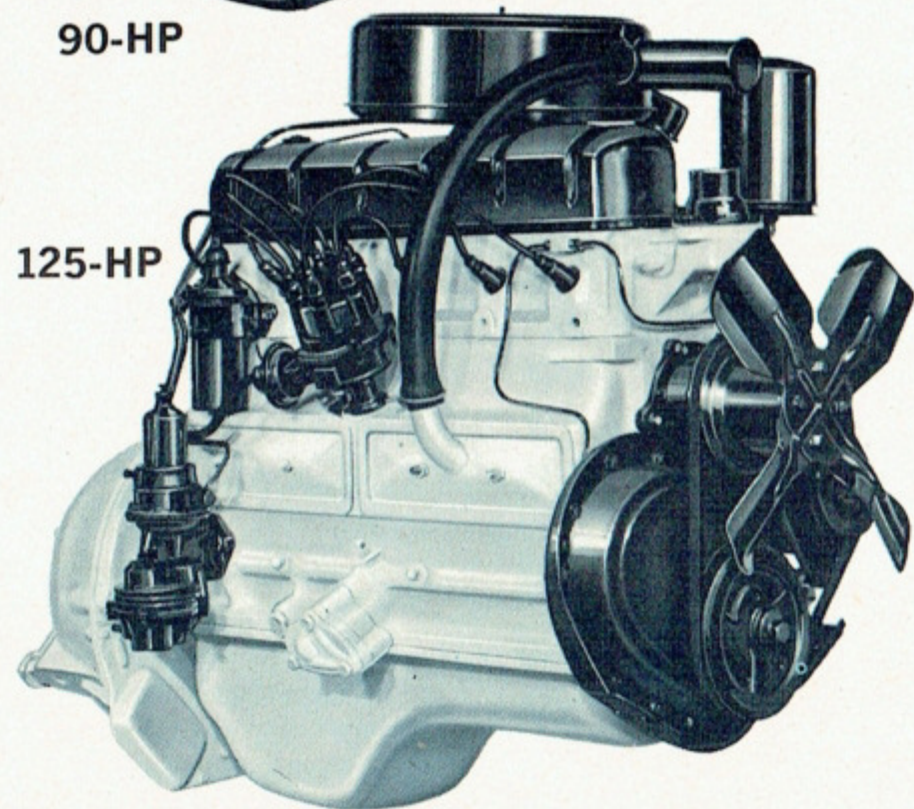
A proper balance between gasoline economy and car performance is essential to obtain the greatest usefulness from an automobile. The skilled Automotive Technician checks all economy compact cars—finds that Rambler American offers the best such balance in the class.



DAYTONA INTERNATIONAL SPEEDWAY

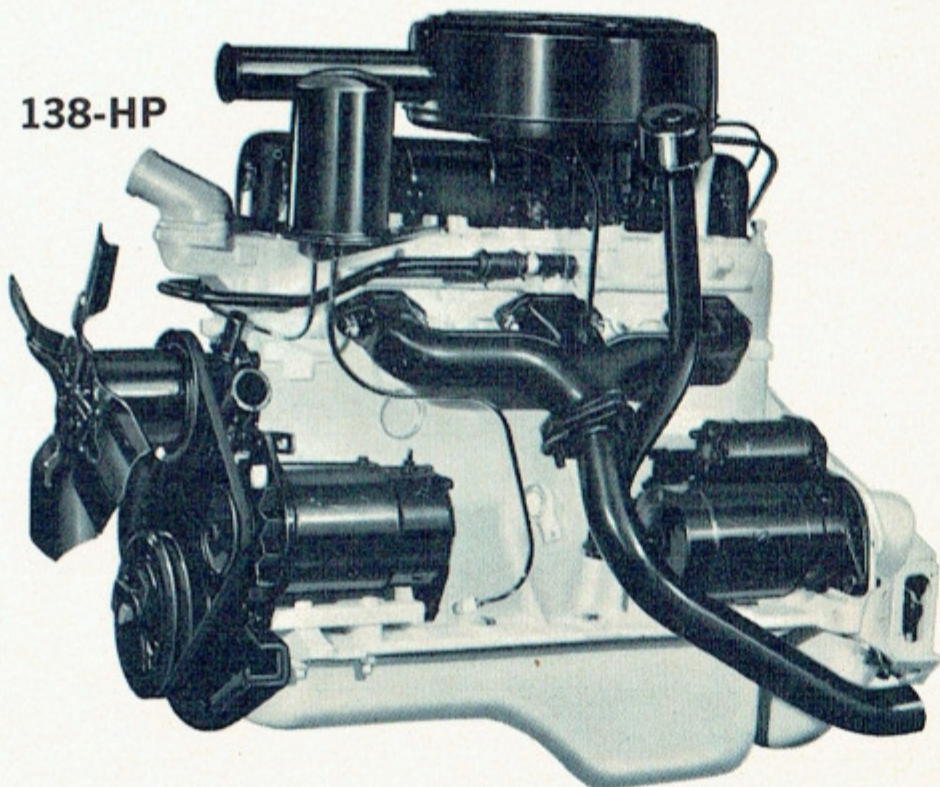


90-HP



125-HP

Rambler American has never been defeated in any officially recognized economy run that it has entered. One such recent triumph was scored in the 1962 Pure Oil Economy Trials at Daytona International Speedway when an American with a 125-HP overhead-valve Custom Flying Scot engine topped all entries with 28.74 miles per gallon. Rambler American buyers also can choose from a 138-HP overhead-valve Six or the 90-HP Super Flying Scot L-Head Six that offers smooth performance with outstanding economy.



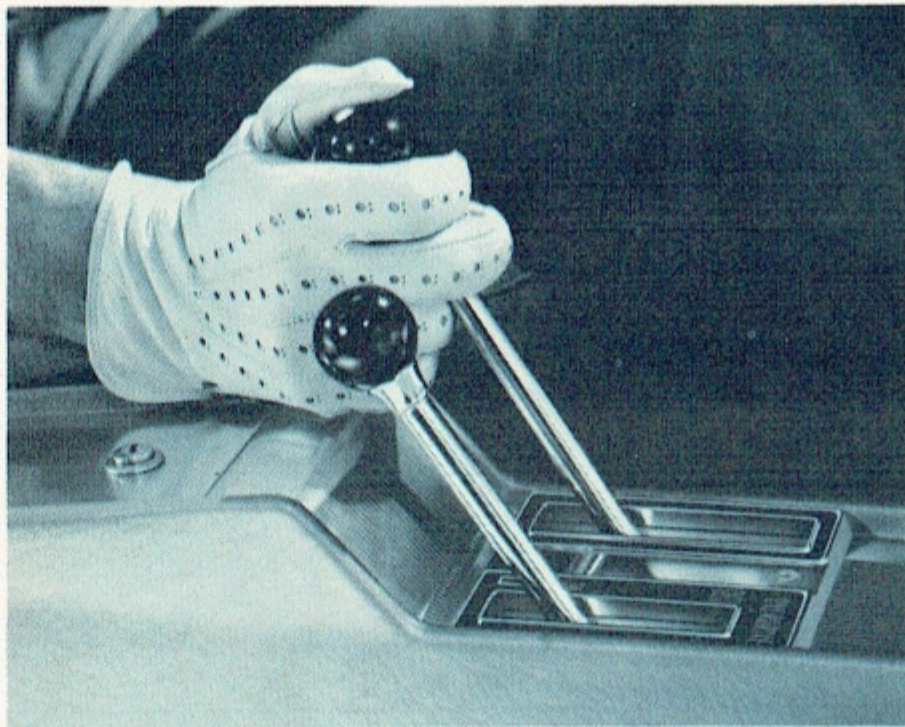
138-HP

Rambler American offers the widest choice of engines and transmissions in the economy compact field.

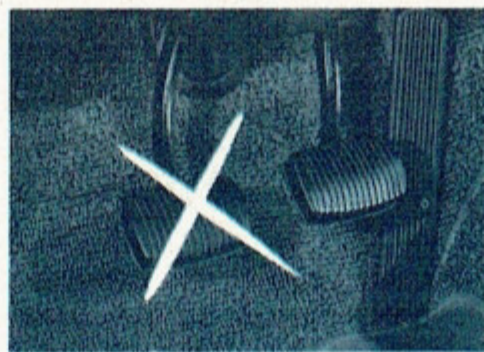


125-HP RAMBLER AMERICAN WINS CLASS A and TOPS ALL CARS IN '62 MOBIL ECONOMY RUN

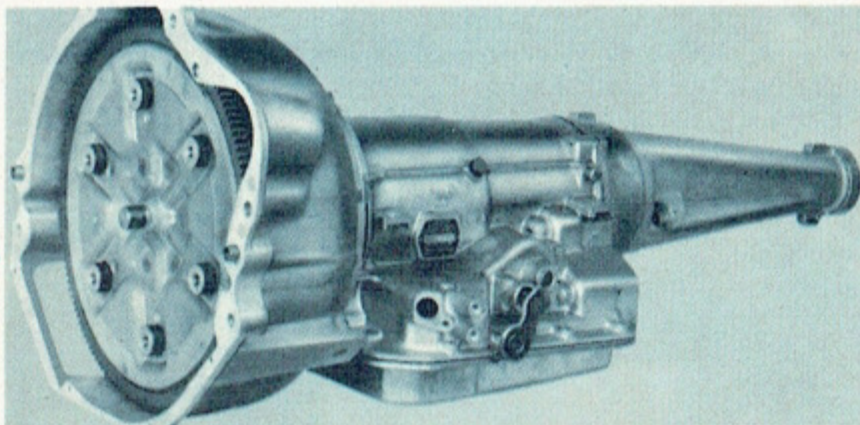
In this grueling test from Los Angeles to Detroit—under all types of driving conditions—a Rambler American, powered by the 125-HP overhead-valve Custom Flying Scot engine, won Class A against all compacts with manual transmission, and topped all cars in every class delivering 31.11 MPG. Rambler holds more officially sanctioned economy run awards than all other compacts.



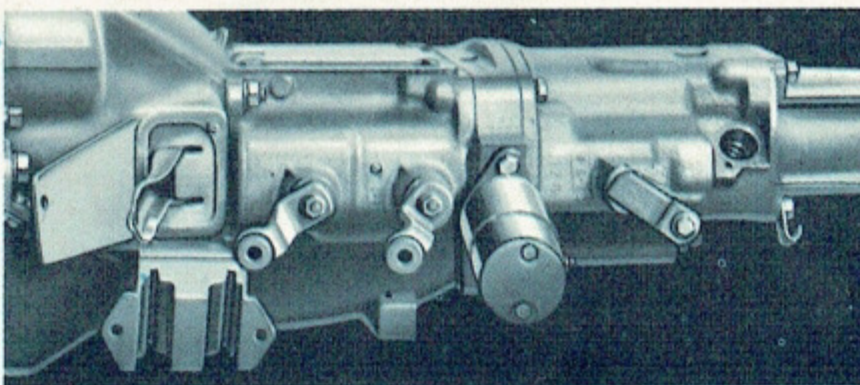
Rambler's exclusive Twin-Stick Floor Shift with Instant Overtake has the flexibility to provide 5 progressive forward speeds plus quick-action sports-car-type floor shifting.



In Falcon, Corvair and others, the automatic transmission has only two forward speeds. Compare this with the Rambler Flash-O-Matic—a 3-speed automatic transmission.

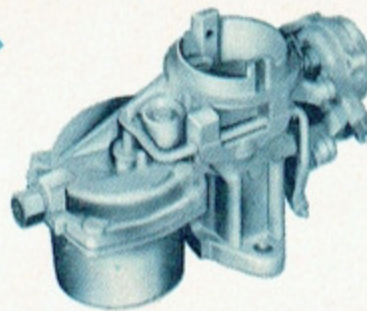


Only Rambler and Lark in the economy compact field offer fuel-saving Overdrive transmissions. Overdrive reduces engine speed 30% for quieter, more economical driving.



Optional is the exclusive E-Stick transmission that gives column-shift manual control without the inconvenience of a clutch pedal.

All thrifty Rambler American carburetors feature automatic choke as standard equipment. Falcon and Comet offer old-fashioned manual choke.



BOX SCORE ON ENGINE AND MECHANICAL

Six-Cylinder Models	AMERICAN	FALCON	COMET	CORVAIR	VALIANT	DART	LARK	CLASSIC
Displacement, Cu. In., Standard and Optional	195.6	144.3, 170.0	144.3, 170.0	145.0	170.0, 225.0	170.0, 225.0	169.6	195.6
Bore and Stroke, Standard and Optional	3.13 x 4.25	3.50 x 2.50 3.50 x 2.94	3.50 x 2.50 3.50 x 2.94	3.44 x 2.60	3.40 x 3.13 3.40 x 4.13	3.40 x 3.13 3.40 x 4.13	3.00 x 4.00	3.13 x 4.25
Compression Ratio, Standard and Optional	8.0, 8.7	8.7	8.7	8.0, 9.0	8.2	8.2	8.3	8.7
Horsepower @ RPM, Standard	90 @ 3800	85 @ 4200	85 @ 4200	80 @ 4400	101 @ 4400	101 @ 4400	112 @ 4500	127 @ 4200
Horsepower @ RPM, Optional	125 @ 4200 (1)	101 @ 4400	101 @ 4400	102 @ 4400	145 @ 4000	145 @ 4000	—	138 @ 4500 (5)
Torque @ RPM, Standard	160 @ 1600	134 @ 2000	134 @ 2000	128 @ 2300	155 @ 2400	155 @ 2400	154 @ 2000	180 @ 1600
Torque @ RPM, Optional	180 @ 1600 (1)	156 @ 2400	156 @ 2400	134 @ 2900	215 @ 2400	215 @ 2400	—	185 @ 1800 (5)
Curb Weight, 4-Door Sedan (heater)	2604, 2694	2455, 2471	2615, 2631	2470	2653	2742	2930	2835
Weight per HP, Standard (low best)	28.93	28.88	30.76	30.88	26.27	27.15	26.16	22.32
Weight per HP, Optional (low best)	21.55	24.47	26.05	24.22	18.30	18.91	—	20.54
Alternator	Opt. (2)	No	No	No	Std.	Std.	Std.	Opt. (2)
Automatic Choke	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Gas Tank, Gallons	20	14	14	14	18	18	18	19 (17.3-S.S.W.)
Overdrive, Optional	Yes	No	No	No	No	No	Yes	Yes
Floor Shift Option	5-Speed (3)	4-Speed	4-Speed	4-Speed	No	No	No	5-Speed (3)
Automatic Clutch (E-Stick), Optional	Yes	No	No	No	No	No	No	Yes (4)
Automatic Transmission, Speeds and Park	3, Yes	2, Yes	2, Yes	2, No	3, Yes	3, Yes	3, Yes	3, Yes

(1) Std. on 440 series. 138 hp, 185 torque, Std. on 440-H. (2) Std. with air conditioning. (3) Twin-Stick Floor Shift (Overdrive). (4) On cast-iron Six only. (5) Std. on American 440-H, opt. on all other Americans.

The Automotive Technician compares trouble-free service and long life

Impartial study of all cars discloses that none, at any price, offer all the long-life, trouble-free features of Rambler. A few of these features are described on these pages.



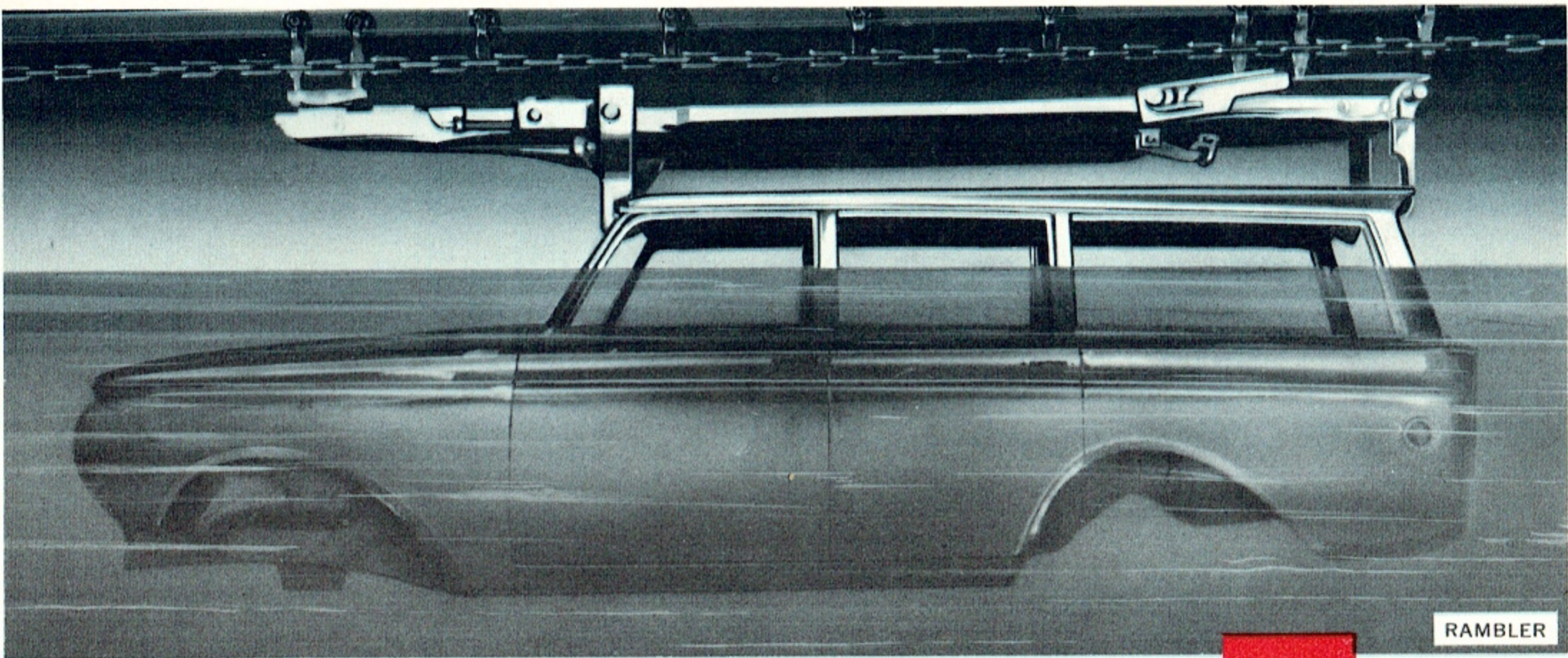
Only Rambler offers the Ceramic-Armored muffler and tailpipe guaranteed against defect for the life of the car while in the hands of the original owner. Your Rambler dealer will replace them, without cost, at the dealership

if these parts rust out, collision damage excepted. Compare Rambler's Ceramic-Armored muffler and tailpipe, after extended service, with the competitive muffler and tailpipe that is rusted through after a similar period.

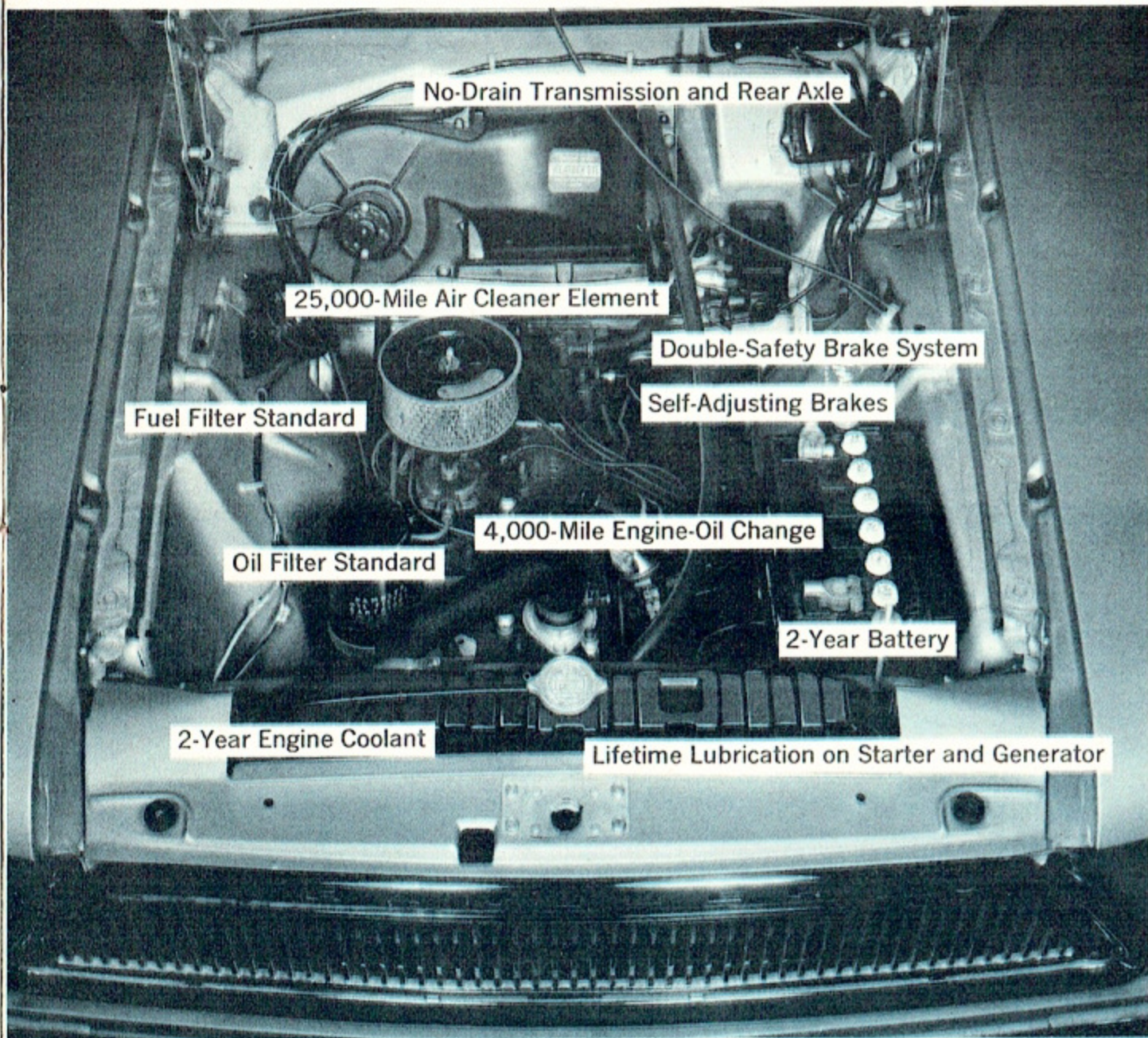
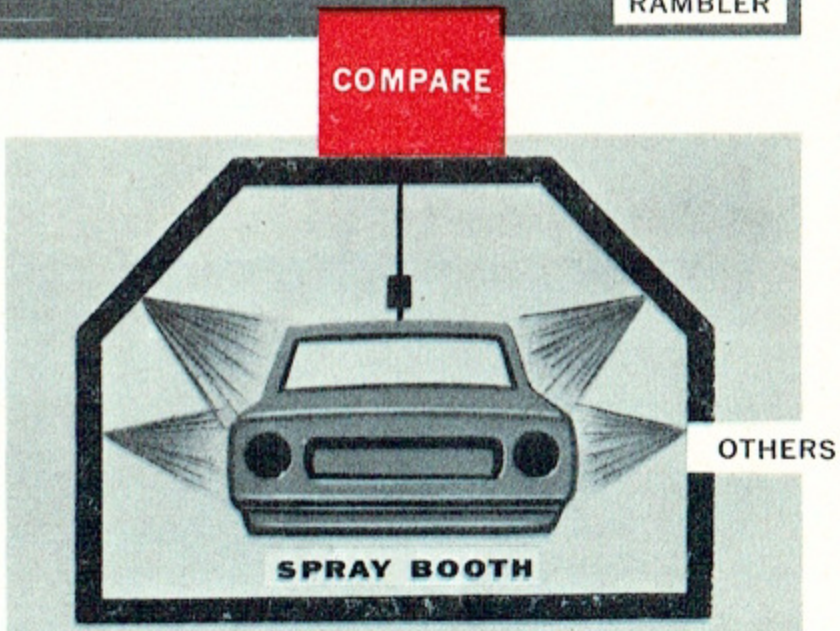
BOX SCORE ON LONG-LIFE AND SERVICE-FREE FEATURES

Sedans and Wagons	AMERICAN	FALCON	COMET	CORVAIR (no wagons)	VALIANT	DART	LARK	CLASSIC
Deep-Dip Rustproofing	Yes	No	No	No	Partial-Dip	Partial-Dip	No	Yes
Galvanized Rocker Panels	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Ceramic-Armored Muffler and Tailpipe	Yes	No	No	No	No	No	No	Yes
Body Paint	Enamel	Enamel	Enamel	Lacquer	Enamel	Enamel	Enamel	Enamel
Aluminum Window Frames	Yes	No	No	No	No	No	No	Yes
Brake Linings	Bonded	Riveted	Riveted	Bonded	Bonded	Bonded	Bonded	Bonded
Self-Adjusting Brakes, Standard	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Engine Oil Filter, Standard	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Engine-Oil Change, Normal Miles	4,000	6,000	6,000	6,000	4,000	4,000	4,000	4,000
Chassis Lubrication, Miles	2,000	36,000	36,000	6,000	32,000	32,000	1,000	33,000
Battery Rating, Amperes, Standard	50	40	40	42	38	38	50	50
Tire Size, Standard	6.00 x 15	6.00 x 13 6.50 x 13W.	6.00 x 13 6.50 x 13W.	6.50 x 13	6.50 x 13	6.50 x 13	6.00 x 15	6.50 x 14 (1)
Alternator	Opt. (2)	No	No	No	Yes	Yes	Yes	Opt. (2)

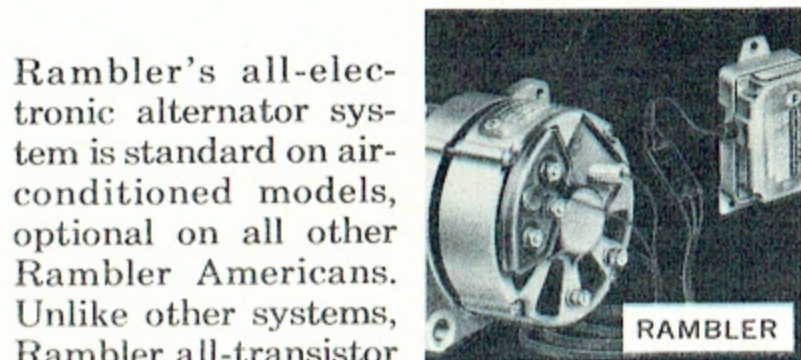
(1) 7.00 x 14 on 3-Seat Wagon. 7.00 x 14 & 6.50 x 15 optional on other Classic 6's. (2) Standard with air conditioning.



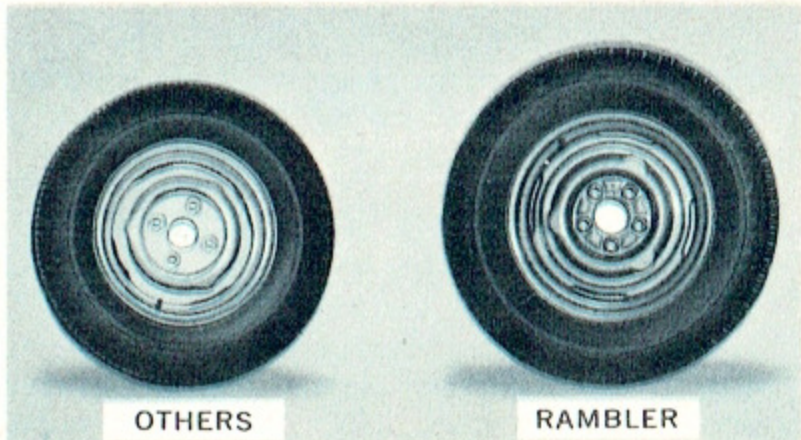
Rambler is the only car that takes a bath in Deep-Dip rustproofing. The entire body, clear to the roof, is immersed in rust-resistant chromate primer paint. Every hidden nook and cranny is protected against the ravages of rust and corrosion by this thorough process. This is in addition to galvanized-steel rocker panels. Deep-Dip rustproofing—pioneered by American Motors—is another example of quality manufacturing that assures longer car life and more trouble-free service. A few other cars are partially dipped to the belt line. Other cars use only the old-fashioned “hit-and-miss” spray method.



No other car offers all the long-life, trouble-free features of Rambler.

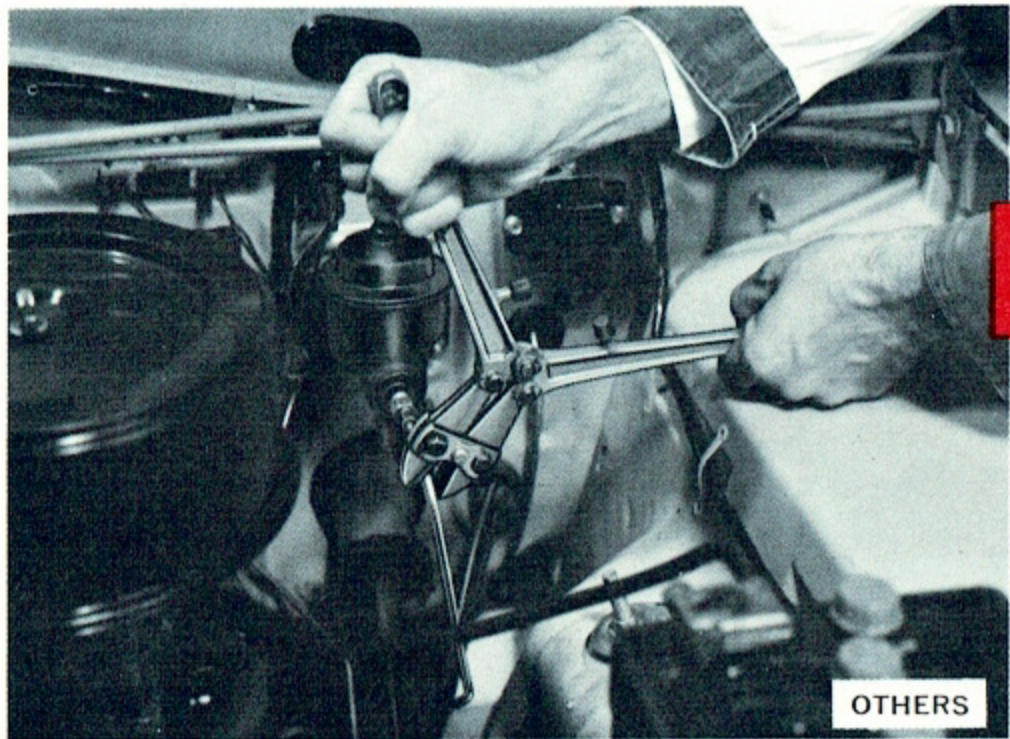


Rambler's all-electronic alternator system is standard on air-conditioned models, optional on all other Rambler Americans. Unlike other systems, Rambler all-transistor voltage regulator has no contact points to stick or burn . . . nothing but trouble-free transistors and diodes that virtually never wear out. Alternator is not offered on Falcon, Comet or Corvair.

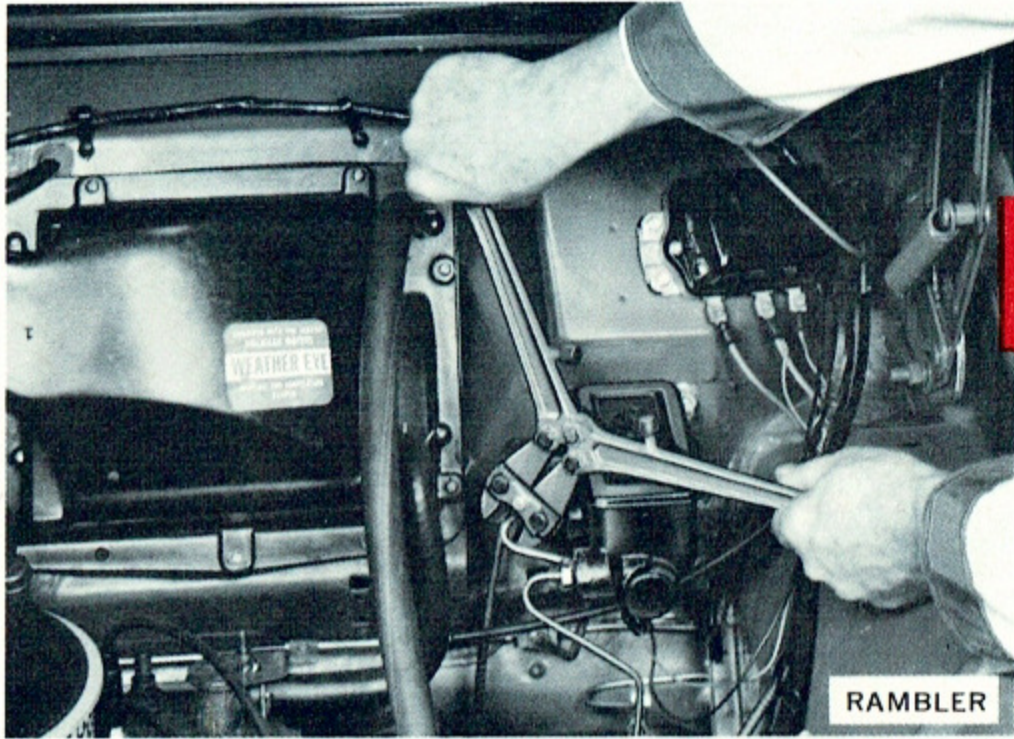


Longer tire life and greater riding comfort result from American 15" diameter wheels. Contrast with 13" wheels on other cars.

The Automotive Technician checks safety for X-Ray



OTHERS



RAMBLER

Only Rambler, Cadillac and Lark, of all U. S.-built cars, offer the extra protection of Double-Safety Brake System as standard equipment. These brakes are self-adjusting, too. They are equipped with tandem master cylinders—one for the front brakes, the other for the rear. If one set is damaged, the other still works. To prove the extra safety thus provided, the Automotive Technician con-

ducted a demonstration. One brake feed line was cut on a 1963 Rambler and two competitive cars. The cars were then sent speeding toward a simulated school crossing. On signal, the brakes on all 3 cars were applied. Because of the Double-Safety Brake System, the Rambler was able to stop. The other cars failed to stop since all hydraulic pressure was lost.

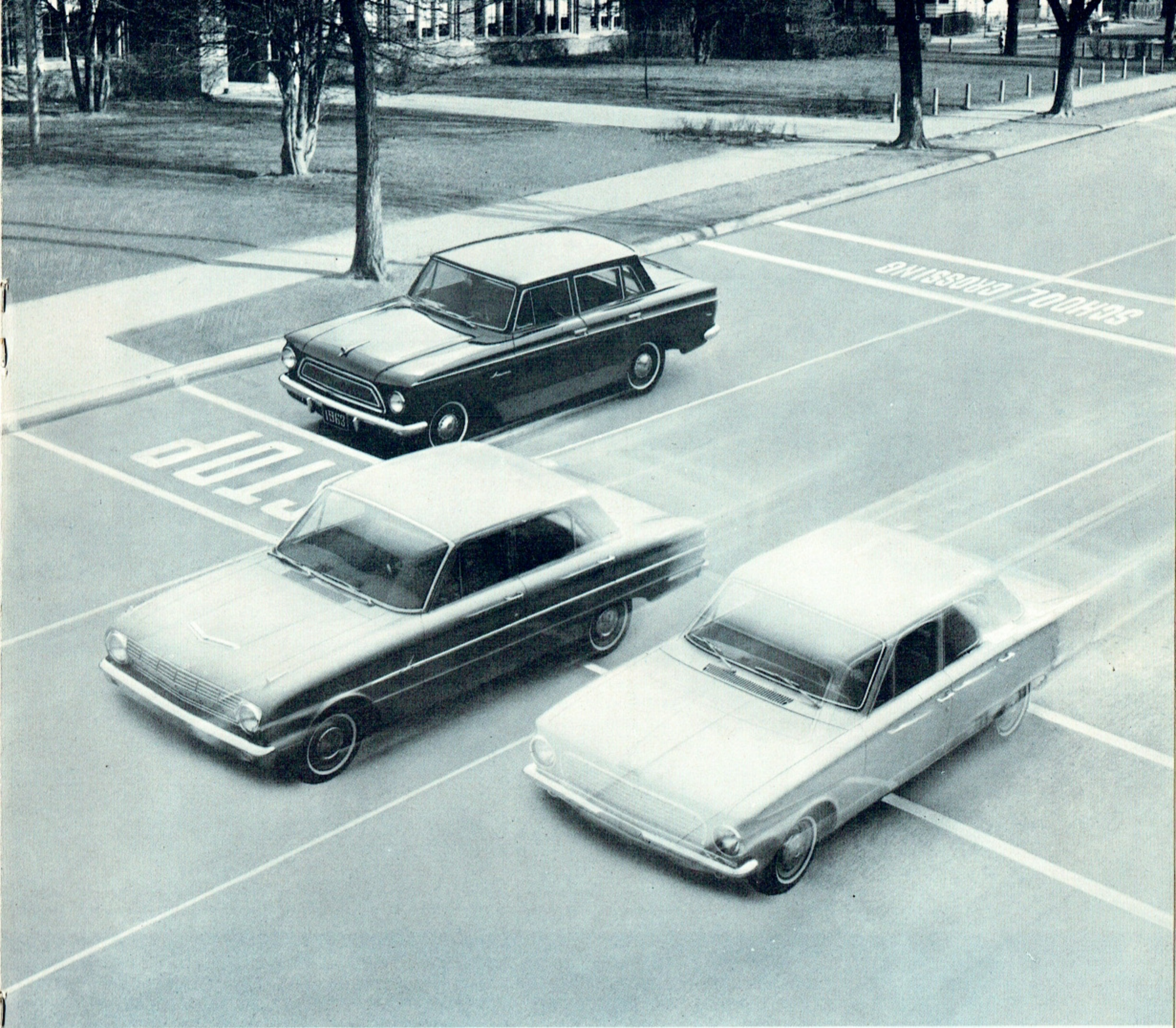
Optional on Rambler American is the Twin-Grip differential that gives added assurance of positive traction under difficult driving conditions. This feature is not available on Falcon, Comet, Valiant or Dart.

MORE SAFETY FEATURES

Consult the box score (far right) to compare more features that are related to, or contribute to, safety. Note that the safety-padded instrument panel and sun visors are standard on top-line Ramblers, and optional on basic and mid-line series. In most other cars, only the padded panel is optional, and padded visors are not factory options. Rambler's adjustable headrests provide comfort plus added safety—an optional feature not offered by others except Lark. Rambler's bonded brake linings will last longer without scoring brake drums, since rivets are eliminated.



RAMBLER



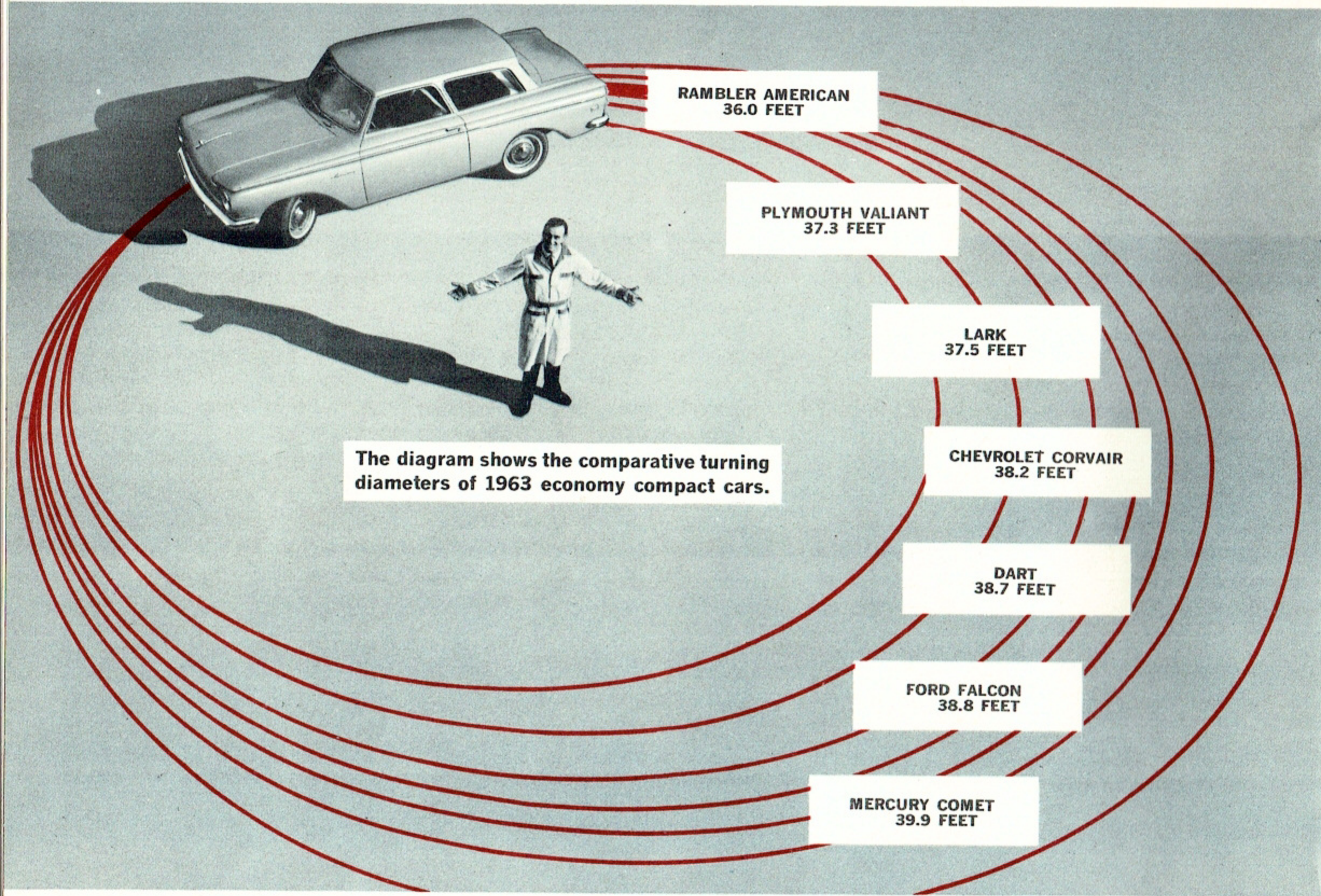
BOX SCORE ON SAFETY

Sedans and Wagons	AMERICAN	FALCON	COMET	CORVAIR (no wagons)	VALIANT	DART	LARK	CLASSIC
Double-Safety Brake System	Yes	No	No	No	No	No	Yes	Yes
Self-Adjusting Brakes, Standard	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Brake Linings	Bonded	Riveted	Riveted	Bonded	Bonded	Bonded	Bonded	Bonded
Brake Lining Gross Area, Sq. In.	139.5	131.0, 157.5	131.0, 157.5	126.1	153.5	153.5	146.2	153.7
Curb Weight, 4-Door Sedan (heater)	2604	2455	2615	2470	2653	2742	2930	2835
Lbs.-per-Sq.-In. Lining (low best)	18.67	18.74	19.96	19.59	17.28	17.86	20.04	18.45
Wheel Size and Attaching Points	15", Five	13", Four	13", Four	13", Four	13", Five	13", Five	15", Five	14", Five (4)
Gas Tank Location and Gallons	Rear, 20	Rear, 14	Rear, 14	Front, 14	Rear, 18	Rear, 18	Rear, 18	Rear, 19 (2)
Automatic Transmission Park Control	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Padded Dash and Sun Visors	(1)	Opt.	Opt.	Dash Only, Opt.	(3)	(3)	Dash Only, Std.	(1)
Twin-Grip Axle, Optional	Yes	No	No	Yes	No	No	Yes	Yes
Single-Unit Body	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Headrests, Optional	Yes	No	No	No	No	No	Yes	Yes

(1) Standard on top-line, optional on other series. (2) 17 on 3-Seat Wagon. (3) Dash only, optional Visors, dealer extra. (4) 15" Size optional on Classic 6.

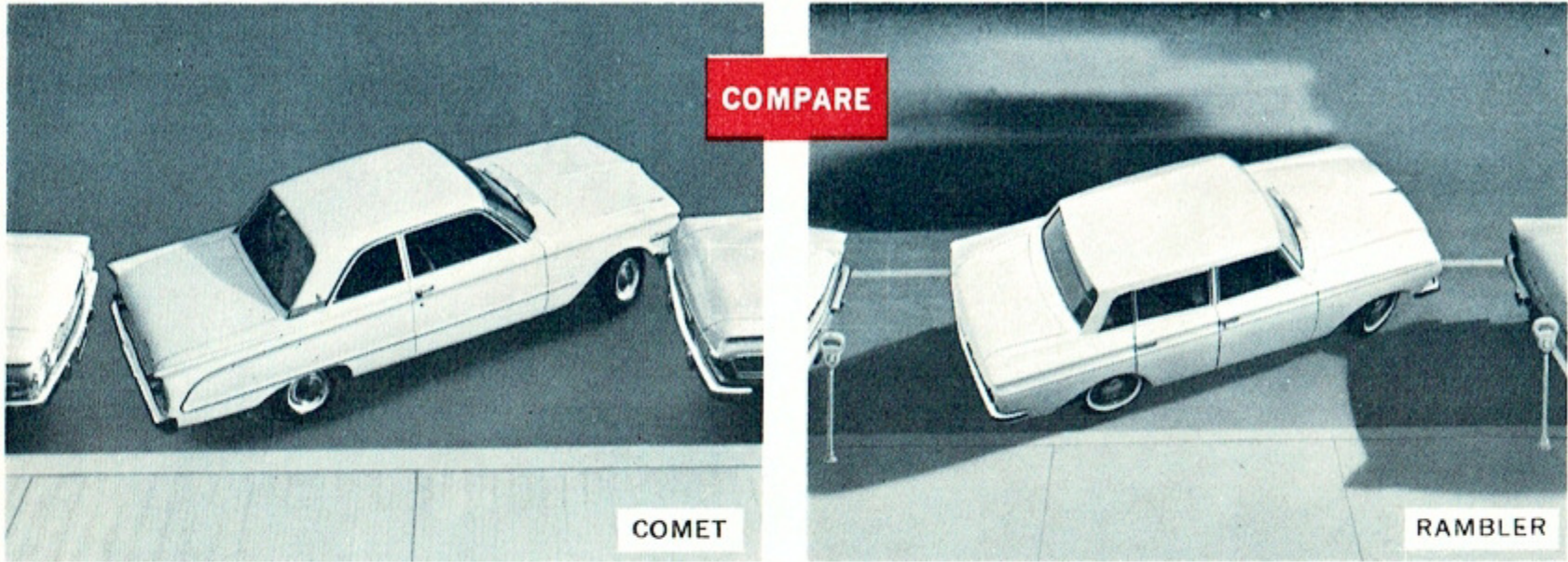
The Automotive Technician compares maneuverability for X-Ray

The ease with which a car turns, parks and handles in traffic determines to a great degree the driving pleasure and convenience it delivers. The Automotive Technician checks all economy compacts for maneuverability . . . finds that Rambler with its 100-inch wheelbase and compact 173.1 inches of overall length out-turns and out-parks the others.

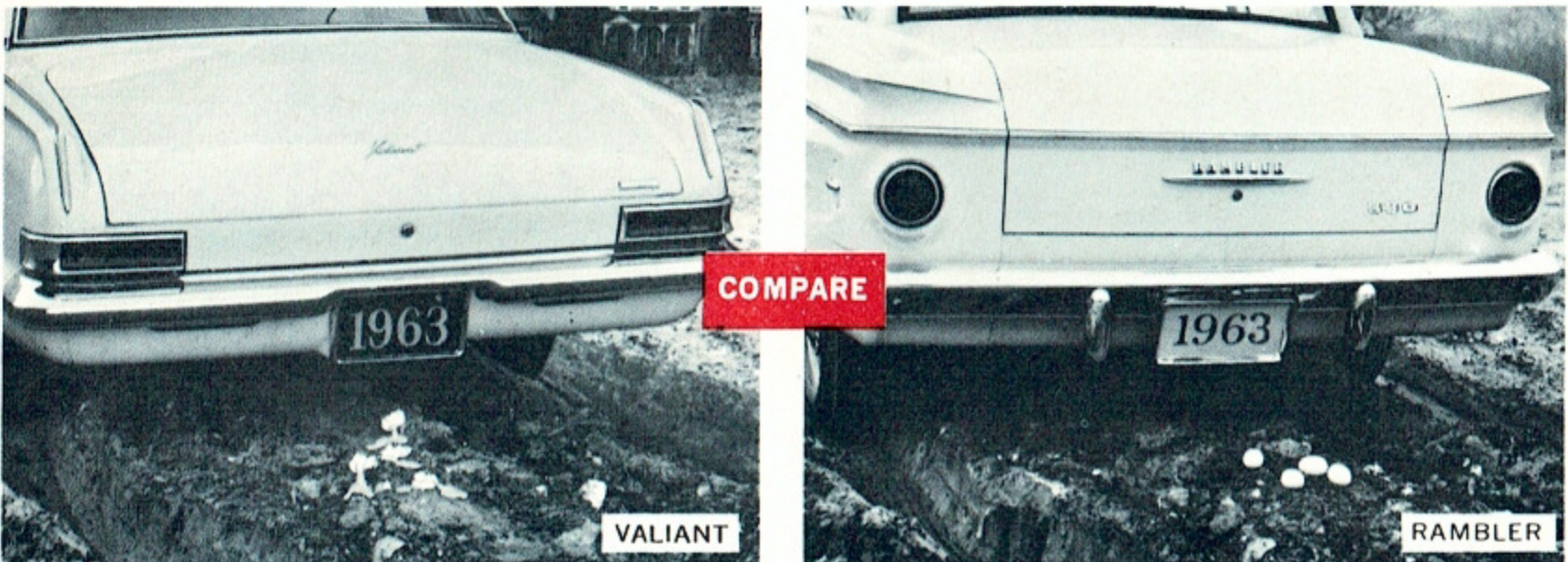


BOX SCORE ON MANEUVERABILITY								
Sedans and Wagons	AMERICAN	FALCON	COMET	CORVAIR (no wagons)	VALIANT	DART	LARK	CLASSIC
Wheelbase	100.0	109.5	114.0, 109.5	108.0	106.0	111.0, 106.0	109, 2-Dr. 113, 4-Dr. & Wag.	112.0
Length	173.1	181.1, 189.0	194.8, 191.8	180.0	186.2, 186.8	195.9, 190.2	184, 188, 190.2	188.8, 189.3
Width	70.0	70.6	70.4	67.0	69.8, 68.8	69.8, 68.8	71.3	71.3
Height	56.1, 56.3	54.5, 54.9	54.5, 54.9	51.5	53.4, 53.1	54.0, 53.1	55.8, 57.0	54.6, 54.9
Turning Diameter, Feet	36.0	38.8	39.9	38.2	37.3	38.7, 37.3	37.5	37.0
Tread, Front and Rear	54.6, 55.0	55.0, 54.5	55.0, 54.5	54.5	55.9, 55.6	55.9, 55.6	57.4, 56.6	58.2, 57.4
Front-Tread-to-Wheelbase Ratio (high best)	.546	.502	.483, .502	.505	.527	.504, .527	.527, .508	.520
Tire Size, Standard	6.00 x 15	6.00 x 13 6.50 x 13W.	6.00 x 13 6.50 x 13W.	6.50 x 13	6.50 x 13	6.50 x 13	6.00 x 15	6.50 x 14 (1)
Power Steering, Optional	Yes	No	No	No	Yes	Yes	Yes	Yes
Power Brakes, Optional	Yes	No	No	No	Yes	Yes	Yes	Yes
Ground Clearance, Minimum	6.4	5.9, 6.3	5.9, 6.3	6.0	5.7, 5.5	5.7, 5.5	6.2	6.0
Rear Body Overhang	44.8	42.3, 50.2	50.0, 51.5	41.7	49.2, 49.8	50.5, 49.8	46.0, 48.6	46.6, 47.1

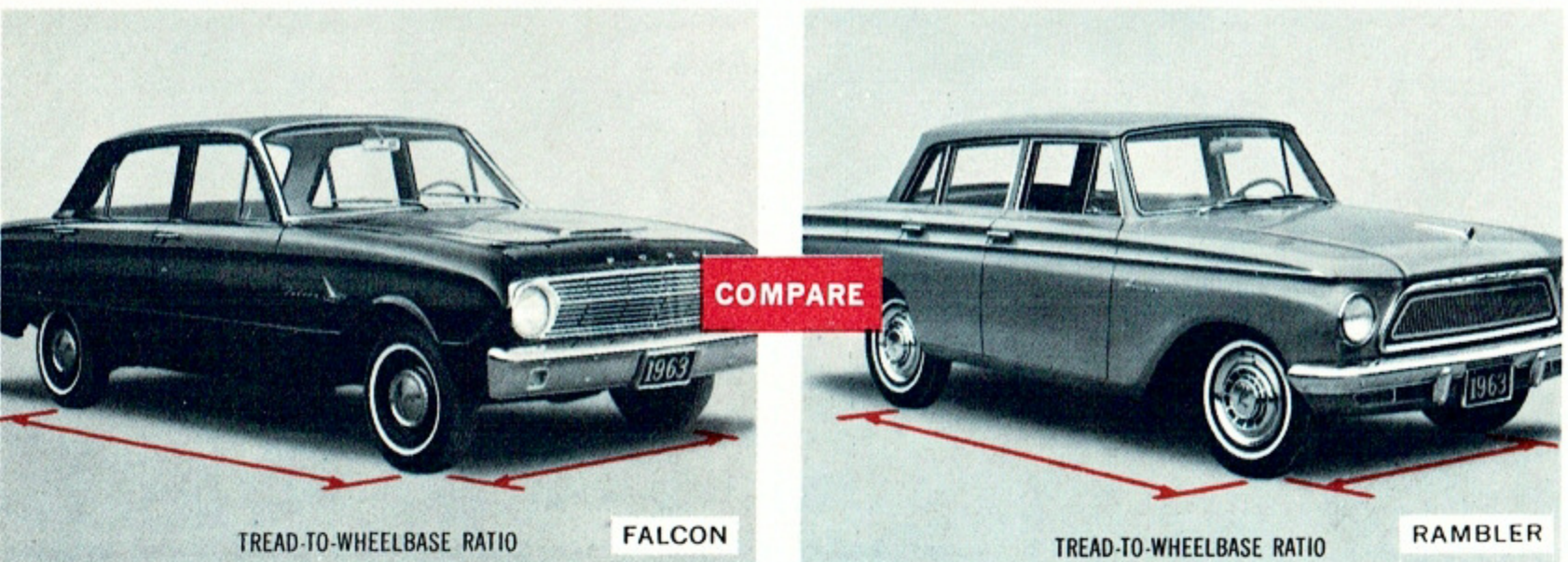
(1) 7.00 x 14 on 3-Seat Wagon. 7.00 x 14 & 6.50 x 15 optional on other Classic 6's.



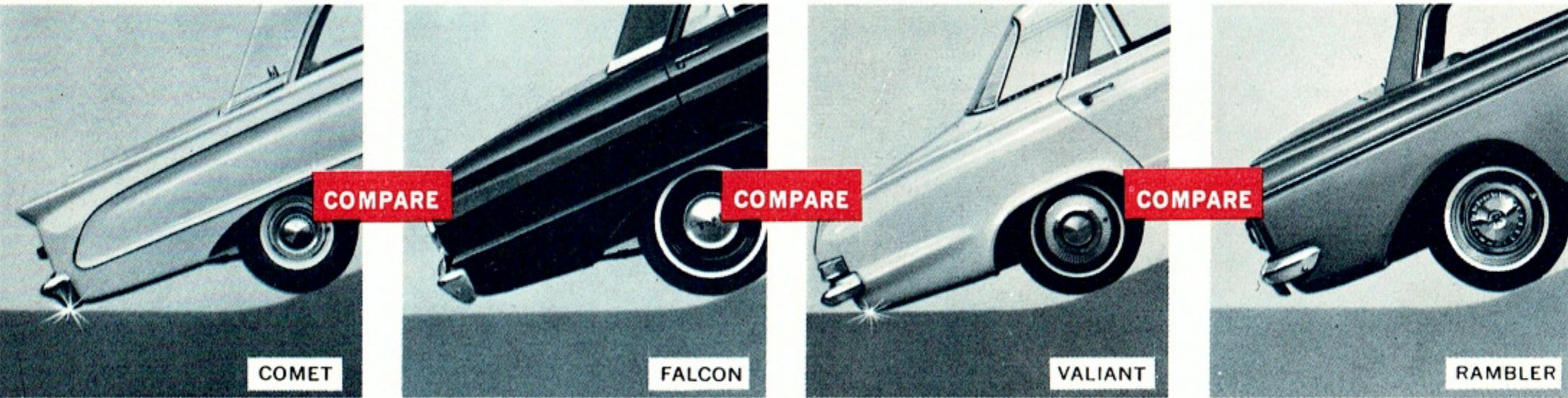
With a compact 173.1 inches of overall length, Rambler can park in tight spots that Comet with 194.8 inches of overall length would have to pass up. No popular-priced car can out-park Rambler because all have excessive sheet metal that adds to length.



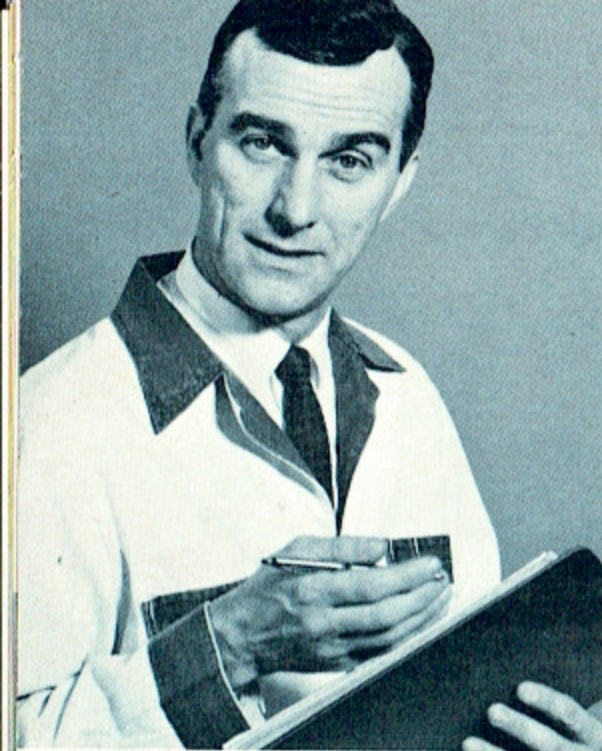
Rambler American has 6.4 inches of road clearance—more than most other compacts in its class—more than the Valiant's 5.7 inches. Both cars were driven over eggs placed on a rutted road. The American passed over; "scrambled eggs" resulted from the Valiant's passing.



The ratio of a car's front-tread width to its wheelbase is important in determining stability and handling ease. Rambler American's ratio of .546 to 1, as compared to Falcon's .502 to 1, indicates superior stability.



Rear-body overhang is important in determining a car's ability to negotiate steep driveways or garage ramps without scraping the rear underbody or bumper. Contrast American's overhang of only 44.8 inches with those of Comet, 50.0 inches; Valiant, 49.2 inches and Dart, 50.5 inches. Only Falcon and Corvair match American's minimum rear overhang.



The Automotive Technician compares hidden quality and value features for X-Ray

Beauty is only skin-deep, but true value and quality of a motorcar are measured by what is beneath the skin. The Automotive Technician compares all economy compacts to determine the hidden qualities that mean more savings, longer car life and greater owner satisfaction . . . finds that Rambler American leads in value.

Rambler American's high rear fender serves as a safe guide in backing. This is not possible with the low fender lines and high upper body contours of other cars.

Rambler American's more nearly vertical rear window gives unexcelled rear vision. High-angle rear windows on others minimize rear vision.

Rambler American's fresh-air intake screen prevents leaves from clogging passages. Falcon, Corvair and others do not offer this protection.

The Rambler American hood is counter-balanced. Falcon and Comet still use the old-fashioned prop rod to hold hood open.

Rambler American's battery provides 20% more starting power (amperes) than other economy compacts with exception of Lark.

Rambler American's seat cushions are easily removable. Others have bolted-down seat cushions that are hard to remove.

Only 4 wheel lug nuts are used on Corvair, Falcon and Comet. Five lug nuts on the American are further evidence of Rambler's greater quality.

Rambler American's 20-gallon gasoline tank exceeds the capacity of all competitive cars. The capacity of others range from 14 to 18 gallons.

BOX SCORE ON HIDDEN QUALITY

Sedans and Wagons (and Convertible*)	AMERICAN	FALCON	COMET	CORVAIR (no wagons)	VALIANT	DART	LARK	CLASSIC
Grille Construction	Die-Cast	Aluminum Stamping	Aluminum Stamping	No Grille	Aluminum Stamping	Aluminum Stamping	Aluminum Stamping	Aluminum Stamping
Double-Rubber Seals, Upper Door	Yes	No	No	No	No	No	No	Yes
Aluminum Window Frames	Yes	No	No	No	No	No	No	Yes
Roof Padding	Yes	Yes	Yes	No	Yes	Yes	Yes	Mld. Fiber Glass
Screen for Air-Intake Grille	Yes	No	No	No	No	No	No	Yes
Wheel Discs, Standard on Top-Line	Yes	Yes	No	Yes	No	No	No	Yes
Glove-Box Construction	Molded Plastic	Stapled Fiber	Stapled Fiber	Stapled Fiber	Stapled Fiber (1)	Stapled Fiber (1)	Vanity Box	Molded Plastic
Counterbalanced Engine Hood	Yes	No	No	No	Yes	Yes	Yes	Yes
Trunk Ledge to Ground (Sedans)	21.5	27.7	28.5	29.5	24.6	22.9	22.5	22.6
Trunk Volume, Cu. Ft. Luggage (Sedans)	12.0	10.2	14.7	6.6	14.1	17.3	13.6	13.7
Station Wagon Rack, Standard	330 & 440	No	No	(No Wagon)	No	No	No	Yes
Wheel Size and Attaching Points	15", Five	13", Four	13", Four	13", Four	13", Five	13", Five	15", Five	14", Five
Double-Wall Trunk	Yes	No	No	Yes	No	No	Yes	No
*Power-Operated Convertible Top	Std.	Std.	Std.	Extra	Extra	Extra	Std.	—

(1) No latch provisions.

COMPARE

VALIANT

RAMBLER

COMPARE

FALCON

RAMBLER

COMPARE

CORVAIR

RAMBLER

COMPARE

CORVAIR

RAMBLER

COMPARE

VALIANT

RAMBLER

Contrast Valiant and other cars' single trunk compartment quarter panel with the double panel used on Rambler American. The latter is sturdier, stronger, safer.

Note too, Rambler's convenient trunk-sill height, lowest in this comparison, for easier loading.

In Falcon and Comet, the trunk compartment floor is actually the top of the gas tank. Rambler American's gas tank is completely separate from the spacious trunk compartment.

Corvair (left) and others have only a single rubber door seal to hush outside sounds, cushion doors and keep out weather. Rambler American uses double seals on the upper door frames for greater sealing action.

Corvair provides only a thin layer of fabric in the ceiling, without padding. By contrast, Rambler American offers a padded ceiling that gives more protection, deadens sound and insulates.

The large glove box in Rambler American is made of molded plastic. Others have a stapled, light fiberboard construction. Valiant and Dart, moreover, have a no-latch compartment.

Rambler American features and options

Available features and options that contribute to superior comfort, convenience and pleasure mean more value in a motorcar and add to resale value, as well. Here are a few such features and options available in Rambler American for 1963. Ask your Rambler dealer about other equipment choices.



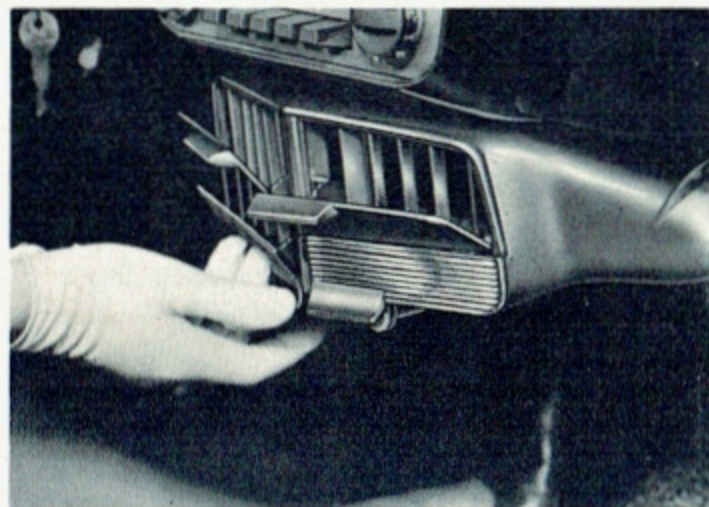
Reclining bucket seats with center console are standard in Rambler 440-H hardtop—optional in other 440 models, with or without console. The seats are upholstered in durable vinyl or miracle fabrics in a wide choice of colors to harmonize with exterior body color enamels. This sports-car console has a key-locked compartment. Lounge-Tilt seats and headrests are also optional.



Rambler Power Brakes (far left) give safe, sure stops with a minimum of pedal pressure. This low-cost option is not available on Falcon, Comet and Corvair.



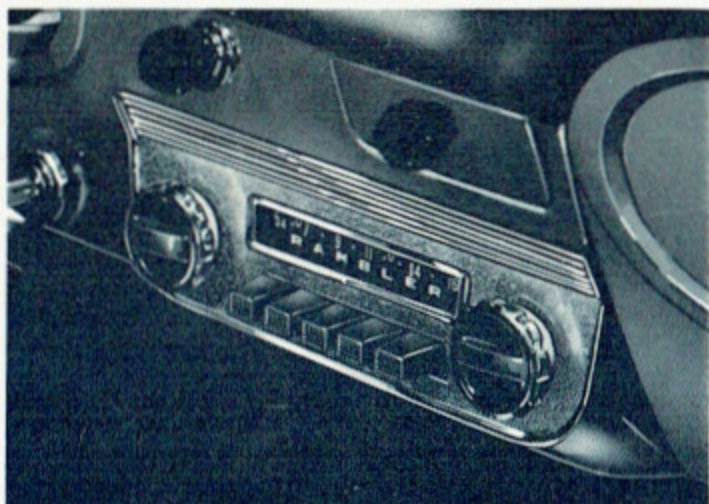
Rambler Direct-Action Power Steering, optional on 1963 Rambler American models, lets the driver turn the wheel with minimum effort.



Rambler All-Season Air Conditioning (far left) cools in summer, heats in winter, ventilates year-round. Electronic alternator and transistor voltage regulator standard with All-Season Air Conditioning.



Rambler Weather Eye is the finest heating and ventilating system in the industry. Fresh air is taken in at cowl level.



New Rambler All-Transistor Radio (far left), optional, provides instant music. Printed circuit for trouble-free service. Push-button or manual control.

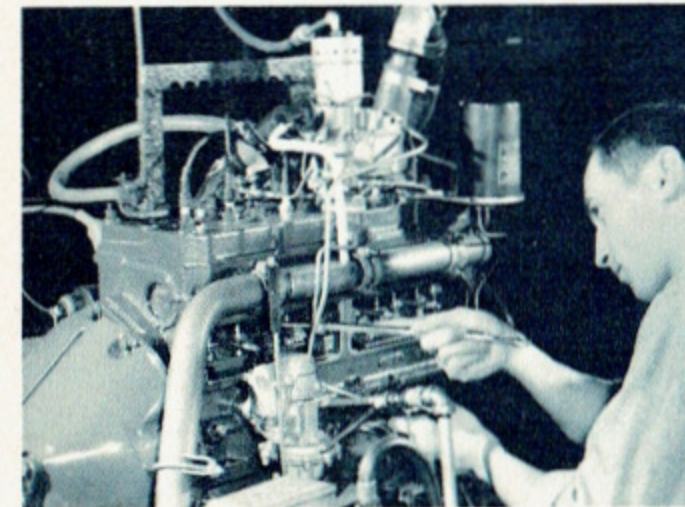


Quick-action, metal-to-metal buckle seat belts are optional. Available in pairs for front seat, or front and rear. Front-seat attaching plates and rear locating indentations standard.

Rambler quality is built in every step of the way

From raw materials to finished product, quality is a fetish at American Motors. At every step of the way, checks and rechecks, tests and inspections assure

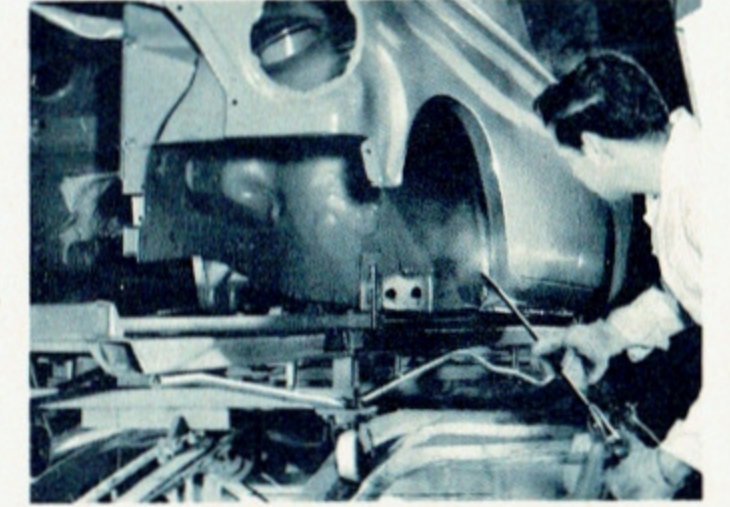
the quality that gives proof of the statement that American Motors is dedicated to excellence. Rambler quality is evident every mile you drive.



Every Rambler engine is tested for air, water and oil tightness on an ingenious test machine and then checked for performance on run-in tests before it is approved for use.



Body inspection is detailed and thorough. Sensitive hands feel every body to detect any possible imperfections. That's why all Rambler bodies are always ripple-free.

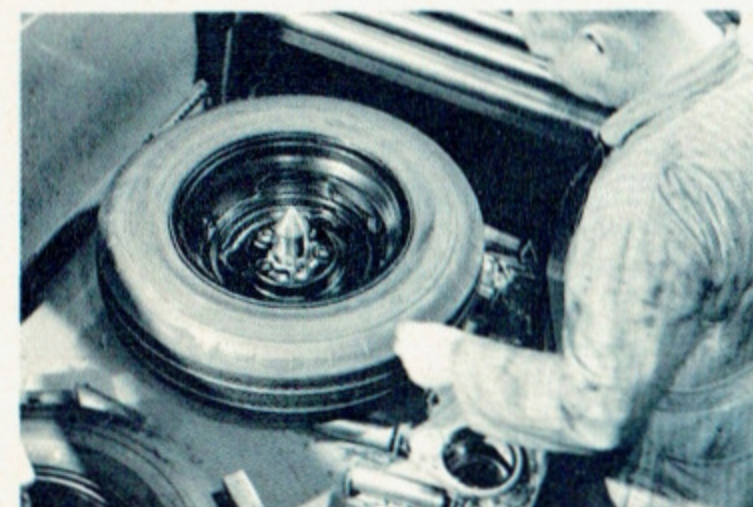


After every Rambler body goes through the Deep-Dip rustproofing primer-paint bath, a special wax compound is sprayed into hidden areas to further protect against rust.



Typical of the care with which Rambler builds every car is the Typhoon Room where each Rambler is tested for watertightness. Inspectors ride inside each body to search for leaks as water is pressure-sprayed from top, bottom and sides. This important checking procedure assures every Rambler owner that his car will be free from dust and water leaks.

Typhoon Room watertightness test.



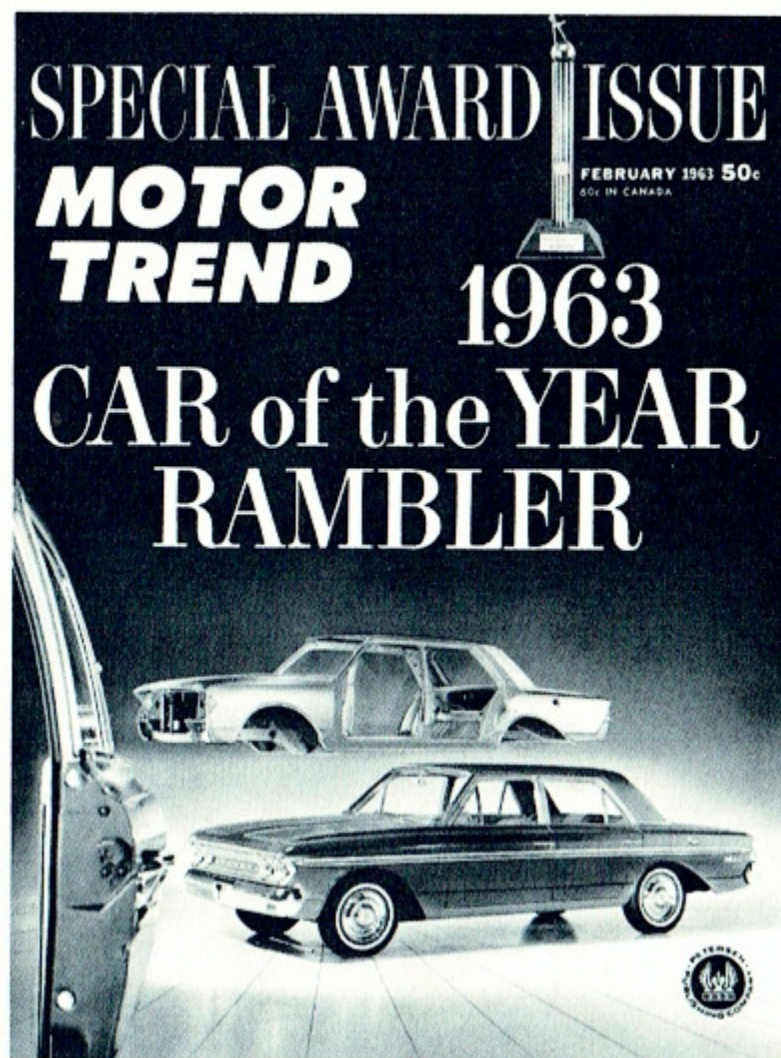
Wheel balancing.



Treadmill inspection.

All Rambler wheel and tire assemblies are statically balanced at the factory to assure smoother riding and longer tire life.

An unique treadmill performance test spot-checks new Ramblers to assure manufacturing quality.



1963 Rambler Wins Motor Trend Magazine "Car of the Year" Award

The coveted "Motor Trend" award, cherished by every automobile manufacturer, is presented to the 1963 Rambler by the editors of this magazine "for outstanding design achievement and engineering leadership."



"We tested them all and found the 1963 Ramblers best," says Motor Trend Magazine. Before making its annual "Car of the Year" Award, the editors and technical staff of the magazine evaluate all new automobiles on the basis of progress in design and in the critical areas of performance, dependability, value and potential buyer satisfaction.

All three '63 Rambler series—Classic, Ambassador V-8 and American—were tested, as well as the other-make cars. The award to Rambler was based on the overall excellence of the three series.

All cars were road-tested at varying speeds. Precise acceleration and speed tests were run. Brakes were checked

in actual stopping tests. Handling and roadability were evaluated. Economy was compared. All factors that owners would consider important in car use were precisely checked.

Optional equipment—heaters, air conditioning and the like—were compared. So were interior room and comfort, including hiproom and legroom. Rambler received a superior rating, achieving this distinction: the "Car of the Year" Award.

According to the Motor Trend experts, "Quality has always been one of American Motors' largest selling points and continues to be on the new models. All panels, doors and trim were precision fit, and we didn't notice any annoying rattles on even

the roughest roads. In the field of unitized bodies, which American Motors pioneered, this latest design represents a real advancement and the biggest single reason we chose Rambler 'Car of the Year.' Not only does this new construction method save approximately 150 pounds over the older design, but it results in a unit so strong, it'll take punishment longer and, naturally, it will hold its resale value. All this adds up to greater customer appreciation, in which, incidentally, Rambler has never been lacking."

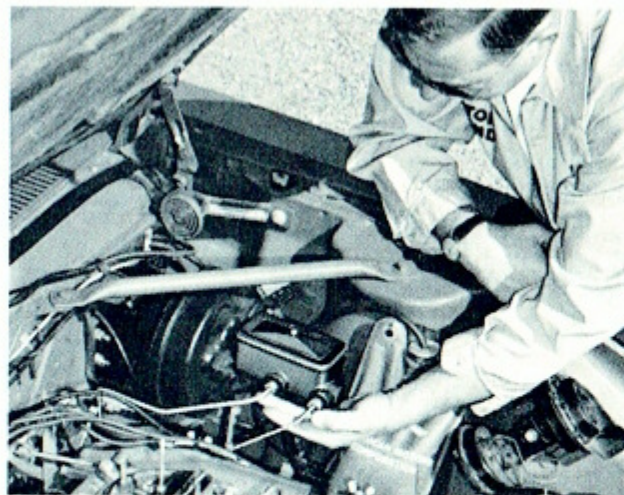
Illustrated on these pages are some of the rigorous tests to which Motor Trend put Rambler before naming it "CAR OF THE YEAR" for 1963.



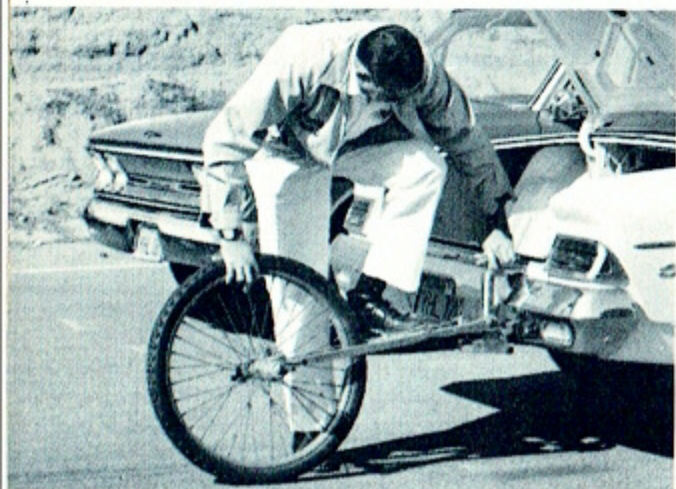
Roy Abernethy (left), president of American Motors, proudly accepts "Car of the Year" trophy from C. E. Nerpel, editor of Motor Trend Magazine.



Cornering Test



Checking Double-Safety Brakes



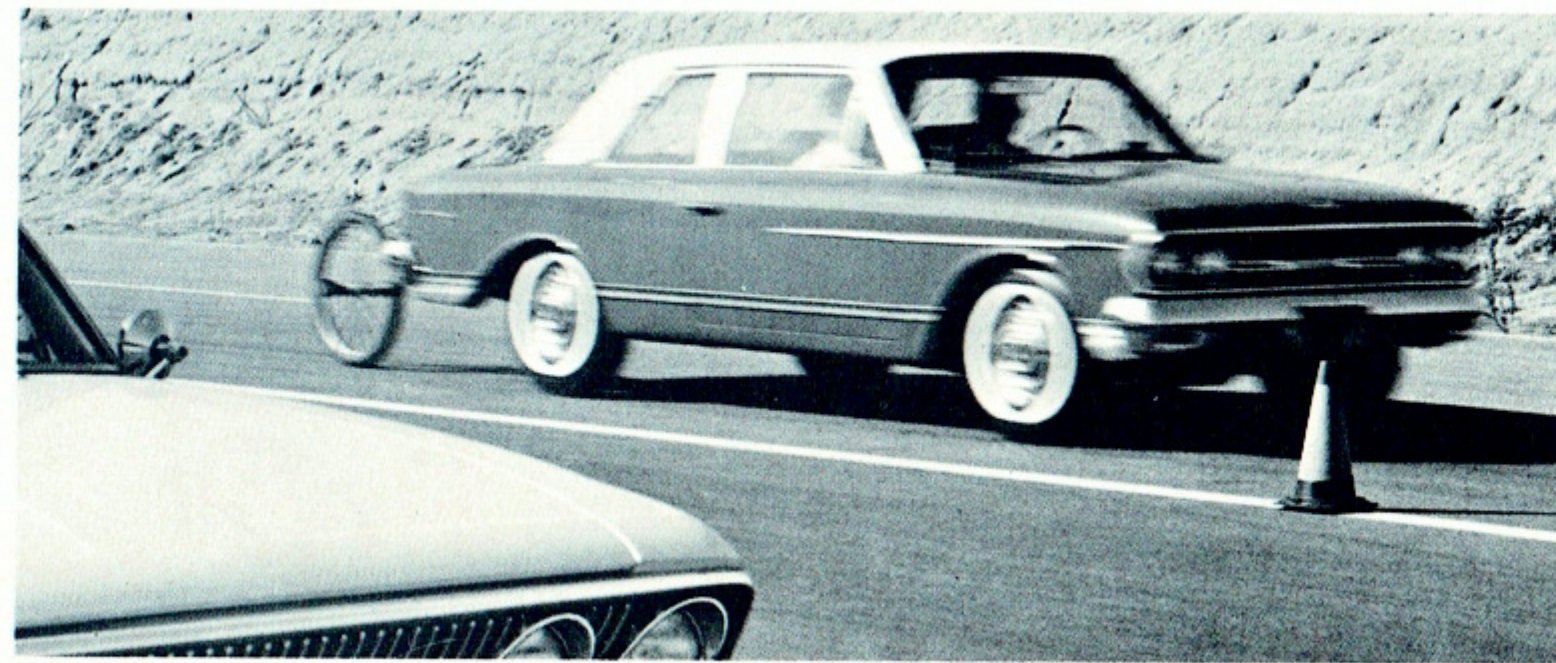
Setting 5th Wheel



Roadability Test



Twin-Stick Shift Evaluated

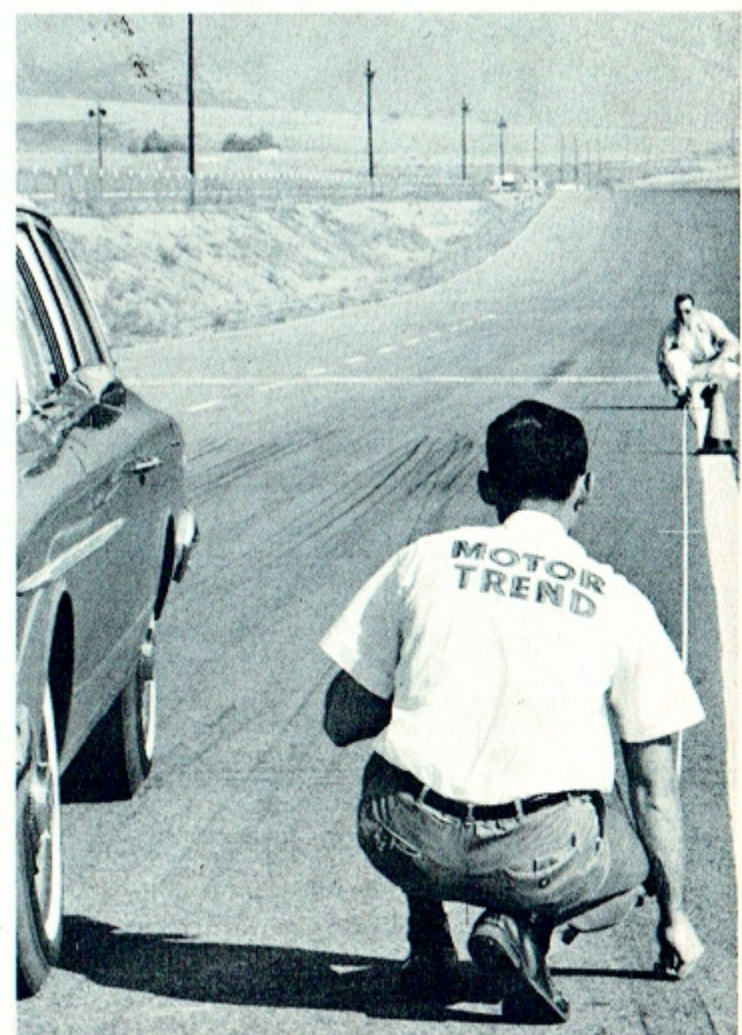


Rambler Passes Acceleration Test Check Point



Ramblers Undergo Rugged Durability Check

Measuring Stopping Distance





RAMBLER AMERICAN 330 2-DOOR SEDAN
Also available in 220 and 440 series



RAMBLER AMERICAN 220 2-DOOR SEDAN
Also available in 330 and 440 series



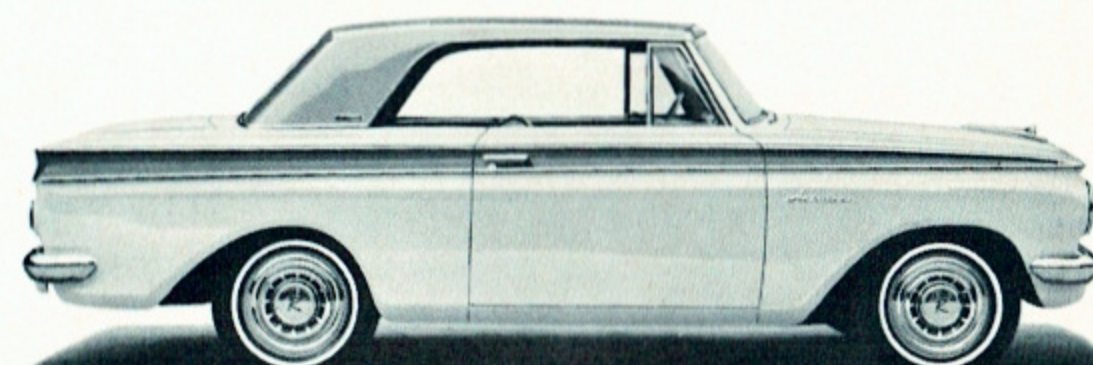
RAMBLER AMERICAN 330 4-DOOR STATION WAGON
Also available in 220 and 440 series



RAMBLER AMERICAN 440 4-DOOR STATION WAGON
Also available in 220 and 330 series



RAMBLER AMERICAN 440 4-DOOR SEDAN
Also available in 220 and 330 series



RAMBLER AMERICAN 440-H HARDTOP
Also available in 440 series



RAMBLER AMERICAN 440 CONVERTIBLE
with powered-top standard



RAMBLER AMERICAN 330 2-DOOR STATION WAGON
Also available in 220 series

Rambler for 1963—a model for every need and desire

Whatever your needs or desires in a car may be, you'll find the answer in Rambler for 1963. The family-size Rambler American represents America's smartest combination of luxury and savings. Rambler Classic is the only car on the market that offers the Best of Both: Big-car room and comfort . . . small-car economy and handling ease. Rambler Ambassador V-8 is the action-packed luxury car with real get-up-and-go, yet it is moderately priced. See the complete Rambler line for 1963 at your Rambler dealer.



RAMBLER CLASSIC 770 4-DOOR SEDAN 6 OR V-8
Also available in 550 and 660 series



RAMBLER CLASSIC 660 4-DOOR SEDAN 6 OR V-8
Also available in 550 and 770 series



RAMBLER AMBASSADOR V-8 880 4-DOOR SEDAN
Also available in 990 series



RAMBLER AMBASSADOR V-8 990 2-DOOR SEDAN
Also available in 880 series



RAMBLER CLASSIC 770 2-DOOR SEDAN 6 OR V-8
Also available in 550 and 660 series



RAMBLER CLASSIC 770 CROSS COUNTRY STATION WAGON 6 OR V-8
Also available in 550 and 660 series, plus a 3rd seat 660 series



RAMBLER AMBASSADOR V-8 990 CROSS COUNTRY STATION WAGON
Also available in 880 series



RAMBLER AMBASSADOR V-8 990 5-DOOR STATION WAGON
with solid-foam 3rd seat



The Fleet Buyer evaluates advertised car prices and resale values for X-Ray

The astute fleet buyer weighs several factors when purchasing a car. He goes beyond the Advertised Delivered Price to discover what features and equipment are included in that price. And he considers depreciation and resale value before buying. For X-RAY, the Fleet Buyer analyzes 1963 car prices . . . determines that Rambler American offers the greatest savings and value of all economy compacts. The American's depreciation is low, with consequent high resale value. And included in the low Rambler prices are such extra-value features as Double-Safety Brake System, Self-Adjusting Brakes, Ceramic-Armored Muffler and Tailpipe, Deep-Dip Rustproofing and many more.

BOX SCORE ON ADVERTISED DELIVERED PRICES														
	TWO-DOOR SEDANS			FOUR-DOOR SEDANS			TWO-DOOR STATION WAGONS		FOUR-DOOR STATION WAGONS			CONV.	TWO-DOOR HARDTOPS	
													Bucket Seats Extra Cost	Bucket Seats Standard
American Series A.D.P.	220 \$1920	330 \$1983	440 \$2114	220 \$1969	330 \$2032	440 \$2163	220 \$2155	330 \$2215	220 \$2204	330 \$2264	440 \$2394	440 \$2418	440 \$2210	440-H \$2355
Falcon American Advantage	\$1985 65	\$2116 133	N.A. —	\$2047 78	\$2165 133	N.A. —	\$2298 143	\$2384 169	\$2341 137	\$2427 163	\$2603 209	\$2470* 52	\$2198* (12)	N.A. —
Comet American Advantage	\$2084 164	\$2171 188	** —	\$2139 170	\$2226 194	N.A. —	\$2440 285	\$2527 312	\$2483 279	\$2570 306	\$2754 360	\$2557* 139	N.A. —	N.A. —
Corvair American Advantage	\$1992 72	\$2056 73	** —	N.A. —	\$2110 78	** —	N.A. —	N.A. —	N.A. —	N.A. —	N.A. —	\$2481 63	N.A. —	N.A. —
Valiant American Advantage	\$1984 64	\$2109 126	N.A. —	\$2047 78	\$2171 139	N.A. —	N.A. —	N.A. —	\$2342 138	\$2466 202	N.A. —	\$2414* (4)	N.A. —	\$2304 (51)
Dart American Advantage	\$2057 137	\$2153 170	N.A. —	\$2115 146	\$2209 177	N.A. —	N.A. —	N.A. —	\$2383 179	\$2507 243	N.A. —	\$2459* 41	N.A. —	\$2363 8
Lark American Advantage	\$2135 215	\$2260 277	N.A. —	\$2240 271	\$2365 333	N.A. —	N.A. —	N.A. —	\$2630 426	N.A. —	\$2780 386	\$2759 341	\$2388 178	N.A. —

The prices and savings shown are calculated on published advertised delivered prices (A.D.P.), including heater (which is standard on some cars), federal excise taxes, and retail delivery charges but do not include transportation charges. Rambler offers Weather Eye, the foremost car heating and ventilating system in the industry, as optional.

RAMBLER "24-24" WARRANTY DOUBLES OWNER PROTECTION

Your Rambler dealer at the dealership, for 24 months or 24,000 miles, whichever occurs first, will repair or replace, without charge, any Rambler part which is defective in material or workmanship, except tires which are covered by the tire manufacturer's warranty. Owners will be responsible for deterioration, misuse and normal service maintenance, including normal replacement of such parts as filters, spark plugs, ignition points and wiper blades.

The power-operated convertible top is *standard* equipment on the Rambler American, Falcon, Comet and Lark. This feature is *extra cost* on Corvair at \$53.80, and is \$54.00 extra on both Valiant and Dart, in addition to the prices in the above chart.



*Mid-Line Models **Bucket Seat Models Not Comparable

How the 1963 Automotive X-Ray can help you select your next car

In the pages of this booklet, you find complete information to help you obtain the greatest value for your money in the purchase of your next car.

A panel of automotive experts—an Automotive Technician, a Fashion Consultant and an astute Fleet Buyer—presents the facts on various makes of cars. Features, equipment, design and performance are analyzed and compared. The advantages and disadvantages of each car are presented in clear, nontechnical language and pictures.

The X-RAY shows you how to compare value . . . how each car would meet your own personal needs and desires . . . presents the total savings when all standard equipment and built-in extras are considered. These facts can save you hundreds of dollars when you buy.

Be informed! Choose your next car on the basis of its value to you with the help of the 1963 X-RAY!

