

RAMBLER 1968

REBEL



1968 Rebel 550 Series. Hardtop in Matador Red. Convertible in Frost White with power top in black. Sedan in Caravelle Blue.

REBEL

It's the best value in the automobile business.

The Rebel 550 6-passenger hardtop gives you at least as much car as the intermediates. Yet its price* is lower.

It's wider than all of them and much more spacious.

You get more room to stretch your legs in.

More room for the top of your head. More room for your shoulders. And more room for baggage.

Push a lot of little things like a ball-bearing ash tray that slides out at a touch. And a glove compartment door with cup depressions to serve as a coffee tray.

You get them in the 4-door, 6-passenger

Rebel 550 sedan, too. And in the Rebel convertible—the car that's the lowest-priced* 6-passenger, power-top convertible in the U.S.A.

The convertible even has a big glass rear window that won't get scratchy or cloudy, and doesn't need unzipping when you put the top down.

*Based on a comparison of manufacturers' suggested retail price.



1968 Rebel 770. Sedan in Tahiti Turquoise. Hardtop in Blazer Blue with Frost White top.

Rambler Rebel has: Seats with coil springs, like a Cadillac. (You can even get individually adjustable seats that recline to make a bed in the 4-door sedans and wagons.)
Easy-going 4-coil-spring suspension.
Fiberglass-cushioned acoustical ceilings for extra safety and quiet.

Unit-construction body, all welded, so there aren't any bolts to rattle loose.
Rustproofed with primer up to the roofline.
Ceramic-armored exhaust system—another rust resister.
Recessed outside door handles, for better looks and greater safety. With front-door lock

buttons where they ought to be—on the armrests, within easy reach. Just set them, slam the door and your car is locked. No other car made in the U.S.A. has any of these conveniences.
Powerful intercell batteries that last longer, fill easier.

Most models with choice of all-synchromesh manual transmission or optional "shift-command" automatic that lets you shift or not, as you like.
On these pages, the Rebel 770s—chromier, plusher, lusher than the 550s. On the following pages, the top-of-the-line Rebel SSTs.



1968 Rebel SST Hardtop in Scarab Gold. Vinyl-covered roof in white and pinstripe in black.

Rambler Rebel SST.

Standard: the bolder grille... the air-scoop moldings... 290 cu. in. V-8 with synchromesh transmission... individually adjustable reclining seats... expensive upholstery... full wheel covers.

Optional: choice of two 343 V-8s... overdrive, column or console "shift-command" or 4-on-the-floor transmission... reclining bucket seats... headrests... the handsome turbine-like wheel covers you see here.



1968 Rebel SST Convertible in Caravelle Blue with power top in black. Pins

SST Convertible.

The Rebel SST convertible is the more expensive version of the Rebel 550 convertible. With all Rebel SST features, plus that automatic top with the big glass window that folds itself down behind the rear seat.



1968 Rebel Station Wagons. 550 on left in Hialeah Yellow. 770 on right in Laurel Green with wood-grain side-paneling.

Rambler Rebel Wagons.

Both Rebel Cross Country wagons, the 550 on the left and the 770 at the right, give you your choice of tailgate. You can have it either opening to the side or flattening down.

Both give you the roof rack as a standard feature (while most other wagons charge you extra).

And both have a hidden compartment (in

the 770, it locks).

The Rebel 770, with 232 cu. in. six, also has wall-to-wall carpeting, handsome plaid fabric or ventilated vinyl seats and a couple of great extra options: the look-like-wood side panels you see here and the rear-facing back seat, which comes with the side-swinging tailgate including a power window you control from the driver's seat.



Rebel Specifications

Dimensions: Wheelbase 114" (2.90 m.). Length 197" (5.0 m.) (198" (5.03 m.) wagon). Width 77.2" (1.96 m.). Front tread 58.2" (1.48 m.) (58.6" (1.49 m.) V-8). Rear tread 58.5" (1.49 m.). Trunk luggage 18.2 cubic feet (.52 m³) (15.8 (.45 m³) convertible). Wagon cargo 91 cubic feet (2.58 m³).

Body: Standard safety features (see last page).



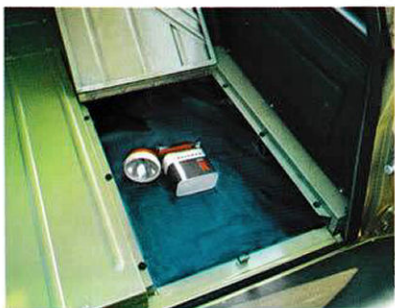
All-welded, Single-Unit body construction (safe, strong, durable). Deep-Dip body rustproofing. Fresh air ventilation. Triple-coated Lustre-Gard acrylic enamel (14 colors). Power-operated convertible top in black or white with glass rear window. Molded acoustical ceiling. Curved side-glass. Injection-molded plastic grille and headlight housings. Two-position front-door checks. Front and rear armrests. Cigarette lighter. Front ashtray. Rear ashtrays (except 550). Full-width carpeting (rubber for 550, carpet with 4-speed transmission). Coil-spring seat construction (solid foam for wagon third seat). Front-seat foam cushion. Dome or side-pillar lights. Station wagon roof-top travel rack. Glove-box lock (except 550). Hidden compartment for station wagons (lock on 770). Two coat hooks, except convertible.

Mechanical: Coil springs at all four wheels. Direct-action, independent front suspension with sway bar on V-8's and wagons. 4-link,



trailing arm rear suspension. Hypoid-gear differential. Self-adjusting brakes with bonded linings. Brake diameter for Six (except wagons) 9"; lining area 153.8 square inches (992 cm²). Brake diameter for V-8 (and wagons) 10" (25.4 cm.), lining area 167.5 square inches (1081 cm²). Standard 4-ply-rating, 2-ply tires; Sixes and V-8's, 7.35x14, 7.75x14 for wagons (see "Options"). Ceramic-Armored muffler, tailpipe and exhaust pipe. Engine-oil filter. Fuel filters in tank and fuel pump. Fuel-tank approximate capacity, 21.5 gallons (81.4 l.) (19 (71.9 l.) for 3-seat wagons). All-Season engine coolant. Anti-smog positive crankcase vent. "Engine-Mod" exhaust emission control system ("Air-Guard" on V-8's with manual transmission). Automatic choke. Wheel discs standard on SST.

Electrical: Dual horns for 770 and SST (one for 550). Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air-conditioning). Power-Guard "24" Intercell battery; 50-amp standard on Sixes and "290" V-8's, 60-amp standard on "343" V-8's and with air-conditioning, 70-amp optional.



Rebel Options

Engines, transmissions and axle ratios are on last page. Dual exhaust system for 343 V-8's (except wagons). Two-tone paint (except convertible). Black, off-white or blue vinyl-covered roof for 770 and SST sedans and hardtops. Black or off-white convertible powered top (no charge). Side paint stripes for SST. Simulated wood-grain side panels for 770 wagon. Ventilated vinyl upholstery, standard on wagons (fabric, no-charge option), convertibles and bucket seats. Individually-adjustable reclining seats (standard on SST). Reclining bucket seats for SST with fold-down armrest and center cushion (or console with floor Shift-Command transmission). Headrests, right and left. Shoulder belts and mid-passenger seat belts (see last page). Weather-Eye heater. All-Season air-conditioning (includes 60-amp battery, 40-amp alternator and heavy-duty engine cooling). Power steering. Power brakes. Power disc brakes for V-8's. Cruise-Command automatic speed control (V-8's with automatic transmission). Automatic transmission oil cooler for Sixes (standard on V-8's). Twin-Grip rear axle differential. Adjust-O-Tilt steering wheel (except column-shift manual transmission). Sports wood-grain-look steering wheel for 770 and SST. Custom steering wheel for 550 (standard on 770 and SST). Power-Lift electric

