

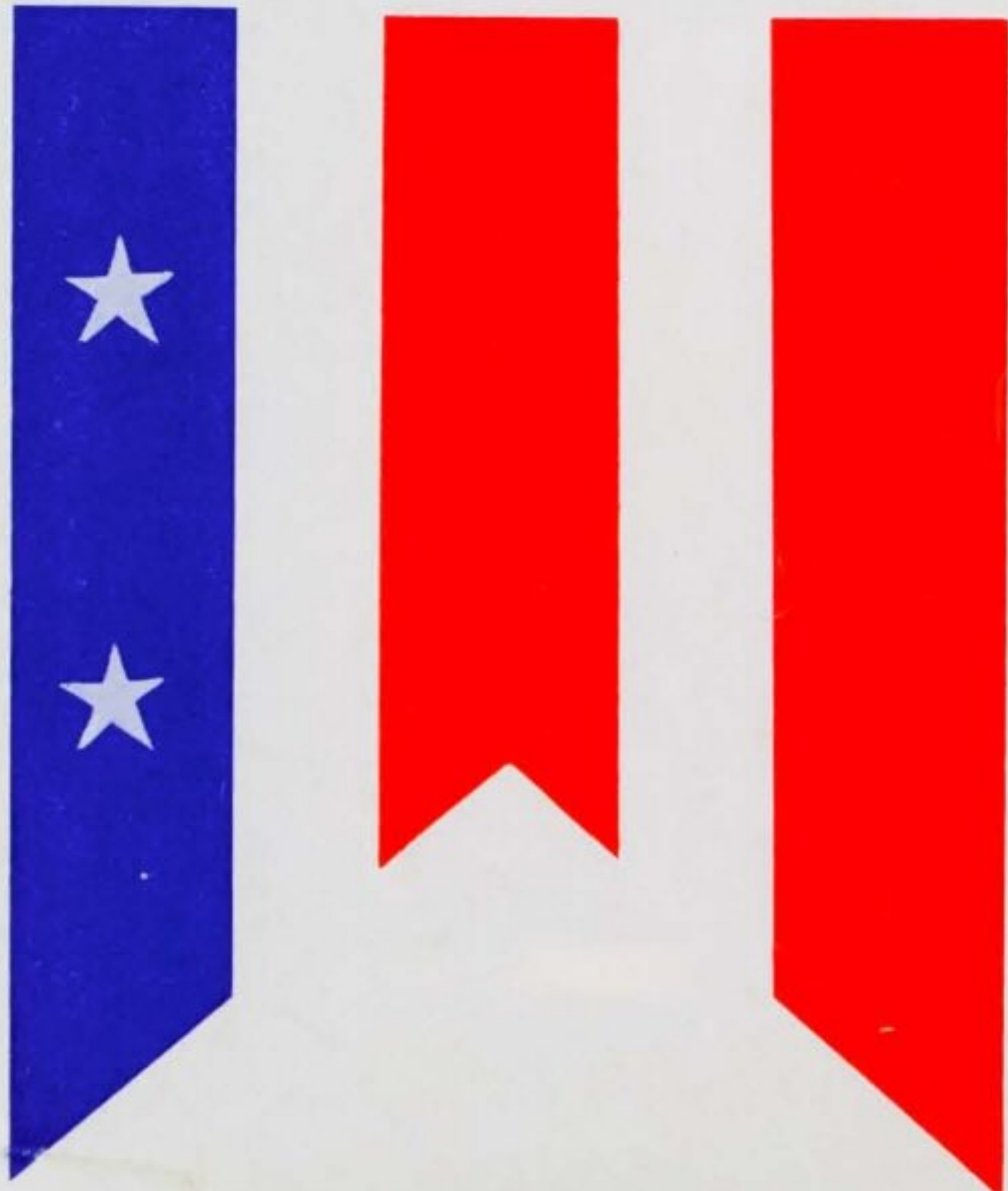
DATA
BOOK



RAMBLER AMERICAN



RAMBLER AMERICAN



the PURSUIT OF EXCELLENCE

Since Rambler sparked the compact car revolution several years ago, we have dedicated ourselves to the pursuit of excellence in our basic product program. To such advances as the compact car concept, single unit construction, the anti-corrosion body dip, this year Rambler is adding new contributions to basic excellence with such features as the exclusive ceramic-armored muffler and tail-pipe.

With the broadening of the compact car market in 1961, these important sales features, plus many others outlined in this book, can help us in maintaining our leadership in the compact car field. We must continue to stress the quality and features of our products to every prospective customer.

This year marks the 11th anniversary of Rambler. I believe Rambler-size compact cars will be taking more than 50 per cent of the automobile market by the end of 1961. By the end of 1963, their share should be in the area of 65 to 75 per cent of total U. S. sales. And Rambler will get an important share of this expanding market.

Every Rambler dealer and salesman should diligently study the facts in this 1961 Data Book. It is filled with the kind of ammunition you need for a profitable sales job and getting your share of Rambler's growing sales volume.

George Romney, President
American Motors Corporation



THE RAMBLER STORY

The first Rambler was produced in 1902 at the beginning of that legendary era in which the fabulous automotive industry grew from a lusty infant into a colossal giant of unprecedented proportions. The little one-cylinder Rambler quickly established an outstanding reputation for reliability and advanced design far beyond its time.

In 1950, the Rambler name again appeared on an entirely new car with a 100" wheelbase destined to anticipate the change in the car market that has recently startled industry observers and caught other carmakers by surprise. As public acceptance of the Rambler's compact concept gained, it was necessary to expand production facilities and to broaden the product line by introducing in 1954 a four-door Rambler on a 108" wheelbase. This product package combining the fuel economy and handling ease of small European cars with the roominess and luxury of big American cars, proved to be the outstanding automotive success story of the last three decades.

However, the increasing market for small and compact cars prompted American Motors to again offer in 1958 a 100" wheelbase two-door sedan known as the Rambler American. During the ensuing two years, the line was broadened by the addition of two-door station wagon and four-door sedan body styles.

For the first time since its introduction more than 10 years ago as the original compact car, the Rambler American for 1961 has completely new styling. Completely functional in nature, the new styling is in accord with the established Rambler pattern of avoiding appearance change for change sake. In addition to the new styling, the American series is further strengthened by the addition of four-door station wagon and two-door convertible body styles. Thus, the American confidently moves into 1961 with a complete line backed by a sharp, new appearance and a host of mechanical improvements and advancements contributing importantly to the basic excellence of the product.

1961 RAMBLER AMERICAN MODELS

BODY STYLE	DE LUXE	SUPER	CUSTOM
2-DOOR CLUB SEDAN	6106	6106-1	6106-2
4-DOOR SEDAN	6105	6105-1	6105-2
2-DOOR STATION WAGON	6104	6104-1	6104-2
4-DOOR STATION WAGON	6108	6108-1	6108-2
2-DOOR CONVERTIBLE	—	—	6107-2

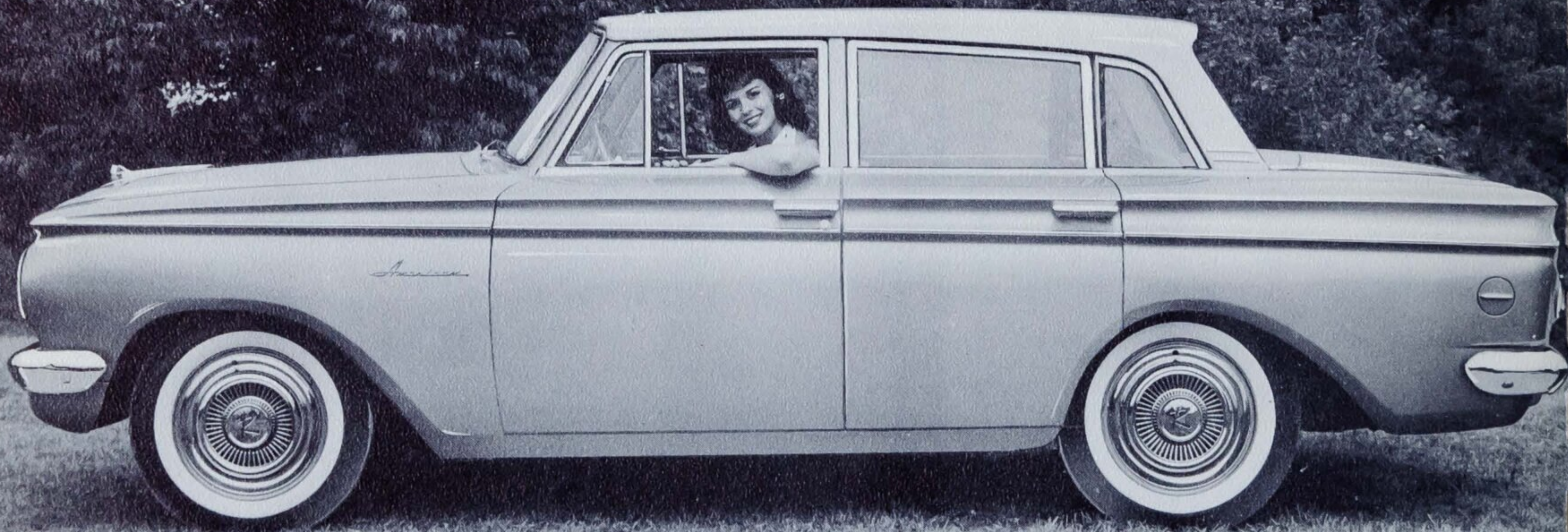
6102, 2-Door Business Coupe, Fleet Sales only.

With a total of thirteen models and five distinctively different body styles, the American series offers the broadest and most complete line of any compact car. The two-door convertible and the four-door station wagon body styles are available for the first time in 1961. Equipment differences between the various models are listed on page 34.



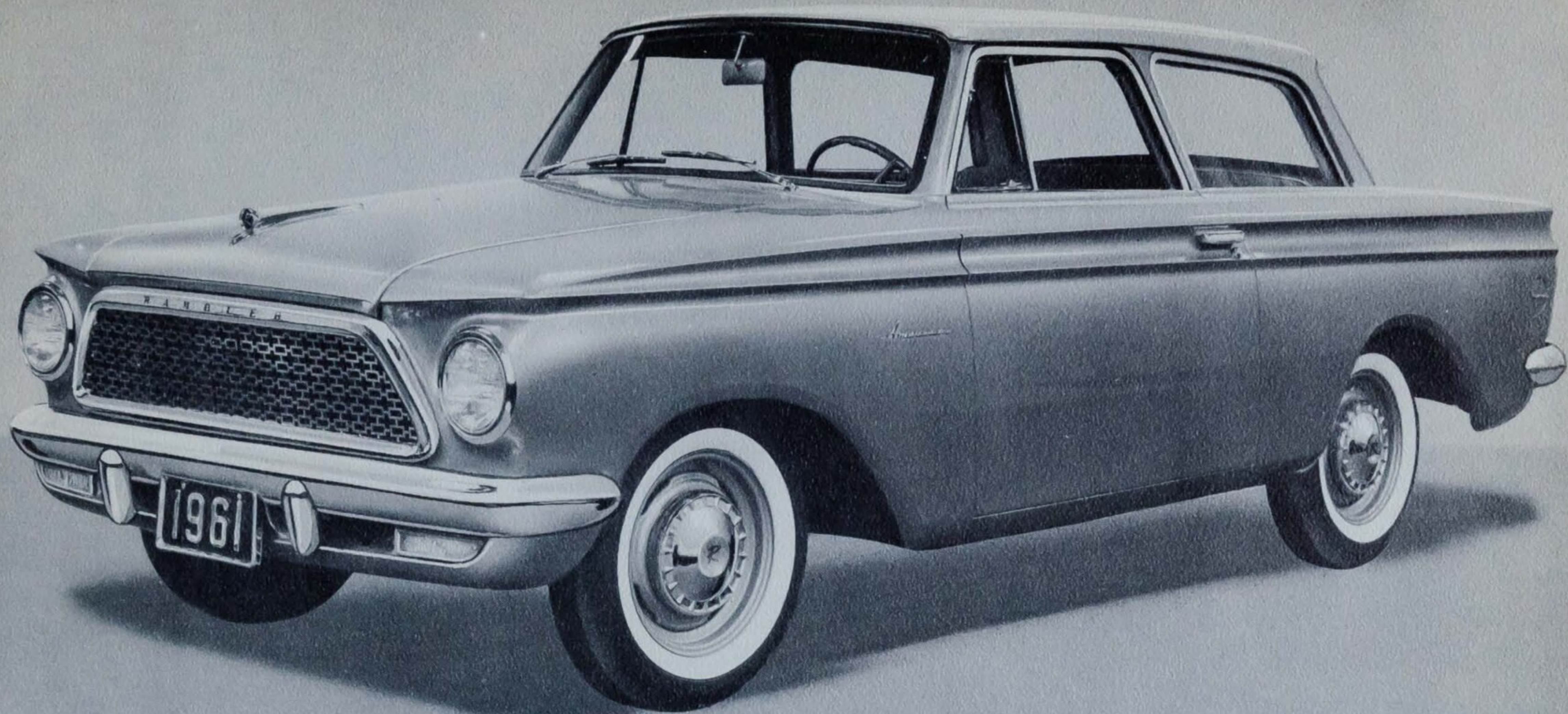
TWO-DOOR CONVERTIBLE

The all-new convertible is the glamour car of the completely restyled American series. Available only in the 125 HP Custom model, this new automobile combines the spirit and dash of a convertible with the basic excellence of America's premier compact economy car.



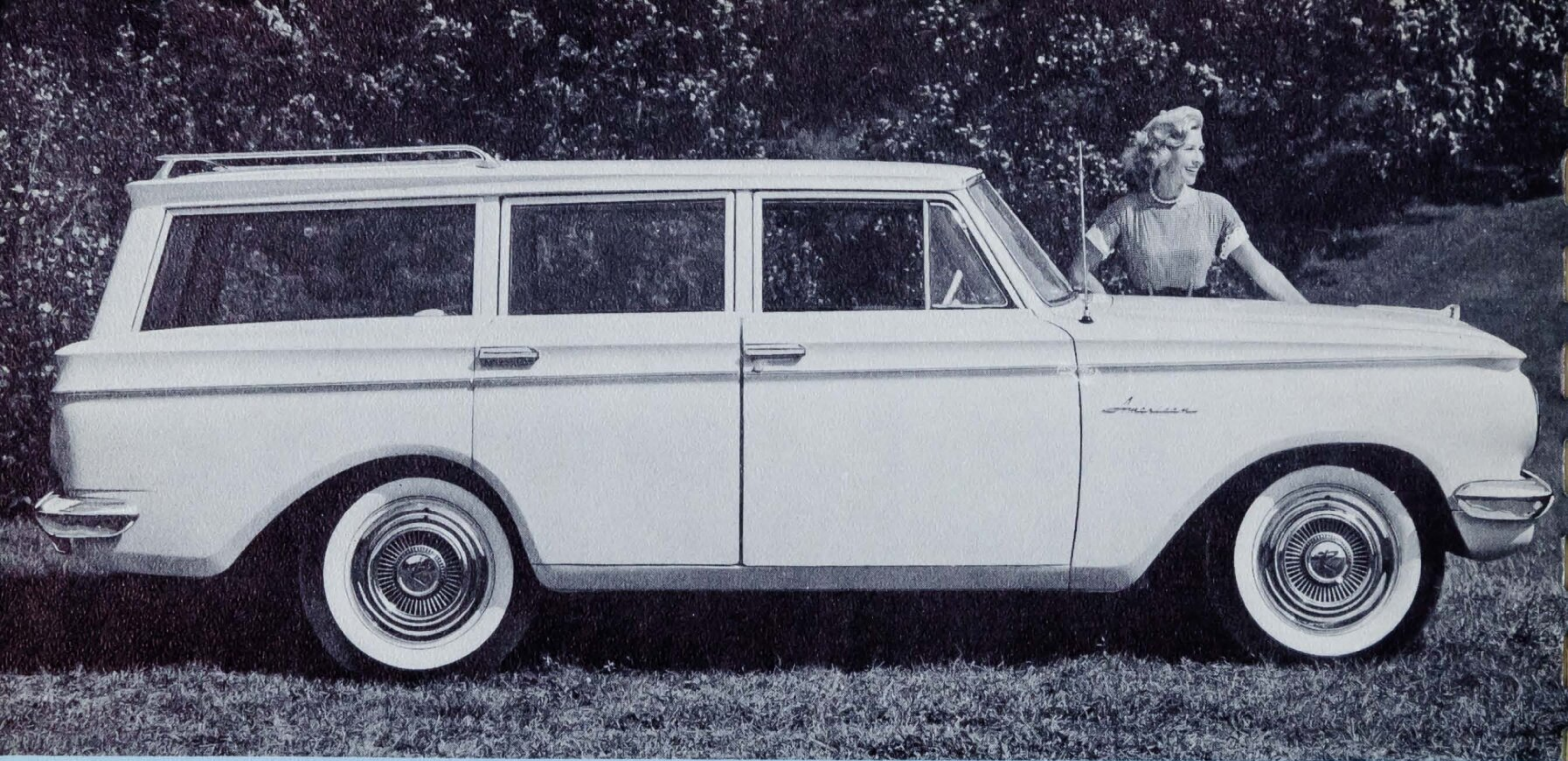
FOUR-DOOR SEDAN

Interior roominess for six average adults and easy entrance both front and rear are important features of this sleekly styled four-door sedan. Available in Custom (shown above), Super, and Deluxe models.



TWO-DOOR CLUB SEDAN

Although it is the lowest priced model in the American series, the two-door club sedan offers unsurpassed functional beauty, convenience, and down-to-earth practicality. Available in Custom, Super, and Deluxe (shown above) models.



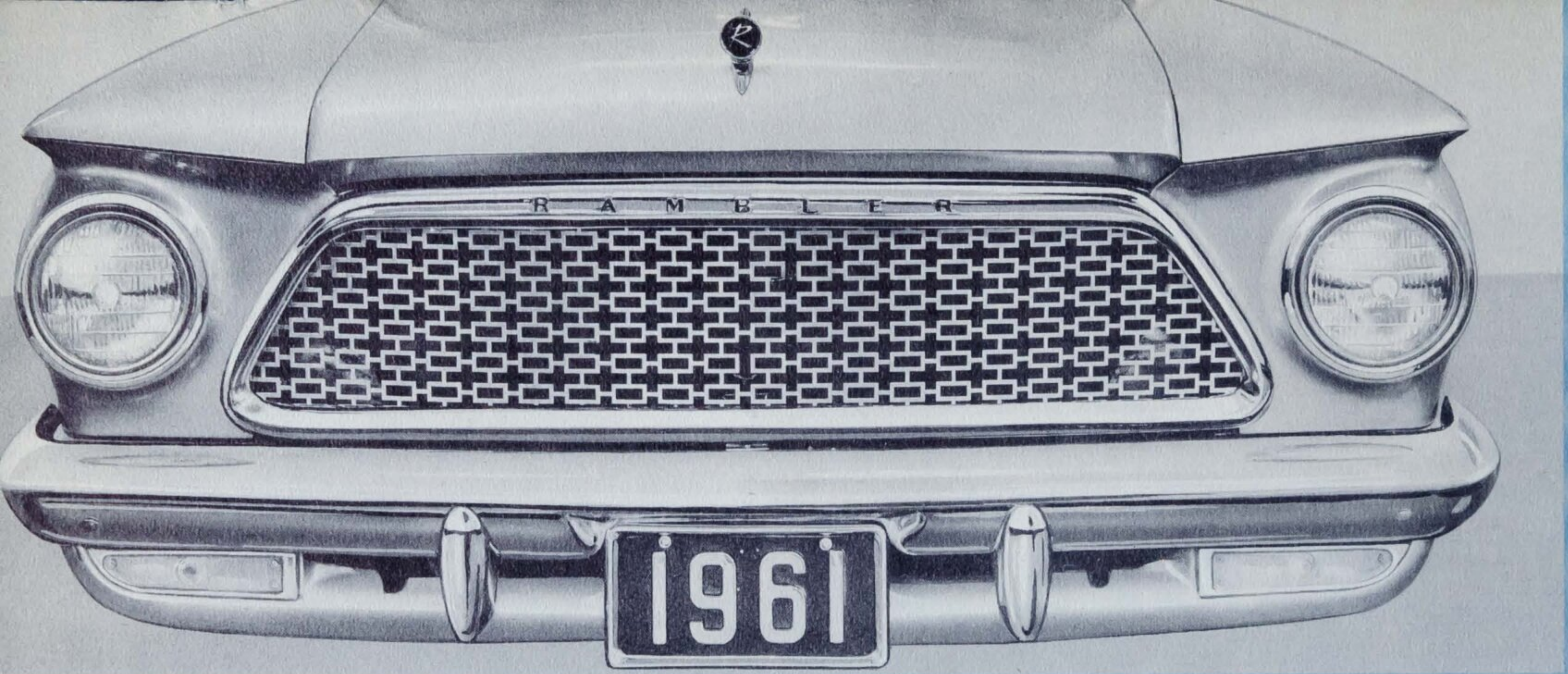
FOUR-DOOR STATION WAGON

In response to overwhelming demand, the American is now available in a four-door station wagon body style for the first time. Incorporating a host of new features, the new station wagon is available in Custom (shown above), Super, and Deluxe models.



TWO-DOOR STATION WAGON

The forerunner of all compact station wagons, the two-door American station wagon has crisp new styling and 23% more cargo space for even more utility. Available in Custom, Super (shown above), and Deluxe models.



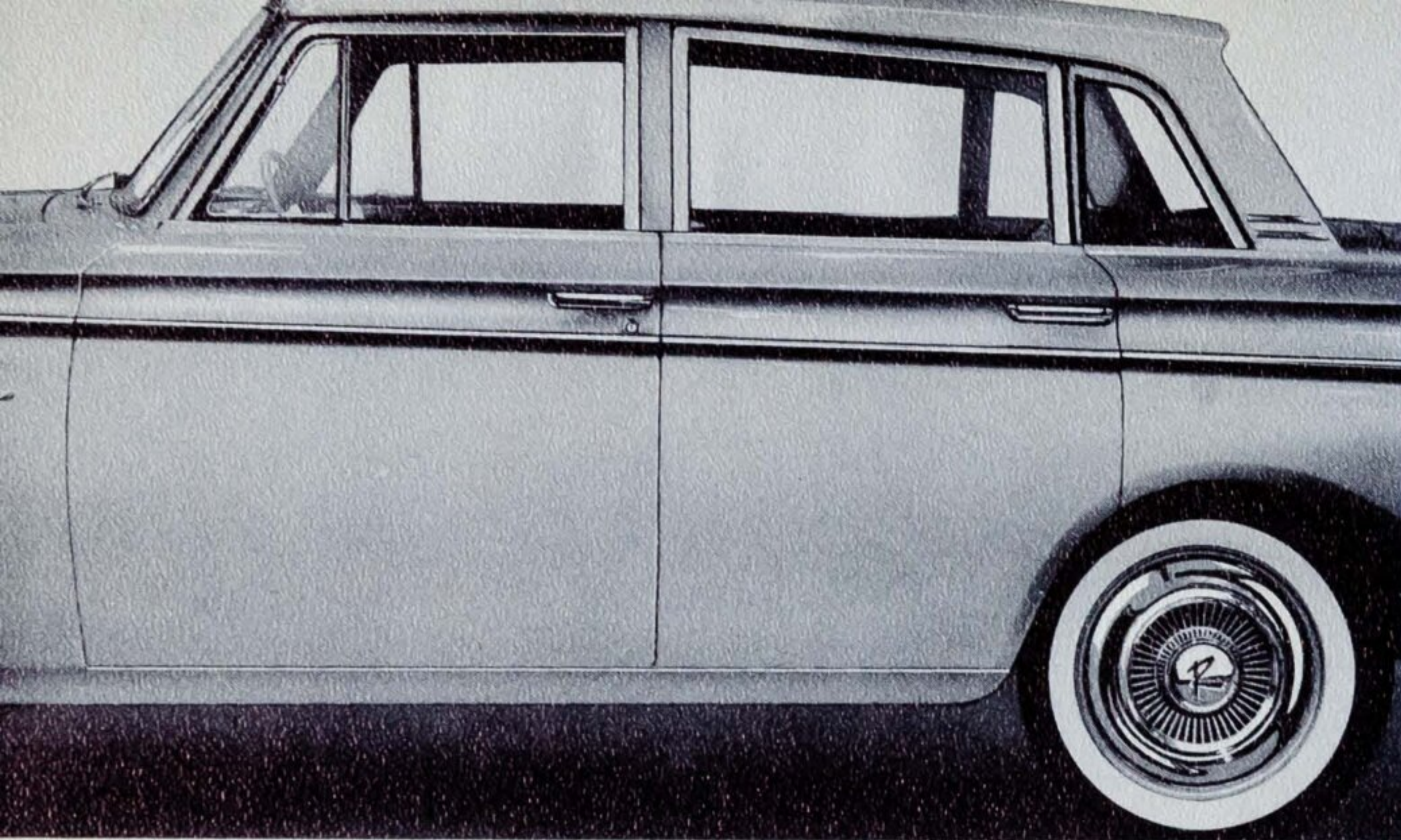
Styling, from the front

The newly styled front end is cleanly functional in character, and, as such, is clearly indicative of continuing styling stability. The broad fenders blend perfectly with the flat hood to provide an integrated appearance. The perforated aluminum grille has a unique "lattice-work" texture, and is framed by a beautifully proportioned die-casting. Full protection is provided by the sturdy one-piece, wrap-around bumper. Smartly designed directional signal lights are housed below the bumper. The new hood ornament is standard equipment on all models.



Styling, from the rear

The functional styling theme of the 1961 American is clearly expressed in the rear. The rear fenders have full wheel openings, and blend the sculptured motif smoothly into the rear deck. The circular tail-lights and optional back-up lights are of simple design and are well protected by the rugged one-piece, wrap-around bumper. The all-new deck lid handle is die-cast and incorporates the word "Rambler" in large block letters. The chrome moulding extending across the rear deck is standard on Custom models.



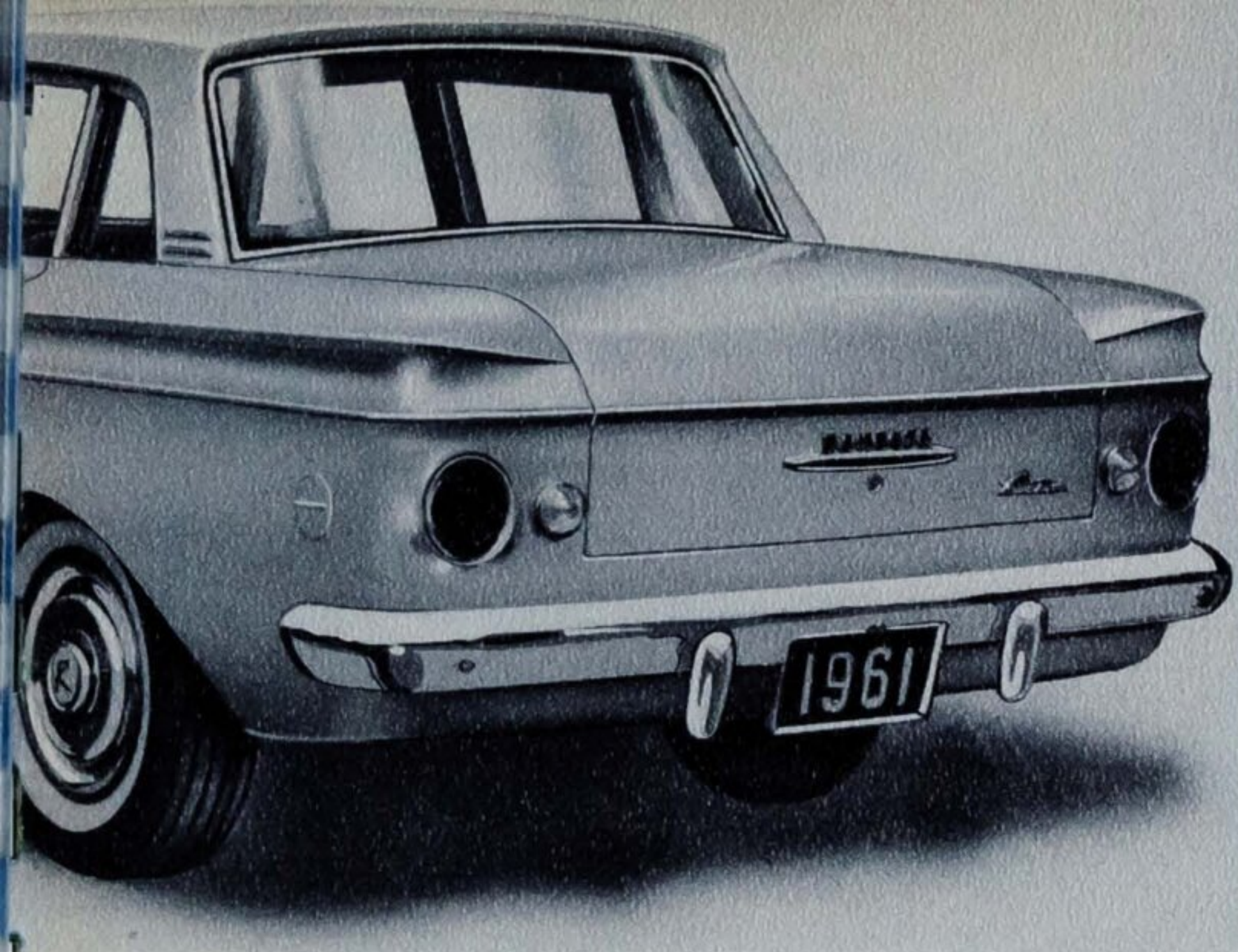
"To change the design of our automobiles only when change represents genuine improvement, never to change for the sake of mere change . . . to continue to search for new ways to offer greater usefulness to the user . . . to balance compact design with interior room and convenience . . . to avoid fads and extreme, impractical styling . . . to strive constantly to understand America's changing motoring needs and build cars to meet them . . . to dedicate ourselves to the pursuit of basic excellence . . . This is American Motors' pledge to all America . . .

George Romney

FROM THE SIDE...

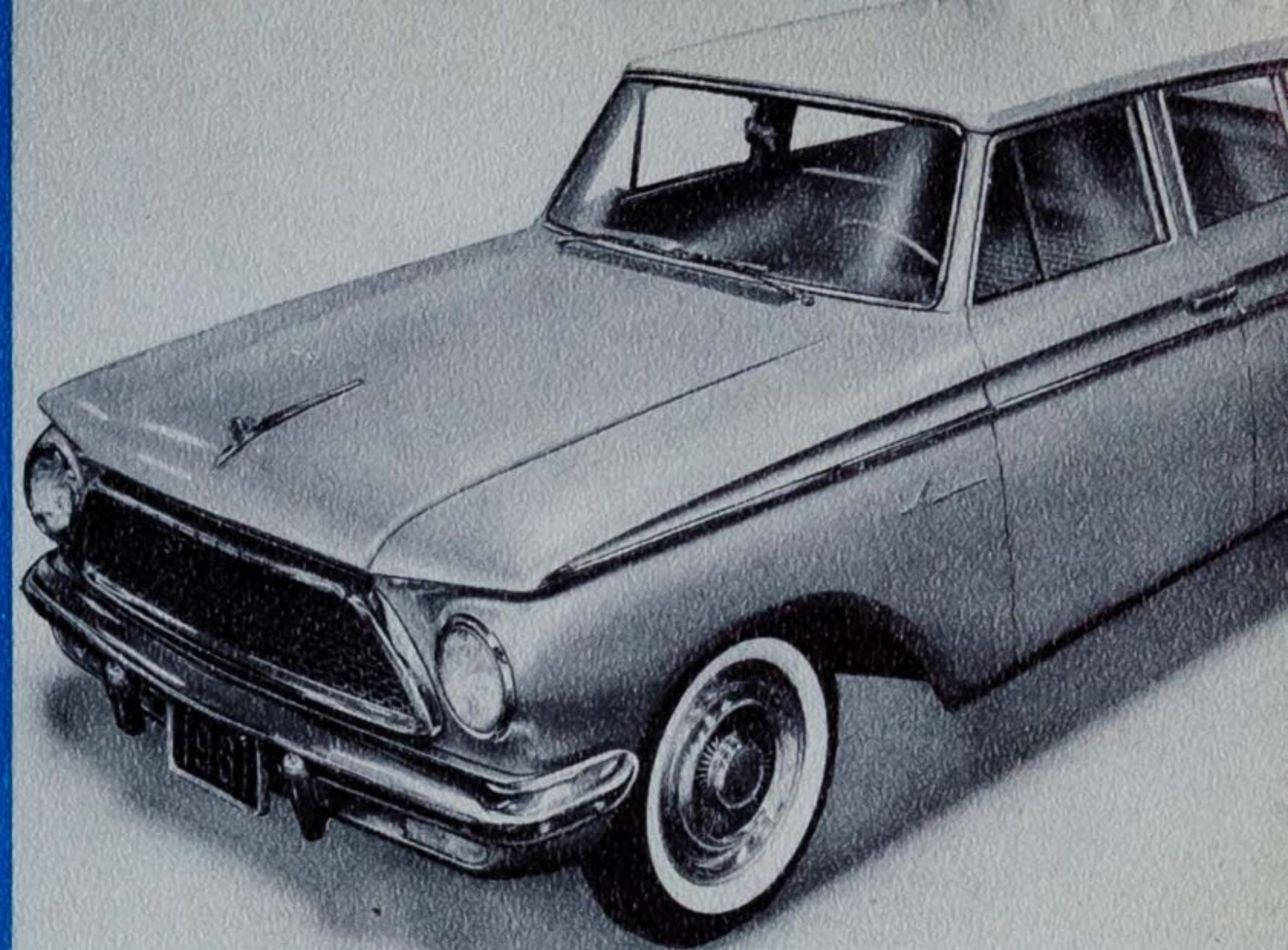
The functional styling details on these pages are concrete evidence of the basic design concepts set forth in the above statement. As an example, the wide-swinging square-cut doors shown above are perfectly indicative of the practical styling found everywhere in the 1961 American. These doors are perfectly proportioned for graceful ease of entry and exit—a basic requirement for a truly practical automobile. Extruded, anodized aluminum window frames—a Rambler first—have safety-rounded corners and are forever free of rust. The outside door handles are of the safety squeeze-type and the cam-and-lever door locks provide safe, positive closure.

The crisp lines of the flat roof are smartly modern—yet, headroom and rear seat vision are outstanding. Not only has the roof been masterfully styled, but it also has been carefully designed to lend exceptional strength to the entire Single Unit body structure. The adjustable front window ventilators are standard on all models and the fixed rear quarter window is standard on all four-door sedans.



VISION TO THE REAR...

The smartly styled curved rear window is recessed into the roof and side pillars. The overhanging roof provides protection from the elements and gives extra rear seat headroom. There are no raised fender fins to obstruct the driver's view to the rear. The chrome Mylar reveal moulding around the rear window is standard on all two-door and four-door sedan models.



VISION TO THE FRONT...

Almost 1½ inches higher and 100 square inches larger, the new windshield provides exceptional forward vision. The slanting front pillar is extremely narrow to present minimum obstruction to vision. The broad, flat hood and fenders enable the driver to see the road directly ahead at all times. The chrome reveal moulding around the windshield is standard on all Super and Custom models.

STATION WAGONS

Smartly styled automobiles which convert into spacious cargo carriers in seconds, the new 1961 Rambler American station wagons are truly the most versatile economy compact cars on the road. The practical simplicity of the styling is expressive of the functional character of these unique vehicles. The rugged Single Unit body construction and mechanical simplicity are indicative of ability to dependably perform many tasks.

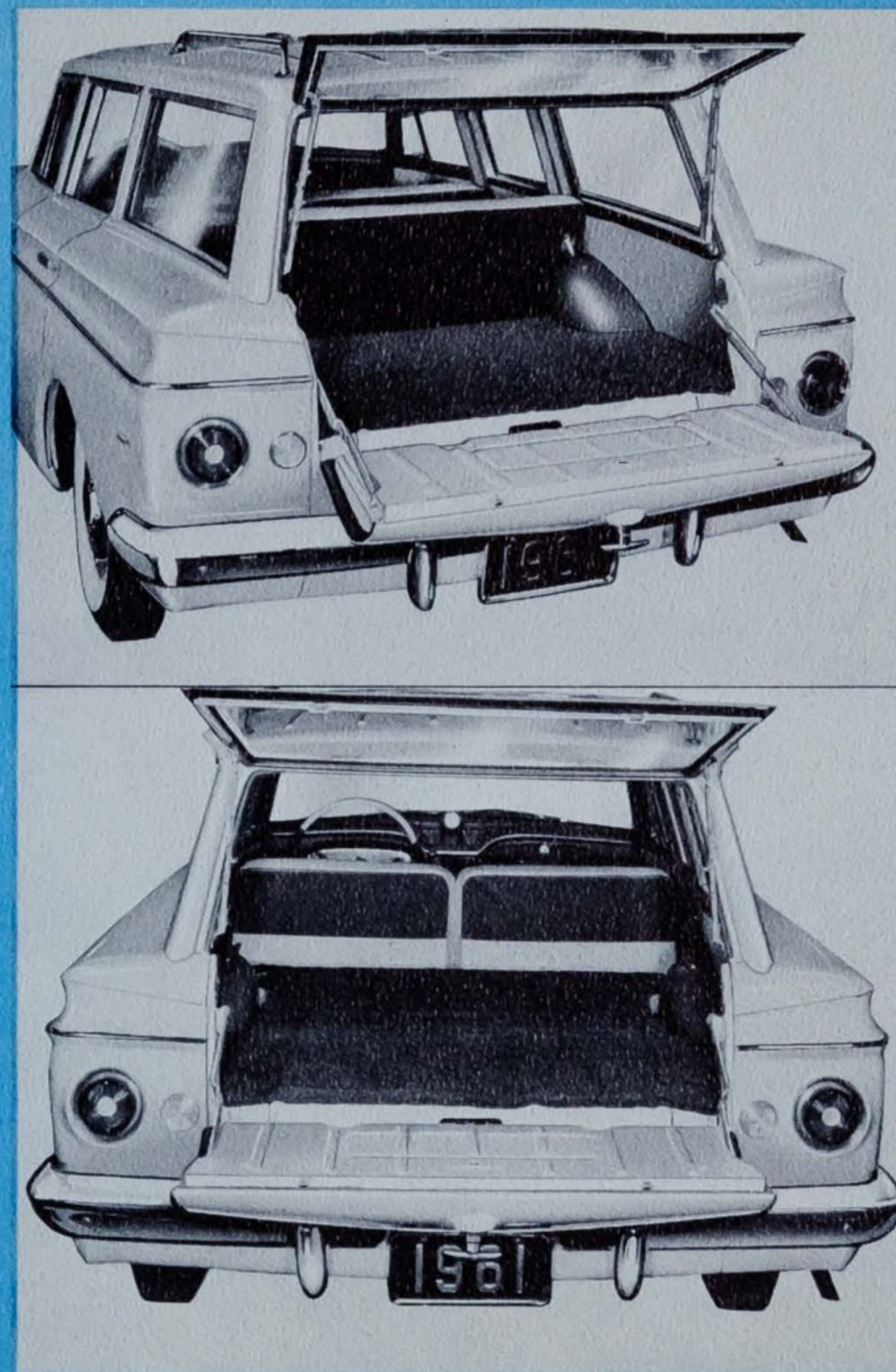
In contrast to some competitive makes, the 1961 American station wagons have the same fresh and functional styling as found in the sedan models. In addition, these new station wagons offer all of the comfort and convenience features to be had in the sedans. The unique roof-top Travel-Rack, which extends carrying capacity, is standard equipment on all 1961 Rambler American Super and Custom two-door and four-door station wagon models.



STATION WAGONS

The passenger compartment is ingeniously designed to accommodate six passengers in luxurious comfort or to provide a well-proportioned cargo space by swinging the rear seat-back downward on the rear cushion and securing it with two fabric straps. The long cargo platform is perfectly flat and the cargo space has a volume of 64 cubic feet. The cargo floor of all models is covered with a long-wearing protective mat. Complete dimensions are shown on page 37.

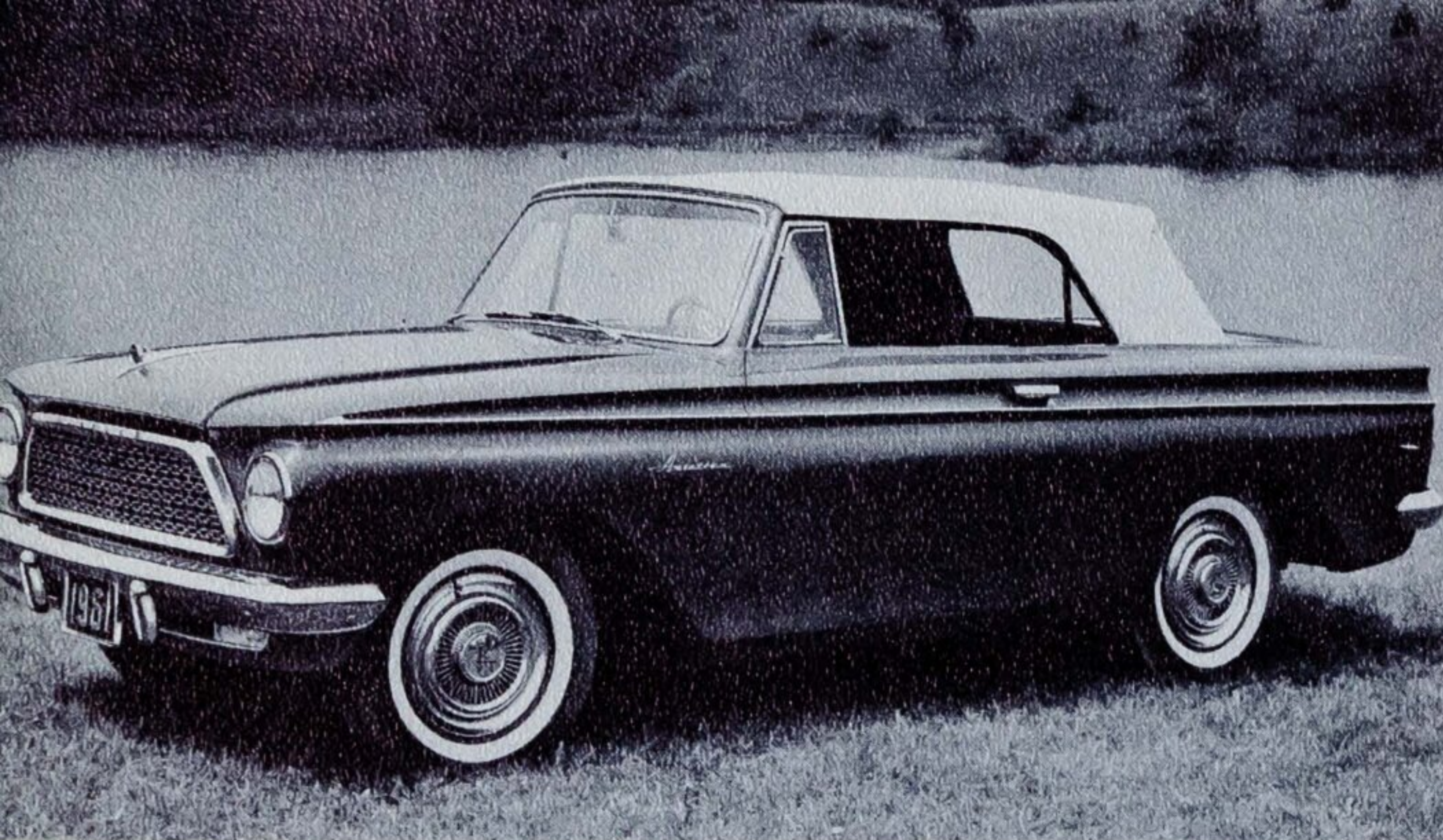
The two-piece tailgate has been completely redesigned for 1961 to provide new convenience and utility. The upper gate, which may be raised to three positions in two sturdy support arms, is framed in a gleaming aluminum extrusion to match the side windows and to appreciably reduce weight. The tailgate opening at the belt-line is two inches wider.



THE CONVERTIBLE

In response to the growing popularity of the open car, the American is now available in the Custom two-door convertible body style. The superior strength of American Motors' famed Single-Unit body construction brings solidity and staunchness never before achieved in a convertible. The underbody has been reinforced to compensate for the absence of overhead structural members, and the rear seat area has been modified to accommodate the power-operated top.

The carefully tailored fabric top is vinyl coated on both sides for easy cleaning both inside and out. Available in either black or white colors, the top is automatically raised or lowered by an electro-hydraulic system actuated by a convenient switch on the instrument panel. The top completely disappears in a well behind the rear seat. A unique fastening system eliminates the need for getting out of the car and fastening or unfastening the top at the sides.

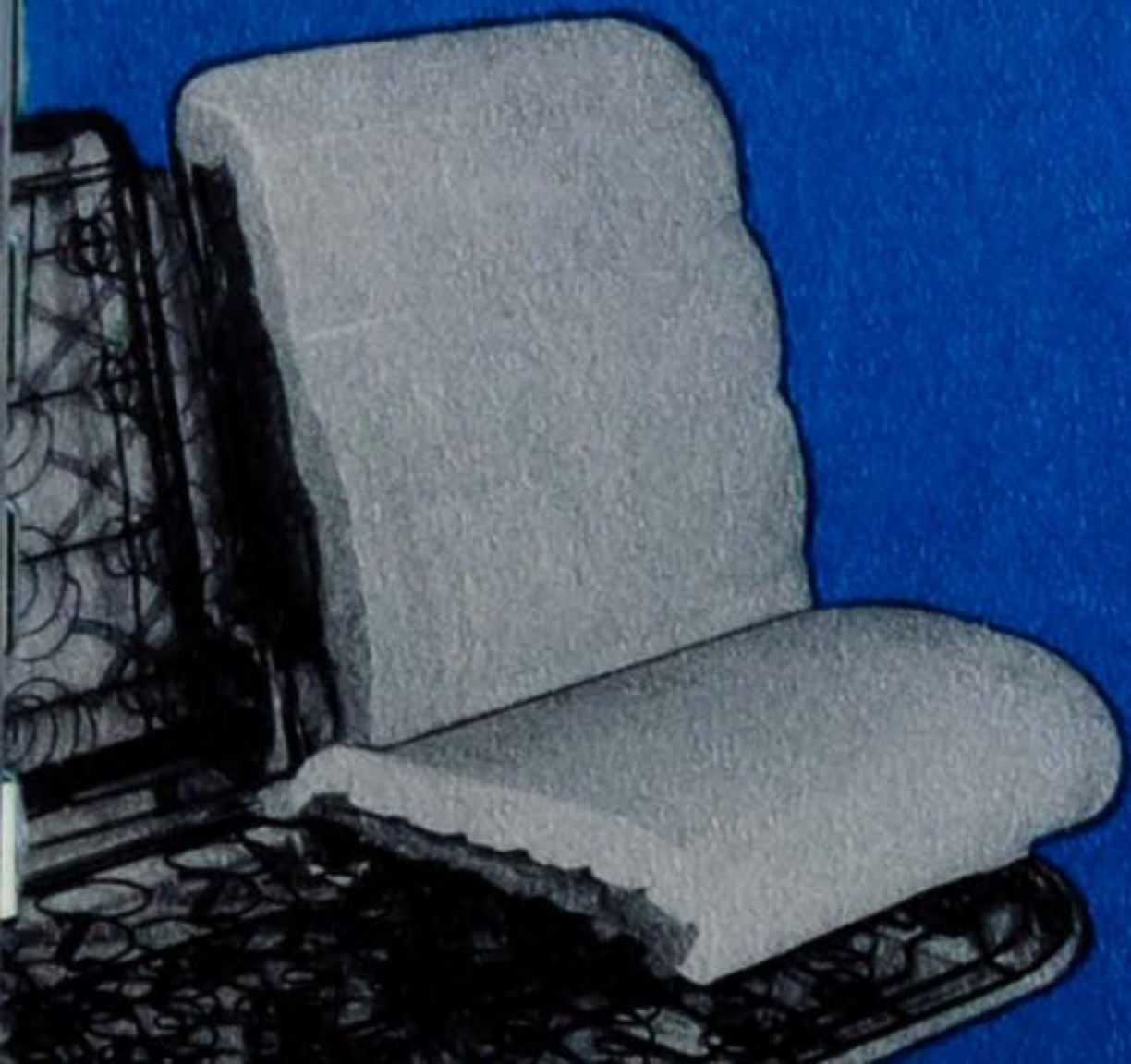




INTERIOR STYLING AND COMFORT

The new upholstery and trim combinations include vinyls with harmonizing miracle fabrics or porous vinyls. Exterior colors are carried into the entire interior, and comfort is further accented by quality floor covering. Door trim panels feature striking new design patterns in durable vinyl. Window regulators, door handles, and arm rests are distinctive in design and are located for convenience. All models have *easy-to-clean* vinyl-coated headlinings.

Front and rear seat-cushion and seat-back provides extra comfort with full-coil springs. This hidden value feature is in contrast to the inferior and cheaper zig-zag spring construction found on most other low-priced cars. A tubular front seat frame is utilized which is a stronger yet lighter assembly forming a stable seat base. The famous Airliner Reclining Seat and Twin Bed is described on page 32.

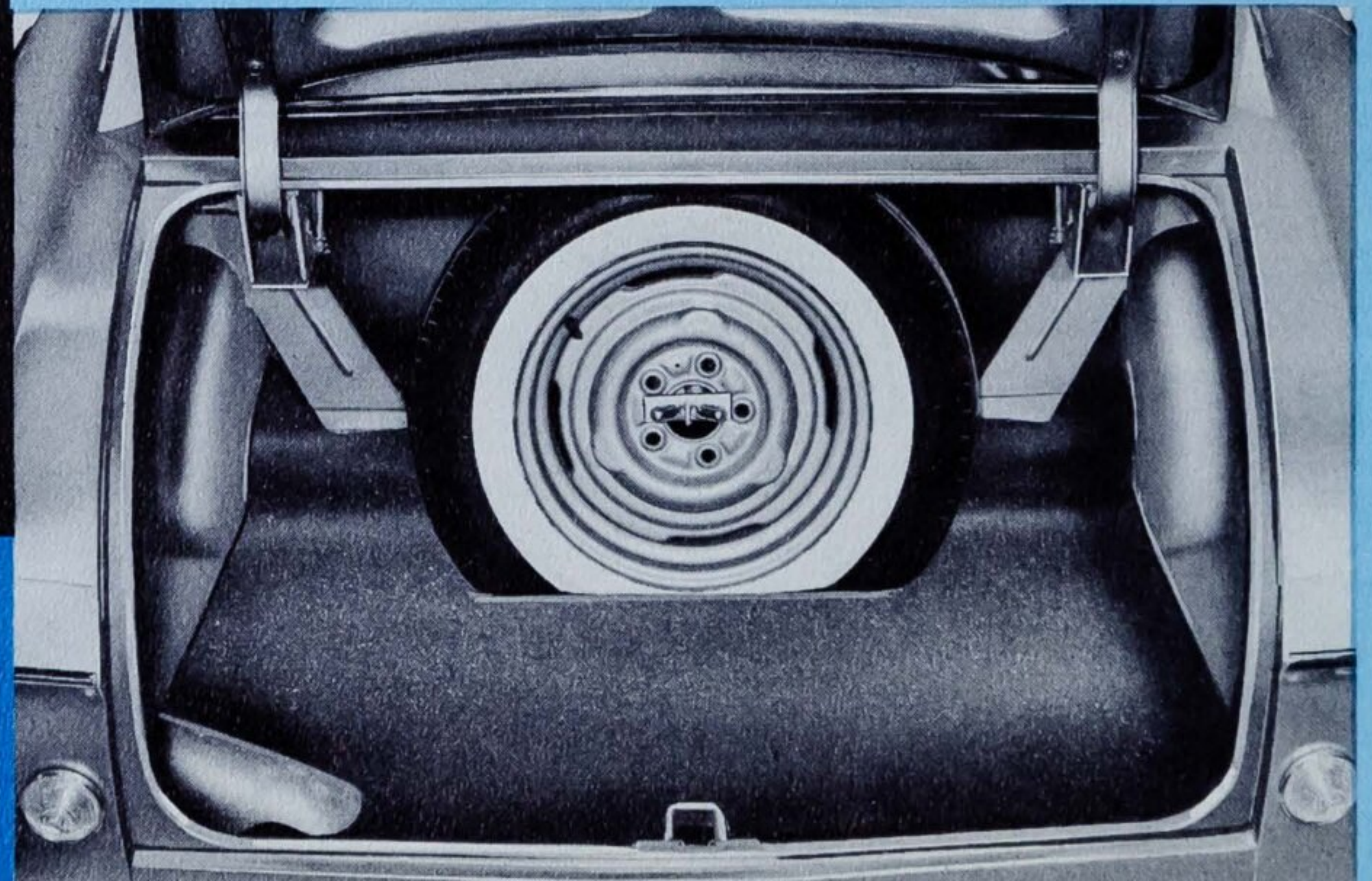




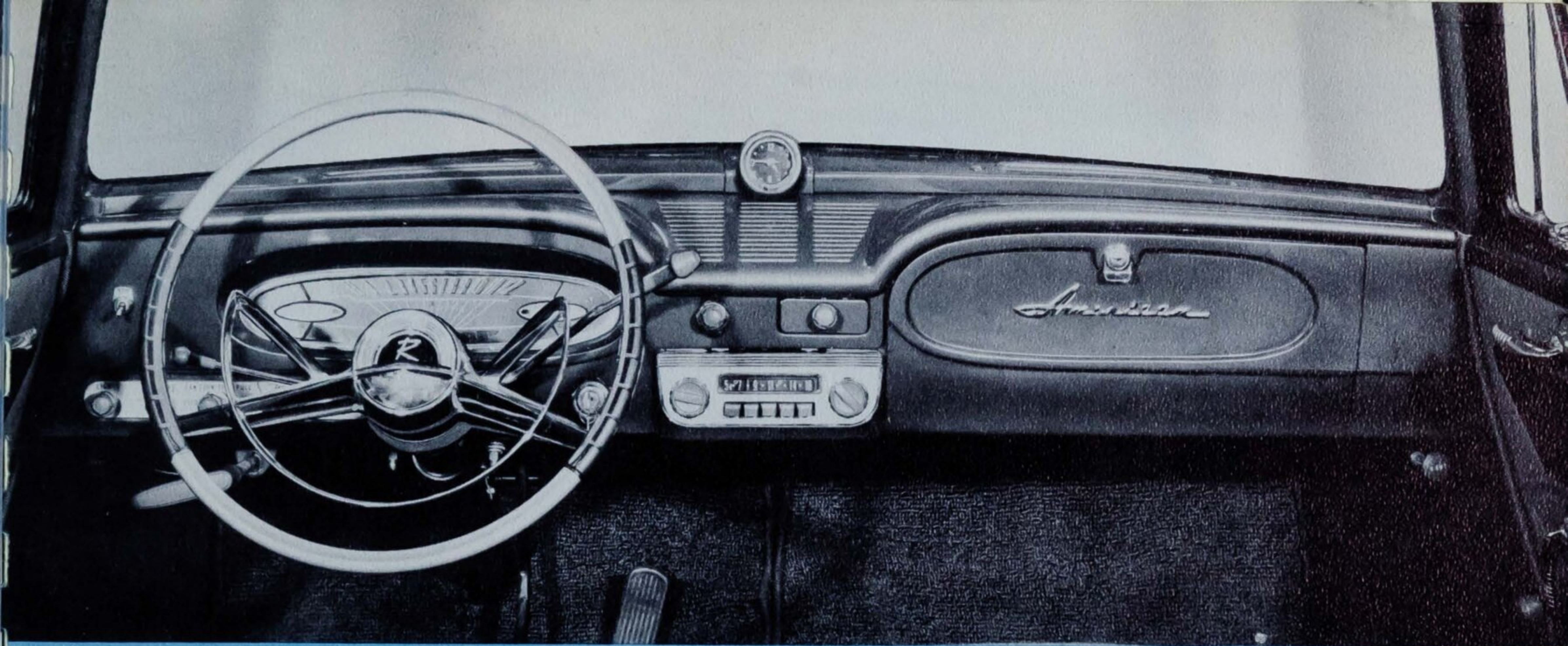
INTERIOR ROOMINESS

Although the new 1961 Rambler American is 5.2 inches shorter, 3 inches narrower, and 1.2 inches lower, there is still ample room for an active family of six. Exceptional entrance room and headroom are continued in the Rambler tradition. For greater comfort and convenience, the front seat backs are equally divided, and the front floor pan is lowered in the tunnel area.

Luggage room is increased by 50% through complete redesign of the compartment and repositioning of spare wheel and tire. The trunk lid hinge mechanism is of a new torsion bar design for smoother operation.

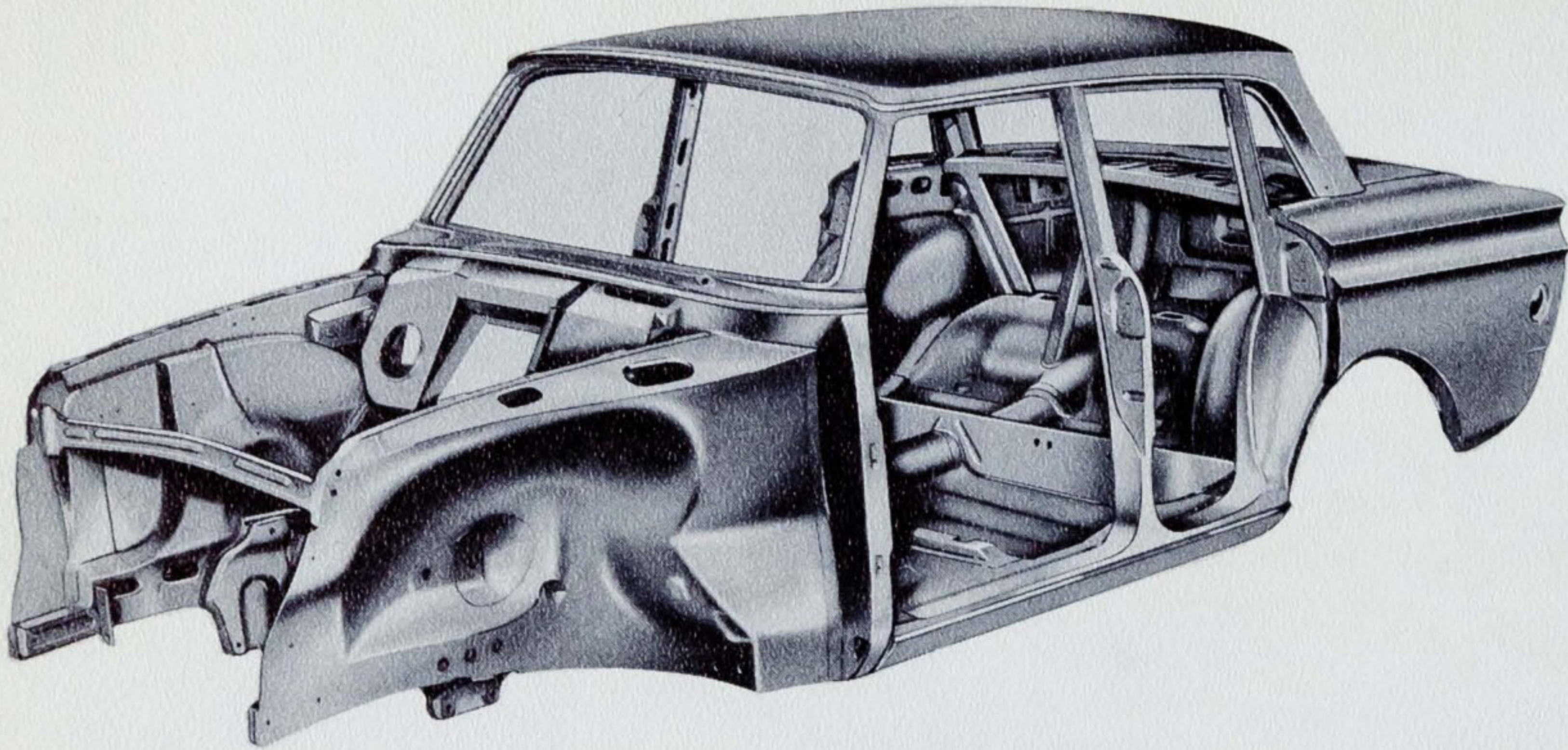


Complete interior and exterior dimensions are on pages 36 and 37.



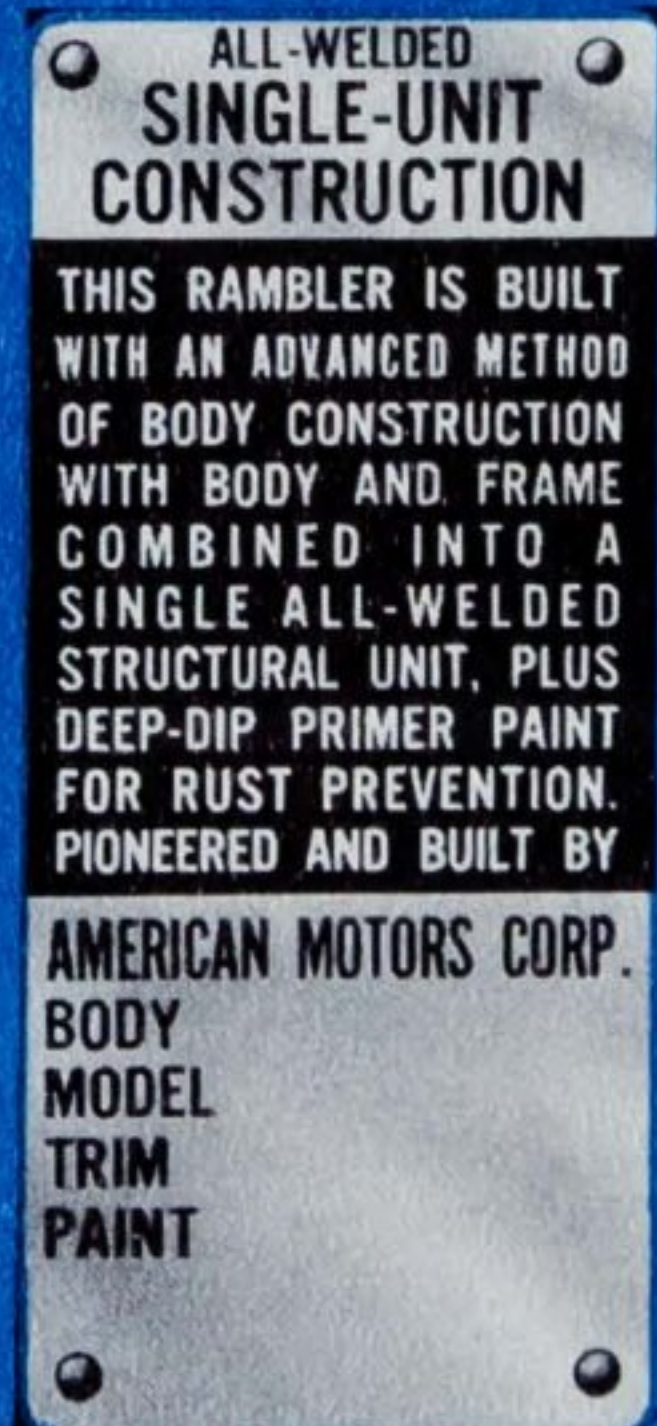
INSTRUMENT PANEL

The instrument panel is completely new to complement the new exterior styling. In keeping with the functional character of the American, the operating instruments are well defined for easy reading and all driving controls are clearly marked and in close proximity to the driver. Clock, radio, cigarette lighter, and ash receiver are centrally located for the convenience of driver and passengers. The capacious glove compartment is located on the right side and the hinged door has circular indentations for containers. An energy-absorbing safety pad covering the upper surface of the instrument panel is available as an extra-cost option. The all new deep-dish steering wheel is standard on all models (see page 28).

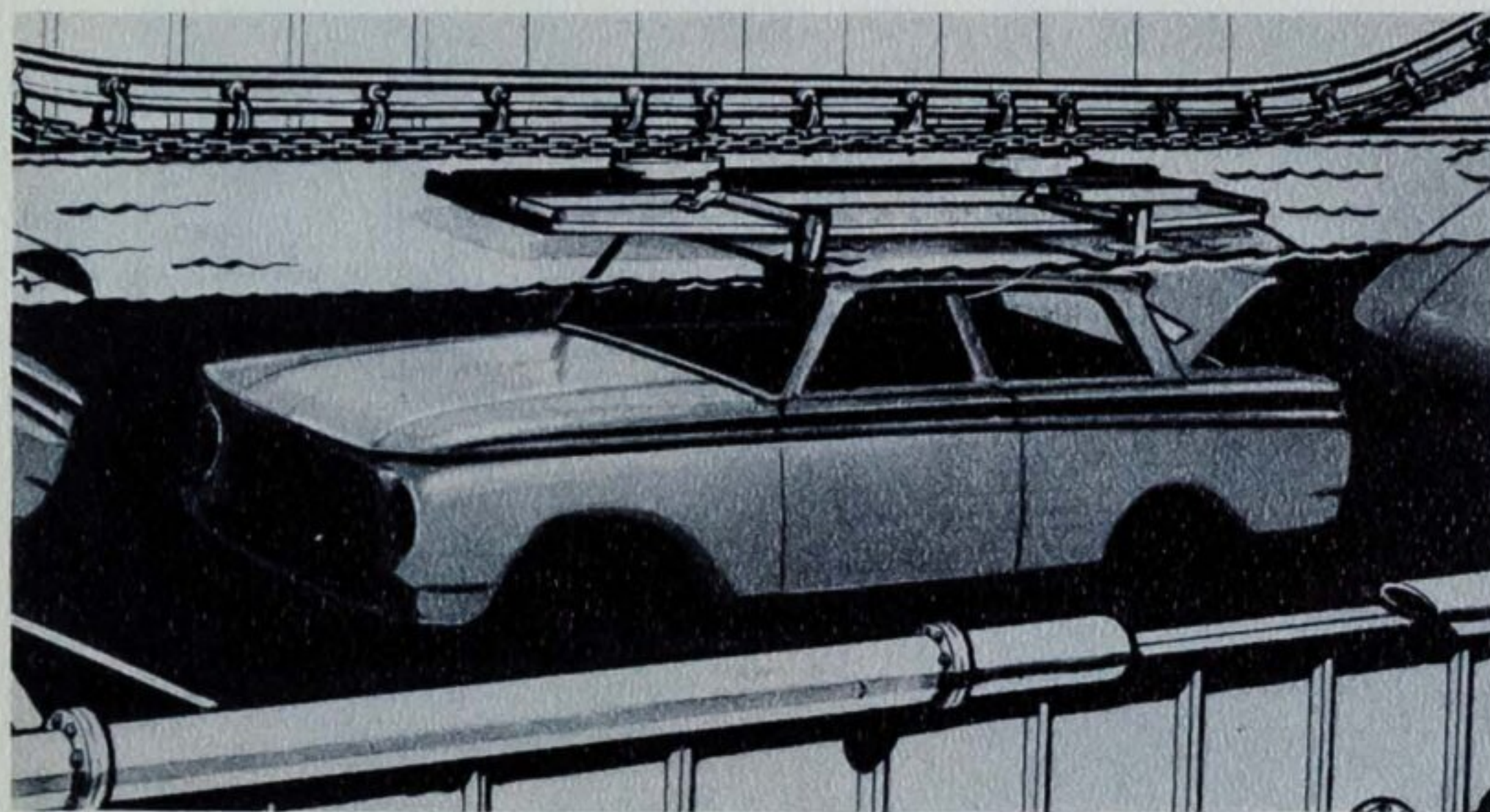


The many advantages of All-Welded Single-Unit construction, pioneered by American Motors, have long been recognized by other manufacturers who *now* offer this type of construction on some of their newer models. In ordinary separate body-and-frame construction, the frame is located below the passenger compartment. In Single-Unit construction, the passenger compartment is protected on all sides by a one-piece, three-dimensional structural unit with greater strength and less weight. Ordinary cars offer less protection from the front—the direction of greatest potential danger. The American has structural members forward of the firewall on each side of the engine compartment to act as a safety barrier.

The plaque shown below is affixed to every American Motors automobile to serve as a constant reminder of the strength and safety of the All-Welded Single-Unit basic body structure.



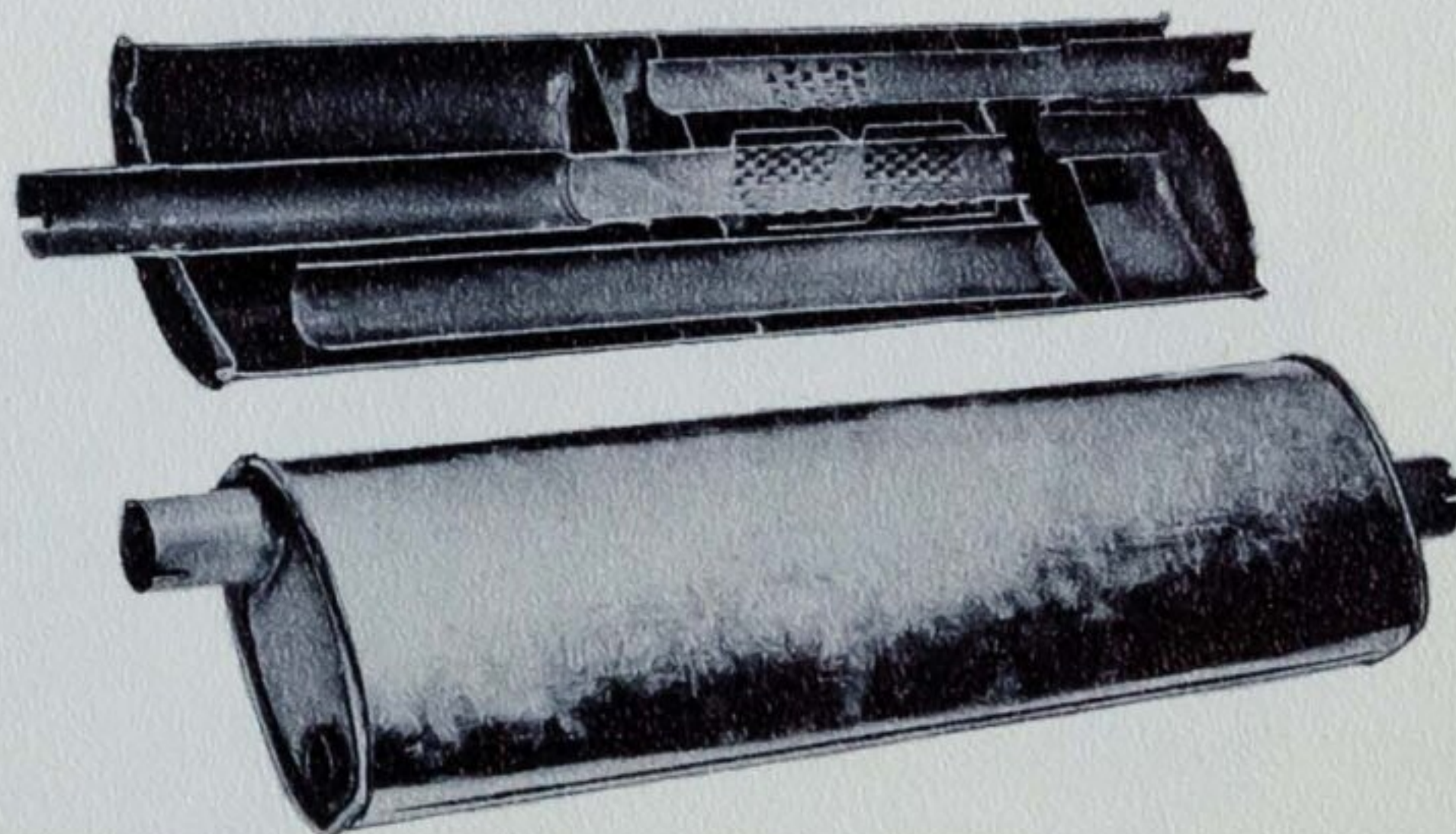
LASTING PROTECTION... THROUGH BASIC EXCELLENCE



To preserve the beauty of baked enamel and to retard rusting and corrosion underneath, all sheet metal parts are treated with the "Deep-Dip" protective bath process. The body structure is immersed in a chromate primer tank so that the protecting chemicals can reach inaccessible areas not reached by the spray method. The non-metallic chromate primer compound provides an effective and lasting anchor for the finish in addition to preventing the spread of rust when the finish is scratched or dented, and when exposed to road or weather elements. The magnificent Rambler American colors are highest quality baked super-enamel, and are carefully applied with the most modern finishing techniques.

Ceramic-Armored Exhaust System

Ceramic-Armored muffler and tail-pipe are all-new features for '61. The steel muffler and tail-pipe are coated by dipping in a liquid ceramic material and fired at extremely high temperatures. After the ceramic process, the muffler is wrapped with asbestos to insulate car floor, and then with a galvanized steel shield to protect against damaging contacts. The new muffler and tail-pipe, impervious to corrosion effects, is guaranteed to the original owner as long as he owns the car.

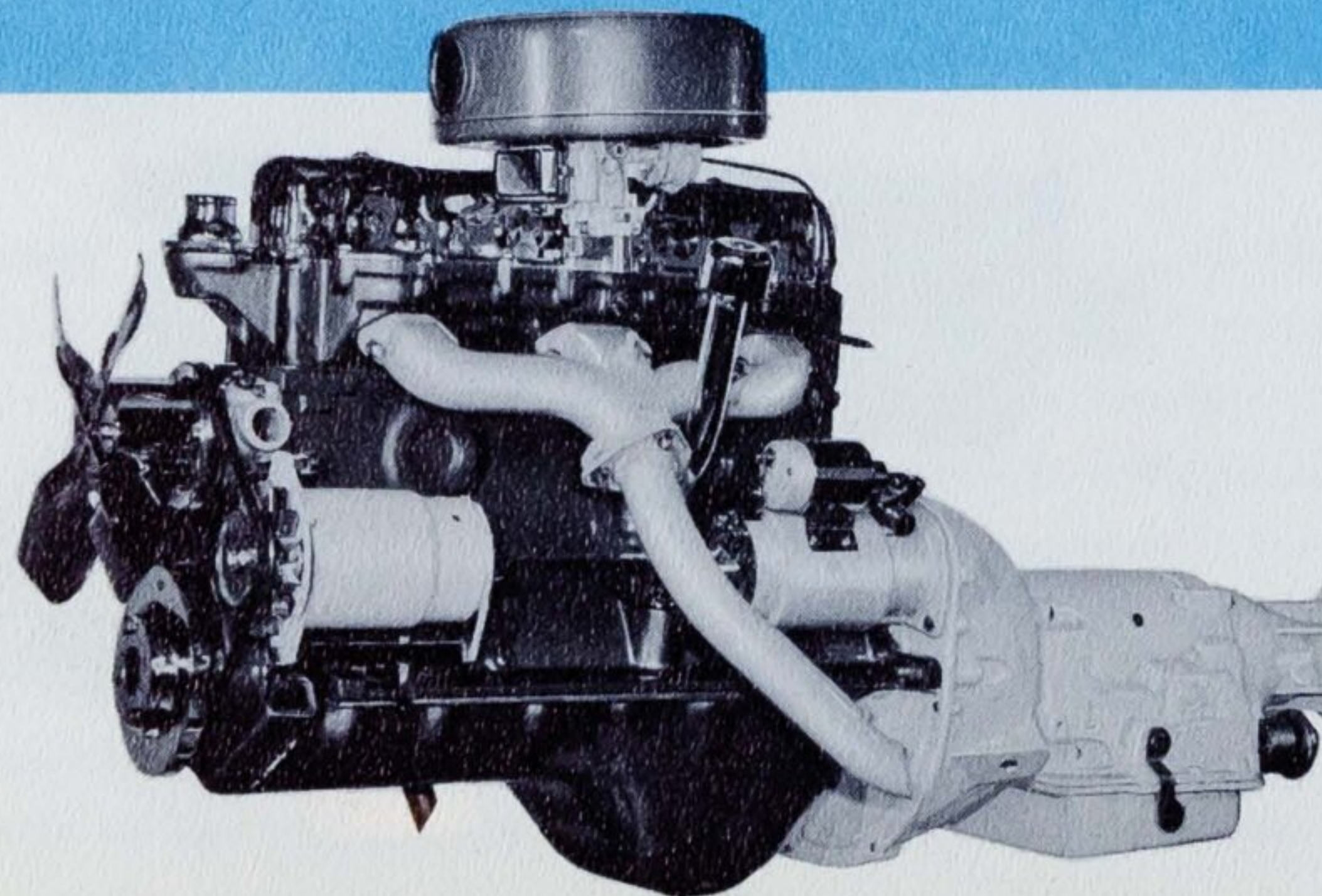
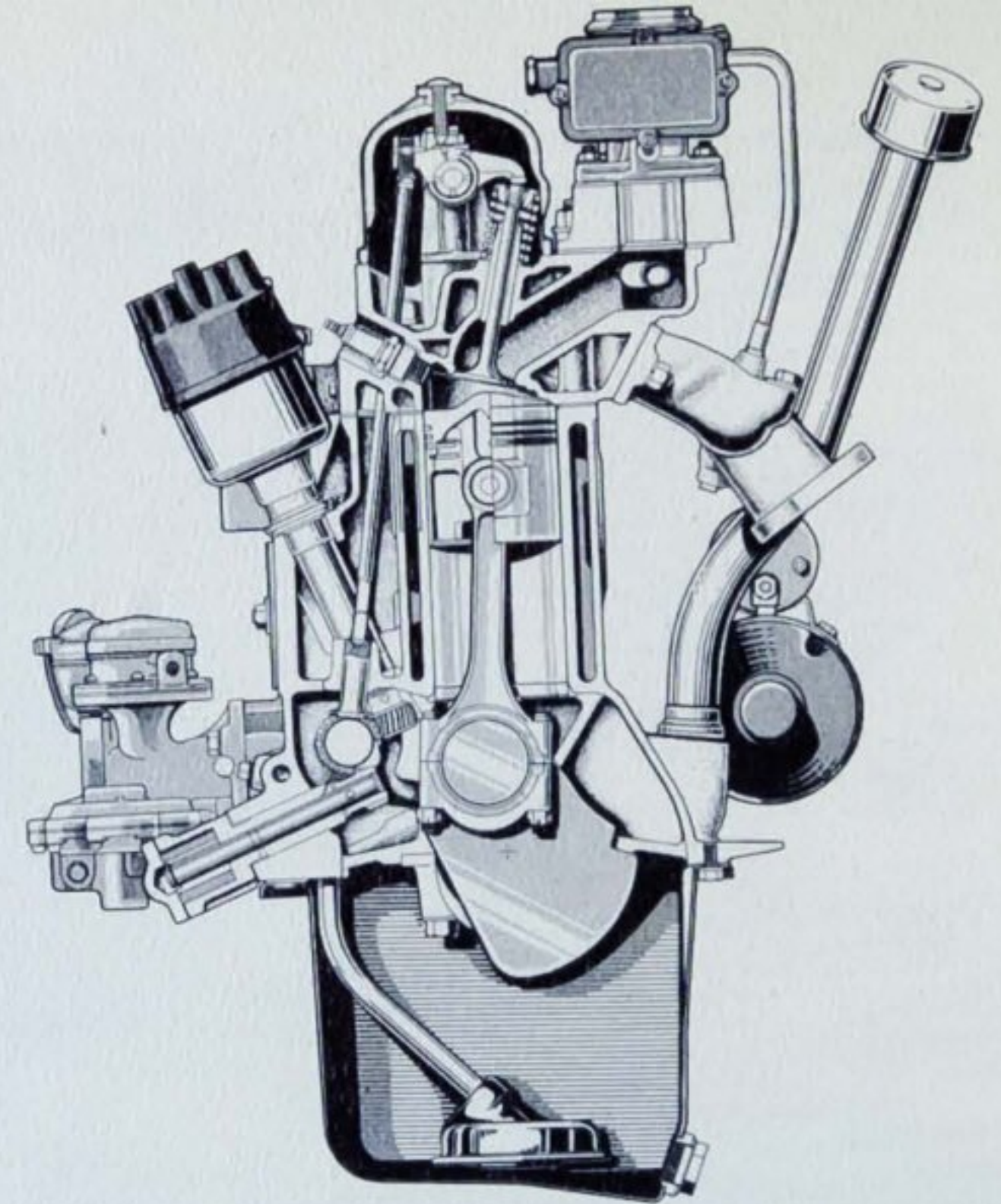


THE CUSTOM FLYING SCOT ENGINE

The exceptional efficiency of this overhead valve engine results in unsurpassed fuel economy and effortless performance on regular grade gasoline.

The cylinder block and head are of rigid cast iron alloy. Wedge-shaped combustion chambers and the 100% counterbalanced crankshaft give silky smoothness at all speeds. The single barrel carburetor is carefully calibrated to work in conjunction with a unique new water heated intake manifold—permitting a lean fuel-air mixture for top economy with dependable starting in all seasonal temperatures.

This powerplant is standard equipment on all Custom models and optional extra cost on Super and Deluxe models.



SPECIFICATIONS

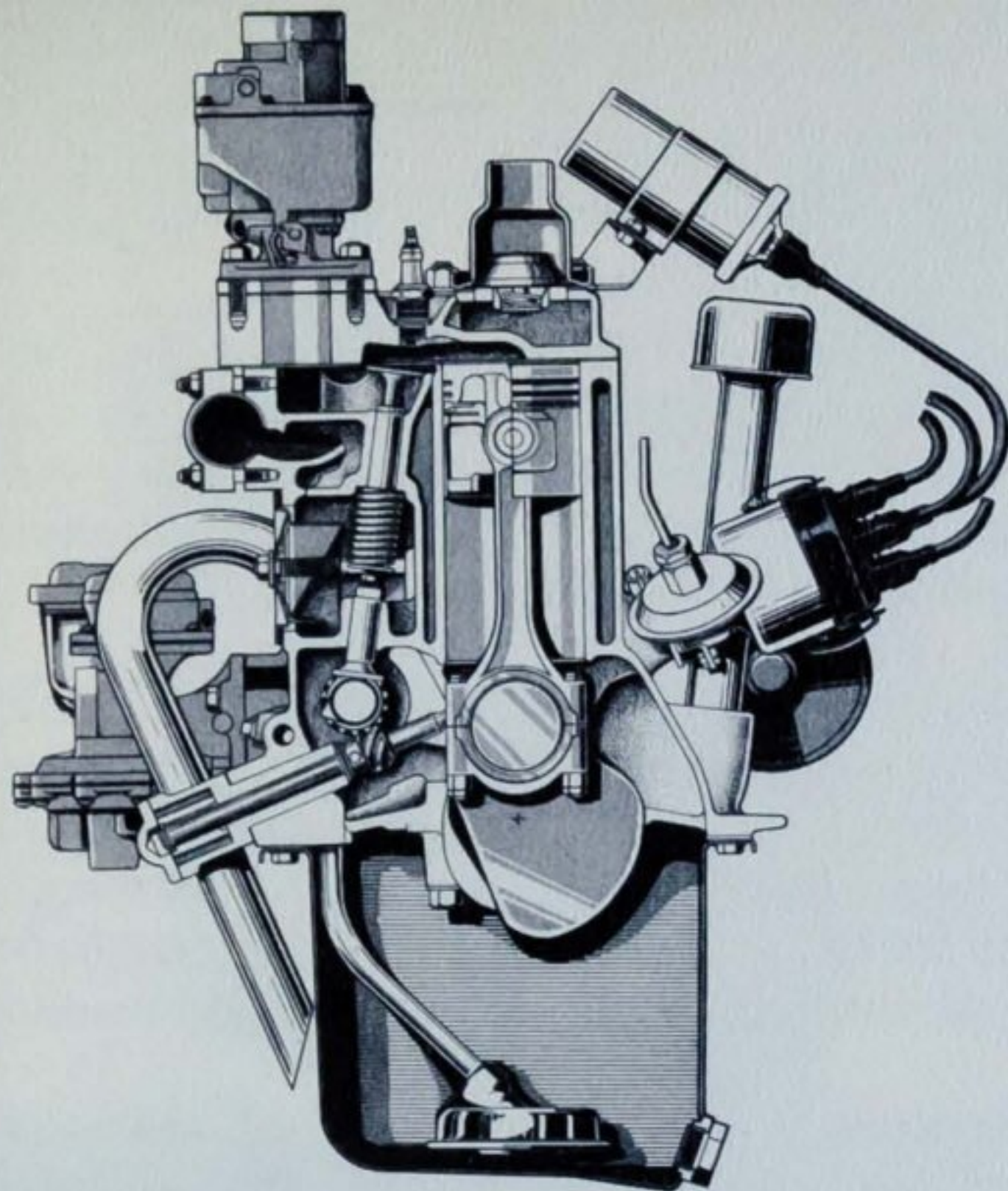
Type...Overhead valve, 6 cylinder
Bore & Stroke..... $3\frac{1}{8}$ " x $4\frac{1}{4}$ "
Displacement..195.6 cubic inches
Compression Ratio.....8.7:1
Carburetion.....Single Barrel
Horsepower...125 @ 4200 RPM
Torque.....180 @ 1600 RPM
Fuel Required.....Regular Grade

THE SUPER FLYING SCOT ENGINE

This powerplant is engineered to provide spirited, economical performance at lowest initial cost and minimum upkeep. Six cylinders give smooth, quiet operation and the L-head design is a simple and time-proven method of placing the valve mechanism entirely within the cast iron alloy cylinder block.

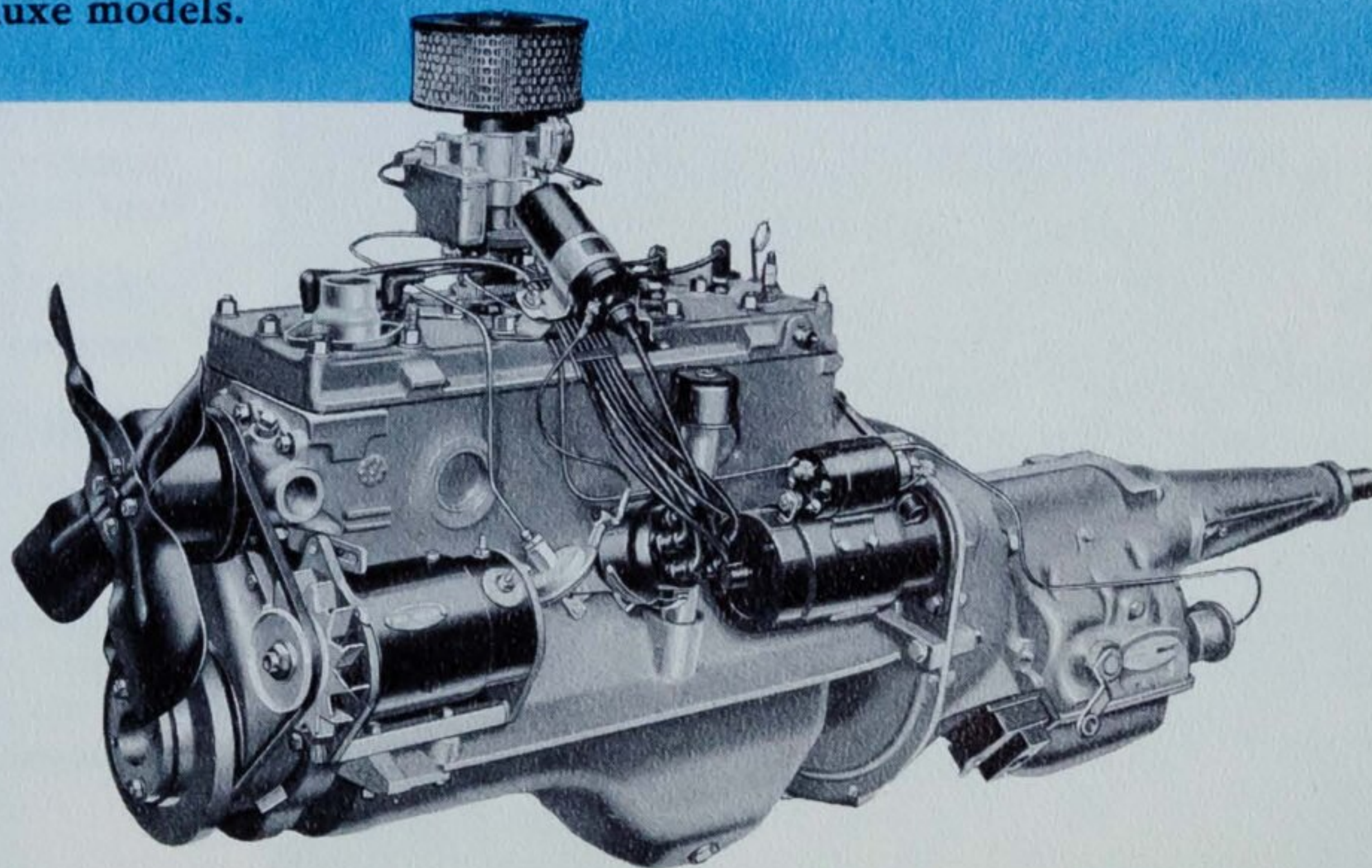
The extreme simplicity of the engine is highlighted by the Iso-thermal intake manifold and the sealed-in exhaust manifold which are integrally cast into the block—conventional bulky, bolt-on manifolds are completely eliminated.

This dependable powerplant is standard equipment on all Super and Deluxe models.



SPECIFICATIONS

Type.....L-Head, 6 cylinder
Bore & Stroke..... $3\frac{1}{8}$ " x $4\frac{1}{4}$ "
Displacement.. 195.6 cubic inches
Compression Ratio.....8.0:1
Carburetion.....Single Barrel
Horsepower.....90 @ 3800 RPM
Torque.....160 @ 1600 RPM
Fuel Required.....Regular Grade



THE SIX CYLINDER ENGINE

The highly publicized "come-back" of the six cylinder engine is not surprising to American Motors. While the technicians of competitors were senselessly pursuing the horsepower race, American Motors engineers were quietly perfecting a "family" of six cylinder engines.

The in-line six cylinder engine is ideally suited for compact cars. Unlike a four cylinder engine, which is basically one half of a V-8, an in-line six is inherently balanced by virtue of the even sequence of power impulses. American Motors' engineers have further refined this basic "design balance" of the in-line six through many years of ceaseless experimentation and testing.

Both of the engines available in the 1961 American, are the time-proven results of unbroken experience and concentration on six cylinder engines. Basic excellence is designed and built right into them—whether overhead valve or L-head, the quality features described opposite are found in every Rambler American powerplant.

FEATURES

ENGINE BLOCK—The rugged cast iron alloy block has been meticulously designed to combine extreme rigidity with compactness and minimum weight. The strong main bearing webs support removable high quality steel-backed babbitt bearing shells in which the crankshaft smoothly revolves.

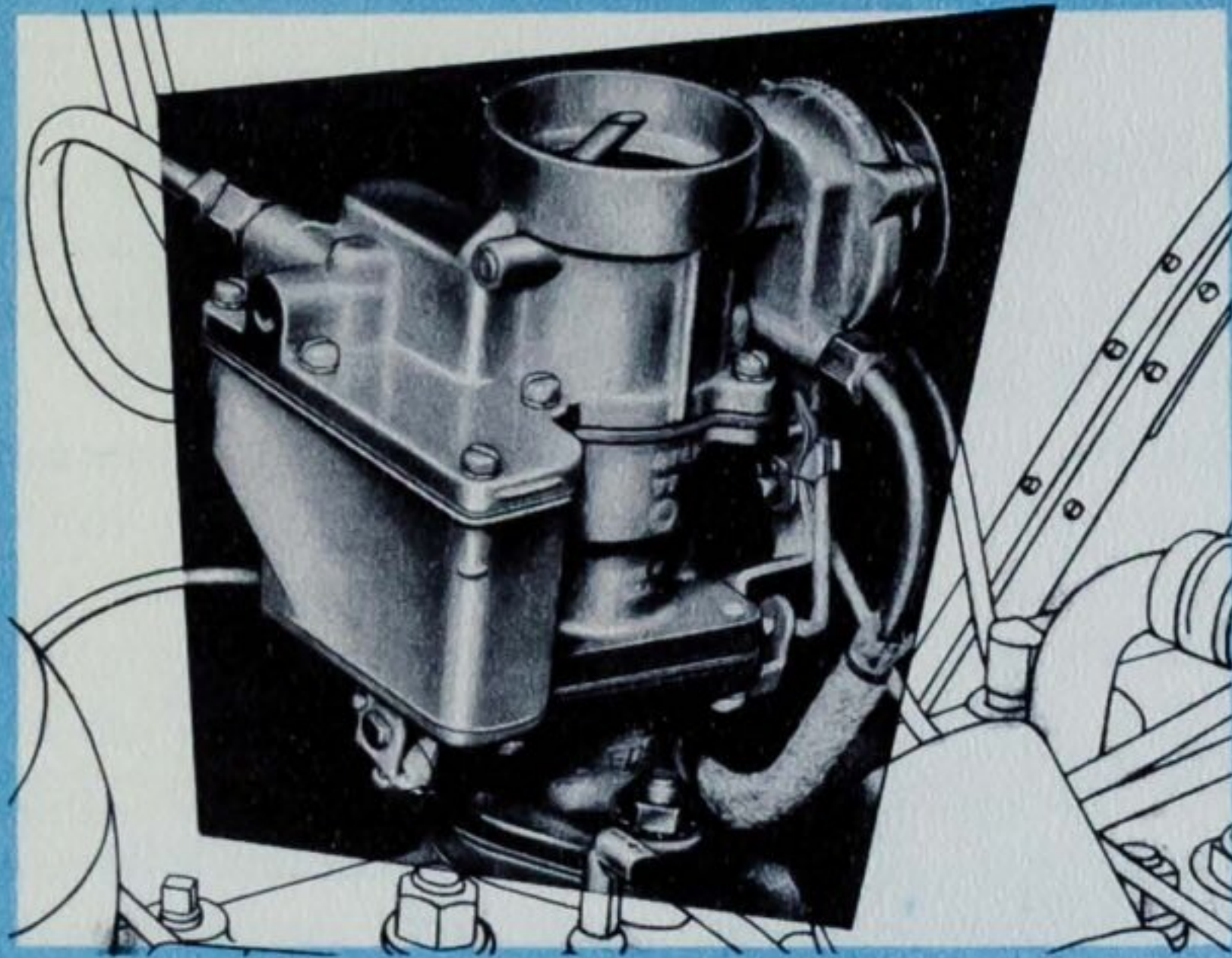
CRANKSHAFT—The engine features a forged four-bearing crankshaft which is accurately and scientifically 100% counter-balanced statically and dynamically for smooth operation. The generous bearing area arrangement and seven counterweights prevent power impulses from causing "whip" of the crankshaft as the power impulse of each piston is carried by a bearing.

PISTONS—The cam-ground pistons are made of aluminum alloy with steel inserts for extreme lightness and close fit. The pistons are fitted with two specially finished cast iron compression rings and a 3-piece spring steel lower oil control ring.

CAMSHAFT—The precision-ground special cast iron alloy camshaft is of the high-lift type for maximum performance.

CONNECTING RODS—The exceptionally rigid "I-section" connecting rods are drop-forged from high strength alloy steel.

VALVES—The one-piece intake and exhaust valves are made of special heat resistant alloy steel for long life. Valve seat inserts are not required because of the extreme hardness of the cast iron alloy cylinder head which has generous water passages.



FUEL SYSTEM—The American's amazing fuel economy and responsive performance is due in part to proper carburetion. A unique arrangement of internal fuel and air passages combine the flow from the two major metering systems. A high capacity engine driven fuel pump assures positive fuel delivery from the twenty-gallon tank. The large tank features a moulded rubber filler tube and a fuel pick-up tube combined with the gas gauge sending unit. A tank drain plug has been added.

AUXILIARY SYSTEMS

ELECTRICAL SYSTEM—The components of the 12-volt electrical system are expressly designed to provide dependable service. The battery and generator have ample capacity to meet all requirements, and the powerful starting motor is of rugged design. The accessible distributor is equipped with an automatic vacuum spark control to automatically regulate the spark "timing." High tension wires are of the new carbon-core type.

COOLING—The pressurized system includes a down-flow radiator, 4-bladed fan, thermostat, and a high capacity front-mounted water pump for reliable, trouble-free service. Engine cylinders have full-length water jackets for effective heat control. Coil springs inside of radiator hoses will prevent collapsing.

LUBRICATION—A gear-type oil pump provides lubrication to the main bearings, connecting rod bearings, and camshaft bearings. Cylinder walls, pistons, piston pins, and timing chain are sprayed. A partial-flow oil filter is optional.

WINDSHIELD WIPERS—The overlapping, vacuum-operated 13" wiper blades sweep a wide area. A vacuum booster operating in conjunction with the fuel pump assures constant operation in all driving conditions.

POWER TEAMS

The 1961 Rambler American offers the widest choice of power teams of any compact car. By choosing the proper combination of engine, transmission, and rear axle ratio, the prospective buyer can have an American exactly tailored to his taste whether it be top economy, outstanding performance, or some degree between.

There are two engines, three transmissions, and a choice of two axle ratios for practically every engine-transmission combination. In all cases, the most economical axle ratio is listed as standard and the "performance" ratio is optional. The matter of choosing exactly the right "power team" will be increasingly important in the compact car field. Many new prospects in the compact car market will be attracted by size, ease of handling, etc. but will not be willing to sacrifice performance in the interests of fuel economy. Others will enter into the compact market fully expecting fuel economy far beyond what they have experienced on larger cars. Only the American can satisfy both types of extremists. The Rambler American is absolutely unique in being able to offer a wide range of performance or economy.

TRANSMISSIONS

The Rambler American is the only economy compact car offering a choice of three transmissions to meet all individual driving habits and transportation requirements.

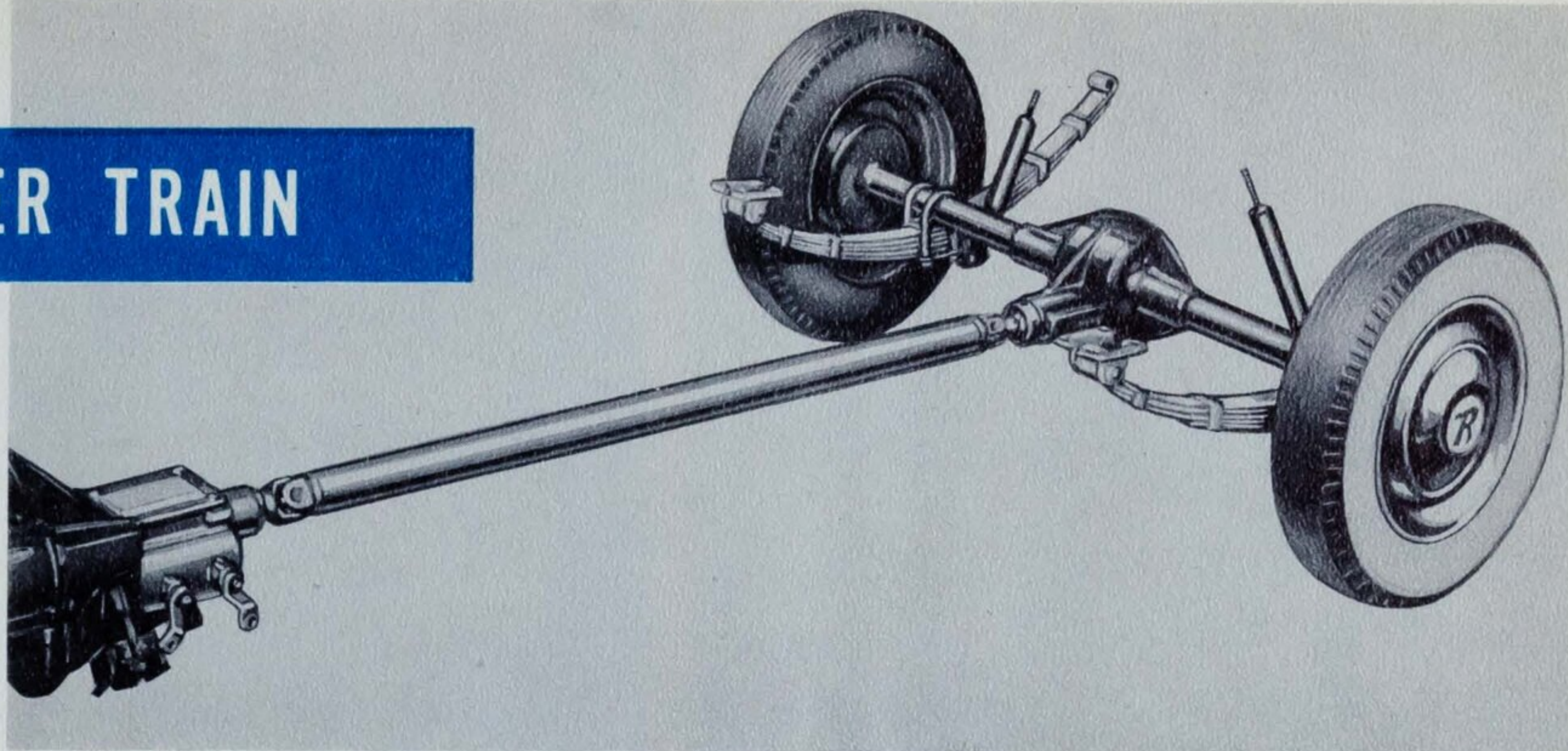
FLASH-O-MATIC—Borg-Warner Flash-O-Matic is a torque converter with gears providing three forward gear ratios in which automatic shifts are performed smoothly and efficiently for all driving conditions. Drive range selection is accomplished by moving the selector lever on the instrument panel. For 1961, the front servo unit and rear clutch are improved to provide smoother operation and longer service life.

SYNCROMESH TRANSMISSION—The conventional three-speed transmission is offered as standard equipment. Known for its durability and quietness, the Syncromesh transmission is easy to operate under all conditions of terrain and climate. Synchronized gearing prevents clashing and provides easy, quiet shifting.

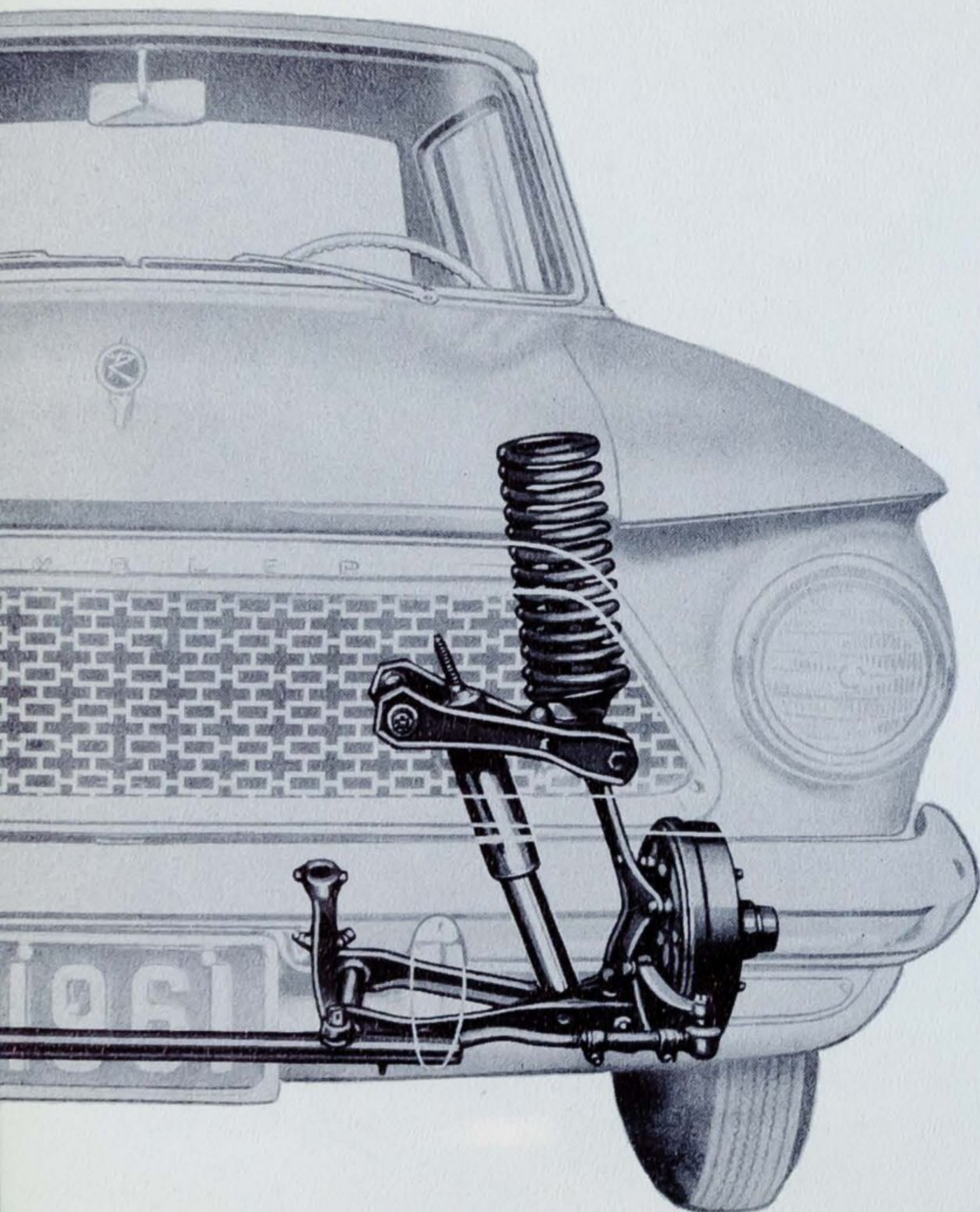
OVERDRIVE—Optional Overdrive is an added gear-box at the rear of the Syncromesh transmission providing an automatic "fourth" forward gear ratio, giving the driver an optimum "cruising" ratio. This reduces engine speed 30% for less noise, longer life, and top fuel economy.

POWER TRAIN

Rear axle ratios for top fuel economy are standard. Performance ratios are optional for most engine-transmission combinations. Axle ratios are on page 39.



The power train is that vital link between the engine and the rear wheels. The Rambler American utilizes the Hotchkiss type drive which cushions the drive through the rear leaf springs by permitting rear wheel forces to rotate the rear axle slightly. An open propeller shaft is used and is provided with universal joints to accommodate the necessary freedom of axle movement. The propeller shaft is also equipped with a sliding joint to allow rear axle rotation and vertical movement. The rear axle employs hypoid gearing for increased tooth contact area with reduced gear tooth pressure for quieter action and long life. The rear axle differential side-gears are of heavy-duty design, providing extra capacity to meet extreme load conditions. The rear axle shaft splines are of the rolled type for greater strength. In addition, a Woodruff key has been added to insure proper assembly between the hubs and shafts. The optional Twin-Grip differential is described on page 33.



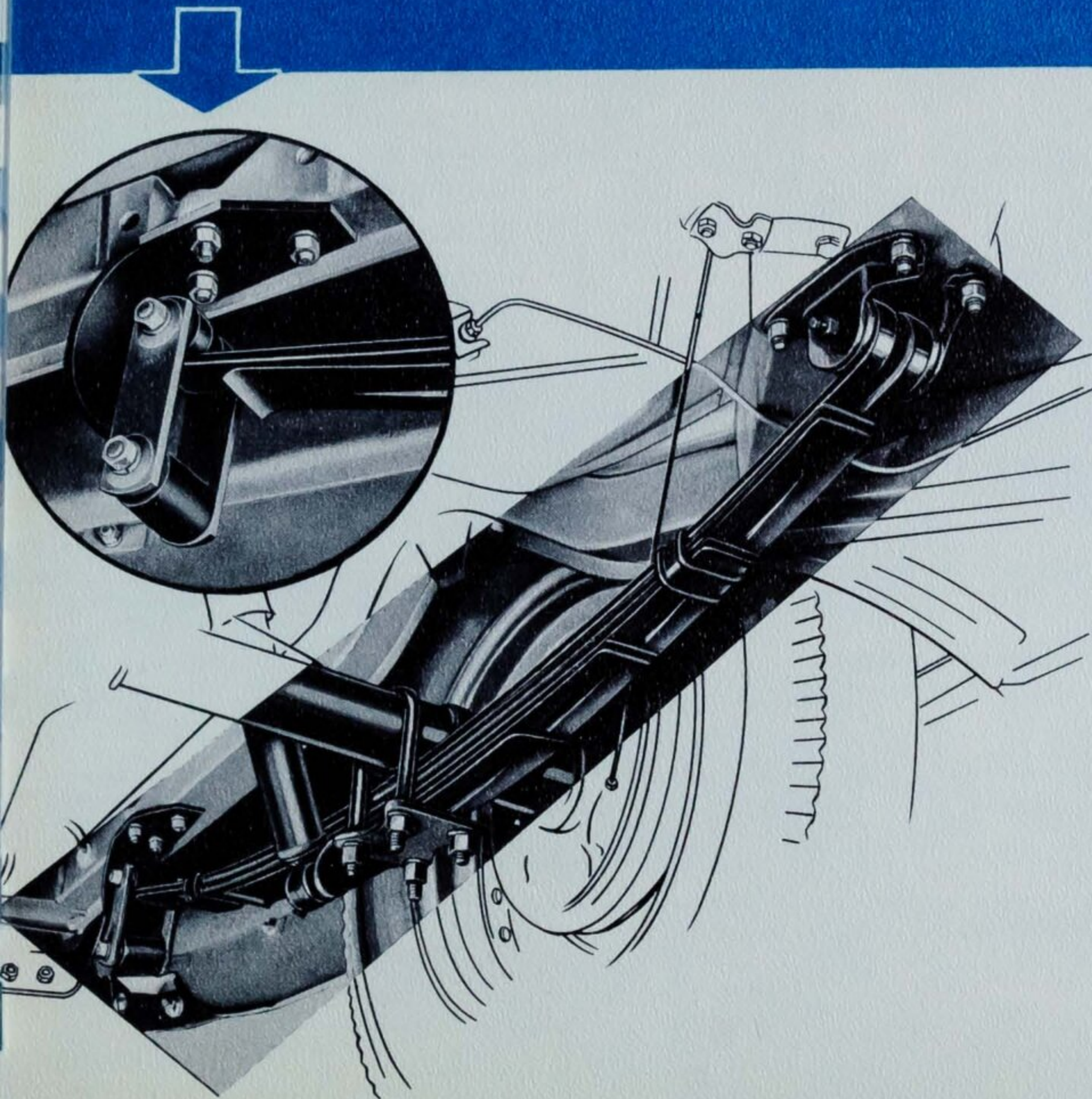
FRONT SUSPENSION

The Rambler "Deep Coil Ride" front suspension brings true handling ease and riding comfort to the small car field. This unique front suspension arrangement is integrated into the single unit front structure to provide a well founded concept of stability and absorption of road shock. The secret of the Rambler front suspension lies in the location of the coil springs above the wheels. As in the landing gear of an airplane, upward forces are absorbed directly upward into the body structure. Also, the wide spaced coil springs are located above the center of gravity—to create a stable centrifugal force condition. Shock absorbers and front springs have been revised for a better ride.

Advantages

- Direct acting springs—better handling.
- Longer, softer springs—better riding comfort.
- Center of gravity below springs—better stability.
- Body structure absorbs forces—better riding comfort.
- Wide tread provides a stable base—better handling.
- Improved "sea-leg" shock absorbers—better controlled ride.
- Improved front springs—smoother, stable ride.

TENSION-TYPE REAR SHACKLES PROVIDE A VARIABLE-RATE SUSPENSION THAT ADJUSTS TO THE LOAD OR ROAD FOR A FULLY CUSHIONED RIDE.



REAR SUSPENSION

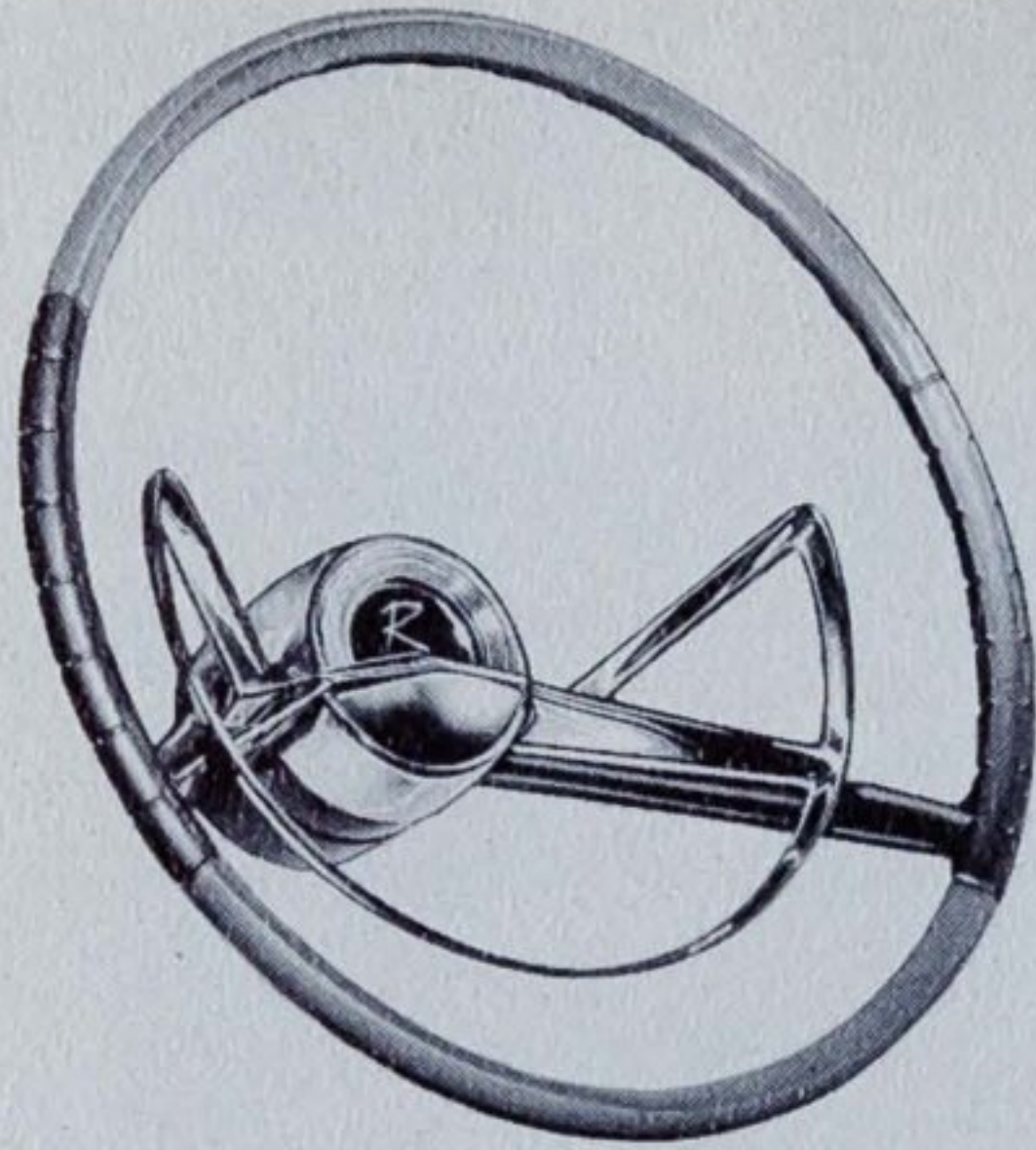
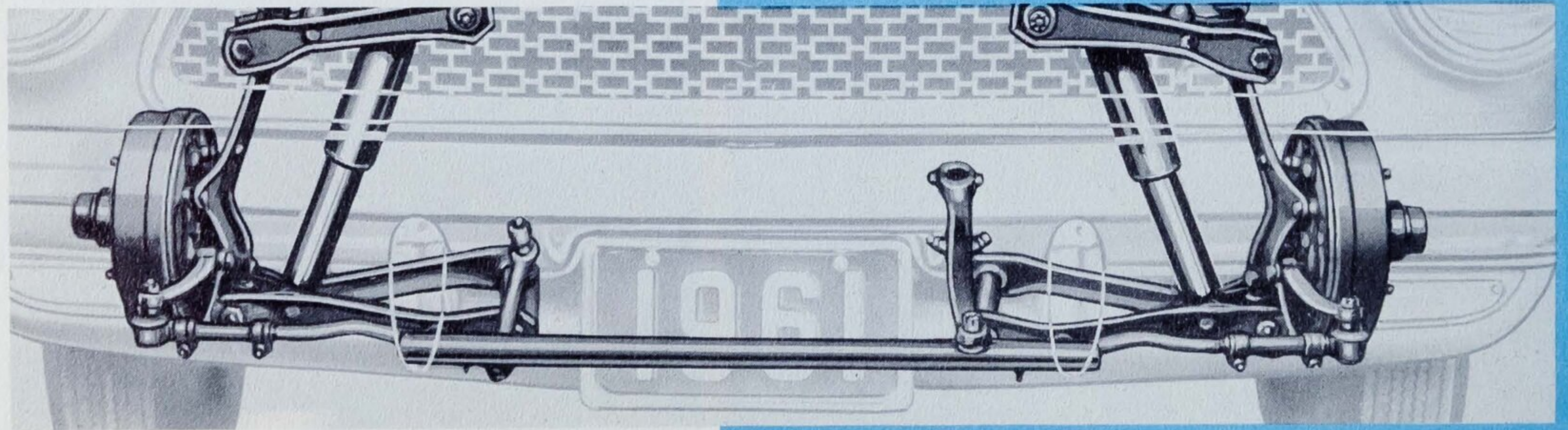
The Rambler American provides excellent riding comfort and stability that sets high standards for cars of comparable size. These unusual riding qualities have been achieved through ingenious engineering design in which front and rear springs have been perfectly correlated. The semi-elliptic rear springs are correctly flexed to be coordinated with the front coil springs to give a smooth, gentle action and eliminate body sway. Springs are shock mounted by rubber insulated connections at the front and rubber bushed tension shackles at the rear. Non-metallic inserts are used between the spring leaves to reduce friction and eliminate noise.

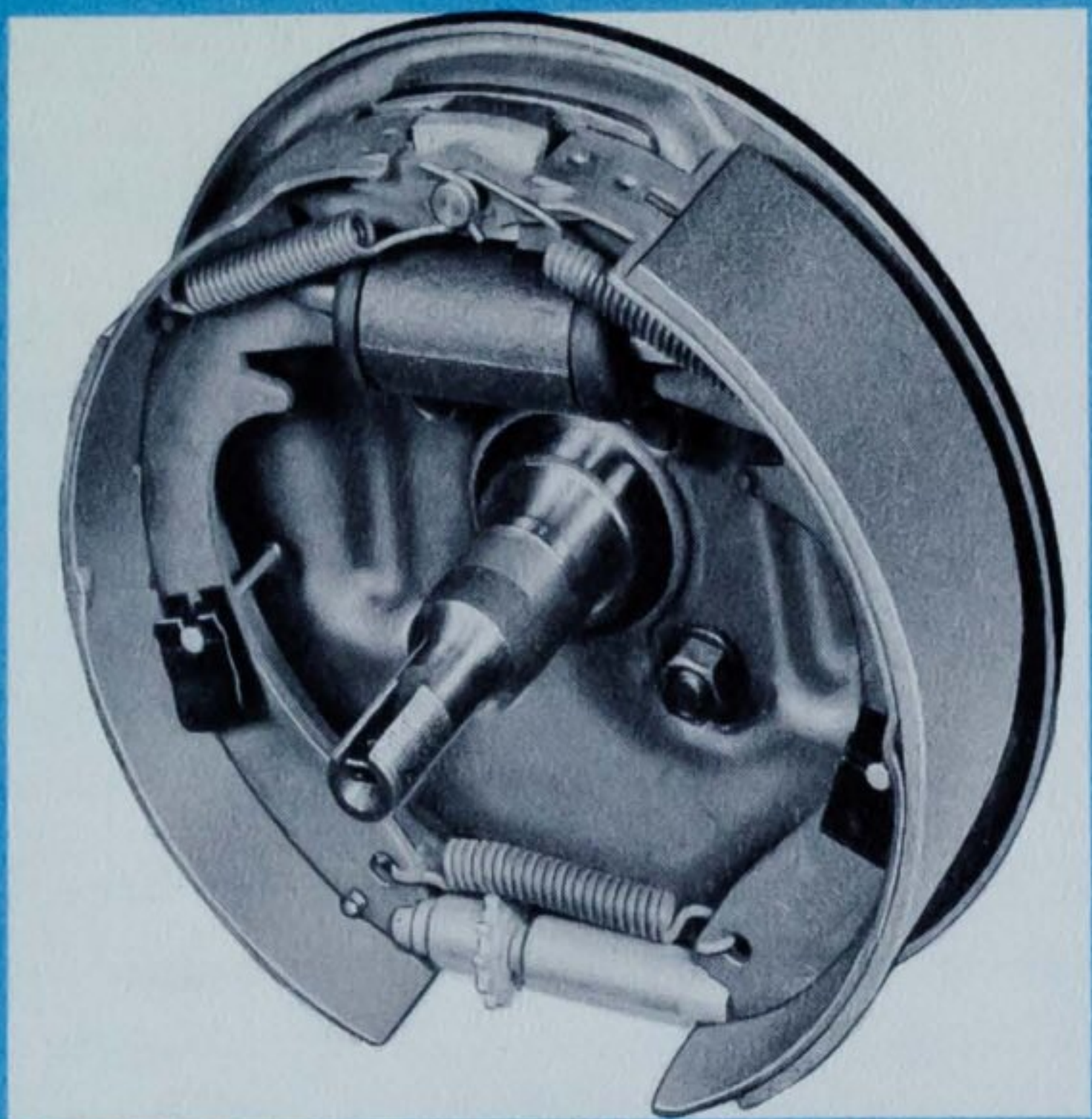
The "sea leg" (inverted "V") shock absorber mounting provides greater lateral stability. The new front and rear shock absorbers are two-way direct acting, airplane type. Internal improvements include a new coil spring valve, stronger rods and guides. These improved and recalibrated shock absorbers are designed to control or dampen spring action over all road irregularities.

Heavy-duty springs and shocks are a low-cost option.

STEERING AND MANEUVERABILITY

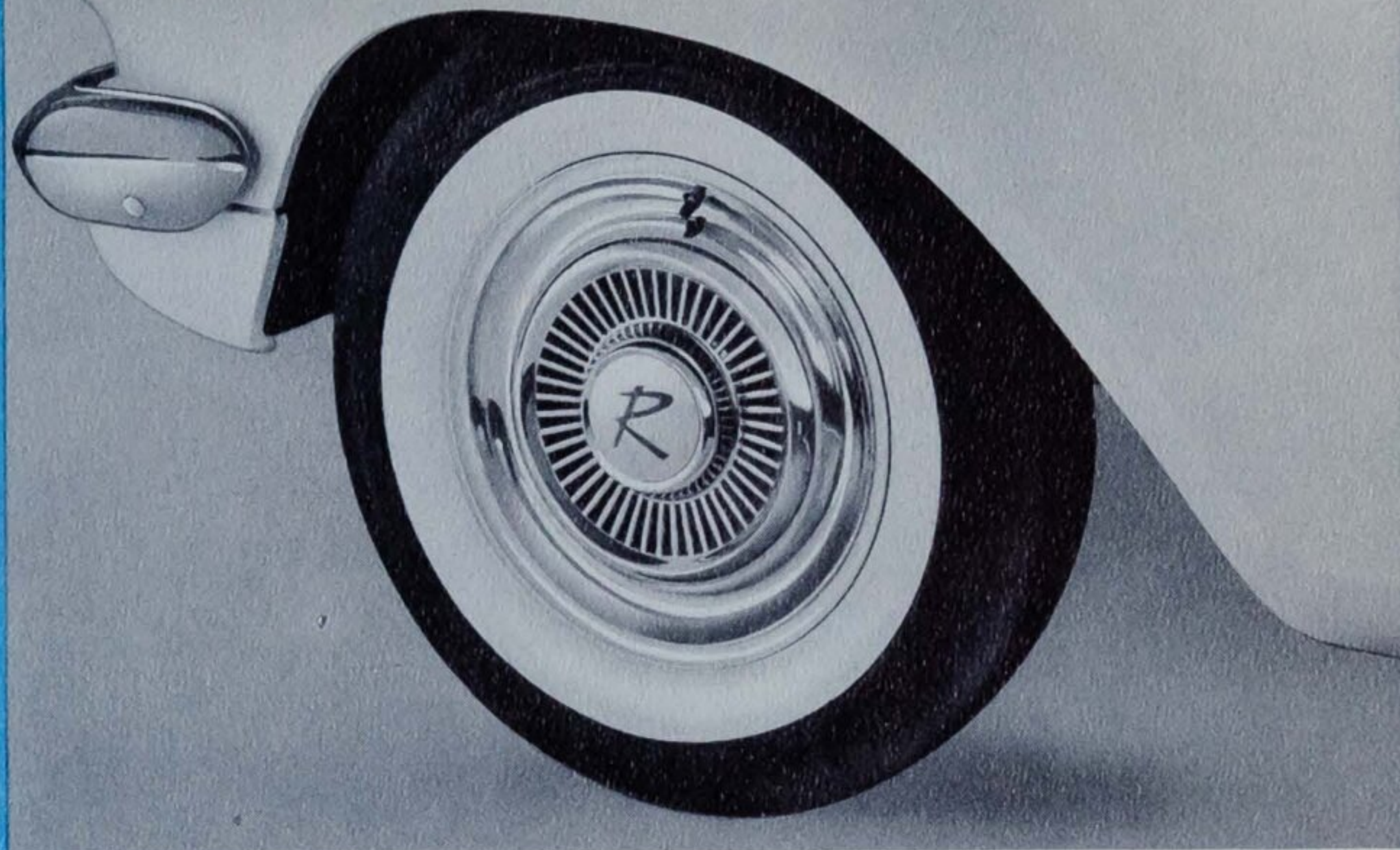
The new full-size 17" diameter deep-dish steering wheel actuates a redesigned low-friction steering linkage giving precision control in all driving situations. Tie-rod ends have nylon bearing inserts and the front suspension lower trunnion joint has a new grease fitting for easier turning. The 36 foot turning diameter provides amazing parking and handling ease.





BRAKES

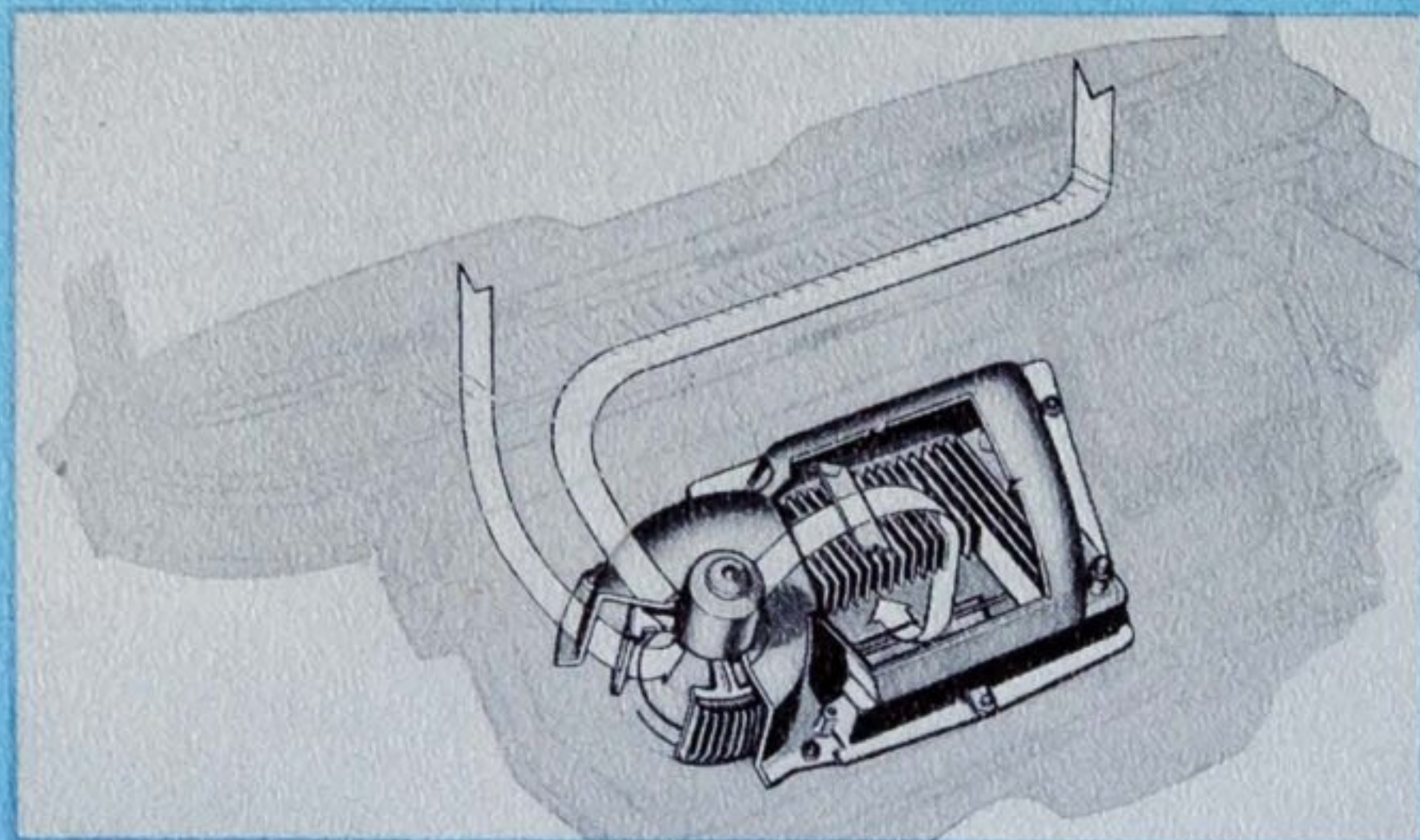
Ample stopping power is provided by dependable 9 inch diameter servo-action hydraulic brakes with bonded brake linings. The suspended brake pedal is new for '61. Parking brakes operate independently on the rear wheels through a new fully protected armored cable. The parking brake linkage is redesigned for easier setting. Self adjusting brakes are available as a low cost option. Brake shoe clearances are automatically adjusted as linings wear, thus eliminating the need for periodic manual adjustment.



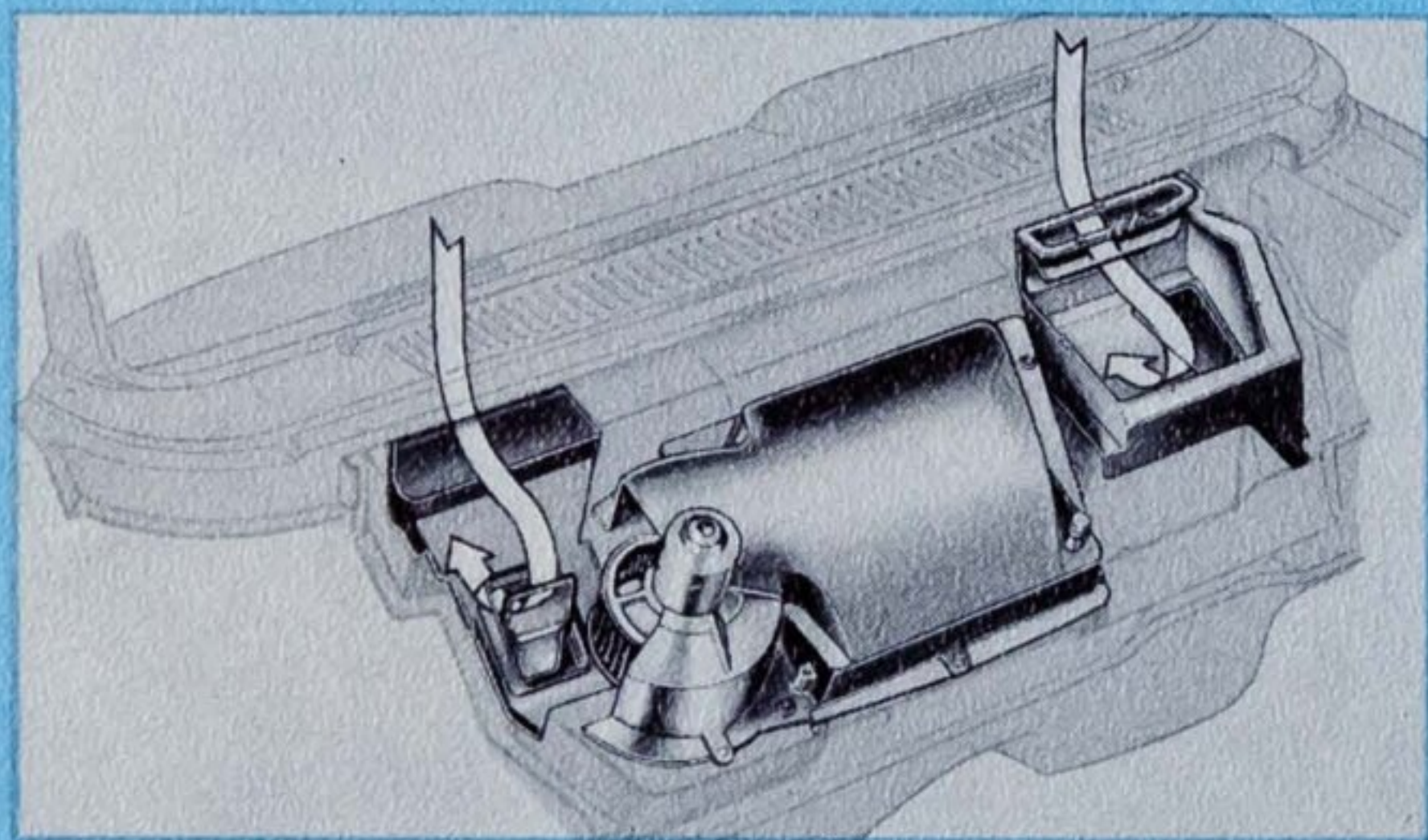
WHEELS AND TIRES

Unlike other economy compact cars using 13 inch wheels, the Rambler American is equipped with 15 inch diameter wheels with wide 4" rims and five wheel nuts. Standard tire size on all models is 6.00 x 15, with 6.50 x 15 optional. New tread designs give 15% greater tread life.

The extra-large wheels and tires provide a firm foundation giving added riding comfort and safety in all road and weather conditions.



HEATING CIRCUIT



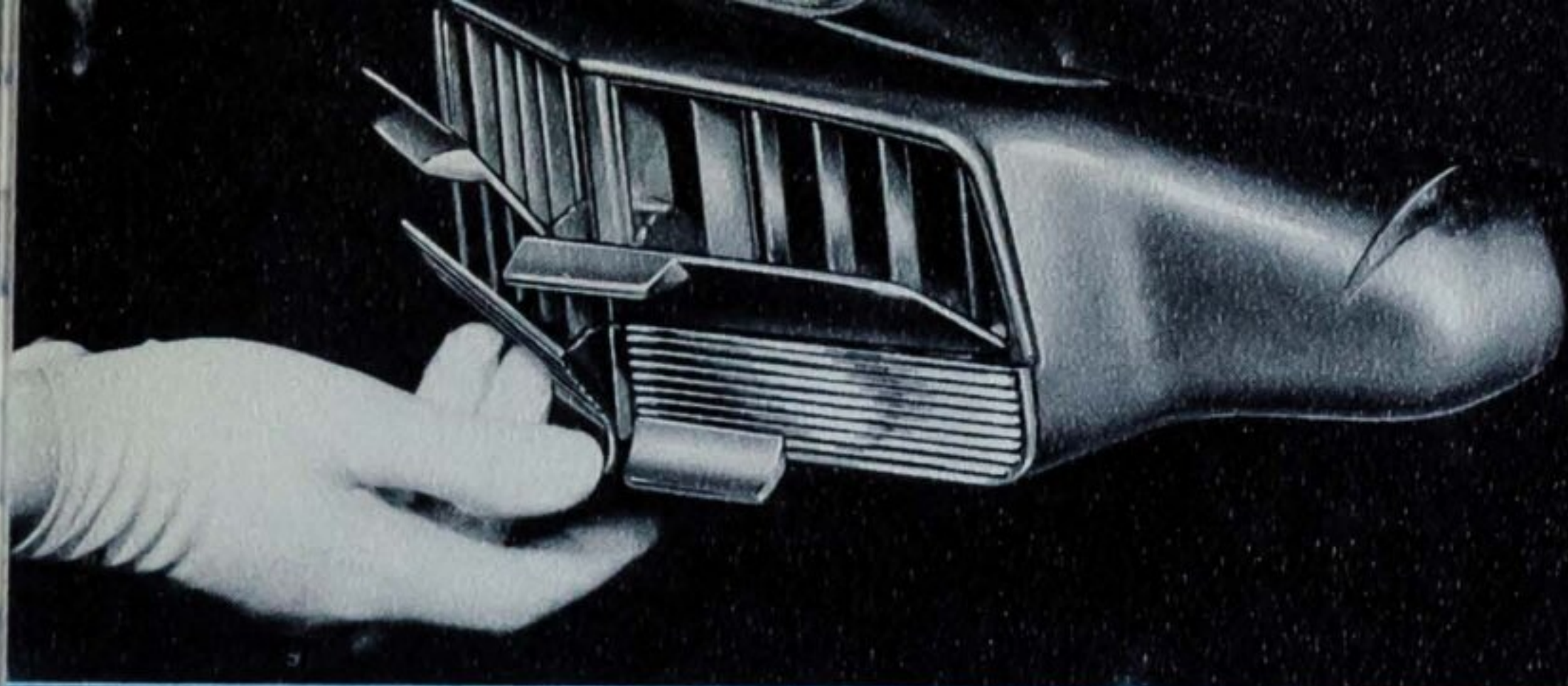
FRESH AIR VENTILATION CIRCUIT

THE WEATHER EYE HEATING AND VENTILATING SYSTEM

The famed American Motors' Weather Eye Heating and Ventilating System is the traditional standard by which all other systems are judged. Completely redesigned for the 1961, the new American Weather Eye system sets an even higher standard through more effective distribution of both heated and unheated fresh air.

The new design is based on familiar Weather Eye principles. However, the heating-ventilating-defrosting system is augmented by two separate fresh air ventilators which bring a flow of air directly into the passenger compartment as shown by the diagram at the lower left. The outside air intake, of the flush louvered type, is located at the cowl just below the windshield. The front seat cushions are reshaped at the sides to provide freer passage of air to the rear seat area.

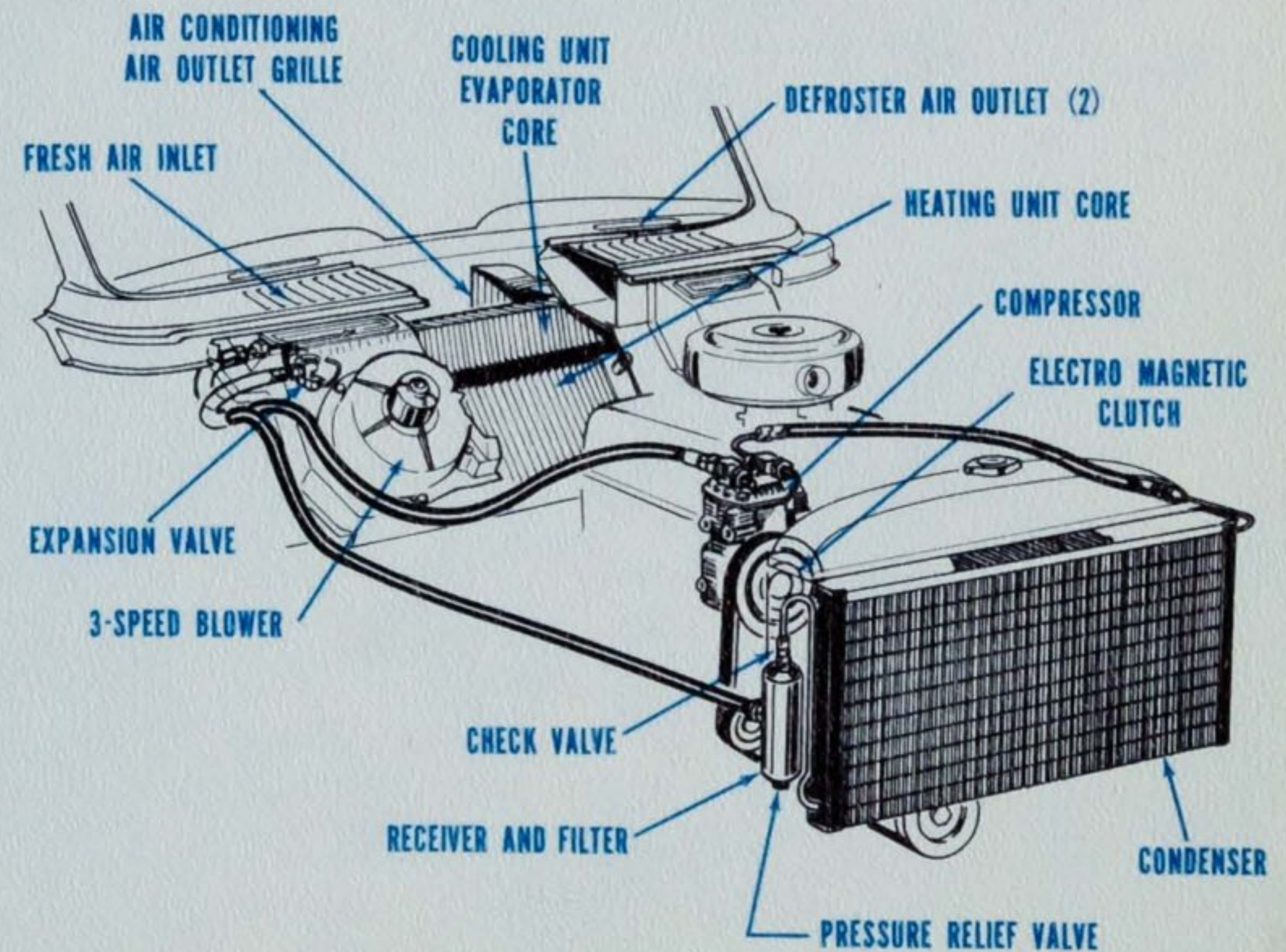
The simple Weather Eye controls are conveniently located to the left of the steering column. The separate fresh air ventilators have their own individual controls.

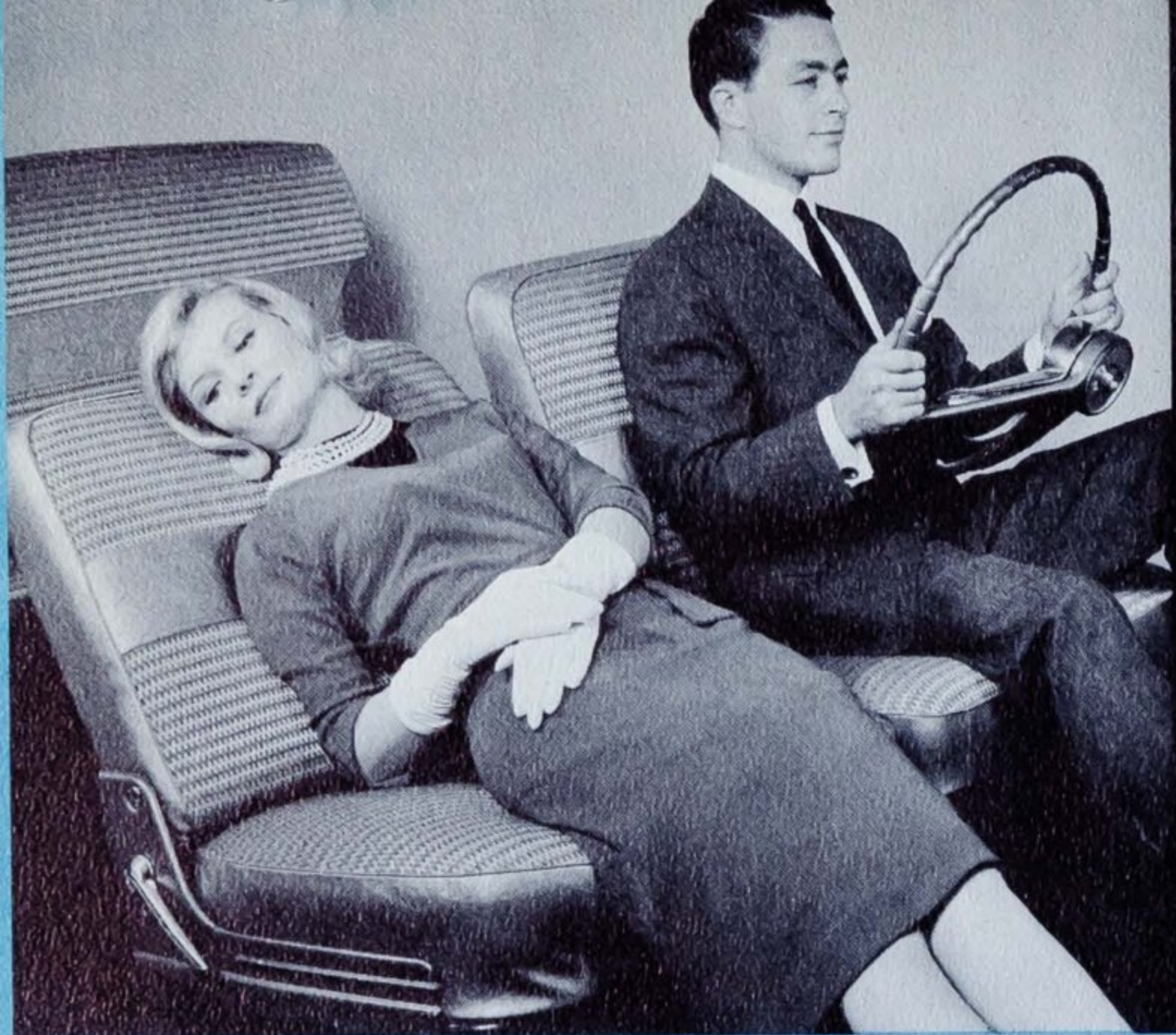


THE ALL-NEW, ALL SEASON AIR CONDITIONING SYSTEM

The completely new Rambler American All-Season Air Conditioning System has been developed by the same engineers that have established American Motors as the leader in automotive air conditioning. Integrated into the Weather Eye system to provide combined cooling, heating and ventilating, the system is of the forward-mounted type with the cold air outlet positioned below the center of the instrument panel. The outlet is fitted with four adjustable louvered doors which may be adjusted to a wide variety of positions. The 3-speed blower is located on the engine side of the firewall to reduce noise.

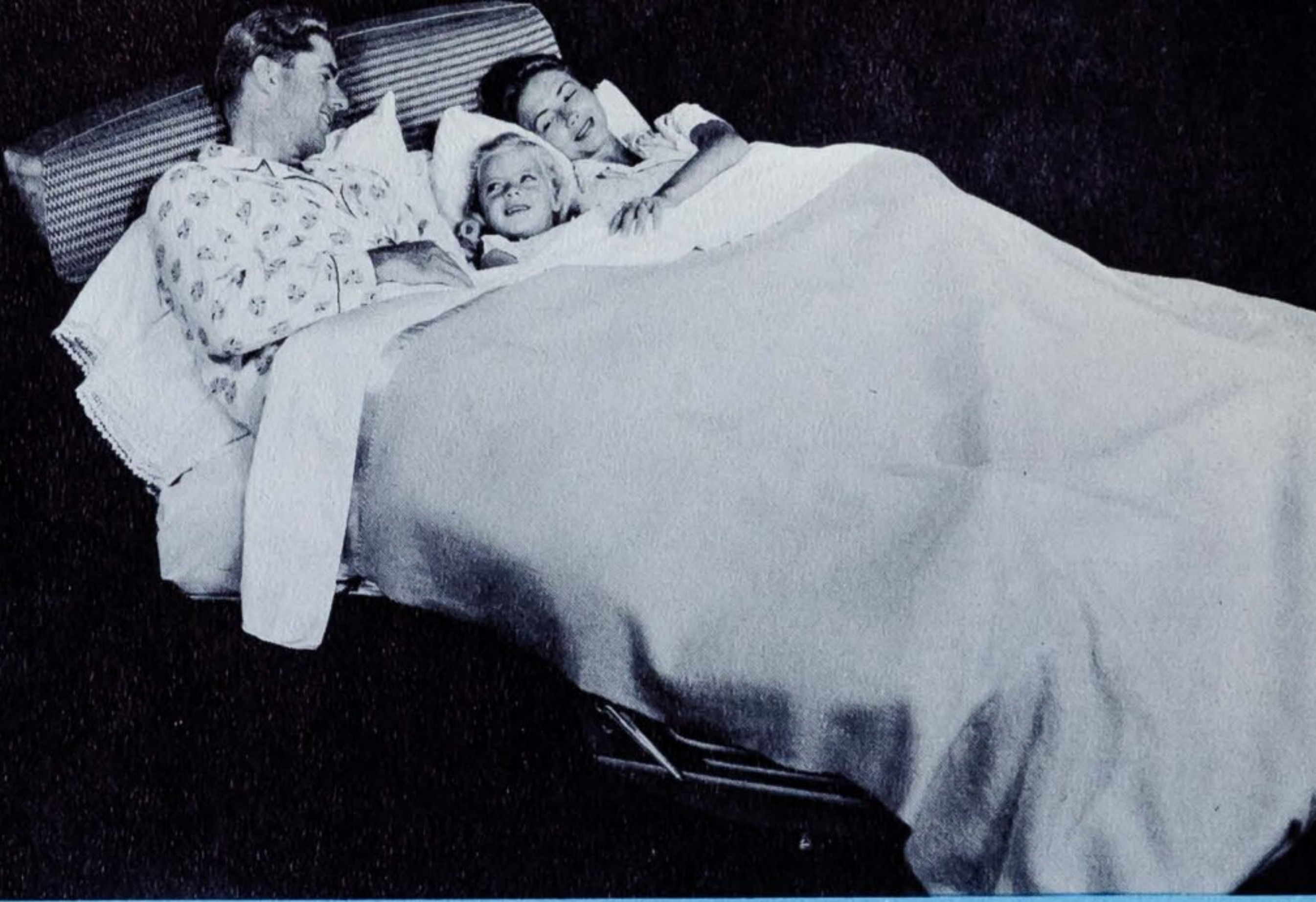
The system is available as a factory installed option or as dealer installed equipment.





Individually Adjustable Seats

The reclining seat and bed feature is also available in a twin seat version in which the seats are fitted with separate sets of tracks to provide the driver and passenger with individual fore-and-aft adjustment in addition to the reclining adjustment. The passenger can adjust the seat to any position without affecting the driver's seat.



Airliner Reclining Seats and Twin Travel Beds

This famous Rambler feature is now available on all American models (Twin Bed not available on convertible) as optional equipment at a very nominal extra cost. Smartly styled control handles on both sides of the front seat permit individual adjustment to 5 angles, which include the normal driving position and the full horizontal "bed" position. The mechanism allows each cushion to recline one position at a time—thus it is impossible to inadvertently "flop" the seat-back to the full down position. New support brackets permit the rear of the front seat cushion to be raised—forming a level surface for the beds. Removable seat-back supports are provided on the rear seat cushion base for the bed position.



RADIO—Available in either push-button or manual tuning versions, the 1961 American transistor-powered radio is greatly improved in sensitivity and tone quality. Compact in size, the new radio has a separate 5" x 7" speaker centrally located beneath a grille in the upper surface of the instrument panel. The manual antenna, located on the right front fender, may be telescoped to a 21" height.

OPTIONAL EQUIPMENT

The 1961 Rambler American is available with a full range of the most-wanted optional equipment. A complete list of options is on page 35.

TWIN GRIP DIFFERENTIAL—Automatically applies major driving force to the rear wheel with the most traction —will allow operation in snow, ice, and mud that would stop a conventional car.

POWER BRAKES—Available on the American for the first time, power brakes allow the driver to make a brake application in 25% less time with 40% less pedal effort.

POWER STEERING—"Direct Action" linkage-type hydraulic power steering takes 75% of the steering effort out of driving. Positive control can be maintained if the hydraulic power fails.

SOLEX GLASS—Tinted to absorb approximately 70% of the heat and 50% of the glare from strong sunlight, yet Solex glass does not impair vision. Glass is evenly tinted from top to bottom.

1961 RAMBLER AMERICAN EQUIPMENT CHART

	Model Designation	Arm Rests, Rear	Ash Tray Rear	Dome Light	Foam Cushion		Trunk or Cargo Mat	Floor Mat	Windshield Mldg.	Side Trim Mldg.	Rear Pillar Trim	Roof Travel Rack	Horn	Steering Wheel		Wheel Trim		Carb. Air Cleaner		Engine	
					Front	Rear								Colors	Horn Ring	Hub Caps	Full Discs	Dry	Oil Bath	L-Head	OHV
6102	2-Dr. Deluxe Bus. Coupe (Fleet)	NA	NA	Manual	Ex	NA	Black Rubber	Black Rubber	NA	NA	NA	NA	1 STD 1 D	Gray	½ Ring Paint	STD	Ex	STD	Ex	STD	Ex
6106	2-Dr. Deluxe Club Sedan	NA	D	Manual	Ex	Ex	Black Rubber	Black Rubber	NA	NA	NA	NA	1 STD 1 D	Gray	½ Ring Paint	STD	Ex	STD	Ex	STD	Ex
6105	4-Dr. Deluxe Sedan	D	D	Manual	Ex	Ex	Black Rubber	Black Rubber	NA	NA	NA	NA	1 STD 1 D	Gray	½ Ring Paint	STD	Ex	STD	Ex	STD	Ex
6104	2-Dr. Deluxe Sta. Wag.	NA	D	Manual	Ex	Ex	Black Rubber	Black Rubber	NA	NA	NA	NA	1 STD 1 D	Gray	½ Ring Paint	STD	Ex	STD	Ex	STD	Ex
6108	4-Dr. Deluxe Sta. Wag.	D	D	Manual	Ex	Ex	Black Rubber	Black Rubber	NA	NA	NA	NA	1 STD 1 D	Gray	½ Ring Paint	STD	Ex	STD	Ex	STD	Ex
6106-1	2-Dr. Super Club Sedan	STD	STD	2-Door Switches	STD	Ex	Black Rubber	Colored Rubber	STD	STD	NA	NA	1 STD 1 D	4 Solid	½ Ring Chrome	STD	Ex	STD	Ex	STD	Ex
6105-1	4-Dr. Super Sedan	STD	STD	2-Door Switches	STD	Ex	Black Rubber	Colored Rubber	STD	STD	NA	NA	1 STD 1 D	4 Solid	½ Ring Chrome	STD	Ex	STD	Ex	STD	Ex
6104-1	2-Dr. Super Sta. Wag.	STD	STD	2-Door Switches	STD	Ex	Colored Rubber	Colored Rubber	STD	STD	NA	STD	1 STD 1 D	4 Solid	½ Ring Chrome	STD	Ex	STD	Ex	STD	Ex
6108-1	4-Dr. Super Sta. Wag.	STD	STD	2-Door Switches	STD	Ex	Colored Rubber	Colored Rubber	STD	STD	NA	STD	1 STD 1 D	4 Solid	½ Ring Chrome	STD	Ex	STD	Ex	STD	Ex
6106-2	2-Dr. Custom Club Sedan	STD	STD	2-Door Switches	STD	Ex	Black Rubber	Colored Carpet	STD	STD & REAR	STD	NA	2 STD	9 2-Tones	¾ Ring Chrome	NA	STD	NA	STD	NA	STD
6105-2	4-Dr. Custom Sedan	STD	STD	2-Door Switches	STD	Ex	Black Rubber	Colored Carpet	STD	STD & REAR	STD	NA	2 STD	9 2-Tones	¾ Ring Chrome	NA	STD	NA	STD	NA	STD
6104-2	2-Dr. Custom Sta. Wag.	STD	STD	2-Door Switches	STD	Ex	Colored Carpet	Colored Carpet	STD	STD & REAR	NA	STD	2 STD	9 2-Tones	¾ Ring Chrome	NA	STD	NA	STD	NA	STD
6108-2	4-Dr. Custom Sta. Wag.	STD	STD	2-Door Switches	STD	Ex	Colored Carpet	Colored Carpet	STD	STD & REAR	NA	STD	2 STD	9 2-Tones	¾ Ring Chrome	NA	STD	NA	STD	NA	STD
6107-2	2-Dr. Custom Convertible	STD	STD	2-Door (1) Switches	STD	Ex	Black Rubber	Colored Carpet	STD	STD & REAR	NA	NA	2 STD	9 2-Tones	¾ Ring Chrome	NA	STD	NA	STD	NA	STD

(1) Courtesy Light in Quarter Trim Panel

STANDARD EQUIPMENT (ALL MODELS): Vacuum Booster Fuel Pump with Filter, Solid Exterior Colors, Bonded Brake Linings, Vinyl Coated Headlinings (Except Convertible), Hood Ornament, Turn Signals, Manual Transmission, Two Sun Visors, Cigarette Lighter, Split-Back Non-Reclining Seats, Left Side Coat Hook, Front Arm Rests, Front Ash Tray, 6.00 x 15 4-ply Black Tubeless Tires.

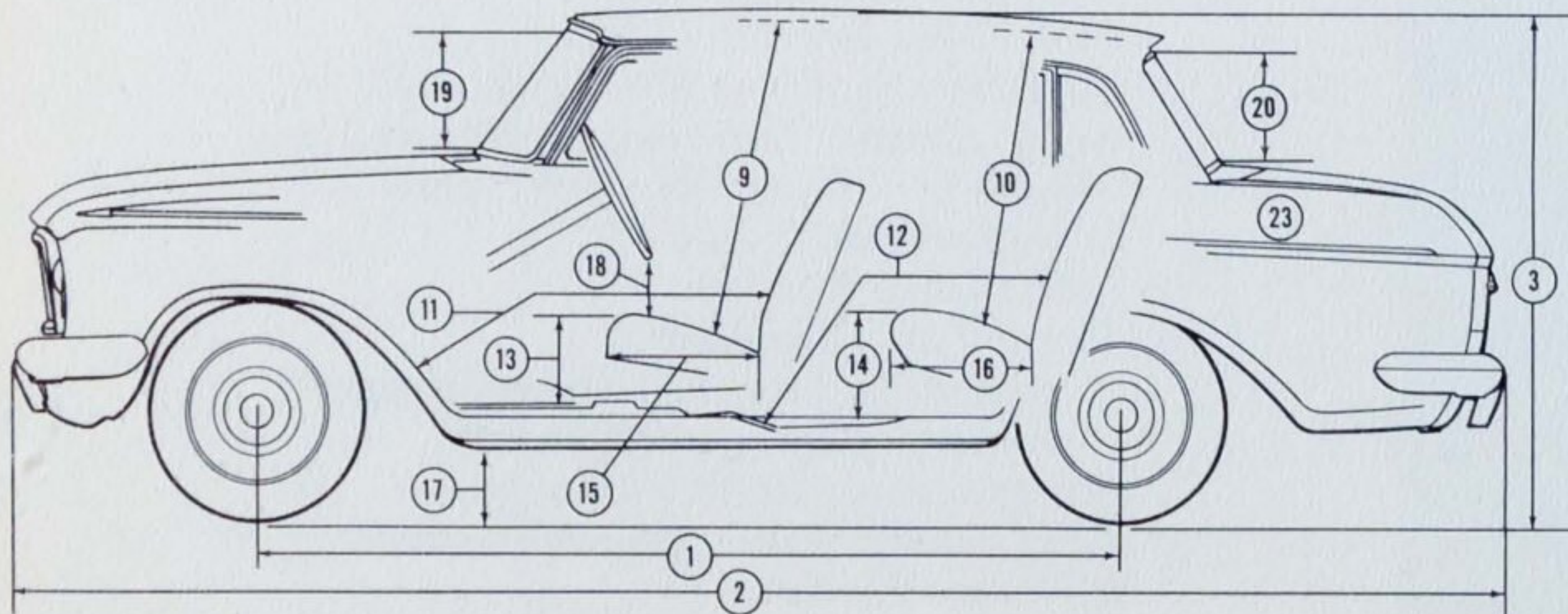
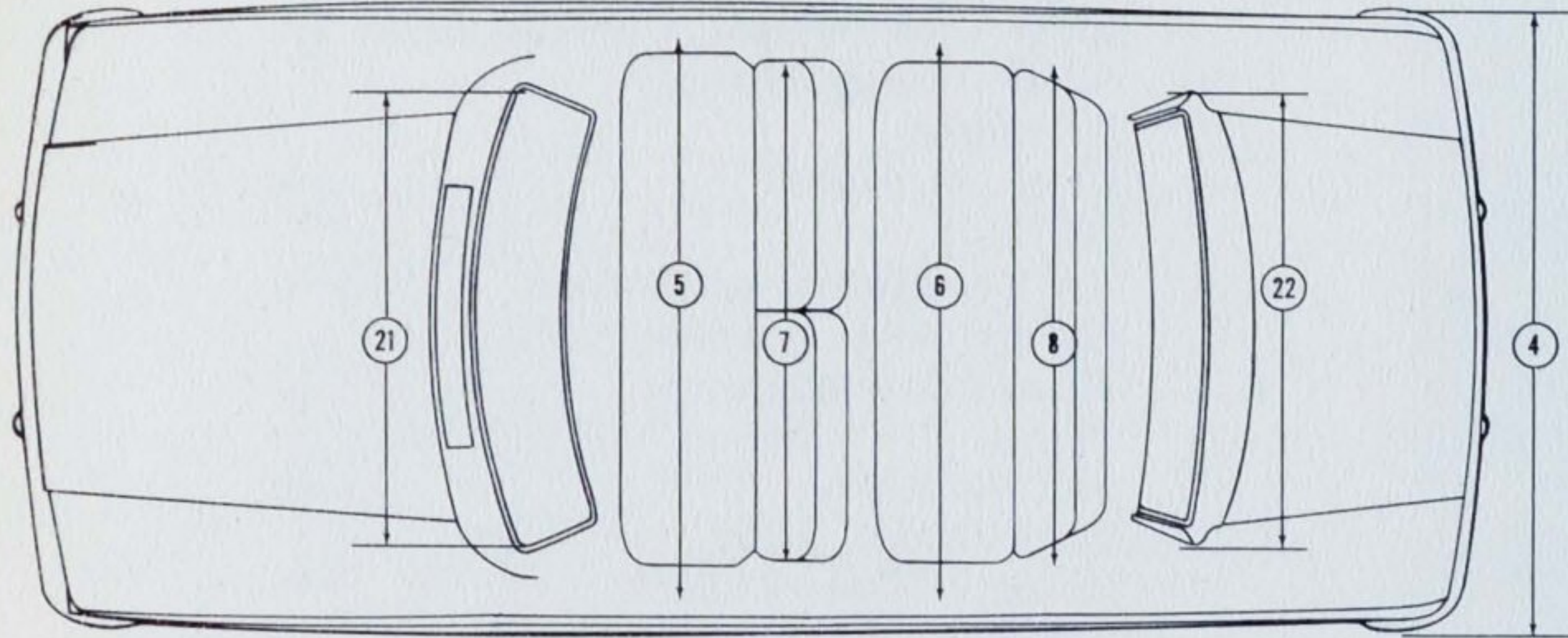
FACTORY OPTIONAL EQUIPMENT

Two-Tone Exterior Colors
OHV Engine (Super & Deluxe)
(Includes Oil Bath Air Cleaner & 45 A.H. Battery)
Flash-O-Matic Transmission
Overdrive Transmission
Weather Eye (100% with OHV Engine)
Air Conditioning
Solex Glass (order with A. C.)
Manual Radio and Antenna
Push-Button Radio and Antenna
Power Brakes
Power Steering (order with A. C.)
Twin-Grip Differential
Self-Adjusting Brakes
Windshield Washers
Padded Instrument Panel
Back-Up Lights
License Plate Frame, Pair or Rear
Outside Mirror, Left
Inside Tilt Mirror
Undercoating
Oil Filter
Clock, Electric
Oil Bath Air Cleaner (Std. on Custom)
Heavy-Duty Cooling System (Std. with A. C.)
Heavy-Duty Radiator
Heavy-Duty Shock Absorbers
Heavy-Duty Springs and Shocks
Airliner Reclining Seats and Bed
Individual Front Seats
Whitewall Tyrex Tires (6.00 x 15-4 Ply)
Black or Whitewall Tyrex or Nylon Tires
(6.50 x 15-4 Ply)

DEALER ACCESSORIES AND PARTS

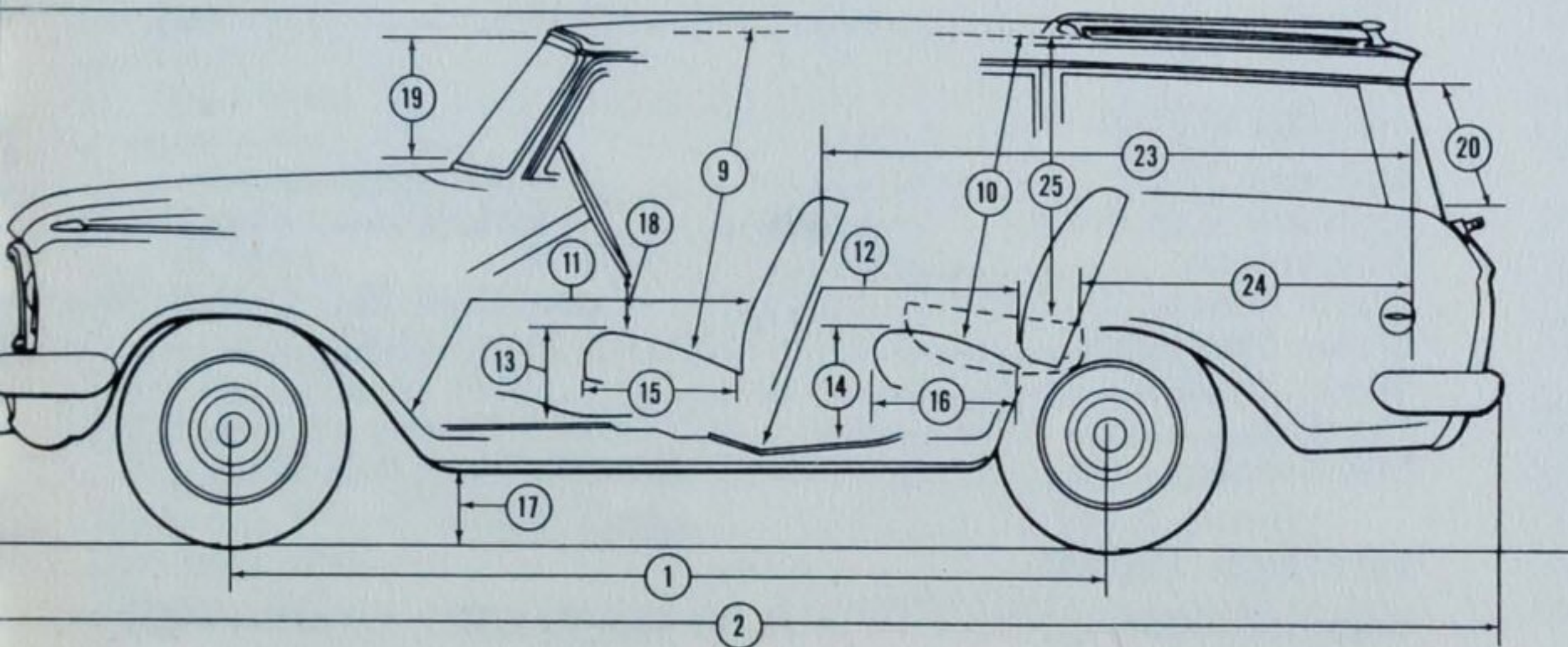
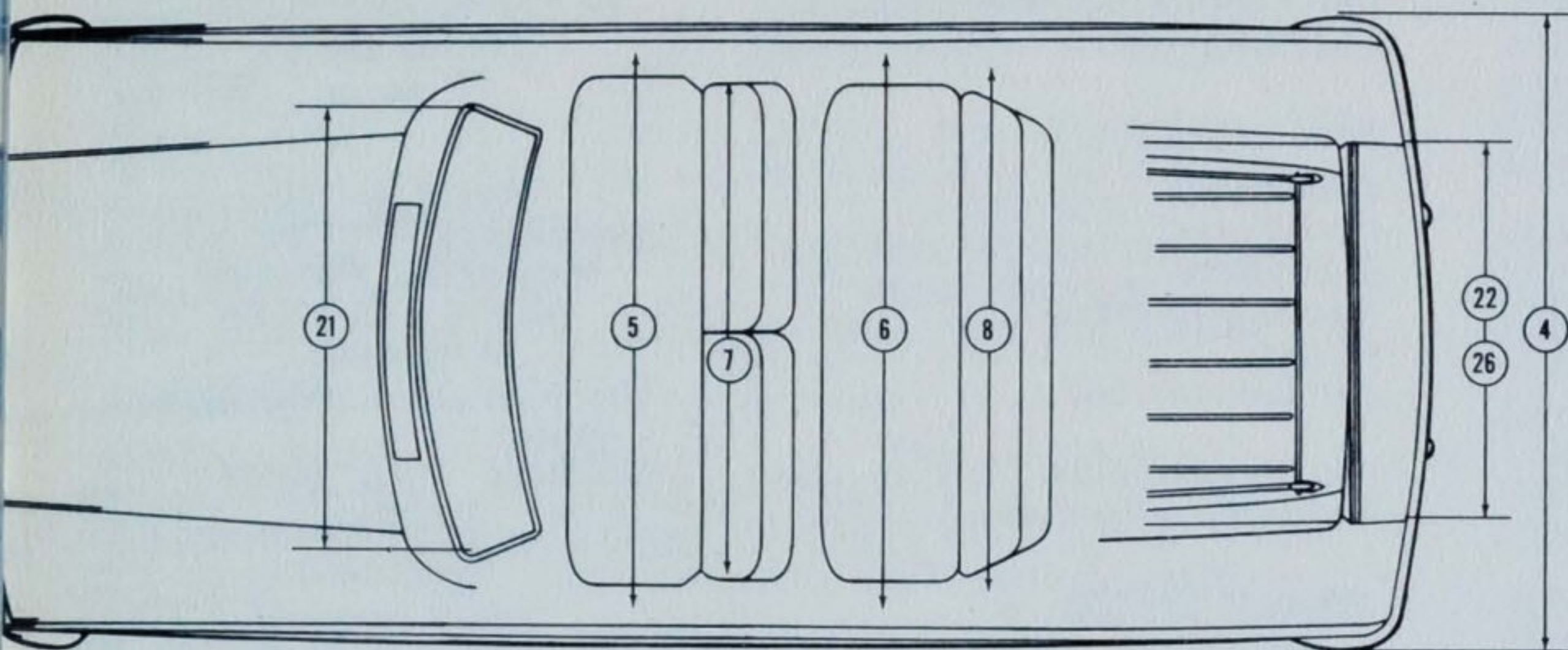
Windshield Washer
Back-Up Lights
Non-Glare Rear View Mirror, Inside
Rear View Mirror, Outside, Lt. or Rt.
Visor Vanity Mirror
Spotlight
Courtesy Lights
Air Mat
Air Conditioning System
Illuminated Compass
Tissue Dispenser
Wheel Trim Discs
Manual Radio
Push-Button Radio
Electric-Wound Clock
Locking Gas Cap
Contour Rubber Floor Mats, F. & R.
Partial-Flow Oil Filter
Seat Belts, Front and Rear
Seat Covers, Clear Plastic, F. & R.
Seat Cushion Toppers, Front and Rear
Touch-Up Paint, Brush or Spray
License Plate Frame
Door Edge Guards
Door Top Ventshades
Travel-Rack Luggage Straps, Leather
2nd Horn (Deluxe and Super)
Battery, Autolite Dry-Charge
Air Cleaner Replacement Element
Mileage-Minder
Trunk Light, Automatic
Center Pillar Overlay

SEDAN DIMENSIONS



1. Wheelbase.....	100.00"
Front Tread, Rear Tread.....	54.62", 55"
2. Length, Overall.....	173.1"
3. Height, Overall (6.00 tires)...	56.20"
Height, Overall (6.50 tires)...	56.60"
4. Width, Overall.....	70.00"
5. Hip room, Front.....	58.00"
6. Hip room, Rear.....	45.25"
7. Shoulder room, Front.....	51.50"
8. Shoulder room, Rear.....	49.75"
9. Head room, Front.....	35.00"
10. Head room, Rear.....	33.00"
11. Leg room, Front.....	44.00"
12. Leg room, Rear.....	37.50"
13. Seat height, Front.....	9.86"
14. Seat height, Rear.....	12.00"
15. Seat depth, Front.....	17.85"
16. Seat depth, Rear.....	16.59"
17. Clearance at rear engine cross member (loaded).....	5.32"
18. Steering wheel to cushion.....	5.69"
19. Height of windshield.....	12.98"
20. Height of rear window.....	11.36"
21. Windshield width and area....	50.06", 838 Sq. In.
22. Rear Window width and area.	45.04", 571 Sq. In.
Total glass area.....	2747 Sq. In.
23. Trunk Capacity, Tire In.....	23.8 Cu. Ft.

STATION WAGON DIMENSIONS



1. Wheelbase.....	100.00"
Front Tread, Rear Tread.....	54.62", 55"
2. Length, Overall.....	173.1"
3. Height, Overall (6.00 tires)...	56.40"
Height, Overall (6.50 tires)...	56.80"
4. Width, Overall.....	70.00"
5. Hip room, Front.....	58.00"
6. Hip room, Rear.....	45.25"
7. Shoulder room, Front.....	51.50"
8. Shoulder room, Rear.....	49.75"
9. Head room, Front.....	35.25"
10. Head room, Rear.....	34.00"
11. Leg room, Front.....	44.00"
12. Leg room, Rear.....	37.50"
13. Seat height, Front.....	9.86"
14. Seat height, Rear.....	12.00"
15. Seat depth, Front.....	17.85"
16. Seat depth, Rear.....	16.59"
17. Clearance at rear engine cross member (loaded).....	5.32"
18. Steering wheel to cushion.....	5.69"
19. Height of windshield.....	12.98"
20. Height of rear window.....	12.3"
21. Windshield width and area....	50.06", 838 Sq. In.
22. Rear window width and area..	39.3", 466 Sq. In.
Total glass area.....	3402 Sq. In.
23. Cargo compartment length, rear seat down.....	73.68"
24. Cargo compartment length, rear seat up.....	42.32"
Cargo capacity, seat down.....	64 Cu. Ft.
Tail-Gate opening height.....	25.92"
Tail-Gate opening width.....	40.4", 39.2" @ floor

SPECIFICATIONS

ENGINE, GENERAL

	Deluxe & Super	Custom
Type, 6-Cyl. In-Line.....	L-Head	OHV
Bore.....	3 1/8" x 4 1/4"	
Displacement.....	195.6 cu. in.	
Adv. Horsepower.....	90 @ 3800	125 @ 4200
	RPM	RPM
Adv. Torque.....	160 @ 1600	180 @ 1600
	RPM	RPM
Compression Ratio.....	8.0:1	8.7:1
Engine Mtg.....	4-Point, Rubber Cushion	
Cyl. Block & Hd.....	Special Cast Iron Alloy	

VALVES

Int. Dia. & Lift.....	1.469", .324"	1.594", .366"
Exh. Dia. & Lift.....	1.281", .322"	1.343", .361"
Valve Tappets.....	Solid, Adjustable, Alloy Steel	

PISTONS

Type.....	Conformatic	
Mat'l. & Wt.....	14 oz. Alum. Alloy	14.7 oz.
No. of Rings.....	Two Compression, One Oil	
Type Lower Oil Ring.....	3 Pc., Slotted Rail	
Piston Pin.....	Locked-In-Rod (.8595"—.8598" Dia.)	

CONNECTING ROD

Material.....	Drop Forged Steel	
Length and Wt.....	6 5/8", 23 oz.	
Bearing Mat'l.....	4, Steel Backed Micro-Babbitt	
Brg. Dia. and Length.....	2.0951" x .959"	

CRANKSHAFT

Material.....	Drop Forged Steel	
Vibration Dampener.....	Rubber and Friction	
Counter-Balanced.....	100%	
Bearings, Main.....	4, Steel Backed Micro-Babbitt	
Bearings, Dia. & Length.....	2 3 1/64" x 1 1/8", #4—2 3 1/64" x 1 17/32"	

CAMSHAFT

Mat'l. and Drive.....	Cast Iron Alloy, Chain	
Bearings.....	4, Steel Backed, Micro-Babbitt	
Int. Valve Timing (Open, Close)	10° BTC, 58° ABC	12 1/2° BTC, 51 1/2° ABC
Exh. Valve Timing (Open, Close)	49° BBC, 19° ATC	53 1/2° BBC, 10 1/2° ATC

LUBRICATION

Main, Conn. Rod, & Camshaft Brg.....	
Cylinder Walls.....	
Piston Pins.....	
Tappets and Timing Chain.....	
Oil Pump, Gear, Fixed Int.....	
Oil Filter, Opt.....	

FUEL SYSTEM

Carburetor.....	
Fuel Pump.....	
Fuel Filter.....	
Vacuum Booster.....	
Choke.....	
Air Cleaner, Std.....	
Air Cleaner, Opt.....	
Recommended Fuel.....	

EXHAUST SYSTEM

Muffler Type.....	Ceramic Armored, Reverse Flow
Header Type.....	Pipe, Rt. Side Sweep, Left Side
Exhaust Pipe.....	1 3/4" Dia. 2" Dia.
Tail Pipe (Ceramic Armored).....	1 1/2" Dia. 1 3/4" Dia.

COOLING SYSTEM

Radiator Type.....	Tube and Fin
Radiator Cap Press.....	13 PSI, Vented Cap
Thermostat.....	180° F. 195° F.
Water Pump.....	Centrifugal Belt Drive
Water Pump Loc.....	Front of Block
Water Jackets.....	Full Length
Fan Size.....	14" Dia., 4 Blades (5 with A.C.)
Fan Bearing.....	Double Row Ball Bearing

ELECTRICAL SYSTEM

Battery Model.....	11 MS-40 AH 11 MS-45 AH
Battery Type.....	7 Plates/Cell, 12 Volts
Terminal Grounded.....	Negative

Deluxe & Super Custom

Pressure
Squirt Holes in Conn. Rod
Splash
Splash
50 PSI @ 3000 RPM
Partial Flow

Single Barrel
Mechanical, 4 to 5 1/2 PSI
Magnatrap, Standard
Std., in Fuel Pump
Automatic
Dry (Cellulose Oil Bath
Fiber)
Oil Bath
None
Regular

SPECIFICATIONS

	Deluxe & Super	Custom
Generator.....	Shunt Type	
Regulator.....	Volt and Amp. Control	
Starting Motor.....	Left side	
Starting Control.....	Ignition key	
Distributor.....	Left side	Right side
Distributor Advance.....	Centrifugal and Vacuum	
Coil.....	Top of head	Right side
Ignition Timing		
Firing Order.....	1-5-3-6-2-4	
Spark Plugs.....	H-10 or AL-7	H-18Y or AL-82
Spark Plug Gap.....	.033" to .037"	
Protection of Circuit.....	Circuit Breaker and Fuses	
Headlight Type.....	Sealed Beam, #6012	
Horn.....	One (2nd dealer acces.)	

POWER TRAIN

Clutch.....	Dry, single plate	
Clutch Plate Dia.....	5 ³ / ₈ " x 8"	5 ¹ / ₈ " x 8 ¹ / ₂ "
Clutch Plate Dia. (Heavy Duty).....	5 ¹ / ₈ " x 8 ¹ / ₂ "	6" x 9 ¹ / ₄ "
Clutch Release Brg.....	Ball, pre-lubricated	
O.D. Reduction Ratio.....	0.70:1	
Rear Axle Type.....	Semi-floating, hypoid	
Drive Type.....	Hotchkiss	
Axle Ratios		
Manual, Std.....	3.31:1 (13-43)	3.31:1 (13-43)
Manual, Opt.....	3.78:1 (9-34)	3.78:1 (9-34)
Overdrive, Std.....	3.78:1 (9-34)	3.31:1 (13-43)
Overdrive, Opt.....	4.11:1 (9-37)	3.78:1 (9-34)
Automatic, Std.....	3.31:1 (13-43)	2.87:1 (15-43)
Automatic, Opt.....	None	3.31:1 (13-43)

RUNNING GEAR

Front Suspension.....	Independent Coil
Rear Suspension.....	Longitudinal Leaf
Shock Absorbers.....	2-Way Hyd.—Direct Acting
Overall Strg. Ratio.....	22.0:1 (17.5 power)
Steering Wheel Dia. & Turns...	17", 3.92 (3.12 power)
Turning Dia.....	36 Ft.
Brake, Hyd.....	9", bonded lining, 139.52 sq. in.

Wheel Size.....	15" Dia. x 4" rims x 5 nuts
Tire Size.....	6.00 x 15 (6.50 x 15 Opt.)
Tire Pressure.....	24 PSI (Cold)

SHIPPING WEIGHTS

	DELUXE	SUPER	CUSTOM
2-Dr. Business Coupe (Fleet)...	2481	None	None
2-Dr. Club Sedan.....	2504	2506	2557
2-Dr. Station Wagon.....	2552	2554	2612
4-Dr. Sedan.....	2541	2544	2594
4-Dr. Station Wagon.....	2595	2620	2671
2-Dr. Convertible.....	None	None	N.A.

ADD WEIGHTS IF SO EQUIPPED

Flash-O-Matic.....	92	Individual Seats.....	10
Overdrive.....	47	Undercoating.....	12
Weather-Eye Heater..	11	6.50 Tires.....	4
Radio.....	6	Power Brakes.....	16
Twin-Grip Differential	4	Power Steering.....	30
OHV Eng. on Del.		Air Cond. & Heat....	60
& Sup.....	50		

LICENSE DATA

Wheelbase.....	100"
No. Cyl. and Displacement.....	Six, 195.6 Cu. In.
Bore and Stroke.....	3 ¹ / ₈ " x 4 ¹ / ₄ "
Taxable Horsepower.....	23.44
Starting Serial Number.....	B-221,001
Serial No. Location.....	Under hood, right side panel
Engine Code No. Location.....	Block, upper left front corner

CAPACITIES

Fuel Tank.....	20 Gals. (16.7 B.I.)
Cooling System.....	10 Qts. (8.3 B.I.)
Cooling System, with Heater...	11 Qts. (9.2 B.I.)
Engine Oil.....	4 Qts. (3.3 B.I.)
Engine Oil, with Filter.....	5 Qts. (4.2 B.I.)
Std. Trans.....	1.5 Pts. (1.25 B.I.)
Overdrive Trans.....	2.75 Pts. (2.3 B.I.)
Automatic Trans.....	20 Pts. (16.7 B.I.)
Rear Axle.....	3 Pts. (2.5 B.I.)

INDEX

Accessories.....	35
Air Conditioning.....	31
Axle Ratios.....	39
Baked Enamel Finish.....	19
Battery.....	23, 38
Body Dip.....	19
Brake System.....	29
Bumpers.....	8, 9
Camshaft.....	22
Capacities.....	39
Carburetor.....	23
Compression Ratio.....	20, 21
Connecting Rods.....	15, 22, 38
Construction Body.....	18
Convertible.....	3, 14
Cooling System.....	23
Crankshaft.....	22, 38
Cylinder Block.....	22
Deep Coil Ride.....	26
Dimensions.....	36, 37
Distributor.....	23, 39
Electrical System.....	23
Engines.....	20, 21
Engine Features.....	22
Engine Lubrication.....	23, 38
Equipment Chart.....	34
Equipment, Optional.....	35
Exhaust System.....	19

Fresh Air Intake.....	30
Fuel System.....	23
Generator.....	23, 39
Glass.....	11, 36, 37
Glove Box.....	17
Grille.....	8
Hand Brake.....	29
History, Rambler.....	1
Hood.....	8, 11
Horsepower.....	20, 21
Hypoid Rear Axle.....	25
Ignition System.....	23, 39
Instrument Panel.....	17
Intake Manifolds.....	20, 21
Interiors.....	16
License Data.....	39
Lubrication, Engine.....	23
Models.....	2
Parking and Stop Lights.....	9
Passenger Compartment.....	15, 16
Pistons.....	22, 23
Power Brakes.....	33
Power Steering.....	33
Power Train.....	25
Radio.....	33
Rear Axle.....	27, 39
Reclining Seat and Twin Beds...	32
Rust Proofing.....	19

Seats.....	15
Sedan, 2-Door.....	5, 26
Sedan, 4-Door.....	4, 26
Shipping Weights.....	39
Shock Absorbers.....	39
Solex Glass.....	33
Specifications.....	38, 39
Starter.....	23, 39
Station Wagon, 2-Door.....	7, 12, 13, 27
Station Wagon, 4-Door.....	6, 12, 13
Steering.....	28
Styling.....	8, 9, 10
Suspension, Front.....	26
Suspension, Rear.....	27
Tires, Tubeless.....	29
Torque, Engine.....	20, 21
Transmission.....	24
Tread.....	36, 37
Trunk Capacity.....	16, 36
Twin-Grip Differential.....	33
Undercoating.....	35
Valves.....	22, 38
Water Pump.....	23, 38
Weather Eye Heat and Vent.....	30
Wheels.....	29
Window, Rear.....	11, 36
Windshield.....	11, 36, 37
Windshield Wipers.....	23

BECAUSE OF AMERICAN MOTORS CORPORATION'S POLICY OF CONTINUING PROGRESS TO IMPROVE OUR PRODUCTS, SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

THE ACKNOWLEDGED LEADER IN FUEL ECONOMY

The Rambler American's reputation as the top fuel economy car has been won in many competitive economy runs and in 35 billion miles of owner use. Economy is designed and built into every Rambler American—proved by the fact that every major U. S. economy run in 1960 was won by a Rambler American.



A Rambler American Custom with overdrive beat all U. S. economy cars to win the Compact Car Class in the Pure Oil Economy Trials at Daytona Beach. The nearest competitor was topped by 6.67 MPG.



A Rambler American Custom with Flash-O-Matic topped all other compacts in winning the Compact Car Class in the 1960 Mobilgas Economy Run. No other car, in any class, could match the American's 28.35 MPG.



**RAMBLER... THE NEW WORLD STANDARD
OF BASIC EXCELLENCE**