

you can't be better than best!



CLASSIC 770

Rambler wins 1963 "Car of the Year Award"

How did we get to be best? By working at it for years. We didn't win the 1963 Motor Trend magazine "Car of the Year" award over-night. Years ago we decided on a policy of providing "maximum usefulness to the user." And we've stayed with it.



That policy has pioneered dozens of major improvements in the automotive industry. That's why the industry's most coveted "Car of the Year" award was given this year to the entire line of Rambler cars, "for outstanding design achievement and engineering leadership."

Unside construction gives greater strength—Better door fit

If you're buying a car this spring and have some other car in mind, you simply can't afford to overlook Rambler. It will just take you a few minutes to call on a Rambler dealer and get the facts.

For example, how is the car you are presently considering built? By the old



bolted body and frame method or single unit construction with the body and frame welded into one solid piece? If it is single unit, you have made a choice in the right direction. But, did you realize that Rambler pioneered this single unit method of construction 23 years ago? Since then, the industry has taken up the idea and is using it in one form or another—and for a very good reason, it produces a stronger longer-wearing body.

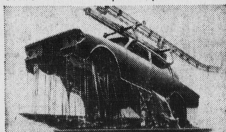
But now with exclusive Unside construction, Rambler again goes one better. The entire sides of the Classic Six and Ambassador V8 are stamped out of one

single sheet of steel. This method gives a better door fit, better body support and better weather sealing.

Deep-dip process is the world's most complete rustproofing

When you talked to other dealers did you inquire about rustproofing? Did anyone claim that their car had the best rustproofing in the world? No? Well, we do. It's called Deep-Dip.

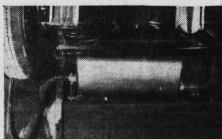
Developed right here in Canada specifically for Canadian conditions, Deep-Dip is an exclusive Rambler process. The entire car body is submerged into six huge tanks one after the other. Each of these tanks contain thousands of gallons of cleansing and scouring solutions that thoroughly prepare the surface of the steel. Then the car is dipped right up to the roof in a tank of primer paint. Sounds



better than the usual spray job? You're darn right it is. As a matter of fact, in the process we spill more than the others use! The Rambler body also contains 75% more rust-resisting galvanized steel than before.

Ceramic-armoured muffler is guaranteed for as long as you own the car

Did you look into service-free features? Are you getting a muffler that's guaranteed for as long as you own the car? You

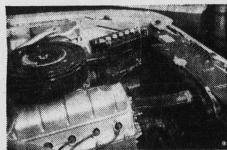


do on a Rambler. It's Ceramic-Armoured and fights off rust and corrosion. Remember that name: Ceramic-Armoured, only Rambler has it.

Battery and coolant are guaranteed for 2 years or 24,000 miles

About your battery and coolant: anybody mention them? Why not? They cost you money to maintain. That's why Rambler gives you a battery that's unconditionally guaranteed for two full years or

24,000 miles. If it fails anytime before the guarantee period you get a brand new battery at absolutely no cost to you. The coolant is an all-season radiator fill. You never need to add water or anti-freeze. And it prevents rust and corrosion in your cooling system. It's got a two-year 24,000 mile guarantee, too.



What about warranties? What story did you get there? Well, we want to be blunt. In no case is any other automotive warranty better than Rambler's in the area of items that could be costly to you.

Comfortable reclining seats highlight Rambler interiors

How about comfort and safety? Are you getting reclining seats and head-rests? You do on a Rambler. They're



chair-height and adjustable. Rambler's interiors have head-room, leg-room and hip-room measurements to equal or better any other car in their class.

Double-safety brakes give added protection

Are you getting Double-Safety Brakes? They're the ones with the two separate hydraulic lines. One to the front wheels, one to the rear. If one set of brakes fail, the other continues to operate. Rambler's got them—very few others have.



Are you getting an alternator? It's a standard feature on every Rambler. It keeps your battery charging even when the engine is idling. Your electrical system can never drain your battery dead.

X-Ray booklets separate fact from fiction

We've compared engineering so now we're on to styling. This is something you'll have to see for yourself. But we'd like to quote what Motor Trend said: "Lean, clean lines that are apparent from almost any angle."



What we have told you so far is only the basis for a comparison. For more detailed information on all makes and models go to your Rambler dealer and get your free copies of this exclusive X-Ray booklets. One of them compares the Rambler American, the lowest priced Canadian-built car, with all other compacts. The other booklet compares the Classic and the Ambassador with all the cars in their class.

Illustrations compare the features of competitive cars

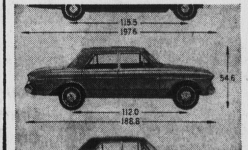
These booklets will help you to compare all the cars you may be considering. With them you'll be able to separate fact from fiction as you shop around. In them you'll find charts and comparison tables presented in a simple and easy-to-read form. The information you get covers



exterior dimensions, interior comfort and convenience features, engine sizes and specifications and every other detail you'll want to know.

Charts give full details of specifications

At the end of each booklet there's a list of prices for all competitive makes and models. These are the manufacturer's recommended list prices. Now you



can see exactly what you get for the price you pay. And remember, these valuable booklets are free from your Rambler Dealer.

By the way, while you're at your dealer's take a test drive in a Rambler. That's the best comparison and the one that only you can make to prove to yourself that Rambler is your best Automotive buy.

Rambler

A PRODUCT OF AMERICAN MOTORS (CANADA) LIMITED

THE LOW-PRICED AMERICAN SIX... THE POPULAR CLASSIC SIX... THE POWERFUL AMBASSADOR V8