

Rambler Models Feature Slim, Racy Appearance

The 1963 Ramblers by American Motors Corp. re-emphasize the compact leader's size and balance concept while utilizing new body building techniques to take on a fresh new appearance.

The new Rambler Classic Six and Ambassador V-8 are lower in silhouette, look much bigger but are actually more than an inch shorter in over-all length than previous models.

Coming on the heels of the best sales year in the company's history, Rambler's first major appearance change in several years is based on an advanced unit construction method that results in a stronger, safer body and greater precision and quality in manufacturing.

OTHER HIGHLIGHTS of the '63 Rambler include a seven-fold increase in use of galvanized steel for greater rust-resistance, step-down design with lower over-all height, curved side glass, new grille design, large wrap-around bumpers, new Twin-Stick floor shift transmission with overdrive, permanently lubricated transmissions, alternators, and many other improvements to further reduce maintenance costs and service requirements. Continued features include Rambler's double-safety brake system and ceramic-armored muffler and tailpipe.

Thomas A. Coupe, sales vice-president, said the new Ramblers "reconfirm our confidence in the compact concept as the dominant single force in the automobile industry."

Coupe said that "one of the by-products of our new unit body construction is increased wheelbase without increased over-all length."

THE '63 RAMBLERS are lower, slimmer and racier in appearance. Over-all height is reduced nearly three inches. A modified step-down floor panel permits the lower silhouette without loss of interior roominess, Coupe noted.

The changes in basic body structure permitted a complete change of sheet metal for a "contemporary, youthful look which is still distinctively Rambler," Coupe said.

Crisp body lines are accented by slim front pillar and center posts and curved side glass, the first to be featured on a low-priced American car. Wide rear pillars slope forward to give stronger support to the slim roof line. Side window openings are framed in anodized aluminum extrusions curved to accommodate the new side glass.

BELOW THE lower belt-line, new body sculpture adds to the general impression of fleetness and taut responsiveness. Tasteful body trim contributes to the look of cleanlined simplicity, the principal adornment being concave spears continuing from front to rear on the Classic and a modified version extending from headlights into the front panels of the Ambassador, which also has a wide molding on the lower side panels.

From the front, the new Rambler displays a distinctive concave grille with vertical grids setting off the Rambler name stamped in the center of the Classic grille. The Ambassador carries its own nameplate. The all-new grille is of one-piece aluminum construction with bright anodized finish for greater corrosion resistance.

MASSIVE FRONT and rear bumpers of deep wrap-around design eliminate the need for bumper guards. Rectangular-shaped turn and parking lights in front and the rear backup lights are integrated into the bumper design in a recessed position. The front lights are amber colored for better identity in both day and night driving.

The advanced type of single-unit construction introduced for the first time in the '63 Rambler is a major innovation in the field of body engineering.

The unique body construction replaces previous multiple components with single stampings, thus reducing human or mechanical error in forming sections. The finished body has 30 per cent fewer

parts, resulting in greater structural rigidity and quieter car operation. Over-all weight is reduced some 150 pounds.

IN THE BUILDING process, new one-piece outer unisides are welded to inner unisides to form a complete box structure around door openings and rocker panels. The single stampings produce door openings of uniform size for precision fits. Other one-piece stampings include floor pans and front and rear window openings which are stronger and permit better sealing.

Transmission options for 63 include a new "Twin-Stick" floor shift transmission with overdrive which provides five forward speeds. The feature is available for top-line models equipped with a new bucket seat console, on which the floor-shift levers with a separate stick for overdrive are mounted.

The gear-shift lever is topped with a spring-loaded button which permits instant kick-down from overdrive to direct gear. Lever travel is held to a minimum for quicker, more positive shifting. A small light signals when the overdrive lever is moved to the "in" position.

THE E-STICK automatic clutch

transmission, introduced last year on the Rambler American, is an added option for the 1963 Classic cast-iron engine. It combines the economy of a standard transmission with much of the convenience of an automatic transmission. There is no clutch pedal to operate when shifting gears.

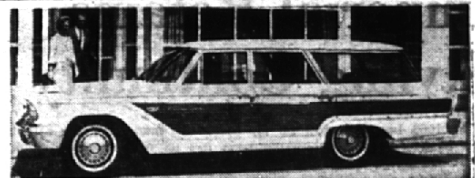
Flash-O-Matic automatic transmission, optional on all models, is controlled by a new lever mounted on the steering column in place of the push-button system formerly used.

Ambassador models feature all-electronic alternators and transistor voltage regulators as standard equipment. The alternator provides extra power for operating lights, heater and power accessories at idle speeds, thus extending battery life. Service requirements are reduced by the new voltage regulator which has no moving parts or contact points. These devices are also standard on Classics with air-conditioning.

THE ALL-NEW instrument panel has a printed circuit which eliminates much wiring and reduces the possibility of malfunction.

Engines have new three-point mounting which improves smoothness of operation at all speeds.

(See RAMBLER, Page 14)



3rd Seat Looks Forward

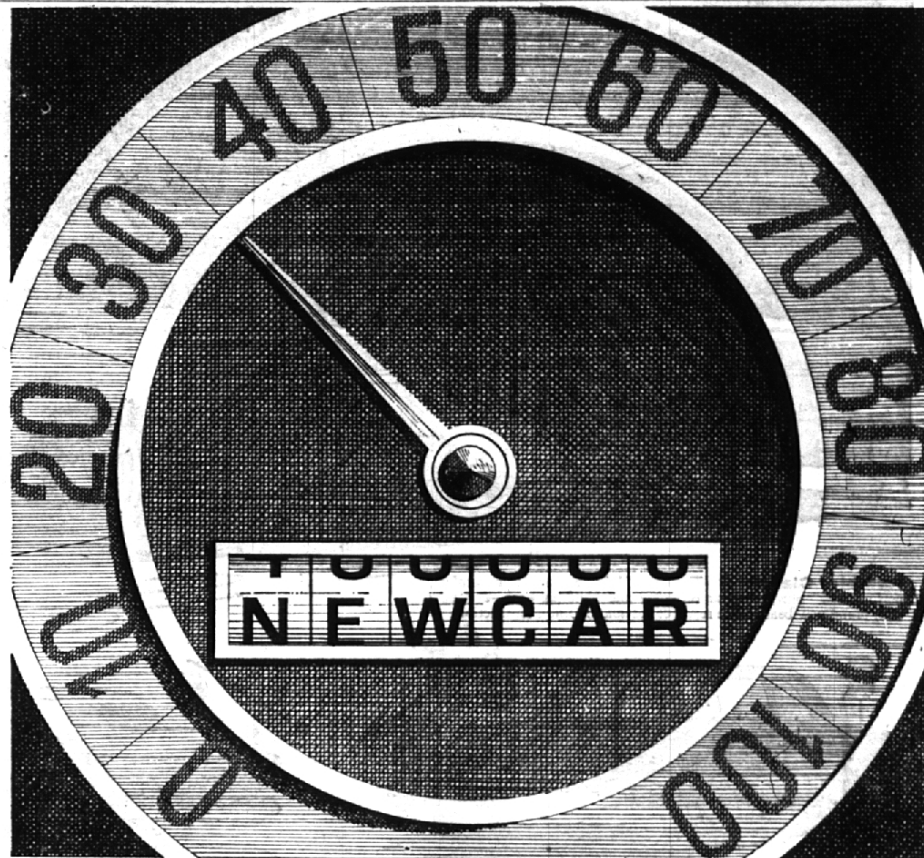
Ford Motor Co. reports that its nine-passenger Galaxie Country Squire station wagon for 1963 has the "only forward-facing third seat in the low-priced field." It also has "one of the widest tailgate openings in the industry—more than 50 inches." The four-door hardtop (lower picture) is one of 14 Galaxie models.

Red, White, Blue Stressed by Buick

Red, white and blue with the accent on youth—that's what you'll be seeing in Buick Motor division's exhibit area at the National Automobile Show in Detroit, Oct. 20-28. The red, white and blue colors provide the decorative combination in carpeting, booths and other displays.

The accent on youth is in the new Buick automobiles on display.

This year's lineup of 1963 Buicks includes the biggest assortment of convertibles and sports coupes in Buick history with a wide selection of options that will further appeal to youthful buyers.



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