



# DATA American Motors BOOK

### HOW TO USE YOUR 1967 AMERICAN MOTORS DATA BOOK

### This Data Book is divided into three easy-to-use divisions

### major feature highlights . . . See pages immediately following.

Here's where you'll get a quick survey of what's new and great about your '67 American Motors line-up. These are across-the-board items that you'll be able to discuss with any prospective American Motors customer-



### model sections . . . See pages following colored tabs.

Here are the basic working sections of your Data Book. After each tab is the major feature information specific to each line . . . model line-up codes, feature highlights, equipment lists, and model illustrations and distinctions. You'll find most of what you need to assist customers, right here.



### reference sections . . . See pages following white tabs.

Here you'll find, in expanded form, a technical and specification follow-up on what was mentioned under the Model sections. This is more than just a "nuts-and-botts" rundown. Much of the Ardrock selling information, including standard and optional equipment, is found right here. Familiarize yourself with the Reference sections to you'll be able to discuss the product knowledgeably with your customers.



American Motors ... Quality built in ... so the Value stays in



### 1967 American Motors Product Concept

Our 1967 models inherit important new ingredients that will substantially strengthen the products to command greater public attention and desirability for ownership. Each of the '67 car lines has its own dynamic feel, look and character. Each line is designed and priced to compete more vigorously and successfully with competitive counterparts.

The REBEL, AMBASSADOR and MARLIN are all new products in the full sense of the word . . . chuck full of improvements and innovations designed to meet the demands of the most critical-minded consumer. The REBEL name replaces CLASSIC for our intermediate RAMBLER line to help establish a fresh, bolder product image. With this change, the new sporty designation, SST, is attached to high-line hardtop and convertible models.

The RAMBLER AMERICAN, refined with new trim plus a host of detailed improvements, continues the well-balanced compact economy-car theme with added emphasis on V-8 performance.

We are convinced that our 1967 models will attract greater public attention and respect by attaining the following goals:

- 1. Build public confidence in AM and its cars.
- 2. Establish a desirable personality or image for AM and its cars.
- 3. Gain public awareness in the scope and range of cars offered by AM.
- 4. Strongly register new features and dramatic improvements for 1967 in . . .
- STYLING COMFORT

- PERFORMANCE (V-8 & 5)
- DURABILITY

- SIZE
- . SAFETY

- e ECONOMY (6 & V-8)
- · QUALITY

- ROOM
- CONSTRUCTION
- ...
  - . HANDLING EASE

WARRANTY

American Motors' 1967 automobiles represent the greatest change we have made in a single year.

Our long-range research, engineering, styling and development programs plus ultra-new manufacturing facilities have all combined to produce a superior new product line—a line which we can confidently say is "better than" competition.

All-new styling with a dramatic flare is more than fully competitive with any car offered today.

Our powerplants present a strong selling story. We have all-new Typhoon V-8 engines across the board, plus the great Torque-Command Sixes available on all models.

Our leadership in automotive safety is strengthened by many new standard safety features, in addition to those we have pioneered over the years, such as single-unit body construction, Double-Safety brake system, and ceramic-armored exhaust system.

In addition, there are many factors strengthening our selling advantages. New size. New room. New mechanical features. New colors. New trim and upholstery. New options. New warranty. Plus a host of detailed product improvements.

You do have an exciting story to tell and exciting products to sell. In this Data Book, that story is told in complete detail. To assure your selling success, we suggest that you become familiar with this book so that whenever a product question arises, you will know where to find the answer.



Roy alemethy

Roy Abernethy, President American Motors Corporation

# new "2/24 + 5/50" warranty

No other car offers a more comprehensive warranty (see pages 12 and 13).

### new series identification (Rebel)

RAMBLER AMERICAN

RAMBLER REBEL . . . replaces RAMBLER CLASSIC. For top-line models, SST replaces REBEL

AMBASSADOR & MARLIN by American Motors

# new top-line luxury convertibles added to hardtops

American ROGUE . . . ROGUE convertible replaces 440 convertible. Rebel SST . . . SST convertible replaces 770 convertible. Ambassador DPL . . . DPL convertible replaces 990 convertible.

### new styling

American . . . New grille, side moldings, rear panel trim, wheel discs and hub caps. New "sporty" instrument cluster and "high-back" bucket seats. New upholstery fabrics and designs.

Rebel . . . . . Ambassador Marlin

Completely-new, longer, wider, roomier with all-new styling. Longer hoods, shorter decks. Added flare with up-sweep of belt-line at rear quarter. Sleeker, more streamlined sweep of hardtop and convertible rooflines blending into rear decks. Hardtop roof on new two-door "Sports Sedan" with slim center pillar. New "Safety-Styled" instrument panels. New upholstery fabrics and designs. New "high-back" bucket seats.

# HIGH-LIGHTS FOR 1967!

### new advanced-design engines

Seven new-concept engines for '67: the newest, most modern line in the industry. Three Torque Command sixes, 199 and 232 cubic inches. Four radically new Typhoon V 8's, 290 and 343 cubic inches. Six newly-improved with the control of the control

### new 4-link rear suspension

This new major mechanical feature for Rebel, Ambassador and Marlin gives better stability, quieter operation and a smoother ride.

new seat line-up

Four luxurious seating arrangements for '67:1. Full-cushion, splitback reclining (now available on American only). . . 2 Full-cushion, full-back non-reclining (or full-cushion, split-back non-reclining) . . 3. Individually-adjustable reclining. . . 4. Individually-adjustable reclining "high-back" buckets with center folding armrest and cushion (or console for floor shift).

### Built-In Extra - Value Quality Features

1. Double-Safety Brake System

Two independent hydraulic systems (front and rear) eliminate possibility of complete loss of pressure in the event of brake line rupture. New brake system warning light alerts driver in case either system develops failure.

2. New Built-in Safety Features See pages 10 and 11).

3. Ceramic-Armored Exhaust System

Still an exclusive feature, a special flame- and corrosion-resistant coating on muffler plus tail and exhaust pipes makes this the longest-lasting exhaust system on any U.S.-built car.

4. Advanced Unit Construction

With exclusive one-piece Uniside panels, this s the same basic method of construction used in jet airliners for rigidity, durability, safety, quiet. 5. Deep-Dip Rustproofing

An exclusive in our class, the entire lower body is dipped in rust-resisting solutions. Provides surer, more complete protection than other processes using "shallow dip" or "spray only" methods.

6. Lustre-Gard Acrylic Enamel

Three coals (not just two), with the final finish baked on, gives a harder finish that retains "showroom beauty" years longer.

7. Molded Ceilings

Cushioned Acoustical molded ceilings for Robel, Ambassador, and Marlin—laminated foam-and-fiber for American—provide perfect fit, better appearance, insulation against heat and noise, plus safety benefits (compared to ceilings with no padding).

8. Coll-Spring Seats

Used front and rear, are an exclusive in our class, account for American Motors' traditional deep-seating comfort.

9. Roof-Top Travel Rack for Station

An exclusive standard feature (except on 220) that enhances styling and utility of American Motors wagons. Costs extra on competitive wagons.

10. Choice of Tailgate Design Plus Hidden Compartment

Rebel and Ambassador 2-seat wagons offer choice of lower-hinged tailgate or side-hinged tailgate. Unique side-hinged tailgate is standard on 3-seat models. New, larger hidden compartment.

11. Weather-Eye Heating and Ventilating System

The fresh-air system that was an American Motors "first." Improved for 1967, and again

standard. Optional All-Season Air Conditioning also improved.

12. Widest Choice of Seats and Headrests Selection of full-cushion seats, individually adjustable seats, high-back bucket seats, reclining seats, safety headrests gives every American Motors customer the advantages of customized seating.

13. Four-Coil-Spring Suspension

On Rebel, Ambassador, and Marlin, combines with new four-link, trailing-arm rear suspension for exceptionally smooth, quiet ride and greater road stability.

14. Curved-Glass Side Windows

An extra styling note, with metal edges for convertibles, hardtops, Marlin, and two-door Sports Sedans.

15. Extruded-Aluminum Door-Window Frames

A quality feature of Rebel and Ambassador four-door sedans and station wagons.

16. Extruded-Aluminum Grilles
Far superior to the thin stampings of com-

petion. Used on all models except Rebel, which features a brand-new "venturi style" cast grille.

17. Electronic Alternator System

With transistorized voltage regulator, helps keep battery at full charge, because it produces charging current even at idling speeds.

18. Powr-Guard 24 Battery

"Intercell" construction gives greater power, efficiency and long life because of reduced power loss between cells.

 32,000-Mile (or Three-Year) Chassis Lubrication

Sealed units, special long-life lubricants eliminate necessity for frequent "lube jobs."

# 1967 Rebel, Ambassador & Marlin . . .

The words "brand-new, beautiful and bigger" quickly describe the overall concept and feeling of the 1967 REBEL (was Classic), AMBASSADOR and MARLIN. With the new REBEL series name, "SST" is the new designation for topline models.

889	ie mouels.			
•	REBEL is longerwagons		(was	195")
2				
	REBEL wheelbase increased		(was	
•	AMBASSADOR is longerwagons	202.5° 203.0°		
	AMBASSADOR wheelbase increased	118"	(was	116")
•	MARLIN is longer	118"		
•	ALL THREE are wider			
	Results in thicker doors	7,	5" (w	as 6")
•	2-Door "Sports Sedan" uses hardtop r	oof (v	vas s	edan)

- Wagons have considerably larger cargo volume...
  Increased from 73 to 91 cu. ft. (with rear seat folded down)
  Cargo floor length increased from 88.1' to 92.6'
  Cargo floor width @ wheelhouse, from 43.4' to 45.1'
  Cargo height @ rear wheel, from 27.8' to 31.7'
  Tallgate opening height, from 24.6' to 27.8'
  Tallgate opening width, from 51.7' to 53.7'

- 2-seat wagons offer choice of tailgate design...
   Lower-hinged or side-hinged tailgate (side-hinged tailgate standard with 3rd-seat).
- Wagons have new fold-down mechanism for 2nd seat... gives full length cargo floor up to front seat... also flat floor.
- 3-seat wagons have new spare tire added ("LifeGuard" cancelled).
- 3rd seat has more seating room. Side-hinged door and electric window, standard.
- · Larger "hidden" compartments for wagons.
- New simulated wood-grain option for 770 and 990 wagons.
   "Dinoc" covers large side area.
- New SST & DPL convertibles replace 770 & 990 (individually-adjustable reclining seats standard). Rear hiproom increased, 45.4" to 51.2".
- New folding top design allows for 3 rear-seat passengers.
   Streamlined look with top up. Low stack height when down.
- Shoulder room increased 2.2" . . . from 57.8" to 60.0" (all).
- Rear legroom increased 2.0"...from 37.6" to 39.6" (4-door).
- · New "Safety-Styled" instrument panel layout.
- New "safety" items (see pages 10 and 11).
- New "bonded" windshield installation method.
- New rear suspension design for better stability, quieter operation, smoother ride. New 4-link, trailing arm design with coil springs retained, torque tube cancelled.
- New Typhoon "290" (2-B.) and "343" (2 and 4-B.) V-8 engines replace "287" and "327" V-8's.

### ... New Features in Brief

- 145 HP Torque Command "232" 6 standard on all.
   155 HP Torque Command "232" 6 Optional (2-B.) . . . was standard on Ambassador.
- Rear, side "wink" lights on Rebels (not wagons) . . . new feature. Rebel wagon, Ambassador wagon, and Marlin use reflector.
- New front-door locking system for extra safety. Lock button replaces push-down-handle locking. Once locked with button, doors cannot be opened.
- . New pull-grip inside door handles (except 550).
- · New two-position front-door opening stop.
- New Sports Steering Wheel option for 550, 770, SST, 880, 990 and Marlin has simulated wood-grain rim (standard on DPL, plus wood grain center).
- New easy-to-operate vent windows with pull-to-open control on front. Lock button added to help prevent theft.
- New upholstery fabrics and designs (more all-vinyl op-
- tional trims).

  New "high-back" reclining bucket seats standard on SST and DPL hardtops.
- Revised offering of seating options (full-cushion, reclining backs are cancelled, but retained for American).
- New improved "Weather-Eye" heating, ventilating and "All-Season" air conditioning.
- New vinyl-covered roof option for 770 and 990 4-door sedans. Black or white. Continues optional on hardtops and Marlins.
- New improved radios . . . AM and AM/FM, plus rear speakers (optional).

- · New 8-Track Stereo Tape Player (optional).
- · Larger windshield wipers.
- . New console design (only with console-shift trans.).
- · Improved "Power-Lift" electric windows (optional).
- · Numerous electrical system refinements.

- . New gas tank filler door on left rear fender.
- New automatic transmission "vacuum-modulated-control" for smoother, more reliable operation. Modified valve body for 6, completely-new valve-body circuitry for V-8 (also on '66', American V-8). Also, new electric kick-down for greater reliability, plus qucker responsiveness when downshifting for passing. For 343 V-8, a new altitude compensator ("anerold") maintains uniform shift quality regardless of atmospheric pressure changes.
- New hub caps and wheel discs (discs standard on SST, DPL and Marlin).
- Larger Brakes (10" dia. flanged drums) for Rebel Six Wagons.
- Improved 9" Brakes (new cross-ribbed drums) for Rebel Six (except wagons).
- Larger tires for all Rebel Sixes Rebel V-8 Wagons and Convertibles, plus all Ambassador Wagons.
- New Wide-Profile, Red-Line, Hi-Performance Tires Optional for all V-8 models, except wagons.
- Front sway-bar added to Rebel Six wagons (std. all V-8).

# 1967 Rebel, Ambassador & Marlin... New Styling in Brief

- Completely-new, longer, wider and roomier cars with allnew styling.
- More interior room with better seating posture improves "people space" story significantly. All models have more hiproom and shoulder room. The 4-door models have more rear-seat legroom. All models have more trunk room. Station wagons offer significant gains in cargo space.
- "Safety-Styled" instrument panels are a noteworthy feature. Both the driver and passenger are given extra safety considerations in the basic design.
- REBEL by comparison with '66 CLASSIC has a completely-new concept featuring a "venturi" grille motif in die-cast metal. Top-line "SST" models have an all-black finish for grille insert.
- AMBASSADOR retains distinctive marks of identification with vertical dual headlights, V-profile "airfoil" grille (extruded aluminum) and vertical talllights. DPL grille has new "rally" turn-signal/park lights in grille instead of bumper (like Marlin).
- MARLIN adopts AMBASSADOR'S longer front end and grille styling with "rally" turn-signal/park lights in grille instead of bumper (like DPL). Major portion of MARLIN grille has a black anodized finish (instead of silver as on Ambassador).
- MARLIN has a much smoother-flowing fastback line that combines more effectively with the longer hood for better overall proportions.
- Hardtop roofs have a much sleeker, streamlined appearance and blend more smoothly to the lower body panels.
- 2-Door "Sports" Sedan (550 and 880) uses the identical hardtop roof (was 4-door sedan roof) for sportler look.
   A slim center pillar creates the 2-door sports sedan from the hardtop. The metal-edged side windows are used on the 2-door sports sedan (like hardtop, convertible and Marlin).

- Convertible top in "up" position also has a much sleeker, streamlined appearance, blending to the lower body more smoothly. New top mechanism folds farther behind rear seat into a low "stack height," affording full three passenger room.
- Although station wagons are also all-new in styling, the traditional mild or subtle step-down roof appearance is retained. The new roof-top travel rack looks better and has more utility.
- 4-Door Sedan roofs have a distinctive elegant look, fitting the character of this body style very well. Extrudedaluminum side-window frames continue on 4-door sedan and wagon models only.
- All models have a sportier, better-balanced appearance with longer hood and shorter rear deck.
- Belt-line at rear third has a new "up-sweep" profile adding a sleek, lean look to all models.
- New full-length paint stripes at the belt line add distinction to REBEL SST models (one horizontal stripe) and to AMBASSADOR DPL models (two "up-sweep" horizontal stripes).
- Greater glass area for improved "eye-level" visibility.
- Windshield and "A" pillar are set at a greater angle (swept-back) for sleeker appearance.
- The center or "B" pillar on 4-door models (plus front vent-window pillar on all models) is set at a swept-back angle (was vertical).
- The angle of the rear or "C" pillar permits easier rearseat entry (on 4-door models).
- The vertical division bar for rear door window is eliminated giving a "cleaner" appearance.
- Viewed from the front, the curved-glass side windows have greater curvature or "tumblehome" appearance. Curved-glass radius changed from 60" to 50".
- Elliptical-shaped wheel openings replace the previous sweep-type.

# 1967 American . . . New Features & Styling in Brief

The 1967 RAMBLER AMERICAN concept is one of styling continuity and refinement based on a well-balanced and well conceived compact car . . . the "compact economy king" also gains new performance image with V-8's.

- . New grille, extruded aluminum, fine-lined (no breaks).
- New side moldings: 440 and Rogue use wide-band lower molding. Rogue also has full-length, belt-line crease molding permitting unique two-tone option for hood, roof and rear deck (down to belt-line molding). Rogue also has front fender trim plate behind headlights.
- · New taillights (concave shape).
- New rear panel trim: 440 and Rogue use "engine-turned" panel. Rogue also has "racetrack" molding across rear trim panel.
- New hub caps and "mag-style" wheel discs (discs standard on Rogue).
- New Rogue convertible replaces 440 (individually-adjustable reclining seats, standard).
- . New multiple-dial instrument cluster ("sporty" look).
- . New thicker padding for instrument panel.
- New upholstery fabrics and designs (more all-vinyl optional trims).
- . New "safety" items (pages 10 and 11).

- Larger brakes (wider front linings) for all American Sixes (was 232 only).
- . Larger tires standard on American Six wagons.
- New Wide-Profile, Red-Line, High-Performance Tires optional for all V-8 models, except wagons.
- New option of 145 HP "232" 1-barrel engine:
   128 HP "199" 1-barrel engine continues standard.
   155 HP "232" 2-barrel engine continues optional.
- New (in '66%) Typhoon "290" V-8 engine (200 and 225 HP).
- New 280 HP Typhoon "343" V-8 with 4-speed.
- New standard 3-speed manual transmission for "290" V-8's.
- New automatic transmission "vacuum-modulated-control" for smoother, more reliable operation. Modified valve body for Six, completely-new valve-body circuitry for V-8 (also on '66% American V-8). Also, new electric kickdown for greater reliability plus quicker responsiveness when downshifting for passing.
- New "high-back" reclining bucket seats (standard on Rogue hardtop).
- · New Sports Steering Wheel option.
- Numerous electrical system refinements.

### 1967 Safety-Package Features, All Series (except noted)

- Double-Safety Brake System
- . New Brake System Warning Light
- New Shoulder-Belt Installation Provisions (Shoulder Belts, Dealer Accessory)
- New 4-Way Hazard Warning Signals, Standard (was Optional)
- . New "Lane-Changer" feature for Turn Signals
- · New Higher-Strength Door Locks
- New Front Door Positive Lock-Button System on Rebel, Ambassador and Marlin
- . New Energy-Absorbing Safety Steering Column
- New 3-Spoke, Deep-Dish Steering Wheel, 16" (was 17" on Rebel, Ambassador and Marlin)
- New "Safety-Styled" Instrument Panel Layout (Rebel, Ambassador and Marlin)
- New Double-Safety-Pivot Inside Rear-View Mirror with Anti-Glare Tilt feature (new standard)
- Rear-View Outside Mirror, Left (Remote-Control, Optional)
- · Padded Instrument Panel
- Padded Sun Visors
- · Back-Up Lights

- · Windshield Washers, Manual (Electric, Opt.).
- Variable-Speed, Non-Glare Windshield Wipers (Electric, Optional)
- High-Penetration-Strength Windshield Glass (Safety Glass all-around)
- . Seat-Belts, Front and Rear (new Retractable, Front)
- Headrests, Optional on All Models (new-wraparound design headrests for bucket seats)
- · Break-Away feature for inst,-panel ashtray
- · Molded Ceilings on Rebel, Ambassador, Marlin.
- Inside Chrome Roof Bows Removed from SST, DPL and Marlin
- Front-Sway Bar added to Rebel-6 Wagons
- . New tread-wear indicator (most sizes)
- Larger Tires for American Six wagons, all Rebel Sixes, Rebel V-8 Wagons and Convertibles, plus all Ambassador Wagons
- Larger Brakes (wider front linings) for all American 6's (was 232 only)
- Larger Brakes (10" dia. flanged drums) for Rebel-6 Wagons
- Improved 9" Brakes (new cross-ribbed drums) for Rebel-6 (except wagons)

# AM Compliance with GSA Safety Standards

The General Services Administration has established 17 basic safety requirements for 1967 vehicles purchased by them for Government fleet use. We have incorporated all 17 GSA safety items on all 1967 Rebels, Ambassadors and Mariins, plus 15 of the items on Americans. Although the GSA standards apply only to the 1967 and later models, 1968 American Motors' card did also incorporate many of these safety features.

	GSA STANDARD	1967	1966	REMARKS
1.	Anchors for Seat Belts and Shoulder Belts	Yes	Seat Belts only	Shoulder belt anchors added for 1967.
2.	Padded Instrument Panel and Visors	Yes-Rebel, Amb, and Marlin. Partial-American	All in principle only	All models have padded dash and visors "in principle," but only 1967 Rebel, Amb. and Marlin meet complex technical re- quirements.
3.	Recessed Instruments and Controls	Yes-Rebel, Amb. and Marlin. Partial-American	Partial compliance	American panels are carryover to 1967 and do not meet complex technical require- ments.
4.	Impact Absorbing Steering Wheel and Column	Yes	Partial compliance	New collapsible steering column and 3- spoke steering wheel on all 1967 models.
5.	Door Latches and Hinges	Yes	Yes-Rebel, Amb. and Marlin. No-American	
6.	Anchorages for Seats	Yes	No	
7.	4-Way Flasher Signals	Yes	Optional	Illegal in 3 states in 1966
8.	Safety Glass	Yes	Yes	
9.	Dual Brake System (Double-Safety)	Yes	Yes, since 1962, except signal light	New warning signal light standard on 1957 models.
10.	Standard Bumper Heights	Yes	Yes	
11.	Standard Gear Quadrant	Yes	Yes	Automatic Transmission
12.	Windshield Wipers and Washers	Yes	Yes	
13.	Glare Reduction Surfaces	Yes	Yes	
14.	Exhaust Emission Control	Yes	Yes	Calif. only (optional)
15.	Tires and Safety Rims	Yes	Yes	
16.	Back-Up Lights	Yes	Yes	
17.	Outside Mirrors	Yes	Yes	LH mirror standard. GSA requires RH mirror on wagons (can comply as an accessory).

### THE 1967 AMERICAN MOTORS ANNOUNCES A BOLD NEW WARRANTY

5/50,000 SYEAR OR SO,000-MILE WARRANTY ON THE ENGINE, DRIVE TRAIN,

5-YEAR OR 50,000-MILE WARRANTY SUSPENSION AND STEERING

American Motors Corporation warrants the engine block, head and internal parts, water pump, intake manifold, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle housing and internal parts, front and rear suspension (except shock absorbers and attaching parts), steering nums, steering year assembly, steering linkage, wheel bearings and road wheels of its 1967 cars to be free from defects in material or workmanship for 5 years or 50,000 miles\*. The owner must, every 4,000 miles or 6 months\*, change engine oil and install new oil filter; every 4,000 miles, clean oil filter cap (filter type), clean carburetor air cleaner element, inspect and correct fluid levels, drive belts and exhaust manifold heat valve; every 12,000 miles, service positive crankcase ventilation and exhaust emission control systems; every 24,000 miles, tune automatic transmission, replace carbaretor air cleaner element; every 2 years, replace engine coolant; every 32,000 miles or 3 years\*, inspect and lubricate chassis; and every 6 months, furnish evidence of this service to an authorized American Motors Dealer and have him certify its receipt and the car's mileage. Further, the entire car is so warranted for 2 years or 24,000 miles\*, except tires (warranted by the tire manufacturer). Any part so defective will be repaired or replaced in accordance with the applicable portion of the Warranty, without charge at an Authorized American Motors Dealership. Owners are responsible for deterioration, misuse, normal maintenance, replacement of service items and normal deterioration of soft trim and appearance items. \*whichever comes first

2/24,000 ON THE ENTIRE AUTOMOBILE

2-YEAR OR 24,000-MILE WARRANTY BY AMERICAN MOTORS CORP.

BUILT IN — SO THE VALUE STAYS IN

### here is the warranty in detail...

#### 1967 AMERICAN MOTORS NEW CAR WARRANTY

American Motors Corporation\* warrants such new 1967 car, including equipment and accessories thereon, supplied by American Motors and delivered to the original retail buyer by an authorized American Motors Dealer to be free from defects in material and workmanship under normal use and service for 2 years from date of such delivery (unless car is previously used, then from date of first use), or until it has been driven for 84,000 miles, whichever first occurs; and further warrants the engine block, head and internal aparts, been parts, water pump, intake manifold, transmission case and internal parts, torque converter, drive shaft, universal joints, rear axis housing and internal parts, front and rear suspension components (except shock absorbers and their attaching parts), steering ports, steering gear assembly, steering linkage, wheel bearings and road wheels on any such act to be free from defects in material and workmanship under oromal use and service for 5 years from date of such parts, and the such parts are supported to the such as a support of the such as yet subsets. The such as a support of the brake systems.

As a condition of the warranty on those engine, drive train, suspension and steering components listed above, the owner must, every 4,000 miles or every 6 enorths, whichever first occurs, change engine oil and install new oil filter; swery 4,000 miles, clean oil filter cap (filter type), clean curburetor air cleaned element, and inspect and cornect fluid levels, drive belts and exhaust menición thest where very 12,000 miles, service positive crankcase venitation and exhaust emission control systems; every 42,000 miles, are vice positive crankcase venitation and exhaust emission control systems; every 94,000 miles, or colont; every 32,000 miles or every 32,000 miles or every 23,000 miles or every 23,000 miles or every 24,000 miles or every 24,000 miles or every 24,000 miles or every 25,000 miles or every

American Motors Corporation's obligation under this warranty is limited to repairing or replacing without charge, at an authorized American Motors Dealer's place of business, any part of any such car that proves to be defective within the provisions of this warranty.

This Warranty shall not apply to tires (which are covered by the tire manufacturer's warranty), nor to normal maintenance services, such as, but not limited fa, engine or automatic transmission tune-up, full system cleaning, valve carbon removal, trake and clutch adjustments, wheel alignment and balancing and similar mechanical or body adjustments, nor to the replacement of service items such as, but not limited to apark plus, ignitions points, condensers, filters, bettls, hoses, wiper blades, chutch and brake linings and light butbs, nor to deterioration of soft trim and appearance items due to wear and exposure.

This warranty does not apply to any car which shall have been repaired or altered outside of an authorticed American Motors Celestrable in any manner so as to affect adversely its performance or reliability, nor to repairs or service required as a result of using parts not cold or approved by American Motors Corporation, nor to any car which shall have been subject to missue, negligence or accident

This warranty is in lieu of all other warranties, expressed, implied or implied in law, of American Motors. Corporation or others, including, but not limited fit, implied warranties or merchantability or fitness for a particular purpose, and all other obligations or liability on the part of American Motors Corporation or others, and American Motors Corporation neither assumes nor authorizes any other person to assume for it or for others are other obligation or liability.

\*for cars sold in Canada, American Motors (Canada) Limited

Remember... no other car offers a more comprehensive warranty.

		167 A M FEATURE		American		Rebel			Ambassador		ador	Marlin		
		'67 A.M. FEATURE ADVANTAGES	All Series	220	440	Roque	550	770	SST	880	990	DPL		
		Extruded aluminum grille	_	x	X	X	_	_	-	X	X	X	х	-
		Die-Cast "venturi" grille	-	-	-	_	X	X	×	-	-	-	-	-
		"Rally" lights (signals) in grille	_	-	-	_	_	-	-	1000	-	X	X	
	styling	Full-length pin striping	-	-	-	-	100	-	X	-	-	X	-	
	sofung	Curved-glass side windows	X	-	-	-	-	-	-	-	-	-	777	
		Metal-edged side glass (conv., ht. & sports sed.)	-	-	X	×	×	X	×	X	X	X	X	
		Aluminum door frames (4-door models)	-	-	-	-	×	X	-	8		-	-	
		Roof-top rack (wagons)	-	-	Х	-	×	×	-	*		-		
		Weather-Eye heat and vent. (standard)	X	-	-	-	-	-	=	7	=	-	-	
		Safety-Styled instrument panel		-		-	X	X	X	X	X	×	X	
		Coil seat springs, front and rear		-	-	-	-	-	-	=		-	-	0
		Headrests, optional	X	_	-	-	_	-	_	-	-			
		Seat belts, front and rear, standard	N.	-	×	×	×	×	×	~	¥	v	×	
		Indadj. reclining seats (std., conv.)	-			ŝ	2	x	x	^	0	Ŷ	x	
		High-back reclining buckets (std., HT)		_	-	^	=		-	_		÷	x	
		Folding center armrest, rear (w/buckets)						_	-	- 2	-	2	2	
		Push-button door locks, front and rear	^			_	X	x	×	×	X	X	X	
	interior	Pull-orip inside door handles	_	-	-	-		X	X	X	X	X	X	
		Pull-to-open vent windows		_	_	_	X	X	×	X	Ж	X	X	
		Energy-absorbing steering column		1000	4000	-	-	-	-		-	-	-	4
		3-spoke, deep-dish steering wheel		-	-	-	-	-	-	-	940	-	-	-
		4-way Hazard Warning Signals	X	100	-	-	-	-	-	100	100	-	-	
		Lane-Changer turn signals	X	-	-	-	-	-	777	-	77	-	-	
		Two-position front door opening stop	-	-	766	-	X	X	X	×	×	X	X	
		"Herculon" loop-pile carpeting	-	-	×	×	-	×	X	×	× 2		X	
		Molded cushioned-acoustical ceiling,		-	940	-	X	X	X	×	A	N.	X	
		Laminated foam-n-fiber ceiling	-	X	×	×	-	-	-	-	-	-	-	
		Advanced Unit Construction	х	-	-	-	-	-	-	-	-	-	-	
		One-piece "Uniside" assembly	X.	-		-	=	-	_	_			200	1.4
		Safety package, standard		_	-	_	_	_	_	_	300			_
	body	Deep-Dip Rustproofing.  Lustre-Sard acrylic enamel.	0	_	_	_	_	_		_		-	=	
	-	Rear side wink lights (not wagons)	^				×	X	X	-	-	_	-	
		Rear side reflectors (wagons and Marlins)				-	X	X	_	×	X	-	x	
		Non-glare, variable-speed wipers	*					-	-	_		-	-	
		Torque-Command Six, standard	X	-	=	_	=	-	=	=	=	-	- 3	
	anning	Typhoon V-8, optional	Ŷ		100	-		-	-	-	-	_	-	
	engine	Double-Safety Brake System and Warning Light	Ŷ	- 2				_	-	-	-	-	-	-
	and	4-link, trailing-arm rear suspension (all coils)	2	-	100	-	х	X	X	X	X	X	X	~
	ana	Intercell battery and electronic alternator	X	_	_	_	-	-	-	-	-	-	-	
	chassis	14-inch wheels and tires		-	-	-	200	900	200	200	-	-	-	
	01000000	Step-on parking brake	-	-	-	-	X	X	X	X	X	X	X	
14		Power disc brakes, optional (V-8)	X	-	-	-	- 22	-	-	-	200	-	-	
175														

#### THE 1967 RAMBLER AMERICAN MODELS AND BODY STYLES

two-door two-door Torque-Command 6's two-door four-door four-door hardtop & Typhoon V-8's sedan convertible sedan wagon 6705 6708 6706 6706-5 6705-5 6708-5 6709-5 6709-7 6707-7 Wheelbase.....

exterior dimensions

Overall Length..... OverallWidth..... Tread: Front, Rear......56.0," 55.0" Overall Height, Sedans 54.5"
Overall Height, Wagons 54.8"
Overall Height, Hardtops 53.4"
Overall Height, Convertibles 54.4"

### styling

For 1967, the Rambler American concept is one of refinement for a well-balanced, wellconceived compact car.

The front end is graced with new fine-line styling for the extruded-aluminum grille. Along the side, new moldings and wheel covers distinguish this car from the '66 and accentuate the crisp lines. The rear features new concave taillights and new rear panel trim. The 400 and Rogue feature wide lower-band moldings along the side, plus an "engine-turned" panel across the rear. And, the Rogue models offer a unique two-tone treatment covering the entire upper portion of the car.

#### interiors

Highlight of the new American interiors is the sporty new multiple-dial instrument cluster. Five round dials are grouped in a tastefully styled panel to give a true "sports car look." Complementing this are a wide new selection of upholstery fabrics and designs, new high-back reclining bucket sests, new wrap-overdesign headrests, plus new long-life Herculon carpeting on 40 and Roque models (also 220 with 4-speed). New "sports" steering wheel option.

### safety

Making American the standard of safety in the compact field are such traditional features as Advanced Unit Construction, Double-Safety Brake System, padded instrument panel (new design for 67) and padded sun visors; plus such new safety features this year as 4-Way Hazard Warning Signals (now standard), brake system warning light, energyabsorbing steering column, double-safetypivot inside mirror with non-glare feature and higher-strength door locks.

See pages 10 and 11 for the complete list of 1967 safety features.

### underneath

The brilliant new selection of engines, transmissions, and gear ratios creates a unique combination: makes Rambler American both the economy and the performance leader in its class. A trio of Torque-Command 199 and 232 Sixes ranging from 128 to 155 horsepower . . . plus a trio of Typhoon 290 and 343 V-8's ranging from 200 to a breathtaking 280 horsepower! Five transmissions are available, including a newly-engineered "four-on-the-floor" with close-ratio gears for even greater low-end acceleration on V-8's, Improved 9" brakes for sixes, 10" flanged drum brakes for V-8's. Improved Power Disc Brakes are optional on V-8's. Larger standard tires for six-cylinder wagons.

#### models

The Rambler American series is offered in a total of nine models in all of the five poul and total of nine models in all of the five poul and the series of the series of

# RAMBLER AMERICAN FEATURE HIGHLIGHTS

Exciting, bright, colorful—with new show and new go—that's Rambler American for 1967!

New trim, new colors, new upholstery, new safety make it a gem to behold.

The standard Torque-Command "199" engine makes this car again—as always—the Compact Economy King, And the optional Typhoon V-8's make this definitely the hottest performing car in its class.

In the compact field, this is the leader—whatever the values a prospect may be looking for!

### Rambler American Extra-Value Features

- 1. DOUBLE-SAFETY BRAKE SYS-TEM-With new system warning light.
- 2. NEW BUILT-IN SAFETY FEA-TURES (see pages 10 and 11).
- 3. CERAMIC-ARMORED EXHAUST SYSTEM-Exclusive feature includes muffler, exhaust and tail pipes.
- 4. ADVANCED UNIT CONSTRUC-TION-With exclusive one-piece uniside.
- DEEP-DIP RUSTPROOFING-Entire lower body (not roof) dipped in special rustproofing solution. An industry exclusive in class.

"100" Six (etd.)

128 67. 4400

182 67, 1600

Engines

Horsepower @ rpm

Torque 61 rpm

- 6. "LUSTRE-GARD" ACRYLIC ENAMEL-Triple coats, baked-on finish. 7. MOLDED CEILINGS-Laminated
- Foam-and-Fiber for American. 8. COIL SPRING SEATS Front and
- Rear-Industry exclusive in class. 9. ROOF-TOP TRAVEL RACK for
- STATION WAGONS-Exclusive standard feature, except on American 220. 10. 32,000-MILE (or 3-Year) CHASSIS
- LUBRICATION. 11. WIDEST CHOICE OF RECLINING SEATS AND HEADRESTS.

145 (6: 4300)

215 dt 1600

- 12. WEATHER-EYE HEATING AND VENTILATING, Standard-All-Season Air Conditioning, Optional,
- 13. CURVED-GLASS SIDE WIN-DOWS-With metal-edges for convertible and hardtop.
- 14. EXTRUDED-ALUMINUM GRILLE. 15. ELECTRONIC ALTERNATOR SYSTEM-With transistorized voltage
- regulator. 16. POWR-GUARD 24 "INTERCELL"

"343" V-8 (opt.)

280 (if 4800) 365 61 3000

BATTERY.

"290" V-8's (opt.)

200 61 4600

285 @ 2800

225 @ 4700

300 @ 3200

### Rambler American Performance Selector "232" Sixes (opt.)

155 fft. 4400

222 (6: 1600)

Carburetor	1-Barrel	1-Barrel	2-Barrel	2-Barrel	4-Barrel	4-Barrel
Comp. Ratio/Fuel	8.5:1/Regular	8.5:1/Regular	8.5:1/Regular	9.0:1/Regular	10.0:1/Premium	10,2:1/Premium
Displacement	199 cu. in.	232 cu. in.	232 cu. in.	290 cu. in.	290 cu. in.	343 cu. in.
Bore and Stroke	3.75" x 3.00"	3.75" x 3.50"	3.75" x 3.50"	3.75" x 3.28"	3.75" x 3.28"	4.08" x 3.28"
		T	ransmissions and A	xle Ratios to Ma	tch	
	-199	" Six	"232" Sixes	"290"	"290" V-8's	
Body Styles	Sedans and	Sedans and Hardtops Convertibles, without a/c and all with a/c	All Body Styles	All Box	Except Wagons	
				2-Barrel	4-Barrel	4-Barrel
3-Speed Manual, Column	3.08:1 (3.31)*	3.08:1 (3.31)*	3.08:1 (3.31)*	3.15:1	3.15:1	_
Overdrive, Column (opt.)	3.31:1 (3.08)*	3.31:1 (3.08)*	3.31:1 (3.08)*		-	
Flash-O-Matic, Column (opt.)	2.73:1 (3.08)* and (3.31)*	3.08:1 (2.73)* and (3.31)*	3.08:1 (2.73)* and (3.31)*	3.15:1 (2.87)*	-	-
4-Speed, Floor (opt.)			-	3.15:1 (3.54)*	3.15:1 (3.54)*	3.15:1 (3.54)*
Shift-Command, Console (opt.)		_	1000	3.15:1 (2.87)*	-	-

<sup>\*</sup>Optional at no extra cost.

# Rambler American ROGUE TWO-DOOR CONVERTIBLE

All of the distinctive trim featured as standard on the Rogue hardtop is also standard on the brand-new Rogue convertible (replacing the 440 convertible). This includes the front-fender trim plate, the rally-style lower molding as well as the full-length upper crease molding (which forms a sepa-





# RAMBLER AMERICAN ROGUE TWO-DOOR HARDTOP



# RAMBLER AMERICAN 440 TWO-DOOR HARDTOP



New American 440 trim includes a new rally-style wide-band lower molding along the side, new fine-line extruded aluminum grille. Across the rear, a new "engine-turned" trim panel is set between the new, bold concave taillights. Newly-styled hub caps are standard with new mag-style wheel discs optional.

### RAMBLER AMERICAN

# 440 FOUR-DOOR SEDAN



The 440 four-door sedan features the new rally-style lower body molding, drip-rail molding, rear pillar base molding, rear panel moldings with "engine-turned" insert, and gas cap "engine-turned" cover. The new mag-style wheel diacs are optional, (shown) while hub caps are standard.

### RAMBLER AMERICAN

# 440 TWO-DOOR SEDAN



In addition to the standard Rambier American exterior trim items, the 440 has the new rally-style moldings on lower body, drip rail, rear pillar base, and rear panel. Rear panel also has "engine-turned" insert and gas cap cover. New "map-style" wheel discs are optional.

# RAMBLER AMERICAN 220 FOUR-DOOR SEDAN



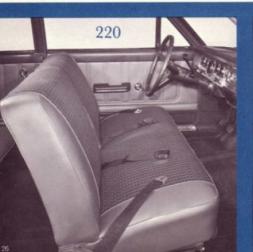
are displayed. Hub caps are standard, wheel discs optional.

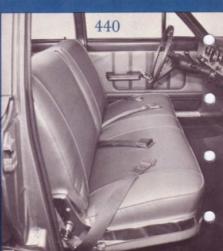
24

# RAMBLER AMERICAN 220 TWO-DOOR SEDAN

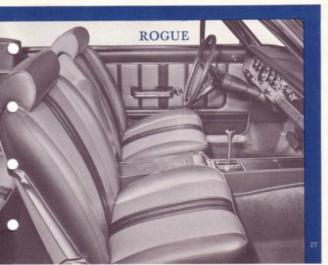


# AMERICAN





# INTERIORS



# SEATING 220

New "Clarion" nylon and viscose fabric, with vinyl bolsters and facings. Rubber floor mats (carpet with 4-speed floor shift).

Standard: Non-reclining bench seat in fabric or optional all-vinyl.

Estra Cost: Reclining bench seat in fabric (all-vinyl optional for wagons). Headrests (left and/or right).

### 440

Bright new "Sienna" pattern in nylon, viscose, and polyethylene, with vinyl bolsters and facings. Wall-to-wall Herculon carpeting standard.

Standard: Non-reclining bench seat in fabric or optional all-vinyl.

Ertra cost: Reclining bench seat; individually-adjustable reclining seats; all-vinyl upholstery. Headrests (left and/or right).

### ROGUE

New "Collegiate" fabric (for hardtop) of nylon, viscose, avril, and polypropylene, with vinyl bolsters and facings. All-vinyl is standard on convertible and optional at no cost on hardtop.

Standard: On hardtop, high-back bucket reclining seats with center cushion and armrest. On convertible, individually-adjustable reclining seats.

Extra cost: On convertible, high-back bucket reclining seats with center cushion and armrest. On both, center console (with Shift-Command and V-8). Headrests, new wrap-over style for buckets (left and/or right).



- Brand-new, sports-style instrument cluster features five round dials, is easy to read.
- Anti-glare finish on upper surface reduces windshield reflections.
- · Heater controls placed and arranged for easy operation.
- · Blue-green instrument lighting gives best night vision.
- · All controls are easy to operate.
- · Excellent eye-level visibility.
- New energy-absorbing steering column with three-spoke, deep-dish steering wheel (16" diameter) offers greater cushioning, more safety in the event of an accident.
- For added safety, three thumb levers on spokes replace horn ring on 440 and Rogue (this "custom" wheel is optional on 220). The 220 has center horn button.
- New "sports" steering wheel with simulated wood-grain rim and circular-design center spider is optional.

- New "lane-changer" feature for turn signals (standard).
- 4-Way Hazard Warning Signals with new switch on steering column (standard).
- New double-safety-pivot inside rear-view mirror with antiglare tilt feature (standard).
- . New, thicker safety padding for instrument panel.
- · Safety-padded sun visors.
- Cigarette lighter (safety-wired) is standard on 440 and Rogue models.
- Big ashtray, centrally located, features four ball bearings for smooth, gliding action. Break-away feature with open ashtray for added safety.
- Generous glove box has cup impressions in door (key lock on 440 and Rogue). Glove box light included in optional light group.
- Printed circuit and fuse panel provide greater reliability and easier servicing.



### DOME LIGHTS

Sedans have a highly-visible dome light in the center of the ceiling. Hardtops feature two rear-pillar lights while convertibles have two lower-panel lights in rear. Front-door automatic switches are standard on 440 and Rogue (included in optional light group for 220). On wagons, a rear cargo area dome light is included in the optional light group. Dome lights may also be controlled by rotating the main light switch.

### WALL-TO-WALL CARPETING

An exclusive and brand-new loop-pile carpeting, made of "Herculon" olefin fiber, is used on all models except 220 (where vinyl-coated rubber mats continue standard for floors and station wagon cargo decks). Color-keyed to the interior, this new carpeting is longer wearing, is more resilient, non-flammable and improves appearance. Note: On 220 models with 4-speed floor-shift transmission, carpet is used in place of rubber mats.

### LAMINATED FOAM-AND-FIBER HEADLINER

The laminated foam-and-fiber ceiling (headliner) is an exclusive feature for all Rambler American models (except the convertible, naturally). The surface has a unique waffle-textured design. The molded-to-shape, form-fitting ceiling panel is easy to clean and wears exceptionally well. Many other cars simply use a fabric headliner, and some even with no padding.



# 1967 RAMBLER AMERICAN EXTERIOR APPEARANCE DISTINCTIONS

FRONT	220	440	ROGUE
Rambler nameplate on grille (left)	Std.	Std.	Std.
"A" medallion on hood (center)	Std.	Std.	Std.
Windshield molding	Std.	Std.	Std.
SIDE			
American script on front fender	Std.	Std.	N.A.
Model identification on front fender	220	440	Rogue
232 Six emblem on rear fender (if equip.)	Std.	Std.	Std.
290 V-8 emblem on rear fender (if equip.)	Std.	Std.	Std.
Trim plate on front fender	N.A.	N.A.	Std.
Full-length fender crown, molding	N.A.	N.A.	Std.
Lower body molding	N.A.	Std.	Std.
Window base molding	N.A.	N.A.	Std.
Drip-rail molding (N.A. conv.)	N.A.	Std.	Std.
"A" pillar cover molding	N.A.	N.A.	Conv.
"C" pillar base molding	N.A.	Std.	Std.
Rocker panel molding	Gr. Opt.	Gr. Opt.	Gr. Opt.
Hub caps	Std.	Std.	N.A.
Wheel discs	Opt.	Opt.	Std.
Rear side window molding, wagon	N.A.	Std.	-
Roof-top Travel Rack, wagon	N.A.	Std.	-
REAR			
American script on left side	Std.	Std.	Rogue
Rambler nameplate on right side	Std.	Std.	Std.
Rear window molding (N.A. conv.)	Std.	Std.	Std.
Rear panel molding	N.A.	Std.	Std.
Rear panel "engine-turned" insert	N.A.	Std.	Std.
Rear panel perimeter molding	N.A.	N.A.	Std.
Gas can "engine-turned" cover (N.A. wag.)	N.A.	Std.	Std.

# THE 1967 RAMBLER REBEL MODELS AND BODY STYLES

four-door two-door two-door two-door four-door Torque-Command 6's hardtop convertible & Typhoon V-8's sports sedan sedan wagon 6718 6716 6715 2-seat 6718-5 6719-5 6715-5 2- or 3-67-770 seat 6719-7 6717-7 67-551 Overall Height, 4-Dr. Sedan ..... 54.6" Overall Height, Wagon..........55.1" Overall Height, Sports Sedan ....53.5" exterior dimensions Overall Width..... Overall Height, Hardtop.......53.5" Overall Height, Convertible......54.8" Front Tread.......58.2" (58.6" V-8) Rear Tread 58.5'

#### on all models

Longer length, longer wheelbase, wider, roomier cars with totally-new styling. More hip room and shoulder room on all models. More rear-seat legroom and easier entry on 4-door models (2" more). Better seating posture. Safety-styled padded instrument panels with recessed instruments and controls. New die-cast "venturi" styled grille. New rear side wink lights (reflectors for wagons). New safety package puts this car well shead of government requirements.

### on station wagons

Much larger cargo volume inside with higher and wider tailgate opening. Clear, flat cargo deck from tailgate to front seat with new fold-down arrangement for 2nd seat. Lower-hinged or side-hinged tailgates are no-cost options on two-seat wagons (with power window optional). Side-hinged tailgate (with power window) is included as part of the third-seat, extra-cost option on the 770 wagon. Newlystyled, step-down roof with redesigned, improved standard travel rack. Rear fender side reflectors for nighttime safety. Larger hidden compartments. And, 3-seat models now have a soare tire!

### on convertible, hardtop and sports sedan

New and luxurious SST hardtops and convertibles (replace 770 convertible and Rebel hardtop). New "faster" roofline, sweeping into shorter rear deck. New con-

vertible top mechanism gives lower stack height, full three-seat rear passenger room. New 2-door "sports" sedan (550) features the same roof as used on SST and 770 hardtops,including chrome-edged side windows.

### interiors

New seating availability for all models. New high-back reclining bucket seats and new wrap-over-design headrests. All-new array of color-harmonized uphoistery fabrics and embossed viryls. New 2-position front door opening stops. New easyto-open vent windows with lock button. New pull-grip inside door handles (770 and SST) plus safety push-button front door locks on all Rebels. New "sports" steering wheel option for all Rebels. New 8-track stereo tape player option for sedans and hardtops. New and plush Herculon loop-pile carpeting on 770 and SST (also SSO with 4-speed.)

### underneath

All-new engine line-up with a pair of Torque-Command "232" Sixes, one Typhoon "290" V-8 plus two Typhoon "343" V-8's. Six transmission options, in-cluding redesigned and improved automatics. All-new four-link, trailing-arm rear suspension design with open prop shaft and coil springs (replaces torque-tube design). Bigger gas tanks plus a gas-tank-filler door. Improved brakes and larger tires on most models. Front sway bar and 10" brakes now standard on Rebel-6 wagons. Improved Power-Disc Brakes are optional on V-8's.

# RAMBLER REBEL FEATURE HIGHLIGHTS

Fighting new name for an allnew series-that's the 1967 Rambler Rebel, which replaces last year's Classic series. Longer, wider, with sleeker, more, streamlined styling including longer hood, shorter deck and rear up-sweep of beltline, make this the outstanding intermediate-size car, Newdesign Typhoon V-8 engines -"290" and "343"-plus new "SST" top-line hardtops and convertibles create powerful appeal to the luxury- and performance-minded buyer as well as those who seek built-in values like safety, economy, and dependability.

#### Rambler Rebel Extra-Value Features

- DOUBLE-SAFETY BRAKE SYS-TEM—With new system warning light.
- 2. NEW BUILT-IN SAFETY FEA-TURES (see pages 10 and 11).
- CERAMIC-ARMORED EXHAUST SYSTEM—Exclusive feature includes muffler, exhaust and tail pipes.
- 4. ADVANCED UNIT CONSTRUC-TION—With exclusive one-piece uniside.
- DEEP-DIP RUSTPROOFING—Entire lower body (not roof) dipped in special rustproofing solution. An industry exclusive in class.
- 6. "LUSTRE-GARD" ACRYLIC ENAMEL-Triple coats, baked-on finish.

- MOLDED CEILINGS—Cushioned-Acoustical Molded.
- 8. COIL SPRING SEATS Front and Rear-Industry exclusive in class.
- ROOF-TOP TRAVEL RACK for STATION WAGONS—Exclusive standard feature.
- 10. CHOICE of TAILGATE DESIGN
- 11. 32,000-MILE (or 3-Year) CHASSIS LUBRICATION.
- 12. WEATHER-EYE HEATING AND VENTILATING, Standard—All-Season Air Conditioning, Optional,

- 13. WIDEST CHOICE OF RECLINING SEATS AND HEADRESTS.
- 14. 4-COIL-SPRING SUSPENSION

  -New rear 4-link, trailing-arm design.
- 15. CURVED-GLASS SIDE WIN-DOWS—With metal-edges for Convertible, Hardton and 2-Dr. Sports Sedan.
- 16. EXTRUDED-ALUMINUM DOOR-WINDOW FRAMES—4-Door models.
- 17. DIE-CAST GRILLE.

  18. ELECTRONIC ALTERNATOR
  SYSTEM—With transistorized voltage
- regulator.
  19. POWR-GUARD 24 "INTERCELL"

BATTERY.

### Rambler Rebel Performance Selector

	W	Engin	es				
	"232" Six (std.)	"232" Six (opt.)	"290" V-8 (opt.)	"343" V-8's (opt.)			
Horsepower @ rpm	145 @ 4300	155 @ 4400	200 @ 4600	235 @ 4400	280 @ 4800		
Torque @ rpm	215 @ 1600			345 @ 2600	365 @ 3000		
Carburetor			2-Barrel	2-Barrel	4-Barrel		
Comp. Ratio/Fuel 8.5:1/I		Regular	9.0:1/Regular	9.0:1/Regular	10.2:1/Premium		
Displacement	232 c	u. in. 290 cu. in.		343 c	u, in.		
Bore and Stroke	3.75"	x 3.50"	3.75" x 3.28"	4.08	" x 3.28"		
		-	Transmissions and A	ale Ratios to Mate	h		
		"232" Sixes	"290"	' V-8	"343" V-8's		
3-Speed Manual, Colu	imo	3.15:1	3.15:1	(3.54)*			
Overdrive, Column (o	pt.)	3.54:1	3.54:1		1960		
Flash-O-Matic, Column (opt.)		3.15:1	3.15:1	(2.87)*	3.15:1 (2.87)*		
4-Speed, Floor or Console (opt.)†			3.15:1	(3.54)*	3.15:1 (3.54)*		
Shift-Command, Cons	ole (opt.)		3.15:1	(2.87)*	3.15:1 (2.87)*		

<sup>\*</sup>Optional at no extra cost.

# RAMBLER REBEL SST TWO-DOOR CONVERTIBLE



The SST convertible is a brand-new addition to the Rebel top line, replacing the 770 convertible. The all-new top mechanism with concaled side rails folds down to a lower stack height, providing a sleeker silhoutet and full, three-passenger rear-seat room . . . an important new feature. Standard trini features specials bright windshield post modding; wheel opening molding; air scoop trim plate at rear wheel opening full-length paint strince window base modding and wheel discs.

The SST convertible features an optically-improved and larger flexibleplass rear window. The top can be raised or lowered with the glass window ripped in or out. The glass window resists scratching far better than the plastic window previously used. Top materials, of a durable vinyl-coated rylon sheeting with black twill interior backing, are available to black, white and tan. Power-operated top, improved for VI, is standard.



Individually-adjustable reclining seats are standard on the SST convertible. New "high-back" reclining bucket seats with center armest and cushion are optional. In place of the cushion, a sporty console is used with Shift-Command or four-speed V-8 transmissions. Upholstery is new "Tahib!" embossed vinyl for all convertible seats.

This all-new beauty has sleeker, slim-line profile styling with the top up, achieving a fastback look. Even the new padded "boot" cover is improved in function and appearance.



# RAMBLER REBEL SST TWO-DOOR HARDTOP



# RAMBLER REBEL 770 TWO-DOOR HARDTOP



Black or white vinyl covered roof for 770 and SST Hardtops.



In addition to its sleek new over-all styling, the Rambler Rebel 770 hardtop is distinguished by a standard lower-body molding, wheel-opening molding, rearpanel trim molding, drip-rail molding, plus the 770 model identification on front fenders. The 232 Six, 290 V-8, or 343 V-3 identification is displayed on front fenders. Front doors have new two-position stops, new push-button door locks, new pullgrip inside handles, and new easy-to-open vent windows (with lock buttons). Newly styled hub caps are standerd, with wheel discs optional. Black or white vinyt-covered roof is also optional. RAMBLER 770 FOUR-DOOR

SEDAN

The 70 four-door sedan shows off the new atyling with its distinctive roefline, extruded aluminum side-window frames, and swept-back center pillar. The rear pillar design provides easier rear-seat entry and exit. Highlight of the greater interior dimensions is the fact that rear-seat legroom is increased at full two inches for added constort. Trim includes model and engine identification on the front fender, flambler letters on hood and a medallion in the grille, plus side and rear moidings as on the 70 hardsto. Optional wheel discs and back or white vinyi-covered roof (a new 770 sedan option) make this a really distinctive family sedan.

Black or white viryl-covered roof is a new option for 770 4-Door Sedans.



# Rambler Rebel 550

The new two-door "Sports" sedan features a hardtop roof, slim center pillar, and metal-edged side windows to give a really sporty look. Even with greater interior room, the doors are 11/2 inches thicker. Both the 550 two-door and four-door have the Rambler letters on the hood and a medallion in the grille; windshield and rear window moldings: Rebel script, model identification and engine identification on front fenders. On the rear panel are the Rebel letters and Rambler nameplate. Wink lights in the rear fender are standard on all Rebels except wagons which use reflectors. On the 550, wheel discs are optional.



TWO-DOOR SPORTS SEDAN

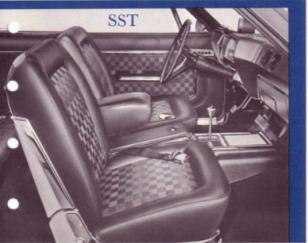


FOUR-DOOR SEDAN

# REBELO



# INTERIORS



# **SEATING**

New "Sahara" nylon and viscose fabric, with vinyl boisters and facings. Rubber-floor mats (carpet with 4-speed floor shift).

Standard: Non-reclining bench seat in fabric or optional all-vinyl.

Extra cost: Individually-adjustable reclining seats in fabric (all-vinyl optional for wagons). Headrests (left and/or right).

# 770

New "Cherbourg" fabric of nylon, viscose, and cotton, with vinyl bolsters and facings. Wall-to-wall Herculon carpeting standard.

Standard: Non-reclining bench seat in fabric or optional all-vinyt.

Estra cost: Individually-adjustable reclining seats; all-viryl upholstery; reclining bucket seats in viryl for sedan and wagon. Headrests, new wrap-over style for buckets (left and/or right).

### SST

New "Cherbourg" fabric of nylon, viscose, and cotton, with vinyl bolsters and facings, standard on hardtoe. For herdtop, new "Pimilico" plaid fabric with optional Custom Trim Package (shown) includes two throw pillows. "Tahlit" embossed all-vinyl is standard on convertible (and optional on hardtop at no cost).

Standard: On hardtop reclining bucket seats (in fabric or all-vinyl) with center cushion and armrest. On convertible, individually-adjustable reclining seats (all-vinyl).

Extra cost: On convertible, rectining bucket seats (all-viry!) with center cushion and armrest. On both, center console (with Shift-Command or 4-speed V-8 transmissions). Headrest, new wrap-over style for buckets (left and/or right).



- . New design concept, combining safety and style.
- Fully recessed section on passenger side, instrument panel moved forward for safety.
- Attractive new rectangular instrument cluster.
- All controls, knobs and levers located within cluster housing for extra safety and easier operation.
- Instruments and controls placed for quick reading, easy
- New heating and air conditioning controls at upper left for more convenient operation.
- New A/C air outlet in front of driver (in addition to two in center).
- New "lane-changer" feature for turn signals (standard).
   4-Way Hazard Warning Signals with new switch on steer-
- steering column (standard).

  New double-safety-pivot inside rear-view mirror with antiglare tilt feature (standard).
- Newly-styled, optional electric clock now at upper left.
- New optional all-transistor radios with functional vertical tuning dial, located at upper right (AM or AM/FM).
- King-size, ball-bearing ashtray conveniently located at center. New ashtray light included in optional light group.

Break-away feature with open ashtray for added safety.

- Generous glove box has cup impressions in door (key lock on 770 and SST). Glove box light included in optional light group.
- Safety-wired cigarette lighter is standard.
- · Blue-green instrument lighting for better night visibility.
- Increased padding on instrument panel and sun visors for greater safety.
- New 16-inch, three-spoke, deep-dish steering wheel plus energy-absorbing steering column for greater driver safety in the event of a collision.
   For added safety, three thumb-levers on spokes replace
- For added safety, three thumb-levers on spokes replace horn ring on 770 and SST (this "custom" wheel is optional on 550). The 550 has center horn button.
- New "sports" steering wheel with simulated wood-grain rim and circular-design center spider is optional.
- Anti-glare finish on upper surface reduces windshield reflections.
- Printed circuit and fuse panel provide greater reliability and easier servicing.

### WALL-TO-WALL CARPETING

Brand-new, and exclusive, "Herculon" olefin fiber, looppile carpeting is standard except on 550. New material is longer-wearing, is non-flammable, more resilient and better looking. Carpeting is color-keyed to interiors, as are vinyl-coated rubber mats which are standard on floors of 550 passenger compartments and cargo decks of 550 station wagons. Note: On 550 models with 4-speed floorshift transmission, carpet is used in place of rubber mats.





## CUSHIONED-ACOUSTICAL HEADLINER

Two-door Sports Sedans and Hardtops feature a new molded ceiling material of polyurethane foam with an easy-to-clean vinyl surface. Four-door sedans and station wagons continue with molded fiberglass. Both provide positive, lasting fit, reduce road noises, insulate against heat and cold, and provide a safety cushion.

# DOME LIGHTS

Two- and four-door sedans and wagons have a newly-styled dome light in the center of the ceiling. Hardtops feature two rear-pillar lights while convertibles have two lower-panel lights in rear. Front-door automatic switches are standard on 770 and SST. Rear door switches on the 770 four-door (and front door switches on the 550) are included in the optional light group. On wagons, a rear cargo area dome light is included in the optional light group. Dome lights may also be controlled by rotating the main light switch.

# 1967 RAMBLER REBEL EXTERIOR APPEARANCE DISTINCTIONS

FRONT	550	770	SST
Rambler letters on hood (center)	Std.	Std.	Std.
Medallion in grille (left)	Std.	Std.	N.A.
"SST" nameplate in grille (left)	N.A.	N.A.	Std.
All-black grille center	N.A.	N.A.	Std.
Windshield molding	Std.	Std.	Std.
SIDE			
Rebel script on front fender	Std.	Std.	Std.
Model identification on front fender	550	770	SST
232 SIX emblem on front fender	Std.	Std.	Std.
290 or 343 V-8 emblem on front fender (if equip.)	Std.	Std.	Std.
Lower body molding	Gr. Opt.	Std.	N.A.
Wheel opening molding (partial)	Gr. Opt.	Std.	N.A.
Wheel opening molding (full)	N.A.	N.A.	Std.
Air-scoop trim plate on rear fender	N.A.	N.A.	Std.
Full-length paint strip (one)	N.A.	N.A.	Std.
Window base molding	N.A.	N.A.	Std.
Drip-rail molding (N.A. conv.)	N.A.	Std.	Std.
"A" pillar cover molding	N.A.	N.A.	Conv.
"C" pillar base molding (exc. wag. & conv.)	Opt. 2-Tone	(Opt. 2-Tone of	r Vinyl)
Hub caps	Std.	Std.	N.A.
Wheel discs	Opt.	Opt.	Std.
"Wink" light on rear fender (exc. wag.)	Std.	Std.	Std.
Reflector on rear fender, wagon	Std.	Std.	-
Rear side window molding, wagon	Std.	Std.	-
Roof-top Travel Rack, wagon	Std.	Std.	-
Rear roof and side perimeter molding, wagon	Opt. 2-Tone	Opt. 2-Tone	
"Cross Country" script on rear fender, wagon	Std.	Std.	-
REAR			
Rebel letters on center	Std.	Std.	Std.
Rambler nameplate on right side	Std.	Std.	SST
Rear window molding (N.A. conv.)	Std.	Std.	Std.
Rear panel trim bar	N.A.	Std.	Std.

# THE 1967 AMBASSADOR MODELS AND BODY STYLES

Torque-Command 6's & Typhoon V-8's

two-door sports sedan four-door sedan four-door wagon two-door hardtop two-door convertible



6786-2

6785-2

6788-2 2- or 3seat



6785-5

6788-5 2- or 3seat

6789-5



6789-7

6787-7 (V-8)

# exterior dimensions

	pase118.0"	
	Length. 202.5" (203.0" wagon) Width	
Front T	read58.6"	
Rear T	read 58.5°	

Overall	Height,	4-Dr. Sedan	54.7
Overall	Height,	Wagon	55.4
Overall	Height.	Sports Sedan .	53.6
Overall	Height,	Hardtop	53.6
Overall	Height.	Convertible	55.2

## on all models

Longer length, longer wheelbase, wider, roomier care with totally-new styling. More hip room and shoulder room on all models. More rear-seat legroom and easier entry on 4-door models (2" more). Better seating posture. Safety-styled padded instrument panels with recessed instruments and controls. Ambassador retains distinctive identification with vertical dual headilights and tallights plus the V-profile "diriroli" grills. New safety package puts this car well shead of government requirements.

## on station wagons

Much larger cargo volume inside with higher and wider taigate opening. Clear, flat capo deck from taligate to from the control to the control

# on convertible, hardtop and sports sedan

New and luxurious DPL hardtops and convertibles (replace 990 convertible). New "faster" roofline, sweeping into shorter rear

deck. New convertible top mechanism gives lower stack height, full three-seat rear passenger room. New 2-door "sports" sedan (880) features the same roof as used on DPL and 980 hardtops, including chrome-edged side windows.

### interiors

New seeting availability for all models. New high-back reclaining bucket seats and new wrap-over-design headrests. All-new array of color-harmonized upholstery fabrics and embossed vinyls. New 2-position front door opening stops. New easy-to-open vent with door handles plus safety push-button front door door handles plus safety push-button front door locks. New "sports" steering wheel option for 880 and 990 (standard on DV). New 8-track stereo tape player option for sedans and heardops. New and plush Herotion loop-pile carpeting is standard on all Ambassadors.

## underneath

All-new engine line-up with a pair of Torque-Command "323" Sixes, one Typhon "929" V-8 plus two Typhon "943" V-8" s. Six transmission options, including redesigned and improved automatics. All-new four-link, trailing-arm rear suspension design with open prop ahaft and coil aprings (replaces forquetube design). Bigger gas tanks plus a gastank-filler door. Larger tires on most models. Front sway bar and 10" flanged-drum breaks are standard on all Ambassadors. Improved Power-Dice Brakes are optional on V-8".

# AMBASSADOR FEATURE HIGHLIGHTS

Last year's "most luxurious car in its class" is now more so than ever-that's the news for Ambassador 1967, Longer and wider exteriors. More spacious interiors. More elegance with totally-new styling. Ambassador retains its distinction as a car apart from the other American Motors lines. Add to all of this, new Typhoon V-8 engines, new rear suspension, new options like 8-track stereo tape player, and a host of detailed refinements, and you have truly the finest car in or near its class. New high measures of luxury and performance are combined with traditional values like safety, economy and dependability . . . all at a popular price.

### Ambassador Extra-Value Features

DOUBLE-SAFETY BRAKE SYSTEM—With new system warning light.
 NEW BUILT-IN SAFETY FEA-

TURES (see pages 10 and 11).

3. CERAMIC-ARMORED EXHAUST
SYSTEM—Exclusive feature includes
muffler, exhaust and tail pipes.

4. ADVANCED UNIT CONSTRUCTION—With exclusive one-piece uniside.
5. DEEP-DIP RUSTPROOFING—Entire lower body (not roof) dipped in special rustproofing solution. An industry exclusion.

6. "LUSTRE-GARD" ACRYLIC ENAMEL—Triple coats, baked-on finish.

sive in class.

7. MOLDED CEILINGS—Cushioned-Acoustical Molded

8. COIL SPRING SEATS Front and Rear—Industry exclusive in class.

9. ROOF-TOP TRAVEL RACK for STATION WAGONS—Exclusive stand-

ard feature.

10. CHOICE of TAILGATE DESIGN

plus HIDDEN COMPARTMENT.

11. 32,000-MILE (or 3-Year) CHASSIS LUBRICATION.

12. WEATHER-EYE HEATING AND VENTILATING, Standard—All-Season Air Conditioning, Optional.

13. WIDEST CHOICE OF RECLINING SEATS AND HEADRESTS. 14. 4-COIL-SPRING SUSPENSION

4-COIL-SPRING SUSPENSION
 —New rear 4-link, trailing-arm design.

 CURVED-GLASS SIDE WIN-DOWS—With metal-edges for Convertible, Hardtop and 2-Dr. Sports Sedan.

16. EXTRUDED-ALUMINUM DOOR.
WINDOW FRAMES—4-Door models.
17. EXTRUDED-ALUMINUM GRILLE,
18. ELECTRONIC ALTERNATOR
SYSTEM—With transistorized voltage regulator.

19. POWR-GUARD 24 "INTERCELL" BATTERY.

# Ambassador Performance Selector

		Engin	ics					
	"232" Six (std.)	"232" Six (opt.)	"290" V-8 (opt.)	"343" V	7-8's (opt.)			
Horsepower @ rpm	145 @ 4300	155 @ 4400	200 @ 4600	235 @ 4400	280 @ 4800			
Torque @ rpm	215 @ 1600	222 @ 1600	285 @ 2800	345 @ 2600	365 @ 3000			
Carburetor	1-Barrel	2-Barrel	2-Barrel	2-Barrel	4-Barrel			
Comp. Ratio/Fuel	8.5:1/	Regular	9.0:1/Regular	9.0:1/Regular	10.2:1/Premium			
Displacement	232 c	u. in.	290 cu. in.	343 c	u. in.			
Bore and Stroke	3.75"	x 3.50"	3.75" x 3.28"	4.08	4.08" x 3.28"			
			Transmissions and A	xle Ratios to Matci	h			
		"232" Sixes	"290"	* V-8	"343" V-8's			
3-Speed Manual, Colu	mo	3.15:1	3.15:1	(3.54)*	-			
Overdrive, Column (o		3.54:1	3.54:1		none.			
	sh-O-Matic, Column (opt.)				3.15:1	(2.87)*	3.15:1 (2.87)*	
4-Speed, Floor or Con-	ed. Floor or Console (opt.)†		peed, Floor or Console (opt.)†		3.15:1	(3.54)**	3.15:1 (3.54)*	
Shift-Command, Cons		_	3.15:1 (2.87)*		3.15:1 (2.87)*			

<sup>\*</sup>Optional at no extra cost.

# AMBASSADOR DPL



The DPL convertible is a brand-new addition to the Ambassador topline, replacing the 990 convertible. The all-new top mechanism with conceasied side rails folds down to a lower stack height, providing a seleber silhoutest and full, three-passenger rear-seat room. ... an important new feature. Standard trim features special bright windshield post moting "railly" turn-pass lights in grittle, wheel opening modifine, or rocker panel molding, full-length dual paint stripes, window base molding and wheel discs. As an option, satis furnee paint is applied on the lower body panels, in which case the rocker panel is removed and a silm molificie, is added at the shadow crease line. The DPL convertible features an optically-improved and larger flexible plass rear window. The top can be raised or lowered with the glass window raised in or out. The glass window resists scratching far better than the plastic window previously used. Top materials, of a durable visip-coated sylon sheeting with black twill interior backing, are available in black, white and tan. Power-operated top, improved for '32' is standard.

# TWO-DOOR CONVERTIBLE

Individually-adjustable reclining sents are standard on the DPL convertible. New "high-back" reclining bucket seats with center armset and cushion are optional. In place of the cushion, a sporty console is used with Shift-Command or four-speed V-B transmissions. Upholstery is new "Tabiti" embossed vinyl for all convertible seats.





This all-new beauty has sleeker, alim-line profile styling with the top up, achieving a fastback look. Even the new padded "boot" cover is improved in function and appearance.

# AMBASSADOR DPL TWO-DOOR HARDTOP



The DPL, our top-line luxury hardtop, shows the sleek new flowing lines of the Ambassador series. While it retains the vertical dual headlights and stallights, and the V-profile "airfoil" grille styling theme, the DPL incorporates new trim, such as the "raily" torn signals and parking lights set into the grille. Other trim, exclusive to the DPL, includes two full-length paint stripes at the bettime and DPL medalibra on the rear plant.

Newly-styled wheel discs are standard. For extra elegance, optional satinchrome paint on the lower body panels (shown) includes partial wheel-opening moldings and a allm-sectioned lower body molding (replacing the standard wide rocker-panel molding). Black or white vinyl-covered roof is an extracost option. AMBASSADOR TWO-DOOR HARDTOP





Exterior frim, standard on the 990 hardtop, includes the Ambassador 990 identification on the front fender, the wide-sectioned rocker panel molding, full wheel opening moldings, and rear panel wide trim plate. Front doors have new two-position stops, new push-button door locks, new pull-grip inside door

handles, and new easy-to-open vent windows (with lock buttons). Wheel discs and vinyl-covered roof (black or white) are optional. All Ambassadors proudly display a new hood ornament and the name Ambassador on the hood.

# AMBASSADOR 990 FOUR-DOOR SEDAN

The 980 four-door eachs features new styling with its distinctive roofline, estruded aluminum side-window frames, and swept-back center pillar. The rear pillar design provides easier rear-east entry and exit. Highlight of the greater interior dimensions is the fact that rear-east legitoon is increased a full two inches for added comfort. Trim includes full wheel opening moddings and a wide rocker panel molding. For the first time, a black or white vinyl-covered roof is available with this model as an option. Wheel discs are also optional.



# AMBASSADOR 880

New two-door "Sports" Sedan with hardtop roof, slim center pillar and metal-edged side windows, displays a sleek, sporty look. Even with greater interior room, the doors are 1½ inches thicker. Basic trim for both two- and four-door models (and all Ambassadors) includes: Ambassador identification on the hood, front fender, and rear deck; Ambassador medallion on rear deck and rear pillar; stylish

new hood ornament; model and engine identification on front fender; and moldings on windshield, rear window, drip rail, window base, and rear panel. Wheel discs are optional on 880 and 990 models.



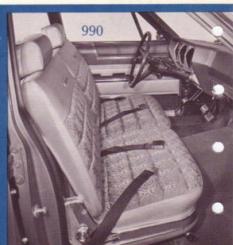
TWO-DOOR SPORTS SEDAN



FOUR-DOOR SEDAN

# AMBASSADOR





# INTERIORS

New "Vegas" pattern nylon and viscose fabric with vinyl bolsters and facings. Full carpeting. Standard: Non-reclining bench seat in fabric or optional all-vinyl.

Extra Cost: Individually-adjustable reclining seats in fabric (all-vinyl optional for wagons). Headrests (left and/or right)

New "La Scala" nylon and viscose fabric with vinyl bolsters and facings. Full carpeting.

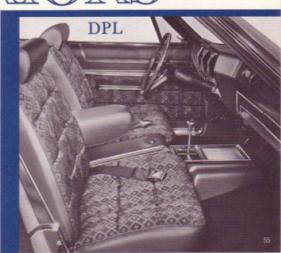
Standard: Non-reclining bench seat (split-back) in fabric or optional all-vinyl.

Extra Cost: Individually-adjustable reclining seats; all-vinyl upholstery; reclining bucket seats in vinyl for sedans and wagons. Headrests, new wrap-over style for buckets.

New "La Scala" nylon and viscose fabric with vinyl bolsters and facings, standard on hard top. For hardtop, new "Morocco" brocade fabric with optional Custom Trim Package shown) includes two throw pillows. "Tahtil" embossed all-vinyl upholstery is standard on DPL convertible (no-cost option on hardtop).

Standard: On hardtop, reclining bucket seats (in fabric or all-vinyl) with center cushion and armrest. On convertible, individually-adjustable reclining seats (all vinyl).

Extre Cost: On convertible, reclining bucket seats (all-vinyl) with center cushion and arm-rest. On both, center console (with Shift-Command or 4-speed V-8 transmissions). Headrest, new wrap-over style for buckets.





- . New design concept, combining safety and style.
- Fully recessed section on passenger side, instrument panel moved forward for safety.
- · Attractive new large twin-dial instrument clusters.
- All controls, knobs, and levers located within cluster housing for extra safety and easier operation.
- Instruments and controls placed for quick reading, easy use.
- New heating and air conditioning controls at upper left for more convenient operation.
- New A/C air outlet in front of driver (in addition to two in center).
- New "lane-changer" feature for turn signals (standard).

   New "lane-changer" feature for turn signals (standard).
- 4-Way Hazard Warning Signals with new switch on steering column (standard).
- New double-safety-pivot inside rear view mirror with antiglare tilt feature (standard).
- . Newly-styled, optional electric clock now at upper left.
- New optional all-transistor radios with functional vertical tuning dial, located at upper right (AM or AM/FM).

- King-size, ball-bearing ashtray conveniently located at center. New ashtray light included in optional light group. Break-away feature with open ashtray for added safety.
- Generous glove box has cup impressions in door (key locked). Glove box light included in optional light group.
- Safety-wired cigarette lighter is standard.
- Blue-green instrument lighting for better night visibility.
   Increased padding on instrument panel and sun visors for greater safety.
- New 16-inch, three-spoke, deep-dish steering wheel plus energy-absorbing steering column for greater driver safety in the event of a collision.
- For added safety, three thumb-levers on spokes replace horn ring on 990 and DPL. The 880 uses a center horn button.
- New "sports" steering wheel with simulated wood-grain rim and circular-design center spider is optional on 880 and 990 (standard on DPL with wood-grain center spider).
- Anti-glare finish on all upper surfaces reduces windshield reflections.
- Printed circuit and fuse panel provide greater reliability and easier servicing.

### WALL-TO-WALL CARPETING

Brand-new, and exclusive, "Herculon" olefin fiber, looppile carpeting is standard on all Ambassador models. New material is longer-wearing, is non-flammable, more resilient, and better looking. Carpeting is color-keyed to interiors and is used on all passenger-compartment floors and on station-wagon cargo decks.





### DOME LIGHTS

Two- and four-door sedans and wagons have a newly-styled domelight in the center of the ceiling. Hardtops feature two rear-pillar lights while convertibles have two lower-panel lights in rear. Front-door automatic switches are standard on all Ambassadors. Rear door switches on 990 four-door models are included in the optional light group. On wagons, a rear cargo area dome light is included in the optional light group. Dome lights may also be controlled by rotating the main light switch.

### CUSHIONED-ACOUSTICAL HEADLINER

Two-door Sports Sedans and Hardtops feature a new molded ceiling material of polyurethane foam with an easy-to-clean vinyl surface. Four-door sedans and station wagons continue with molded fiberglass. Both provide positive, lasting fit, reduce road noises, insulate against heat and cold, and provide a safety cushion.

# 1967 AMBASSADOR EXTERIOR APPEARANCE DISTINCTIONS

FRONT	880	990	DPL
	Std.	Std.	Std.
Ambassador letters on hood (left)	Std.	Std.	Std.
Hood ornament (center)		Std.	N.A.
Park-turn lights in bumper	Std.		
Park-turn "rally" lights in grille	N.A.	N.A.	Std.
Windshield molding	Std.	Std.	Std.
SIDE			
Ambassador script on front fender	Std.	Std.	Std.
Model identification on front fender	880	990	DPL (conv.)
Amb, medallion on "C" pillar (exc. conv.)	Std.	Std.	DPL
	Std.	Std.	Std.
232 SIX emblem on front fender		Std.	Std.
290 or 343 V-8 emblem on front fender (if equip.)	Std.		
Rocker panel molding	Gr. Opt.	Std.	Std. (1)
Wheel opening molding (full)	Gr. Opt.	Std.	Std. (1)
Wheel opening molding (partial)	N.A.	N.A.	Opt.
Lower body molding and Satin Chrome Paint			
(lower panel)	N.A.	N.A.	Opt.
Full-length paint stripes (two)	N.A.	N.A.	Std.
Window base molding	Std.	Std.	Std.
Drip-rail molding (N.A. conv.)	Std.	Std.	Std.
WAT aller pours molding	N.A.	N.A.	Conv.
"A" pillar cover molding	Opt. 2-Tone	(Opt. 2-Tone o	
"C" pillar base molding (exc. wag. & conv.)	Std.	Std.	- vinda
Hub caps	Opt.	Opt.	Std.
Wheel discs	Std.	Std.	- Cito.
Reflector on rear fender, wagon		Std.	
Rear side window molding, wagon	Std.		
Roof-top Travel Rack, wagon	Std.	Std.	-
Rear roof & side perimeter molding, wagon	Opt. 2-Tone	Opt. 2-Tone	-
"Cross Country" script on rear fender, wagon	Std.	Std.	-
REAR			
Ambassador script on right	Std.	Std.	Std.
Ambassador medallion on center	Std.	Std.	DPL
Rear window molding (N.A. conv.)	Std.	Std.	Std.
Rear panel molding	Std.	Std.	Std.
Rear panel wide trim plate	N.A.	Std.	Std.
(1) N.A. on DPL with Opt. Satin Chrome Paint (low		Otto:	O-ton
(1) N.A. on DPL with Opt. Satin Chrome Paint (low	er bouy paner).		



& Typhoon V-8's

Over-all width..... 78.4\* Wheel tread (front)...... 58.6\* Wheel tread (rear)...... 58.5"

# front-end styling

For 1967 Marlin Is totally-new and features the Ambassador's longer 118-inch wheelbase and longer front end. A major portion of the new V-profile "airfoli" grille is black anodized for a dramatic touch. New round "rally" tun-park lights are mounted in the grille. The bold, deep-sectional, wrap-around bumpers guard the new sports beauty of Marlin.

# rear-end styling

The graceful new up-sweep styling theme of the rear fenders blends into the smoother-flowing fastback roofline, complementing and balancing the new longer hood. The vinyl-covered roof option offers a choice of black or white, covering the roof and rear deck, if optional two-tone paint is selected, the roof, rear deck and lower side panels all have the same second color.

### interiors

Exciting new fabric designs and embossed vinyls are skillfully applied to a wide selection of seating combinations to make Marin interiors the epidome of sports elegance. With new wider exterior dimensions, the interiors are considerably roomier than ever. New E-position door opening stops, new easy-toopen vent windows (with lock buttons), new push-button safety door locks, and new pull-grip inside handles are all noteworthy features. The new "safetysyled" instrument panel, plus the new three-spoks, deep-dish steering wheel with energy-absorbing steering column all.combine to create true beauty of design as well as increased safety.

### underneath

The brand-new Martin power line-up starts with the standard 145-horsepower Torque-Command "222" six, and ranges up to the spectacular new 260-horsepower Typhoon "343" V-8. A total of two sixes and three V-8's are offered in various combinations with five different transmissions (improved for '67). A brand-new rear suspension of advanced design has a four-link, trailing-arm arrangement with an open prop shaft and coil springs (replaces torque tube). This new rear suspension design provides exceptional riding comfort with "sports-type" road handling. The Martin also has a bigger gas tank plus a gas-tank-filler door.

# 1967 MARLIN FEATURE HIGHLIGHTS

Longer length, longer wheelbase, wider and roomier-Marlin, the world's most spaclous "sports-type" car is even more spacious, more impressive, more beautiful in 1967. Now built on the Ambassador 118 inch wheelbase, Marlin is a true family car with elegant sports flair. A longer front end. smoother-flowing fastback roof, all-new interiors, and many mechanical and engineering refinements, make this a really new and exciting motor car.

### Marlin Extra-Value Features

1. DOUBLE-SAFETY BRAKE SYS-TEM-With new system warning light. 2. NEW BUILT-IN SAFETY FEA-TURES (see pages 10 and 11). 3. CERAMIC-ARMORED EXHAUST SYSTEM-Exclusive feature includes

muffler, exhaust and tail pipes. 4. ADVANCED UNIT CONSTRUC-TION-With exclusive one-piece uniside. 5. DEEP-DIP RUSTPROOFING-Entire lower body (not roof) dipped in special rustproofing solution. An industry exclu-

sive in class.

6. "LUSTRE-GARD" ACRYLIC ENAMEL-Triple coats, baked-on finish. 7. MOLDED CEILINGS-Cushioned-Acoustical Molded.

8. COIL SPRING SEATS Front and Rear-Industry exclusive in class. 9. 32,000-MILE (or 3-Year) CHASSIS LUBRICATION.

10. WEATHER-EYE HEATING AND VENTILATING, Standard-All-Season Air Conditioning, Optional.

11. WIDEST CHOICE OF RECLINING

SEATS AND HEADRESTS.

12. 4-COIL-SPRING SUSPENSION -New rear 4-link, trailing-arm design. 13. CURVED-GLASS SIDE WIN-DOWS-With metal-edges.

14. EXTRUDED-ALUMINUM GRILLE. 15. ELECTRONIC ALTERNATOR SYSTEM-With transistorized voltage regulator.

16. POWR-GUARD 24 "INTERCELL" BATTERY.

17. TRUE FASTBACK STYLING-Combined with six passenger comfort.

# Marlin Performance Selector

		Engin	es			
	"232" Six (std.)	"232" Six (opt.)	"290" V-8 (opt.)	"343" \	7-8's (opt.)	
Horsepower @ rpm	145 @ 4300	155 @ 4400	200 (i) 4600	235 @ 4400	280 @ 4800	
Torque @ rpm	215 @ 1600	222 @ 1600	285 @ 2800	345 @ 2600	365 @ 3000	
Carburetor	1-Barrel	2-Burrel	2-Barrel	2-Barrel	4-Barrel	
Comp. Ratio/Fuel	8.5:1/Regular		9.0:1/Regular	9.0:1/Regular	10.2:1/Premium	
Displacement	232 c	a. in.	290 cu. in.	343 (	cu. in.	
Bore and Stroke	3.75"	x 3.50"	3.75° x 3.28°	4.08	x 3.28"	
			Transmissions and A	xle Ratios to Mate	h	
		"232" Sixes	"290"	" V-8	"343" V-8's	
3-Speed Manual, Colu	mn	3.15:1	3.15:1	(3.54)*	_	
Overdrive, Column (o		3.54:1	3.54:1		-	
Flash-O-Matic, Colum		ot.) 3.15:1 3.15		(2.87)*	3.15:1 (2.87)*	
4-Speed, Floor or Cons		-	3.15:1	(3.54)*	3.15:1 (3.54)*	
Shift-Command, Cons		-	3.15:1	3.15:1 (2.87)* 3.1		

<sup>\*</sup>Optional at no extra cost.

# MARLIN



The new, smoother fastback line, blending with the new upswept rear fender line, shows dramatically in this view. Standard side and rear trim includes: Marlin script; trim panels around tallights; roof-to-rear-deck and rear window moldings; moldings on lower body, wheel opening (partial), window base, drip rail, and rear fender crown. Newly-styled wheel discs and newer der flector on rear fenders are also standard. The Marlin is shown here with the optional viryi-covered roof and rear deck (black or withits viryi).

# by American Motors

Marlin trim. The Turbo-Cast wheel covers (shown) are optional, while new wheel discs are standard. The Marlin is shown here with optional two-tone paint which covers the

roof, rear deck and lower body panels.



63

# MARLIN



Marlin with extra-cost high-back bucket reclining seats uphoistered "La-Scala" fabric, a rich-looking fabric blending nylon with viscose. These same optional bucket seats are also available with allvinyl "Tahiti" upholstery at no added charge. With bucket seats, a fold-down center armrest is included for both front and rear seats. The center cushion (between the buckets is standard, but with Shift-Command or 4-speed transmission, a newlystyled console is used (note: 4-speed is also available as a floor shift, without console). With buckets, the newwrap-over headrests are optional.

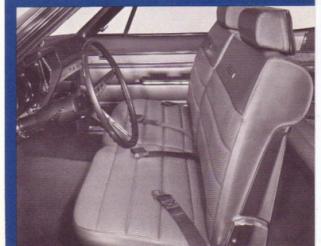
# INTERIOR

# **SEATING**

New "La Scala" nylon and viscose fabric with vinyl facings and bolsters. Herculon carpeting is standard on all Marlins.

Standard: Non-reclining bench seat (split back) in fabric.

Extra Cost: Individually-adjustable reclining seats upholatered with "La Scala" (abric; all-sinyl upholstery (shown); Headrests (shown). See opposite page for bucket seats.





- · New design concept, combining safety and style.
- Fully recessed section on passenger side, instrument panel moved forward for safety.
- Attractive new large twin-dial instrument clusters.
- All controls, knobs, and levers located within cluster housing for extra safety and easier operation.
- Instruments and controls placed for quick reading, easy use.
- New heating and air conditioning controls at upper left for more convenient operation.
- New A/C air outlet in front of driver (in addition to two in center).
- . New "lane-changer" feature for turn signals (standard).
- 4-Way Hazard Warning Signals with new switch on steering column (standard).
- New double-safety-pivot inside rear view mirror with anti-glare tilt feature (standard).
   Newly-styled optional electric clock now at upper left.
- New optional all-transistor radios with functional vertical tuning dial, located at upper right (AM or AM/FM).

- King-size, ball-bearing ashtray conveniently located at center. New ashtray light included in optional light group.
   Break-away feature with open ashtray for added safety.
- Generous glove box has cup impressions in door (key locked). Glove box light included in optional light group.
- · Safety-wired cigarette lighter is standard.
- · Blue-green instrument lighting for better night visibility.
- Increased padding on instrument panel and sun visors for greater safety.
- New 16-inch three-spoke, deep-dish steering wheel plus energy-absorbing steering column for greater driver safety in the event of a collision.
- For added safety, three thumb-levers on spokes replace horn ring.
- New "sports" steering wheel option with simulated wood-oraln rim.
- Anti-glare finish on all upper surfaces reduces windshield reflections.
- Printed circuit and fuse panel provide greater reliability and easier servicing.



## CUSHIONED-ACOUSTICAL HEADLINER

A new "sueded" surface on the molded fiberglass ceiling makes it easier to clean, improves appearance. Ceiling absorbs noise, insulates against heat and cold, provides a safety cushion.



# INTERIOR LIGHT

The dome-light function is served by a special rectangular-shaped light located between the center depression of the rear-seat back (fold-down armrest, shown, is included with optional bucket seats). The light is turned on when doors, are opened, and can also be controlled by rotating the main light switch.

# WALL-TO-WALL CARPETING

Dense, durable, luxurious loop-pile carpeting of new "Herculon" fiber, colorkeyed to the car interior, is standard on all Marlins.



# 1967 MARLIN EXTERIOR APPEARANCE DISTINCTION

### FRONT

Marlin script on hood (left) Hood ornament (center) Park-turn "rally" lights in grille Windshield molding

### REAR

Marlin script on deck lid (right) Trim panels around taillights Roof-to-rear deck molding Rear window molding

### SIDE

Martin script on front fender 232 SIX emblem on front fender 290 or 343 V-8 emblem on front fender Lower body molding Wheel opening molding (partial) Window base molding Drip-rail molding Roof-to-rear deck molding Rear fender crown molding Wheel discs Reflector on rear fender



# 1967 AMERICAN MOTORS STATION WAGONS

with Torque-Command 6's & Typhoon V-8's







220 440 (6708) (6708-5)

EXTERIOR DIMENSIONS

(6718-5)

# RLER REBEL AMBASSADOR

## RAMBLER AMERICAN

Wheelt	ase							į.			ı		v	106.0"
Overall	Length												į	181.0"
Overall	Height	6.6	.,				,	,			,			54.8"
Overall	Width.				4	,		į			ú			70.8"
Wheel	Tread-	Fri	or	ıt.							i,			56.0"
	-	Re	ea	r.						4	i,			56.0"

MAMDEEN NEDER	
Wheelbase	14.0"
Overall Length1	
Overall Height	55.1"
Overall Width	78.4"
Wheel Tread-Froht58.2" (58.6"	
-Rear	58.5*

MINDAGONDON	
Wheelbase	118.0"
Overall Length	203.0"
Overall Height	
	78.4"
Wheel Tread-Front	58.6"
—Rear	58.5"

# **AMERICAN WAGONS**

Wagon exterior trim follows that of the respective American sedan models. In addition, Roof-Top Travel Rack and rear window moldings are standard on the 440. The 440 has a new "engine-turned" trim panel between the newly-trimmed taillights.







# AMERICAN STATION WAGON FEATURES

### TAILGATE DESIGN

American lower-hinged tailgate provides extra support for long loads when lowered, is counterbalanced for effortless operation and features a manually-operated roll-down window. A Power-Lift tailgate window is available at extra cost. A cargo area dome light is included in the optional light group.

### CARGO CAPACITY

The taillight opening width at the floor is a wide 50.7 inches across, and the opening height is 26.2 inches. With the second seat folded down, the cargo capacity adds up to an ample 66 cubic feet. The folding second seat is retained in the normal passenger-carrying position with a manually-released catch on both sides for added safety. The cargo floor has a color-keyed, looppile carpet on 440 models, while a durable black rubber mat is used on the budget-priced 220. For extra cargo room, the Root-Top Travel Rack is standard on the 440 wagon. Nylon tie-down straps are dealer accessories.



Rambler American six-cylinder wagons now use farper 6.95 x 14 fires (was 6.45 x 14) as standard equipment (6.85 x 15 is optional). The V-8's also use 6.95 x 14 as standard, with 7.35 x 14 optional. Wider linings are used on all American 8's with 8' brakes, while the 10' diameter flanged-drum brakes are on V-8 models. Improved gower-disc brakes are optional on V-8's.

#### REBEL & AMBASSADOR CROSS-COUNTRY STATION WAGONS . . . ALL-NEW FOR '67

• Brand-new styling and larger size throughout: front, side, rear • Larger exterior size: 3 inches longer, nearly 4 inches wider • Larger cargo space: 6½ inches longer, nearly 2 linches wider and 4 inches higher, 18 cubic feet larger (91 total) • Larger taligate opening: nearly 2 inches wider, 3 inches higher • Larger hidden compartment • New 2nd seat folding arrangement permits full-length cargo floor • New choice of side- or lower-hinged taligate at no extra cost on all 2-seat wagons (electric sligiate window optional) • Side-hinged taligate, including electric window, with optional 3rd seat for 770, 880 and 990 models • Newly designed Roof-Top Travel Rack, standard • New vertically-mounted spare tire for 3-seat models) • Larger tires • 10° diameter flanged-drum brakes and front suspension sway-bar (new features for Rebel-6).

In addition to the standard exterior trim on sedans, station wagons feature: red reflectors on rear fenders, rear side window moldings, Roof-Top Travel Rack, "Cross Country" script on rear fenders. Rear roof and side perimeter moldings included

with the optional two-tone paint.



RAMBLER REBEL 550



RAMBLER REBEL 770



AMBASSADOR 880



AMBASSADOR 990



#### Simulated Wood-Grain for 770 & 990 Wagons

For added luxury and distinctive appearance, new simulated wood-grain side panels are optional on Rebei 770 and Ambassador 990 (shown) wagons (about Nov. 1, 1966). The "dinoc" application covers a considerable area, and is offered with any of the 15 exterior colors (not two-tones). On the 990 with this option, rocker panel and full wheel-opening moldings are replaced with sim lower moldings and partial wheel-opening moldings (like regular 770 moldings). Also, 770 and 990 wagons use slim-line moldings at the belt line, plus new front- and rear-fender vortical moldings to complete the framing for simulated wood-grain.



REBEL 770 (Rear Seat Down)



AMBASSADOR 990 (Rear Seat Up)

# REBEL & AMBASSADOR LOWER-HINGED TAILGATE

Rebel and Ambassador Cross Country wagons with the standard two-seat arrangement may be equipped with either the lower-hinged or side-hinged tailgate at no difference in price!

The lower-hinged tailgate is counterbalanced for easier opening and closing, and features a roll-down rear window which is operated by a manual crank or optional electric switch. If the window is raised only about one inch, the tailgate cannot be opened (a new added safety feature). Features include concealed tailgate latches with positive, smooth operation; a new high-mounted inside release handle that's easy to reach; and seals that improve appearance when the tailgate is lowered.

On Rebel 550 models, the cargo floor is covered with vinyl-coated rubber mats. Rebel 770 and all Ambassadors use loop-pile "Herculon" carpeting. In addition, Ambassador 990 wagons have a series of chrome rub rails on the cargo floor (and tailgate) for added luxury and utility.

#### SIDE-HINGED TAILGATE

The side-hinged tailgate is included with the third-seat option, which is available on Rambler Rebel 770 plus Ambassador 880 and 990 wagons. This unique side-hinged tailgate is a no-cost option on all two-seat Cross Country wagons in place of the regular lower-hinged tailgate.

The newly-designed side-hinged tailgate has no upper door-window frame. Before this side-hinged tailgate can be opened with the new inside release handle, the window must be first lowered all the way-from the outside with the standard manual crank, or with the optional electric switch (standard with the three-seat option). If the window is raised only about one inch, the tailgate cannot be opened—an important added safety feature for third-seat passengers.

While the side-hinged tailgate is the same for either 2 or 3-seat Rebel and Ambassador models, the Ambassador 990 (with optional 3rd seat) is shown with the chrome rub rails on the cargo floor and tailgate (also on 990 2-seat).





#### REBEL & AMBASSADOR STATION WAGON FEATURES

#### CARGO ROOM INCREASED

Important cargo room dimensional improvements enhance the utility of Rebel and Ambassador station wagons. Cargo room is longer, wider and higher, plus it has a larger tailgate opening. Cargo volume is noticeably increased from 73 to 91 cubic feet. The dimensional changes are as follows:

the dimensional changes are as lollows.			
CONTROL OF THE CONTRO	1967	1966	'67 Gain
Cargo length @ floor-front seat	92.63	86.10	6.53
Cargo length @ floor-second seat	56.53	51.13	5.40
Cargo length @ belt-front seat	82.73	78.36	4.37
Cargo length @ belt-second seat	46.74	44.40	2.34
Cargo length @ roof-front seat	75.33	71.35	3.98
Cargo length @ roof-second seat	39.36	36.38	2.98
Cargo width @ wheelhouse	45.08	43.38	1.70
Tailgate opening width @ floor	53.66	51.70	1.96
Tailgate opening width @ belt-line	52.24	50.28	.96
Tailgate opening width above belt-line	52.24	50,28	.96
Inside cargo height @ wheels	31.72	27.77	3.96
Tailgate opening height	27.84	24.84	3.00
Tailgate-to-ground height	23.11	28.67	-5.56
Cargo volume, cubic feet	91,12	73.00	18.12

#### **NEW FOLDING SECOND SEAT**

Cargo loading space is further improved by a new second-seat folding mechanism, which permits the seat back to move forward as it folds down. This provides a completely flat floor from tailgate to front seat. The second seat is secured in the normal passenger-carrying position with a manually-operated catch on the right side.

#### NEW SPARE TIRE FOR 3-SEAT

Even with increased seating room for 3-seat wagons, the spare tire (new for '67) is mounted vertically in the right rear corner (rear of the wheelhouse). With the addition of this new spare tire, the use of four "LifeGuard" tires is cancelled for '67.







#### MORE WAGON FEATURES









#### ROOF-TOP TRAVEL RACK

Every Rebel and Ambassador wagon comes equipped with a newly-styled, gleaming chromate Roof-Top Travel Rack . . . exclusive in the industry as a standard feature. Couldn't be more practical, and adds a finishing touch to the new station wagon styling. The Aircraft-type Tie-Downs, made of nylon, are dealer accessories.

#### ROOF-TOP LUGGAGE CARRIER

Custom-designed luggage carriers increase the utility of the Roof-Top Travel Rack by providing protection for travel cases and bags. The carrier has a sturdy metal frame, a masonite bottom and water-resistant fabric. It can be folded flat when not in use. This is a dealer-accessory item.

#### HIDDEN COMPARTMENT

A new and larger hidden storage compartment is located under the rear cargo floor (right side) on two-seat models, and in the left side panel on three-seat models. The compartment is handy for storing valuables out of sight as well as for special tools or tire chains. For extra security, it is locked with the glove-box key (except 550).

#### CROSS COUNTY 3-SEAT WAGONS (the quick-change artist)





For '67, the third-seat with side-hinged tailgate is an extra-cost option on Rebel 770 plus Ambassador 880 and 990 wagons. The wide-opening side-hinged tailgate makes entry and exit an easy matter. And this year, the electric tailgate window is standard with the third-seat option.

The door features the extra safety of an improved claw-action lock, plus a new inside release handle at the top center of the door. However, the door cannot be opened unless the electric window is rolled fully down; if it is raised only about one inch, the release handle will not operate, thus providing extra safety for passengers.

The seating dimensions, increased for greater comfort, are as allows:

3rd SEAT	1967	1966	'67 GAIN	
SHOULDER ROOM	59.25	55.88	3.37	
HIP ROOM	38.12	37.00	1.12	
HEADROOM	36.00	35,30	.70	
LEGROOM	30.75	29.75	1.00	
KNEE ROOM	12.66	11.75	.91	

The rear-facing third seat is made of solid polyurethane-foam rubber with all-vinyl, color-keyed upholstery for rugged service (especially with children). Even with the increased seating room, the new (for three-seat wagons) spare tire is mounted vertically at the right rear of the cargo area. To help fold the seat quickly and easily, a handy assist strap is part of the cushion. Additional cargo space is located under the seat when folded down. And, gas tank capacity is increased from 17 to 19 gallons on three-seat models.



#### AMERICAN MOTORS ADVANCED UNIT CONSTRUCTION

ADVANCED UNIT CONSTRUCTION is featured on all American Motors cars. The all welded single-unit structures, with exclusive one-piece panels, represent over 27 years of experience with this type of body construction. By taking advantage of the in-

herent greater torsional and bending rigidity of single-unit construction, American Motors can build strong, safe cars with more room inside and less bulk outside, without the usual body-bolt rattle, and with more maintenance-free features.

# ONE-PIECE UNISIDE - Exclusive with American Motors features greater strength and longer-life galvanized steel



American Motors' one-piece outer Uniside, made entirely of galvanized steel, is welded to a mating one-piece inner Uniside. This forms a complete box structure all around door openings and rocker panels. The rounded "no-weld" corners at the pillars afford greater strength and rigidity. Door openings, as a result, are more uniform. A minimum number of welded joints eliminates most potential squeaks. The unique one-piece Uniside design is used on sedans and wagons. Convertibles, hardtops, "sports" sedans and Marlins have a modified Uniside assembly. All American Motors cars use a tremendous amount of galvanized steel to resist rust. Prime use is for the outer Uniside, including rocker panel. Other galvanized-steel parts are the front suspension upper spring seats, front side members, fresh-air side chambers, and certain underbody structural members.

The Uniside assembly for Rebel and Ambassador 4-door models is shown (Uniside for American is similar). The upper picture shows the *exterior* view while the lower picture shows the *interior* view.



formed from one-piece steel stampings for greater strength and better sealing. Eliminating welding joints and the possibility of squeaks, the one-piece front and rear reinforcements.

section structures located throughout the basic body.

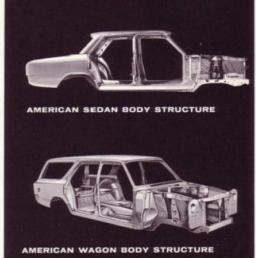
While Rambler American is illustrated, the comparable structures for Rebel, Ambassador and Marlin are similar.



#### LOOK AT THE BRAWN IN AMERICAN MOTORS BEAUTY!

- Step-down design floor panel in the passenger compartment is a one-piece stamping for greater strength, better sealing. Eliminates weld joints and potential squeaks.
- One-piece roof stamping features a structural cross brace.
- The entire frontal body structure is all welded and integrated, including the upper and lower front cross-members. The double-walled side structure is further reinforced around the upper spring seat.
- To facilitate repairs, outer front fenders are bolted on, as in previous models.

- The rear pillar structure with inner bracing is all welded and smoothly blended for greater strength.
- The structure of the package shelf located behind the rear seat is steel.
- The bumper mounting structure is ruggedly designed and built to withstand normal impact and jacking loads.
- Rear-wheel housings feature "cupped" inner and outer steel shells for extra strength. The shells are crowned or domeshaped and welded to the Uniside.
- In station wagons, the entire box-section pillar structure around the tailgate opening is welded to the underbody. The rear roof side also incorporates box-section rails.
- On all V-8 models, front sills are reinforced to compensate for the added weight.
- A great number of the cars built in the U.S. and the world feature unitized construction, including some of the finest... Rolls-Royce, Jaguar and Mercedes-Benz.









AMBASSADOR

▲ 990 & 880 ▼ DPL



REBEL ▲ 770 & 550 ▼ SST



MARLIN V

#### A.M. cars for '67 ALL WITH NEWLY-STYLED GRILLES!

Four distinct styling themes distinguish the American, Rebel, Ambassador and Marlin grilles. Grilles on the American, Ambassador and Marlin are of extruded aluminum with a bright silveranodized finish (black on Marlin). The DPL and Marlin feature new round "rally" park-turn lights set into the grille. The Rebel has a brand-new die-cast grille in a distinctive "venturi" design (with an all-black grille insert on SST models). All have exceptional beauty, deep-down quality and long life.









AMERICAN



MARLIN

#### TRUNKS DESIGNED WITH TRAVEL IN MIND!

AMBASSADOR.REBEL. Usable trunk volume, based on standard AMA luggage ratings, is increased from 15.2 to 18.2 in sedans and hardtops with the spare tire located behind the rear seat for efficient use of load space. On convertibles, trunk volume is increased from 15.2 to 15.8 cubic feet with the spare tire flat on the floor in the right rear corner.

TRUNK MATS. This durable and attractive mat has a tweed-textured surface plus a foam backing.

AMERICAN. The trunk volume offers the ample capacity of 12 cubic feet based on actual luggage. This means plenty of usable luggage space plus the advantage of easy loading. The spare tire is mounted flat on the floor in the right rear corner.

MARLIN. Trunk volume is increased from 11.7 to 15.8 cubic feet based on standard luggage ratings.

TRUNK LIGHT. Automatic trunk light is part of optional Light Group (standard on DPL).



#### 5 IMPORTANT GLASS BENEFITS

- Larger, optically improved flexible-glass rear window for Rebel SST and Ambassador DPL convertibles.
- High-penetration-strength windshield glass, with safety glass all around.
- "Solex" glass is optional for all windows (except convertible rear), or for windshield only.
- Curved-glass side windows enhance beauty.
- New "bonded" mounting for windshield on Rebel, Ambassador and Marlin assures tighter sealing.

### FLEXIBLE-GLASS CONVERTIBLE REAR WINDOW on Rebel SST and Ambassador DPL Convertibles

The SST and DPL convertible rear window is largersized for '67, and is again made with flexible-glass but with improved optical qualities. Typical of glass, the optical quality and surface finish is maintained throughout the life of the car, since the unique flexible-glass window will not discolor, crease, or cloud. A further noteworthy feature for convertible owners is the fact that the glass window is impervious to scratching caused by dry-wiping or ice removal. The flexible-glass is heat-tempered to resist impact and penetration, and the design allows the top to be lowered or raised with the window zipped in or zipped out. A pair of assist straps make it easier to start the zipper. Special provisions on each side of the window assure a weather-tight fit with the window up. The Rambler American Rogue convertible again uses the tough vinyl-plastic rear window.





#### SAFETY-GLASS ALL-AROUND

All 1967 American Motors cars use laminated safety-plate glass windshields with a heavy interlayer of vinyl laminating material. This special plastic interlayer (J030" thick) results in an overall thickness of .265" for the safety plate glass (J250" for Americans). This feature gives added safety by providing a high-degree of resistance to penetration during accidents.

All side and rear windows are made of tempered-sheef safety glass (tempered-plate safety glass is used for "Solex" rear windows of sedans, hardtops and Marlins). See "Equipment" section for information on optional "Solex" glass.

#### **NEW WINDSHIELD MOUNTING**

The larger windshields on all 1967 Rebel, Ambassador and Marlin models are mounted with a new manufacturing technique for improved product quality. With the use of a newly-developed butyl bonding tape, the windshields are pressed and bonded in place to the body structure. This unique bonded windshield installation assures more uniform quality, improves appearance, provides a tighter weather seal and simplifies service replacements.

Rear windows for all series, as well as American windshields, are mounted tightly in place with molded-rubber channels fitted to the body structure.

Windshields and rear windows for all series are framed with chrome-finished stainless steel moldings to enhance appearance.



REBEL-AMBASSADOR-MARLIN



**AMERICAN** 

#### DOOR LOCKS

A new concealed door-lock striker mechanism (front and rear) provides gréater door locking strength for extra safety on Rebei, Ambassador and Marlin models. On these same models, a new lower position for the key lock is easier to see and get at with a key. On Rambler Americans, a new door-lock striker mechanism (front and rear) also provides greater door locking strength for extra safety.

#### **OUTSIDE DOOR HANDLES**



Distinctive push-button outside door handles are featured for all models. Styling is different on Rebel, Ambassador and Marlin than it is on American. Both styles have full gripping area, designed for easy, natural thumb-operation of the push-buttons.

REBEL-AMBASSADOR-MARLIN

**AMERICAN** 

# FRONT-DOOR

On Rebel, Ambassador and Marlin models, a new positive front-door locking system provides an extra margin of safety. A push-down lock-button replaces the push-down handle for front doors. The front door cannot be opened (from the inside) until the lock-button is pulled up (just like rear doors). This new system offers definite safety advantages, since doors cannot be inadvertently opened while the lock-button is down. Front doors can now be locked from outside without a key, simply by pushing the lock-button down, and holding the outside door-handle button in while closing the door.

Rambler American models continue with the inside pushdown handle for locking front doors, and with the positive lock-button system for rear doors.

### PULL-GRIP INSIDE DOOR HANDLES

On Rebel, Ambassador and Marlin models, new "pull-grip" inside handles are integrally designed on the forward edge of the new door armrests. The new handles provide improved appearance, plus added safety. Rebel 550 and all Americans continue with the turn-to-open door handles.





REBEL-AMBASSADOR-MARLIN



### "SCENA-RAMIC" CURVED-GLASS SIDE WINDOWS

Curved-glass side windows continue as a functional styling feature, providing more beauty on the outside, more "people space" on the inside. On Rebel, Ambassador and Marlin models, the glass curvature is even greater, with a new 50-inch radius (American continues with 60-inch radius). All side glass is of top-quality, tempered safety glass, of course. Newlystyled extruded-aluminum side window frames, with a bright anodized finish, are again featured in Rebel and Ambassador 4-door sedans and wagons. The frames, bolted firmly to the door panels, have two rubber seals with a water drain channel between them to seal out dust and water. American models feature side window frames constructed of rigid steel stampings, bolted firmly in place to door panels. Double door seals are also featured. All 2-door sports sedans, hardtops, convertibles and Marlin use chrome-finished steel edges around the side windows for extra protection and improved appearance (a quality feature not found on many competitive cars).



On Rebel, Ambassador and Marlin models, a new pull-to-open control lever on the forward edge of the vent window permits much easier opening and closing (women should especially appreciate this). As an early-production running change, a new lock-button for the easier-to-operate control lever permits positive locking action to help prevent car theft or break-ins.

#### TWO-POSITION DOOR STOP

A new, two-position door stop on Rebel, Ambassador and Marlin models allows the door to be held open in mid-position as well as full open (was full open only). Rear doors on these models, as well as all Rambler American doors, continue with the one-position door stop.



RAMBLER AMERICAN



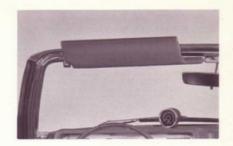
#### PADDED SUN VISORS

On Rebel, Ambassador and Marlin models, a new, contoured hinge for the padded sun visors is designed to improve safety aspects. On Rebel and Ambassador convertibles, the visor vanity mirror (which is a part of the optional Visibility Group) is not used because of the new visor design. For all series, the padded visors (which continue standard) are made with the "sewed up" method for closed cars, the "molded" method for convertibles. And, safety-padded instrument panels are again standard (see "Model" sections).

### DOUBLE-SAFETY-PIVOT

A new double-safety-pivot inside rear view mirror with the day-night tilt feature is a new standard equipment feature for all models. The double-pivot action is accomplished by two ball joints, one at each end of the mirror supporting arm. In addition to greater safety, the new type mirror provides a greater degree of adjustability.





#### ASHTRAYS AND LIGHTERS

All models have a centrally-mounted instrument panel ashtray, rolling on ball-bearing tracks for smooth, easy operation. In the interest of safety, all front ashtrays are designed to become dislodged if accidentally struck while in the open position. On Rebel, Ambassador and Marlin, the new extra-wide ashtray has a new automatic ashtray light, included with the optional Light Package (standard on DPL). The ashtray light is especially convenient, and contributes to safety during night driving. The rear-seat ashtrays are built into the newly styled armrests (except on 220 and 550). On Rebel and Ambassador 3-seat wagons, an ashtray is mounted on top of the new spare-tire cover. Safety-wired cigarette lighters are standard on all models, except 220.

#### 4-WAY HAZARD WARNING SIGNALS

The 4-Way Hazard Warning Signals are a new standard safety feature for all 1967 American Motors models (was optional). A new switch is mounted directly on the right side of the steering column, opposite the normal turn-signal lever (on the left). The regular turn signal lights in the instrument cluster will both flash on and off simultaneously when the 4-Way system is operating. The 4-Way signal system is self-cancelling as the steering wheel is turned, and is direct-wired so that it will operate regardless of the ionition switch position.



A new "Lane-Changer" feature is standard on all 1967 AM models. When the turn-signal lever is moved toward either the left or right turn position, an intermediate position permits the turn signal lights to flash—helpful and handy for signaling momentary lane-changing maneuvers. When the lever is released, it returns to the off position.

Amber colored lenses are used for the front turn signal lights, which are mounted in the front bumper on all models except DQI and Marlin. On these models, new round "rally" lights are mounted in the grille replacing bumper lights. For the new rally turn signal lights (and parking lights) an amber bulb is used instead of a colored lens.









#### STEERING WHEEL and HORN

A new 3-spoke, deep-dish steering wheel replacing the 2spoke design, is a new safety feature on all 1967 AM models. The diameter of this new, safer steering wheel is reduced from 17 inches to 16 inches on Rebel, Ambassador and Marlin models (the size previously used on Americans). Aside from the safety advantages of the 3-spoke design vs. the 2-spoke design, the 16-inch size offers greater "thigh" room and makes the car interior appear larger.

The horn ring has been eliminated, and is replaced by three thumb levers on the spokes of all models except 220, 550 and 880. For these models a center horn button is used. All models have dual-tone horns (two horns) except 220 and 550 models which have one horn (with a second horn offered as a dealer accessory).

#### "SPORTS" STEERING WHEEL

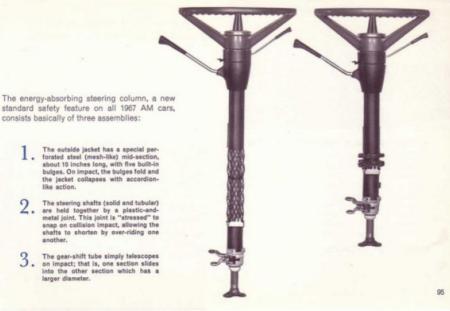
A new "sports" steering wheel with simulated wood-grain rim and circular-design center spider is optional on all models except the DPL. It is standard on DPL with the addition of a wood-grain center spider. A "custom" steering wheel is standard on 440, Rogue, 770, SST and 990 models, and optional on 220, 550 and 880 models.

# ALL-NEW ENERGY-ABSORBING SAFETY STEERING COLUMN

The all-new Energy-Absorbing Safety Steering Column, engineered to lessen driver injuries in collisions, is a new *standard* safety feature on all 1967 AM cars. This safety steering column is designed to prevent the penetration of the steering column into the driver in the event of a collision. In effect, under severe impact conditions at *either* end of the steering column, the column collapses, or shortens, at a controlled rate, thereby absorbing the impact energy.

The unique design permits the steering column and wheel to collapse several inches toward the instrument panel during a collision. This forward movement is permitted and achieved by a special bracket, mounting the column to the instrument panel. When a severe force is applied at the steering-wheel end of the column, special mounting-bracket capsules allow the column to break away from the instrument panel and travel forward. Simultaneously, on severe impact, the lower end, to which the steering gear is attached, has the ability to move rearward several inches, resulting in an overall reduction of column length.

This Energy-Absorbing Safety Steering Column goes well beyond government requirements. Along with the new 3-spoke safety steering wheel, which meets government requirements, the combination affords the driver maximum safety from steering column injury during an accident.



like action.

another.

larger diameter.



#### REAR-FENDER "WINK" LIGHTS

As a new styling and safety feature, all Rebel sedans, hardtops and convertibles have rear-fender "wink" lights (which interconnect to the newly-styled stop-turn-tail-lights) to provide side visibility at night. All Rebel and Ambassador wagons, plus the Marlin, have new red reflectors on the side of the rear fender which reflect oncoming headlights. The new massive taillights on Ambassador sedans, hardtops and convertibles are visible from the side to enhance safety.

#### BACK-UP LIGHTS

As a standard safety feature on all 1967 American Motors cars, a pair of back-up lights are mounted in the rear bumper. These lights are actuated automatically when the transmission is shifted into reverse.

# CHROME-TRIM PEDALS for all 990, DPL and MARLIN models

To add distinction to the Interior appearance on all top-line Ambassador 990 and DPL models (plus the Marlin) the accelerator, brake and clutch pedal rubber covers are chrome trimmed. This added touch of luxury also applies to the step-on parking brake pedal.





#### COUNTERBALANCED HOOD & TRUNK LIDS

High-opening hoods and trunk lids are fully counterbalanced to assure easy operation and access to these compartments. Both the hood and trunk lid are well braced with an inner panel for rigidity. Wagon tailgates are also counterbalanced. An automatic trunk light (or cargo light) is included in the optional Light Group. All Ambassadors and Marlins, plus V-8-equipped Americans and Rebels, have fiberglass hood insulation as standard equipment.

#### WINDSHIELD WIPERS & WASHERS

On Rebel, Ambassador and Marlin models, new 16-inch wiper blades replace the former 15-inch size, and sweep a considerably greater area of the windshield. All models have parallel-action wiper systems with new satin-finish "non-glare" wiper arms and blades. Variable-speed vacuum-powered wipers (with fuel-pump vacuum booster) are standard on all models. Variable-speed electric wipers are optional as a separate item (required option on American V-8's) or included in the optional Visibility Groups.

Foot-pump-operated windshield washers are standard equipment, while an improved hand-switch-operated electric washer system is optional (in Visibility Group or with electric wipers). For greater pumping efficiency, the electric pump is now mounted directly on the solvent bag. As a new feature for Rebel, Ambassador and Marlin models, two squirters, projecting from the cowl air intake at left and right, more effectively direct the washer stream and provide better coverage of the windshield (especially at higher speeds). Rambler American continues with the single, four-let squirter at the rear center of the hood.







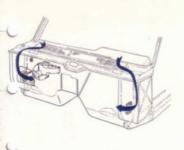
#### COIL SPRING SEATS

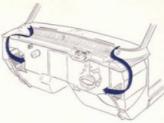
American Motors adds to riding comfort with deep coil-spring construction in front and rear seats—and in every model right across the board! Only one other U.S.-built car (one of the highest-priced cars) offers coil springs in both front and rear seat cushions and seat-backs. Seats with cone-shaped coil springs are far superior in comfort, support and long life when compared to zig-zag or formed wire springs used on virtually all other cars.

Front Seat Details. Foam-cushion front seat pad is standard on all models. Foam-cushion padding is also used on the seathack of bucket seats. All front seats feature a curved surface on the rear face for added rear-seat knee room. Front seats are adjustable thru a 6" fore-'n-aft range (4" with four-speed floor-shift transmission). See the "Equipment" section for the many reclining seat options and headrests . . . largest selection in the industry.

Swing-Pivoting Front Seat-Backs. This feature for all twodoor models with non-reclining seats, permits greater room for easier entry (and exit) for rear-seat passengers.

Rear Seat Details. Foam cushion rear seat pads are standard on Rogue, 770, SST, 990, DPL and Marlin models. On 550 and 880 models, rear foam-cushion is optional.









REBEL-AMBASSADOR-MARLIN

AMERICAN

#### **FRESH-AIR VENTILATION...standard**

Super-efficient fresh-air ventilation system is a built-in standard feature in all models. The fresh-air chamber structure, welded to the front of the Uniside, contributes to the strength of the automobile as well as the comfort of its passengers, providing a larger air passage area and, consequently, more effective ventilation. The main side-ducting of the system is made of rust-fighting galvanized steel. Inside, the system features all-plastic cowl-side vent panels with direct-control sliding doors. (Pull doors back to open, push forward to close.) See "Equipment" section for air conditioning and heating details.

#### DEEP-DIP RUSTPROOFING FIGHTS CORROSION

To retard rusting and corrosion underneath, the basic body structure is treated with a "Deep-Dip" paint primer bath process. The body is conveyed through a chromate primer tank (containing 12,000 gallons of primer) so that the protecting chemicals can reach inaccessible or shielded body areas up to the roof (not the roof itself). 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, or when exposed to extreme road or weather elements. In 1958, American Motors was the first U. S. car manufacturer to adopt this unique process.

Rust-fighting galvanized steel is used for the outer uniside, rocker-panel sections plus many more vital parts throughout the body structure.

A host of detailed steps and processes are followed during various production stages to assure a longer, rust-free life. Just one example: nylon clips are used to attach body moldings in order to prevent localized rusting.

Finished car bodies are subjected to a high-pressure water-spray test to detect and prevent possible leaks. Full undercoating is optional.





#### LUSTRE-GARD ACRYLIC ENAMEL

As an important product benefit, all exterior colors are formulated with Lustre-Gard Acrylic Enamel . . . a most advanced type of new-car finish. With these thermosetting acrylic enamels, three wet-on-wet coats are beautifully applied and the final finish is baked on for lasting beauty and durability. The more expensive acrylic enamels have decided advantages over other type enamels and lacquers, as follows:

- 1. Improved new-car appearance.
- 2. Improved gloss retention.
- 3. Improved hardness.
- 4. Greater scratch resistance.
- 5. Freedom from chalking.
- 6. Improved polishability.
- 7. Improved color stability.
- 8. Easier paint repairs.
- 9. Improved used-car appearance.

# SOLID COLORS FOR 1967

A total of 15 Lustre-Gard Acrylic Enamel colors are standard for 1967 models. Of these, 11 are all new, while 4 are popular carry-overs (Classic Black, Granada Green, Apollo Yellow and Frost White). Of the 15 colors, 10 are metallic and 5 are non-certilic.

m	eta	IIIIC.	These	are the colors:	
			CODE	COLOR NAME	SST 4 DPL STRIPE
X	X	X	P1	CLASSIC Black	*White/Red
X	X	X	PB	MARINA Aqua, Metallic (Medium)	White
	X	X	P18	GRANADA Green, Metallic (Medium)	White
X	X	X	P25	APOLLO Yellow	Black
X	X	X	P31	STRATO Blue, Metallic (Light)	Black
X	X	×	P32	BARBADOS Blue, Metallic (Medium)	White
X	X	X	P33	ROYALE Blue, Metallic (Dark)	White
	X	X	P34	ALAMEDA Aqua (Light)	Black
X	X	X	P36	YUMA Tan, Metallic (Light)	Black
X	X	X	P37	SUNGOLD, Metallic (Medium)	White
X	X	X	P38	STALLION Brown, Metallic (Dark)	White
X	X	X	P39	MATADOR Red	White
		X	P40	FLAMINGO Burgundy, Metallic (Light)	Black
		X	P41	RAJAH Burgundy, Metallic (Dark)	Red
X	X	X	P72	FROST White	Red
1	1	4		5 COLORS available for Rebel 770 and Si ssador 990 and DPL.	ST plus
	L	-		LORS available for all Americans, Rebel ssador 880.	550, and
L	_	-	11 CO	LORS available for Marlin.	

Plus . . . P42, SATIN Chrome Paint Option for "DPL" Rocker Panel Area 
\*White stripe with white tan or blue interior.

Red stripe with red, black or burgundy interior.

Complete, Illustrated information on two-tone exteriors can best be found in the "Color and Upholstery" book, Unique top-of-the-car combinations are available for Rogue models.

20 Two-Tone Combinations are available for Rebel 770 and SST, plus Ambassador 990 and DPL.

17 Two-Tone Combinations are available for all Americans, plus Rebel 550 and Ambassador 880.

14 Two-Tone Combinations are available for Marlin.



#### VINYL-COVERED ROOFS

For 1967, a choice of black or white vinyl-covered roofs are sporty options for all hardtops in the American, Rebel, and Ambassador series, plus the Marlin fastback (roof and rear deck). For added distinction on Rebel 770 and Ambassador 990 four-door sedans, vinyl-covered roofs are offered for the first time.

#### WOOD-GRAIN TRIM FOR 770 & 990 WAGONS

For added luxury and distinctive appearance, new simulated wood-grained side panels are optional on Rebel 770 and Ambassador 990 wagons (see page 73). The "dinoc" covers a considerable area, and is offered with any color (not two-tones). On the 990 with this option, rocker panel and full wheel-opening moldings are replaced with slim lower moldings and partial wheel-opening moldings (like regular 770 moldings). Also, 770 and 990 wagons use slim-line moldings at the belt line, plus new front- and rear-fender vertical moldings to complete the framing for simulated wood-grain.

#### WAX COATING

A protective wax coating is applied to every new car that rolls off the assembly line. The coating—sprayed on automatically by means of an electrostatic process—provides protection to the exterior finish against adverse weather elements and road conditions during shipment and storage. The coating is easily removed at the dealership to assure a factory-fresh car.

# 7 ENGINES 67

3 TORQUE-COMMAND 6's

4 TYPHOON V-8's





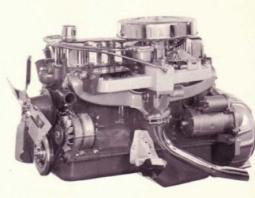
Engine Availability	128 HP "199"	145 HP	155 HP	200 HP	225 HP "290"	235 HP "343"	280 HP
RAMBLER AMERICAN	Standard	Optional	Optional	Optional	Optional		Optional
RAMBLER REBEL		Standard	Optional	Optional		Optional	Optional
AMBASSADOR (except convertible)		Standard	Optional	Optional		Optional	Optional
AMBASSADOR CONVERTIBLE				Standard		Optional	Optional
MARLIN		Standard	Optional	Optional		Optional	Optional

#### **TORQUE COMMAND "199" ENGINE**



#### SPECIFICATIONS

Туре	OHV, 6 cylinder
Bore & Stroke	3½" x 3"
Displacement	199 cubic inches
Compression Ratio	8.5:1
CarburetorHo	lley 1931, one-barrel
Horsepower	128 @ 4400 RPM
Torque	182 @ 1600 RPM
	dRegular
Oil Filter	Full-Flow
	earingsSeven
	Cellulose Fiber

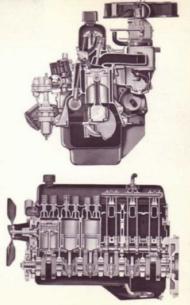


# 199 cubic-inch displacement ... 128 horsepower

#### **☆ Standard Engine on Americans**

This thrifty 128-hp. Torque-Command "199" engine has components that are basically the same as those of the Torque-Command "232" except that this 199 cubic-inch engine has a 3" stroke crankshaft (compared to 3½" for the "232"), uses longer connecting rods (6½" compared to 5½" for the "232"), and same diameter pistons (3½") but with a smaller top cavity to maintain the 8.5:1 compression ratio. With a one-barrel Holley carburetor, the "199" engine thrives on regular grade fuel. And, the water-heated intake manifold further enhances fuel economy for the "199" engine.

Torque-Command engine features include: seven-main-bearing crankshaft with eight counterweights (exclusive), oversquare bore-stroke ratio (3½\* bore x 3\* stroke = 1.280:1 ratio), coolant passages surrounding valve seats and cylinders, wedge-shaped combustion chambers, big-diameter valves, hydraulic valve lifters, full-flow oil filter, full-pressure lubrication, slim-wall cast-iron block construction, free-breathing intake manifold, sweep-flow exhaust manifold.with heat control valve, steel-reinforced aluminum pistons, automatic choke and a dry-element air cleaner.

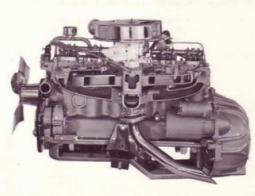


#### **TORQUE COMMAND "232" ENGINE**



#### SPECIFICATIONS

Type	OHV, 6 cylinder
Bore & Stroke	3½" x 3½"
Displacement	232 cubic inches
Compression Ratio.	8.5:1
CarburetorHolle (Carter RBS wit	
Horsepower	145 @ 4300 RPM
Torque	215 @ 1600 RPM
Fuel Recommended.	Regular
Oil Filter	Full-Flow
Valve Lifters	Hydraulic
Crankshaft Main Bea	ringsSeven
Air Cleaner	Cellulose Fiber

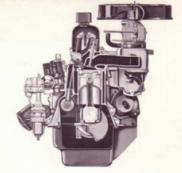


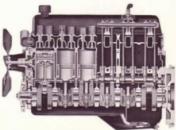
# 232 cubic-inch displacement ....145 horsepower

- ☆ Standard Powerplant on all Rebels, Marlins and Ambassadors (except convertible)
- ☆ New Optional Powerplant on all Rambler Americans

The Torque-Command "232" is rated at 145 hp, with the one-barrel Holley carburetor (Carter with automatic) and an 8.5:1 compression ratio, it offers a high measure of responsive performance and smoothness over a broad range of car speeds, plus remarkable economy on regular grade fuel.

Torque-Command engine features include: seven-main-bearing crankshaft with eight counterweights (exclusive), oversquare bore-stroke ratio (3½" bore x 3½" stroke = 1.071:1 ratio), coolant passages surrounding valve seats and cylinders, wedge-shaped combustion chambers, big-diameter valves, hydraulic valve litters, full-flow oil filter, full-pressure lubrication, slim-wall cast-iron block construction, free-breathing intake manifold, sweep-flow exhaust manifold with heat control valve, steel-reinforced aluminum pistons, automatic choke and a dry-element air cleaner.



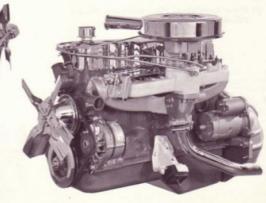


## TORQUE COMMAND "232" 2-BARREL ENGINE



#### SPECIFICATIONS

TO COUNT & No. do-
TypeOHV, 6 cylinder
Bore & Stroke
Displacement232 cubic inches
Compression Ratio 8.5:1
CarburetorCarter WCD, two-barrel
Horsepower155 @ 4400 RPM
Torque222 @ 1600 RPM
Fuel Recommended Regular
Oil FilterFull-Flow
Valve LiftersHydraulic
Crankshaft Main BearingsSeven
Air Cleaner Cellulose Fiber

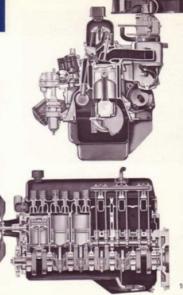


# 232 cubic-inch displacement ... 155 horsepower

## ☆ Optional on all Models (except Ambassador convertible)

The 155-horsepower Torque-Command "232" with twobarrel Carter carburetor and 8.5:1 compression ratio, delivers top six-cylinder performance on regular-grade fuel. In addition to the standard three-speed manual (column-shift) transmission for all models, this engine (and all Sixes) are available with optional overdrive or with three-speed Flash-O-Matic column shift. It is not available with Shift-Command console shift or four-speed floor shift. This spirited and ultra-smooth 155-horsepower engine soptional on all 1956 models (except Ambassador DPL convertible which is a V-8 only).

Torque-Command engine features include: seven-mainbearing cranishaft with eight counterveights (exclusive), oversquare bore-stroke ratio (3½" bore x 3½" stroke— 1.071:1 ratio), coolant passages surrounding valve seats and cylinders, wedge-shaped combustion chambers, bigdiameter valves, hydraulic valve lifters, full-flow oil filter, full-pressure lubrication, slim-wall cast-iron block construction, free-breathing intake manifold, sweep-flow exhaust manifold with heat control valve, steel-reinforced aluminum pistons, automatic choke and a dry-element air cleaner.

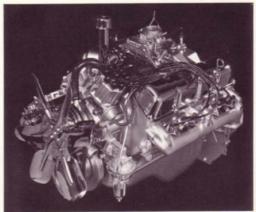




#### SPECIFICATIONS

Type	OHV, V-8
Bore and Stroke	
Displacement	290 cubic inches
Compression Ratio	
Carburetor	Holley two-barrel
Horsepower	
Torque	
Fuel Recommended	
Oil Filter	Full-Flow
Valve Lifters	
Crankcase Main Bear	ingsFive
Air Cleaner	

## TYPHOON "290" V-8 (2-BARREL)



## 290 cubic-inch displacement ... 200 horsepower

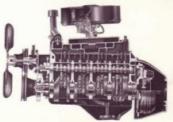
- ☆ "290" V-8 engine plus matching V-8 driveline and mechanical components
- ☆ Standard on Ambassador Convertible
- ☆ Optional on all other models

To the many customers who want the smoother power flow possible from a V-8 engine, the all-new American Motors family of Typhoon engines will come as a revelation.

The "290" Typhoon, with two-barrel carburetor, is (like all four Typhoons) a V-8 engine of completely-new engineering and design, manufactured to the highest possible quality standards in the world's most modern engine-manufacturing plant. 83 pounds lighter, and more compact, than the former "287," this engine offers many benefits in terms of increased efficiency, horsepower, torque, durability and dependability.

The lightest "reciprocating weight" in the industry makes it quick, responsive. Our unique 100-percent "mass balancing" of the assembled engine makes it outstandingly smooth and quiet. The cast-iron alloy block with full-length, slim-wall water jackets gives it exceptional cooling efficiency. Newly designed, wedge-shaped combustion chambers combine with large intake and exhaust passages and valves to provide the outstanding combination of performance and economy in the industry.





## TYPHOON "290" V-8 (4-BARREL)



#### SPECIFICATIONS

Туре	OHV, V-8
Bore and Stroke	
Displacement	290 cubic Inches
Compression Ratio	10.0:1
Carburetor	Carter four-barrel
Horsepower	225 @ 4700 RPM
Torque	300 @ 3200 RPM
Fuel Recommended	Premlum
Oil Filter	Full-Flow
Valve Lifters	Hydraulic
Crankshaft Main Beari	ngsFive
Air Cleaner	Cellulose Fiber



## 290 cubic-inch displacement ... 225 horsepower

# ☆ "290" V-8 engine plus matching V-8 driveline and mechanical components

### ☆ Optional on American models

The four-barrel "290" Typhoon V-8 is a really "hot" engine for the American series, and is not available on Rebel, Ambassador or Marlin. This is the engine for those compact buyers who demand the most in get-away and passing power. It has all the advanced-design features of the other Typhoons, including: light weight; compact size; full-length, slim-wall cooling; easily serviced forward accessory section; five big main bearings; large intake and exhaust valves and passages; wedge-shaped combustion chamber; and 100-percent mass balancing—all contributing to outstanding performance, response, durability, and dependability, combined with remarkable economy on premium fuel.

This engine is available with the sporty four-speed floor-shift transmission (optional) as well as the standard three-speed manual column shift.





## **TYPHOON "343" V-8 (2-BARREL)**



#### SPECIFICATIONS

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## 343 cubic-inch displacement ...235 horsepower

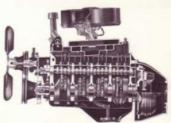
- ☆ "343" V-8 engine plus matching V-8 driveline and mechanical components
- ☼ Optional on all Rebels,
   Ambassadors and Marlins

This high-performance, large-displacement Typhoon engine is for people who like the effortless throttle response and extra passing power of a big V-8, yet still want the economy possible with a two-barrel carburetor and a 9.0:1 compression ratio that permits the use of regular fuel. Optional for all Rebels, Ambassadors and the Marlin, it incorporates all the advanced engineering and manufacturing quality that is characteristic of all the new Typhoon engines.

The new "343" is a larger-displacement version of the "290" with piston-bore increased from 3.75" to 4.08" (using a larger inner casting core). And, larger-diameter intake and exhaust valves are used for the "343" to enhance "breathing" ability.

The 235-horsepower "343" V-8 is available with either Flash-O-Matic column shift or Shift-Command console shift.





## **TYPHOON "343" V-8 (4-BARREL)**



#### SPECIFICATIONS

Type	OHV, V-8
Bore and Stroke	4.08" x 3.28"
Displacement	343 cubic inches
Compression Ratio	10.2:1
Carburetor	
Horsepower	
Torque	
Fuel Recommended	Premium
Oil Filter	Full-Flow
Valve Lifters	
Crankshaft Main Bear	
Air Cleaner	



# 343 cubic-inch displacement ...280 horsepower

#### ☆ "343" V-8 engine plus matching V-8 driveline and mechanical components

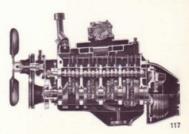
#### **☆ Optional on all models**

This is the new power king of the American Motors great new Typhoon V-8 engine line-up. With 343 cubic inches, 280 horse-power, 365 pounds-feet of torque, and a 10.21 compression ratio, this engine is not only powerful, but quick and responsive. The new lightweight, compact Typhoon engine design, with low reciprocating weight, gives this engine lightning-swift throttle response.

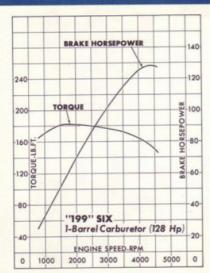
In cars of the size and weight of Rebel, Ambassador and Marlin, the "343" four-barrel provides acceleration, passing power, and hill-climbing power second to none in its class. In the compact American, the "343" really comes on strong for a new high measure of performance. While the "343" operates on premium fuel, it still provides exceptional operating economy.

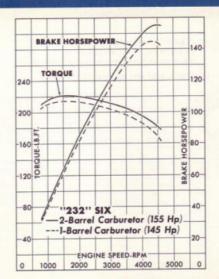
In Rebel, Ambassador or Marlin, it is available with Flash-O-Matic column shift, Shift-Command console shift, four-speed floor shift, or four-speed console shift for a real performance package. For the American, the "343" is offered only with fourspeed floor shift . . . resulting in the hottest performance package in the '67 American Motors line.



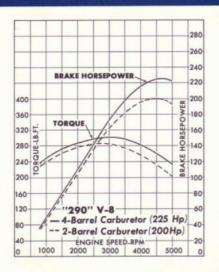


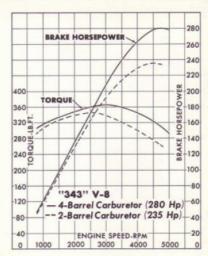
### POWER CURVES for TORQUE-COMMAND SIXES





### POWER CURVES for TYPHOON V-8 ENGINES





## ONE- OR TWO-BARREL 6-CYL. CARBURETORS



Carter RBS One-Barrel

Holley 1931 One-Barrel



Carter WCD Two-Barrel

To maintain American Motors' traditionally high fuel economy and responsive performance, major emphasis is placed on proper carburetion. New designs and refinements are tested continually to assure peak carburetor efficiency for all engines (improvements are incorporated at the first opportunity).

The Carter RBS One-Barrel Carburetor is used on 145-hp Torque-Command "232" engines equipped with Flash-O-Matic transmissions.

The Holley 1931 One-Barrel Carburetor is used on all 128-hp "199" engines, and on the 145-hp "232" Torque-Command engine with manual transmission.

The Carter WCD Two-Barrel Carburetor is used on the 155-hp Torque-Command "232" engine with manual and automatic transmissions.

These carburetors provide lean fuel mixtures with less "surge" and better atomization for top economy with regular grade gas. The synthetic-rubber tipped needle valve (Holley) and valve seat (Carter) prevent flooding due to foreign particles in the fuel. Generously-sized intake manifolds provide efficient distribution and temperature control for the fuel-air mixture.

All carburetors feature an integral automatic choke to assure proper engine-idle control under cold-choke conditions.

#### TWO- OR FOUR-BARREL V-8 CARBURETORS

The Holley 2209 Two-Barrel Carburetor is used on the 200-hp "290" V-8 and the 235-hp "343" Typhoon V-8 engines (9.0:1 compression ratio for regular-grade fuel). The high-capacity bowl has a unique float made of myprophyl hard-rubber with unicellular molded construction rather than sheet brass, thus eliminating soldered joints, collapsed floats and possible leakage. A diaphragm-actuated choke plate control assures reliable overall operation, especially during cold starting and initial driving.

The Carter AFB Four-Barrel Carburetor is used on the more powerful, high-compression versions of the "290" and "343" Typhoon V-8 engines developing 225 and 280 hp respectively (requiring premium fuel). Twin primary front barrels serve most driving needs. Twin secondary rear barrels are brought into operation by air velocity action across the auxiliary "butterfly" valves and function only for higher power requirements in conjunction with the primaries. Twin fuel-bowls deliver a uniform fuel supply to meet all driving conditions.

Both carburetors have automatic chokes with a filtered-air supply via the carburetor air cleaner to insure reliable choke action. The carburetor chokes are designed to prevent premature off-choke action for reliable cold-weather warm-up. On automatic transmission models, both carburetors are equipped with dash-pots for better stability during fast stops. The synthetic-rubber tipped needle valve (Holley) and valve seat (Carter) prevent flooding due to foreign particles in the fuel.





9-Barral Holley 220

4-Barrel Carter AFB



Two intake manifolds are used on Typhoon V-6's. One is for the two-barrel carburetor and the other for the four-barrel carburetor. The cast-iron intake manifolds, with generous size passages, are designed to permit elimination of the tsppet-chamber cover stamping.

## TORQUE COMMAND ENGINE BLOCK

The very latest casting techniques assure better controllability and uniformity of the slim-wall cast sections of the Torque-Command engine block. This, in turn, assures maximum engine block strength with minimum weight, as evidenced by sizeable savings. The generous block design accommodates a seven-main-bearing crankshaft, large-diameter pistons and provides efficient water cooling around all cylinders. The bore-to-bore spacing for the rugged cast-iron alloy block is a generous 4.38°.







## TYPHOON V-8 ENGINE BLOCK

The Typhoon V-8 engine block, of rugged cast-iron alloy, incorporates all of the most advanced design and manufacturing methods associated with slim-wall, high-production engines. This is the first production engine to be cast using four hard cores instead of the usual ten. The result is a precision-built casting with uniform high quality. There is much greater accuracy in casting the slim-wall sections, and in locating the wall sections from one to another. Water cooling is provided completely around all cylinders and for the full operating length of the cylinder walls. The bore-to-bore spacing for the rugged V-8 blocks is a generous 4.75°.



#### TYPHOON V-8 CRANKSHAFT

An important feature of the new Typhoon V-8 engines is the cast malleable-iron crankshaft (replacing the forged-steel crankshaft). This crankshaft is not only rugged but seven pounds lighter than the former one. To assure durability and long life, the crankshaft is supported with five main bearings with a diameter of 2½ inches (compared to the former 2½ inches). Main and connecting rod bearings are made of sintered copper-lead alloy (or tin allov).

An important feature of the V-8 engines is the method of balancing. The engine is 100% mass-balanced after the engine is assembled. The balancing operation takes place at the vibration damper in front, and at the flywheel or torque converter in the rear. This unique method produces an ultra-smooth, quiet-running engine.

#### TORQUE COMMAND CRANKSHAFT

The seven-main-bearing crankshaft, with larger diameter main bearings, and made of cast malleable iron, is a major feature of the Torque-Command engine. Its design is unique in the industry, in that it features eight Counterweights to minimize vibration. Competitive Sixes with seven main bearings use only four counterweights. Special microbabbit alloy main bearings are used in the Torque-Command because of its well distributed light load. Connecting rod bearings are made of sintered copper-lead alloy, a high-strength, long-life material. Large bearing cap botts are used for greater durability. On automatic transmission models, the crankshaft and converter are "wet balanced" together to assure smoother operation than any other six-cylinder engine on the market.

For manual transmissions, a heavier flywheel provides greater moment-of-inertia for considerably smoother operation than any other six-cylinder engine.



#### COMBUSTION CHAMBER

Both Torque-Command Sixes and Typhoon V-8's now feature wedgeshaped combustion chambers, so arranged and proportioned to piston size that maximum power and economy are possible, while maintaining a moderate compression pressure peak for smooth operation.

On the new Typhoon V-8's, the wedge-shaped design replaces the former kidney-shaped design, and incorporates a generous "quench" area to control fuel knock and provide additional engine smoothness. In addition, the new cast-iron V-8 cylinder heads incorporate generously sized intake and exhaust passages and large valves (larger for the "343" V-8) resulting in extremely high volumetric efficiency for greater power and torque responsiveness, plus exceptionally high fuel economy.





All-new stamped rocker arms are mounted with sphere pivots. With this design, the rocker-arm shalt, pedestals, spacer springs and hold-down bolts are eliminated. This reduces weight and gives high performance, especially with the 1.6.7 rocker-arm ratio (was 1.5.1).

### HYDRAULIC TAPPETS

All Torque-Command Sixes, and all Typhoon V-8's feature hydraulic tappets to assure quiet operation by automatically compensating for "play" in the valve linkage. Hydraulic tappets permit valves to seat properly, thus maintaining full compression for top efficiency. These tappets are practical from a service standpoint since valve clearance adjustments are not required. Camshaft lobes are ground with a taper, and the tappet face has a spherical radius for tappet rotation to eliminate spot wear.

#### LOW-FRICTION DESIGN

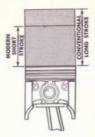
The large bore, short-stroke design reduces piston speeds. Since the piston travels a shorter distance, this means less friction-energy loss, more available power, quieter running, smoother running and longer engine life. The large piston bore permits generous valve-head diameters and ports, offering free-breathing benefits.

#### **PISTONS**

Torque-Command Sixes and the "290" two-barrel Typhoon V-8 use high-strength aluminum alloy "Conformatic" camground pistons with a cast-in steel ring for extreme lightness, ruggedness and precision thermal control. The four-barrel version of the "290" V-8 and both "343" V-8's use "Autothermic" cam-ground aluminum alloy pistons with a pair of steel-reinforced struts for even higher thermal control and strength in these higher-compression engines. The top compression ring has a new molybdenum-filled face for exceptionally-long life. A 3-piece spring steel lower oil-control ring completes the 3-ring team.

#### CONNECTING RODS

"I-section" connecting rods, made of cast-malleable iron, are used on all Six and V-8 engines. These rods are shorter and lighter than the former V-8 connecting rods, resulting in low reciprocating mass for smoother operation and quicker response.













#### **FULL-FLOW OIL FILTER**

Full-flow oil filters are standard on all American Motors engines. On all Torque-Command Sixes, the full-flow filter is mounted on the right, center lower side of the block. On all Typhoon V-8's, a full-flow filter is mounted on the new forward accessory section at the right front of the block. The specially-engineered American Motors engine-oil filters are of the throw-away type and easily changed at the normal interval of 4,000 miles.

With full-flow filter and high-quality factory-fill engine oil, the initial change is not required until 4,000 miles.

#### **ENGINE LUBRICATION**

All American Motors engines use full-pressure lubrication to protect all moving parts and aid in cooling. On the new Typhoon V-8's, the oil pump is horizontally mounted on the brand-new forward accessory section with the oil filter, oil filter relief valve and oil pump relief valve. The oil filter relief valve bypasses the filter under extremely dusty conditions. The oil pump relief valve prevents sudden surges of pressure due to cold engine starting. The entire system, on both Sixes and V-8's, provides positive engine lubrication, reliable performance, and exceptional oil economy under all conditions.



#### FUEL TANK

For 1967, fuel tank capacity is increased from 19 to 21½ gallons for Rebel, Ambassador and Marlin models. Rebel and Ambassador 3-seat wagons now have a 19-gallon tank (was 17), while all Rambler Americans continue with 16-gallon tanks (all capacities are approximate values). A new gas cap filler door is located on left rear fender of all Rebel, Ambassador and Marlin models. The rear-located center fuel filler cap (below trunk lid) is featured on American sedans, hardtops and convertibles. On American wagons, the filler cap is located on the rightrear fender. All models feature filler-vent systems to permit fast filling of tanks and to control fume emission. A locking gas cap is a dealer accessory.

#### FUEL FILTER

In all engines, the fuel pump filter element is generously sized and scientifically designed to provide high dirt-holding capacity for reliable carburetor performance. The pleated paper filter element, the same for all engines, should be replaced every 12,000 miles to assure reliable service. Also a continuing feature, a permanent fuel tank pick-up tube filter, made of Saran plastic, provides extra protection by keeping out water and foreign matter.





#### CARBURETOR AIR CLEANER

For all engines, the carburetor air cleaner is designed to provide extremely high dirt-holding capacity while maintaining air-flow efficiency under all driving conditions. The element is made of a special cellulose-fiber material. Cleaning the element every 4,000 miles is an easy matter, as is replacement at 24,000 miles.



# EXHAUST-EMISSION CONTROL SYSTEMS

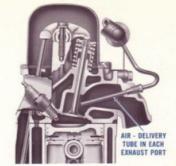
- "AIR-GUARD" SYSTEM for "199" Six & all V-8's
- "ENGINE-MOD" SYSTEM for all "232" Sixes

Required options for California cars to help combat smog

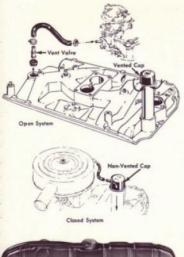
"Air-Guard" System as Installed on a Torque-Command "199" Six (V-8 Installation is similar). The Air-Guard System, which is an exhaust emission control system, is a mandatory extra cost option on all V-8's and "199" Sixes sold in California. The system consists, basically, of an air pump, belt-driven from the engine, that draws in filtered air and delivers it under pressure to an air-delivery manifold, located above the regular intake and exhaust manifolds (see illustration at left). From the air-delivery manifold (see illustration at right), the air is directed into each exhaust valve port where its oxygen completes the combustion of any unburned hydrocarbons released from the combustion chamber. The unburned hydrocarbons would otherwise be released through the exhaust system into the atmosphere in a form that contributes to smog formation.

The Air Guard System does not replace but rather supplements the closed PCV system required on all California cars (see chart at right, and following page)

**ENGINE-MOD...** For 1967, all "232" Sixes use a new "Engine-Mod" system to satisfy California exhaust emission control requirements. This modest-cost option includes: a thicker, composition head gasket; different carburetor specifications, including an idle-rich limiter; and different distributor centrifugal-advance specifications.



	Positive Crankcase Ventilation		Exhaust Emission Control		
Engine	"Open" System	"Closed" System	"Air-Guard" System	"Engine Mod" System	
199 Six	Not Available	Std. on All Meets Calif. Requirements	Extra Cost Option Reg'd. for Calif.	Not Available	
232 Six 1- & 2-Bbl.	Standard	Extra Cost Option Reg'd. for Calif.	Not Available	Extra Cost Option Reg'd. for Calif.	
290 & 343 V8 2- & 4-Bbl.	Standard	Extra Cost Option Reg'd. for Calif.	Extra Cost Option Reg'd, for Calif.	Not Available	



#### POSITIVE CRANKCASE VENTILATION

This basic system is used throughout the industry to contribute to smag reduction. The PCV system returns unburned hydrocarbons from the crankcase to the intake manifold, where they are recirculated and consumed within the engine. On V-8 engines and Torque-Command "232" engines, the open PCV system is standard for all areas except California. For California, we will continue to use the closed PCV system as an extra-cost option for V-8 engines and "232" six-cylinder engines. For all Torque-Command "199" engines, the closed-type PCV system is used, including California, and therefore, no extra charge is required.

#### ENGINE COOLANT

All-Season Coolant, a new standard feature for all 1967 AM cars, is formulated to protect the engine against overheating during hot weather as well as against freezing in winter. Original factory-fill solution (ethylene-glycol and water) has freeze protection down to about —34°F. With the proper coolant in the system, peak engine performance is assured plus protection against rust and corrosion.

#### RADIATORS

Standard radiators for all models are built with ample cooling fins for efficient cooling and long service life. The efficient 195°F, thermostat is standard. An optional, heavy-duty radiator is available for all models and is recommended for anticipated dealer-installed air conditioning. In addition, a heavy-duty cooling system is optional on all models (standard with air conditioning), and includes the heavy-duty radiator, new "Power-Flex" fan, and a fan shroud.

# CERAMIC-ARMORED EXHAUST SYSTEM

American Motors' exclusive Ceramic-Armored exhaust system (muffler, exhaust pipe and tallpipe) will last longer than the exhaust system of any other car under comparable operating conditions.

The steel muffler, exhaust and tailpipe are coated by dipping in a liquid ceramic material and fired at extremely high temperatures. After the ceramic process, the muffler is wrapped in asbestos to insulate the car floor, then with an aluminized steel shield to protect against damaging contacts.

The muffler is located in a position for maximum protection, quietness and minimum heat transfer to the passenger compartment. The muffler, exhaust pipe and tailpipe are virtually impervious to corrosion conditions from exhaust gases as well as condensation of moisture and acids on the inside . . . and, from corrosion conditions on the outside including weather elements and road-ice-removal agents.

An asbestos gasket is used between the exhaust manifold and foward exhaust pipe to effectively seal against exhaust-gas leaks.





#### 12-VOLT ELECTRICAL SYSTEM

American Motors' 12-volt electrical system assures efficient ignition, high electrical output, high engine cranking speeds for cold weather starts, and power for all equipment. The ignition system is fully waterproof and protected. The "snorkel" type starters with enclosed solenoid linkage provide all-weather protection. The starters and alternators are permanently lubricated.

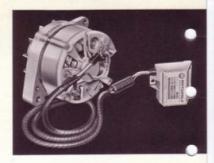
## ALL-ELECTRONIC ALTERNATOR AND TRANSISTOR VOLTAGE REGULATOR

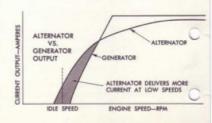
A 35-amp. Motorola alternator and voltage regulator are standard features in all models while a 40-amp. system is optional (but standard with factory-installed air conditioning). The alternator system supplies a charge at idle speeds to offset much of the heavy drain which lights, heater, air conditioning, radio and power accessories would otherwise put on the battery. The alternator features six silicon diodes and an exclusive instaltion diode.

The all-transistor voltage regulator provides a smoother flow of current by accurately sensing all electrical-load requirements. The entire unit is encapsulated to provide improved resistance to shock, vibration and moisture. It is tamper-proof and requires no adjustments.

#### LONG-LIFE BULBS

Long-life bulbs with heavy-duty filaments, for all exterior lights including headlights, give long service life.





#### **POWR-GUARD "24" BATTERY**

"Intercell" battery construction is featured in every American Motors car. Besides giving improved appearance, this design reduces electrical resistance of connectors between cells and thus reduces power loss within the battery. The 50-amp-hour battery is standard on all Sixes and "290" V-8's. All "343" V-8's use the higher-output 60-amp-hour battery as standard (also standard on all Sixes and "290" V-8's with air conditioning) For even higher output and longer life, a 70-amp-hour battery is optional on all models. Batteries have high voltage outputs under heavy discharge (starting) conditions to give faster cranking and a hotter spark for surer starts. All batteries are warranted for 24 months or 24,000 miles. whichever occurs first.

#### "SPACE-AGE" PRINTED CIRCUITS

The instrument panel cluster has a printed circuit that eliminates wires, joints and possible malfunctions. This "space-age" design is helpful in servicing instrument cluster units and is virtually trouble-free.







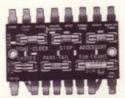


## ELECTRICAL SYSTEM REFINEMENTS

The following electrical system refinements in design and/or construction improve overall quality and increase reliability:

- For all models, a new multi-wire plug is used to connect the ignition switch in place of four stud terminals which must be separately tightened. The new multi-wire plug will prevent incorrect hook-ups.
- For all models, a new multi-wire plug is used on the steering column to connect turn signals, automatic transmission quadrant indicator light, horn and 4-way flasher. The new multi-wire plug, which replaces individual bullet terminals, assures proper connections.
- For all models, the new "fusible link" in the horn relay feed wire will burn off in case of an electrical "short" without damaging parts.
- 4. For all models, the four "in line" fuses are eliminated for radio, 4-way flasher, Cruise-Command (except American) and Vibra-Tone (except American) by one fuse added to the central fuse panel. Some additional protection is also attained with simplified wiring but with greater reliability.
- A "ground wire" is added to the gas gauge to assure greater reliability.

- For all models and in many instances, the present molded rubber terminal insulators are replaced with new hard plastic insulators for greater uniformity and quality.
- 7. For all models (except American), a new plastic cover protector for wires running under the door scuff plate assures proper wire routing and eliminates possible damage due to screws or improper handling. Also, a new recess in the rear wheelhouse assures proper installation of wires to reduce damage.
- For all models (except American), a new connector for the body wiring harness at the "A" pillar (near the instrument harness) simplifies wiring and provides a neater, more reliable installation.



American Motors' central fuse panel provides for easy accessibility of fuses and quick identification of circuits. The fuse panel is on the far left side, under the instrument panel in a protected yet easily accessible position. Also, circuit breakers are used to protect some individual circuits. 1967 AMERICAN Motors Transmissions

- MANUAL 3-SPEED Standard with all engines (except "343" V-8's).
- GAS-SAVING OVERDRIVE
   Optional with all Sixes, and with 2-barrel "290" V-8's on Rebel, Ambassador and Marlin.
- 3. FLASH-O-MATIC
  (3-Speed, Column-Quadrant)
  Optional with all engines (except 4-barrel "290" &
  "343" V-8's on Americans).
- 4. SHIFT-COMMAND
  (Console-Shift Automatic)
  Optional for high-line, bucket-seat/console-equipped
  V-8''s (except 4-barrel "290" & "343" on American).
- 4-SPEED, FULLY SYNCHRONIZED FLOOR SHIFT Optional for all V-8's (except 2-barrel "343" V-8).
   4-SPEED, FULLY SYNCHRONIZED
- CONSOLE SHIFT
  Optional for high-line, bucket-seat/console-equipped
  Rebel, Ambassador and Marlin V-8's (except 2-barrel

#### FLASH-O-MATIC TRANSMISSION





Flash-O-Matic is a fully automatic transmission that combines the smooth cushioning power-flow of a torque-converter with the efficiency of an automatic 3-speed planetary gearbox. Borg-Warner automatic transmissions are compact in size and engineered in two versions to match the power and torque of Sixes and "290" V-8's, and a larger unit for "343" V-8's.

The Torque Converter is an 11-inch-diameter unit on Flash-O-Matics used with Sixes and the "290" V-8; a 12-inch-diameter unit on the more powerful "343" V-8's. The smaller unit allows the lower-displacement engines to develop a higher rpm under full-throttle conditions from a start, for improved acceleration.

The Automatic Gearbox in all Flash-O-Matic transmissions is a modern planetary type that provides a full range of three forward speed ratios plus reverse. All automatics have a new "vacuum-modulated" control system (replacing the mechanical linkage) for smoother, more reliable operation. In addition, an electric kickdown by means of a solenoid system assures smoother down-shifting when passing.

A new, improved transmission valve body is used for all V-8 automatics for better shift quality and smoothness between shifts. For "343" V-8's, a new attitude compensator ("aneroid") is integral with the vacuum sensing unit to compensate for altitude variations, thus maintaining uniform shift quality regardless of changes in altitude or atmospheric pressure.

### COLUMN-SHIFT FLASH-O-MATIC

The automatic transmission control (or selector) lever is conveniently located on the right side of the steering column. A new molded-plastic "hand-grip" for the shift lever is easier to grip and to operate. The control quadrant for all models is located on top of the steering column in a highly visible position. The control quadrant for all models is illuminated to aid night driving.

As a safety feature, the engine starter can only be engaged when the transmission is in "P" (park) or "N" (neutral) positions. In addition, quadrant positions are so arranged to minimize the possibility of inadvertently engaging "R" (reverse) from a forward drive position.

"D-1" is recommended for best fuel economy and for all normal driving since it provides a complete driving range with a 1st-gear start. "D-2" provides a 2nd-gear start (for starting on poor traction) with an upshift to 3rd gear. "L" provides a 1st-gear start and lock in. Moving into "L" at over about 20 mph. will give a downshift to 2nd gear (handy when descending steep grades), and when below 20, into 1st gear.



Oil Coolers . . . A water-cooled transmission oil cooler is now optional on all valutomatic Sixes, and continues standard on all V-8's. For 1967, internal design changes provide increased durability over a wider range of operating conditions (including heavy-duty conditions such as trailer-towing or prolonged idling in heavy traffic). The oil cooler routes transmission oil to and from a special heat exchanger located in the bottom tank of the radiator.

## SHIFT-COMMAND TRANSMISSION

manually-controlled automatic . . . or fully automatic

American Motors' unique Shift-Command transmission is optional for all bucket-seat/console-equipped V-8's (except the American with 4-barrel "290" and "343" engines).

For Rebels, Ambassadors and Marlins, a new handsomely-styled console is featured. A new bezel plate at the base of the shift lever has lighted shift quadrant and contains the identification "Shift-Command." On top of the chrome shift lever is a push-button control which must be depressed to move the lever into park or reverse. All of these same features apply to the Rambler American which continues with the previous console design, but with new "Shift-Command" identification on the bezel plate.

With Shift-Command, the transmission can be used as a fully automatic unit for normal driving

(by using "D" only), or can be manually shifted through three gears for extra performance (by using "1", "2" and "D" positions). Thus, the unique Shift-Command system offers the performance-minded driver all of the basic automatic transmission advantages, plus direct control for either up- or down-shifting, for maintaining acceleration, or for braking with engine power.

This year, on all models, the drive position provides a full 3-speed drive range . . . a first-gear start, with an automatic upshift to 2nd-gear and then to 3rd.

P.S. American Motors was the first to introduce this type of manually-controlled automatic starting on 1964 models. Others have followed our lead and have recognized the unique desirable features of Shift-Command.





The Shift-Command console quadrant shift pattern identification is new for Rebel, Ambassador and Marlin, while the American remains the same, as follows:

Rebel, Marlin, Ambassador	Transmission Action	Rambier
PRK	Park	P
REV	Reverse	R
NTL	Neutral	
	Drive (1st, 2nd & 3rd)	
2ND	Second (2nd gear only)	
	First (1st gear only)	

NOTE . . . all of the technical information on the column-shift Flash-O-Matic transmission (on pages 136 and 137) also applies to Shift-Command.

### "4-ON-THE-FLOOR"

#### 4-SPEED Fully-Synchronized TRANSMISSION

Floor Shift . . . available for all V-8 models (with any type seating)

Console Shift . . . for bucket-seat/console-equipped Rebel, Ambassador & Marlin V-8's

This is the transmission that taps the ultimate performance of American Motors' free-revving V-8's and puts it under complete control of the driver (the knowledgeable driving enthusiast).

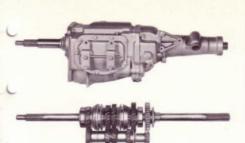
4-Speeds. The additional gear ratio in this 4-speed transmission allows the driver to keep the engine closer to its peak horsepower rpm, as he accelerates through the gears, for greater performance. The closer gear ratio spacing also provides engine-braking downshifts with less chance of over-revving the engine.

Fully-Synchronized. The fully-synchronized 4-speed transmission permits smooth, quick, synchronized shifting, up and down through all forward speeds. This includes initial shifting into 1st gear and down shifting into 1st even when the car is moving at low speeds (see chart).

Shift Lever. The shift lever features a shortstroke pattern (marked on shift lever knob and console plate) for fast, sure shifts. A springloaded safety "T" release must be raised before reverse gear can be engaged.

Rugged Construction. This T-10 model Warher Gear transmission has a long record of dependable service with extensive use in other highperformance cars. The transmission features high-quality precision gears with surfaces "shot peened" for extra wear and stress resistance. Generous-sized bearings are used throughout for durability and long life.

Special Clutch. A semi-centrifugal clutch cover is used with the 4-speed transmission, giving higher clutch capacity at higher engine speeds with modest clutch-pedal effort at normal speeds.



#### DOWNSHIFT TECHNIQUE

To minimize engine overspeed with resultant possible damage, maximum safe speed limits should be observed while downshifting. Also, downshifts should occur before reaching the minimum low speeds to prevent engine laboring. The recommended downshift sequence at maximum and minimum car speeds is listed as follows:

#### Downshift Sequence MPH (with 3.15 axle)\*

4th to 3rd gear60	max.	to:	30	min
3rd to 2nd gear45	max.	to:	20	min
2nd to 1st gear30	max.	to	0	
*reduce max. figures 5 mph. will	th 3.5	4:1	ax	le.





#### TRANSMISSION RATIOS

The new 1967 transmission gear ratios, resulting in improved low-end acceleration ability, are listed as follows:

1st gear	2.64:1	(was 2.43)
2nd gear	2.10:1	(was 1.76)
3rd gear		
4th gear		
Roverse	2.71-1	(was 2.49)

The 3.15:1 (13-41) rear axle ratio is standard, while 3.54:1 (11-39) is a no-cost optional ratio for greater acceleration ability. Optional "Twin-Grip" differential is also suggested for best performance.

#### **OVERDRIVE TRANSMISSION**

#### for top economy

Optional on all Sixes plus Rebel, Ambassador, Mariin "290 V-8"



Overdrive is an added gearbox at the rear of the conventional 3-speed manual transmission (described on right-hand page), providing an additional selection of forward gear ratios. This results in an optimum "cruising" ratio for top fuel economy. The function of the overdrive is to reduce engine speed in relation to car speed. By providing an extra high-gear ratio, engine speed is reduced by 30%, assuring higher gasoline and oil economy with less engine noise and wear.

The overdrive in-out master control is located under the instrument panel. With the overdrive control "in" and car moving at 34 to 37 mph (27 to 29 for V-8) or more, the shift to overdrive (in 2nd or 3rd gear) is made by momentarily releasing the accelerator.

When operating in overdrive, return to conventional third speed is accomplished by depressing the accel-



erator to the full limit which operates electrical controls to effect the shift to third. When pedal is released, the shift back to overdrive is made automatically if car speed is above 34 to 37 mph (27 to 29 for V-8).

On slowing down, when the accelerator is released, at about 27 to 29 mph (20 to 22 for V-8), the drive changes automatically from overdrive to standard drive.

The "pantograph" shift linkage for Rebel, Ambassador and Marlin Sixes and V-8's gives smoother engagement of 1st and reverse gears, plus greater durability. The unique self-adjusting clutch for all Sixes (except American) eliminates adjustments, and reduces pedal pressure and travel.

The "290" V-8 Warner-Gear overdrive transmission is shown (above, left). A similar unit is used for Sixes.

#### MANUAL 3-SPEED TRANSMISSION





The conventional 3-speed manual transmission is standard on all models (except "343" V-8). Known for durability and quietness, the transmission is easy to operate. Synchronized gearing (in 2nd and 3rd) prevents clashing. Super-finish cones provide easier, smoother shifting. Positive alignment of mechanical linkage improves shifting action with the steering-column-mounted lever. Two different capacity transmissions are used to properly match engine choices.

## Sales features for the manual 3-speed (plus optional overdrive)

Easy to operate...
Economical to buy...
Minimum maintenance...

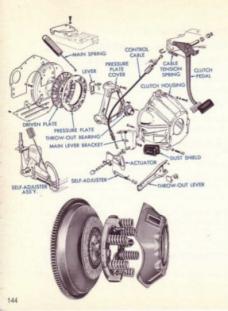
For all Sixes and V-8's, a new molded-plastic hand grip makes shifting an easier matter.

For all Sixes, a strong gear set, a positive lubrication flow, and a large, high-capacity front bearing resul in greater dependability plus longer service life.

For "232" Sixes, a large diameter synchronizer and a large, high-capacity rear bearing offer extra durability and guieter operation.

For Rebel, Ambassador or Marlin 6 or V-8, an improved "pantograph" shift linkage, provides smoother engagement of 1st and reverse gears, plus longer life.

For Rebel, Ambassador or Marlin Sixes, the unique self-adjusting clutch eliminates service adjustments for wear, and greatly reduces pedal pressure and pedal travel for easier operation.



## Exclusive Self-Adjusting Clutch for Rebel, Ambassador, & Marlin 6's

Manual 3-speed and overdrive clutches for these models enjoy an exclusive self-adjusting clutch!

The design provides smoother clutch actuation, less pedal movement and less pedal pressure . . . all appealing features in stop-and-go driving (especially for women).

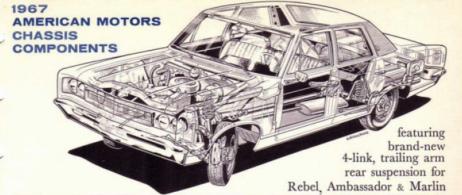
The clutch is self-adjusting throughout its service life. This eliminates periodic adjustments to compensate for the usual clutch-plate wear (like self-adjusting brakes). Also, the self-adjusting feature eliminates the problem of an improperly adjusted clutch.

As an added benefit, the self-adjusting clutch features  $9\frac{1}{2}$  clutch-plate diameter for greater clutch capacity and longer life.

#### Clutch for other models

The dry-disc single-plate clutch features a large diameter for greater capacity plus minimum pedal pressure with longer clutch-plate life. American 6's use a 9%" diameter clutch. All models with the "290" V-8 use a 10" diameter clutch. Clutch linkage features plastic bearings and sealed lubrication. An over-center helper spring reduces pedal effort. A felt pad lubricates the fulcrum points for the clutch-cover levers to prevent squeaks.

Heavier-duty clutches for 3-speed transmissions (including overdrive) are optional on American 6's, and all models with the "290" V-8.



SYSTEM	AMBASSADOR-REBEL-MARLIN	AMERICAN
Suspension	Deep-Coil springs, front Deep-Coil springs, rear	Deep-Coil springs, front Multi-Leaf springs, rear
Drive	4-Link, Trailing-Arm with open prop shaft	Hotchkiss with open prop shaft
Brakes	Duo-Servo, self-adjusting with bonded linings (Disc Brakes optional on V-8's)	Duo-Servo, self-adjusting with bonded linings (Disc Brakes optional on V-8's)
Steering Gear	Recirculating-ball	Worm-and-roller (Recirculating-ball with power)
Lubrication Interval	32,000 miles or three years	32,000 miles or three years



#### ROAD-COMMAND FRONT

Road-Command front suspension features a high-mounted Deep-Coil spring which permits suspension loads to be absorbed directly into the sturdy unlitized body structure. A wish-bone-type upper control arm is used with a trailing-radius-rod-braced lower control arm. Normal lubrication interval is 32,000 miles or three years. Under severe dust or wet driving conditions, lubricate as often as 12,000 miles or one year.

Along with Road-Command front suspension, American Motors' wide front treads, "sea-leg" mounted shock absorbers, precise steering geometry and balanced weight distribution provide an outstanding ride with excellent handling and stability.

#### Rebel, Ambassador and Marlin Front Suspension

Front suspensions on these models, in addition to the regular Road-Command features, have:

- Strong coil springs with extra-thick rubber mounting cushions to isolate and absorb road noise and vibration.
- Full suspension travel to reduce the possibility of "bottoming" over severe bumps.
- 3. A front sway stabilizer bar to provide extra roll resistance . . . standard on Rebei Six Wagons (new for '67), on all Rebei V-8's, on all American V-8's, and on all Ambassadors and Marlins. The sway bar is included in the optional "handling" package for Rebel Six Sedans, Hardtops and Convertibles, plus American Sixes.
- 4. A low-friction upper steering knuckle bearing (shown at right) incorporates two needle bearings (on V-8's) and a ball-thrust bearing to minimize steering effort and improve "road feel." On Sixes, the needle bearings are replaced by bronze bushings.

### SUSPENSION IN ALL MODELS

#### **American Front Suspension**

In addition to the other Road-Command features, American models have a unique "lubed-for-life" rubber-bushed upper steering knuckle bearing. This exclusive design seals out dirt and seals in the lubricant applied at the time of assembly. With no metal-to-metal contact, the rubber bushings provide remarkable sound- and vibration-isolating qualities and freedom from binding under any driving condition. And since the bushings have no built-in compression or tension, steering effort and feel are improved.



Rebel, Ambassador and Marlin Low-Friction Upper Steering Knuckle Bearing

American
"Lubed-For-Life"
Upper Steering
Knuckle Bearing







#### LUBED-FOR-LIFE TIE-RODS

All models have steering linkage tie-rod ends featuring pre-lubricated ball-joints with nylon inserts, minimizing the necessity for lubrication. A plug fitting simplifies re-greasing at 32,000 miles or 3-years (normally).

#### BALL-JOINT LOWER STEERING KNUCKLE BEARING

On all models, the steering knuckle forging and lower control arm are joined by a special ball-joint type union that requires normal relubrication at 32,000 miles or 3 years. A bootype seal (shown) is used with Rebel, Ambassador and Marlin models to keep out dirt and water effectively.





#### FRONT WHEEL BEARING PRECISION ADJUSTMENT

A 12-sided vernier-locking-cap fits over a plain-top hex-nut and is cotter-pin-locked to the single-hole spindle. This permits finer adjustments in 22½-degree increments for long front-wheel-bearing life. The pair of tapered roller-bearings for the front wheels are packed with a high-quality, long-life lubricant having a recommended repack-and-adjust interval of 24,000 miles (rear does not require re-pack unless dismantled for other service). A tight-fitting dust-cap covers the spindle end and adjusting nut.

#### OPTIONAL "HANDLING" PACKAGES TO MEET EVERY CONDITION



SWAY BAR

SHOCK ABSORBERS
Provide Smooth Ride
With Optimum
Control

The front sway bar is a new standard feature on Rebel Six Wagons, and a continuing feature on all V-8's plus all Ambassadors and Marlins. The following heavy-duty suspension components are available at modest extra cost for special conditions such as trailer-towing, heavier-than-normal loads, or for higher-performance stability.

#### For the American...

- · Heavy-Duty Shock Absorbers, V-8 Only
- · Heavy-Duty Springs and Shock Absorbers, Six Only
- Six-Cylinder Handling Package (front sway bar, heavy-duty shock absorbers)
- V-8 Handling Package (heavy-duty springs and shock absorbers, 5%\*-rim wheels, plus larger-diameter sway bar)

#### For Rebel, Ambassador and Marlin...

- Heavy-Duty Shock Absorbers for all models
- Heavy-Duty Springs and Shock Absorbers for all Ambassadors, all Marlins, plus Rebel-6 Wagons
- Handling Package for Rebel Six Sedan, Hardtop and Convertible (front sway bar, heavy-duty springs and shock absorbers)

All front shocks feature long travel and a built-in rebound system eliminating separate bumpers for less "bottoming" over severe bumps. Rubber grommets for both upper and lower mounting of all shock absorbers assure quiet snubbing action.

A Quieter, Smoother, More Stable Ride

All New "4-Link"

Rear Suspension

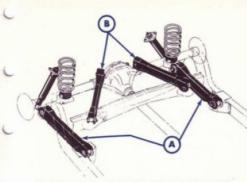
for Rebel . Ambassador . Marlin

REAR "DEEP COIL" SPRINGS

plus

"OPEN PROP" DRIVE

The newest rear suspension in the industry represents a significant product improvement for the 1967 Rebel, Ambassador and Marlin models. Under development for over three years, the new suspension features a 4-link, trailing-arm design. Thoroughly tested and proved, the design has an "open" prop shaft with a universal joint at each end, replacing the previous torque-tube drive. Deep-Coil springs are retained.



The longer, or primary, trailing-arm links ("A") extend virtually straight forward, connecting the outer (lower) section of the rear sale tuble to the inner face of the body side-sill frame member. The shorter, or secondary, trailing arm links ("B") extend forward at an angle, connecting the upper part of the differential housing to the cross-member between the body side-sill frame members. All connecting points, shock absorbers and coil springs are shock-mounted with rubber-cushioned grommets.

The principal feature of the new 4-link, trailing-arm design is that rear-wheel torque reactions (driving and braking forces) are more effectively absorbed and more evenly distributed at four points of the rear body structure. They are not transmitted forward to the engine mounts as with the previous torque-tube design. In other words, rear wheel forces and actions are localized and cushioned into the rear of the car, resulting in a quieter, smoother and more stable ride over a wide variety of road speeds and road surfaces.

In summary, the advantages are these:

- The new suspension is more perfectly tailored as a complete system to provide improved riding quality, combined with increased stability and handling ease.
- For a quieter ride, rear wheel road disturbances are now confined to the rear of the car—not transmitted forward where driver and passengers might notice them.
- Over a wide variety of road surfaces and speeds, rear wheel hop, chatter and surging action are greatly reduced—regardless of the type of enginetransmission combination.
- 4. The rear tread is increased from 57.5" to 58.5" for greater "wide-track" stability.
- Unloaded, at curb weight, all body styles are more level for improved appearance.
- 6. The new design is inherently easier to service.

#### AMERICAN REAR SUSPENSION FEATURES

#### LONG-LEAF SPRINGS

The semi-elliptic rear leaf springs on Rambler Americans are a full 52" long for maximum spring action and riding comfort. The springs have four leaves (five on station wagons and on all models with the heavy-duty spring option) and feature butyl rubber center liners and polyethylene tip liners between the leaves. "Silentbloc" rubber bushings, with a low torsional rate, are used in the front mountings. Compression shackles with rubber bushings are used for the rear mountings.

#### HOTCHKISS DRIVE

With this drive system, braking and acceleration loads are cushioned by the rear leaf springs. However, a forward-of-center mounting of the axle on the springs produces short, stiff front sections that tend to lift under acceleration (reducing squat) and lower under braking (reducing dive). An open drive shaft with double universal joints and a forward sliding joint provide the necessary movement of the rear axle. A degree of "understeer" is also built into the system to improve directional stability at high speeds.



#### **QUALITY-BUILT REAR AXLES**

American Motors' manufacturing facilities provide an unusually high degree of quality, dependability and quiet operation of the rear axle assembly.

- Rear axle gears are "double-lapped" for quiet operation and long life.
- The drive pinion has tougher "rolled" spline and wideface gear teeth.
- The ring gear has gear teeth with a wide face plus a generous cross-sectional area.
- The rear axle housing features a sturdy cover and provisions for precise wheel bearing alignment.
- A pinion nut and lock assures positive and permanent retention of the drive pinion at optimum clearance for long, trouble-free life.

These techniques plus improved methods of making and matching the ring and pinion as a unit assure quiet, dependable rear axle operation under all conditions.

"Twin-Grip" differential is again offered as a factory-installed option on all American Motors cars.



	AME	RICAN				
		"199" Six	V-8's			
Transmission	"199" Six Sedan & HT	Wagon, Conv., AC & "232" Six	2-Barrel "290"	4-Barrel "290" & "343"		
3-Speed Manual	3.08 (3.31)	3.08 (3.31)	3.15	3.15*		
Overdrive	3.31 (3.08)	3.31 (3.06)	-	-		
Flash-O-Matic	2.73 (3.08) & (3.31)	3.08 (2.73) 4 (3.31)	3.15 (2.87)	-		
Shift-Command	-	-	3.15 (2.87)	-		
4-Speed	-		3.15 (3.54)	3.15 (3.54		

Transmission	"Z32" Sixes	"290" V-8 2-Barrel	"343" V-8 2-Barrel	"343" V-8 4-Barrel
3-Speed Manual	3.15	3.15 (3.54)	-	-
Overdrive	3.54	3.54	-	-
Flash-O-Matic	3.15	3.15 (2.87)	3.15 (2.87)	3.15 (2.87)
Shift-Command		3.15 (2.87)	3.15 (2.87)	3.15 (2.87)
4-Speed	-	3.15 (3.54)		3.15 (3.54)

(No-extra-cost optional ratios)

LA. on "343

#### ROAD-COMMAND STEERING EASE

STEERING MECHANISM . . . On Rebel, Ambassador and Marlin models, the "recirculating-ball" Saginaw gear box minimizes friction, makes manual steering control exceptionally easy. A ball-nut is mounted on the steering worm, and all steering action is accomplished via ball bearings rolling freely in mating races between the nut and worm. Steering adjustment is minimized since the mechanism retains a relatively constant setting, operating in a rugged, one-piece housing with reinforced mounting for greater rigidity.

Featured on American manual steering models, the Gemmer steering gear box assures quick, light-touch response. A straddle-mounted pitman arm shaft is located at the bottom of the gear box to reduce bearing loads most effectively.

Manual steering ratios are designed for maximum steering ease. Power steering ratios are selected for precision and accuracy as well as quickness of response with a minimum number of wheel turns. The ratios are

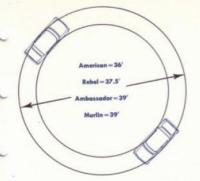
listed as follows:	Manual :	Steering	Power S	teering
	Gear Box	CALL CONTRACTOR	Gear Box	Overall
American Rebel, Marlin and	24.0:1	29.0:1	17.5:1	21.1:1
Ambassador	24.0:1	28.35:1	17.5:1	20.6:1



REBEL · AMBASSADOR · MARLIN



**AMERICAN** 



#### **TURNING DIAMETER**

Sensible exterior dimensions coupled with excellent turning diameters result in optimum handling ease and minimum parking space. For the 106-inch-wheelbase American, the turning diameter is only 36 feet, and this is still the easiest to park of any U.S.-built car. For the new, longer 114-inch-wheelbase Rebel (Six and V-8) the turning diameter is 37.5 feet—better than most other cars. For all Ambassadors and Marlins it is only 39 feet—even though the new 118-inch wheelbase is two inches longer for '67.

#### ROAD CLEARANCE

The minimum road clearance dimension for all 1967 models varies between about 5% to 6%, which exceeds the industry average of other cars. This minimum clearance dimension is most adequate to allow all American Motors models to negotiate ordinary rough terrain conditions. As a matter of information, the minimum road clearance dimensions are based on a normal design load which consists of five 150-pound passengers (300 lbs. in front, 450 lbs. in rear), and includes a full complement of gas, oil and water plus spare tire and tools.



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#### DOUBLE-SAFETY BRAKE SYSTEM

with new warning signal light



American, less power brakes (Wagner)



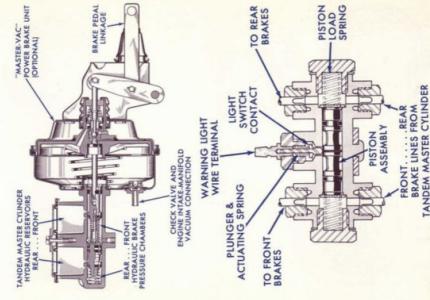
Rebel, Ambassador, Marlin, less power brakes (Bendix)

The "heart" of this important safety feature is the tandem master cylinder, produced by Bendix (and Wagner for Americans /ess power brakes). The Bendix "Master-Vac" power brake unit is an added option for all series.

The unique Double-Safety Brake System, featuring a tandem hydraulic master cylinder and self-adjusting brakes, is *standard* on all American Motors cars (starting with 1962 models). Now for '67, the entire industry is following American Motors' leadership by also adopting this significant safety feature.

This standard "dual" brake system provides a double margin of safety in the event of a hydraulic failure, since the hydraulic system for the front brakes is completely separate from the rear brakes. In the event of hydraulic brake failure in the front, the rear hydraulic brakes still operate, and conversely, with a failure in the rear brakes, the front brakes are still operable. In either event, the braking ability is reduced to a point that the driver would be aware of a malfunction. Hydraulic failure with single-system brakes leaves the driver with no brakes at all except for the parking brakes which are not designed primarily for stopping a moving car.

NEW WARNING LIGHT . . . For extra safety, a new brake system warning signal light is built into the instrument cluster. If either of the hydraulic systems (front or rear) develops failure, this red light (marked "BRAKE") will immediately alert the driver. Both front and rear brake lines are connected to a hydraulically-actuated warning light switch. If a pressure differential of 80 to 150 P.S.l. occurs between front and rear brake systems, the switch will "trigger" and ignite the red warning light (light can be tested when ignition key is turned to start).







Sendia 9" Diameter. Total Area 153.8 sq. in. (was 139.5). Wider linings for '67 improve braking.



REBEL-6 SEDANS HARDTOPS & CONVERTIBLES

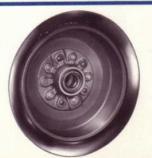
Wagner 9" Diameter. Total area 153.8 sq. in. New cross-ribbed (finned) drums for '67 improve cooling and fade resistance.





REBEL-6 WAGON (new for '67)
ALL V-8 MODELS
ALL AMBASSADORS
& ALL MARLINS

Bendix 10° Diameter, Total Area 167.5 sq. in. Flanged drums assure cooling and fade resistance.



# more BRAKE features

#### PARKING-BRAKE WARNING LIGHT

This feature is part of the Light Group option (standard on DPL). If the driver inadvertently fails to release the parking brakes before driving, the redwarning light automatically turns on and remains flashing until the brakes are released. This feature ends needless abuse of rear brakes.





REBEL - AMBASSADOR - MARLIN

These models use a convenient step-on parking brake which is released by pulling a handle at lower left of panel.



AMERICA

These models use a pull-type parking brake with an "L"-shaped handle. The geometry and linkage make it easy to set.

#### SELF-ADJUSTING ... BONDED LININGS ... SERVO-ACTION

All models feature SELF-ADJUSTING brakes which maintain correct operating clearances for the brake linings automatically as required. The self-adjusting feature is also an aid to safety by maintaining adequate brake pedal travel throughout the service life of the linings. All standard brakes have BONDED LININGS for long lining life without the danger of scored drums (lining materials are compounded to minimize brake noise). All standard brakes operate with SERVO-ACTION which supplies a portion of the braking effort (as the brakes are applied), thereby reducing brake-pedal effort for easier operation.

#### BIG TIRES & WIDE-RIM WHEELS

LARGER TIRES . . . are standard for American-6 Wagons, all Rebel-6's, Rebel V-8 Wagons, all Rebel convertibles, plus all Ambassador Wagons. For Rebel and Ambassador 3-seat wagons, a new spare tire is added and is vertically mounted in the right rear of the cargo compartment ("LifeGuard" tires, cancelled). For most sizes, "9-ply-rated 4-ply" tires are new added options in place of standard "4-ply-rated 2-ply" construction. Refer to the "Specification" pages for a complete list of standard and optional tires.

wide-RIM wheels . . . made from heavy-gage steel with safety-beaded rims to keep the tire on the rim in case of blowout. Air-tight disc-to-rim connections assure safe mounting of the tubeless tires. The disc wheels are mounted with five nuts (right-hand threads) to evenly absorb the static and dynamic loads. Refer to the "Specification" pages for a complete list of wheel sizes.

TREAD-WEAR INDICATOR...is molded into the bottom of the tread grooves as a new 1967 safety feature. This indicator will appear as several ½-inch-wide bands across the tread when ½-inch tread depth remains for a visible check of tire condition and wear. This change will occur initially for most tire sizes, and then eventually for all tires.

TIRE CONSTRUCTION ... GOODYEAR: "4-ply-rated 2-ply" tires in 6.95 x 14, 7.35 x 14, 7.75 x 14 and 8.25 x 14 use Polyester (Vytacord) construction. The 6.45 x 14 are Rayon (Tyrex), but might change to Polyester (Vytacord) for '67. The 15' tires ("4-ply-rated 4-ply") are Rayon (Tyrex). The "8-ply-rated 4-ply" tires are also Rayon (Tyrex). For Fleet sales, "Sub-urbanite" snow tires are Rayon (Tyrex), and also in certain sizes, 4-ply Nylon is offered. GOODRICH: All tires currently use Rayon (Tyrex) cord. The use of new non-flat-spotting Nylon might occur as a running chance for certain sizes.

SLIM-BAND WHITEWALLS . . . with 6/10" wide white bands are optional for all tire sizes.



### NEW WIDE-PROFILE, RED-LINE, HI-PERFORMANCE TIRES

As a brand-new option, "Wide-Profile, Red-Line, HiPerformance Tires" are offered on V-8 models (except
wagons). These new tires add a distinctively-bold
performance appearance by combining red-line styling
with extra-wide profile and tread. The red-line-trimmed
black sidewalls curve out sharply and increase tread
width noticeably more than normal tires (hence, "wideprofile"). The new massive tread is about 2" wider
than the current low-profile tires and the "footprint"
area (tread that contacts the road) is about 23%
larger. The section height is only about 70% of the tire
width instead of the usual 85%.

These new tires feature 4-ply-rated, 2-ply NF nylon construction (DuPont N-44 nylon). The term "NF" stands for "non-flat-spotting" nylon to minimize customary objection of nylon-thumping with cold tires. With high-speed-capability construction, the new tires are designed for sustained high-performance driving. Furthermore, the tires improve stability and traction during comering (handling ability), braking, accelerating and on wet roads.

Firestone tires are named "Super-Sports Wide-Oval". Goodyear tires are named "Speedway Wide-Tread". In view of the difference ("Wide-Oval" vs "Wide-Tread"), the term "wide-profile" is used for overall purposes, unless a specific tire is described. For American V-8's (except wagons)
D70-14...4-Ply Rated, 2-Ply NF Nylon (Firestone)
(equivalent to 6.95 x 14 size)

For Rebel, Ambassador & Marlin V-8's (except wagons)

F70-14 . . . 4-Ply Rated, 2-Ply NF Nylon (Firestone & Goodyear) (equivalent to 7.75 x 14 size)

The optional-at-extra-cost tires are supplied in sets of five mounted on 5.5" rim-width wheels. To provide necessary clearance of the F70-14 tires, special spacer plates are used for the front-wheel spindles on Rebels, Ambassadors and Marlins.

The new "tread-wear-indicator" feature on most of the regular Goodyear and Goodrich tires (see opposite page) is not used for the wide-profile tires.



						MI	LEAG	E INT	ERVA	LS					
PROTECTIVE MAINTENANCE GUIDE  R = Required Service 0 = Optional Service	4,000	8,000	12,000	16,000	20,000	24,000	28,000	32,000	36,000	40,000	44,000	48,000	52,000	98,000	60.000
Change engine oil and install new oil filter every six (5) (See Page 39 in months or at indicated mileage, whichever first occurs. Owner's Manual) (Seggest A.M. Motor Oil and A.M. Oil Filter.)	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R
Clean oil filler cap (filter type)	R	R	R	R	R	R	R	R	R	R	R	R	8	R	R
Clean carburetor air cleaner element	R	R	R	R	R	700	R	R	R	R	R	-	R	R	R
Inspect and correct fluid levels	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R
Inspect and correct drive belts (condition and tension)	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R
Inspect and correct operation of exhaust manifold heat valve	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R
Replace positive crankcase ventilation (PCV) valve			R			R			R			R			R
Clean PCV valve filter on "199" cubic-inch engine			R			R			R			R			R
Clean polyurethane pad on "232" cubic-inch engine PCV system			R			R			R			R			R
Replace exhaust emission control system filter (Air-Guard System)			R			R			R	-	-	R			R
Tune automatic transmission (See Page 42 in Owner's Manual)			0	0	0	R	0	0	0	0	0	R	0	0	0
Replace carburetor air cleaner element. (Suggest A.M. element)					_	R	-	-		-	-	R			
Replace engine coolant. (Suggest A.M. All-Season Coolant)						Req	uired		24 mo	mths	-				
Inspect and lubricate chassis (See Page 40 in Owner's Manual)	-				-	_		R	-	0	0	0	0	0	0
Perform factory-recommended road test to evaluate performance and handling	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Replace fuel filter element at fuel pump			0			0	_	-	0	-	-	0	-		0
Tune engine			0			0			0	-	-	Ų			0
Rotate disribtutor cam lubricator (6-Cyl. with Air-Guard System, and all V-8's)			0						0	-	-	-	-	-	U
Align front wheels		0		0		0		0	_	0	-	0		0	-
Balance wheels.		0		0		0	_	0	-	0	-	0	-	0	Н
Rotate tires		0		0		0		0	_	-		_		0	-
Adjust clutch (except self-adjusting on 6-Cyl. Rebel, Ambassador and Marlin)		0		0		0		0	_	0	-	0		0	-
Replace distributor cam lubricator (6-Cyl. with Air-Guard System and all V-8's)						0	-			-	-	0	-	-	H
Check ignition timing	0	0		0	0		0	0		0	0		0	0	-
Adjust carburetor idle speed and mixture	0	0	1	0	0		0	0		0	0		0	0	
Lubricate all body pivot points; door hinges, locks, etc.	-	0		0		0		0		0		0		0	
Apply A.M. Silicone Lubricant Spray to rubber body parts		0		0		0		0	-	0		0		0	-
Inspect brake lining condition and parts				0				0				0			
Inspect and test air conditioning system					No.	As indi	cated	by ca	perfo	erman	90				
Add solvent to windshield washer													_		_

#### **1967 AMERICAN MOTORS**

#### OPTIONAL EQUIPMENT

On the following pages, American Motors offers an impressive array of popular extra-cost features from which the owner may select to "customize" his 1967 American Motors car to his own personal requirements and desires.

#### 1967 AMERICAN MOTORS STANDARD EQUIPMENT

■ All-new "Safety-Package" (see pages 10 and 11 for complete list) ■ Weather-Eye heating system ■ Fresh-air ventilation ■ Columnshift 3-speed manual transmission (most engines) ■ Turn signals with "Lane-Changer" feature ■ 4-Way hazard warning signals ■ Double-Safety brake system ■ Brake system warning light ■ Self-adjusting brakes, bonded linings ■ Lustre-Gard acrylic enamel solid colors ■ Engine-oil filter, full-flow ■ Fuel filters in tank and fuel pump ■ Windshield wiper power-booster fuel pump ■ Anti-smog engine-vent system (regular type) ■ All-Season engine coolant ■ Cellulose-fiber carburetor air cleaner ■ Automatic choke ■ Front armrests ■ Rear armrests (sex. 220 and 550) ■ Cargartel lighter (exc. 220) ■ Front saftray ■ Rear saftrays (exc. 220 and 550) ■ Trunk or cargo floor covering ■ Floor carpeting (rubber on 220 and 550) ■ Front-seat foam cushion ■ Coil spring seat construction, front and rear ■ Dome or side-pillar lights ■ Five tubeless blackwall tires ■ Ceramic-Armored muffler, tallpipe and exhaust pipe ■ Station wagon Roof-Top Travel Fack (exc. 220 Wagon) ■ Choice of station wagon tallgates (Rebel and Ambassador) ■ Glove-box lock (exc. 220 and 550) ■ Two coat hooks (exc. convertible) ■ Counterbalanced hood, trunk lid and tailgate ■ Powr-Guard "24" Intercell battery (50-amp. on Sixes and "290" V-8"s, 60-amp. standard on all "343" V-8"s, and on Sixes and "290" V-8"s with air conditioning; 70-amp. optional for all models) ■ 35-amp. electronic alternator and transistorized voltage regulator (40-amp. standard with air conditioning); 70-amp.

#### AIRLINER RECLINING SEATS ...

Three types of Airliner Reclining Seats are available to American Motors buyers: Bench, Individual, and new High-Back Bucket (availability and illustrations are covered on following pages).

Each reclining front seat-back is independently adjustable to seven positions. The seat-back may be lowered one position at a time by moving the control lever up and down, progressively to the desired position. The first reclining position is desirable for the driver as an alternate position, especially on long trips. The mechanism is designed to make it impossible to move the lever to lower the seat-back when the weight of the occupant is against the seat-back. The seat-back is easily raised without use of the lever by simply pulling the seat-back up to the desired position.

On two-door models, the reclining seat mechanism is so designed so that the seat-back can be folded farther forward thus affording greater entrance room into the rear seat with less interference.





## .. can be made into handy travel beds

Airliner reclining seats on most models can be converted into handy travel beds by lowering the seat-backs all the way down (to the 7th position).

NOTE: The seat-back cannot be lowered to the fulldown bed position on models with bucket seats or floor-shift transmissions.

The use of bedding and pillows is a normal requirement to smooth-out seat contours for greater sleeping comfort. Dealer accessory air mattresses and window screens also enhance the bed feature.

Removable bed supports (supplied to requesting owners by dealers, at no charge) are inserted in floor brackets, located adjacent to the rear seat cushion base, to support the reclined seat-back.







# AMERICAN MOTORS offers the WIDEST SELECTION OF SEATS... All Comfort-Crafted with COIL SPRINGS

			NON-RE	CLINING	RECLINING	IND. ADJUSTABLE RECLINING	IND. ADJUSTABLE RECLINING BUCKET
			FULL	SPLIT BACK	SPLIT-BACK FULL-CUSHION	SPLIT-BACK SPLIT-CUSHION	WITH CENTER CUSHION AND ARMREST
	220	2-Dr. Sedan 4-Dr. Sedan 4-Dr. Wagon	N. A. Std. Std.	Std. N. A. N. A.	Opt. Opt. Opt.	N. A. N. A. N. A.	N. A. N. A. N. A.
AMERICAN	440	2-Dr. Sedan 4-Dr. Sedan 4-Dr. Wagon Hardtop	N. A. Std. Std. N. A.	Std. N. A. N. A. Std.	Opt. Opt. Opt. Opt.	Opt. Opt. Opt. Opt.	N. A. N. A. N. A. N. A.
	Rogue	Convertible Hardtop	N. A. N. A.	N. A. N. A.	N, A. N. A.	Std. N. A.	Opt. (1) Std. (1)
1	550	2-Dr, Sedan 4-Dr, Sedan 4-Dr, Wagon	N. A. Std. Std.	Std. N. A. N. A.	N. A. N. A. N. A.	Opt, Opt, Opt,	N. A. N. A. N. A.
REBEL	770	4-Dr, Sedan 4-Dr, Wagon Hardtop	Std. Std. N. A.	N. A. N. A. Std.	N. A. N. A. N. A.	Opt. Opt. Opt.	Opt. (2) Opt. (2) N. A.
	SST	Convertible Hardtop	N. A. N. A.	N. A. N. A.	N. A. N. A.	Std. N. A.	Opt. (2) Std. (2)
- 11	880	2-Dr, Sedan 4-Dr, Sedan 4-Dr, Wagon	N. A. Std. Std.	Std. N. A. N. A.	N. A. N. A. N. A.	Opt. Opt. Opt.	N. A. N. A. N. A.
2	990	4-Dr. Sedan 4-Dr. Wagon Hardtop	N. A. N. A. N. A.	Std. Std. Std.	N. A. N. A. N. A.	Opt. Opt. Opt.	Opt. (2) Opt. (2) N. A.
AMBA	DPL	Convertible Hardtop	N. A. N. A.	N. A. N. A.	N. A. N. A.	Std. N. A.	Opt. (2) Std. (2) (3)
-	Marlin	Fastback	N. A.	Std.	N. A.	Opt.	Opt. (2) (3)

<sup>(1)</sup> Optional console (instead of center cushion) with Shift-Command V-8 transmission, 4-Speed V-8 transmission available on all Americans since console is not used.

<sup>(2)</sup> Optional console (instead of center cushion) with Shift-Command or 4-Speed V-8 transmissions, 4-Speed V-8 transmission also available on all models since console is no longer mandatory.

<sup>(3)</sup> Rear seat fold-down center armrest also included.

# AMERICAN MOTORS offers the WIDEST SELECTION OF TRIM & COLOR... Miracle Fabrics, Durable Vinyls

		SEAT	STAN NON-REI BEN	CLINING	OPTI RECLI BET	INING	IND. ADJ	RECLINING JUSTABLE DNVERTIBLE	STA	L BUCKET R NDARD ON R ND DPL HAR	OGUE
	3	TRIM	STD. FABRIC	OPT. VINYL	STD. FABRIC	OPT. VINYL	STD. FABRIC	OPT. VINYL	STD. FABRIC	STD. VINYL	OPT. CUSTOM FABRIC
	220	2-Dr. Sedan 4-Dr. Sedan 4-Dr. Wagon	3 3 3	3	3 3 3	3					
AMERICAN	440	2-Dr. Sedan 4-Dr. Sedan 4-Dr. Wagon Hardtop	5 5 5	3 3 5	5 5 5	3335	5 5 5 5	3 3 3 5			
	Rogue	Convertible Hardtop						5 Std.	4	5	
5	550	2-Dr. Sedan 4-Dr. Sedan 4-Dr. Wagon	3	3 3 3			3 3 3	3			
REBEL	770	4-Dr. Sedan 4-Dr. Wagon Hardtop	6 6	3 3 6			6 6	3 3 6		4	
	SST	Convertible Hardtop						6 Std.	5	6	5
DOR	880	2-Dr. Sedan 4-Dr. Sedan 4-Dr. Wagon	4 4	3 3			4 4	3			
	990	4-Dr, Sedan 4-Dr, Wagon Hardtop	6 6	3 6			6 6	3 3 6		4	
AM	DPL	Convertible Hardtop						6 Std.	5	6	5
	Marlin	Fastback	4			-	4	3	4	4	

#### **NEW CUSTOM TRIM PACKAGES**



#### \* OPTIONAL ON REBEL SST HARDTOP ...

- New High-Back, Contoured Bucket Seats (reclining), and door panels upholstered with exclusive "Pimilico" Plaid custom fabric inserts. Five interior color selections.
- . Two pillows upholstered in the same fabric (an industry exclusive).
- . "CUSTOM" nameplates on inside door panels.

#### + OPTIONAL ON AMBASSADOR DPL HARDTOP...

- New High-Back, Contoured Bucket Seats (reclining), and door panels upholstered with exclusive "Morocco" Brocade custom fabric inserts. Five interior color selections.
- . Two pillows upholstered in the same fabric (an industry exclusive).
- . "CUSTOM" nameplates on inside door panels.







# SAFETY HEADRESTS for greater comfort

American Motors adjustable safety headrests are shaped and positioned well forward for greater comfort and support. The headrest position is in close proximity to the head thus eliminating discomfort of neck strain. Headrests are vertically-adjustable as desired.

For the new High-Back, Contoured Bucket Seats (that recline), a new "wrap-over" design headrest offers greater comfort and improved appearance. And, thick padding on the rear face of the new headrest offers greater safety for rear-seat passengers.

All headrests are trimmed in all-vinyl regardless of seat trim. Allvinyl trimmed headrests are impervious to stains and therefore much easier to keep clean. Headrests are available singly or in pairs for all seats as an extra-cost option. Headrests are particularly comfortable when used with the reclining seat, and are useful in preventing neck injury due to rear-end collision. The verticallyadjustable headrests may be removed by pulling them out of the socket.

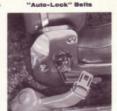
SEAT DESIGN AWARD . . . American Motors received a special citation from the Florida Chiropractic Association in 1962 "for pioneering in the development of postural seat design and the addition of optional headrests as a safety feature for the motoring public." The Association used X-rays of passengers seated in American Motors and competitive-car seats to make the evaluations for their study. Today, American Motors continues to pioneer and lead the field in seat and headrest design.





#### SEAT BELTS

Retractable Front-Seat Belts



Bear-Seat Belts



Child's Safety Vest



Retractable front seat belts (for two) are a new standard feature on 1967 AM models. The spring-retractor automatically rolls up the outer belt when not in use into a plastic holder for neat storage and ready use. The "Auto-Lock" automatic adjusting (and retractable) front seat belts are optional on bucket-seat-equipped Rebels. Ambassadors and Marlins, With "Auto-Lock", the outer belt automatically adjusts to waist size each time it is fastened. Non-retractable rear seat belts (for two) are standard. Belts for the rear-seat middle passenger are optional. Belts for the third-seat option on Rebel and Ambassador wagons are optional.

On 220, 550 and 880 models, painted buckles are used. On 440, Roque, 770 and SST, chromed buckles are used (also for 3rd -seat-wagon optional belts). On 990, DPL and Marlin, chromed deluxe buckles are used (also for optional "Auto-Lock" belts). Seven belt colors are used for the long-wearing, all-nylon, pebble-weave webbing. Ouick-action, metal-to-metal buckles are used, and all belts exceed S.A.E. and Federal Government specifications. With bucket seats, special receptacles are provided on the console to store the buckle end of the inner belt.

The Child's Auto Safety Vest allows ample freedom of movement, holds a child securely and is adjustable for children weighing 20 to 50 pounds. The vest is attached to the regular seat-belt anchors (front or rear).

#### NEW SHOULDER BELTS

New installation provisions are added on all AM cars for '67 to accommodate front-seat shoulder belts which are offered as a dealer accessory. The anchor plates for the outer shoulder belt are built into (welded) the upper roof rail behind the headliner. This connection is located about mid-way between front and rear seats.

A molded-plastic clip (part of the dealer accessory kit) is located forward on the roof rail to serve as a handy stowage clip for the belt when not in use.

For convertibles, the attaching point for the outer shoulder belt is moved down to the upper portion of the rear-quarter panels.

The inner half of the shoulder belt, which has the custom-quality chrome buckle, is designed for attachment at the same point used for the regular sent helfs.

The shoulder belts are made of the same high-quality,

high-strength nylon material used for the seat belts. The shoulder belts in a single neutral-gray color, for driver and front-seat passenger, are offered in kit form as a dealer accessory (not factory-installed). Shoulder belts should be adjusted with about 2" extended to the control of the



#### TACHOMETER . . . RPM's to shift by

The electric tachometer is a new factory option for all American models (was a dealer accessory), and continues as a factory option for Rebel, Ambassador, and Marlin models.

The tachometer registers engine speed (rpm) by picking up ignition impulses from the distributor, which are telegraphed to the tachometer each time the distributor points close. The operating range is from 0 to 6,000 rpm and is indicated on a circular dial face, which is lighted and has a full-sweep scale covering an arc of 250°. It can be read much more accurately than many other tachs which have scales with an arc of 90° or even less.

The tachometer, especially useful for the driving enthusiast, may be used to indicate maximum-performance shift-points, safe down shift points for engine braking, and optimum engine crusing rpm for

top gas mileage. The tach helps achieve optimum performance in shifting gears without overspeeding the engine (indicated in red beyond 5,000 rpm). The tachometer is mounted on top of the instrument panel to the right of the steering wheel for maximum driver visibility.



# ALL-SEASON AIR CONDITIONING... OPTIONAL FOR REBEL, AMBASSADOR AND MARLIN

For 1967, American Motors offers a newly-designed All-Season Air Conditioning system which provides improved cooling and heating. This year, there are two fully adjustable air inlet ports in the center of the instrument panel (instead of three); and a new rectangular air inlet (also adjustable) located on the upper edge of the panel directly in line with the driver for maximum cooling effectiveness. The coolair-inlet ports can also be used to effectively direct heater air in cold weather.

All controls are now at the left, within the instrument cluster housing. Four vertically-operated control levers (including heater control) are at the driver's left in a new, higher position for better visibility and easier operation. In addition, the rotary thermostat

control is at the far left side. Extensive testing has proved that the entire system is highly efficient under all driving and weather conditions. The new "Power-Flex" fan, fan shroud and heavy-duty radiator are all standard with factory-installed air conditioning.

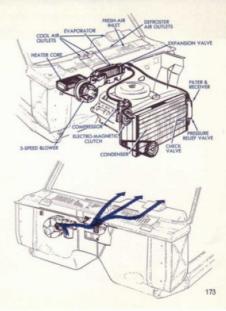
All parts are forward of the instrument panel, and occupy a minimum of space. While the cooling system is functioning, air is continuously recirculated and mixed by the big 3-speed blower.

The heating and ventilating system utilizes 100% fresh air. For all operations, the outside air enters the hood intake, and is channeled through the heater or air conditioning system. Water is removed by traps and passages. An air-inlet screen prevents clogging by free leaves, etc.





- Independently adjustable air-inlet ports can be directed for spot- or area-cooling.
- · Special air-inlet port for drivers.
- · Air-inlet ports can also be used for heater.
- Adjustable thermostat improves efficiency increasing cool air temperature range.
- Single 3-speed blower motor offers efficient cool-air circulation. Same motor provides 2-speeds for heater.
- Air passages are separate from heater, increasing cold air flow a full 10%.
- Horizontal air flow through evaporator core prevents water condensation build-up, and provides cooler air.
- Aluminum compressor is high in efficiency, only 15½ pounds... half the weight of cast iron.
- Electro-magnetic clutch engages compressor only when needed.
- Heavy-duty engine cooling system is standard with factory-installed A.C.
- 40-amp, alternator is a standard feature with A.C. in place of the 35-amp, standard alternator.
- 60-amp, battery (std. on "343" V-8's) is used in place of the standard 50-amp, size for 6-cylinder and "290" V-8's.
- The condenser-receiver assembly is rubber-mounted to isolate compressor noise from the car body.
- Condenser and receiver outlets are designed for easy installation and servicing.



# ALL-SEASON AIR CONDITIONING... OPTIONAL FOR RAMBLER AMERICAN

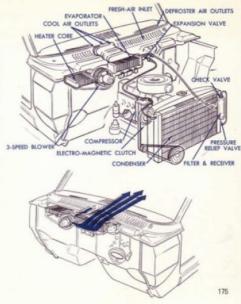
A major feature of the air conditioning system is the 3-port air discharge grille mounted on the lower center portion of the instrument panel. This 3-port design is patterned after the successful adaptation in the Rebel, Ambassador and Marlin models to provide both area- and spot-cooling.

Each of the three ports is independently adjustable to effectively control the degree of opening plus direc-

tion. Nylon spring retainers are used to prevent possible breakage. The 3-port grille can also be used to direct heat if so desired. Floor cooling controls are on each side of the air-outlet. Extensive testing has proved that the entire system is highly efficient under all driving and weather conditions. The new "Power-Flex" fan, fan shroud and heavy-duty radiator are all standard with factory-installed air conditioning.



- The control panel, designed for easy operation, is mounted beneath the air-outlet assembly, and contains the adjustable thermostat and outside air control. The blower is actuated by sliding the air-control lever. The blower is also turned on to "low speed" whenever the thermostat control is turned on.
- The mounting of the blower motor is designed for easy servicing, and a new rubber mounting for the condenser-receiver assembly isolates compressor impulse noise from the car body.
- With factory-installed air conditioning, the 60amp. battery (standard with "343" V-8) is used in place of the standard 50-amp. size, and a 40amp. alternator in place of the 35-amp. standard alternator. Heavier-duty engine cooling system (radiator, new "Power-Flex" fan and fan shroud) is also standard.
- To facilitate dealer installations with accessory kits, factory-installed options are recommended: heavy-duty cooling system (or heavy-duty radiator only), 40-amp, alternator, and a 70-amp, battery.





### WEATHER-EYE HEATER Standard feature for Rebel-Ambassador-Marlin

A new Weather-Eye heating and ventilating system offers increased passenger comfort with fresh-air heating (thermostatically controlled) and ventilation, plus more effective windshield defrosting. A flush-type cowl-mounted air-intake delivers water-free fresh air through internal ducts. An air inlet screen prevents clogging due to tree leaves, etc. Two air ventilator chambers bring additional fresh air directly into the car without passing through the channels of the heating system.

A "cellular" heater core assures heater efficiency to produce abundant heat output. Heater outlets are designed for optimum distribution of heated air.

Three vertically-operated control levers (for heat, air, and defrosting) are on the left side in a new higher position within the instrument cluster housing for easier visibility and operation. The blower control is incorporated into the "AIR" control which gives "low blower" speed at the 80% position for quiet operation, "high blower" speed when the "AIR" control is depressed all the way. The controls are easy-to-operate and well lighted.

"Air bleed" design permits some heated air to be directed through the windshield defrosters when controls are set for heater only.

### Standard feature for RAMBLER AMERICAN MODELS

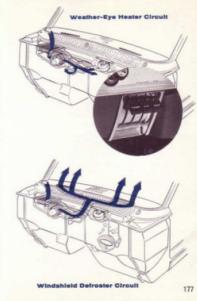
The Weather-Eye heating system for Rambler American models incorporates virtually all of the advantages of the Rebel-Ambassador-Marlin Weather-Eye.

The Rambler American heater controls are all incorporated within a single control panel mounted to the left of the steering column on the lower portion of the instrument panel. The three vertically-operated control levers are marked "TEMP," "AIR" and "DEF."

Depressing the "AIR" control to the 80% position gives "low blower" speed for quiet operation. The fully-depressed position gives "high blower" speed.

An integral, one-piece heating assembly permits direct passage of air. The entire heating system is mounted inside the car (in the passenger compartment) for quick warm-up and efficient heating without induction loss. A "cellular" heater core assures heater efficiency. A "by-pass" in the engine cooling system permits quick and consistent engine warm-up for efficient heating in cold weather.

Positive windshield defrosting is assured by optimum air distribution and volume. Two defroster outlets clear a wide area of frosted windshield at a fast rate. An "air bleed" is incorporated between the defroster and heater circuits for intermediate operation so that some heated air is directed to the windshield even when the controls are set for heater only.









MANUAL... AMERICAN... PUSH-BUTTON



# ALL-NEW AM and AM/FM ALL-TRANSISTOR RADIOS

REBEL, AMBASSADOR AND MARLIN models offer new AM and AM/FM optional radios with many new refinements. The new all-transistor Motorola radios have a vertical layout for linear station dial and push-buttons. The dial is within the instrument cluster padded shroud at the right, making it closer and handier to the driver. In addition, the new location serves to eliminate protruding controls from the center of the instrument panel, thus providing greater passenger safety. The radio speaker is recessed behind the center of the instrument panel (or at the right with air conditioning). A new "change-over" switch, at the right of the dial on the AM/FM radio, makes it possible to set all five push-buttons on AM, or all five on FM (frequencymodulation) or any combination thereof. With the growing number of FM stations, AM/FM radios are a highly desirable feature.

AMERICAN MODELS feature manual and push-button radios of improved design by Motorola, both transistorized (6 transistors) for instant action. Circuits are basically the same as those used in Rebel, Ambassador, and Marlin AM radios and feature speakers with larger voice coils and magnets for improved tonal quality and volume.

### VIBRA-TONE SOUND SYSTEM FOR REAR-SEAT SPEAKER

This optional feature is for Rebel and Ambassador sedans and hardtops, plus the Marlin. Vibra-Tone sound system consists of a transducer (mounted in the trunk) that acoustically mixes sound waves from the front speaker (30-thousandths of a second later) to produce a unique and dramatic sound of music. A silicone type transistor assures reliability. Vibra-Tone control is under the instrument panel. The regular "Duo-Coustic" rear-seat speaker, with a control located on the radio face, is also an option. Neither speaker system is available in wagons, convertibles, American models, or with the Stereo Tape Player.





### 8-TRACK STEREO TAPE PLAYER

Brand-New Option for Rebel and Ambassador Sedans and Hardtops plus Marlin

The stereo-tape player offers up to 80 minutes of continuous music with pre-recorded 4-dual channel (8 track) tape cartridges which are widely available at moderate cost. The system uses two rear-seat speakers, placed at either end of the package shelf. Sound balance between speakers can be controlled from the player unit. Finished in decorative chrome and black, the unit is mounted with chromed brackets forward on the transmission tunnel (with or without console). Ignition key must be turned to "on" or "accessory" position to permit operation of tape player. It is not necessary to operate radio to play tapes (completely separate systems). With this option, the rear-seat radio speaker and Vibra-Tone system are not available (since two rear speakers are for the tape player only).



# "ROAD-CONTROL" POWER STEERING





An integral-type power steering system is again optional on all models. The design, called Road-Control, provides direct steering wheel responsiveness and has the further bonus of providing quick wheel return after a turn is completed. This power steering system (by Saginaw) makes American Motors cars even easier to steer and to park.

Integral-type power steering means that the power steering mechanism is incorporated within the steering gear box, thus eliminating linkage requirements and long hose connections. The low-friction rotary control valve, within the power steering unit, eliminates lost motion of a sliding-valve type resulting in greater sensitivity and responsiveness. In conjunction with this power steering system, an insulator joint is provided in the steering gear shaft.

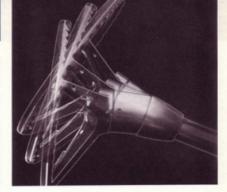
The power-steering gear-box ratio is 17.5:1 for all models. Only 4.4 steering-wheel turns (lock-to-lock) give quick-steering response, compared to 6 turns for manual steering. On Rebels, Ambassadors and Marlins, the overall steering ratio is 20.6:1 (on Americans, the ratio is 21.1:1). Power steering is recommended for V-8's, especially V-8's with air conditioning. Power steering is a required option on V-8's with "Air-Guard" (Calif.) that also have air conditioning.

# "ADJUST-O-TILT" STEERING WHEEL

Rebel, Ambassador and Marlin models offer, as a factory-installed extra-cost option, Adjust-O-Tilt Steering Wheel on models equipped with Flash-O-Matic, Shift-Command or 4-speed (floor or console) transmissions. Adjust-O-Tilt is offered with or without power steering.

This handy optional feature permits easier entrance and exit, for all drivers, big or small. The tilting mechanism further permits the driver to select the most convenient of 7 different steering wheel angular-positions (vertical) for maximum comfort and steering ease. Adjustments include normal plus three above and three below positions separated by 5° increments.

Adjustments can be accomplished at any time, even when driving, with complete safety. A small lever, conveniently located on the left side of the steering column, controls wheel adjustment. A unique universal sphere-joint is used at the upper portion of the steering column shaft to accomplish angular adjustment.





#### POWER DISC BRAKES ...

optional on all V-B models

For 1967, power disc brakes are a factory-installed, extra-cost option for all V-8 models of Rebels, Ambassadors, Marlins and Americans.

The Bendix caliper disc brakes are used for the front wheels and are self-adjusting. In conjunction with them, 10\*-diameter, flanged-drum, non-servo brakes are used on the rear wheels.

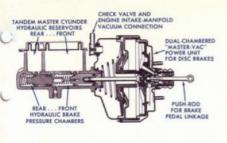
This year, these disc brakes are improved on Rebels, Ambassadors and Marlins with an all-new tandemchambered power brake unit, which increases the "run-out" point of vacuum supply. That is, there is more power brake action before the vacuum runs out, especially under severe braking.

Caliper disc brakes provide distinct safety advantages in respect to improved stability, increased resistance to brake fade, and reduced stopping distances especially from high speeds and on steep mountain downgrades. The rotating, exposed disc provides quicker heat dissipation for improved braking under all weather and driving conditions. The usual problems associated with slipping or grabbing wet brakes are eliminated.

The Bendix caliper disc brake assembly consists of the cast-iron disc (11½" diameter x ½" thick), which is rigidly attached to the wheel hub; and the caliper, which straddles the disc and is firmly mounted to the steering knuckle of the front wheel. The caliper contains a pair of actuating pistons and friction pads on both sides of the disc. When the brakes are applied, hydraulic pressure on the pistons forces the friction pads against the rotating disc, as in a vise.

Stopping ability is directly proportional to pedal effort due to the unique characteristics of disc brakes which differ from regular drum brakes. Disc brakes provide maximum stopping ability and greater car control with less tendency of sliding tires. Like regular brakes, disc brakes are self-adjusting and can be relined when required. The power brake unit and tandem master cylinder (Double-Safety) are specially designed and calibrated for optional disc brakes.

While regular brakes use SAE70-R-3 heavy-duty brake fluid, power disc brakes use a special high-boiling-point fluid (550°F. minimum).

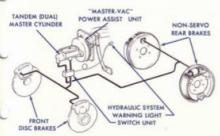






FRONT DISC BRAKE ASSEMBLY

POWER BRAKES WITH TANDEM MASTER CYLINDER





10" DIA, NON-SERVO REAR BRAKE WITH FLANGED DRUM 183

#### POWER BRAKES

The Bendix Master Vac power brake unit, a vacuum suspended type, is available as an extracest option. Power brakes are an important safety feature adding to the ease of operation to reduce driving fatigue. The low position of the brake pedal allows the driver to make brake applications in 25% less time. Power brakes require 40% less pedal effort while permitting the driver to "feel" his brakes to slow or stop with exactly the desired rate of deceleration. With engine off, the power unit retains vacuum to safely permit about two brake applications.







### **NEW "POWER-FLEX" FAN**

A new seven-bladed fan with flexible blades is standard with air conditioning on 6's and V.8's, and is included in the optional heavy-duty cooling system package. Called the "Power-Flex," the new fan provides increased air flow at low speeds; and, as engine speeds increase, the flexible fan blades (stainless steel) actually "flatten out" to a lower pitch to reduce noise and conserve power. Cooling is still highly efficient, because the forward motion of the car forces air through the radiator core and engine compartment. This simpler, more economical, but equally efficient fan, replaces the previous hydraulically-operated "Powr-Saver" fan.

#### **POWER-LIFT WINDOWS**

SIDE WINDOWS...Power-Lift windows for all four side windows are optional on Rebel and Ambassador hardtops, convertibles, 4-door sedans and wagons, plus Marlin.

This year, new improved electric motors (with permanent-magnet field) draw about half the current while developing more torque and lifting power at reduced speed. Added improvements are simplified mechanism and wiring, plus new direct-gear drive (replacing cable drive) for convertible rear side window, providing more positive and quiet operation and better sealing against dust and water.

A 5-button master control switch is used on the driver's door in addition to separate buttons for the other three side windows. The 5th button is a lock-out control that permits the driver to render the other three side window switches completely inoperable. This is a significant safety feature, especially where children are concerned. The driver can still control all side windows with his master controls regardless of the lock-out control. The Power-Lift windows are safety-wired through the ignition switch.



#### TAILGATE WINDOW

POWER-LIFT TAILGATE WINDOW is a handy optional feature on American, Rebel and Ambassador two-seat station wagons, and standard equipment on Rebel and Ambassador, the new lower-current, higher-torque design is used for the electric motor. By means of a remote-control switch on the instrument panel, the window can be operated from inside the car—but only by the driver!—and only with the ignition switch on or in the accessory position. For added safety, the tailgate cannot be opened if the window is raised about 1" (Rebel and Ambassador). Furthermore, an automatic safety switch prevents the window form being raised unless the tailgate is closed.

The outside window handle is replaced by a key switch, permitting direct control of the electric window from outside the car. Turning the key clockwise raises the window, and counter-clockwise lowers the window. This direct-control operation is independent of the ignition switch.



# CRUISE-COMMAND Automatic Speed Control

#### lowest-price in industry!

"Cruise-Command" automatic speed control system is optional on all automatic-transmission-equipped Rebels, Ambassadors, and Marlins. Developed for American Motors by Perfect Circle, Cruise-Command is a simplified system with greater buyer appeal than the more complex and costly units offered by competition (lowest-price in the industry).

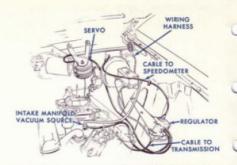
The electro-mechanical system automatically maintains a constant car speed (between 30 and 85 MPH) pre-set by the driver (even up and down hills) so the driver's foot can be removed from the accelerator (relaxing on trips). Cruise-Command also aids gas mileage by holding a steady, more economical speed.

#### Operation is simple:

To set speed or increase set speed: Accelerate to desired speed, then depress and release control button (illuminated and newly-styled for '67) on left side of instrument panel, and release accelerator.

To decrease set speed: Depress control button (which releases accelerator) until car slows to desired speed, then release button.

To restore manual (foot) control of speed: Depress brake pedal (which disengages system).





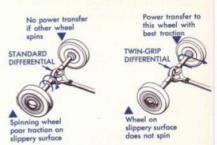
# "TWIN-GRIP" powers the wheel that grips... not the wheel that slips!

TWIN-GRIP is an outstanding optional feature at low extra cost for all models and gear ratios, replacing the conventional rear exle differential unit. Completely automatic and requiring no driver attention, Twin-Grip gives a full measure of added control and safety under all driving conditions.

Power Flow in Normal Driving . . . When sudden patches of ice, sand, loose gravel or oil slicks are encountered, the Twin-Grip will not permit the wheel with the lesser traction to spin, gain momentum and swerve the car as dry pavement is regained.

Power Flow in Turns . . . Twin-Grip gives normal differential action and at the same time, applies the major driving force to the inside rear wheel, improving stability and cornering.

Power Flow With Poor Traction . Twin-Grip enables the wheel with the better traction to apply the major driving force to the road. Twin-Grip can operate in snow, i.e., and mud which may stop a conventional car. If one rear wheel drops off the pavement, the wheel on the pavement continues to drive the car, and the wheel on the shoulder does not spin, preventing a dangerous swerve.





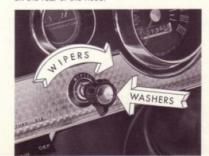
# ELECTRIC WINDSHIELD WIPERS

With variable-speed electric wipers . . . an extracost option for all models . . . the wiper speed selected remains relatively constant under all driving conditions, even when accelerating up a steep grade. Both the standard vacuum and the optional electric wipers are variable speed systems (a choice not offered by others). This year, Rebel, Ambassador, and Marlin wipers have 16° parallel action biades (which were 15°) to clear more windshield area; and all cars have satinfinished, non-glare wiper arms and blades for greater safety.



# ELECTRIC WINDSHIELD WASHERS

Newly-designed electric washers are optional with electric wipers (or in Visibility-Group option). The foot-operated washers are standard on all models. With the new electric washers, the pump is now mounted directly on the plastic solvent bag for more efficient pumping action. On Rebel, Ambassador, and Marlin, there are now two squirters which project from the air-inlet grille at either side. The water thus travels a shorter distance and is more effectively directed to the windshield, particularly at higher speeds. For Americans, a 4-nozzle spray unit is located on the rear of the hood.



# SOLEX GLASS Even-Tint and Sunshade

With a subdued soft-green tint, Solex keeps out the invisible sun rays that produce heat, sunburn and fading, but without hindering clarity or visibility. Solex absorbs or reflects about 55% of the sun's total energy to minimize sun glare and reduce eyestrain. Solex reduces the effect of interior fading by as much as 50%. And the efficiency of a car's air conditioning system is increased with the use of Solex.

The color of the upper "Sunshade" portion of the windshields is blue. Sunshade Solex windshields are available separately or with Even-Tint Solex in the side windows and with Even-Tint rear windows (Americans and wagons), Sunshade Solex rear windows (Rebel and Ambassador sedans and hardtops and Marlin). Marlins have Even-Tint Solex rear windows as standard equipment. Solex is not used for convertible rear windows.



### ENGINE-BLOCK HEATER

An engine-block heater is a new factoryinstalled option for all series, Six and V-8. This pre-heating electrical device for warming engine coolant permits quicker starts with reduced engine wear, plus faster heater action in extreme cold weather. The heater can be used as desired for indefinite periods, especially beneficial over-night. The pre-heating element (coil) is securely fastened into the engine-block casting hole (normally for the "freeze" plug). An electric cord extends from this heating element to the grille for a convenient hook-up point to plug into an appropriate extension cord (for standard 110-115 volt A. C. house current).



#### all-new WHEEL TRIM

All-new wheel trim styling is improved and distinctive for each American Motors series. For lasting beauty, hub caps, wheel discs and wire-wheel covers are all made of stainless steel with a chrome finish.

Hub caps are standard on all 220, 440, 550, 770, 880, and 990 models. Newly styled wheel discs are standard on Rogue, SST, DPL and Marlin models, and are a factory-installed option on all other models.

The "Turbo-Cast" wheel covers as well as wirewheel covers (with new three-bladed "knock-off" spinners) are factory-installed options on all models. The Turbo-Cast wheel covers have a die-cast metal center section mounted in a stainless-steel rim. Five simulated lug nuts finish off the unique, sporty design.

The various wheel covers and discs are available separately or as part of Appearance Groups.

The new wheel discs and wheel covers are available only with standard 14" wheels. With optional 15" wheels, uniform-design wheel discs are used.



#### **BUMPER GUARDS** with rubber inserts



# REMOTE-CONTROL OUTSIDE MIRROR

In place of the standard left-outside mirror, a remote-control mirror is optional (separately, or in the Visibility Group). The remote-control feature is handy for precise-and-quick adjustment . . . especially while driving and during unpleasant weather.

Bumper guards are again offered as a factory-installed option. The guards offer added protection against over-riding and locking of bumpers, especially helpful when parking in tight spots. The vertical-type bumper guards feature a thick rubber insert on the face to effectively absorb bumps and prevent scratches when contacted. The guards are made of heavy-gauge steel (richly chrome-plated) and are rigidly attached to the bumper.

Bumper guards are available for front and rear on most models. Rear bumper guards are not offered on station wagons or Marlins due to the design configuration of the rear bumpers. The bumper guards are also available as dealer accessories, and are available for certain past-model American Motors cars.



#### 1967 STANDARD AND OPTIONAL EQUIPMENT

STD—Standard Equipment

EXT--Extra-Cost Factory-Installed Option OPT--No-Cost, Factory-Installed Option FLT—Extra-Cost, Factory-Installed Fleet Option N/A—Not Available as Factory-Installed Equipment ACC—Extra-Cost Dealer Accessory

		AMERICA	AN		REBEL		AMBASSADOR			MARLIN	
	220	440	ROGUE	550	770	SST	880	990	DPL	-	
Adjust-O-Tilt Steering Wheel (Avail. Only When Column-Shift		-					100				
Flash-O-Matic or any Floor Shift Transmission also ordered)	N/A	N/A	N/A	DCT	EXT	EXT	EXT	EXT	EXT	EXT	
Air Cleaner, Cellulose Fiber	STD	STD	STD	STD	STO	STD	STO	STD	STD	STD	
Alternator, 35-Amp	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Alternator, 40-Amp-Std. with Air Conditioning	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	
Arm Rests—Frant	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Rear : 2-Door Models	FLT	STD	STD	FLT	STD	STD	STD	STD	STD	STD	
4-Door Models	FLT	STD	_	FLT	STD		STD	STD			
Ash Trays—Front.	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
—Rear (+one for 3rd. seat)	FLT	2 STD	2 STD	FLT	2 STD	2 STD	2 STD	2 STD	2 STD	2 STD	
Appearance Groups—"A", "B" and "C"	EXT	EXT	EXT	EXT	N/A	N/A	EXT	N/A	N/A	N/A	
Back-Up Lights.	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Batteries—											
—50 Amp., 6-Cyl. & 290 V-8	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
-60 Amp., 343 V-8 (6 & 290 V-8 with A.C.)	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
—70 Amp.	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	
Brakes											
Bonded Brake Linings	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Double-Safety Brake System w/Pressure Warning Light	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Self-Adjusting Brakes.	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Power Brakes	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	
V-8 Disc Brakes, Front (includes Power Brakes)	DIT	EXT	EXT	EXT	EXT	DIT	EXT	EXT	EXT	EXT	
Bumper Guards, Front (Wagons & Martin)	EXT	EXT	_	EXT	EXT		EXT	EXT	mine	EXT	
Bumper Guards, Front & Rear-N/A Wagons & Marlin.	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	N/A	
Cigarette Lighter	FLT	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Clock, Electric	N/A	N/A	N/A	EXT	EXT	EXT	EXT	EXT	EXT	EXT	
Coat Hooks, Two (Except Conv.)	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Cruise-Command Automatic Speed Control System											
(Available with Automatic Transmission only)	N/A	N/A	N/A	EXT	EXT	EXT	EXT	EXT	EXT	EXT	
Custom Steering Wheel	EXT	STD	STD	EXT	STD	STD	EXT	STD	100	STD	
Sports Steering Wheel	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	STD	EXT	
Custom Trim Package	N/A	N/A	N/A	N/A	N/A	EXT	N/A	N/A	EXT	N/A	

C

		AMERICA	N		REBEL		AMBASSADOR			MARLIN
	220	440	ROGUE	550	770	SST	880	990	DPL	-
ome Light (2 Rear Compartment Lights	-	-	Tanan.	none-	To a second	-	- American	Valence	O. D. Color	The control
on Hardtop and Convertible)	STO	STD	STD	STD	STD	STD	STD	STD	STD	STD
ergy-Absorbing Steering Column &							-	-		
Deep-Dish Steering Wheel	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
gine Coolant	STO	STD	STD	STD	STD	STD	STD	STD	STD	STD
gine		-								
28 HP, 199 CID, T-C Six, 1-B. Carb.		STD	STD	N/A	N/A	N/A	N/A	N/A	N/A	N/A
45 HP, 232 CID, T-C Six, 1-B. Carb. (N/A DPL Conv.)	EXT	EXT	EXT	STD	STD	STD	STD	STD	STD	STD
55 HP, 232 CID, T-C Six, 2-B. Carb. (N/A DPL Conv.)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
00 HP, 290 CID, V-8, 2-B, Carb. (Std. V-8 Models)	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
25 HP, 290 CID, V-8, 4-B. Carb.	EXT	EXT	EXT	N/A	N/A	N/A	N/A	N/A	N/A	N/A
35 HP, 343 CID, V-8, 2-8. Carb.	N/A	N/A	N/A	EXT	EXT	EXT	EXT	EXT	EXT	EXT
90 HP, 343 CID, V-8, 4-B. Carb.	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
gine Block Heater	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
haust Control Equipment—										
Open Crankcase Ventilating System—128 HP 6	N/A	N/A	N/A	100	-	-	tent	-	777	277
-All Other Engines	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
-Closed Crankcase Ventilating System (California)										
—128 HP 6		STD	STD	-	-	400	100	-	400	-
—All Other Engines	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
"Air-Guard" Exhaust Emission System										
for 199 Six and all V-8's (California)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	DXT	EXT	EXT
-"Engine Mod" Exhaust Emission System										
for 232 Six (California)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
or Mats-Passenger Compartment and Wagon Cargo Floor	Black	Colored	Colored	Black	Colored	Colored	Colored	Colored	Colored	Colore
	Rubber	Loop Pile	Loop Pile	Rubber	Loop Pile	Loop Pile	Loop Pile		Loop Pile	Loop Pil
Vay Hazard Warning Signal—Simultaneous Flashing	STD	STD	STD	STD	STD	STD	STD	STO	STD	STD
sh-Air Ventilation, Dual Intakes	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
el Tank and Fuel Pump Filters	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
ve Box Lock (And Hidden Cargo Box Lock on Rebel		1000	2000	100	10000	0.11	1	1/25	0.02	1
and Ambassador Wagons)	FLT	STD	STD	FLT	STD	STD	STD	STD	STD	STD
		N/A	N/A	STD	STD	STD	STD	STD	STD	STD
adlights—Dual		STD	STD.	N/A	N/A	N/A	N/A	N/A	N/A	N/A
-Single										
eadlining—Laminated Foam- &-Fiber	STD	STD	STD	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Molded Fiberglass or Polyurethane	N/A	N/A	N/A	STD	STD	STD	STD	STD	STD	STD

		AMERIC	AN		REBEL		AMBASSADOR			MARLIN	
	220	440	ROGUE	550	770	SST	880	990	DPL		1
Headrests, Left and/or Right	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	
Heating and Air Conditioning Systems— Weather Eye Heating System	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Engine Cooling System, 40 Amp, Alternator, and 60 Amp.	-	The state of		-	EXT	EXT	EXT	EXT	EXT	EXT	
Battery (60 Amp. Battery Std. on 343 V-8) Heavy-Duty Options—	EXT	EXT	EXT	EXT	EAT	EAT	EAT	EAI	EAT	EAS	
HD Clutch, 3-Speed (290 V-8 and American 6)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	1
HD Engine Cooling System. Includes Radiator, "Power-Flex"     Fan and Shroud (Std. with Air Cond.)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	
—HD Radiator	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	
HD Shock Absorbers (N/A American 5)     HD Springs and Shocks (N/A American V-8, Rebel-6 Sedan,	EXT	EXT	EXT	DXT	EXT	EXT	EXT	EXT	EXT	EXT	
Hardtop, Convertible)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	DXT	EXT	EXT	
Handling Package, Six (N/A Rebel Wagon).	EXT	EXT	EXT	EXT	EXT	EXT	N/A	N/A	N/A	N/A	
V-8	EXT	EXT	EXT	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Hood Insulation—6 cyl.	N/A	N/A	N/A	N/A	N/A	N/A	STD	STD	STD	STD	
_V-4	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Horn—Single.	STD	mile	man.	STD	dept.	-	-	1000	1990		
Dual	FLT	STD	STD	FLT	STD	STD	STD	STD	STD	STD	
Light Group	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	STD	EXT	
Oil Filter, Full-Flow	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD	
Padded Instrument Panel and Padded Sun Visors	STD	STD	STD	STD	STD	STD	STD	STD	OTE	STD	
Power-Lift Tailgate Window (Std. with 3-seat)	EXT	EXT	200	EXT	EXT	-	EXT	EXT	-	-	
Power-Lift Side Windows—				and a state of	-	market and	****	Marine.	warm.	war.	
Front and Rear (N/A Sports Sedan)	N/A	N/A	N/A	EXT	EXT	EXT	EXT	EXT	EXT	EXT	- 4
Power Steering (Recommended With Air Cond.)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT		
Power-Top, Convertible	-	-000	STD	-		STD	-	-	STD	-	
Radio-	FILT	rue.	ever.	10.00	40.78	84.78	N/A	N/A	N/A	N/A	
Manual	EXT	EXT	EXT	N/A	N/A	N/A EXT	EXT	EXT	EXT	EXT	
AM Push-Button	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	
AM-FM Push-Button	N/A	N/A	N/A	EXT	EXT			EXT	EXT	EXT	
Duo-Coustic Rear Seat Speaker (Sedans and Hardtops)	N/A	N/A	N/A	EXT	EXT	EXT	EXT			EXT	
Vibra-Tone Rear Seat Speaker (Sedans and Hardtops)	N/A	N/A	N/A	EXT	EXT	EXT	EXT	EXT	EXT	EAT	
8-Track Stereo Tape Player and Two Speakers (Sedans and		N1 /4	41.78	EXT	EXT	EXT	EXT	EXT	EXT	EXT	-
Hardlops)	N/A	N/A	N/A	EAT.	EAT	EAT	SAI	EAT	5/61	200	10

		AMERICA	AN		REBEL		AMBASSADOR			MARLIN
	220	440	ROGUE	550	770	SST	880	990	DPL	
oof Top Travel Rack (Station Wagon)	N/A	STD	-	STD	STD	-	STD	STD	-	-
uts-	STD	STD	N/A	STD	STD	N/A	STD	STD	N/A	STD
Non-Reclining Front (Split Back on 2-Door Models)	EXT	EXT	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Airliner Reclining Seats (Full Cushion)	N/A	EXT	CONV.	EXT	EXT	CONV.	EXT	EXT	CONV.	EXT
Individually Adjustable Front Seat (Reclining)	N/A	EAT	CONT.	en.	EA.	CONT.	E.A.	LAI		and a
Slim Bucket Seats (Reclining) w/Front Armrest and Center	N/A	N/A	H.T.	N/A	EXT	H.T.	N/A	EXT	H.T.	EXT
Cushion	et/et	m/m	46.71	110.00			1411			
(with Transmission Option Only)	N/A	N/A	EXT	N/A	EXT	EXT	N/A	EXT	EXT	EXT
	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
at Cushions Foam—Front. —Rear (Solid Foam on Third Seat)	N/A	N/A	STD	EXT	STD	STD	EXT	STD	STD	STD
at Belts—		1300								
Front and Rear (Retractable for Front)	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
Belts for Front Seat 3rd Person	FLT	FLT	FLT	FLT	FLT	FLT	FLT	FLT	FLT	FLT
Belts for Rear Seat 3rd Person	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
Belts for Wagon 3rd Seat	-		-000	0.00	EXT	-	EXT	EXT	100	-
Auto-Lock (Available Only on Rebel, Marlin or Ambassador										-
models with Bucket Seats)	N/A	N/A	N/A	N/A	EXT	EXT	N/A	EXT	EXT	EXT
oulder-Belt Anchors.	STD	STD	STD	STD	STD	STD	STD	STO	STD	STD
oulder-Belt Kit	ACC	ACC	ACC	ACC	ACC	ACC	ACC:	ACC	ACC	ACC
de-Hinged Tailgate for 2-Seat Wagons (Standard with Third										
Seat Option)	N/A	N/A	-	OPT	OPT	-	OPT	OPT	-	-
mulated Wood-Grain Body for Wagons (N/A with Two-Tone		1997								
Paint Combinations)	-	-	-	-	EXT	-	N/A	EXT		1000
ngle Exhaust System (Ceramic-Armored)	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
Ver Glass, Windshield Only (Even-Tint Rear Window Std.										
on Marlin)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
	LA.	No.	Service .	400						
slex Glass, All Windows (Except Rear on Conv. Recommended	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
with Air Conditioning)			EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
chometer	EXT	EXT	EAT	EAT	EAT	EAS	6.6.1	601	651	Series .
hird Seat, Station Wagon (Includes Side-Hinged Tailgate		-		14.00	FACE		EVE	EVE		
and Power Window)	N/A	N/A	-	N/A	EXT	1000	EXT	EXT	-	FOR
res. Optional Sizes and Construction (see "Spec" section)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
Whitewalls	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
Red-Line, Wide-Profile, V-8 (except wagons)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT

		AMERIC	AN		REBEL		AMBASSADOR			MARLIN
	220	440	ROGUE	550	770	SST	880	990	DPL	
ransmissions—										
Standard Transmission, 3-Speed Column Shift										
(N.A. 290 4-B. & All 343 V-8's)	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
Overdrive Transmission, Column Shift 6 and 290 2-B.										
V-8 Only	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
4-Speed Full-Synchronized Console-Shift Transmission										
Available on V-B's with Bucket Seats and Console	N/A	N/A	EXT	N/A	EXT	EXT	N/A	EXT	EXT	EXT
4-Speed Full-Synchronized Floor-Shift Transmission V-8	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
Shift-Command Console-Shift Transmission										
Available on V-8's with Bucket Seats and Console	N/A	N/A	EXT	N/A	EXT	EXT	N/A	EXT	EXT	EXT
Flash-O-Matic Transmission, Column Shift	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
Flash-O-Matic Transmission Oil Cooler (Std. with V-8)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
win-Grip Differential	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
urn Signals with Lane-Changer	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
ndercoating	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
Isibility Group.	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
Inside Rear View Tilt Mirror	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
Left Outside Rear View Mirror	STD	STD	STD	STD	STD	STD	STD	STD	STD	STD
Right Outside Rear View Mirror	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
Remote Control Left Outside Rear View Mirror		400	-							
(Included in Visibility Group)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
inyl-Covered Roof in Black or White, For all hardtops	-		-							
plus 770 and 990 Sedans.	-	EXT	EXT	1000	EXT	EXT	-	EXT	EXT	EXT
linyl-Upholstery (Std. on Convertibles, and Bucket Seats;										
See "Color-Trim" Book for complete list)	EXT	EXT	STD	EXT	EXT	STD	EXT	EXT	SID	EXT
Vheel Trim—										
Hub Caps	STD	STD	N/A	STD	STD	N/A	STD	STD	N/A	N/A
Wheel Discs (Available 14" or 15" Wheels. Also included in										10000
Appearance Group "C")	EXT	EXT	STD	EXT	EXT	STD	EXT	EXT	STD	STD
Turbo-Cast Wheel Covers (Available with 14" Wheels Only.	-	-	*****	-		areas.	mum.	FWW	FUT	EXT
Also included in Appearance Group "A").	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXI
Wire Wheel Covers with Spinners (Available with 14" Wheels Only. Also included in Appearance Group "B")	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
oush was automen in withersauce month in )	EAT	EAT	EAT	EAT	EAT	LAI	EA1	EA1	PW1	2011

	AMERICAN			REBEL			AMBASSADOR			MARLIN
	220	440	ROGUE	550	770	SST	880	990	DPL	
Windshield Wiper and Washer Equipment— —Vacuum Wipers —Manual Washer	STD STD	STD STD	STD STD	STD STD	STD STD	STD	STD	STD	STD STD	STO STD
Electric, Variable Speed Wipers (Included in Visibility Group).	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT
Electric, Variable Speed Wipers and Electric Washer Group (Included in Visibility Group)	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT	EXT

#### GROUPS

#### VISIBILITY GROUP

\*Remote Control Left Outside Rear View Mirror Visor Vanity Mirror (N/A SST & DPL Coex.) Electric Windshield Washer / Also available as \*Electric Windshield Wiper | Group Option

#### LIGHT GROUP (Std. on DPL)

Trunk or Cargo Light
Two Courtesy Lights Under Instrument Panel
Glove Box Light
Parking Brake Warning Light
Front Door Switches for 220 & 550 Models
Rear Door Switches for 270 & 990 Models

\*Also Available as a Separate Option

APPEARANCE GROUP "A"
American All Models
Rocker Patel Stouldings
"Turbo-Cast Wheels Covers (with std. 14 in. wheel
only)

Robel 550
Lover Side—Panel Mouldings
Ulke 770
Wheel Opening Mouldings
\*\*Turbo-Cast Wheel Covers (with std. 14 in wheel only)\*\*

Ambassador 880 Rocker Panel Mouldings Wheel Opening Mouldings

"Turbo-Cast Wheel Covers (with std. 14 in. wheel only)

APPEARANCE GROUP "B"

Same as "A" except Wire Wheel Covers with Spinners instead of Turbo-Cast Wheel Covers (with Std. 14 in, wheel only)

APPEARANCE GROUP "C"
Same as "A" except Wheel Discs instead of Turbo-

Cast Wheel Covers (with 16" or 15" wheels)
CUSTOM TRIM PACKAGE (for SST & DPL Hardtops)
Custom Interior Upholstery for Seats and Door Panels

2 Pillows "Custom" Nameplates on Inside Door Panels

#### DEALER-INSTALLED ACCESSORIES and PARTS

A wide variety of dealer installed Accessories and Parts are offered, including certain factory options.

Rear-View Mirror, Outside, Right Remote-Control Mirror, Outside, Left

Rear-View Companion Mirror, Outside, Right

Visor Vanity Mirror Wheel Discs

Wire Wheel Covers with Spinners (14" only)

Turbo-Cast Wheel Covers (14" only)

Spotlight, Right or Left Window Screens, Side & Tailgate

Door Ventshades (except hardtop & convertible)

Windshield Glareshade

Manual Radio (American only)

Push-Button Radio

AM/FM Push-Button Radio (except American) Radio Speaker, Rear Seat: Duo-Coustic or Vibra-

Tone Sound System (except Wagons & American) 8-Track Stereo Tape Player (except American)

Electric Clock (except American)

Tachometer Ashtray Light, Front (except American)

Glove Box Light

Parking Brake Warning Light

Courtesy Lights Trunk Light Spare Tire Cover Safety Headrests

Bumper Guards (except Rear on Wagon & Marlin) License Plate Frames Horn Kit (for 220 & 550)

Illuminated Compass Tissue Dispensers & Litter Containers

Mileage-Minder Fuel Filter

Door Edge Guards Locking Gas Cap

Rubber Floor Mats, Pair (Front & Rear) Door-to-Door Rubber Floor Mat (Front & Rear)

Vinyl Floor Mats, Pair, Front (except American) Door-to-Door Vinyl Floor Mat, Front & Rear

(except American)

Cruise-Command Automatic Speed Control

(except American) Air Conditioning System

Power Brakes Shoulder Belts, Front

Child's Safety Vest Child-Guard Door Safety Locks Travel-Rack Luggage Straps

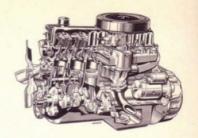
Station Wagon Roof Top Luggage Carrier Sedan & Hardtop Roof Top Luggage Carrier Load-Leveler Rear Shock Absorbers

Touch-Up Paint, Brush or Spray Powr-Guard "24" Battery, Dry-Charge

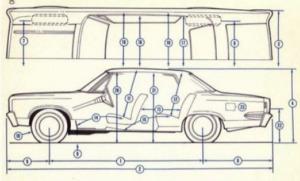
Electric Engine-Block Heater Car Care Chemicals are also available.

# SPECIFICATIONS

Sedan, Hardtop & Convertible 200-201 Station Wagons . . . . . . . . . 202-203 6-Cylinder Engines . . . . . . / . . 204 . . 205 Running Gear . . . . . . . . 206 . 207 Capacities & I.D. Number Shipping Weights . . . . . . . . . . . . 209





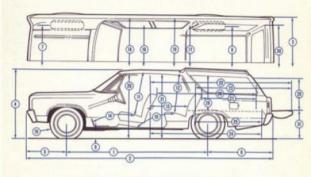


## 1967 SEDAN, HARDTOP AND CONVERTIBLE DIMENSIONS

		AMERICAN	REBEL	AMBASSADOR	MARLIN
1.	Wheelbase	106.00	114.00	118.00	118.00
2.	Length	181.00	197.00	202.50	201.45
3.	Width (with handles)	70.84	78.36	78.36	78.36
4.	Height, Sedan. Height, Hardtop (& Sports Sed.). Height, Convertible.	54.49 53.36 54.36	54.61 53.49 54.79	54.69 53.57 55.22	53.80 —
5.	Front Overhang	31.70	31.90	32.90	32.90
6.	Rear Overhang	43,30	51.10	51.60	50.55
7.	Front Tread	56.00	58.20(6) 58.58(V8)	58.58	58.58
8.	Rear Tread	55.00	58.50	58.50	58.50
9.	Road Clearance (Approx.)	6.00	6.00	6.00	6.00
10.	Tire Size, Six Std. (all) Opt. (all)	6.45 x 14 6.95 x 14 6.85 x 15	7.35 x 14 7.35 x 15 7.75 x 14	7.35 x 14 7.75 x 14	7.35 x 14 7.75 x 14
	Tire Size, V-8 Std. (hardtop & sedan) Std. (convertible) Opt. (hardtop & sedan) Opt. (convertible)	6.95 x 14 6.95 x 14 7.35 x 14 7.35 x 14	7.35 x 14 7.75 x 14 7.75 x 14 8.25 x 14	7.75 x 14 7.75 x 14 8.25 x 14 8.25 x 14	7.75 x 14 8.25 x 14

	The Research Control of the Second Control o				3.6
	SEDAN:	AMERICAN	REBEL	AMBASSADOR	MARLIN
11.	Headroom, Front	39.30	39.80	39.80	_
	Headroom, Rear	37.00	37.75	37.75	-
13.	Front-to-Rear Seat	25.82	30.18	30.18	-
	HARDTOP (& SPORTS SEDAN)				
11.	Headroom, Front	38.20	38.70	38.70	38.70
12.	Headroom, Rear	36.50	36.50	36.50	36.50
13.	Front-to-Rear Seat	25.76	26.88	26.88	26.88
	CONVERTIBLE:				
11.	Headroom, Front	39.30	39.35	39.35	-
12.	Headroom, Rear	37.30	37.65	37.65	-
	Front-to-Rear Seat	25.76	26.64	26.64	-
	SEDAN. HARDTOP (& SPORTS	SEDAN), CONV	ERTIBLE:		
14.	Legroom, Front.	41.03	41.60	41.60	41.60
15.	Legroom, Rear (Sed.)	36.50	39.60	39.60	-
	Legroom, Rear (HT)	36.00	36.50	36.50	36.50
	Legroom, Rear (Conv.)	36.60	36.60	36.60	-
16.	Shoulder Room, Front	54.84	60.00	60.00	60.00
17.	Shoulder Room, Rear (Sed.)	54.82	60.00	60.00	-
	Shoulder Room, Rear (HT)	54.20	59.00	59.00	59.00
	Shoulder Room, Rear (Conv.)	41.50	59.00	59.00	-
18.	Hiproom, Front	57.20	60.30	60.30	60.30
19.	Hiproom, Rear (Sed.)	57.12	60.40	60.40	-
	Hiproom, Rear (HT)	56.38	59.50	59.50	59.50
	Hiproom, Rear (Conv.)	42.40	51.24	51.24	-
20.	4-Dr. Entry Room, Front	49.17	49.53	49.61	50.13
21.	4-Dr. Entry Room, Rear	48.63	49.08	48.91	-
22.	Trunk Edge-to-Ground	26.62	25.11	25.13	25.08
23.	AMA Luggage Vol., Cu. Ft	12.0	18.2	18.2	15.8
			(15.	8 for Conv.)	

GLASS AREA, SQUARE INCHES Windshield **AMERICAN** Sides Rear Total Sq. In. SEDAN (2- & 4-DOOR).... WAGON.... HARDTOP..... CONVERTIBLE..... REBEL-AMBASSADOR-MARLIN SEDAN (4-DOOR) WAGON.... SPORTS SEDAN..... HARDTOP..... CONVERTIBLE MARLIN 



### 1967 STATION WAGON DIMENSIONS

		AMERICAN	REBEL	AMBASSADOR
1.	Wheelbase	106.00	114.00	118.00
2.	Length	181.00	198.00	203.00
3,	Width (with handles)	70.84	78.36	78.36
4.	Height	54.85	55.06	55.41
5,	Front Overhang	31.70	31.90	32.90
6.	Rear Overhang	43.30	52.10	52.10
7.	Front Tread	56.00	58.20(6) 58.58(V8)	58.58
8.	Rear Tread	55.00	58.50	58.50
9.	Road Clearance (Approx.)	6.00	6.00	6.00
10.	Tire Size, Six Std. Opt.	6.95 x 14 6.85 x 15	7.75 x 14 7.75 x 15 8.25 x 14	8.25 x 14
	Tire Size, V-8 Std	6.95 x 14 7.35 x 14	7.75 x 14 8.25 x 14	8.25 x 14

		AMERICAN	REBEL	AMBASSADOR
11.	Headroom, Front	39.30	39.80	39.80
12.	Headroom, Rear	37.00	38.60	38.60
13.	Front-to-Rear Seat	25.82	30.18	30.18
14.	Legroom, Front	41.03	41.60	41.60
15.	Legroom, Rear	36.50	39.60	39.60
16.	Shoulder Room, Front	54.84	60.00	60.00
17.	Shoulder Room, Rear	54.82	60.00	60.00
18.	Hiproom, Front	57.20	60.30	60.30
19.	Hiproom, Rear	57.12	60.40	60.40
20.	Entrance Room, Front	49.53	49.91	50.26
21.	Entrance Room, Rear	49.08	49.21	49.56
22.	Max. Cargo Length to Front Seat	99.43	114.90	114.90
23.	Max. Cargo Length to Rear Seat	67.06	78.83	78.83
24.	Cargo Length @ Floor to Front Seat	76.78	92.63	92.63
25.	Cargo Length @ Floor to Rear Seat	43.47	56.53	56.53
26.	Cargo Length @ Belt to Front Seat	70.00	82.73	82.73
27.	Cargo Length @ Belt to Rear Seat	37.37	46.74	46.74
28.	Cargo Inside Height@ Rear Axle	29.69	31.72	31.72
29.	Tailgate Open Height	26.20	27.84	27.84
30.	Tailgate Open Width @ Floor	50.70	53.66	53.66
31.	Tailgate-to-Ground	26.54	23.11	23.11
	Cargo Volume, Cu. Ft	66.00	91.12	91.12
	Windshield, Sq. In	1086	1323	1323
	Side Windows, Sq. In	2418	2496	2496
	Rear Window, Sq. In	658	776	776
200	Total Glass Area, Sq. In	4162	4595	4595
-00				

#### TOROUG-COMMAND & SPECIFICATIONS

ORGUE-COMMAND & SPECIFICATIONS	188 GID/126 HP
Itandard on Models.  ptional on Models.  ption	American None OHV-6 (1-8.) 3.79 x 3.00 1.250-1 4.353 128 & 4.400 182 & 1.600 Hollen 1.20 Hollen 1.406 2.44 2.44 2.44 2.44 2.44 2.44 2.44 2.4
Vater All-Around Cylinders	14 PSI/195°F. 15.62° Dia., 4 Blade 18° Dia., 7 Blade
iring Order park Plugs, Champion (,033-037 gap) liternator Amps. 2-Yolt Battery Amps (70 Optional). (eadlights, Sealed-Beam forns.	1.5-3.6-2.4 N-14Y 35 (40 Air Cond.) 50 (60 Air Cond.) Single 6012 2 (1 on 220)

232 CID/145 HP Rebel, Marlin, Amb. (NA Amb. Conv.)

100 PID /120 MD

OHV-6 (1-B.) 232 3.75 x 3.50 1.071:1 4.38 33.75 145 @ 4300 215 m 1600 8.5:1 Holley 1931, 1-8, (1) Regular Cellulose Fiber Hydraulic 1.787 1.406 244\* 12% BTC 51%" ABC 53 6 BBC 10% ATC Cast Malleable Iron 2.500 .931 Cast Malleable Iron Yes Yes 14 PSI/195°F 15.62\* Dia., 4 Blade 18" Dia., 7 Blade Full-Flow 0° (±1°) 1-5-3-6-2-4 N-14Y 35 (40 Air Cond.) 50 (60 Air Cond.) American, Single 6012 (2) 2 (1 on 220 & 550)

American

#### 232 CID (2B)/155 HP

All (NA Amb. Conv.) OHV-6 (2-B.)  $3.75 \times 3.50$ 1.071:1 4,38 33.75 155 @ 4400 222 4 1600 8.5: Carter WCD, 2-B. Regular Cellulose Fiber Hydraulic .787 1,406 244" 12% BTC 531/2" BBC 1045 ATC Cast Malleable Iron 2.500 .931 Cast Malleable Iron Yes Yes 14 PSI/195°F. 15.62" Dia., 4 Blade 18" Dia., 7 Blade Full-Flow 0° (±1°) 1-5-3-6-2-4 N-14Y 35 (40 Air Cond.) 50 (60 Air Cond.) American, Single 6012 (2)

2 (1 on 220 & 550)

(1) Carter RBS with automatic transmission.

(2) Rebel, Outer 4002, Jener 4001; Ambassador & Markin, Upper 4002, Lower 4001,

Y-8 SPECIFICATIONS	290 CID/200 HP	290 CID (4-8)/225 HP	343 CID/235 HP	343 CID (4-B)/280 HP
Standard on Models. Optional on Models. Engine Type Druglacoment, Guisic Inch. Share & Streke.  Share & Streke.  Share & Streke.  Share Carles Spacing Housepower, Leasthin Housepower, Leasthin Housepower, Option Leasthin Housepower, Option Leasthin Housepower, Option Leasthin Lea	Ambassador Convertible All (516, Am 6, Gare) Cast Malleside I no Cast Malleside I no	None American OHV V-2 (4-8.) 29.3 3.1-2.28 3.1-2.18 4.15 4.50 6.50 6.00 6.00 6.00 6.00 6.00 6.00 6	Robel, Martin OPV V-4 (2-9.)  34 (2-9.)  4 (3-9.)  4 (3-9.)  4 (3-9.)  4 (3-9.)  5 (3-9.)  5 (3-9.)  5 (3-9.)  6 (3-	Note All (NA American Wagon) OHY V-8 (6-8.)  40.0 (1-8.)  40.2 (2-8.)  40.2 (2-8.)  50.3 (2-8.)  50.3 (2-8.)  50.3 (2-8.)  50.3 (2-8.)  60.3 (2-8.)
Cranishall Main Bearing.  No. of Countroversity.  No. of Countroversity.  Cranispin Bearing Diameter  Writispin Diameter  Writispin Diameter  Writispin Diameter  Gossecting Bod Material  Fall-Langth Water Sacksts  Water All-Around Cylinders  Water All-Around Cylinders  H. D. or A.C. (Preser-First)  Of Filter  Ligation Timing, BTDC, Speaker Gos-  Fremium Gist  Air Guard System  Journal Countrol  Speaker Filing, Champion (203-207 ppp)  Allorander And  Light Statement Annual (200 Optional)  Light Statement Annual (200 Optional)	3 2.730 2.73	2 7.50 2.595	2 2.750 2.75	2 7.790 2.795 2.795 2.795 2.795 2.895 Cast Mathematic from Version 16 Print 1974 16 Print 1974 17 Dia. 6 Blade HD -18° Dia. 7 Blade 6 Print 1974 13-5-7-3-4-8 18-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-12' 3-6-7-3-4-8 3-6-7-3-4 3-6-7-3

(1) Robel, Outer 4002, Inner 4001: Ambassador & Marlin, Upper 4002, Lower 4001.

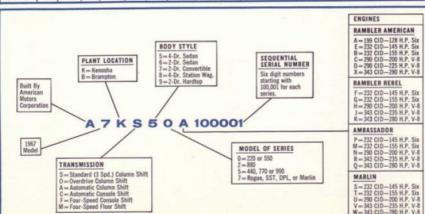
	AMI	ERICAN	pe	BEL	DAZZARMA	OR & MARLIN	
RUNNING SEAR	6	V-8	6	Y-8	6	V-8	
Wheelbase		106*	1	14"		118"	
Tread—Front		5.00"	58.20*	58.60"		8.60"	
—Rear	5	5.00"	58	1.50"		8.50"	
Springs, Front & Rear	Col	I. Leaf		Coll		Coil	
Front Sway-Stabilizer Bar	Out.	Std.	Opt.	Std. (1)		Std.	
Shock Absorbers (Telescopic)	2-W)	ny, Hyd,	2-War	y, Hyd.	2-W	ay, Hyd.	
Steering Gear Box Ratio:							
Manual (Make)	24.00	/Gemmer	24.00/	Saginaw	24.00	/Saginaw	
Power (Make)	17.50	Saginaw .	17.50/	Saginaw		/Saginaw	
Steering Overall Ratio:							
Manual (and Wheel Turns)	29	.00/6	28.	35/6	2	1.35/6	
Power (and Wheel Turns)	21.	10/4,4	20.6	60/4.4	20	60/4.4	
Turning Diameter, Feet.		36.0	3	7.5		39.0	
Power Steering, Optional		I. Saginaw	Integral,	Saginaw	Integral, Saginaw		
Double-Safety Brake System (Std.)	Bendix (Wags	ner Less Power)	Ber	ndix	Bendix		
Self-Adjusting Brakes (Std.)		endix	Wagner	Bendix (1)	8	endix	
Brake Lining (Std.)		inded	Bonded		Bonded		
Brake Lining, Sq. In. (Std.)	153.8	167.5	153.8	167,5 (1)		167.5	
Brake Drums, Diameter (Std.)	9"	10*	9"	10" (1)		10"	
Front Disc, Rear Flange Drum (Opt. V-8)		10" Bendix		10" Bendix	113/6	, 10" Bendix	
Parking Brake		nd Pull		p-On		ep-On	
Power Brakes, Master-Vac (Opt.)		endix		ndix		endix	
Wheel Size—Standard	14" x 41/2"	14" x 5" (2)		x 5½"	14" x 51/6"		
-Optional	15" x 5"	14" x 51/2"	15" x 5"	N.A.		LA.	
(3) Tires (4-ply-rated, 2-ply)		r/Goodrich	Goodyear/			/Goodrich	
Tire Size (Std. except wagon)	6.45 x 14	6.95 x 14	7.35 x 14	7.35 x 14	7.35 x 14	7.75 x 14	
Tire Size (Std. on wagons & Rebel V-8							
convertible)	6.95 x 14	6.95 x 14	7.75 x 14	7.75 x 14	8.25 x 14	8.25 x 14	
Tire Size (Optional)	6.95 x 14	7.35 x 14	7.35 x 15	7.75 x 14	7.75 x 14	8.25 x 14	
	6.85 x 15		7.75 x 14	8.25 x 14 (wag.)			
			7.75 x 15 (wag.)	8.25 x 14 (conv.)			
B. 444 - Mar. B. 40 - 404			8.25 x 14 (wag.)				
Red-Line, Wide-Profile (NA wagon):							
4-ply-rated, 2-ply NF Nylon-				-	127.2	100	
D70-14, Firestone	N.A.	Opt. (516" rim)	N.A.	N.A.	N.A.	N.A.	
F70-14, Firestone & Goodyear	N.A.	N.A.	N.A.	Opt,	N.A.	Opt.	
(1) Also standard for Rebel-6 Wagon, (2) Also for Amer	ican-6 Wagon.						

Also standard for Rebel-6 Wagon. (2) Also for American-6 Wagon.
 (3) Optional 8-ply-rated, 4-ply available (most sizes). Optional 15" tires are 4-ply-rated, 4-ply.

	POWER TRAIN	"199" SIX AMERICAN	"232" SIX AMERICAN	"232" SIX REB., AMB., MAR.	"290" V-8 ALL MODELS	"343" V-8 ALL MODELS
2	Clutch (Borg & Beck)	Dry, Single-Disc 914"	Dry, Single-Disc	Dry, Single-Disc 914" (Self-adi.)	Dry, Single-Disc	Dry, Single-Disc 1016*
	Clutch Place Diameter Clutch Release Bearing	Ball, Pre-Lubed	Ball, Pre-Lubed	Ball, Pre-Lubed	Ball, Pre-Lubed	Sall, Pre-Lubed
	3-Speed Manual Transmission	2 & 3 Synchromesh	2 & 3 Synchromesh	2 & 3 Synchromesh	2 & 3 Synchromesh	N/A
	1st Gear Ratio	2.61	2.61	2.61	2.57	-
	2nd Gear Ratio	1.63	1.63	1.63	1.55	_
	3rd Gear Ratio	1.00	1.00	1.00	1.00	-
	Rev. Gear Ratio	3.54	3.54	3.54	3.49	-
	Overdrive Reduction Ratio	0.70:1	0.70:1	0.70:1	0.70:1 (5)	N/A
	4-Speed Manual Transmission	N/A	N/A	N/A	All-Synchromesh	All-Synchromesh (4)
	1st Gear Ratio	-	-	_	2.64	2.64
	2nd Gear Ratio	-	_	-	2,10	2.10
	3rd Gear Ratio	-	-	_	1.60	1.60
	4th Gear Ratio		-	-	1.00	1.00
	Rev. Gear Ratio			-	2.71	2.71
	Automatic Transmission	3-Speed, Torq. Conv. 2.39	3-Speed, Torq. Conv. 2.39	3-Speed, Torq. Conv. 2.39	3-Speed, Torq, Conv. (3) 2.39	3-Speed, Torq. Conv. 2.40
	2nd Gear Ratio	1.45	1.45	1.45	1.45	1,47
	3rd Gear Ratio	1.00	1.00	1.00	1.00	1.00
	Rev. Gear Ratio	2.09	2.09	2.09	2.09	2.00
	Torque Convertor Cooling	Air (Water, Opt.)	Air (Water, Opt.)	Air (Water, Opt.)	Water	Water
	Torque Convertor Diameter	11*	11"	11"	11"	12"
	Torque Convertor Stall Ratio	2.00:1	2.02:1	2.00:1	2.00:1	2.18:1
	Rear Axle and Gear Type	Semi-Floating, Hypoid	Semi-Floating, Hypoid	Semi-Floating, Hypoid	Semi-Floating, Hypoid	Semi-Floating, Hypoid
	Rear Axle Type	Hotchkiss	Hotchkiss	4-Link	4-Link	4-Link
	Twin-Grip Differential	Opt. (Warner)	Opt. (Warner)	Opt. (Dana)	Opt. (Dana)	Opt. (Dana)
	Rear Axle Gear Ratios, Std. (Opt.):				444	200
	3-Speed Manual	3.08 (3.31)	3.08 (3.31)	3.15	3.15 (2)	N/A
	Overdrive	3.31 (3.08)	3.31 (3.08)	3.54	3.54 (5)	N/A
	Flash-O-Matic	2.73 (3.08 & 3.31)	3.08 (2.73 & 3.31 )(1)	3.15 N/A	3.15 (2.87) (3)	3.15 (2.87) (5)
	Shift-Command	N/A	N/A		3.15 (3.54)	3.15 (3.54) (4)
	4-Speed Manual	N/A	N/A	N/A	2.12 (3.34)	2.13 (3.34) (4)
	Finion & Ring Gear Teeth (for the above ratios	s): Z,73:1 = 15/41	3.08:1 = 13/40	3.31:1 = 13/43		
		2.87:1 - 15/43	3.15:1 - 13/41	3.54:1 = 11/39		

<sup>(1)</sup> Also for "199" Conv., Wagon & Air Conditioning. (2) 3.54 Option for Robel, Ambassador & Martin. (3) Nat available with 4-barrel. (4) Not available with 2-barrel. (5) Not available for American.

	ENGI	NE OIL TRANSMISSION												OLC TANK			
CHART	Quarts (incl. 1 qt. for filter change)		Standard 3-Speed Pints		Overdrive Pints		4-Speed Pints	Automatic Quarts		REAR AXLE Pints		(with heater) Quarts			GAS TANK (approx.) Gallons		•
Engine	6	V-8	6	290 V-8	6	290 V-8	V-8	6 & 290 V-8	343 V-8	Amer.	All Others	6	290 V-8	343 V-8	Amer.	Others	3-Sea Wag.
U.S.A.	5	5	1.5	2.5	2.75	3.75	3.5	9	10	3	4	10.5	14	13	16	21.5	19
British Imp.	4.2	4.2	1.25	2.1	2.3	3.1	2.9	7,5	8.3	2.5	3.3	8.7	11.7	10.8	13.3	17.9	15.8



## 1967 SHIPPING WEIGHTS

		RAMBI	ER AN	ERICAN	RAM	BLER	REBEL	AM	BASSA	DOR MARLIN		
-	6-CYL MODELS	220	440	Rogue	550	770	TZZ	880	990	DPL		
	2-Dr. Sedan	2591	2586		3089	_	_	3142	_	_	_	
	4-Dr. Sedan		2613	_	3055	3053	-	3111	3156	-	-	
-	t-Dr. Station Wagon	2767	2769	-	3287	3288	-	3318	3377	-	-	
	2-Dr. Convertible	desir.	-	2821	-	-	3180	-		-	-	
	2-Dr. Hardtop	-	2643	2663	-	3092	3109	-	3208	3226	3174	
	290 V-8 MODELS											
1	2-Dr. Sedan	2824	2819	-	3280	-	-	3310	-	-	-	
	I-Dr. Sedan	2854	2846 3256	=	3246 3450	3244 3451	-	3279 3481	3324 3319	-	-	
	2-Dr. Convertible		3230	3054	3430	3431	3371	2401	9919	3434	_	
	2-Dr. Hardtop	-	2876	2896	-	3283	3300	-	3376	3396	3342	
	Shipping weights include heater, lottowing equipment is irretalled,						ansmissier	, all lubric	ants and	engine coo	dard. When the	
	EQUIPMENT				AM	ERICA	N	REBE	EL	AMB.	& MARLIN	
	Cruise-Command Automatic	Speed	Contro	L. COLVERN		N.A.		5			5	
	Individually Adjustable Rec					21		8			8	
1	Bucket Seats w/Console and	d Arms	est			18		28			28	
	Bucket Seats w/Center Cus					12		20			20	
	Headrest (each)					4 8		4 8			4 8	
3	Vinyl-Covered Roof	6 Culie	der			27		20			20	
2	- Tampinagrona, Procure	290 V-	8			8		8			8	
	_	343 V-	8			N.A.		36			36	
	Overdrive-					27		30			30	
		290 V-	8	********		N.A.		30		30		
	4-Speed—	290 V	0			30		30			30	
	290 to 343 CID V-8-(All ex	Warn	nsi			27		51			56	
	- (Wago	ns only	1			N.A.		23			51	
4	232 CID 145 HP to 155 HP 6	-Cyline	der			10		10			10	
	199 to 232 CID 6-Cylinder (					10		-			-	
	Bumper Guard (pair) Twin-Grip Differential 6					4		4 8			4 8	
	With-Gelp Directendary					8		8			8	
N	All-Season Air Conditioning					77		82			82	
1	Power Brakes					9		9			9	
	Disc Brakes—Front (include					30		30			30	
	Power Steering					31		31			31 4	
	Power Tailgate Window Power Windows					N.A.		17			17	
3	Third Seat for Wagons					N.A.		25			25	
3	Radio					7		8			8	
	Radio w/Vibra-Tone Rear S					N.A.		12			12	
- 1	Stereo Tape Player			*******		N.A.		14 16			14 16	
1	Undercoating Wire Wheel Covers w/Spins	BEFF				18		18			18	
	Turbo-Cast Wheel Covers.					22		22			22	
- 5	Air-Guard Exhaust Emission	Syste	m 6 (19	93		18		N.A			N.A.	
			V-8			20		20			20	
	Handling Package 6					10		11			N.A.	
						- 8		N.A	le .		N.A.	
	Tire Options: 6.45 x 14 to 6	85 x 1	5			22		N.A			N.A.	
	6.45 x 14 to 6	.95 x 1	4			8		N.A			N.A.	
	6.95 v 14 to 7	.35 x l	4			14		N.A	4		N.A.	
	0.33 N 24 10 1											
	7.35 x 14 to 7					N.A.		5			5	
	7.35 x 14 to 7 7.75 x 14 to 8 Heavy Duty Cooling	1.25 x 1	4			N.A.		15			15	

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