

# American Motors

PRESENTS

*The Newest  
Idea in  
Automobiles!*



The 1955 ***Rambler***

**America's Smartest Car for Town and Travel**





Today's fast-moving, far-traveling Americans call for something new in transportation. The time has come for more versatile, more agile cars. Cars that get through crawling traffic, that are easier to park on crowded streets. The time has come for safer automobiles. . . . longer-lasting automobiles. The time has come to stop limiting to high priced cars alone, the quality and luxury features that make motoring more enjoyable. American Motors has built such a car, and it bears the famous name of Rambler. It is built a new and better way, stronger and safer. It brings completely new luxury. . . . sets a new standard in value—with continental styling by *Pinin Farina*—and exciting, new interiors. It turns and parks in the shortest space of any American car. . . . out-distances them all in traffic. . . . To see and drive this new Rambler is to get a completely new idea of motor car performance and value. We invite you to do both today.

*It had to come!*

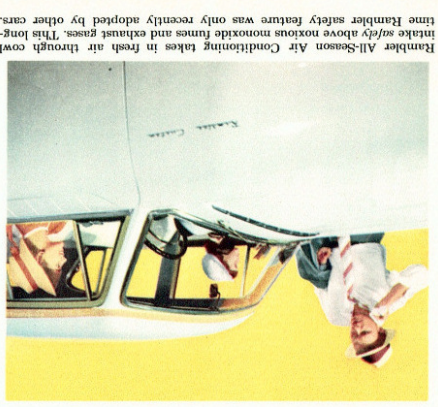
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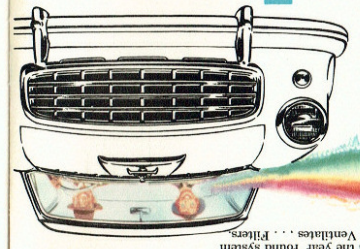
The 1955 **Rambler**  
America's Smartest Car for Town and Travel



THINK of the enjoyment of year round comfort. . . . the most statistically-controlled heat in winter. . . . cool air conditioning in summer! That's All-Season Air Conditioning. Think of breathing fresh, clean air all year long. . . . filtered free of dust and dirt out of the car. . . . to keep breezes from rumping Mildred's hairdo. That's All-Season Air Conditioning. Think of resale value, too. Your Air Conditioned Rambler will be worth far more when you trade or sell it. And it's available in your new Rambler at a low, low price. Or, if you prefer, you can enjoy famed "Weather Eye" heating and ventilating system alone at an even lower price.

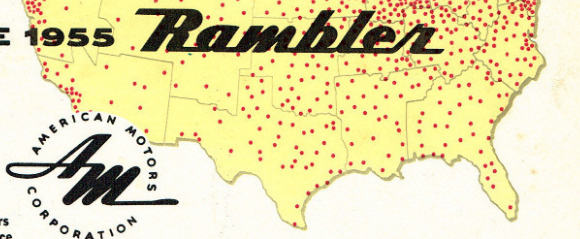
All-Season Air Conditioning—at a price millions can afford. health and comfort feature ever built into an automobile—

new! Now you can have the greatest safety, is the air Even



NEW IDEA! Whether it's below zero or scorching hot, you travel in living-room comfort. All-Season Air Conditioning cools faster, warms faster. It's the year round system that heats. . . . Filters. . . . Ventilates. . . . Cools. . . . Heats.

AMERICAN MOTORS' DEALERS FROM COAST TO COAST SELL AND SERVICE



A vast network of dealers assure you Rambler service wherever you go.

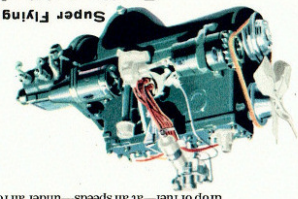
AMERICAN MOTORS MEANS MORE FOR AMERICANS

### Vital Facts About the 1955 Rambler

All Rambler models are built the new and better way—with Double Strength Unit Body Construction. Body-and-frame are one single unit for greater strength, safety, rigidity and quiet. . . . Every Rambler is Bonderized to resist rust and weather corrosion. . . . Every Rambler is finished with Perma-Lux enamel to assure lasting beauty. . . . Rambler 4-Door Sedan and Cross Country Station Wagon models are on a 108-inch wheelbase. Other models are on a 100-inch wheelbase. . . . The 1955 Rambler has the shortest turning radius of any American car—36 feet for 100-inch wheelbase models. . . . 38 feet, 3 inches for 108-inch wheelbase models. . . . A variety of equipment, new colors and smart interior trim selections is available on all Rambler models. Your dealer will be glad to describe them to you. In addition, you can enjoy the world's finest All-Season Car Air Conditioning system at a record low price. Famous Weather Eye Heating and Ventilating Systems, Airliner Reclining Seats and Twin Travel Beds are likewise available. You have three transmission choices on all Rambler models—Dual-Range Hydra-Matic, Automatic Overdrive at extra cost—or Standard Synchronesh. See your nearest American Motors Dealer for additional information and specifications.

Because of American Motors Corporation's policy of continuing progress to improve our products, specifications are subject to change without notice.

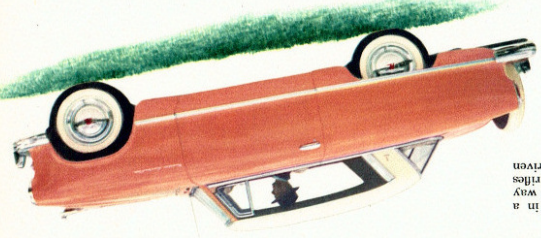
### The Heart of the New Rambler



And You Get Up To 30 Miles a Gallon!

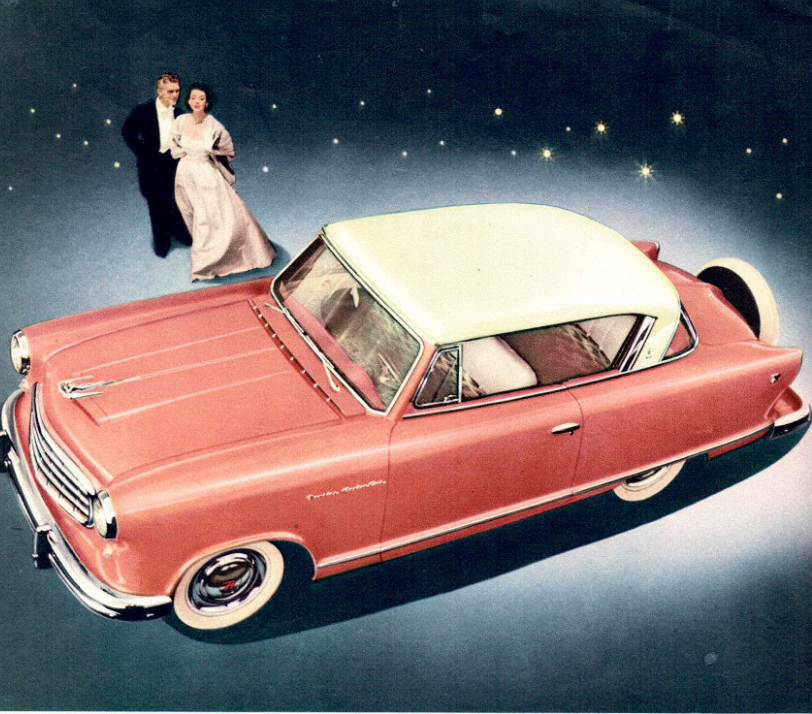
Imagine what this unequalled fuel economy can mean. Up to 600 miles on a single tankful of gasoline. And you get this amazing economy with high torque performance. The secret, of course, is the magnificent efficient Rambler Flying Scot Engine that is designed to deliver maximum power from every drop of fuel—at all speeds—under all road conditions.

### A Brand New Kind of Handling Ease!



A Brand New Kind of Performance!

Here you'll enjoy spirited performance in a spacious family sedan. You'll thrill to the way the 1955 Rambler skyrockets up hills. . . . rises through traffic unlike any car you've ever driven—and uses much less gasoline.



**THE NEW RAMBLER COUNTRY CLUB**  
Here is the fashionable, double-duty car that enables you to enjoy the open-air fun and smartness of a convertible with "hardtop" safety and weather-snug comfort. This is America's lowest-priced "glamour" car with the smart appearance that commands attention wherever you go. Shown above is this luxurious model in Coral and Snowberry White.



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America's Smartest Car for Town and Travel

*It had to come!*

TODAY's fast-moving, far-traveling Americans call for something new in transportation.

The time has come for more versatile, more agile cars. Cars that get through crawling traffic quicker, that are easier to park on crowded streets.

The time has come for safer automobiles . . . longer-lasting automobiles.

The time has come to stop limiting to high priced cars alone, the quality and luxury features that make motoring more enjoyable.

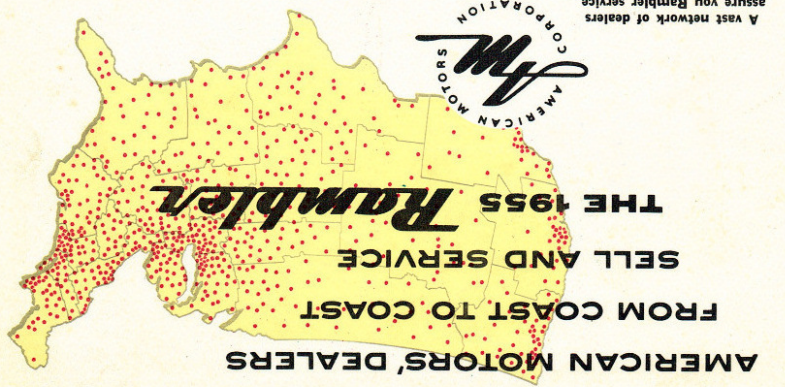
American Motors has built such a car, and it bears the famous name of Rambler.

It is built a new and better way, stronger and safer. It brings completely new luxury . . . sets a new standard in value—with continental styling by *Pinin Farina*—and exciting, new interiors. It turns and parks in the shortest space of any American car . . . out-maneuvers them all in traffic . . . out-distances them all on a tank of gasoline.

To see and drive this new Rambler is to get a completely new idea of motor car performance and value. We invite you to do both today.

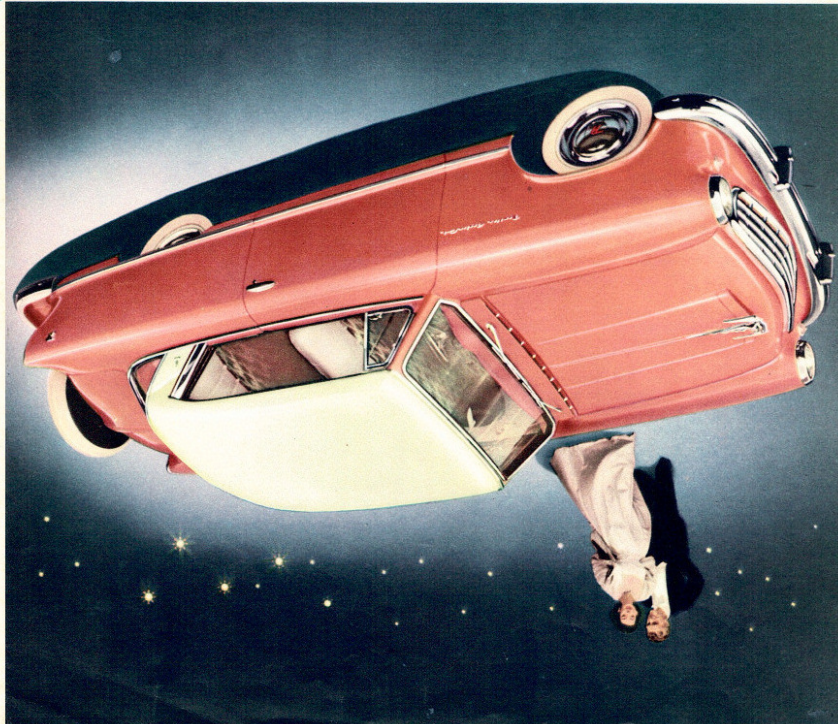


**AMERICAN MOTORS MEANS MORE FOR AMERICANS**



Vital Facts About the 1955 Rambler

All Rambler models are built the new and better way—with Double Strength Uni-Body Construction. Body-and-equipment the All-New Tubless Super-1955 Ramblers have, as standard and available on all Rambler models. Your dealer will be glad to describe them to you. In addition, you can enjoy the world's finest All-Season Car Air Conditioning system at a record low price. Famous Weather Eye Heating and Ventilating System, Airner Reclining Seats and Twin Travel Beds are likewise available. You have three transmission choices on all Rambler models—Dual-Range Hydra-Matic, Automatic Overdrive at extra cost—or Standard Synchronizer. See your nearest American Motors Dealer for additional information and specifications. *Improve our products, specifications are subject to change without notice. Because of American Motors Corporation's policy of continuing progress to*



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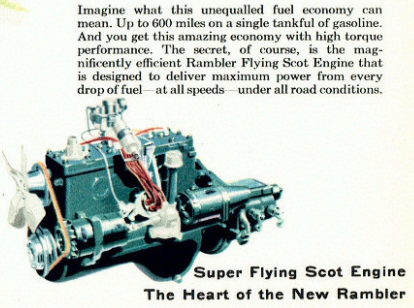
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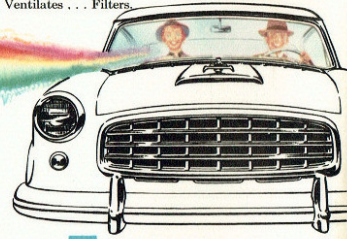
**A Brand New Kind of Handling Ease!**

Just five minutes at this wheel will show you things you never dreamed a car could do. The new Deep Coil Ride incorporating a new kind of Front Suspension System . . . gives you extreme handling ease. You'll park in spaces you've always had to pass up before. You'll turn corners sharper—with less sway—with a safe, geared-to-the-road feel you've never known in any other car. Try it today!



Super Flying Scot Engine  
The Heart of the New Rambler

**And You Get Up To 30 Miles a Gallon!**



**NEW IDEA!** Whether it's below zero or scorching hot, you travel in living-room comfort. All-Season Air Conditioning cools faster, warms faster. It's the year 'round system that Heats . . . Cools . . . Ventilates . . . Filters.

Even the air is new! Now you can have the greatest safety, health and comfort feature ever built into an automobile—

All-Season Air Conditioning—at a price millions can afford.



A simple, one-knob control regulates the temperature of All-Season Air Conditioning\*. In changing weather you can switch from heating to cooling . . . in seconds. \*Patent Applied For



Rambler All-Season Air Conditioning takes in fresh air through cowl intake safely above noxious monoxide fumes and exhaust gases. This long-time Rambler safety feature was only recently adopted by other cars.

THINK OF the enjoyment of year 'round comfort . . . thermostatically-controlled heat in winter . . . cool air conditioning in summer! That's All-Season Air Conditioning. Think of breathing fresh, clean air all year long . . . filtered free of dust and pollen . . . taken into the car at cowl level, safely above the exhaust and carbon monoxide fumes of cars ahead.

Think of driving, regardless of weather, with windows rolled up tightly to keep dust and dirt out of the car . . . to keep breezes from rumpling Milady's hairdo. That's All-Season Air Conditioning.

Think of resale value, too. Your Air Conditioned Rambler will be worth far more when you trade or sell it. And it's available in your new Rambler at a low, low price.

Or, if you prefer, you can enjoy famed "Weather Eye" heating and ventilating system alone at an even lower price.



# A WHOLE NEW IDEA IN AUTOMOBILES!

the  
new  
1955

# Rambler

Never before have cars so fine been priced so low. Never before at Rambler prices could you have such "finest-car features" as Air Conditioning, Hydra-Matic Drive, Tubeless Tires, Airliner Reclining Seats, Twin Travel Beds, Double Strength Unit Body, Complete Rust-proofing, Genuine Baked Enamel Finish.

Never before have you seen such quality—such

luxury of styling, fabrics and appointments in a car that millions can afford. Today, see, try, drive the gayest, smartest new ideas that ever hit the road—the 1955 Rambler—the first new cars from American Motors.

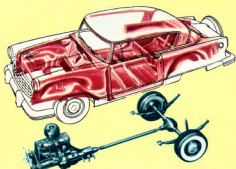
See them in all their rainbow-smart new colors and fashion-first interiors. Today, see how you can own a far better car at a far lower price.

## AMERICA'S SMARTEST CAR FOR TOWN AND TRAVEL!

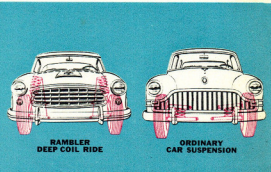


Beautiful New Rambler Custom 4-Door Sedan with Continental Rear Tire Mount

# Enjoy The World's finest car features at Lowest Cost



**DOUBLE STRENGTH UNIT BODY** Gives you safety never possible with old-style construction. Note the big steel girders that surround the passenger compartment. Note especially the heavy structure on each side of the engine to protect you and yours from impact. It's proved twice as rigid as ordinary cars built the conventional way.



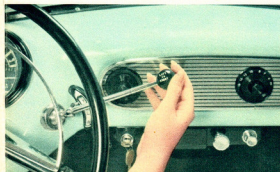
**RAMBLER DEEP COIL RIDE** puts center of gravity and car weight between and below the springs, instead of above the springs as in other cars. Note that Rambler springs are longer, softer, braced outward like "Sea Logs" to give you a smoother, quieter ride to keep you safe and level on turns. No other car built the conventional way.



**TRY AIRLINER RECLINING SEATS** once and you'll never travel without them again. Drivers can adjust the angle of his seat back from time to time to relieve tension, keep refreshed and alert. Passengers can relax, even sleep. Wonderful for resting children—keeping them on their "nap schedule" on long trips. You have your choice of 4 comfortable reclining seat positions.



**NOW YOUR SOBS WILL ENJOY** "camping out with Dad" on fishing or hunting trips in the woods. Airliner Reclining Seats, available on all models, adjust to five positions, and on all 4-door models they make into Twin Travel Beds in seconds. At small extra cost, you can have form-fitting air mattresses and insect screens—your "vacation-cabin-in-a-car."



**ONLY RAMBLER IN LOW PRICE FIELD OFFERS** you the proven trouble-free driving ease of Hydra-Matic Drive... and as an added safety feature, exclusive Selecto-Lift Starting. Too, just move the shift lever to Neutral and lift it. Money-saving Automatic Overdrive is another Rambler option, too. Silent Synchromesh transmission is standard on all models.



**WHAT A WORLD-WIDE VIEW** of everything you see through this panoramic picture window! Look at the smart new instrument panel that puts all dials in easy "eye-reach." Here, speedometer, gas gauge, oil and charge indicator lights are arranged for easy reading. Handy Pull-Out Glove Drawer slides out, instead of popping out. Lets you see everything in it without groping.



**LOOK AT THE EXTRA LUGGAGE** you can carry on trips with the smart new "Travel Rack" standard at no extra cost on the Rambler Cross Country. Yes, extra luggage for all the family, above and beyond the luggage and vacation gear you can load in the huge 60-cubic-foot interior cargo space.



**YOU'VE NEVER SEEN SUCH STATION WAGON INTERIORS** as in this new Rambler Cross Country—with luxurious nylon jacquard fabrics and genuine leathers that would do a \$4,000 car proud. Soft foam rubber cushions, too. Here's luxurious luxury with cost-cutting appointments that add glamour and richness.

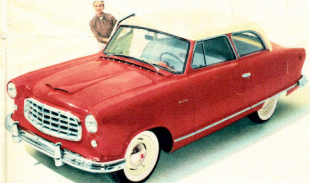


### Here's that Smart, Smart new Rambler CROSS COUNTRY

It's the new idea in station wagons! Sedan features smart enough for a Fifth Avenue wedding—yet with all kinds of utility features that make it the most practical car you can buy. It's a perfect travel car—even offers Airliner Reclining Seats and Twin Travel Beds. Yet, in town, it's a sophisticated aristocrat—perfect companion for the city dweller or suburbanite.

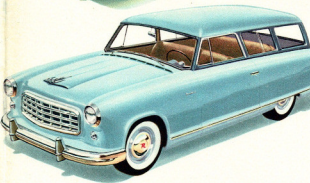


Here you see the vast expanse of interior luggage space behind the rear seat. It's the perfect place for stowing parcels when shopping, packing picnic supplies... it can even double as a play pen for the toddlers in the family. See the Rambler Cross Country—America's low-price 4-door station wagon.



### You Never Saw Such Room in a Car So Easy to Turn and Park!

Yes, it's an amazingly spacious sedan with room for a family of six and luggage—seats nearly five feet wide with head-room and leg-room that is truly amazing in a car so compact. And its turning radius is so short that it turns "on a dime", parks with a flick of your wrist in spots you'd have to pass by in any other family car. The Rambler Custom Four-Door Sedan at left is finished in two-tone green with color-keyed interior. You have a wide choice of other two-tone and solid colors... with interior trim to harmonize most effectively with the body color selected in this popular low-priced car.



### HERE'S THE RAMBLER SMARTEST PRICED WITH THE LOWEST!

Who would ever guess the amazing low price of this brilliant new beauty! And it's available with all the Rambler "finest-car features"—even Air Conditioning or Weather Eye Heating and Ventilating, Hydra-Matic Drive and Airliner Reclining Seats. See and drive this new Rambler Custom today for a whole new picture of what your automobile dollars can buy.

### THE ALL-PURPOSE CAR AT THE LOWEST PRICE OF ALL! Here's where you double your money's worth!

In the new Rambler Suburban, shown at left, you get a smart family sedan and a hard-working "carryall" both in one exciting new car at the lowest station wagon price. Like the Cross Country, it's available with complete All-Season Air Conditioning—a unique luxury for station wagons.