

## American Motors Corporation Model Descriptions and General Information

### Rambler Classic: 1965 – 1966

#### 1965 Rambler Classic

Rambler Classics received a restyled front and rear fascia in 1965, including dramatically new rear end sheet metal. The front featured new fenders and a grille with horizontal bars and three vertical divisions that resulted in four distinct sections. Horizontal dual headlights were on either side of the grille and filled the space. The rear end was squared and had rectangular tail lamps that wrapped around so as to be visible from the sides of the car.

Three trim levels were once again provided as had been in 1964: 550, 660, and 770. A new convertible was offered in the 770 Series, making the total five different body styles.

Standard equipment on 550 Series cars included: front arm rests; dual visors; cigar lighter; front ash tray; rubber floor covering and rubber trunk mat; front foam seat cushions; dome or pillar lights; front seat belts; fresh air ventilation; two coat hooks; 60 amp battery and blue/green panel lighting; and on station wagons, a luggage rack. The 660 Series models had all the 550 standards features, plus rear arm rests; two front ash trays; rear ash trays; pile carpets and a locking glove box. The 770s additionally had all the 550 and 660 features, but trim bars were added to the rear roof pillar and interior appointments were richer. The 770 H featured a bucket seat interior.

The new 199 cubic inch 6 cylinder engine (a destrocked 232) was standard in 550 Series cars. The 232 cubic inch Typhoon engine introduced in the previous year was the base powerplant for the 660 and 770 models. In a small product line change, there was no series/model distinction between 6 cylinder and V8 cars, with the engine type being merely an option. A 287 cubic inch V-8 was the power upgrade for 550's; and both 287 and the 327 were powerplant upgrades in the other lines.

The 1965 Classic was billed as the "Sensible Spectaculars" with emphasis on the new styling, their powerful engines, and their expanded comfort and sports-type options. The ad campaign was designed to contrast the previous "economy car" image. Available for the first time were a four-speed manual transmission and a dash mounted tachometer. (See High Performance Section).

The car seemed well received and sold within 2,300 units of the previous year. What was more significant was that the 770 series vehicle sales increased by over 18 thousand to 64,663; a whopping 39%.



1965 Classic 770 H V8 Hardtop Coupe. 770 Hardtops, Convertibles and 770 H Coupes accounted for 40% of 770 Series sales.

1965 Rambler Classic Ad emphasizing luxury, sporting behavior and power.



1965 Rambler Classic 770 Convertible



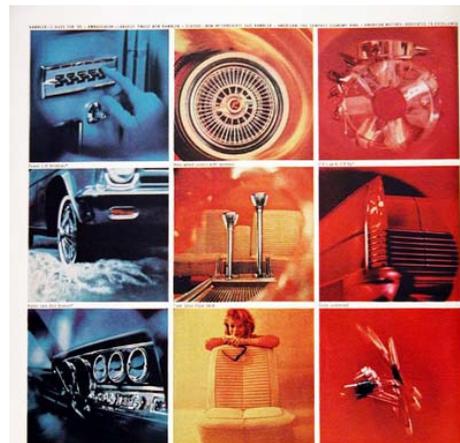
1965 Rambler Classic 550 2-Door Sedan



1965 Rambler Classic 660 4-Door Sedan



1965 Rambler Classic 770 Wagon



Rambler, I didn't think you were that kind of car!

If you've heard about all that good stuff Rambler has... the tough and sleek Fast Conversion, the Best Buy re-imagined, the German-derived without cost and all these other items... you know that more with a Rambler, without any more extra cost. But now, I take a good close look... and I know you're not the only one who's a former disappointed buyer with a car that's not a Rambler. And the story system explained that you're not the only one to go. So wonder they thought up this name... The Sensible Spectaculars - RAMBLER '65



## American Motors Corporation Model Descriptions and General Information

### 1966 Rambler Classic and Rebel

The 1966 Classic received a new grille, new roof and larger taillights on the same basic 1965 body. The top-level model was a two-door hardtop called the "Rebel", which had the 327 270 HP engine and was touted as a performance car - competing with the likes of Chevelle, Buick Gran Sport, GTO and 442. The '660' Series designation was dropped.

In anticipation of the 1967 all-new designs in the offing, the Rambler received only modest styling changes. The taillights wrapped around into the fenders much less, with only a hint of them showing in side view. The front center grille bar was solid across the front, not bisected by vertical indents, stretching the car horizontally in perspective. 770 and Rebel Series vehicles received a chrome strip that ran along the fender ridge from the front fender tip all the way to the rear (the '65 770's, the strip started at the back of the rear-most door). The lower level cars received trim similar to the previous year. The most significant styling change was that the hardtop car received a different, more formal roofline similar to that of the sedans.

Most other interior trim and options were repeated from 1965. Of course, the interior trim patterns were changed and different colors were offered to make the car more distinctive. The Rebel V8 cars had interiors that rivaled the Ambassador.

The Classic was in a holding pattern, waiting on the much more modern styling of 1967. During the last three months of production the newly designed, modern 290 cubic inch V-8 took the place of the 287 cubic inch V-8, as the smallest optional eight-cylinder engine.

Production numbers by series are inaccurate; however 295,897 total AMC vehicles were built; or about 76% of the previous year. That said, all lines of vehicles likely sold less, and based upon the "reported" figures for Classic and Rebel, the series sold appreciably less. The "holding pattern" might have been a bad mistake; the cars looked too similar to 64's in the front and too clunky in the rear.

And while AMC touted the Rebel as an exciting performance car - the 327 engine was now an anachronism - it was too small, too weak in performance, and too pedestrian in specifications to excite the burgeoning youth market. Sadly, the Rebel was a good idea, but it was overshadowed by all the other mid-size cars' performance offerings. The fact that 7,512 were sold speaks to the hunger in the public for any kind of performance offering.



1966 Rambler Rebel V8 2-Door Hardtop



1966 Rambler 770 Station Wagon



1966 Rambler Classic 770 Convertible



1966 Rambler 550 2-Door and 770 4-Door Sedans

**We made the Rambler Classic bigger, bolder, and now more powerful than ever.**

**You made it our hottest seller!**

Hottest seller for better reasons than ever! More room inside... more Classic beauty outside. A screaming new 290 cu. in. engine—bigger! standard Six in its class. Savings V-8 optional! 191 1/2 in. x 14 in. 307 cubic inches, and with any V-8 you can order 4-in. 311-in. or 311-in. Chevrolet Transmission (also for you, automatic for her). You can even get sleek bucket seats that recline (they're standard in Rebel). And if all that starts you Rebel-ing, tote up these Rambler pluses... comfortable coil-spring seats and Double-Safety brakes (any other car with 'em standard in the '660 770 is Cadillac). Classic's light-filled way with a gallon of gas... and the fact that you can keep its value because quality is built in, not added on. Meet a Rebel—our Classic, wagon or convertible—at your American Motors Rambler Dealer today. Every minute of every working day, two more terrific models their choice is now American Motors (or you Rebel-ing, tote up these Rambler pluses... where quality is built in, not added on.

Built with steel safety in mind. Every American Motors car includes a 2000-lb. fire break system. Eight steel body components, painted steel fuel tank, warning lights, rubber floor, steel belts, rear wiper, enough standard gear, standard quality, and maximum speed safety.

1966 Rambler Rebel Ad. Note emphasis on power - but it just doesn't look like a performance car.