



1963 Rambler Classic V-8 "770" 4-Door Sedan

Floor-shift option is one of four transmissions offered.

## ANNOUNCING RAMBLER CLASSIC WITH A BRAND-NEW V-8

"Car of the Year" now offers high-economy V-8 running mate to famous Classic 6

Latest news about the '63 Rambler is the exciting option of a brand-new 198-hp V-8 engine in Rambler Classic as a running mate to the famed Classic 6. This new, low-priced, balanced-performance V-8 adds extra zest to the Rambler Classic, plus excellent economy in the Rambler tradition. It joins the other new and major Rambler

developments that won MOTOR TREND MAGAZINE'S "Car of the Year" Award—developments like Advanced Unit Construction that gives this Rambler far greater strength and solidity, with a sleek new lowness that keeps full room for six 6-footers inside; like curved glass side windows that curve *into* the roof to permit astonishingly

easy entrance; like new Tri-Poised Power that cushion-balances the engine for amazing smoothness. With V-8 performance added to this Rambler's new beauty, famed economy, and traditional high resale value—you have potent reasons to see your Rambler dealer.

*American Motors—  
Dedicated to Excellence*

# RAMBLER '63

Winner of Motor Trend Magazine Award, "CAR OF THE YEAR"