

What is a Rambler?

Here's some history of what a Rambler is!

During the tenure of George W. Romney, AMC's Rambler line was a key part of its management strategy. The Rambler's history began with the Nash Rambler, introduced in 1950 by Nash Motors, a forerunner of AMC. AMC President George Mason believed in small cars and introduced the Austin-built, Nash-designed Metropolitan in 1954. However, rising production costs led AMC to reintroduce a modified version of the 1955 Nash Rambler in 1956 with a larger 108-inch wheelbase. This domestically produced small car allowed AMC to control costs more closely. The 1956 Rambler was a huge success for AMC in the 1950s, and Romney described it as a \$21,000,000 investment.

In 1961, the Rambler line was renamed the Classic to help differentiate it from the smaller Rambler American line. In 1961, the Rambler marque ranked third in domestic automobile sales behind Chevrolet and Ford. The Rambler American was often the lowest priced car built in the U.S. and was popular for its economy of ownership. It was also known as "Sweet Pea" and won numerous Mobilgas Economy Run championships. In late 1966, an optional second-generation AMC V8 engine was added to the Rambler American

In 1979 AMC and Renault struck a deal for 250 million dollars to sell a share to expand.