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1967 AMC Rebel Restoration Guide

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RESTORATIONESSENTIALS

1967 AMC Rebel

Factory-Correct Restoration Guide

Key facts at a glance

Wheelbase	114 in — first year of the 4-link coil-spring rear suspension Trim levels 550, 770, SST (2-door hardtop only) Identifier AMC VIN with Kenosha plant...
Engines	232 six (155 hp); 290 V8 (200 hp); 343 V8 (235/280 hp)
Transmissions	3-spd manual, 4-spd manual, 3-spd automatic

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Single-year coverage. Factory-correct specifications. No guesswork.

SAMPLE EXCERPT — full guide available at the link on the cover sheet



About This Guide

This is the RestorationEssentials factory-correct restoration guide for the 1967 AMC Rebel — one model, one year, nothing else. Every specification in this guide was checked against marque references, factory literature excerpts, and enthusiast documentation before it was written.

Our operating ethic is simple: we don't lie and we don't steal, we offer value. That means three things for this guide. First, no invented specifications — every number has a source. Second, where reputable sources disagree, the disagreement is disclosed in the text and in the Sources, Conflicts & Omissions section rather than papered over. Third, where a detail could not be verified, it is omitted and the omission is recorded — an honest gap beats a confident fabrication.

How to use this guide: start with the VIN and fender-tag (or door data plate) decoding sections to establish exactly what your car was when it left the factory. Use the engine, transmission, axle, paint, and casting sections to verify that what is on the car today matches what should be there. Use the rust and restoration-sequence sections to plan the work. And keep this guide in the shop — it is a working document, not a coffee-table book.

A final note: these cars are sixty years old. Parts have been swapped, tags have been lost, and memories have faded. Trust

the metal — casting numbers, date codes, and stampings — over stories. When in doubt, photograph everything and verify

against the factory service manual for your year.

1. Manufacturer History: American Motors

American Motors was formed in 1954 by the merger of Nash and Hudson — the last independent American automaker of consequence, a company that survived by being cleverer than the Big Three rather than bigger. Under George Romney, AMC found its identity: the Rambler, an honest compact that sold on value while Detroit sold on size.

AMC's performance era arrived in the late 1960s. The 1968 Javelin and AMX gave AMC a genuine pony car and a two-seat sports car, both powered by the new AMC V8 family (290/343/390). The 1969 SC/Rambler — built with Hurst — was AMC's drag-racing statement: a 315-horsepower 390 in the compact Rogue body with red-white-and-blue paint, built to dominate NHRA's F/Stock class. It did. AMC's engineering was genuinely innovative: the unit-body construction, the 1966 V8 family with its thin-wall casting, and — from 1970 — the purchase of Jeep, which would eventually be AMC's salvation and legacy. For the restorer, AMC's small production volumes mean thinner reproduction support than the Big Three, but a passionate marque community and the American Motors Owners Association.

AMC survived as an independent until 1987, when Chrysler bought the company — mostly to get Jeep. The 1968-1974 performance cars (Javelin, AMX, SC/Rambler, Rebel Machine) are the heart of AMC collecting: low production, high character, and still attainable. Factory-correct restoration rewards patience and marque-community connections.

1967 American Motors Rebel

2. Model History: American Motors Rebel

The Rebel name first appeared for 1966 as the Rambler Rebel — American Motors' intermediate, riding the 114-inch-wheelbase platform of the Rambler Classic. It was a conventional, honest mid-size car in a market going performance-mad, and AMC knew it needed more than honesty: the 1966 Rebel was the test bed for the company's new V8 thinking.

For 1967 the Rambler name was dropped from the intermediate line and the car became the AMC Rebel



Roy Chapin's quiet rebranding of the company away from the economy-car Rambler image toward a full-line American Motors. The 1967 Rebel got new styling inside and out, a new 4-link trailing-arm coil-spring rear suspension replacing the old Hotchkiss leaf-spring setup, and the new 343-cubic-inch V8 joining the 232 six and the 290 V8. The SST remained the top trim, offered only as a two-door hardtop, and the convertible body — offered in 1967 and 1968 — is the rarest Rebel body style. The Rebel's performance reputation was cemented by what came next: the 1968-1970 Rebels covered in the companion guides, the Rebel Machine of 1970, and the Grant Rambler Rebel funny car of 1967 — 'Banzai' Bill's injected, supercharged exhibition car that ran 8-second quarter miles and put AMC's new performance image on the map. The 1967 Rebel is the first-year car: the one with the new rear suspension, the new 343, and the cleanest version of Dick Teague's restyle.

3. What Makes the 1967 Unique

The 1967 Rebel is the first AMC Rebel — the year the Rambler name came off the intermediate and the car became an American Motors product in name as well as fact. Everything about the 1967 car is first-year: the first year of the 4-link trailing-arm rear suspension with coil springs (replacing the Hotchkiss leaf-spring rear), the first year of the 343-cubic-inch V8, and the first year of the restyled body that carried the Rebel through 1969.

The 4-link rear suspension is the 1967 Rebel's most significant mechanical feature. American Motors replaced the leaf springs with four trailing arms and coil springs — a more sophisticated setup than anything else in the intermediate class that year, and the foundation the later Rebel Machine's handling reputation was built on. For the restorer, this means the 1967 rear suspension is unique to the 1967-1969 Rebel: bushings, arms, and coil springs are AMC-intermediate-specific, and the geometry must be restored to factory specification for the car to ride and handle as designed.

Engine choices for 1967 were the 232-cubic-inch overhead-valve six (3.75 x 3.50 inches, 155 horsepower at 4,400 rpm), the 290-cubic-inch V8 (3.75 x 3.28 inches, 200 horsepower with the two-barrel carburetor), and the new-for-1967 343-cubic-inch V8 (4.08 x 3.28 inches, 235 horsepower with the two-barrel or 280 horsepower with the four-barrel). The 343 shared its 3.28-inch stroke with the 290 — it was a bored-out 290, part of the thin-wall V8 family that debuted in mid-1966 — and its arrival gave the Rebel genuine big-car performance in an intermediate body.

1967 American Motors Rebel

Trim levels were the 550 (base), the 770 (mid-level), and the SST (top trim, two-door hardtop only — the bucket-seat, sports-trimmed flagship). The convertible body was offered for 1967 and 1968 only, making any 1967 Rebel convertible one of the rarest AMC intermediates of the decade. Transmissions were a three-speed manual, a three-speed with overdrive, a floor-shifted four-speed manual, and the three-speed automatic (column or console Shift-Command). Verify the trim and drivetrain against the door data plate and the VIN before paying any premium — the SST's bucket seats and trim are frequently cloned onto 550 and 770 cars.

Year-to-year changes at a glance.

- First year of the AMC Rebel name — the Rambler name is dropped from the intermediate line.
- New 4-link trailing-arm coil-spring rear suspension replaces the Hotchkiss leaf-spring rear.
- New 343-cubic-inch V8 (235/280 hp) joins the 232 six and 290 V8.
- Restyled body and interior; SST remains the top trim, two-door hardtop only.
- Convertible body introduced (offered 1967-1968 only).

4. VIN Decoding

1967 AMC VINs identify the manufacturer, model year, assembly plant, body series, and engine.