ROVER

XXC 219F

ROVER 2000 SC

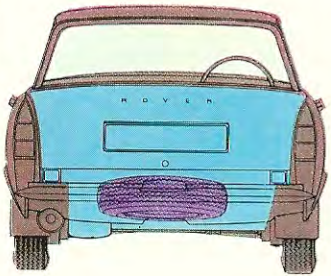
Although it is now over five years since the Rover 2000 was first introduced, its lines and overall design are still as fresh as ever and it is still being quoted as one of the finest examples of motoring safety. Today's Rover 2000 owners get a bonus—five years' progressive development and improvement on a model that in its original form took the Press and motoring public by storm.

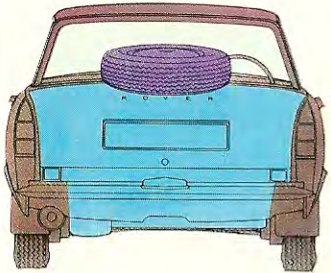
In many ways the Rover 2000 is a special kind of motor car in which economy, performance and luxury, plus a very high safety factor, have been integrated into a complete motoring system. A base unit of great strength carries all the mechanical components and forms the passenger compartment, the bulkhead forward of the facia providing a protective barrier in the event of accident. Roadholding and stability are exceptional, and even the radial-ply tyres have been designed in as part of the suspension.

There are three models in the 2000 range: SC with single carburetter, TC with twin carburetters and SC Automatic. In an age when so many mass-produced cars have points of similarity, the uncommon personality of these models is quite unmistakable in any situation.

Front seat backrests have infinite adjustment between the vertical and reclining positions. The friction locking system will hold them securely at any angle.

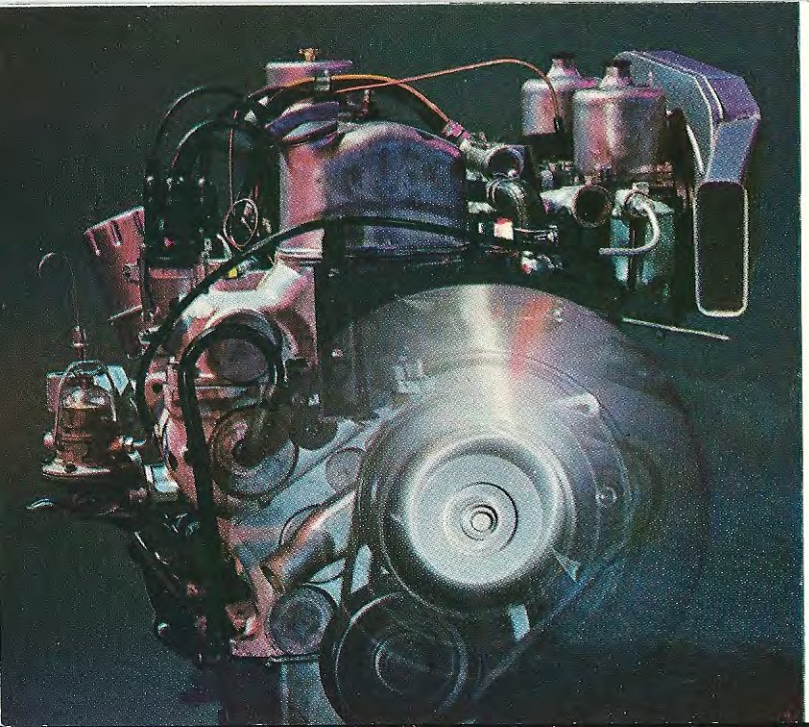
The individual front seats are immensely strong and specially shaped to give good lateral support, as are the separately moulded rear seats.





There is more to a Rover 2000 boot than meets the eye. It is, if you like, three boots in one. With the spare wheel mounted vertically on the left you have an all-purpose compartment with ample space for normal everyday use. Put the wheel flat on the floor and there is an extra-wide carrier for extra-long objects. Thirdly, with a special boot lid mounting for the spare wheel, supplied as an optional extra, a hold-all becomes available for family luggage and holiday paraphernalia.

Other advantages accrue from having the outside mounting. It is possible to keep a dirty wheel and tyre away from clean garments following a wheel change and luggage is not disturbed during the changing operation.



The Rover 2000 TC provides that extra degree of power and performance for the motoring enthusiast who requires a truly sporting saloon. It can be identified outwardly by the TC motifs and inwardly by the addition of a tachometer to indicate engine revolutions.

The initials TC refer to the twin carburetters that supply the increase in power for the engine (left). This unit, which is otherwise basically that of the 2000 SC, received much of its early testing on some of the world's most gruelling rallies, and in its present form is a highly-developed, reliable source of power.

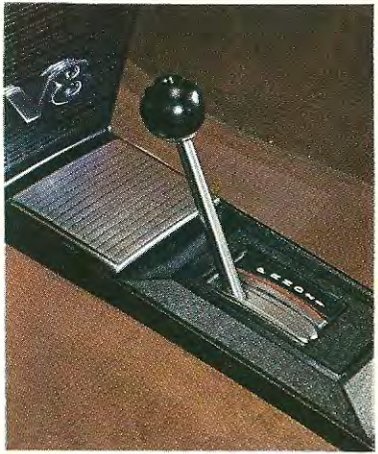
ROVER 2000 SC AUTOMATIC

The latest transmission on the Rover 2000 Automatic also provides for optional manual control to give maximum performance when required or to hold a particular gear.

Fully automatic transmission is obtained by engaging the selector lever in position D. This position eliminates the need for any gear changing, a kick-down mechanism under the accelerator pedal providing a lower ratio when necessary, for rapid overtaking. If manual control is required, the gear selector can be moved progressively through positions 1, 2 and D from D to 2 and 1, when the appropriate gear will be engaged and held. A restriction device prevents the engagement of first gear until road speed has been sufficiently reduced.

At night, the gear positions on the selector quadrant are clearly illuminated.

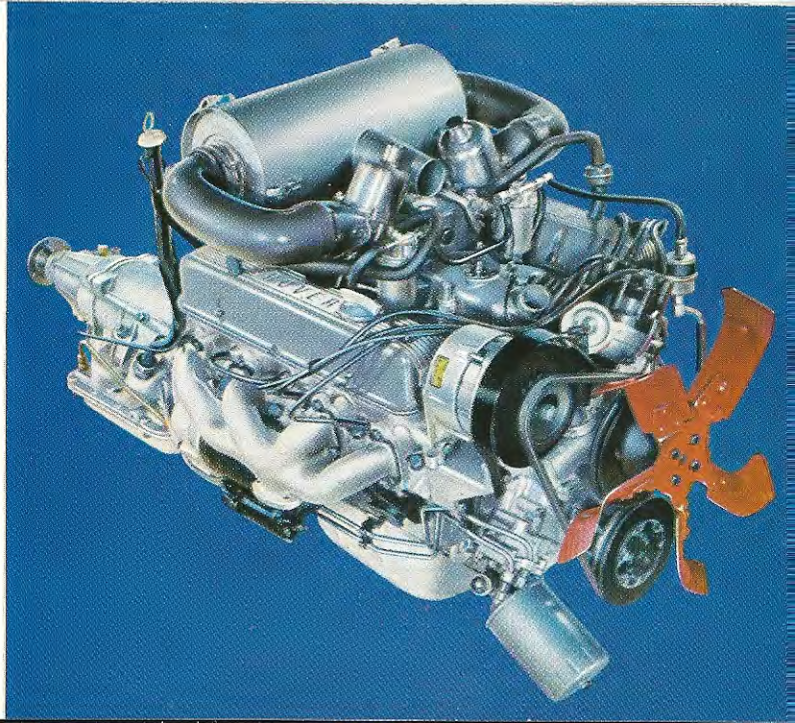
Automatic transmission, with optional manual control, is fitted and makes travelling fast, effortless and enjoyable. Its operation is identical to that of the 2000 Automatic previously described.



ROVER THREE THOUSAND FIVE

The Three Thousand Five is a development of the successful Rover 2000 concept, bringing to it the power and performance of a 3·5 litre, V-eight engine without appreciable change in weight or fore and aft distribution. In effect this engine does more than provide a more powerful version of the 2000; it gives the car a whole new character of its own.

Brakes, suspension and steering have been tuned to match the extra performance of the Three Thousand Five, which has everything in respect of safety, ride, stability, cornering power and comfort that, in the 2000, received such world-wide acclaim.



ROVER
3½ LITRE
SALOON

We believe the 3½ Litre Rovers will appeal to people whose style of living and business or professional status are complemented by the ownership of a car of equally high character. From the driver's point of view the smooth, effortless performance makes for hours of strain-free travel. Passengers have room to relax and the general level of comfort and silence gives a feeling of insulation against the noise and bustle of the workaday world. In a Rover you can collect your thoughts in readiness for your next appointment, or simply admire the scenery. Either way, it is a refreshing experience.

The all-aluminium, V8 engine, which powers the Rover 3½ Litre models represents the very best of modern automatic engineering and as such offers a combination of efficiency, reliability and smoothness that would be hard to equal. Following the introduction of the 3½ Litre in 1967, the *Motor* said of the new model: "So many who regard this Rover—with its wood-panelled interior and four thick, leather armchairs—as being the finest London club on wheels, will now have to accept it as being the fastest as well". Fast it is, with an all-round performance to match.

Automatic transmission is fitted, with optional manual control for maximum performance when required or to hold a particular gear. Operation is identical to the 2000 Automatic transmission described earlier.

ROVER
3½ LITRE
COUPE

If you prefer a low, sleek line and more sporting appearance, and do not normally require accommodation for more than four people, the Rover 3½ Litre Coupé will be your natural choice. Few cars carry greater prestige and fewer still can compete as a straightforward value for money investment. In the Coupé, two separately-shaped seats are offered at the rear, with a padded portion between to accommodate an occasional third passenger. This is, however, basically a four-seater motor car.

The folding, centre armrest, is shown in the down position, below, to indicate the armchair effect that can be achieved in the Saloon as well as the Coupé.

Features which distinguish the Coupé from the Saloon are its lower roof line, opening rear quarter vents and a stainless steel quarter plate incorporating a Viking ship symbol. Also there is more comprehensive instrumentation to match the Coupé's sporting aspect. An engine revolution counter is included next to the speedometer. Ammeter, water temperature, fuel and oil pressure gauges are mounted below the main panel. Switches and indicator lights are conveniently grouped and clearly marked.

Between the rear seats is a useful smoker's companion set comprising ashtray and cigar lighter. And there are a great many other refinements in both Saloon and Coupé, which your local Dealer or Distributor will be delighted to show you.

For fuller details of the Rover car range, write, phone or visit your local Rover Distributor/ Dealer, whose address appears in the panel below.

Distributor/Dealer Address

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