



ROVER

	Retail Price	Purchase Tax	Total
PRICE	£865-0-0	£241-0-7	£1,106-0-7

ROVER



ROVER

One of Britain's Fine Cars

THE ROVER COMPANY LIMITED

Telephone: Sheldon 2461

SOLIHULL BIRMINGHAM ENGLAND

Telegrams: Rover Solihull

Service Depot

SOLIHULL

London Service Depot

SEAGRAVE ROAD FULHAM S.W.6

Telegrams

Rovrepair Solihull

Telephone: Fulham 1221

Telegrams: Rovrepair Phone Fulham

London Showrooms DEVONSHIRE HOUSE PICCADILLY W.1. Telephone: Grosvenor 2092

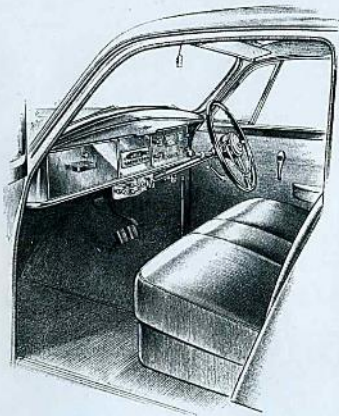


The new Rover '75'

Progress in Profile

The mechanical improvements of the years since the war can be enjoyed at their best in this new Rover Seventy-Five, which has been designed specifically for the purpose. It possesses all the basic qualities which are associated with the Rover name—silence of running, quality of mechanical and coachwork finish, and lightness of control—plus the fruits of ten years' wartime and postwar progress in fine automobile engineering. The remarkable 75 engine is here further improved in power and economy, and such well-tried features as the Controlled Freewheel and its clutchless gearchanging are retained.

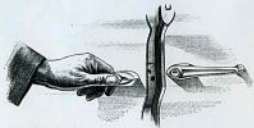
But it is the new coachwork which will attract most interest. Generally lower and wider, it combines extra passenger comfort—more leg, elbow and head room—with the lower centre of gravity which is important for roadholding at the high speeds of which the new car is capable. With the same object the entire suspension system has been redesigned, giving both front and rear passengers an uncanny smoothness of riding at all speeds and over poor surfaces. Forward vision is increased by the lower radiator, raked front pillars, and curved one-piece windscreen.



The luxuriously sprung front seat takes three, or can be divided by a wide centre arm rest. The gearchange lever is located on the steering column, and the walnut dashboard includes a lockup glove box and provision for built-in radio. The improved heating and ventilating system can be exactly controlled from the instrument panel.



The luggage locker is six inches wider, and seven times the depth of previous models. It is automatically illuminated when opened.



All Rover door handles are now of push button type with safety locks.

QUALITY OF TRIALS... QUALITY OF WORKMANSHIP

The fine car

The illustrations on this page show a full load of passengers and some, but by no means all, chassis lubrication is virtually refinements of the new Rover. The use of rubber and sealed They do not for example show refinement of the suspension system of the care taken to give with all passengers now seated to the passengers is the between the axles, gives a remarkably ventilating system, ride under all conditions. Supplementation of air and heat the independent front wheel springing panel controls to scopic dampers are now used on the front side-misting and car well as the rear axle. Variable rate rear spring silent running is are used to ensure that the frequency of the fan from the rear suspension is the same whether the car is



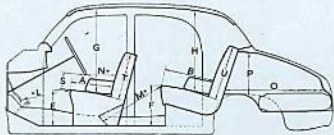
Wide doors give easy access to front and rear seats, which are luxuriously upholstered in soft hide. Note the upholstered floor space in both compartments.



The petrol filter cap is covered by a spring flap which can be locked from inside the boot.

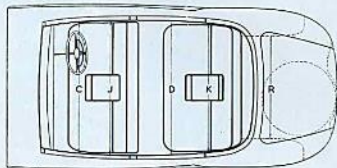


This telescopic jack gives efficient jacking from outside the car. When not in use it is stored neatly away with the other wheel-hanging tools.



INTERIOR DIMENSIONS — inches

A	Front to Rear of Front Cushion	19
B	Front to Rear of Rear Cushion	21
C	Width of Body at Front of Front Seat	54
D	Width of Body at Front of Rear Seat	52
E	Top of Front Cushion to Floor	63
F	Top of Rear Cushion to Floor	13
G	Headroom—Front Seat	38
H	Headroom—Rear Seat	38
J	Width of Body at Rear of Front Seat	55 1/2
K	Width of Body at Rear of Rear Seat	52 1/2
L	Front Cushion to Accelerator Pedal	21
M	Rear Cushion to Foot Rest	25 1/2
N	Front Squab to Steering Wheel	13 1/2
O	Locker Depth	38
P	Locker Height	45
Q	Locker Width	40
R	Top of Front Cushion to Steering Wheel	6
S	Front Squab Height	2
U	Rear Squab Height	24



SPECIFICATION

ENGINE. Four Point flexible mountings. Six-cylinder 67.2 mm. bore x 105 mm. stroke, cubic capacity 2,103. Compression ratio 7.25-1. B.H.P. 75. Aluminium alloy cylinder head inclined on the cylinder block to accommodate patented design of high efficiency combustion chamber. Oil bath air cleaner and air silencer fitted.

VALVES. Inclined overhead inlet valves operated by push rod and rocker arms. Inclined exhaust valves side located operated by rocker arm direct off camshaft. Camshaft driven by double roller chain with hydraulically operated automatic tensioners.

PISTONS. Inverted "V" shaped on crown to conform to special combustion chamber giving increased turbulence enabling use of a weak mixture and consequently effecting considerable economy.

CRANKSHAFT. Nickel chrome steel counter-balanced crankshaft. Four main journals. Crankshaft fitted rubber mounted harmonic vibration damper.

LUBRICATION. Engine lubrication by pressure from gear type pump forcing oil to all bearings, valve gear and timing chain. Chassis lubrication points, where rubber is not used, are packed with lubricant and sealed, and require a minimum of attention.

FUEL SUPPLY. From 12 1/2 gallon tank at rear by electric pump to carburettor. Gauge on instrument Board incorporates automatic light to indicate low petrol level.

CARBURETTOR. Two horizontal dustproof carburettors mounted directly on cylinder head.

IGNITION. Special high voltage ignition coil and battery. Auto advance controlled by governor and vacuum.

DYNAMO. High efficiency type with automatic compensated voltage control.

CLUTCH. 27" Single dry plate with sealed ball thrust withdrawal.

STEERING. High efficiency re-circulating ball type worm and nut. Light yet positive in action with variable steering ratio for ease of manoeuvring.

Steering wheel 17" diameter. Turning circle 44'.

Left-hand steering can be fitted if required.

GEARS. Four forward speeds and reverse. Synchromesh 3rd and top. Finger tip gear control beneath steering wheel. Ratios 1st, 14.5/1; 2nd, 8.24/1; 3rd, 5.82/1; top, 4.3/1; reverse, 13.17/1.

FREE WHEEL. Designed as an integral part of the transmission unit and incorporated with the gearbox. Its use is optional and controlled from the instrument board. When reversing it is automatically locked.

TRANSMISSION. By divided open propeller shafts with centre bearing. Spiral level type rear axle.

BRAKES. Hydro-mechanical system. The front wheel brakes are of two leading shoe type hydraulically operated requiring very light pedal pressure and infrequent adjustment. The hand brake operates independently on rear wheels only by rods.

SUSPENSION. Rover special advanced design of independent front suspension. Progressive rate rear springs semi-elliptic enclosed in gaiters which are packed with lubricant and sealed. Double acting hydraulic telescopic shock dampers at front and rear.

CHASSIS FRAME. Welded box section side and cross members. Light but of extraordinary rigidity.

HEATING AND VENTILATION. Built-in system of heating and ventilation providing warmed or cool fresh air from outside the car and fitted with windscreen de-froster, ducts and fan.

LIGHTING. Flush fitting lamps. Head and fog lamps fitted with sealed lens, reflector and projector bowls. Double filament bulbs fitted to both headlamps operated by foot dipping switch. Fog lamp operated by separate switch on instrument board.

DIMENSIONS. Wheelbase 111". Track front 52", Rear 51 1/2". Overall length 178 1/2". Overall width 65 1/2". Ground clearance 7 1/2". Height 63 1/2" unladen.

TIRE SIZES. Dunlop 6-00 x 15". Easy-clear wheels have large chromium hub plate with Rover symbol mounted centrally.

JACKING. Smith's "Bevelift" on either frame side-member.

To minimise road shocks and vibration rubber bearings are used wherever possible in the new Rover cars. Rubber engine mountings. Rubber suspension bearings. Rubber bushes on shock dampers. Rubber-cord rear spring shackles. All are long wearing under all conditions and require no lubrication. They are features that combine with the incredible smoothness of the new engine to give a new meaning to motoring.



The new Rover '75'

GUARANTEE

The goods manufactured by The Rover Company Limited (hereinafter called "the Company") are supplied with the following express Guarantee which excludes all guarantees, conditions and liabilities whatsoever implied by Common Law Statute or otherwise that is to say:—

In the event of any defect being disclosed in any part or parts of the goods and if the part or parts alleged to be defective are returned to the Company's Works carriage paid within six months from the date when the goods are delivered new to the retail customer the Company undertakes to examine same and should any fault due to defective materials or workmanship be found on examination by the Company it will repair the defective part or supply free of charge a new part in place thereof. (For Overseas, provided that not more than eighteen months, including the six months period of guarantee, has elapsed since such car was delivered in b. England and after the expiration of the said period of eighteen months the Company shall not be under any liability either implied or otherwise respecting this guarantee or otherwise.) This guarantee is limited to the delivery to the purchaser free at the Company's Works of the part or parts whether new or repaired in exchange for those acknowledged by the Company to be defective.

The Company gives no guarantee of the goods except as herein stated but desires and expects that customers shall make a thorough examination before purchasing. Persons dealing in the Company's goods are in no way the legal Agents of the Company and have no right or authority to assume any obligation on its behalf express or implied or to bind it in any way.

For the purpose of this Guarantee the term "goods" means and includes new cars or chassis or parts thereof including replacement parts manufactured by the Company. It does not include tyres, appliances or Electrical Equipment or other proprietary articles or goods (including coachwork) not of the Company's own manufacture although supplied by the Company. Proprietary articles are covered by the guarantee (if any) given by the separate manufacturers. On second-hand goods no guarantee is given by the Company or is to be implied.

The Company's responsibility is limited to the terms of this Guarantee and it shall be not answerable for personal injuries or consequential or resulting liability damage or loss arising from any defects. This guarantee shall not apply to defects caused by motor racing, wear and tear, misuse or neglect or to the defects in any goods which have been alleged outside the Company's Works or which have been let out on hire or the identification number or marks on which have been altered or removed. This Guarantee is dependent upon the strict observance by the Purchaser of the following provisions:—

- (a) The Purchaser shall at the time of purchase personally sign the form supplied by the Company and register his name address date of purchase price paid and car and chassis numbers and name and address of Seller with the Company and shall obtain from the Company a signed copy of this Guarantee and shall produce same to the Company's representative for inspection in case of any claim being made. This Guarantee shall not be assigned or transferred to anyone unless the Company's consent in writing has first been obtained.
- (b) The purchaser shall send to the Company's Works such part or parts as are alleged or claimed to be defective promptly on the discovery of the claimed defect. Transportation is to be prepaid by the Purchaser and said part or parts to be properly packed for transit and clearly marked for identification with the name and full address of the Purchaser and with the car and chassis numbers of the vehicle from which the said part or parts were taken.
- (c) The Purchaser shall post to the Company at its Works on or before despatch of such part or parts alleged to be defective a full and complete description of the claim and the reasons therefor.
- (d) The judgment of the Company in all cases of claims shall be final and conclusive and the Purchaser agrees to accept its decision on all questions as to defects and to the exchange of part or parts. After the expiration of six days (Overseas six months) from the despatch of notification of the Company's decision, the part or parts submitted may be scrapped or returned carriage forward by the Company.

CONDITIONS OF SALE

If a Car and/or Chassis or goods are despatched to any place at the request of the Purchaser, it will be at his cost and his risk in every respect. Every endeavour is made to meet the wishes of the Purchaser, but delivery on a specified date cannot be guaranteed. Should the Company be prevented from making delivery owing to strikes, lockouts, or combinations of workmen, whether such strikes are general or local, and whether they affect the Company directly or indirectly, or owing to any act

of God, accidents, riots, fire, existence of war, or any cause whatever beyond the Company's control, or should the Company supersede or alter or abandon the design of Car and/or Chassis contracted for, the Company shall be at liberty to cancel or suspend the Agreement of Sale without incurring any liability for any loss or damage which may arise to the Purchaser therefrom.

THE ROVER COMPANY LTD., SOLIHULL, BIRMINGHAM.

Please note that all specifications and prices given in this catalogue are subject to alteration without notice. Prices quoted are for delivery ex works Solihull, Birmingham.

E. & O. E.

September, 1949.

Printed in England.

RANGE OF COLOUR FINISHES

BODYWORK	<i>Carnage Green (dark)</i>	<i>Lakeside Green (light)</i>	<i>Passer Blue</i>	<i>Ivory</i>	<i>Ivory</i>	<i>Black</i>	<i>Black</i>	<i>Black</i>
UPHOLSTERY	<i>Grey</i>	<i>Green</i>	<i>Blue</i>	<i>Red</i>	<i>Green</i>	<i>Green</i>	<i>Red</i>	<i>Grey</i>