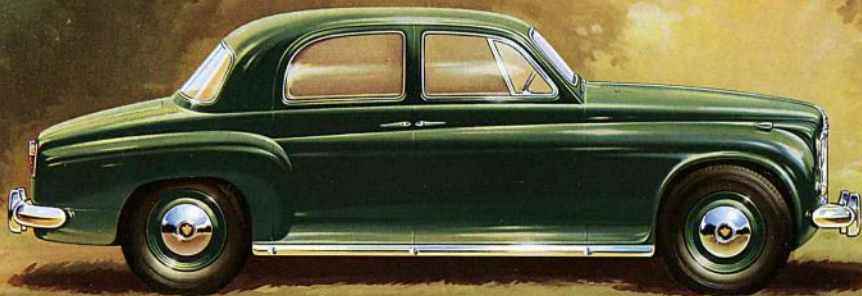


*By Appointment to the late King George VI
Manufacturers of Land-Rovers
The Rover Co. Ltd.*

ROVER
1955



The Rover policy of standardising body and chassis design, and providing a range of alternative engine sizes, has already proved immensely popular—and it is not surprising. The effect of this policy is to offer motorists, with their wide variety of individual tastes and needs, a made-to-measure service in which design and workmanship are of the very highest quality. Apart from the well-known Seventy-Five—now fitted with the fine new engine described overleaf—there is, on the one hand, the exceptionally

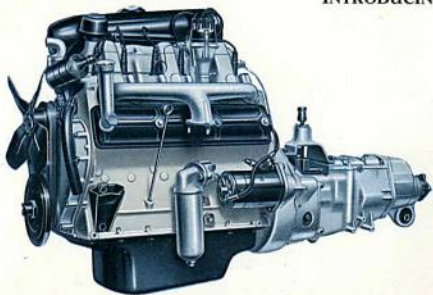
economical Sixty, and, on the other, the powerful Ninety with its brilliant new record of road performance. All three models are shining examples of Rover refinement of finish; every detail reflects the scrupulous care in production that is the hallmark of true craftsmanship. It is this painstaking attention to detail that makes the subtle but important difference between just a sound engineering job and “One of Britain’s Fine Cars.”



One of the factors contributing to the exceptionally low depreciation of a Rover car is the fundamental continuity of Rover design. Just as the characteristic lines of the pre-war models became established as a profile of dignity, good balance and practical comfort, so are these modern Rovers shaping their own new tradition. Change for the sake of change or to set some transient fashion, has no place in Rover policy. Improvements there are, of course, in those details which can add still more to the pleasure and

satisfaction of Rover ownership. Note for example the wider rear window, giving extra light and visibility. There have also been some subtle changes in the shape of the luggage boot, increasing its ability to hold exceptionally bulky shapes (see illustration below this fold). But in appearance, as in their behaviour on the road, these newest models change none of those essentials which make the ownership of a Rover car so supremely satisfying.

INTRODUCING A POWERFUL NEW '75' ENGINE



The Rover owner has the choice of three engines covering a wide range of needs. The 4-cylinder Sixty offers the utmost economy compatible with Rover quality of road behaviour. The redesigned Seventy-Five and powerful Ninety are 6-cylinder units combining brilliant performance with extreme smoothness and silence of running.

Common to all three engines are overhead inlet and inclined side exhaust valves, with a specially designed combustion chamber, providing peak efficiency with remarkable economy.

The cooling system, which is pressurised to prevent loss of water, is also carefully designed to ensure that exhaust valve seats, sparking plug houses and other heat concentration centres receive particular attention. This also applies to the induction manifold and thus keeps the petrol air mixture at the most efficient and economical temperature under all operating conditions.

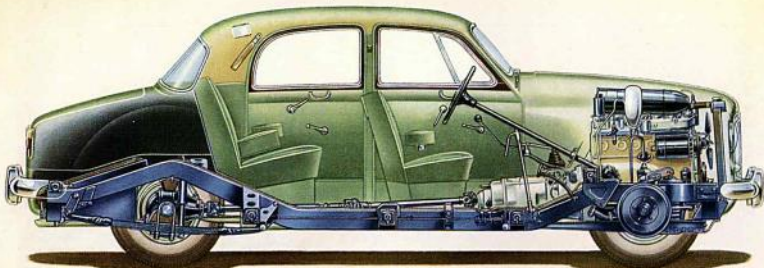
This famous engine, which has so successfully enhanced Rover reputation for durability and silence, has now been brought into line with the recently introduced '60' and '90' engines.

Like them it has main and big end bearings of copper/lead for the harder nickel chrome steel crankshaft to run in. Together with improved sludge traps in the crankshaft journals and full flow oil filtration, bearing life can be considered to be at least four times longer than formerly.

Also, the '75' engine now reverts to a single carburettor—in line with the other two engines—in the interests of simplicity and ease of maintenance.



Here is the secret of the exceptional performance and economy of all Rover engines. The Rover patented combustion chamber not only gives good pulling power at low speed, but permits very weak mixtures to be burnt without "missing," on part throttle. This is a big factor in economic fuel consumption. Best quality valve steels and tough cast iron inserts at the valve seats help to maintain Rover standards of durability.

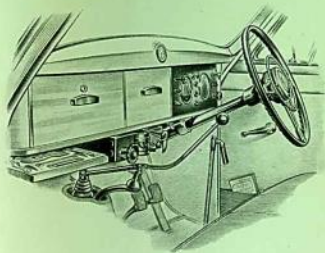


Here is one of the major secrets of Rover's successful performance—the absolute harmony of design between body and chassis. Note the balance of weight distribution, how all passengers are seated well between the two axles without in any way sacrificing rear seat or leg room. This comfortable, well forward position of the rear seat at the same time permits a rear door which is as wide at the bottom as it is at the top. A low flat floor gives good head room without raising overall height. Body specifications and trim are in accordance with established Rover practice.

The generously proportioned seats are upholstered throughout in soft Vaunol hide. Dashboard and window fittings are of polished walnut, and deep pile carpets cover the floor. Large cupboards are fitted in the dashboard, one of them locked by the boot key. Small tools are fitted in a rubber moulded tray beneath the dash. The engine here shown is the new 6 cyl. Seventy-Five, which is similar in design to the Ninety. Both chassis and coachwork are however common to all three models.



ROVER *Cars for 1955*



SOME ROVER FEATURES

CENTRAL GEAR CHANGE

The Rover system gives a positive and centrally placed gear control while retaining the advantages of the bench type front seat. Synchromesh is fitted to 2nd, 3rd and top gears. Clutchless gear changing is achieved at will by operating the Free Wheel knob on the left.

FLASHING INDICATORS

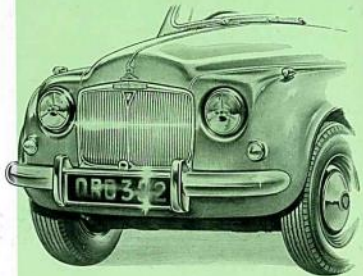
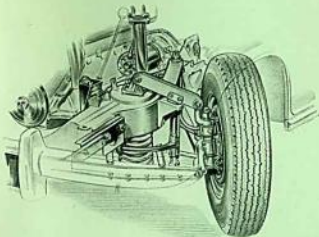
All the new Rover models incorporate the latest type of flashing direction indicators front and rear. Operated without moving a hand from the wheel, the signal is automatically cancelled after making a turn, and a dashboard indicator lamp acts as a check.

SILENT SUSPENSION

The robust independent front wheel springing system is mounted entirely in rubber. This effectively stills the front wheel noise, and contributes to the uncannily silent running, even on rough surfaces, which is an outstanding Rover characteristic.

HEATING AND VENTILATION

The Rover driver (see lower right) has constant finger tip control over the volume and temperature of the air entering the car. Also incorporated in this built-in unit, which includes an exceptionally powerful heater, is a screen demister and defroster control.





Here you see the capacious new boot, fully lined for sound-deadening and the protection of its contents. Opening of the lid, which is counter-balanced for finger tip operation, automatically illuminates the interior, including the locks which secure the petrol filler cover and separate spare wheel compartment. The boot lid, like door and bonnet panels, is made of a strong light weight alloy which cannot rust or corrode. It is this freedom from corrosion which makes a

notable contribution to the long life of a Rover car. Even the underside of body and chassis is thoroughly sprayed with a protective coating before the car leaves the assembly lines. Many of the chassis bearings are prepacked with lubricant and sealed. Others are rubber bushed, so that chassis lubrication in the Rover has been virtually eliminated. The resultant saving of trouble and expense is typical of the exceptional ease of maintenance enjoyed by the Rover owner.

Sixty · Seventy-Five · Ninety



CHASSIS SPECIFICATION

NOTE: Apart from the difference in engines, chassis specifications for the '60', '75' and '90' are almost identical. Where differences occur, they are clearly indicated.

ENGINES. Three-point flexible mounting. Aluminium alloy cylinder head inclined on cylinder block to accommodate improved design of high efficiency combustion chambers. Overhead inlet valves operated by push rod and rocker arms. In-line exhaust valves side located operated by rocker arm control off camshaft. Cast-iron distributor with double roller chain with hydraulically operated automatic fire timer. Inclined "V" shape on crown of piston for uniform oil spread combustion chamber giving increased turbulence combine use of weak mixture and consequently effecting considerable economy. Nickel chrome steel connecting-rod crankshaft fitted with rubber-mounted harmonic vibration damper, copper-lined main and bushed bearings. Oil pump driven by screw, engine lubrication by pressure from gear type pump forcing oil to all bearings, valve gear and timing chain.

'60' Four-cylinder, 77.8 mm bore x 105 mm stroke, capacity 1,997 cc. Single carburettor fitted with combined air cleaner and silencer, 3-bearing crankshaft, oil filtration by full-flow oil filter. Maximum B.H.P. 60 at 4,500 r.p.m. Maximum torque 101 lb. ft. at 2,800 r.p.m.

'75 Six-cylinder, 75 mm bore, 110.025 mm bore x 98.9 mm stroke, capacity 2,130 cc. Single carburettor fitted with combined air cleaner and silencer, 4-bearing crankshaft, oil filtration by full-flow filter. Maximum B.H.P. 90 at 4,500 r.p.m. Maximum torque 113 lb. ft. at 1,750 r.p.m.

'90 Six-cylinder, 110.025 mm bore x 105 mm stroke, capacity 2,618 cc. Single carburettor fitted with combined air cleaner and silencer, 4-bearing crankshaft, oil filtration by full-flow oil filter. Maximum B.H.P. 90 at 4,500 r.p.m. Maximum torque 130 lb. ft. at 1,500 r.p.m.

FUEL SUPPLY. Fuel [1] coil, tank at rear. Electric pump. Electrically operated reserve switch on instrument panel.

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

ELECTRICAL SYSTEM. High efficiency dynamo with automatic compressed voltage control. Flashing headlights, low lamps mounted on wings. Headlamps fitted with sealed lens, reflector and parabolic bulb. All models fitted with double-fluorescent tubes to both headlamps, operated by foot-switch.

CLUTCH. 9" single dry plate with solid ball thrust withdrawal.

STEERING. Rack-and-rod ball worn and nut, variable ratio for manoeuvrability. Turning circle 37 ft.

GEARS. Four forward speeds and reverse, synchromesh 2nd, 3rd and 4th. Control positive gear change lever levers from floor-actuated. Ratios Top, 4.3:1; 2nd, 5.9:1; 3rd, 6.75:1; 4th, 14.5:1. Reverse, 13.7:1. An alternative gear ratio of 5.1:1 is available on the '90' car.

FREE-WHEEL. Incorporated with gearbox. Use optional, controlled from instrument board. Automatically locked in reverse gear.

TRANSMISSION. Divided open propeller shafts with rubber mounted rear bearing. Spiral bevel type rear axle.

BRAKES. Hydraulically-operated foot brakes with self-aligning rear springs enclosed in tubular shock and sealed casters. Double-acting hydraulic shock absorbers, anti-squat type, front and rear. Constant-rate rear springs on '60' model.

SUSPENSION. Rover special advanced design of independent front suspension. Progressive rate semi-elliptic rear springs enclosed in tubular shock and sealed casters. Double-acting hydraulic shock absorbers, anti-squat type, front and rear. Constant-rate rear springs on '60' model.

CHASSIS FRAME. Welded box section side and cross members, light and immensely rigid.

HEATING AND VENTILATION. Large capacity heating and ventilation system built in. Independent control of demister and heater and simplified control of hot and cold air vents by one lever. Air intake duct on bumper in front of windscreen, where it provides dust and exhaust fumes.

DIMENSIONS. Wheelbase 111 ins. Track front 52 ins. Track rear 51 1/2 ins. Overall length 119 1/2 ins. Overall width 65 1/2 ins. Height 63 1/2 ins. axleless. Ground clearance 7 ins. axleless.

RANGE OF COLOUR FINISHES

BODYSIDE	Smoke Blue	Ivory	Sage Green	Grey	Black
UPPERHUB	Blue	Red, Green or Tan	Green	Grey	Green, Red, Grey, Blue or Tan
Two-tone colour finishes are available at extra charge					
BODYSIDE	Red/Grey Panels	Sage Green	Dark Grey		
	Lower Panels	Light Green	Standard Grey		
UPPERHUB	Green		Grey		

THE ROVER COMPANY LIMITED · SOLIHULL · BIRMINGHAM · ENGLAND

TELEPHONE: SHELDON 2461

TELEGRAMS: ROVER SOLIHULL

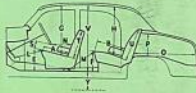
London Showrooms: Devonshire House, Piccadilly, W.1. Telephone: GROSVENOR 3252.

Service Depot Solihull. Telegrams: ROVREPAIR SOLIHULL. London Service Depot: Seagrave Road, Fulham, S.W.6.

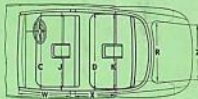
Telegrams: FULHAM 1221. Telegrams: ROVREPAIR, WESPHONE, LONDON.

L. & D.E.

INTERIOR DIMENSIONS



A. Front to Rear of Front Cushion	19
B. Front to Rear of Rear Cushion	19
C. Width of Body at Front of Front Seat	54
D. Width of Body at Front of Rear Seat	54
E. Top of Front Cushion to Floor	12 1/2
F. Top of Rear Cushion to Floor	13
G. Headroom—Front Seat	35
H. Headroom—Rear Seat	36
J. Width of Body at Rear of Front Seat	55 1/2
K. Width of Body at Rear of Rear Seat	53 1/2
L. Front Cushion to Accelerator Pedal	21
M. Rear Cushion to Foot Rest	21
N. Front Squab to Steering Wheel	13 1/2



O. Locker Length	38
P. Locker Height	14
R. Locker Width	40
S. Top of Front Cushion to Steering Wheel	6
T. Front Squab Height	19
U. Rear Squab Height	24
V. Height of inboard of body	47
W. Width of front door at waist	33 1/2
X. Width of rear door at waist	27
Y. Height of floor from ground	13
Z. Minimum external width of boot opening	33 1/2

Dimensions marked * are taken with the seat in the vertical position. The seat may be adjusted 3 in. forward or 3 in. backward, to suit driver.