THE NEW

ROVER 3 LITRE

MK. III SALOON AND COUPE

INTRODUCING THE NEW ROVER 3-LITRE MK. III SALOON AND COUPÉ

The Rover Company have always had the ability to produce motor cars which have an indefinable flair and an air of good taste. Motor cars which appeal to the individualist; to people who enjoy the best that a great marque has to offer. This fact has never been better illustrated than in the new 3-Litre Mark III Saloon and Coupé models.

They come as a logical addition to the highly developed Rover 3-Litre range to provide even greater luxury and refinement, comfort and convenience. Indeed, the Mark III 3-Litre represents the finest of a series of motor cars which have long been admired for their engineering excellence and craftsman-built appearance, a combination which only Rover can offer at, or anywhere near, the price.

The careful thought and detail planning that have gone into the production of these new models are indicated in the following pages but it is only by experience that their true value can be fully appreciated.

The new Mark III 3-Litre models have the same comprehensive engineering specification as the distinguished Mark II versions. They therefore start with the advantage of eight years progressive development and an overall design that has been proved, not only by many thousands of owners but also by successful competition in some of the world's most gruelling rallies.

Mechanical features include the smooth, powerful six-cylinder engine of overhead inlet, side exhaust valve design, independent front suspension, front disc brakes, power-assisted steering and a choice of manual or automatic transmission.

Mark III models can be recognised on the road by the new radiator grille badge which follows the Rover 2000 style, the continuous stainless steel strip along the side, ending at the rear in three individual sections symbolising "Mark III." In addition, Mark III name flashes are placed on the side of the front wings and on the boot lid. These are the signs of the most sophisticated of all Rovers.

When you step into the Rover 3-Litre Mark III Saloon or Coupé, you step into a new world of luxurious motoring. For it is the interior that has been modelled to provide even greater elegance, even greater comfort, even greater safety.

Influenced by the overwhelming success of the 2000, Rover stylists have applied the same design philosophy to the new 3-Litre and have achieved a unique level of driver/passenger accommodation. Thus, there are the individually-contoured seats to take four people in supreme comfort and safety with room for a fifth on the softly-padded centre portion between the two rear seats. Rear occupant leg-room has been increased by $2\frac{1}{2}$ inches. Additionally, the heating system has been extended to the rear compartment where there is a separate control to adjust the temperature to the exact level required.

And, of course, there are the expected Rover refinements of thick pile carpets and finest leather upholstery—and some unexpected hidden features, tucked neatly away but easily accessible when required.

Driving controls, instruments, switches and indicator lights are all grouped accessibly as in existing 3-Litre models. But the clock has been re-positioned and recessed at the passenger's end of the facia, leaving an uninterrupted padded roll in the centre.

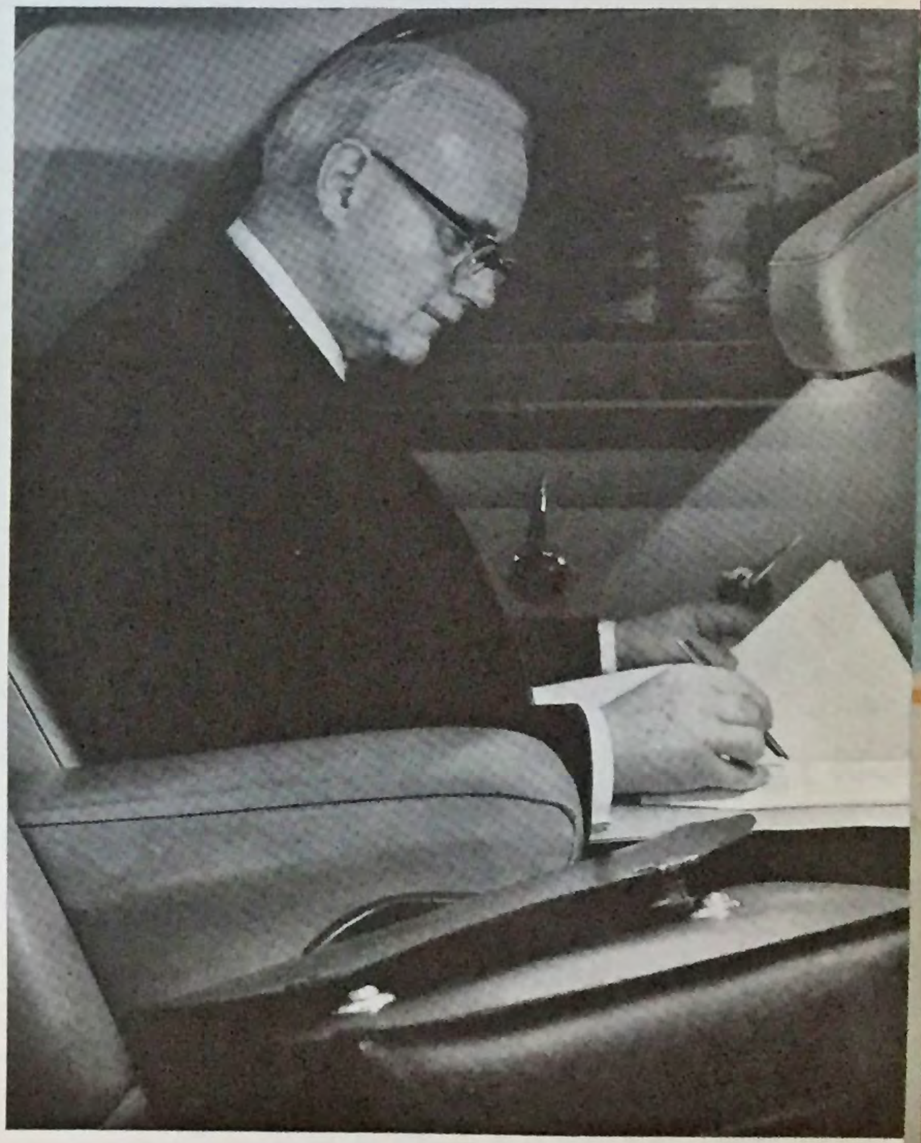
Individual front seats, designed on the Rover 2000 pattern, give the kind of anatomical support that enables driver and passenger to undertake long journeys without stress or fatigue. Each seat contains a deep foam pad supported by a rubber diaphragm, whilst the backs are of solid latex. Adjustments are provided for fore and aft position and vertical height. The backs are infinitely adjustable from nearly vertical to fully reclining, the special locking device ensures that they are rigidly secured in any desired position.

A soft folding arm-rest between the front seats may also be adjusted for height to suit individual needs; it can be tuned to match the height of the adjustable side arm-rests fitted to the doors.

Rear passenger accommodation provides the same exceptional degree of comfort and support as that offered at the front. Here again the Rover 2000 influence can be seen in the most inviting individually-shaped seats, which carry two people, literally in the lap of luxury. There is room for a third person in the centre. While the two side passengers sit well back against the moulded cushions, the central upholstery gives forward support to the middle passenger. Thus, shoulders can overlap and are not crushed together as in some more compromising designs. When one or two people are carried, the wide centre arm-rest can be folded down to give an authentic arm-chair effect.

For added convenience on long journeys, head-rests for front and rear seats can be supplied as an optional extra. Front head-rests are adjustable fore and aft as well as for height.

A reading light is incorporated at the rear of the front passenger's head-rest. When this optional extra is fitted, a busy executive sitting behind can continue to work during an evening journey while being driven to his destination, simply by adjusting the head-rest to a suitable position and switching on the light. The photograph (*bottom, right*) illustrates this useful facility.



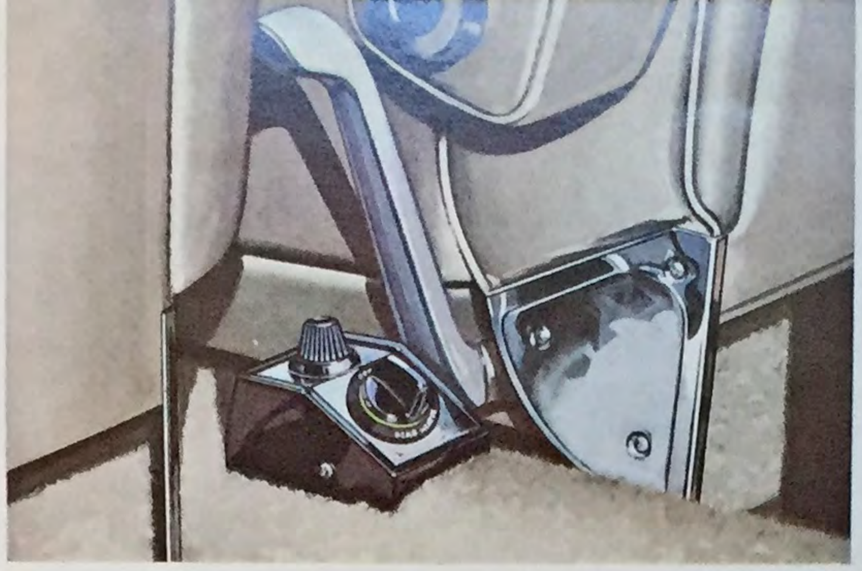
Top. A neat and accessible control mounted between the front seats provides an independent means of regulating the amount of heat in the rear compartment. The heater vents are situated below the rear seat cushions and provide warm air to passengers' feet and legs. The knurled knob shown above the heater switch can be fitted to adjust the rear radio speaker volume when this extra is called for.

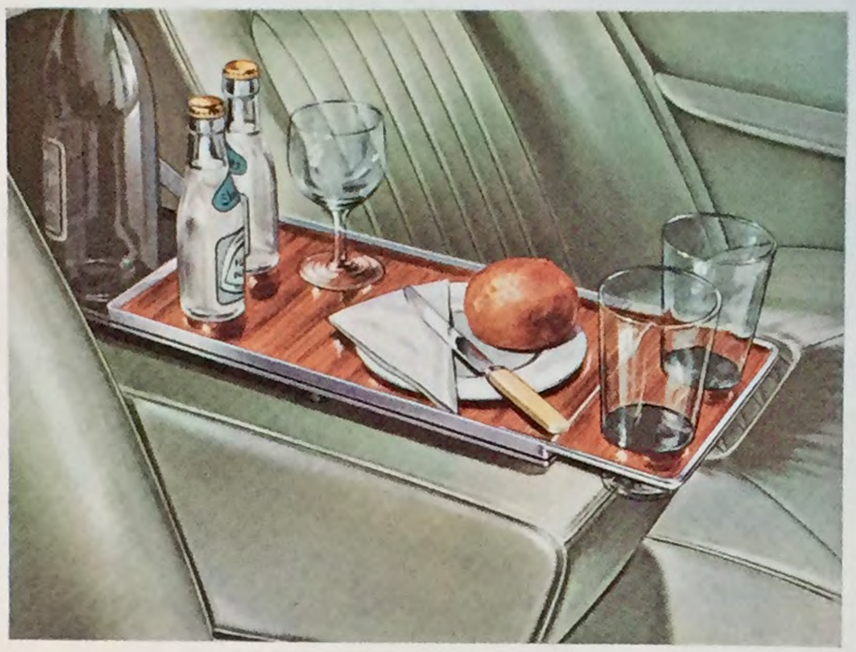
Centre. A picnic table folded away behind the central arm-rest can be lowered and drawn forward. It incorporates glass and bottle holders and has a working top of useful proportions.

Bottom. A sliding picnic table is also provided under the front parcel shelf. It offers a very useful flat surface on which to place cups, flasks and all the usual requirements for refreshments in the car. And it is completely tucked away when not required.

Bottom, left. Under the picnic table and on the same sliding tray is provision for the storage of small hand tools. They are fitted in a moulded rubber base and cannot rattle. This is a unique dual role for the one piece of equipment.

Bottom, right. Another thoughtful item is the trinket box, located under the centre padding between the rear seats. It can conveniently accommodate a small tape recorder for dictating letters or instructions *en route*, or a variety of other things that may be wanted on voyage.





The same luxurious qualities will be found in the Rover Mark III Coupé as in the Saloon. Rear leg room has been increased by 2½ inches as compared with the Mark II version.

ROVER
464 CNX

GENERAL SPECIFICATIONS

ENGINE Six cylinders. Bore 3·063 in. (77·8 mm.); stroke 4·134 in. (105 mm.); cubic capacity 183 cu. in. (2,995 c.c.) 4-speed manual model 8·75: 1 compression ratio; max. B.H.P. 134 at 5,000 r.p.m.; installed B.H.P. 121 at 4,800 r.p.m.; max. torque 169 lb. ft. at 1,750 r.p.m.; installed torque 160 lb. ft. at 2,650 r.p.m. Automatic transmission model 8·75:1 compression ratio; max. B.H.P. 134 at 5,000 r.p.m.; installed B.H.P. 121 at 4,800 r.p.m.; max. torque 169 lb.ft. at 1,750 r.p.m.; installed torque 161 lb.ft. at 2,650 r.p.m. Cylinder block cast integrally with crankcase. Aluminium alloy cylinder head inclined on block to accommodate high efficiency combustion chamber with separate aluminium alloy inlet manifold. Overhead inlet valves and inclined side exhaust valves. Roller-type cam followers are fitted. The camshaft is driven by a double roller chain, and has an hydraulically operated automatic tensioner. Pistons are of inverted 'V' shape on the crown to conform to the special combustion chamber shape. The crankshaft runs in seven copper-lead-lined steel shell, lead tin plated bearings and is fitted with a torsional vibration damper. A large capacity oil pump delivers oil under pressure to main, big-end and camshaft bearings, and the timing chain tensioner, distributor drive shaft, cam followers and rocker gear. Each cam is separately fed and the cylinder bores are lubricated by a jet of oil from each connecting rod. A full-flow oil filter is fitted.

FUEL SYSTEM A 14 gallon (16·8 U.S. Gallons) (64·0 litres) tank is fitted forward of the boot, sealed from the car interior by a steel bulkhead and from the boot by a trimmed partition. A 1½ gallon (1·8 U.S. Gallons) (7 litres) reserve supply is controlled by a switch on the instrument panel. A dual inlet electric petrol pump is mounted alongside the tank. A lockable filler cap is provided.

GEARBOX (On Normal Transmission Model) Incorporates four forward speeds and reverse with synchromesh engagement for second, third and top gears. A central remote gear change lever is fitted. Overdrive is fitted as standard equipment. Overall gear ratios: first 14·517 : 1, second 8·114 : 1, third 5·477 : 1, top 4·3 : 1, overdrive 3·345 : 1, reverse 12·762 : 1.

CLUTCH Single dry plate type with spring cushion drive. Hydraulic operation by pendant pedal, over-centre spring assistance. Clutch plate diameter 10 in. (254 mm.).

AUTOMATIC TRANSMISSION MODEL Transmission of Type 35 Borg Warner design and manufacture incorporating special features to Rover requirements. Control mounted on steering column, with illuminated quadrant. Gear ratios: High 1·0 : 1, Intermediate 1·45 : 1, Low 2·39 : 1, Reverse 2·09 : 1, Torque Converter stalled ratio on Intermediate, Low and Reverse gears 2·25 : 1. Overall ratios: High 3·54 : 1, Intermediate 5·13 : 1, Low 8·46 : 1, Reverse 7·39 : 1.

PROPELLER SHAFT Two-piece propeller shaft with flexibly mounted centre bearing.

REAR AXLE Semi-floating with spiral bevel final drive. Final drive ratio is 4·3 to 1 on models with 4-speed gearbox and overdrive, and 3·54 to 1 on Automatic Transmission models.

STEERING Worm and peg, power assisted steering with variable ratio is used to give high overall efficiency. Steering wheel diameter 17 in. (0·43 m.). Turning circle 40 ft. (12·2 m.).

FRONT SUSPENSION Independent laminated torsion bars. All ball joints and bearings are sealed against the entry of dust and water and loss of lubricant. They need very infrequent maintenance. Rubber bushes, requiring no lubrication are also extensively used. Control is by hydraulic telescopic shock absorbers, and an anti-roll bar is fitted.

REAR SUSPENSION Long, semi-elliptic springs of progressive rate attached by eccentric rubber-bushed bearings and unique rubber cushion shackles requiring no maintenance. Control by hydraulic telescopic shock absorbers.

BRAKES Servo assisted hydraulic brakes all-round with disc calipers at the front, and leading and trailing shoe drum brakes at the rear. Mechanical linkage handbrake operating on rear wheels is applied by pistol grip lever. A brake fluid level and handbrake warning light is provided.

WHEELS AND TYRES Easy-clean wheels with polished stainless steel rim covers embodying the Rover symbol. Tyres, 6·70 x 15, Dunlop R.S.5 or Avon Turbo-speed.

LIGHTING Headlamps, sidelamps and flasher lamps are mounted in the front wings, and at the rear, combined flasher, stop and tail lamps incorporating red reflectors are fitted. There is a reversing light and a boot illumination light, and on coupé models a bonnet light is also provided. The headlamps for the Home Market are fitted with sealed beam light units. Export models have a sealed lens and reflector unit with prefocus bulb. The double filament in each headlamp is dipped by a pedal-operated switch which also acts as a foot-rest; a headlamp flashing switch is also fitted. A switch is provided for parking purposes at night to extinguish the two nearside sidelights leaving the two offside lights on.

HEATING AND VENTILATING SYSTEM Fitted as standard equipment this system provides fresh air at any desired volume or temperature all over the car interior. Air is fed to the heater from an opening below the windscreen where the intake of traffic fumes is minimized. Three slots at the base of the windscreen give good air distribution for demisting and defrosting. There are additional face level and foot level fresh air vents which can be adjusted as required. Installed under the rear seats is a heating and ventilating system which can be independently operated and regulated by a control switch located on the transmission tunnel.

WINDSCREEN WIPERS AND WASHERS Variable speed windscreen wipers of the off-the-screen, self-parking type are fitted. Electrically operated windscreen washers are also provided as standard equipment.

CHASSIS UNIT A welded steel chassis unit at the front of the car carries engine, transmission, front suspension and steering components, and is attached to the body by six rubber mountings to provide noise- and vibration-insulation. The unit gives great protective strength.

BODY CONSTRUCTION The body is entirely of welded steel construction. The lower half is painted in a slipper bath and there is under-floor sealing. All mating panels are treated to resist corrosion, and the whole body is thoroughly sound-proofed and sealed against the entry of dust or draughts. Bonnet and boot lid are counter-balanced by spring-loaded hinges. All doors are forward-hinged.

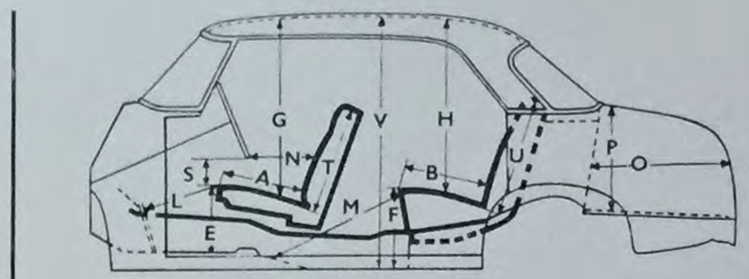
BODY INTERIOR Front and rear seats are individually contoured and upholstered in prime quality hide with wide central folding arm-rests. The front arm-rests are all adjustable for height. Front seats can be adjusted fore and aft and also for height and rake. Heavy-pile floor carpets with felt underlays are fitted. African Cherry wood is used for the facia panel and for the door garnishings. Interior equipment includes front and rear courtesy lights, operated either by opening the door or by independent switches; ashtrays fitted under front parcel shelf and in the rear side arm-rests. The central rear arm-rest incorporates a pull-down picnic tray. Trinket box under centre pad between rear seats. Combined tool tray and picnic tray is positioned in front, centrally installed under the parcel shelf. Electric clock housed in the facia panel on the passenger's side. Twin sun-visors; cigarette lighter; full width parcel shelf, front and rear; spacious glove box under separate lock and key, and fitted with pull-down door for map reading, etc; provision for Radiomobile or Pye Radio; safety catches on interior rear door handles to prevent accidental opening. Heated rear window (optional extra). A laminated glass windscreen can be supplied as an optional extra in place of the zone toughened glass screen normally fitted. Head-rests can also be supplied as an optional extra; front passenger's head-rest incorporates a reading light for rear compartment.

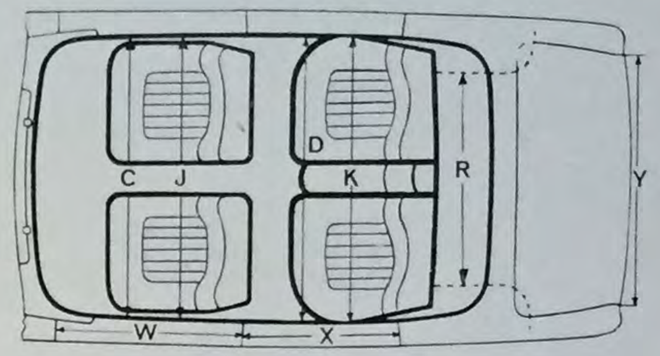
COLOURS **Bodywork:** Black, White, Burgundy, Stone Grey, Light Navy, Steel Blue, Charcoal, Marine Grey, Pine Green, Juniper Green.

Recommended two-tone combinations (at extra cost) *Saloon:* Pine Green/Juniper Green; Marine Grey/Charcoal; Steel Blue/Light Navy; Burgundy/Stone Grey; Charcoal/Steel Blue; Light Navy/Marine Grey; Juniper Green/Stone Grey; White/Marine Grey; Black/Marine Grey; Marine Grey/Pine Green. *Coupé:* Marine Grey/Black; Steel Blue/White; Stone Grey/Burgundy; Charcoal/Steel Blue; Steel Blue/Light Navy; Black/Charcoal; Light Navy/Marine Grey; Juniper Green/Pine Green; Stone Grey/Juniper Green; Pine Green/Stone Grey.

Upholstery: Red, Blue, Green, Grey, Tan, Stone. For applicability to exterior colours see colour guide.

OVERALL DIMENSIONS Wheelbase 110½ in. (2·81 m.); track, front 55$\frac{5}{16}$ in. (1·41 m.); track, rear 56 in. (1·42 m.); overall length 186½ in. (4·74 m.); overall width 70 in. (1·78 m.); overall height (Saloon) 61 in. (1·54 m.); overall height (Coupé) 58 in. (1·49 m.); ground clearance 6·625 in. (0·16 m.).





INTERIOR DIMENSIONS — SALOON AND COUPÉ

		Inches		Metres	
		Saloon	Coupé	Saloon	Coupé
A	Front to rear of front cushion	19½	19½	·495	·495
B	Front to rear of rear cushion	19	19	·493	·493
C	Width of body at front of front seat	59	58½	1·499	1·486
D	Width of body at front of rear seat	59	59	1·499	1·499
E	Top of front cushion to floor	12½	12½	·311	·311
F	Top of rear cushion to floor	15½	13¾	·387	·349
G	Headroom front seat	34½	32½	·876	·826
H	Headroom rear seat	34½	33½	·876	·835
J	Width of body at rear of front seat	59	59	1·499	1·499
K	Width of body at rear of rear seat	58½	58½	1·486	1·486
L	Front cushion to accelerator pedal	20¼	20¼	·514	·514
M	Rear cushion to footrest	24	23	·610	·584
N	Front squab to steering wheel	17¼	17¼	·438	·438
O	Locker depth	30	30	·762	·762
P	Locker height	19½	19½	·495	·495
R	Locker width	43	43	1·092	1·092
S	Front of front cushion to steering wheel	5½	5½	·133	·133
T	Front squab height	21	21	·533	·533
U	Rear squab height	24	25½	·610	·648
V	Height of interior of body	49¾	47	1·264	1·194
W	Width of front door at waist	27½	28¾	·699	·730
X	Width of rear door at waist	28½	28½	·724	·724
Y	Minimum external width of boot opening	48½	48½	1·2319	1·2319

Note: All dimensions taken with front seats in central position (total adjustment of seat fore and aft is 8½ ins.) and height adjustment mechanism in lowest position (total rise and fall movement is 2 ins.) All dimensions taken with uncompressed cushions.

The Rover Company Limited reserves the right to alter specifications, colour, designs or prices without notice and without incurring any obligation. While every effort is made, in Rover literature, to provide information that is strictly up-to-date, no responsibility can be accepted for such alterations that occur after the date of going to press. Persons dealing in the Company's goods are not the agents of the Company and have no authority whatsoever to bind the Company by any expressed or implied undertaking. Sales are conditional upon terms of business, warranties and service arrangements issued by The Rover Company Limited.

Printed in England by Hudson & Son Ltd., Birmingham 3

Publication No. 670

THE ROVER COMPANY LIMITED
SOLIHULL · WARWICKSHIRE · ENGLAND
Telephone: Sheldon 4242 *Telegrams:* Rover, Solihull *Service Depot:* SOLIHULL *Telegrams:* Rovrepair, Solihull
London Showrooms: DEVONSHIRE HOUSE, PICCADILLY, W.1 *Telephone:* GROsvenor 3252
London Service Depot: SEAGRAVE ROAD, FULHAM, S.W.6
Telephone: FULham 1221 *Telegrams:* Rovrepair, Wesphone, London

By appointment to Her Majesty Queen Elizabeth II
Manufacturers of Motor Cars and Land-Rovers
The Rover Company Limited