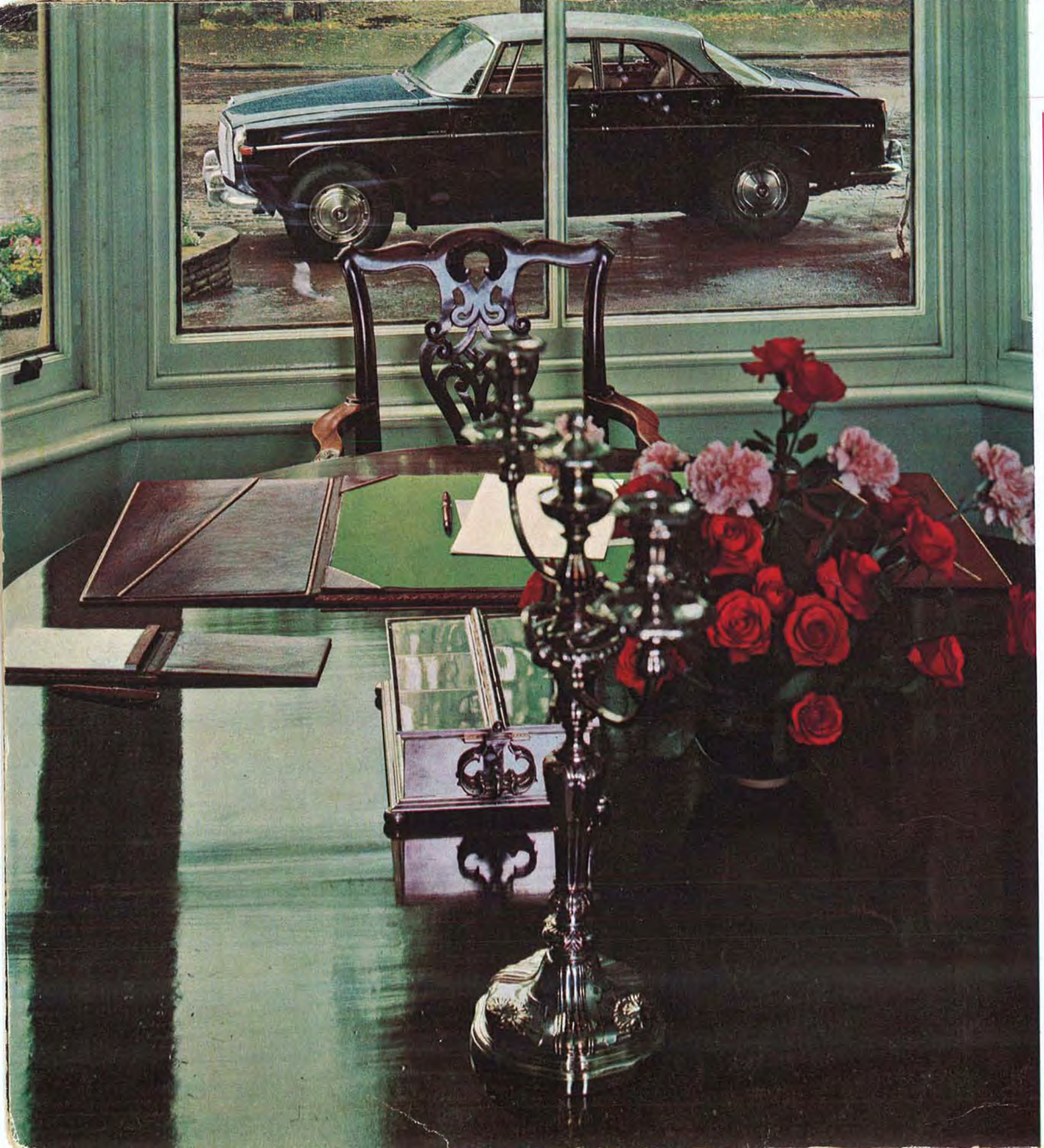
THE ROVER 3 LITRE

MK III SALOON & COUPE



Although there is a wide choice of models in the popular range of cars, when it comes to, what is generally termed, the quality car market, comparatively few names spring readily to mind. Among these, Rover holds a unique position. Fine cars bearing this famous name have more than held their own against ever-increasing competition for over sixty years. Today, traditional skills are allied to modern manufacturing techniques, traditional coach-built appearance and refinement geared to the performance requirements of busy industrialists, company executives and members of the professions. The result is the same as always—Quality, Reliability and the best possible Value for money.

The latest 3-Litre typifies Rover's understanding of the needs of experienced and perceptive motorists. Following normal Company practice the breed has been progressively improved: in its current form it more than ever deserves the title "One of the World's Best Engineered Cars".

Saloon and Coupé versions are offered, each with alternative manual or automatic control. The following pages of this catalogue briefly indicate the careful thought, detail planning and fine engineering that have gone into the production of these outstanding cars. Their true value can only be measured by personal experience. Your Rover Dealer or Distributor will be proud to give you that experience.

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THE ROVER 3-LITRE MARK III SALOON

The elegance of the Rover 3-Litre Mark III Saloon goes much deeper than the brilliant paintwork and dignified exterior styling. It shows equally in the magnificent interior furnishing, the easy, long-legged performance and the predictable way the car behaves under any given set of circumstances.

This is a large, robust car by normal standards with roomy passenger accommodation yet it can be placed accurately in heavy traffic and parked in surprisingly confined spaces. Finger-light power steering and excellent all-round visibility are chiefly responsible for these important facilities. But the 3-Litre shows its true colours on point-to point journeys. The long evening drive home from a distant appointment becomes a pleasant, relaxing experience instead of a tiring chore. Holiday routes may be planned with little concern for the daily mileage.

Every item of equipment is designed to eliminate travel strain and allow occupants to alight at the end of a journey as fresh and well-groomed as when they started. This object has been achieved to a very high degree.

Without doubt the Mark III 3-Litre is the most sumptuous and sophisticated of all Rovers.

MXC 741D

The amenities to be found inside the Rover 3-Litre Saloon are perfectly attuned to the overall excellence of the car. Normal equipment provides some unexpected touches of luxury while other, carefully chosen items may be supplied as optional extras to meet the varied requirements of individual owners.

A heating and ventilating system, with extra face-level and foot-level fresh air vents, has always been included in the standard specification. In the Mark III an additional and independent heating unit is fitted in the rear compartment with separate control and warm air vents. Front and rear occupants can thus enjoy their own choice of temperature settings.

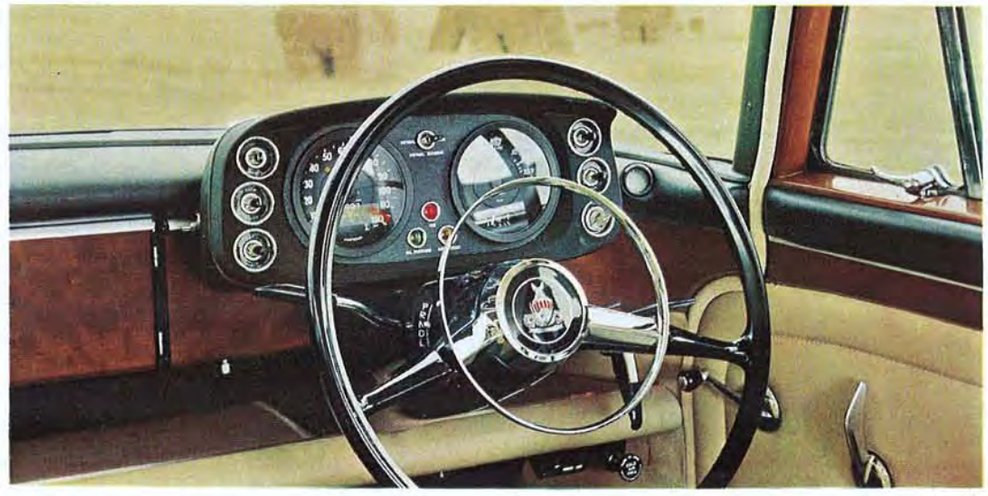
Headrests are an optional extra which will appeal to many. Not only do they offer increased restfulness on long journeys but also give protection to the neck in the event of impact at the rear of the car.

All controls are arranged for maximum accessibility and ease of operation, switches, instruments and indicator lights being contained in a single panel immediately in front of the driver.

Front seat headrests (above, right) are adjustable fore and aft and for height. They incorporate a reading light for rear passengers' use. Rear headrests (for Saloon only) can be placed in position, or stored when not required.

The radio (optional extra) is mounted in the central parcel compartment space.

Main instruments and switches are accessibly grouped. The Automatic Saloon is shown (right).



Heating for the rear compartment can be independently regulated by means of a switch.

Rear heater vents below seat cushions provide warm air for feet and legs.

There is an indefinable flair and air of good taste that marks the 3-Litre in any situation. A new range of colours gives an added sparkle to the exterior whilst matching or contrasting colours have been specially selected for the interior upholstery. Two-tone paintwork combinations are not available for the Saloon but certain separate roof and body colours can be supplied on the Coupé at extra cost.

JEWSONS
JEWSONS

THE ROVER 3-LITRE MARK III COUPÉ

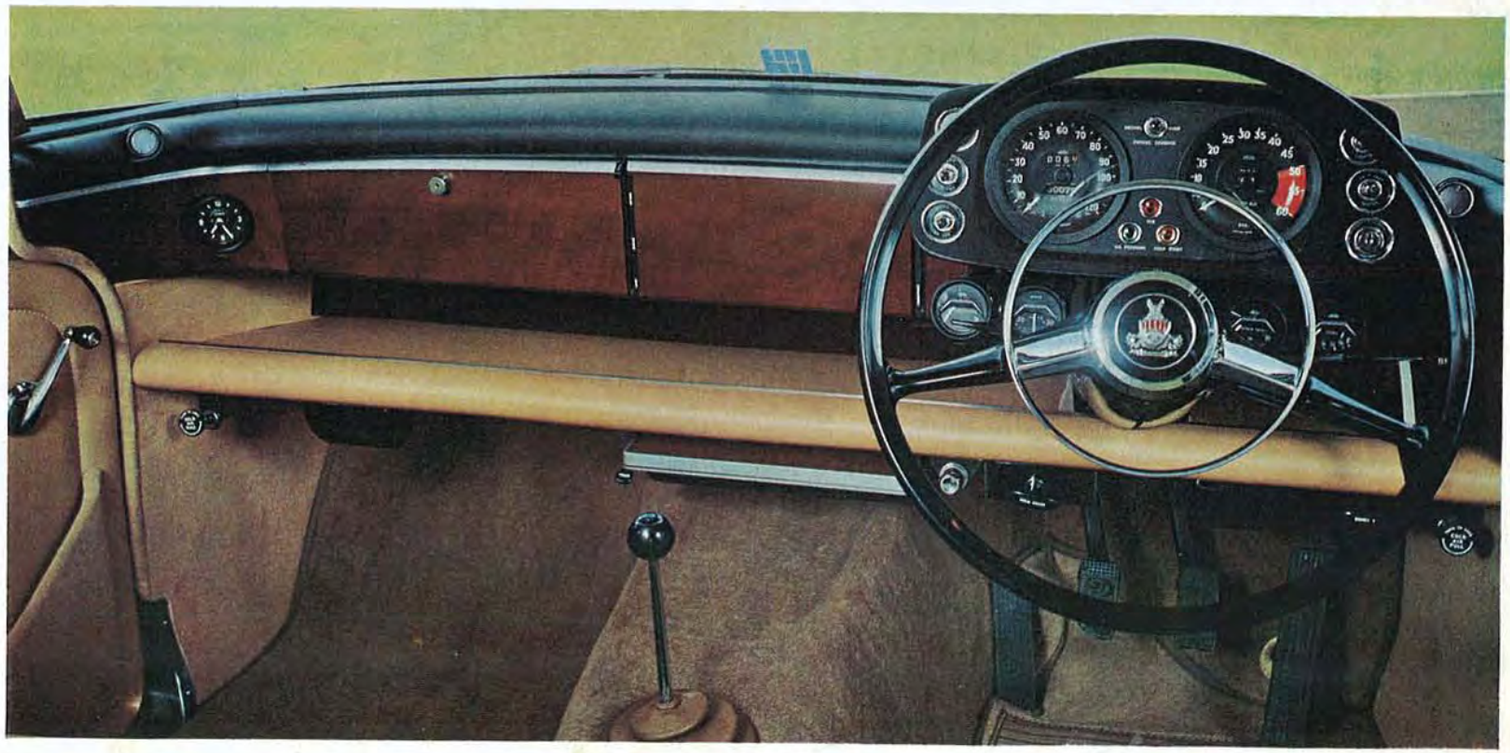
A car of very individual character, the Rover 3-Litre Coupé combines the notable features of the Saloon with a lower line and slightly higher top speed. The elegant, rather sporting exterior appearance is complementary to the richly-appointed interior with its four, deeply-upholstered seats, and both are perfectly matched by the impressive ease with which the car can reel off the miles. It glides smoothly and silently with hardly a whisper of wind to mark its swift progress.

However you look at it, the Rover 3-Litre Mark III Coupé provides a gracious, relaxed way of motoring that will satisfy the most experienced and critical taste.

Coupé instruments include an engine revolution counter next to the speedometer in the main panel. Water temperature, fuel and other gauges are mounted separately beneath. The manual control version with four-speed synchromesh gearbox is shown below.

A smoker's companion, with ash-tray and cigarette lighter, is fitted between the two rear seats.

The Coupé can be distinguished from the Saloon by its lower roof line, opening rear quarter windows and a stainless steel plate with Viking ship symbol.



A NEW WORLD OF LUXURIOUS M

OTORING

When you step into the Rover 3-Litre Mark III Saloon or Coupé you step into a new world of luxurious motoring. For the interior has been elegantly modelled to give supreme comfort and a high degree of safety.

Individual front seats, designed on the Rover 2000 pattern, give the kind of anatomical support that enables driver and passenger to enjoy long journeys without stress or fatigue. The wearing surfaces of cushions and backrests are upholstered in first-quality leather and maintain their finely-moulded shape over long periods of use. Adjustments are provided for fore and aft position and cushion height. The backs are infinitely adjustable between vertical and fully-reclining, the special friction locking device ensuring that they are firmly secured at any desired angle.

A soft, folding armrest 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 armrests attached to the doors.

One of two alternative seating arrangements can be specified for the rear compartment of the Saloon.

Two people can sit with the same exceptional degree of comfort and support as that offered at the front (below, left). Here again, the Rover 2000 influence can be seen in the most inviting, separately-shaped seats with leather upholstered cushions and backrests. When the wide central armrest is folded up, the softly-padded centre portion between the seats affords accommodation for a third person. With the armrest down the lounge chair effect is complete.

The alternative arrangement has been provided by the Rover Company in response to requests from some motorists for more traditional seating accommodation at the rear. This is now offered in typical Rover style in the form of a full-width, single-piece seat to carry three passengers (below, right). A central armrest is fitted.

It has been stated that Rover 3-Litre interiors are specifically designed to eliminate travel strain and provide the highest possible level of comfort and convenience. Some interesting features have already been touched upon; a few more are shown here. There are many more which you may like to discover for yourself when you see the car.

Extreme right. A reading light is incorporated at the rear of front seat headrests. When these optional extras are fitted, a busy executive sitting behind can continue to work during an evening journey whilst being driven to his destination, simply by adjusting the headrest and switching on.

Right. A sliding picnic table is 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. It is easily produced and completely tucked away when not required. Below the picnicking surface and on the same sliding tray is provision for the stowage of small hand tools. They are fitted in a moulded rubber base and cannot rattle.

Bottom, centre. Rear passengers are not neglected at the feast. Another picnic table folded away behind the central armrest can be lowered and drawn forward.

Bottom, left. Front door armrests are readily adjustable for height. They may either be lowered out of the way or raised to a suitably restful position. Wide, spring-loaded map pockets are incorporated at the base of the doors.

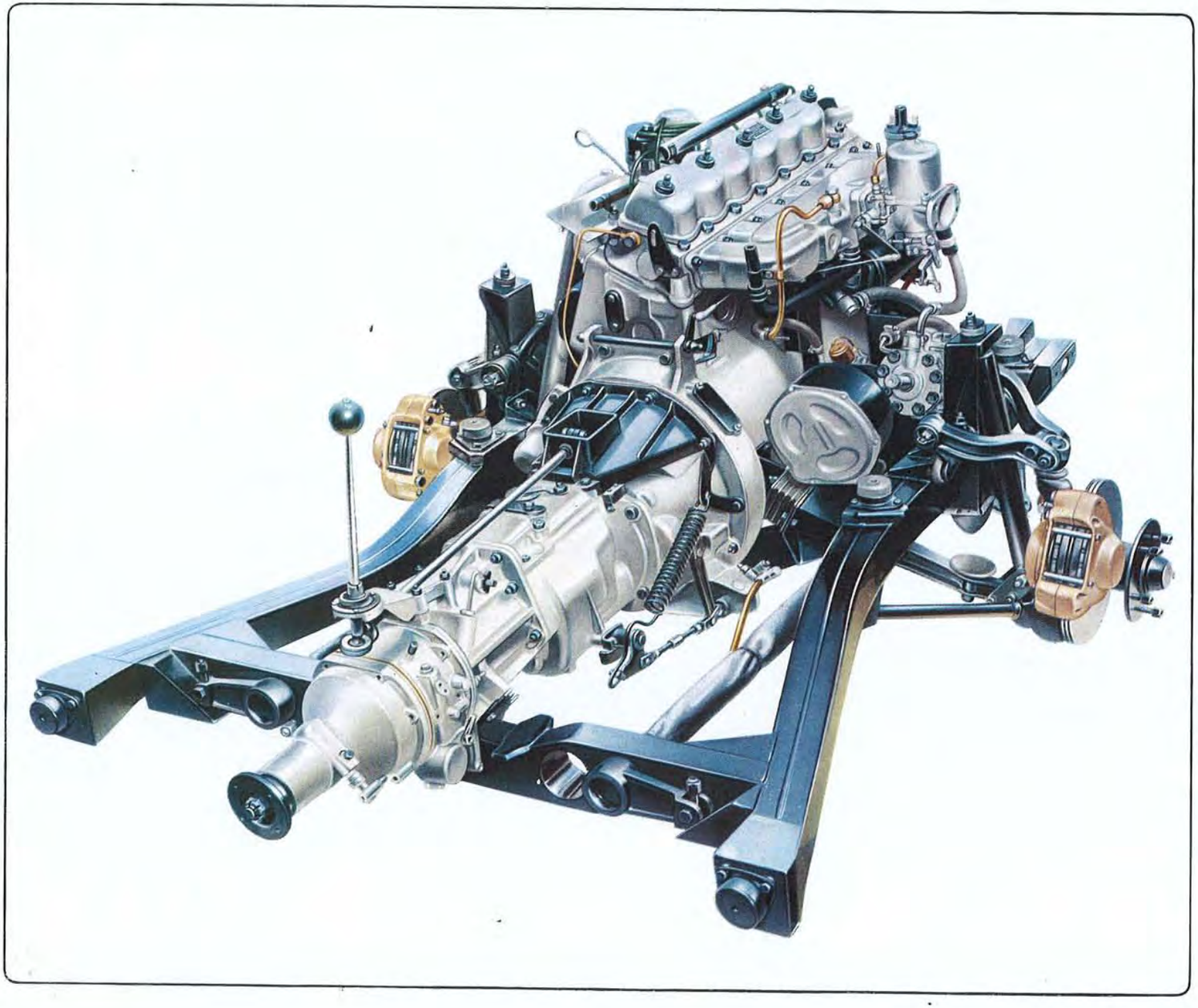
Bottom, right. A central armrest between the front seats can be adjusted to match the height of the armrests attached to the doors.

Bottom, extreme right. Another thoughtful item is the trinket box, located under the centre padding of Saloon models fitted with twin rear seats. It can accommodate a variety of things, including a small tape recorder for dictation *en route.*

Mechanically, the Mark III 3-Litre is an example of Rover engineering at its best. The overall concept has been proved over several years, not only by many thousands of owners but also by successful competition in some of the world's most gruelling rallies, including the tough East African Safari.

The suspension system is a combination of independent laminated torsion bars at the front and long, progressive-rate, semi-elliptic springs at the rear which work together to provide a smoothly cushioned ride. Careful detail design has reduced the amount of maintenance required to a minimum.

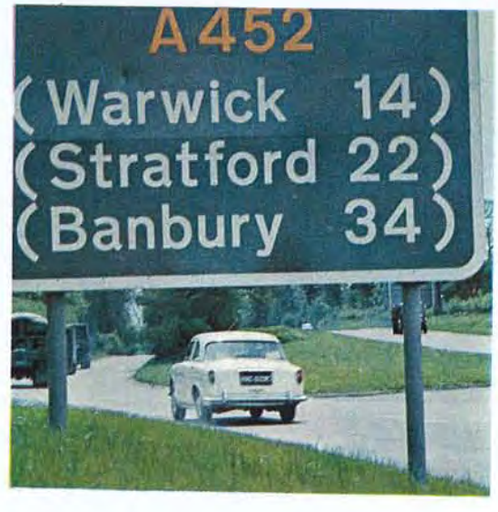
Controllability is a key word in the 3-Litre range. Power steering makes manoeuvring a simple task and servo-assisted brakes — discs at the front and drums at the rear — provide highly effective stopping on wet or dry roads under normal or emergency conditions.

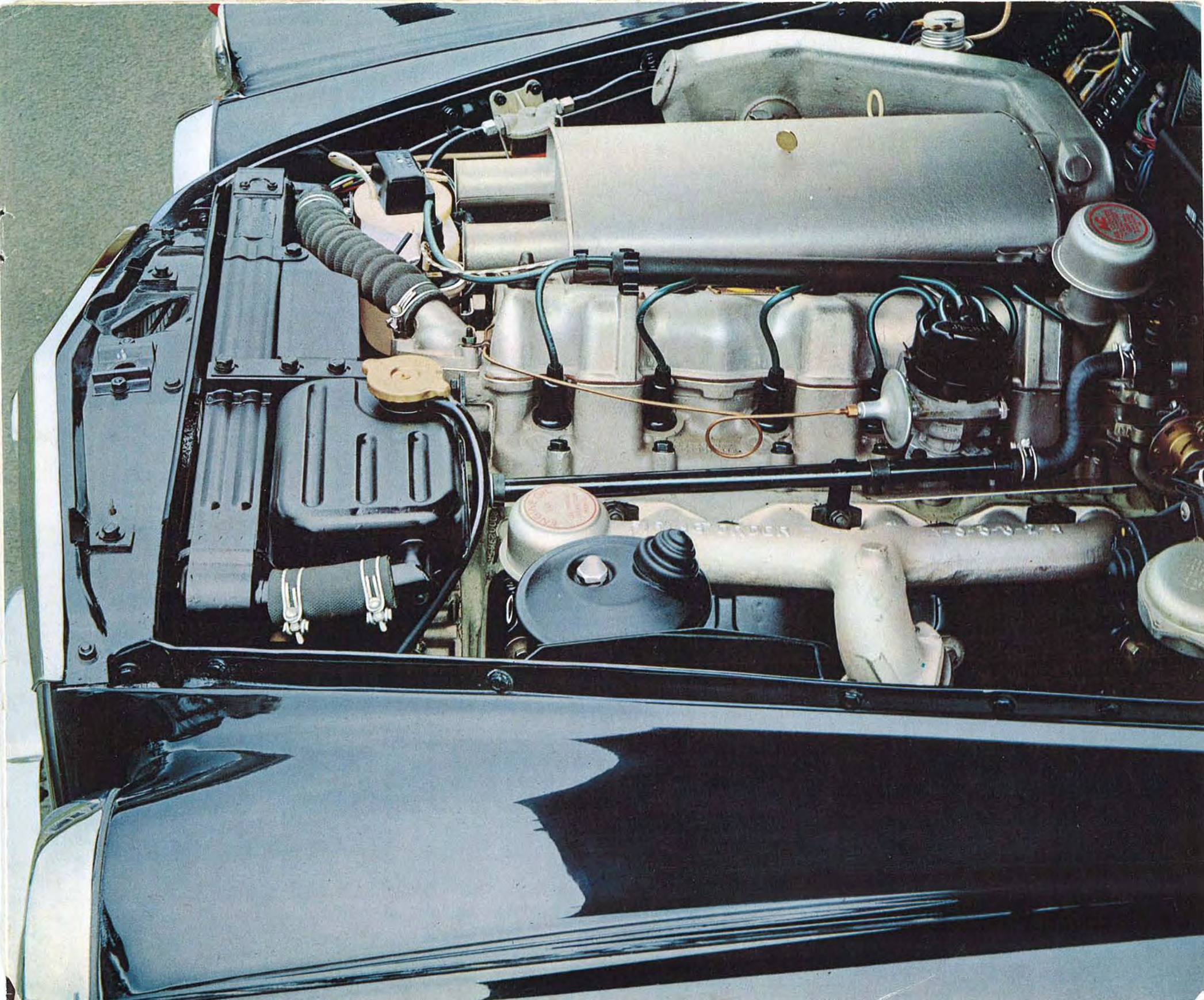


Power for the Rover 3-Litre's elegant performance is derived from a highly-refined six-cylinder engine of F-head construction with overhead inlet and side exhaust valves. It is unusually smooth and virtually silent in operation whilst its utter reliability has been proved over and over again, during recent years, under extreme running conditions. It fills its under-bonnet compartment impressively yet all important ancillaries are readily accessible for servicing. (The threepenny piece shown in the right-hand picture is not a standard feature but its ability to stand upright with the engine running, is).

A front-end chassis unit carries the engine, disc brakes, independent suspension and steering gear. It is immensely strong and offers considerable resistance in the event of head-on impact.

In performance, as in all other respects, personal experience of the Rover 3-Litre will alone prove its magnificence.





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.) 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. 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) (63·5 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. (12·9 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. 6·70 × 15 'Speed' tyres.

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 recirculating heating 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.

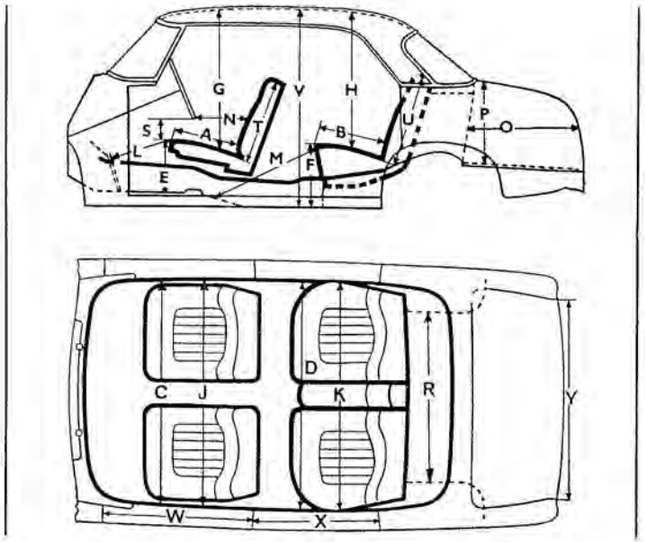
COLOURS AND TRIMS

Exterior Colour	Trims Available	Two-Tone Combinations —Coupé Only	
		Roof	Body
Rover White	Sandalwood, Toledo Red, Buffalo	Burnt Grey	Rover White
Arden Green	Buckskin, Sandalwood, Buffalo	Juniper Green	Arden Green
Juniper Green	Buckskin, Sandalwood, Buffalo	Silver Birch	Juniper Green
Admiralty Blue	Buckskin, Sandalwood, Toledo Red, Buffalo	Silver Birch	Admiralty Blue
Bordeaux Red	Buckskin, Sandalwood, Toledo Red, Buffalo	Silver Birch	Bordeaux Red
Silver Birch	Sandalwood, Toledo Red, Buffalo	Burnt Grey	Silver Birch
Burnt Grey	Buckskin, Sandalwood, Toledo Red, Buffalo	Admiralty Blue	Burnt Grey

All two-tone combinations are provided at extra cost

BODY INTERIOR Front and rear seat cushions and squabs are individually contoured and upholstered in prime quality hide. The front seats have armrests adjustable for height mounted on the doors and the driver's seat is fitted with a centre armrest adjustable for rake. Front seats are adjustable fore and aft and also for height and rake. The rear seats have a wide central armrest. 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. Front and rear headrests can also be supplied as an optional extra. The front headrests incorporate reading lights for the rear passengers. The saloon model may be fitted with a bench type rear seat in place of the standard individual seats.

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. (1·47 m.); ground clearance 6⅜ in. (0·16 m.).



INTERIOR DIMENSIONS—SALOON AND COUPÉ

	Inches Saloon	Inches Coupé	Metres Saloon	Metres 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	5¼	5¼	·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	1·232	1·232

Note: All dimensions taken with front seats in central position (total adjustment of seat fore and aft is 8¼ ins.) and height adjustment mechanism in lowest position (total rise and fall movement is 2 ins.) All dimensions taken with uncompressed cushions.

THE QUEEN'S AWARD TO INDUSTRY

THE ROVER COMPANY LIMITED

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