ROVER 3 1/2 Litre
...shone like a meteor streaming to the wind.'

The constant repetition of superlatives to describe the varied products of many manufacturers, renders them almost meaningless when applied to motor cars as truly superlative as the Rover 3.5 Litre Saloon and Coupé. Magnificent, luxurious, elegant, distinguished, powerful, silent; the 3.5 Litre models are all of these, but if you read the literature, so are a surprising number of other cars! In this catalogue we offer you honest facts, show you pertinent pictures and leave you to make your own evaluation. Better still, you may care to get in touch with your Rover Distributor or Dealer and ask for a demonstration. The cars themselves will tell you more than any publication.

Subtle styling changes clearly distinguish the 3.5 Litre Rovers from the 3 Litre models they supersede. Most important, however, is the introduction of a V.8 engine. This 184 b.h.p. unit has been developed by The Rover Company and bears all the hallmarks of Rover quality and reliability. In comparison with the 3 Litre engine the V.8 offers improved smoothness (you could be excused for thinking it impossible), faster acceleration and higher cruising and top speeds. Of aluminium construction, it also shows a significant saving in weight which gives the added bonus of better road-holding, steering and cornering characteristics. For the technically-minded, full details are included in the specification section at the end of this catalogue. Automatic transmission is fitted as standard equipment to both Saloon and Coupé.
From the small hours to the longest day—a refreshing way to travel.

We believe the 3.5 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 automatic transmission combined with the new, more urgent performance make 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 (not when driving, of course!). Either way, it is a refreshing experience.
If you prefer a low, sleek line and sporting appearance, and do not normally require accommodation for more than four people, the 3.5 Litre Coupé will be your natural choice. Few cars carry greater prestige and fewer still can compete as a straightforward value for money investment.

Comprehensive instrumentation (right) gives the driver all the information he needs, by night as well as by day. An engine revolution counter is included next to the speedometer, while an ammeter, water temperature, fuel and oil pressure gauges, are mounted separately below the main panel. Switches and indicator lights are conveniently grouped and clearly marked.

Details of seating and interior appointments will be found on later pages.

Direction indicator repeater lights are fitted into the waist moulding toward the front of the car (left) and toward the rear (lower left). These are added safety features which ensure ample warning from all quarters to other traffic.

Front headrests can be supplied as an optional extra. A light incorporated in each allows rear passengers to read or work during an evening journey without disturbing the driver.

These three features apply to the Saloon as well as to the Coupé.
A higher roof line provides the chief exterior identification between the Saloon and the Coupé. Inside, there are detail differences (specified on later pages) and a choice of rear seating to accommodate either two or three passengers. Otherwise you will find the same characteristics which make a Rover a Rover, and set it that important degree apart from other motor cars.

The automatic transmission for both Saloon and Coupé is the three-speed Borg Warner type 35 now in general use but it includes certain special features to meet Rover requirements. Two Drive positions are provided. D2 is intended for leisure motoring, icy roads or busy town conditions where gentle progress is of more value than fast acceleration. D1 gives a first gear start and offers all the facilities for using the car's full performance. L, for Lock-Up, makes it possible to change from top to second and to hold either first or second gear—in effect, to drive the car in manual control if desired. A centrally-mounted selector lever is fitted (right), with the appropriate positions clearly labelled, and illuminated at night.

Above. Saloon instruments are largely contained within the two main dials; speedometer on the left and gauges in the right-hand dial. Switches and tell-tale lights are similar to the Coupé—easily operated and clearly visible.

Right. Headrests add to the general relaxing qualities of the interior. These optional extras are available for the front seats of both models and for the rear of the Saloon.
Comfort is a difficult enough quality to define at any time. Without the use of superlatives—and we made our promise—the Rover style of comfort is beyond our powers of description. We therefore leave you to study these illustrations and read the factual information applicable to them.

All Rover car seats have leather where you sit and where you lean. It is not used on other portions of the interior because its special qualities would be wasted and other materials have proved more suitable. So it is fitted in the areas of hardest wear. It “breathes,” is soft to the touch and very long lasting.

The individual front seats (right) are of generous dimensions and fully adjustable.
Front seats are provided with adjustments for fore-and-aft position and for seatback height. The backs are infinitely adjustable between vertical and fully-reclining, and the special friction-locking device enables them to be firmly fixed at any angle to give the most comfortable travelling position.

There is a folding armrest between the front seats which may also be adjusted for height. It can be tuned to match the height of the marquetry armrests attached to the doors and to give proper balance.

One of two alternative seating arrangements can be specified for the rear compartment of the Sallot. You can have two individually-reclining seats, as shown below, or a single full-width seat to accommodate three passengers. In the individual arrangement there is still room for a third person on the padded centre position between the seats but no regular use by the centre driver. The full-width seat may be folded down to accommodate the extra seating, your personal choice. A central folding armrest is provided with both specifications.

In the Coupe, two separately-shaped seats are offered at the rear, with a padded portion between to accommodate an occasional third passenger. This is, however, at a lower level and can be folded down by the driver. The folding armrest is shown in the down position in our illustration, above, to indicate the armchair effect that can be achieved in both the Saloon and Coupe models.
Refinements to suit every occasion

Right. A sliding picnic table is fitted below the front parcel shell. It is easily produced when required and just as easily tucked away again. Beneath the table surface is a moulded rubber tray containing a set of small hand tools.

Below. For rear passengers another picnic table is hidden away behind the central armrest. It can be lowered in a moment and, in addition to its flat table surface, it incorporates glass and bottle holders.

Below. Rear passengers are also individually catered for in respect of heating. A switch, located on the floor between the front seats can be operated independently of the main heating system. (The rear heater control also incorporates a speaker regulating switch when radio with front and rear speakers is fitted.) Vents below the rear seat cushions allow warm air to circulate around passengers' feet and legs.

Left. The front-end styling of the Rover 3.5 Litre Saloon and Coupé incorporates built-in fog lamps. Distinctive wheel design provides easy recognition between the new models and the previous, 3 Litre range.

Below. Features which distinguish the Coupé from the Saloon are its lower roof line, opening rear quarter windows and a stainless steel plate incorporating a Viking ship symbol.
Left. It is claimed that large cars are a nuisance in busy cities. Not the Rover 35 Litre. Because of its power-assisted steering it is highly manoeuvrable and can be parked with one finger. Try it!

Right. Side armrests fitted to front doors can be raised or lowered at will to suit the needs of the moment.

Below. The front centre armrest can also be adjusted for height to match the position of the door armrests.

Below, left. Radio can be supplied as an optional extra. The installation occupies the central parcel compartment space in the fascia.

Above. A clock is recessed into wood fascia at the passenger's end. It is out of the way yet clearly visible to all the car's occupants.

Above. In the Coupé, a smoker's companion, comprising ashtray and cigarette lighter, is fitted between the two rear seats.

The Saloon model fitted with individual rear seats is provided with a trinket box recessed beneath the centre padding.
Control systems tuned to high performance

Whichever way the cat jumps, or even if it stands rooted to the spot, you need a predictable reaction from the car's controls. Power steering, finely-balanced suspension and servo-assisted brakes (disc at the front), give the Rover 3-5 Litre the sort of control system that is taken for granted in everyday situations but reminds you of its efficiency in an emergency stop. You will find it remarkably safe and stable at any time and the D2 start incorporated in the automatic transmission assists steady progress without wheel spin under icy conditions.
**General Specification**

**ENGINE**
- An O.H.V. all aluminum lightweight high performance V.8. Bore 3.5 in. (88.9 mm), stroke 3.25 in. (82.5 mm); 215 cubic inches (3,500 cc); 180 bhp at 5,300 rpm; 10:1 compression ratio. Max. gross B.H.P. 184 at 5,200 rev. min. Max. gross torque 226 lb. ft, 1300 rev. min. (240 bhp at 5,500 rev. min; 150 lb. ft, 1300 rev. min.
- Aluminum alloy cylinder block with inserted iron liners, cast integrally with stiff short crankcase. Aluminum alloy cylinder heads with an in-line valve arrangement providing a high degree of breathing efficiency. The engine is fitted with a separate aluminum alloy inlet manifold which carries two S. U. carburettors. Self adjusting hydraulic tappets are fitted. The pistons are a special lightweight full skirt design incorporating a shallow circular depression near the crown. The counterweighted crankshaft runs in five roller plated copper/lead/nickel steel shell bearings and is fitted with a forced lubrication damper. A gear oil pump delivers oil under pressure to the main, big end, and camshaft bearings, the hydraulic tappets, distributor drive shaft and rocker gear. The cylinder bores are lubricated by oil jets from each connecting rod. A full flow oil filter is fitted. The crankcase is fitted with a positive sealed ventilation system controlled by the carburettors.

**FUEL SYSTEM**
- A 14 gallon (16.8 U.S. gallons; 63.9 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, and an anti-slip tank breather system is incorporated. A 1.5 gallon (1.8 U.S. gallons; 7 litres) reserve supply is controlled by a valve in the parcel shelf. The filler cap is lockable. Fuel is delivered to two carburettors through a disposable paper element filter by a mechanical pump operated by the engine camshaft and there is a petrol return pipe to petrol tank.

**AUTOMATIC TRANSMISSION**

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

**REAR AXLE**
- Semi-floating with spiral bevel final drive. Final drive ratio is 3.54:1.

**STEERING**
- Worm and peg, power assisted steering with variable ratio is used to give high overall efficiency. Steering wheel diameter 17 in. (43.2 cm). Tumming circle 40 ft. (12.2 m).

**FRONT SUSPENSION**
- Independent suspension on integral torsion bars. All ball joints and bearings are sealed against the entry of dust and water and loss of lubrication. They need very little 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 selected 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 has brake operating on rear wheels is applied by pistol grip lever. A brake fluid level and handbrake warning light are provided.

**WHEELS AND TYRES**
- 5J x 15 Rostyle pressed steel wheels, chromium plated with matt black powder coated centres, centre badge and rotater, 6.70 x 15 in. Dunlop RS18 or Avon Turbulence 165S Tyres.

**LIGHTING**
- Headlamps, fog lamps, 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. Repeater flashers are fitted to body side mouldings. There is a reversing light, boot illumination light and on Coupe models an under-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. A double filament headlamp headlight is dipped on a pedal-operated switch which also acts as a footrest. A headlamp flashing switch is fitted and the side lamp switch has a position for parking purposes at night, extinguishing the two rear lamps. Side light is fitted to the rear of the body on the rear doors, incorporating a red lens, giving right-hand drive tail lights with the boot lid open. The headlight and side light units are of sealed beam design.

**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 in the windscreen. The temperature of the air is controlled by a thermostat in the base of the windscreen giving good air distribution for demisting and defoating. There are also separate face level vents and floor vents and warm air outlets to the rear seats in a recirculating heating system which can be independently operated and regulated by a control switch mounted on the transmission tunnel.

**WINDSCREEN WIPERS AND WASHERS**
- Variable speed windscreen wipers of the off-the-shelf type are fitted. Electrically operated windscreen wipers are also provided as standard equipment.

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

<table>
<thead>
<tr>
<th>Exterior Colour</th>
<th>Trims Available</th>
<th>Two-Tone Combinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver Birch</td>
<td>Mullbery, Saddle Tan, Ebony</td>
<td>Silver Birch, Mullbery, Saddle Tan, Ebony</td>
</tr>
</tbody>
</table>

**INTERIOR DIMENSIONS—SALON AND COUPE**

<table>
<thead>
<tr>
<th>Inches</th>
<th>Metres</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Front to rear of front cushion</td>
<td>151/8</td>
</tr>
<tr>
<td>B Front to rear of rear seat</td>
<td>149</td>
</tr>
<tr>
<td>C Width of body at front of front seat</td>
<td>59</td>
</tr>
<tr>
<td>D Width of body at front of rear seat</td>
<td>59</td>
</tr>
<tr>
<td>E Top of front cushion to floor</td>
<td>33</td>
</tr>
<tr>
<td>F Top of rear cushion to floor</td>
<td>34</td>
</tr>
<tr>
<td>G Headroom front seat</td>
<td>34</td>
</tr>
<tr>
<td>H Headroom rear seat</td>
<td>34</td>
</tr>
<tr>
<td>J Width of body at rear of rear seat</td>
<td>58</td>
</tr>
<tr>
<td>K Width of body at rear of seat</td>
<td>58</td>
</tr>
<tr>
<td>L Front cushion to accelerator pedal</td>
<td>300</td>
</tr>
<tr>
<td>M Rear cushion to footrest</td>
<td>24</td>
</tr>
<tr>
<td>N Front squab to steering wheel</td>
<td>17</td>
</tr>
<tr>
<td>P Lumber depth</td>
<td>17</td>
</tr>
<tr>
<td>Q Lumber width</td>
<td>19</td>
</tr>
<tr>
<td>R Seat squab</td>
<td>19</td>
</tr>
<tr>
<td>S Front of cushion to steering wheel</td>
<td>55</td>
</tr>
<tr>
<td>T Front squab</td>
<td>55</td>
</tr>
<tr>
<td>U Rear squab</td>
<td>20</td>
</tr>
<tr>
<td>V Height of interior of body</td>
<td>49</td>
</tr>
<tr>
<td>W Width of front door at waist</td>
<td>70</td>
</tr>
<tr>
<td>X Width of rear door at waist</td>
<td>70</td>
</tr>
<tr>
<td>Y Minimum width of boot opening</td>
<td>60</td>
</tr>
</tbody>
</table>

**Note:** All dimensions taken with front seats in central position (total adjustment of seat fore and aft is 8 in.) and height adjustment mechanism lowest position (total rise and fall movement is 2 in.). All dimensions taken with uncompensed cusions.

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Printed in England by The Hudson-Buckler & Webb Group, Birmingham 3.