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

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.

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 bosses 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.

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 in 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 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 Vaumol 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.
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. Synchro-mesh 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 uncanally 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 lightweight 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.
CHASSIS SPECIFICATION

NOTE: Apart from the differences in engines, chassis specifications for the '68, '74 and '90 cars are almost identical. Where differences occur, they are clearly indicated.

ENGINES. Three-point flexible mountings. Aluminum alloy cylinder head inclined on cylinder block to accommodate inclined design of high-efficiency combustion chamber. Overhead inlet valves operated by push rod and rocker arms. In line, exhaust valves side located operated by rocker arm direct off camshaft. Camshaft driven by double roller chain with hydraulically operated automatic tensioners. Inclined Y 8° shape on crown of pinion to conform to special combustion chamber giving increased turbulence enabling use of a weak mixture and consequently efficient combustion economy. Nickel chrome steel camshafts fitted with rubber-mounted harmonic vibration damper, copper-lined main and big-end bearings. Oil pump intake filter in sump, engine lubrication by pressure from gear type pump forcing oil to all bearings, valve gear and steering column.

40 Four-cylinder. 73.0 mm. bore x 105 mm. stroke, capacity 1,997 cc. Single carburettor fitted with combined air cleaner and silencer, vibration damper, oil filter by full-flow oil filter. Maximum B.H.P. 50 at 4,500 r.p.m. Maximum torque 101 lb. ft. at 2,500 r.p.m.

75 Six-cylinder. 75.0 mm. bore x 105 mm. stroke, capacity 2,250 cc. Single carburettor fitted with combined air cleaner and silencer, vibration damper, oil filter by full-flow oil filter. Maximum B.H.P. 82 at 4,500 r.p.m. Maximum torque 111 lb. ft. at 1,750 r.p.m.

90 Six-cylinder. 73.0 mm. bore x 105 mm. stroke, capacity 2,775 cc. Single carburettor fitted with combined air cleaner and silencer, 4-bolt camshaft, oil filter by full-flow oil filter. Maximum B.H.P. 90 at 4,500 r.p.m. Maximum torque 132 lb. ft. at 1,250 r.p.m.

FUEL SUPPLY. From 111 gallon 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 commensurate voltage control. Flashing head-lights, side lamps mounted on wings. Head-lamps fitted with sealed lens, reflector and fog-lamp bulb. All models fitted with double-filament bulbs to both head-lamps, operated by face-check.

CLUTCH. 4-speed dry plate with sealed ball bush withdrawal.

STEERING. Recirculating ball type and nut, variable ratio for manoeuvrability. Turning circle 32 ft.

GEARS. Four forward speeds and reverse, synchromesh 2nd, 3rd, 4th and top. Central positive gear change lever leaving from front support. Ratios: Top: 4.24:1; 1st, 5.92:1; 2nd, 5.87:1; 3rd, 16.51:1; Reverse: 13.77:1. An alternative rear axle ratio of 3.4:1 is available on the '90 car.

FREE-WHEEL. Incorporated with gearbox. Use optional, controlled friction and automatic. Automatically locked in reverse gear.

TRANSMISSION. Divided by propeller shaft with rubber mounted centre bearing. Steel leaf type rear axle.

BRAKES. Hydraulically-operated foot brakes with two leading shoes on front wheels. Mechanically actuated handbrake, operates on rear wheels only.

SUSPENSION. Rover special advanced design of independent suspension. Progressive rate semi-elliptic rear spring eccented in leaves packed and sealed inserts. Double-acting hydraulic telescopic shock absorbers, anti-squat type, front and rear. Constant rate rear spring on '68 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 ducts on front in line of windscreen, where it avoids dust and exhaust fumes.


WHEELS AND TYRES. 600 x 15 in. tyres. Economy wheels with less chromium hub plate on Rover twin-leaf mounted centrally.

JACKING. Twolocking sockets provided on each side of car. Jack easily located, safe and simple in operation.

CHASSIS LUBRICATION. Rubber bushed and sealed bearings give a clean and efficient self-lubricating system with little or no attention, outwearing the old method of grease-lubricated bearings. To minimise road shocks and vibration the body is mounted on rubbers so that all is the engine. These mountings, coupled with rubber insulation between the suspension and the chassis, combine with the exceptional smoothness of the engine to give a new smoothness to motoring.

The Rover Company Limited reserves the right to alter specifications, designs or prices without notice and without incurring any obligation. All Rover cars are subject to the guarantee conditions contained in the Guarantee Form issued by The Rover Company Limited. Persons dealing in the Company's goods are not the agents of The Company and have no authority to bind the Company by any expressed or implied undertaking.

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E & O.E.

INTERIOR DIMENSIONS

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