ROVER 95 & 110 models
CONSISTENT with its policy of developing a successful range of cars rather than making sweeping changes of design at frequent intervals, the Rover Company now offers the improved 95 and 110 models which replace the 80 and 100 respectively. They retain the pleasantly formal and dignified appearance, the uncommon comfort and silence known to so many motorists, but power has been increased to provide a swifter, more potent performance. The 95 is fast, the 110 faster; both represent workmanship and value of a very high order.
THE HIGH-PERFORMANCE ROVER 110

The Rover 110 is a fast touring saloon that will cover the ground effortlessly, its thrustful performance belying deceptively quiet looks. Upholstery, equipment and finish are to traditional Rover standards; comfort is complete. The power of the 110 is perfectly balanced by its handling and road-holding qualities, and disc brakes on the front wheels give retardation that is satisfyingly safe. Overdrive is fitted as standard on this model.
THE SIX-CYLINDER ROVER 95

This model offers the luxury of six-cylinder Rover motoring at a surprisingly low cost. Here is all the comfort and outstanding performance of the Rover 100 — just superseded by the 110 — for little more than the price of the four-cylinder 80 which the 95 now replaces. Its advanced seven-bearing crankshaft engine produces an abundance of smooth, silent power, and there are disc brakes on the front wheels to provide efficient stopping under all conditions. A 3.9:1 ratio rear axle is employed giving an effortlessly high cruising speed, so overdrive is not fitted. The highest standards of Rover finish and technical excellence are fully maintained throughout.

Altogether, the 95 is the ideal introduction for the family to the Rover style of motoring.
WELL-PLANNED AND CONVENIENT CONTROLS

Instruments and controls are placed in front of the driver in the most practical and convenient positions. All switches are of the toggle type that can be operated by a flick of the finger and there are indicator lights to warn that oil pressure is low, that the cold start control should be returned to its normal running position, that the handbrake has been inadvertently left on or the fluid in the braking system needs replenishment. The wood-panelled facia is in keeping with the tasteful design of the interior as a whole.
EFFORTLESS POWER

Silken-smooth power is provided by the six-cylinder engine of the Rover 110. It is of overhead inlet, side exhaust valve design and, like all Rover engines, incorporates many special features to ensure sustained performance and a long life. Power developed is 123 b.h.p. at 5,000 r.p.m.
PRACTICAL DOWN TO THE LAST DETAIL...

The lid of both facia glove boxes opens to the horizontal position to form a useful table. The compartments themselves are spacious enough to hold a variety of objects.

An extremely efficient heating system is provided, with controls to deal with all temperature variations.

A full-width bench-type front seat is supplied as standard equipment on both the 95 and the 110. Individual seats (right) are available as an optional extra on both models and, on the 110, fully-adjustable seats can be fitted as a further alternative. These provide for adjustment of the back-rest to the reclining position as well as upward and downward, fore and aft movement of the seat itself.
The interior is virtually the same for both models. It is roomy, attractively appointed and finished in true Rover style. Seats are upholstered in fine quality hide, thick pile carpets cover the floor and selected walnut is used for facia and window garnishings.

Radio is available as an optional extra, fitting neatly into the central parcel compartment.

Front side arm rests fitted to door casings are adjustable for height as required.

Sump oil level can be read at a glance on the fuel gauge at the flick of a switch.
ENGGINEERING EXCELLENCE

The welded box-section steel chassis frame of the 95 and 110 is immensely strong and rigid and affords a very high degree of safety. Rubber bushes and sealed oil reservoirs are extensively used to eliminate the need for frequent maintenance. Only one point, on the propeller shaft, requires normal grease gun attention — at 3,000 mile intervals.
Front suspension is by coil springs controlled by telescopic hydraulic shock absorbers. All suspension links are rubber-bushed.

Long semi-elliptic springs are used for the rear suspension. They are grease-packed and gaitered and require no attention.

Disc brakes are fitted to the front wheels of all Rover cars to ensure powerful, fade-free stopping under all conditions.

FINE SELECTION OF COLOURS

A fine range of colours is available giving a brilliant, lasting finish to the coachwork. There is a choice of ten single colours, while ten two-tone combinations can be supplied at extra cost. Some of the interesting variations are indicated on this page.

- Marine Grey and Charcoal
- Steel Blue and Light Navy
- Marine Grey and Pine Green
- Stone Grey and Burgundy
- Juniper Green and Pine Green
- White and Marine Grey
GENERAL SPECIFICATIONS

ENGINE (93) Six cylinders. Bore 3-063 in. (77.8 mm.); stroke 3-625 in. (92.075 mm.); capacity 160.5 cu. in. (2,625 c.c.); brake horse-power 102 at 4,750 r.p.m.; compression ratio 8.6:1 (low compression available 7.8:1); max. torque 140 ft. l.b. at 1,300 r.p.m. Overhead inlet and inclined side exhaust valves. Aluminium alloy cylinder head inclined on block. Crankshaft runs in seven copper-lead-lined steel shell, lead-tin-plated bearings and is fitted with a torsional vibration damper. A full flow oil filter is fitted, and the sump level can be checked from the driving seat by a switch on the instrument panel.

ENGINE (110) Six cylinders. Bore 3-063 in. (77.8 mm.); stroke 3-625 in. (92.075 mm.); capacity 169.3 cu. in. (2,765 c.c.); brake horse-power 123 at 5,000 r.p.m.; compression ratio 8:1 (low compression available 7:8:1); max. torque 142 ft. l.b. at 3,000 r.p.m. Overhead inlet and inclined side exhaust valves. Aluminium alloy cylinder head inclined on block fitted with separate aluminium alloy inlet manifold. Crankshaft runs in seven copper-lead-lined steel shell, lead-tin-plated bearings and is fitted with a torsional vibration damper. A full flow oil filter is fitted, and the sump level can be checked from the driving seat by a switch on the instrument panel.

GEARBOX Four forward speeds and reverse. Single helical constant mesh with synchronmesh on second, third and top speeds. A central gear change lever is designed to leave the front floor of the car unobstructed. A Laycock de-Normanville overdrive is fitted as standard equipment on the 110.

OVERALL GEAR RATIOS (93) Top 3:59; second 3:57; third 11:106; reverse 1:156; reverse 1:124.

OVERALL GEAR RATIOS (110) Overdrive 3:53; top 4:31; third 5:63 second 1:783; first 4:916; reverse 1:126.

CLUTCH Single 8" dry plate type, light in operation and incorporating a sealed ball-bearing thrust race. This is constantly immersed in clean oil and requires no attention.

CHASSIS FRAME Of welded box section high grade steel, light in weight and immensely rigid. There are special rubber mountings between frame and body.

SUSPENSION Independent coil spring front suspension fitted with rubber bushes at all link joints to eliminate road noise and road for seating. The front swivel pin bushes have their own sealed oil reservoirs and thrust ball bearings, requiring the minimum of attention. Long semi-elliptic springs are fitted at the rear end fitted in lubricant-packed and sealed gaiters. Double-acting hydraulic telescopic shock absorbers, of a special anti-rotation type, are fitted front and rear.

REAR AXLE Spiral bevel, semi-floating. Final drive ratios: 110 model 4:3 to 1; 93 model 5:3 to 1.

BRAKES Servo-assisted hydraulic brakes all round with disc calipers at the front and leading and trailing shoe drum brakes at the rear. Mechanical and hydraulic handbrake operates on rear wheels only. A brake fluid and handbrake warning light is provided.

STEERING The variable ratio steering, of the recirculating ball type, is light and positive. The steering wheel diameter is 17 in. (0.43 m.) and the turning circle is 37 ft. (11.25 m.).

FUEL SUPPLY An 11 gallon tank is fitted at the rear of the chassis and a dual inline electric petrol pump is mounted in the boot. A reserve supply (1 gallon) is controlled by a switch on the instrument panel. The petrol filler is concealed by a spring flap locked from inside the luggage boot.

WHEELS AND TYRES Easy-clean wheels with polished stainless steel trim covers embodying the Rover symbol are fitted to the 110 model. The 93 model has large chromium hub plates, and wheel trim are available as an optional extra. 6-40 x 15" tyres are fitted. The tool kit includes an easily operated positive non-slip jack which locates in four sockets, two on each side of the chassis frame.

LIGHTING The headlamps, sidemamps and flasher lamps are flush-fitting in the wings. Headlamps for the Home Market are fitted with sealed beam light units. Export models have a sealed lens and reflector unit with previous bulb. The double filament in each headlamp is dipped by a foot operated switch. Twin combined flasher, stop and tail lights, incorporating red reflectors are fitted, and for parking purposes, the two rear side lights may be switched off leaving the two offside lights on. A reversing light is provided.

HEATING, VENTILATING, DE-MISTING AND DE-FROSTING UNIT This unit, fitted as standard, gives frost-air heating and ventilation. The volume and temperature of the air in the car can be varied and the operation of the hot and cold air vents is controlled by a single lever. A scuttle ventilator is fitted just in front of the windscreen, where its ensures a generous intake of fresh air and avoids dust and exhaust fumes.

WINDSCREEN WIPERS AND WASHERS Windscreen wipers are of the self-parking electric type. The 110 model has an electrically operated twin-jet windscreen washer which is controlled by a combined washer/wiper switch. A foot plunger operates the windscreen washer on the 93 model.

BODY EXTERIOR The body is exceptionally well finished, having five-seated undercoated rubber-dipped by hand. The doors have push-button handles, and give efficient sealing against the entry of dust or draughts. The luggage boot will take luggage for a full passenger complement, and the spare wheel is carried in a separate locker beneath the boot. At night, when side lamps are on, the boot interior is automatically lit when the spring-balanced lid is raised. Bumper over-riders are fitted front and rear.

BODY INTERIOR The seat upholstery is in prime quality hide, and both front and rear seats have extra-wide central folding armrests and side armrests, the front side armrests being individually adjustable. The front seat can be adjusted for fore and aft and also for height and rake. Individual front seats with map pockets can be supplied at extra cost in place of the single-piece seat normally fitted. Finest quality floor carpets are fitted, and heavy felt underlays are provided beneath them. Selected walnut is used for the window frames and facia panel, and the interior equipment includes: front and rear interior lights, operated either by opening the doors or by independent switches; ashtrays fitted under the facia board and in the back of the front seat; twin sun visors, the one on the passenger side incorporating a mirror; a clock mounted centrally on the facia; a spacious glove-box, under separate lock and key and fitted with a pull-down door for map-reading, etc.; provision for radio; armrests for rear passengers; safety catches on the interior rear door handles, to prevent accidental opening. A laminated glass windscreen can be supplied as an optional extra.


Recommended Two-Tone Combinations (at extra cost): Juniper Green/Pine Green; Marine Grey/Charcoal; Steel Blue/Light Navy; Stone Grey/Burgundy; Steel Blue/Charcoal; Marine Grey/Light Navy; Stone Grey/Juniper Green; White/Marine Grey; Marine Grey/Black; Marine Grey/Pine Green; Upholstery: Red, Blue, Green, Grey, Tan, Beige.

OVERALL DIMENSIONS Wheelbase 111 in. (2,822 mm.); track, front, 52 in. (1,320 mm.); track, rear, 54 in. (1,371 mm.); overall length, 14 ft. 10 in. (4,549 mm.); overall width, 5 ft. 5 in. (1,672 mm.); overall height (unladen), 5 ft. 3 in. (1,602 mm.); turning circle, 37 ft. (11.25 m.).

INTERIOR DIMENSIONS

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| Front to Rear of Front Cushion | 19 | 0.48 |
| Front to Rear of Rear Cushion | 19 | 0.48 |
| Width of Body at Front of Front Seat | 54 | 1.37 |
| Width of Body at Front of Rear Seat | 54 | 1.37 |
| Top of Front Cushion to Floor | 12 | 0.32 |
| Top of Rear Cushion to Floor | 13 | 0.33 |
| Headroom—Front Seat | 38 | 0.97 |
| Headroom—Rear Seat | 36 | 0.91 |
| J | Width of Body at Rear of Front Seat | 55 | 1.41 |
| K | Width of Body at Rear of Rear Seat | 53 | 1.36 |
| L | *Front Cushion to Accelerator Pedal | 21 | 0.53 |
| M | *Rear Cushion to Front Seat | 23 | 0.58 |
| N | *Front Cushion to Steering Wheel | 13 | 0.34 |
| O | Locker Depth | 38 | 0.97 |
| P | Locker Height | 14 | 0.36 |
| R | Locker Width | 40 | 1.02 |
| S | Top of Front Cushion to Steering Wheel | 6 | 0.15 |
| T | Front Squab Height | 24 | 0.61 |
| U | Rear Squab Height | 24 | 0.61 |
| V | Height of Interior of Body | 47 | 1.19 |
| W | Width of Front Door at Waist | 33 | 0.85 |
| X | Width of Rear Door at Waist | 27 | 0.69 |
| Z | Minimum External Width of Boot Opening | 35 | 0.91 |

*Dimensions marked* are taken with the seat in the central position. The seat may be adjusted 23 in. (68.5 mm. forwards or backwards, plus 1 in. (25 mm.) further forward by repositioning seat on runners. Vertical adjustment 4 in. (19 mm.) up or down. All measurements are taken with the upholstery fitted with a passenger of average weight.
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