ROVER

3-Litre

Saloon & Coupé
RELAX AND LEAVE THE CROWD BEHIND

Relaxation implies doing something enjoyable outside the line of duty. It may be sitting in one's favourite armchair, walking through the peaceful countryside, lying on a sun-drenched beach, spending an hour or two in the garden, perhaps enjoying a leisurely, well-cooked meal—the list is endless, its contents depending simply on one's own particular tastes. The object, however achieved, is to unwind and let the day's problems look after themselves for a while.

Applied to motoring, relaxation requires a car which inspires confidence, with a roomy, comfortable interior, smooth-riding suspension, predictable handling qualities and an engine that purrs silently but powerfully under the bonnet to provide an effortless performance. A car in which one is largely insulated from the bustling traffic; which will, in fact, leave the crowd behind.

Such a car is the Rover 3-Litre. Internationally accepted as one of the world's best engineered cars it has been developed through seven years of production to the highest standard of refinement. Two 3-Litre models are offered, the Saloon and Coupé. Both are available with manual gearbox control or optional automatic transmission. Both will open the door to a world of relaxed motoring that must be experienced to be believed.
THE ROVER 3-LITRE SALOON

The 3-Litre Saloon is Rover through and through. From the initial conception, through the design and development stages to final production, testing and hand-waxing of the paintwork this car is all Rover, a thoroughbred with a pedigree that can be traced back over sixty years.

Modern, dignified styling gives the 3-Litre Saloon an individual appearance that cannot be mistaken yet it is a car with an interesting dual personality. On the one hand it is luxurious, completely silent and the symbol of success, whilst on the other, its outstanding performances in some of the world's most gruelling rallies have proved it to be completely reliable and superb to handle under the most difficult conditions. Rallies in themselves may be of little interest to the busy executive or professional man but a car of this calibre that will take the rough and the smooth with equal facility must inspire a high degree of confidence.

Long journeys in the 3-Litre Saloon create no problems in respect of tiredness. The armchair comfort, silent running and fast, effortless cruising make possible important business appointments in widely separated places. A trip of over 400 miles in a day can still leave time and energy to spare for an enjoyable evening engagement. Holiday routes can also be planned with few restrictions on the mileage to be covered.

The Rover name has always been associated with intrinsic quality, with cars that stand high above the average in engineering excellence and detail finish. Your 3-Litre Saloon will give you a style of motoring unobtainable from any other make in or near the same price range.
Owners of Rover 3-Litre Saloons will be aware of the meticulous attention to detail that is applied in every phase of construction and the careful planning of every piece of interior equipment so that it does its own particular job in the most efficient way. When one becomes accustomed to the car this special refinement, whilst being continually appreciated, is accepted as the normal standard. It is, perhaps, during the first introduction to Rover methods that the difference between this car and those one has owned before becomes astonishingly apparent. "Rover engineering" ceases to be just a phrase and acquires a really personal significance.

(Below left) Small tools are carried in a sliding tray mounted below the facia on the passenger side. Each piece fits snugly into its own recess in the foam rubber base. (Second left) A large lockable facia parcel compartment is provided. The lid, when open, is supported horizontally to form a handy formica-topped table. Another locker, centrally positioned, is available when radio is not fitted. Below the facia, running the full width of the car is a wide shelf on which the usual motoring aids can be carried. (Third left) Extra fresh air can be drawn into the car at face level through ducts at each end of the facia. The volume and direction of the air flow is easily regulated by a butterfly valve. (Right) Pye or Radiomobile radio is available as an extra. The unit fits neatly into the space normally occupied by the central glove box. (Extreme right) Pedals are carefully positioned for the most convenient and comfortable use. The dip switch on the left makes a useful footrest.
The quality of comfort offered inside the Rover 3-Litre is outstanding in every respect. Front and rear passengers alike have ample room in which to relax in the soft leather-upholstered seats, while thick pile carpeting with heavy felt underlays add to the general air of luxury and well-being. The illustration above shows the Saloon interior with its full-width rear seat which affords generous accommodation for two or three people. In the Coupé two individually-moulded rear seats are fitted, with a softly padded centre portion for an occasional third passenger. Comfortable temperatures can be maintained in summer and winter with ample fresh-air intakes and a heating system that is highly efficient and easy to operate.
Now, even better than ever, the Rover 3-Litre Saloon is fitted with power steering as standard equipment. Another interesting feature is the aluminium steel rear silencer which will prolong the life of the exhaust system. The Rover Company is the first British manufacturer to use this material and its introduction, together with other detail improvements, illustrates the Company's policy of continuous development no matter how successful or well-established the car.
A thoroughbred out of a thoroughbred and a Rover from start to finish, that is the 3-Litre Coupé.

Introduced into the Rover car range in 1962 the Coupé has a special character all its own which combines every notable feature of the Saloon, from which it was developed, with sleeker styling giving improved aerodynamic qualities. The elegant, rather sporting exterior appearance is complementary to the richly-appointed interior, and both are perfectly matched by the impressive ease with which the car can reel off the miles. When conditions permit, a cruising speed of 100 miles an hour can be comfortably maintained, while at slightly lower, more normally possible speeds it glides smoothly and silently with hardly a whisper of wind to indicate its swift progress.

Separately-moulded seats, front and rear, offer superbly relaxed comfort for four passengers, while, unlike the majority of Coupé models, the Rover 3-Litre version is fitted with four wide doors to ensure that each passenger has the easiest means of getting in and out. Whether fitted with manual gearbox control or the alternative automatic transmission, the Coupé, like the Saloon, is a tireless car to drive and a long business trip takes on much of the pleasure of a holiday tour.

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

At the 1964 London Motor Show a Rover 3-Litre Coupé was awarded the Gold Medal in section 12 of the Coachwork Competition organised by the Institute of British Carriage and Automobile Manufacturers. Which car won the Silver? The Rover 3-Litre Saloon!
On the road the Coupé can be distinguished from the Saloon by its lower roof line. An additional recognition feature is the stainless steel plate on the rear quarter with its Viking ship symbol. This model also has rear quarter-lights which may be opened to give extra ventilation for rear passengers (top left). The deep, wrap-round rear window on both models not only provides safe, wide vision behind the car but also helps to ensure plenty of daylight inside. An electrically-heated window can be supplied as an optional extra to prevent misting of the glass in cold or damp weather. Between the window and the rear seat squab is a very useful parcel space. On the Saloon (top right) a recess, which takes the second radio speaker when this extra is fitted, offers good, out-of-the-way stowage for a variety of objects. Finely-balanced, wide-opening doors make it easy to get in or out of the 3-Litre. Front doors are provided with combined armrests and door pulls which can be instantly adjusted for height by the driver or front passenger. To complete the most comprehensive interior storage facilities front doors are also fitted with long expanding pockets which will carry anything of reasonable bulk. The padded door pulls and armrests of the rear doors are softly moulded and fixed in position.

The rear deck encloses a large luggage compartment capable of carrying all the baggage normally needed by the car's full complement of four or five passengers. The spare wheel is carried in a tray beneath the boot floor and can be removed and replaced without disturbing the bulk of the luggage. The tyre valve is accessible through the boot floor to enable the air pressure to be checked at regular intervals with the four tyres in use.

The Rover 3-Litre Saloon is shown opposite but this description applies equally to the Coupé model.
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Finely-balanced, wide-opening doors make it easy to get in or out of the 5-Litre. Front doors are provided with combined armrests and door pulls which can be instantly adjusted for height by the driver or front passenger. To complete the most comprehensive interior storage facilities front doors are also fitted with long expanding pockets which will carry anything of reasonable bulk. The padded door pulls and armrests of the rear doors are softly moulded and fixed in position.

The rear deck encloses a large luggage compartment capable of carrying all the luggage normally needed by the car's full complement of four or five passengers. The spare wheel is carried in a tray beneath the boot floor and can be removed and replaced without disturbing the bulk of the luggage. The tire valve is accessible through the boot floor to enable the air pressure to be checked at regular intervals with the four tires in place.

The Rover 2-Litre Saloon is shown opposite but this description applies equally to the Coupé model.
From the driver’s point of view, the 3-Litre Rovers have just about everything. Controllability with power steering, safety in the power-assisted brakes with disc calipers on the front wheels and controls and instruments which are placed in positions of greatest use. The illustration below shows the Coupé instruments, which include an engine revolution counter in the main panel. Water temperature, fuel and other gauges are mounted separately beneath. In the Saloon where no rev. counter is fitted, the large dial next to the speedometer incorporates the various gauges in the usual way.

The luxurious and restful passenger accommodation has already been mentioned in general; the actual seating arrangements vary according to the model. In the Saloon, two individual front seats are supplied as standard equipment for the manually-controlled model with its floor mounted gear lever. The automatic transmission model with steering column master control has a single-piece full-width seat, incorporating a folding centre armrest. For both manual and automatic transmission versions of the Coupé, fully-adjustable reclining seats (upper right) are fitted as standard. These seats are offered as optional equipment in the Saloons.

While a single-piece, full-width rear seat is provided in the Saloon, the Coupé has two separately shaped seats with a softly-padded centre portion to carry an occasional third person. When the central folding armrest is lowered two capacious armchairs are formed (lower right) which afford relaxed riding comfort for hours on end.

With seating, as with their whole car range, The Rover Company has provided enough variations to satisfy all discerning tastes and requirements. It is very much a case of giving the motorist what he would like rather than adhering rigidly to a single specification. This, it might be said, is Rover all over.
The engine of the 3-Litre Saloon and Coupé is Rover-designed and Rover-built, as is the complete car. The result of this integration is that from the outset the engine is matched to the rest of the car in size, weight, power and engineering quality—one goes with the other in a perfectly balanced whole. Of F-head construction, with overhead inlet and side exhaust valves, this highly-developed unit delivers its power silently and smoothly, whilst its utter reliability has been proved over and over again during recent years in some of the longest and toughest rallies.

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 impact.
**GENERAL SPECIFICATIONS**

**ENGINE** Six cylinders. Bore 3.063 in. (77.8 mm.); stroke 4.134 in. (105 mm.); cubic capacity 331.7 c.i. (5,390 c.c.). 4-speed manual model 8: 3: 1 compression ratio; max. B.H.P. 134 at 5,000 r.p.m.; installed B.H.P. 121 at 4,600 r.p.m.; max. torque 169 lb. ft. at 1750 r.p.m.; installed torque 160 lb. ft. at 2,650 r.p.m. Automatic transmission model 8: 1: 1 compression ratio; max. B.H.P. 129 at 4,750 r.p.m.; installed B.H.P. 119 at 4,400 r.p.m.; max. torque 161 lb. ft. at 2,500 r.p.m. Cylinder block of grey cast iron, with six split main bearings. Cylinder head inclined on block to accommodate high efficiency combustion chamber with separate aluminum alloy intake manifold. Overhead inlet valves and inclined exhaust valves. Roller-type cam followers are fitted. The camshaft is driven by a drive roller chain, and has a hydraulically operated author tensioner. Pistons are of inverted "V" shape on the crown to conform to the special combustion chamber shape. The crankshaft runs in seven counter-balanced steel steel, 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 and the sump level can be checked from the driving seat by a switch on the instrument panel.

**FUEL SYSTEM** A 14 gallon (16 U.S. Gallons) 64 l. tank is fitted forward of the boot, sealed from the car interior by a steel bulkhead and from the boot by a partition. A 1 gallon (1 U.S. Gallon) (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.


**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.).


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

**REAR AXLE** Semi-floating with spiral bevel final drive. Final drive ratio is 4:3:1 on models with 4-speed gearbox and overdrive, and 3:9:1 on 1 Automatic Transmission models.

**STEERING** Worm and power assisted steering with variable ratio is used to give high overall efficiency. Steering wheel diameter 17 in. (435 mm.). Turning circle 40 ft. 12 1/2 m.).

**FRONT SUSPENSION** Independent laminated torsion bars. All ball joints are sealed against the entry of dust and water and loss of lubricant. They need very infrequent maintenance. Rubber bushings, 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 cushioned bushings 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 brakes at the rear. Mechanical handbrake is fitted on the left, operated by a I0 in. (250 mm.) pedal. Emergency braking is assisted by a handbrake lever on rear seat, operated by a I0 in. (250 mm.) pedal. A brake fluid level and handbrake warning light is provided.

**WHEELS AND TYRES** Easy-clean wheels with polished stainless steel trim. 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** Upholstery is in prime quality hide, and both front and rear seats have extra wide central folding arm rests and side arm rests, for greater comfort and being individually adjustable. The 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 door garnishings. Interior equipment includes: front and rear courtesy lights operated either by opening the doors or by independent switch; ashtrays fitted for both seats and in back of front seats; twin sun visors; electric window with front seats; cigarette lighter; full-size parcel shelf, front and rear; spacious glove box under separate lock and intact, with fitted with pull-down door for map-reading, etc.; provision for Radiomobile or Pyle radio; safety catches on interior door handles to prevent accidental opening. Heated rear window (optional extra) is an laminated glass windshield can be supplied as an optional extra in place of the zone toughened glass normal model.

**COLOURS** Bodywork: Black, White, Burgundy, Stone Grey, Light Navy, Steel Grey, Red, 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; Blue/Marine Green; Marine Grey/Pine Green; Coupe: Marine Grey/Black; Steel Blue/White; Stone Grey/Burgundy; Charcoal/Steel Blue; Steel Blue/Light Navy; A Black Charcoal; Light Navy/Marine Grey; Juniper Green/Pine Green; Stone Grey/Juniper Green; Pine Green/Stone Grey. Recommended two-tone combinations (at extra cost): Saloon: Blue/Red, Blue/Grey, Tan, Stone. For applicability to exterior colours see colour guide.

**LIGHTING** Headlamps, sidemasks 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 also a reversing light and a boot illumination light. The headlamps for the Home Market are fitted with sealed beam lamp units. European models are fitted with sealed beam 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 fitted 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 windshield where the intake of traffic fumes is minimised. Three slots at the base of the windshield give good air distribution for demisting and de-frosting. There are also additional face-level and foot-level fresh air vents which can be adjusted as required.

**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 equally balanced by spring-loaded hinges. All doors are forward-hinged.

**INTERIOR DIMENSIONS—SALOON**

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<tr>
<th></th>
<th>Inches</th>
<th>Metres</th>
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<tbody>
<tr>
<td>A</td>
<td>Front to rear of cushion</td>
<td>18</td>
</tr>
<tr>
<td>B</td>
<td>Front to rear of cushion</td>
<td>18</td>
</tr>
<tr>
<td>C</td>
<td>Width of body at front seat</td>
<td>59</td>
</tr>
<tr>
<td>D</td>
<td>Width of body at front seat</td>
<td>59</td>
</tr>
<tr>
<td>E</td>
<td>Width of body at rear seat</td>
<td>59</td>
</tr>
<tr>
<td>F</td>
<td>Top of rear cushion to floor</td>
<td>11</td>
</tr>
<tr>
<td>G</td>
<td>Top of rear cushion to floor</td>
<td>16</td>
</tr>
<tr>
<td>H</td>
<td>Headroom—Front seat</td>
<td>36</td>
</tr>
<tr>
<td>I</td>
<td>Headroom—Rear seat</td>
<td>34</td>
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<tr>
<td>J</td>
<td>Width of body at rear seat</td>
<td>59</td>
</tr>
<tr>
<td>K</td>
<td>Width of body at rear seat</td>
<td>59</td>
</tr>
<tr>
<td>L</td>
<td>Front cushion to accelerator pedal</td>
<td>19</td>
</tr>
<tr>
<td>M</td>
<td>Recliner to footrest</td>
<td>24</td>
</tr>
<tr>
<td>N</td>
<td>Foot squab to steering wheel</td>
<td>13</td>
</tr>
<tr>
<td>O</td>
<td>Locker depth</td>
<td>30</td>
</tr>
<tr>
<td>P</td>
<td>Locker width</td>
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</tr>
<tr>
<td>Q</td>
<td>Locker depth</td>
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<tr>
<td>R</td>
<td>Top of front cushion to steering wheel</td>
<td>52</td>
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<tr>
<td>S</td>
<td>Rear squab height</td>
<td>22</td>
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<tr>
<td>T</td>
<td>Height of interior body</td>
<td>49</td>
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<tr>
<td>U</td>
<td>Width of front door at waist</td>
<td>36</td>
</tr>
<tr>
<td>V</td>
<td>Growth of rear door at waist</td>
<td>36</td>
</tr>
<tr>
<td>W</td>
<td>Minimum external width of boot opening</td>
<td>48</td>
</tr>
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