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

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.
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 NEW WORLD OF LUXURIOUS M
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 picnicnicering 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.

A452
(Warwick 14)
(Stratford 22)
(Banbury 34)
GENERAL SPECIFICATIONS

ENGINE Six cylinders, bore 3.663 in, stroke 4.134 in (105 mm), cubic capacity 183 cu in (2.985 c.c.), 73.1 compression ratio; max B.H.P. 133 at 5,000 rpm; installed 195 lb ft (2,610 Nm) at 1,500 rpm; displacement 169 lb ft (2,300 Nm) at 1,500 rpm. Cylinder block cast integrally with crankcase. Alloy cylinder block head inclined on block to accommodate high efficiency combustion chamber. Cylinder head is cast in an aluminium alloy integrally with intake manifold. Head is cast in an aluminium alloy integrally with intake manifold. Valves are arranged in the aspirated and inclined side exhaust valves. Roller-type cam followers are fitted. The camshaft is driven by a double roller chain, and has hydraulic actuated automatic tappets. Pistons are of inverted "V" shape on the crown to conform with the special combustion chamber shape. The camshaft runs in seven conical roller bearings and is fitted with a special vibration damper. A high capacity oil pump delivers oil under pressure to main, big-end and camshaft bearings, and the timing chain breaker, distributor drive shaft, cam followers and rocker arm. Each cam is separately fed and the cylinder heads are lubricated by a jet of oil from each connecting rod. A full-draw oil filter is fitted.

FUEL SYSTEM A 14 gallon (60.6 liter) tank is fitted forward of the bonnet, faced with the engine and from the front by a trimmed partition. A 13 gallon (60.2 liter) reserve supply is controlled by a switch on the instrument panel. A dual magnet 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 pedal-pendant, 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 3.5:1 on 7:1 on 3:0:1 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. (435 mm). Turning circle 49 ft. (14.9 m).

FRONT SUSPENSION Independent laminated torsion bars. Ball joints and bearings are sealed against the entry of dust and water and loss of lubricant. They are very much in the field of maintenance. Sway bars, running on hydraulic shock absorbers, 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 on the rear, and combined brake, stop, and tail lamps incorporating reflecting or reflector lamps are fitted. There is a reversing light and a boot illumination light, and on some models a boot light is also provided. The headlamp of the Home Market are fitted with sealed beam light units. Export models have sealed lens.

WHEELS AND TYRES Easy-clean wheels with polished stainless steel rim covers embodying the Rover symbol. 6.70 x 15 "Speedy" tyres.

LIGHTING Headlamps, sidelamps and flasher lamps are mounted in the front, front doors, and rear doors. The flasher lamps are fitted with a central arrest mechanism adjustable for fit. Front seats are adjustable fore and aft and for height and rake. Rear seats have a wide control armrest. Headlamp casings with felt underlays are fitted. African Cherry wood is used for the facia panel and for the door panels. Interior equipment includes front and rear courtesy lights, operated either by opening the door or by independent switches; ashtrays fixed under front parcel shelf and in the rear seat armrests. The central rear armrest incorporates a pull-down plastic tray. Bin and box under the parcel shelf. Electrolytic housing in the facia panel on the passenger's side. Twin sunvisors; cigarette lighter; full-width parcel shelf front and rear; spacious glove box under separate lock and key, fitted with pull-down door for full-width push-pull catches on interior rear door handles to prevent accidental opening. Heated rear window (optional extra). A laminated glass windscreen can be supplied as an additional 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 108 in (2743 mm), track front 56 in (1,422 mm), track rear 60 in (1,524 mm), over-all length 174 in (4,419 mm), overall width 70 in (1,780 mm), overall height (Saloon) 61 in (1,549 mm), overall height (Coupe) 58 in (1,473 mm), ground clearance 6 in (152 mm).

WINDSCREEN WIPERS AND WASHERS Speed, twin speed windshield wipers of the off-the-screed, self-park type are fitted. Electrically operated windscreen wipers and 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-isolation. The stiff gives great protective strength.

BODY CONSTRUCTION The body is entirely of welded steel construction. The lower half is painted in a single coat of primer before final painting.Rubber banding panels are treated to resist corrosion, and the whole body is thoroughly proof-tested for proof of corrosion. etc. The steel body is cut to size, sealed and assembled. Exterior panels are counter-balanced by spring-loaded hinges. All doors are forward-hinged.

COLOURS AND TRIMS

Exterior Colour | Trims Available
--- | ---
Rover White | Sandalwood, Toledo Red, Buffaloo
Arden Green | Buckskin, Toledo Red, Buffaloo
Johnson Green | Buckskin, Sandalwood, Toledo Red, Buffaloo
Bordeaux Red | Buckskin, Sandalwood, Toledo Red, Buffaloo
Silver Birch | Sandalwood, Toledo Red, Buffaloo

Two-Tone Combinations—Coupe

Exterior Colour | Trims Available
--- | ---
Rover White | Sandalwood, Toledo Red, Buffaloo
Arden Green | Buckskin, Toledo Red, Buffaloo
Johnson Green | Buckskin, Sandalwood, Toledo Red, Buffaloo
Bordeaux Red | Buckskin, Sandalwood, Toledo Red, Buffaloo
Silver Birch | Sandalwood, Toledo Red, Buffaloo

All two-tone combinations are provided as 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 central arrest mechanism adjustable for fit. Front seats are adjustable fore and aft and for height. Rear seats have a wide control armrest. Headlamp casings with felt underlays are fitted. African Cherry wood is used for the facia panel and for the door panels. Interior equipment includes front and rear courtesy lights, operated either by opening the door or by independent switches; ashtrays fixed under front parcel shelf and in the rear seat armrests. The central rear armrest incorporates a pull-down plastic tray. Bin and box under the parcel shelf. Electrolytic housing in the facia panel on the passenger's side. Twin sunvisors; cigarette lighter; full-width parcel shelf front and rear; spacious glove box under separate lock and key, fitted with pull-down door for full-width push-pull catches on interior rear door handles to prevent accidental opening. Heated rear window (optional extra). A laminated glass windscreen can be supplied as an additional 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.

INTERIOR DIMENSIONS—SALOON AND COUPE

<table>
<thead>
<tr>
<th>Measure</th>
<th>Saloon</th>
<th>Coupe</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Front to rear of front cushion</td>
<td>193</td>
</tr>
<tr>
<td>B</td>
<td>Front to rear of rear cushion</td>
<td>193</td>
</tr>
<tr>
<td>C</td>
<td>Width of body at front of seat</td>
<td>59.5</td>
</tr>
<tr>
<td>D</td>
<td>Width of body of seat</td>
<td>59.5</td>
</tr>
<tr>
<td>E</td>
<td>Top of front cushion to floor</td>
<td>101.3</td>
</tr>
<tr>
<td>F</td>
<td>Top of rear cushion to floor</td>
<td>101.3</td>
</tr>
<tr>
<td>G</td>
<td>Headrest front seat</td>
<td>36.6</td>
</tr>
<tr>
<td>H</td>
<td>Headrest rear seat</td>
<td>35.8</td>
</tr>
<tr>
<td>I</td>
<td>Width of body at rear of seat</td>
<td>59.5</td>
</tr>
<tr>
<td>J</td>
<td>Width of body of seat</td>
<td>59.5</td>
</tr>
<tr>
<td>K</td>
<td>Backrest to accelerator pedal</td>
<td>205.3</td>
</tr>
<tr>
<td>L</td>
<td>Front cushion to accelerator pedal</td>
<td>205.3</td>
</tr>
<tr>
<td>M</td>
<td>Rear cushion to footrest</td>
<td>24.6</td>
</tr>
<tr>
<td>N</td>
<td>Front squash on steering wheel</td>
<td>3.9</td>
</tr>
<tr>
<td>O</td>
<td>Locker depth</td>
<td>10.9</td>
</tr>
<tr>
<td>P</td>
<td>Locker height</td>
<td>17.1</td>
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<tr>
<td>Q</td>
<td>Locker width</td>
<td>43</td>
</tr>
<tr>
<td>R</td>
<td>Front squash on steering wheel</td>
<td>44.9</td>
</tr>
<tr>
<td>S</td>
<td>Rear squash height</td>
<td>44.9</td>
</tr>
<tr>
<td>T</td>
<td>Rear squash width</td>
<td>44.9</td>
</tr>
<tr>
<td>U</td>
<td>Width of front door at waist</td>
<td>28</td>
</tr>
<tr>
<td>V</td>
<td>Width of rear door at waist</td>
<td>28</td>
</tr>
<tr>
<td>W</td>
<td>Minimum external width of boot opening</td>
<td>46.5</td>
</tr>
</tbody>
</table>

Note: All dimensions taken with front seats in central position (total adjustment of seat fore and aft is 86 in.) and height adjustment mechanism in lowest position (total rise and fall movement is 3 in.) all dimensions taken with unpressed cushions.
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