



AUSTIN ROVER



EX-E

THE CONCEPT CAR THAT'S TOO EXCITING TO KEEP SECRET

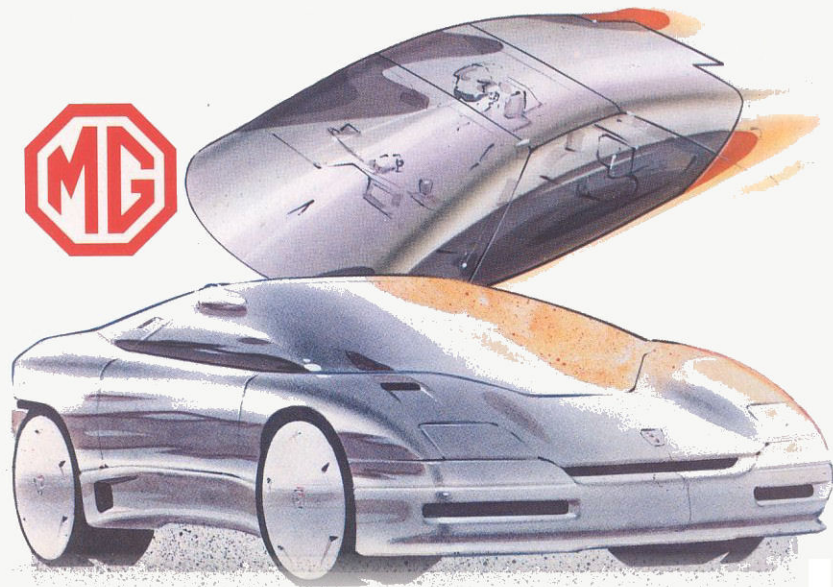
EXPERIMENTAL

With a superb range of new generation models successfully launched, and many exciting projects approaching their debut in the near future, Austin Rover is looking confidently into the 1990's.

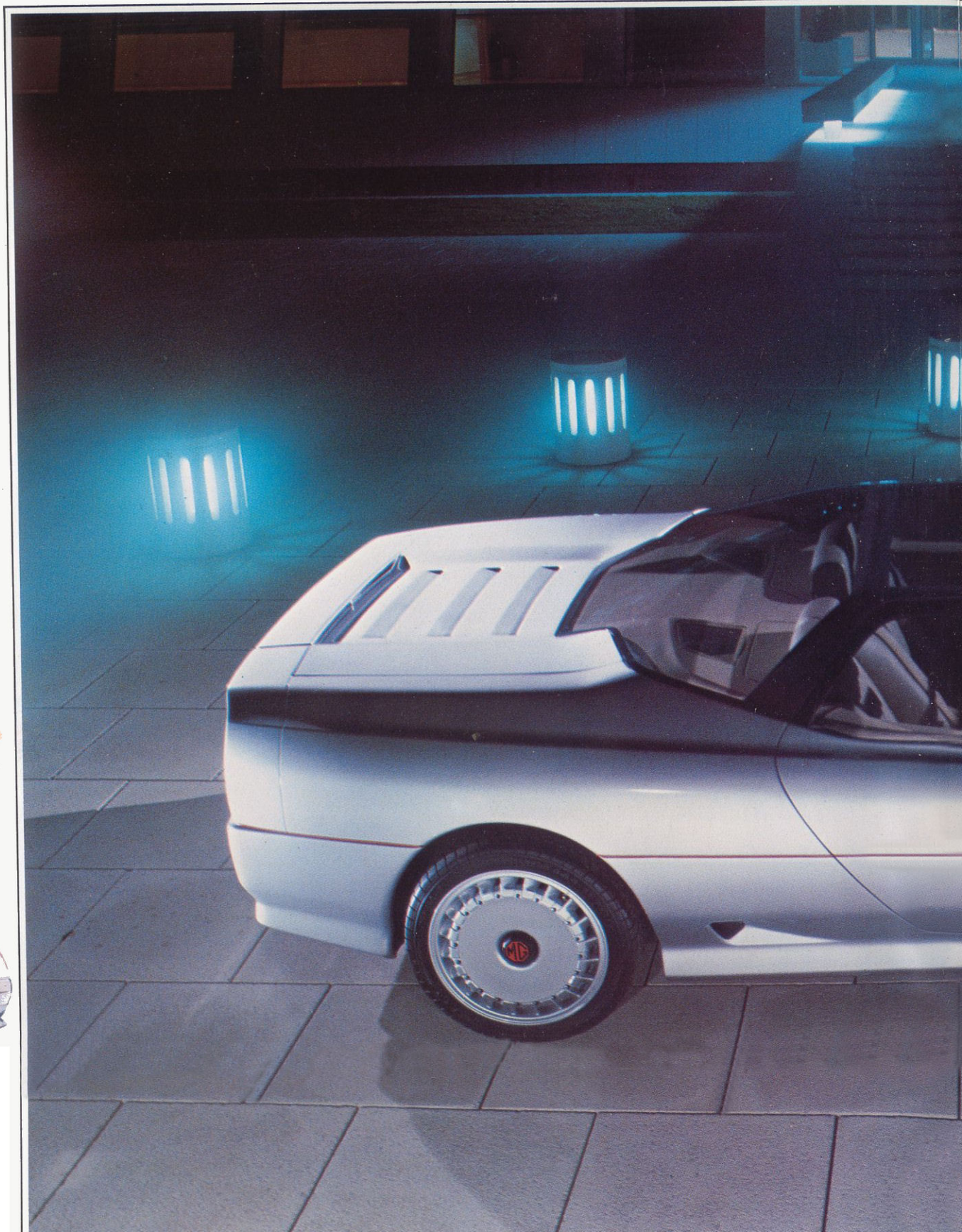
By revealing the MG EX-E concept car, Austin Rover are demonstrating just how advanced and imaginative their new product development teams are.

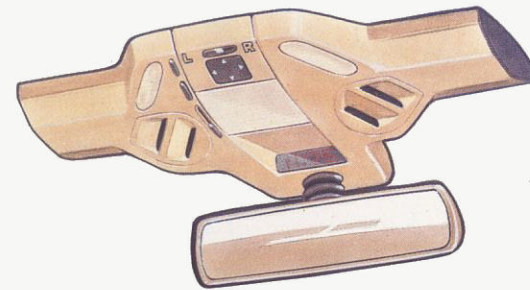
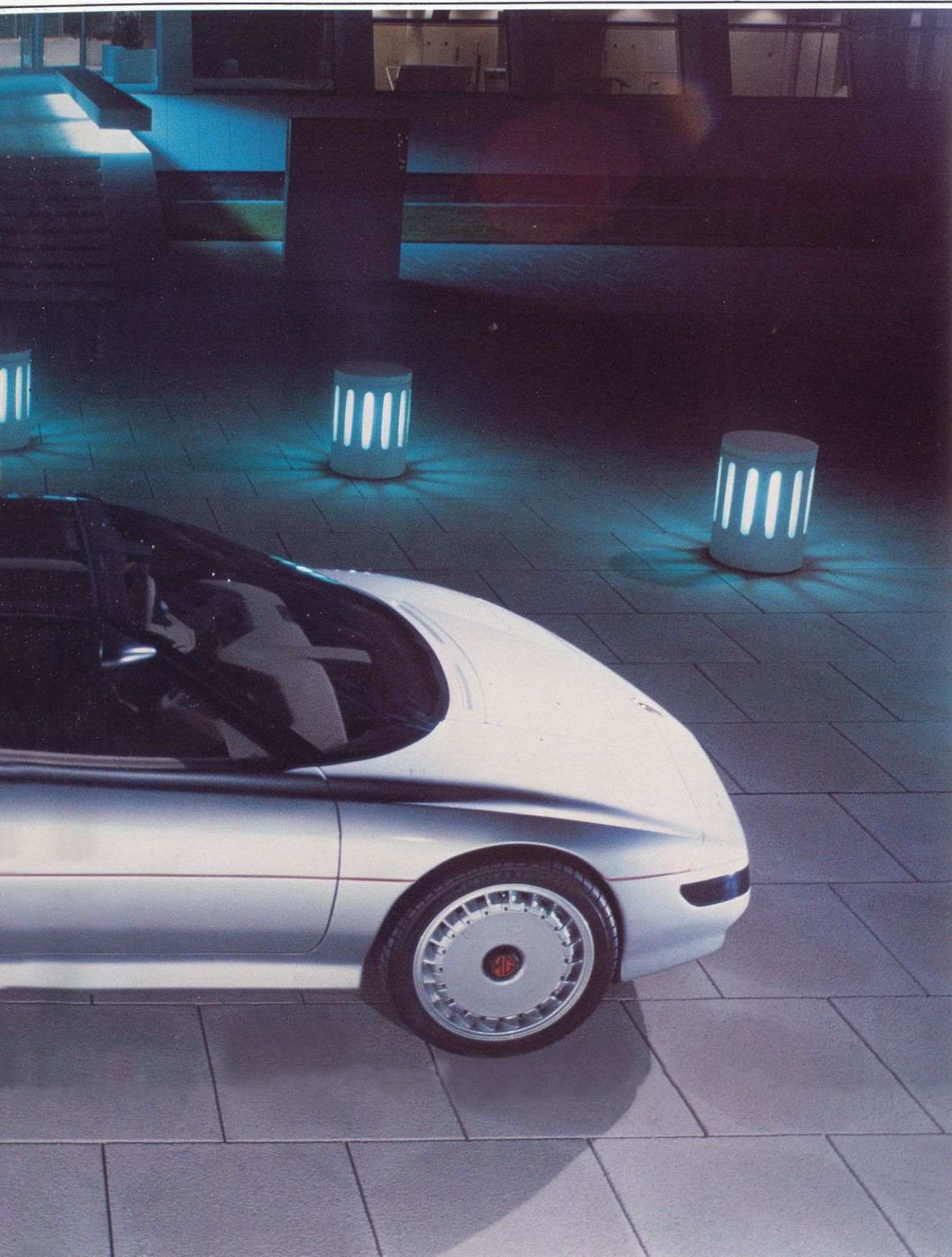
MG EX-E is a design exercise exploring a number of new styling ideas and a test bed for a wide range of research and development technologies being evaluated by Austin Rover.

At the same time Austin Rover's Managing Director, Product Development, Mark Snowdon, insisted that Roy Axe (Director Design), Dr. Stan Manton (Engineering Operations Director), John Bacchus (Business and Product Strategy Director) and John Davenport (Motorsport Director) should not exclude the possibility that MG EX-E could provide the basis for a future competition car; and further that some of the concept would be suitable for a possible future production vehicle, even though no consideration has yet been given to potential production.



Afficionados of the famous MG marque will recognise the traditional 'EX' prefix code for an experimental MG. 'E' signifies a continuation of the distinguished alphabetical lineage of the classic MG two seaters from the MG 'A' onwards.

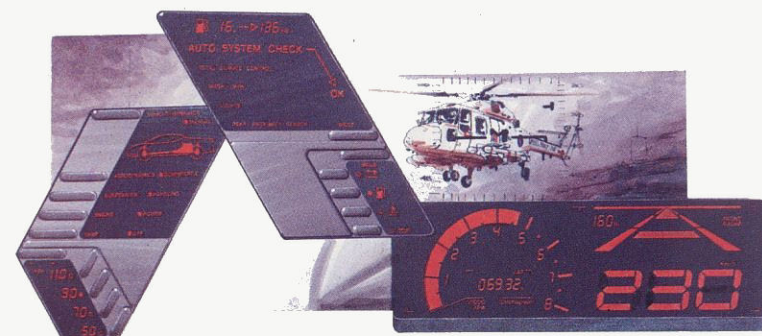




coefficient of 0.24*, also met John Davenport's requirements for a possible competition car.

INTERIOR

There is a strong aero-space influence in the styling of EX-E, particularly in the 'canopy'-style roof; and Roy Axe has ensured that this theme is sustained in the interior design. Occupants are ergonomically encapsulated in the



EX-E's sophisticated cabin, which provides Austin Rover with an ideal environment in which to develop many

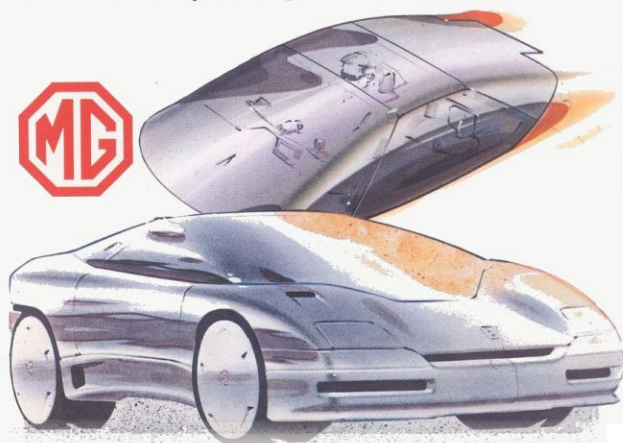
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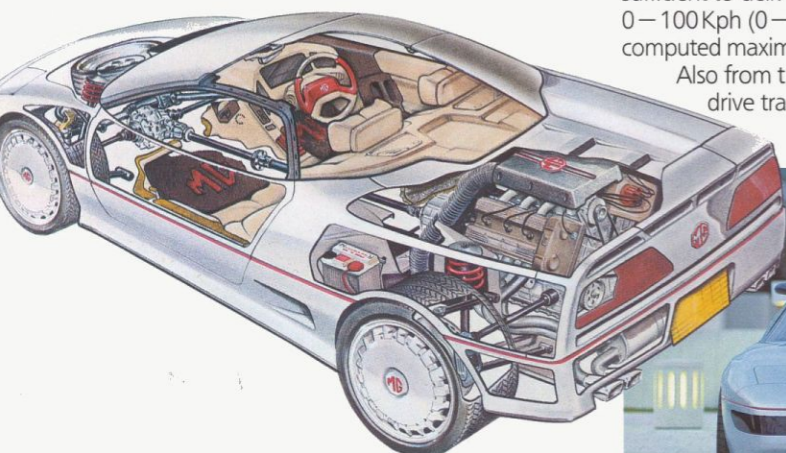
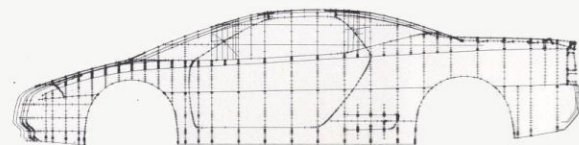
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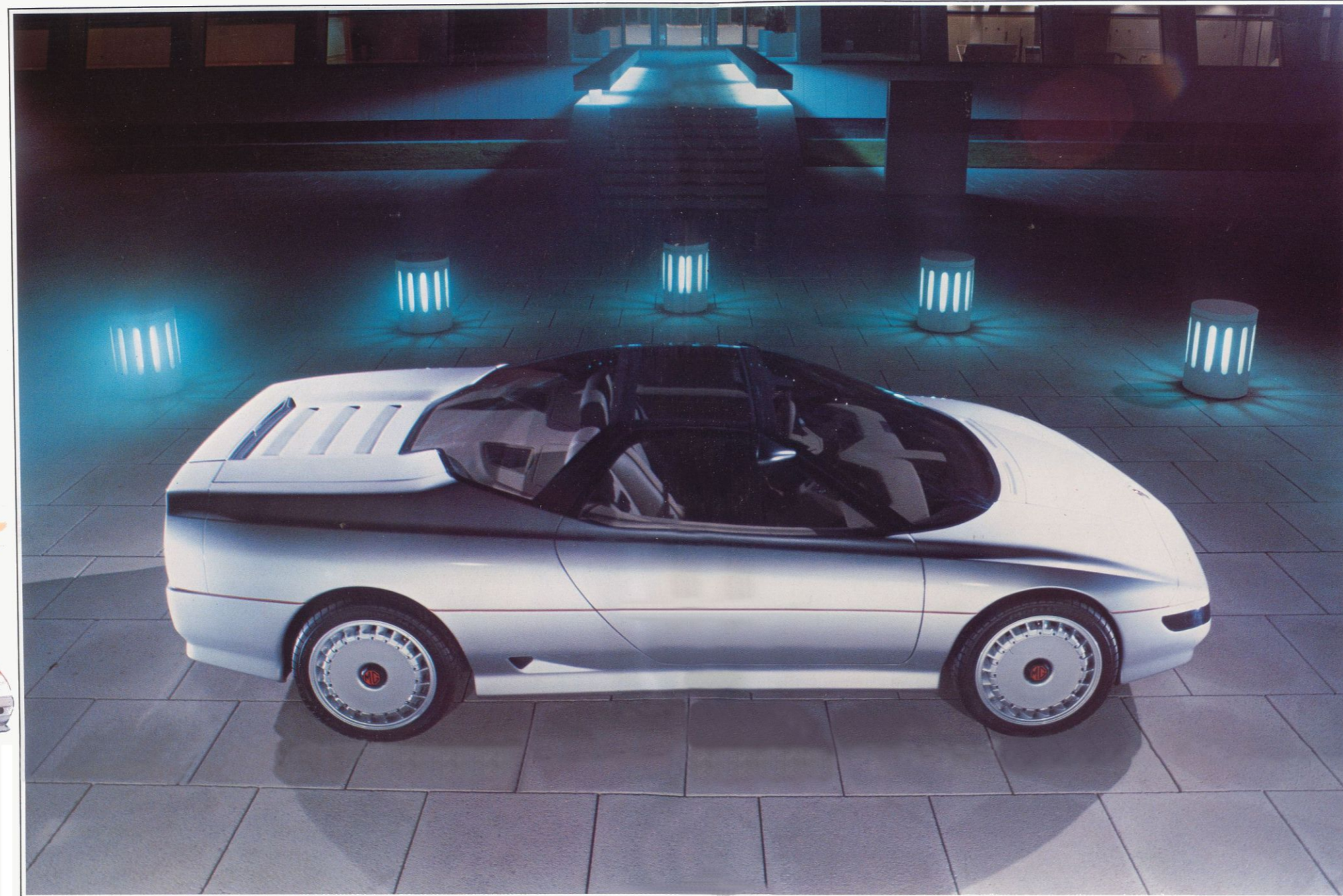
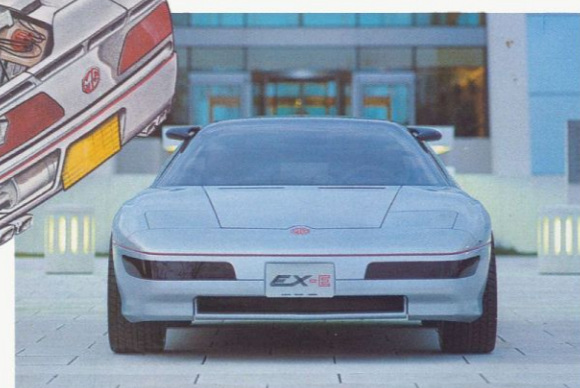
ENGINEERING

Austin Rover has created, with the help of the powerful computer-aided design (C.A.D.) facilities at the disposal of their engineers, a dramatic design concept.



Unlike many 'concept cars' that are built merely for show, EX-E's design has undergone extensive study of its long term feasibility. Factors such as safety, comfort and practicality have been given equal priority alongside the requirements for 'supercar' levels of dynamic performance. At the heart of EX-E is Austin Rover's superb lightweight 3-litre V6 power unit, developed for the Group B MG Metro 6R4 rally machine. In competition form, this four valve per cylinder, aluminium unit develops up to 410bhp; tuned for road use in EX-E an output of some 250bhp is sufficient to deliver a computed acceleration from 0-100Kph (0-62mph) of under 5 seconds*, and a computed maximum speed of around 275 Kph (170 mph)*.

Also from the Group B car come the four-wheel drive transmission components, adapted to suit the low stance of EX-E. There is a central



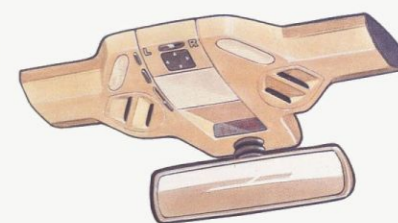
viscous coupling differential, feeding power to limited slip front and rear differentials.

Double wishbone suspension is used for all four wheels, with the lower wishbones operating coil spring/damper struts. The engineering studies include advanced suspension control, combined with driver-selected ride height. Braking is by ventilated discs all round with anti-lock control.

It is however in the structure where, says Dr. Stan Manton, EX-E moves into a completely new realm; it is designed to be built using an adhesive-bonded, high strength aluminium alloy frame, clad with plastic skin panels. A modular construction allows sub-assembly of complete mechanical and passenger modules of the car, so that final assembly would be largely a matter of bringing together three major units.

The resulting design, with aerodynamics meticulously tuned to give the right balance of downforce and a drag

*Manufacturer's Data.



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These engineering studies include: door locks operated by a driver's 'credit-card' style magnetic key; in conjunction with the car's central computer, the same card key activates the ignition, adjusts the seat, the exterior mirrors and the air conditioning; rain-sensors on the windscreen automatically activate the wipers and the interior rear-view mirror automatically dips using a light sensor.

Further studies include an 'intelligent' instrumentation system which not only provides a normal full-time display of information, but selects limited 'priority' data according to circumstances, by an aircraft-style head-up display. During hard acceleration, for instance, a tachometer display would be presented, allowing the driver to concentrate on the road ahead whilst monitoring the rev. limit.

Further tasks for the car's computer will include a television display unit to provide navigational aid, and to link with telecommunication information display systems via the car's 'hands off' cellular telephone system.

