

R O V E R



One of Britain's Fine Cars

THE ROVER COMPANY LIMITED

NEW METEOR WORKS, COVENTRY

Telephone: 8081 (7 lines)

Telegrams: Rover, Coventry

Service Depot · · · OLIVER STREET, COVENTRY

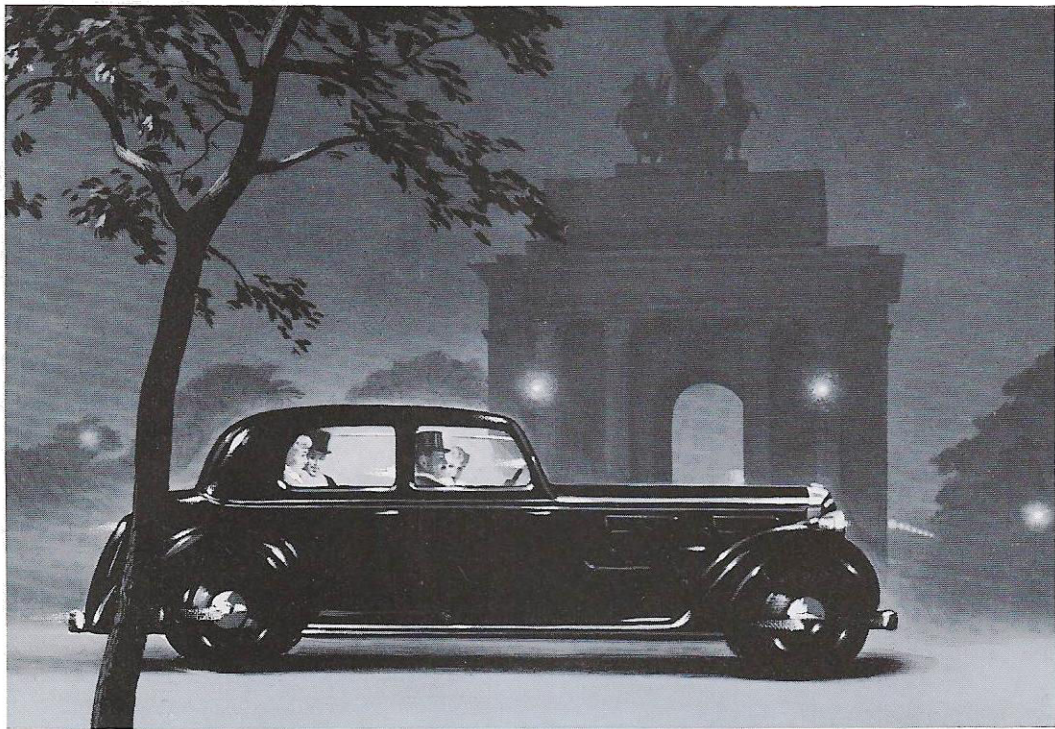
Telegrams: Rovrepair, Coventry

London Service Depot · SEAGRAVE ROAD, FULHAM, S.W.6

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Telegrams: Rovrepair Phone Fulham

London Showrooms DEVONSHIRE HOUSE, PICCADILLY, W.1



IN this catalogue of the 1939 range of Rover Cars we would draw particular attention to the new Saloon bodywork on the 10 h.p. chassis, and to the new 14 h.p. engine and chassis, characteristic of Rover 6-cylinder design and without parallel in the 14 h.p. class.

Synchromesh 3rd and top gears now combined with the freewheel is another contribution towards an ease and simplicity of control that must be experienced to be fully appreciated.

We commend these and many other points in the 1939 specifications to the most critical consideration confident that they will add further to the reputation for high quality already established in the name of Rover.

MODELS AND PRICES

10 h.p. Saloon	-	-	-	-	£275	14 h.p. Saloon	-	-	-	-	£330
10 h.p. Coupe	-	-	-	-	£285	14 h.p. Sports Saloon	-	-	-	-	£340
12 h.p. Saloon	-	-	-	-	£300	16 h.p. Saloon	-	-	-	-	£360
12 h.p. Sports Saloon	-	-	-	-	£310	16 h.p. Sports Saloon	-	-	-	-	£370
20 h.p. Sports Saloon						-	£425				

RANGE OF COLOUR FINISHES

No.	Description	No. 1	No. 2	No. 3	No. 5'	No. 6	No. 7
1	Body and Bonnet complete	Blue	Green	Grey	Black	Black	Maroon
2	Road Wheels	Blue	Green	Grey	Black	Black	Maroon
3	Upholstery	Blue	Green	Blue	Brown	Green	Maroon
4	Fine Lines	Grey	Green	Blue	Gold	Green	Gold

OUTSTANDING FEATURES

The list of proved worth-while features embodied in Rover Cars continues to grow as a result of unremitting experiment and research. Each in its place is a contribution to better motoring and indicates the care and attention exercised in maintaining and improving the already established Rover reputation for **Quality**.

HIGH EFFICIENCY O.H.V. ENGINES

FLEXIBLE ENGINE MOUNTINGS

AUTOMATIC CHASSIS LUBRICATION

FREE-WHEEL

SYNCHROMESH GEARS

AUTOMATIC THERMOSTAT

AUTOMATICALLY CONTROLLED BATTERY
CHARGING

VENTILATING WINDSCREEN

PRIZE-WINNING COACHWORK

INTER-AXLE SEATING

SELECTED SOFT HIDE UPHOLSTERY

HIGH GRADE CABINET WORK

BUILT-IN LUGGAGE COMPARTMENT

SUPER POWERFUL BRAKES

UNDERSLUNG CHASSIS

SIMPLIFIED JACKING SYSTEM

AVON DUO-TREAD TYRES

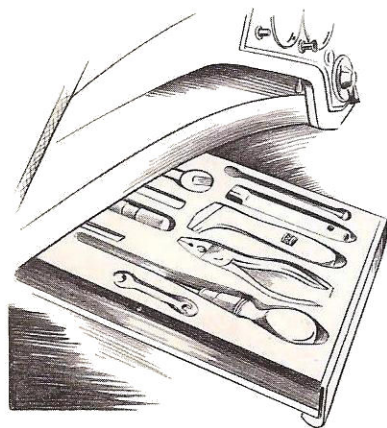
HARMONIC STABILISER

THE ROVER TEN 4-CYLINDER SALOON

EQUIPMENT

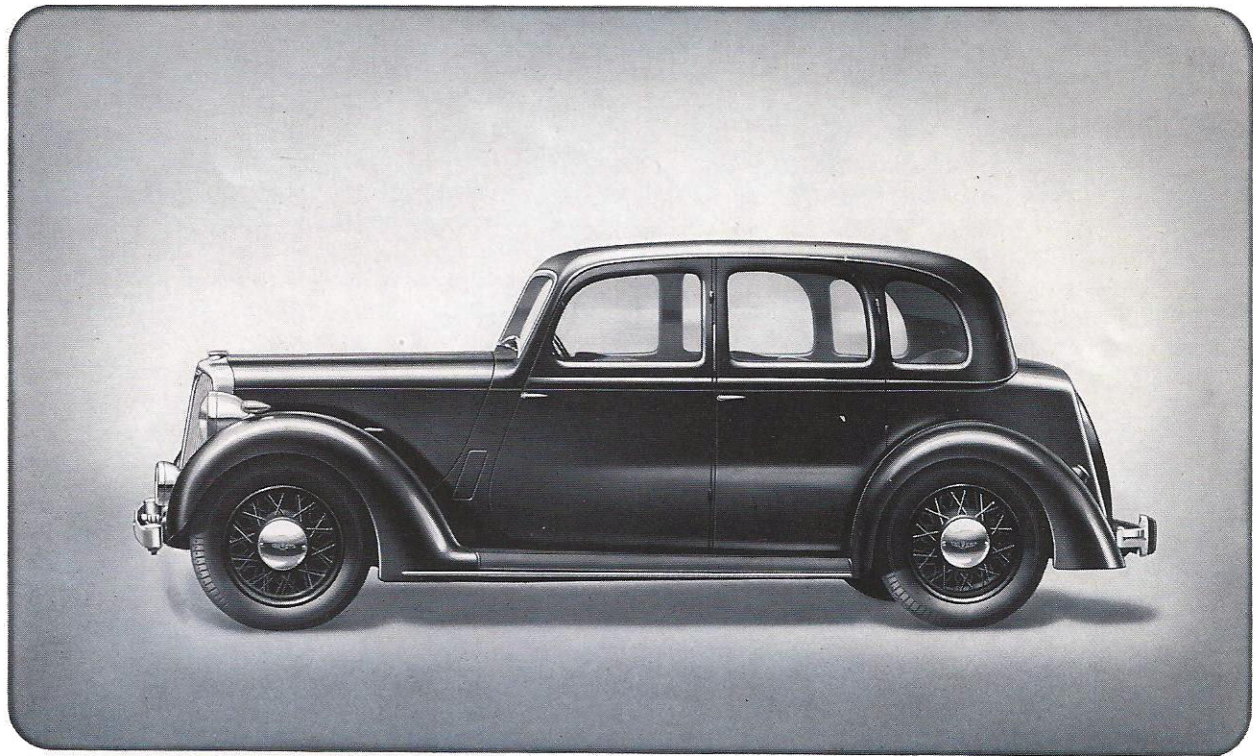
Chromium plated headlamps, sidelamps and Pass-light. (Dipping switch extinguishes head lights and switches on Pass-light mounted on near side dumb iron). Automatic reversing light, combined stop and tail light, ventilating windscreen, electric dual windscreen wipers, (scuttle type with concealed motor, one or both can be operated as desired.) Triplex glass throughout, direction indicators with automatic return. Electric horn mounted on off-side dumb iron, instrument board with clock, trip speedometer, ammeter, oil pressure gauge, combined electric petrol and oil level gauge, electrically operated petrol reserve supply control, panel light, ignition warning light, direction indicator warning light. Side armrests and central folding armrest

to rear seat, body pulls, interior roof light, interior sun visors, driving mirror, smokers ash trays, rear window blind operated from driver's seat, flush fitting sliding roof with central control, selected soft hide seating, pile carpets, harmonic stabiliser combined with front bumper. Avon Duo-Tread tyres, built-in luggage compartment at rear, concealed spare wheel and tyre, rear bumper, tools in rubber-lined tray.



TOOL DRAWER

A convenience and a refinement. The small tools are housed in a thick rubber lined drawer immediately accessible without disturbing passengers.

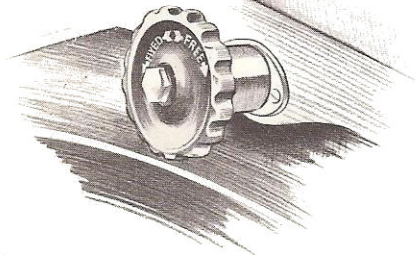


THE ROVER TEN 4-CYLINDER SALOON

THE ROVER TEN 4-CYLINDER COUPE

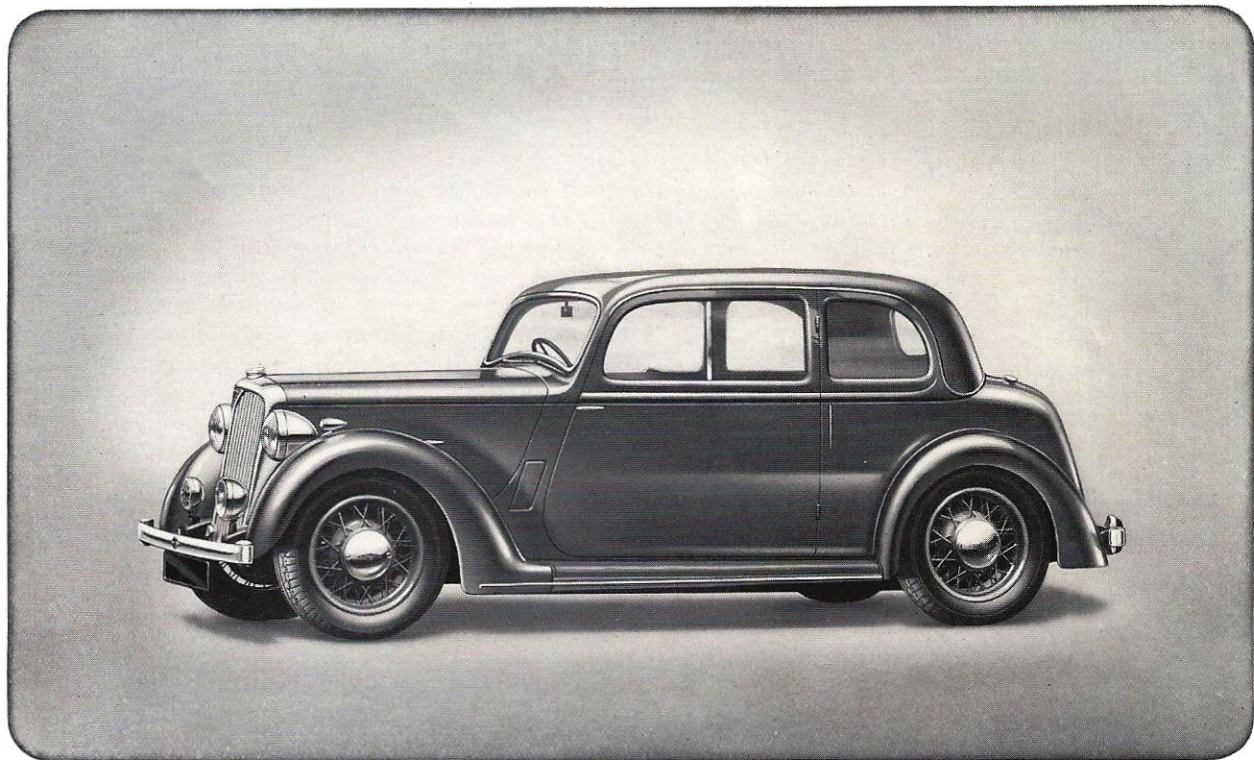
EQUIPMENT

Chromium plated headlamps, sidelamps and Pass-light. (Dipping switch extinguishes headlights and switches on Pass-light mounted on near side dumb iron). Automatic reversing light, combined stop and tail light, ventilating windscreen, electric dual windscreen wipers, (scuttle type with concealed motor, one or both can be operated as desired). Spring Steering Wheel. Triplex glass throughout, direction indicators with automatic return. Electric horn mounted on off-side dumb iron, instrument board with clock, trip speedometer, ammeter, oil pressure gauge, combined electric petrol and oil level gauge, electrically operated petrol reserve supply control, panel light, ignition warning light, direction indicator warning light. Side armrests and central folding armrest to rear seat, body pulls, interior roof light, interior sun visors, mirror in near-side visor, driving mirror, smokers ash trays, rear window blind operated from drivers seat, flush fitting sliding roof with central control, selected soft hide seating, pile carpets, harmonic stabiliser combined with front bumper. Avon Duo-Tread tyres, built-in luggage compartment at rear, concealed spare wheel and tyre, rear bumper, tools in rubber-lined tray.



FREE-WHEEL CONTROL

The Free-wheel control is accessibly located on the facia board near to the driver's right hand. A turn of the knob puts the Free-wheel into, or out of action as desired.



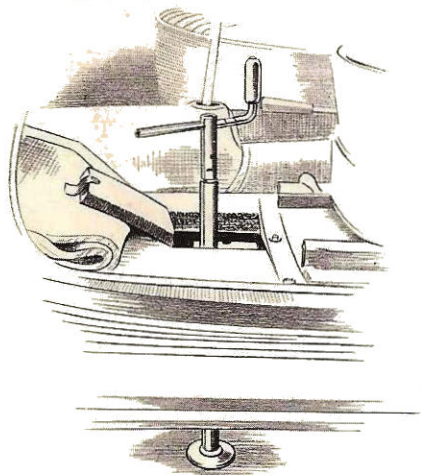
THE ROVER TEN 4-CYLINDER COUPE

THE ROVER TWELVE 4-CYLINDER SALOON

EQUIPMENT

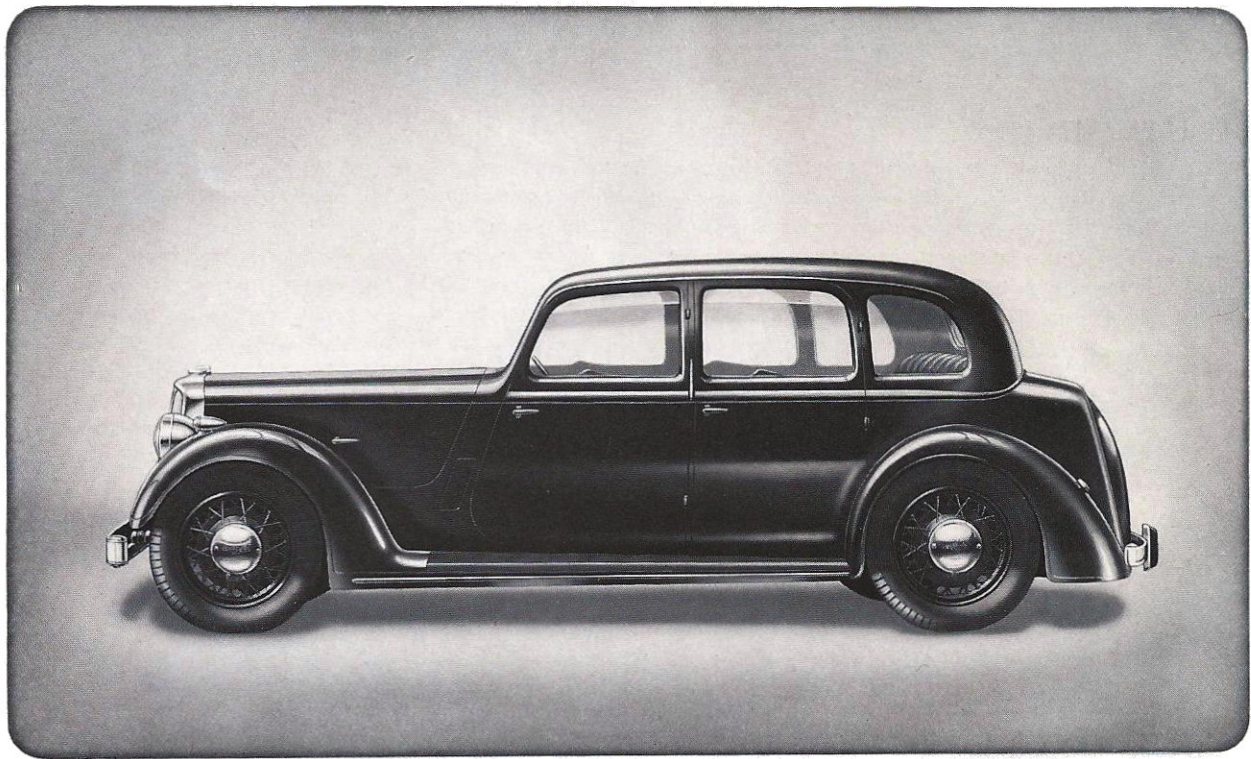
Chromium plated headlamps, sidelamps and Pass-light. (Dipping switch extinguishes headlights and switches on Pass-light mounted on near side dumb iron). Automatic reversing light, combined stop and tail light, ventilating windscreen, electric dual windscreen wipers, (scuttle type with concealed motor, one or both can be operated as desired). Triplex glass throughout, direction indicators with automatic return. Electric horn mounted on off-side dumb iron, instrument board with clock, trip speedometer, ammeter, oil pressure gauge, combined electric petrol and oil level gauge, electrically operated petrol reserve supply control,

panel light, ignition warning light, direction indicator warning light. Side armrests and central folding armrest to rear seat, body pulls, interior roof light, interior sun visors, driving mirror, smokers' ash trays, rear window blind operated from driver's seat, flush fitting sliding roof with central control, selected soft hide seating, pile carpets, harmonic stabiliser combined with front bumper, Avon Duo-Tread tyres, built-in luggage compartment at rear, concealed spare wheel and tyre, rear bumper, tools in rubber-lined tray.



EASY JACKING

All Rover Cars are equipped with a simple jacking system. The illustration shows the Stevenson Jack as fitted to the 10 and 12 h.p. models. The 14, 16 and 20 h.p. have the D.W.S. Hydraulic Jack.

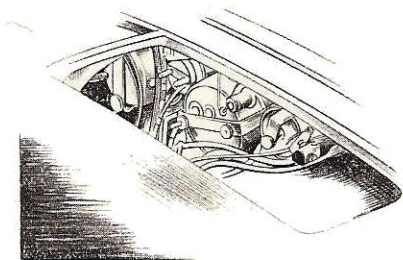


THE ROVER TWELVE 4-CYLINDER SALOON

THE ROVER TWELVE 4-CYLINDER SPORTS SALOON

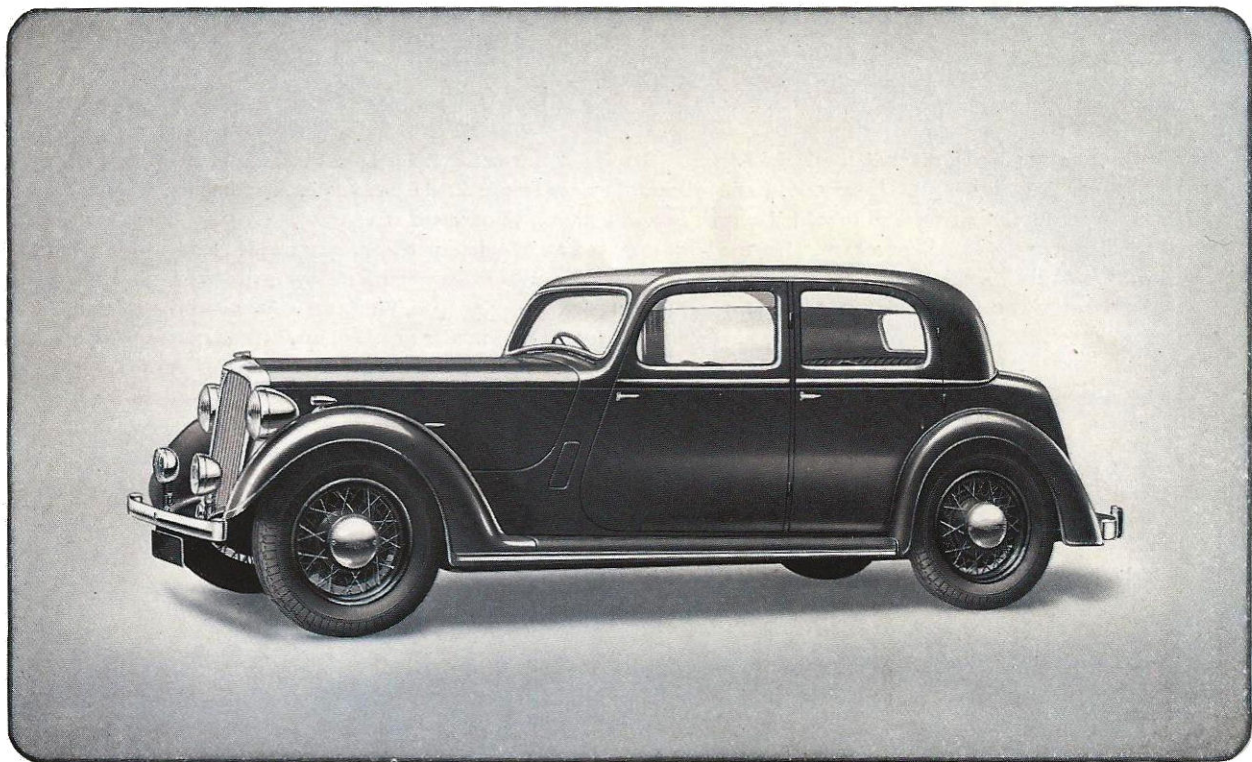
EQUIPMENT

Chromium plated headlamps, sidelamps and Pass-light. (Dipping switch extinguishes headlights and switches on Pass-light mounted on near side dumb iron). Automatic reversing light, combined stop and tail light, ventilating windscreen, electric dual windscreen wipers, (scuttle type with concealed motor, one or both can be operated as desired). Spring Steering Wheel. Triplex glass throughout, direction indicators with automatic return. Electric horn mounted on off-side dumb iron, instrument board with clock, trip speedometer, ammeter, oil pressure gauge, combined electric petrol and oil level gauge, electrically operated petrol reserve supply control, panel light, ignition warning light, direction indicator warning light. Side armrests and central folding armrest to rear seat, body pulls, interior roof light, interior sun visors, driving mirror, smokers ash trays, rear window blind operated from driver's seat, flush fitting sliding roof with central control, selected soft hide seating, pile carpets, harmonic stabiliser, combined with front bumper. Avon Duo-Tread tyres, built-in luggage compartment at rear, concealed spare wheel and tyre, rear bumper, tools in rubber-lined tray.



ACCESS TO INSTRUMENTS

Removal of a screw-down cover reveals an aperture in the bulkhead which allows easy access to the back of the instrument board.

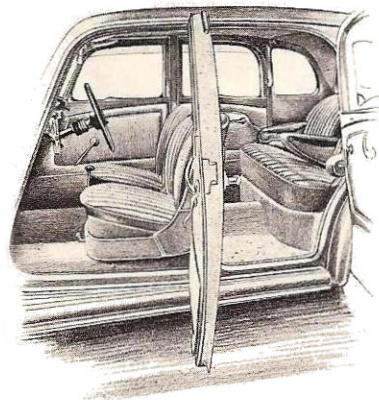


THE ROVER TWELVE 4-CYLINDER SPORTS SALOON

THE ROVER FOURTEEN 6-CYLINDER SALOON

EQUIPMENT

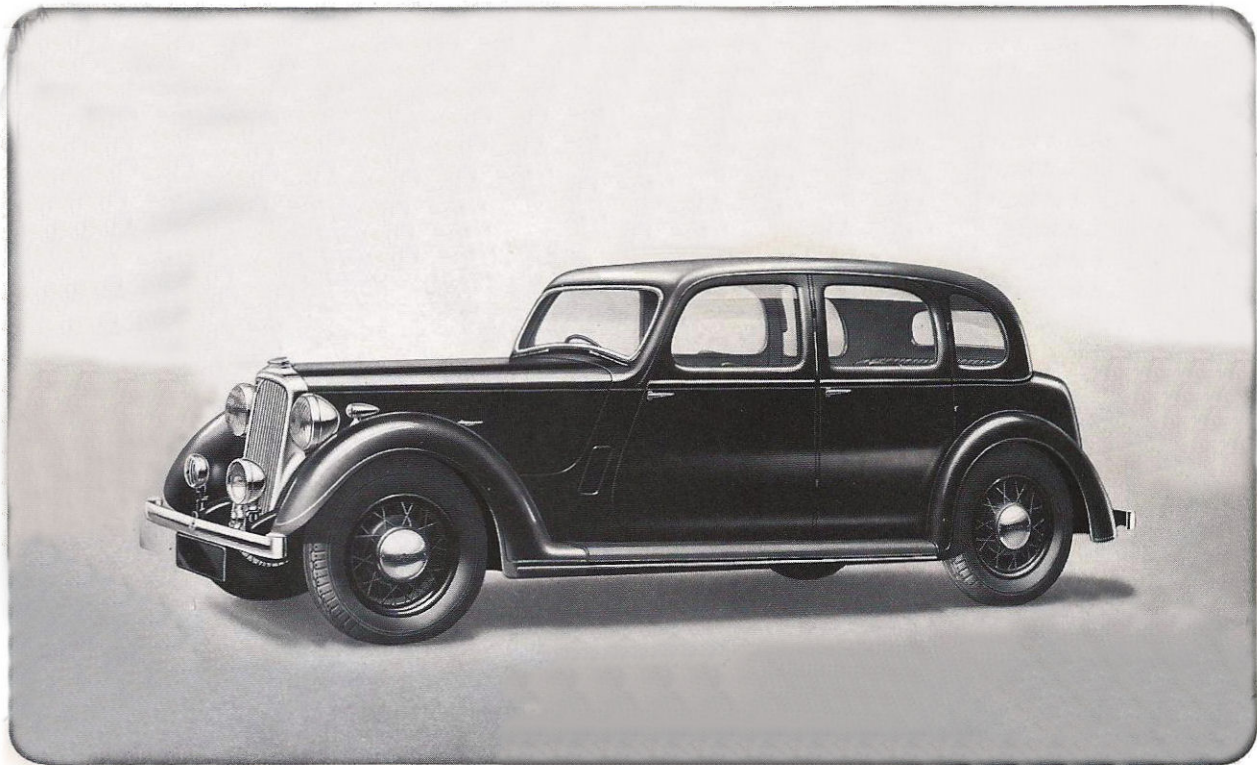
Chromium plated headlamps, sidelamps, and Pass-light. (Dipping switch extinguishes headlights and switches on Pass-light mounted on near side dumb iron). Automatic reversing light, combined stop and tail light. Ventilating windscreen, electric dual windscreen wipers, (scuttle type with concealed motor, one or both can be operated as desired). Triplex glass throughout, direction indicators with automatic return. Electric horn mounted on off-side dumb iron, instrument board with clock, trip speedometer, ammeter, combined oil pressure and water temperature gauge, combined electric petrol and oil level gauge, electrically operated petrol reserve supply control, panel light, ignition warning light, direction indicator warning light. Side armrests and central folding armrest to rear seat, body pulls, interior roof light, interior sun visors, driving mirror, smokers ash



trays, rear window blind operated from driver's seat, flush fitting sliding roof with central control, selected soft hide seating, pile carpets, harmonic stabiliser combined with front bumper, rear bumper, Anti-Roll stabilisers to front and rear axles, built-in luggage compartment at rear, concealed spare wheel and tyre, Avon-Duo tread tyres, D.W.S. Hydraulic Jack, tools in rubber-lined tray.

INTERIOR

The high standard of Rover Coachwork is exemplified by this illustration of the interior of a 14 h.p. Saloon. Note position of the rear seat well forward of the rear axle.



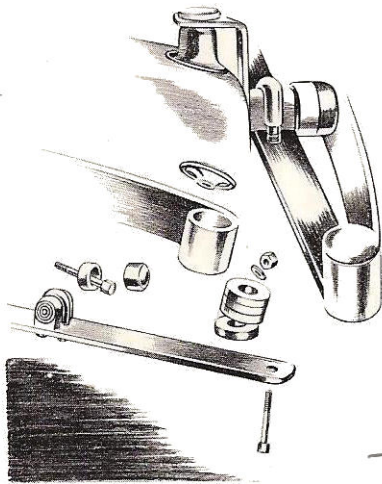
THE ROVER FOURTEEN 6-CYLINDER SALOON

THE ROVER FOURTEEN 6-CYLINDER SPORTS SALOON

EQUIPMENT

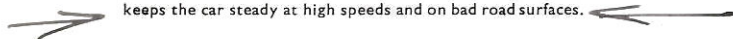
Chromium plated headlamps, sidelamps, and Pass-light. (Dipping switch extinguishes headlights and switches on Pass-light mounted on near side dumb iron). Automatic reversing light, combined stop and tail light. Ventilating windscreen, electric dual windscreen wipers, (scuttle type with concealed motor, one or both can be operated as desired). Spring Steering Wheel. Triplex glass throughout, direction indicators with automatic return. Electric horn mounted on off-side dumb iron, instrument board with clock, trip speedometer, ammeter, combined oil pressure and water temperature gauge, combined electric petrol

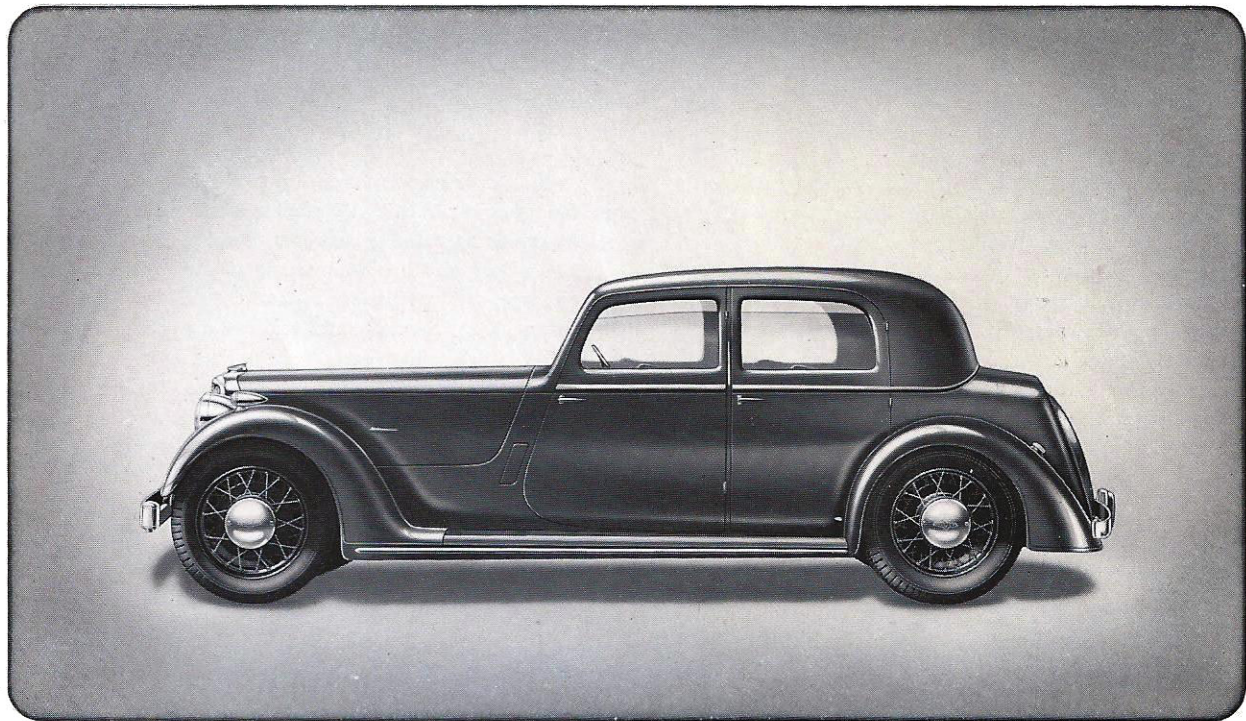
and oil level gauge, electrically operated petrol reserve supply control, panel light, ignition warning light, direction indicator warning light. Side armrests and central folding armrest to rear seat, body pulls, interior roof light, interior sun visors, driving mirror, smokers' ash trays, rear window blind operated from driver's seat, flush fitting sliding roof with central control, selected soft hide seating, pile carpets, harmonic stabiliser combined with front bumper, rear bumper, Anti-Roll stabilisers to front and rear axles, built-in luggage compartment at rear, concealed spare wheel and tyre, Avon-Duo-tread tyres, D.W.S. Hydraulic Jack, tools in rubber-lined tray.



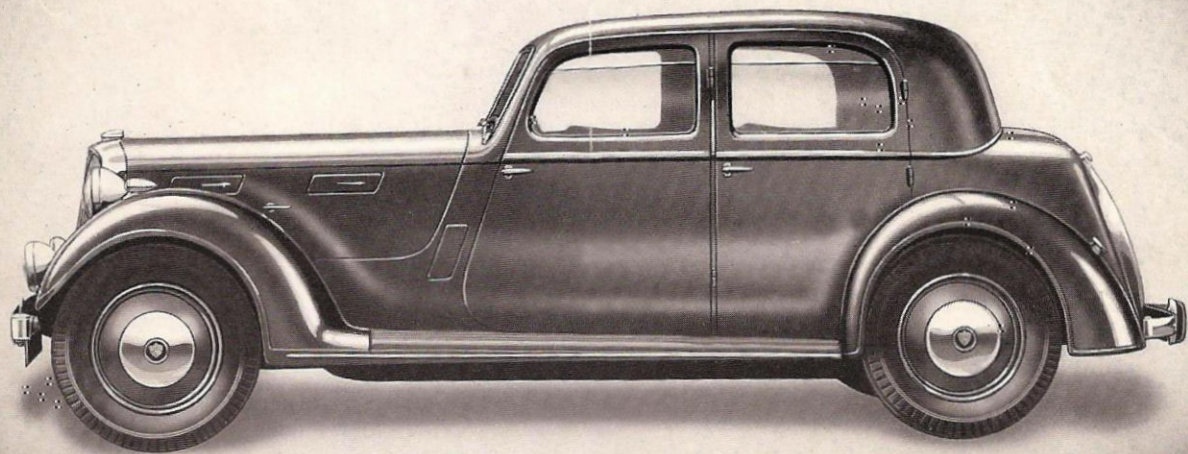
HARMONIC STABILISER

The Harmonic Stabiliser incorporated with the front bumper keeps the car steady at high speeds and on bad road surfaces.





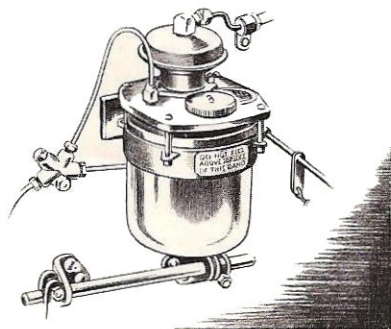
THE ROVER FOURTEEN 6-CYLINDER SPORTS SALOON



THE ROVER SIXTEEN 6-CYLINDER SALOON

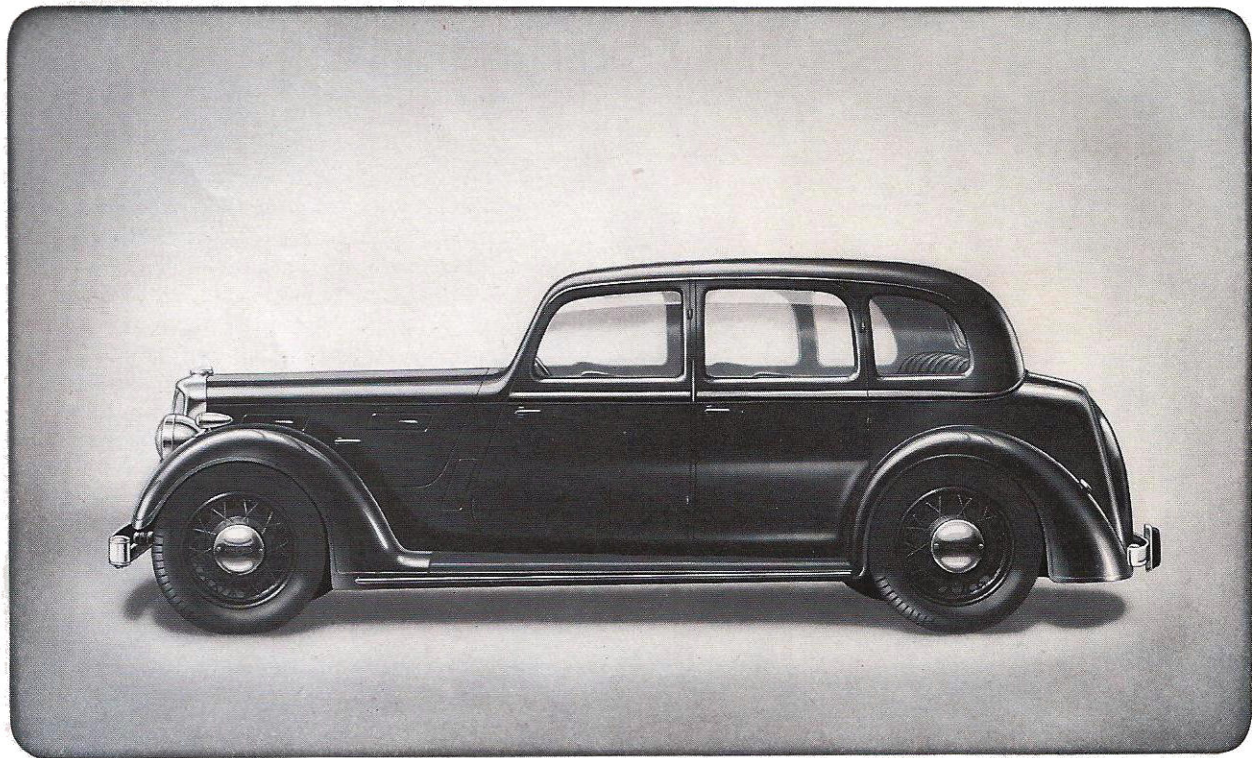
EQUIPMENT

Chromium plated headlamps, sidelamps, and Pass-light. (Dipping switch extinguishes headlights and switches on Pass-light mounted on near side dumb iron). Automatic reversing light, combined stop and tail light. Ventilating windscreen, electric dual windscreen wipers, (scuttle type with concealed motor, one or both can be operated as desired). Triplex glass throughout, direction indicators with automatic return. Electric horn mounted on off-side dumb iron, instrument board with clock, trip speedometer, ammeter, combined oil pressure and water temperature gauge, combined electric petrol and oil level gauge, electrically operated petrol reserve supply control, panel light, ignition warning light, direction indicator warning light. Side armrests and central folding armrest to rear seat, body pulls, interior roof light, interior sun visors, driving mirror, smokers ash trays, rear window blind operated from driver's seat, flush fitting sliding roof with central control, selected soft hide seating, pile carpets, harmonic stabiliser combined with front bumper, rear bumper, Anti-Roll stabilisers to front and rear axles, built-in luggage compartment at rear, concealed spare wheel and tyre, Avon Duo-Tread tyres, D.W.S. Hydraulic Jack, tools in rubber-lined tray.



AUTOMATIC CHASSIS LUBRICATION

A refinement of great convenience and utility on all Rover Models—the Bijur system of automatic chassis lubrication.

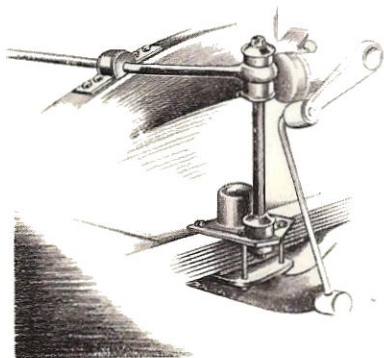


THE ROVER SIXTEEN 6-CYLINDER SALOON

THE ROVER SIXTEEN 6-CYLINDER SPORTS SALOON

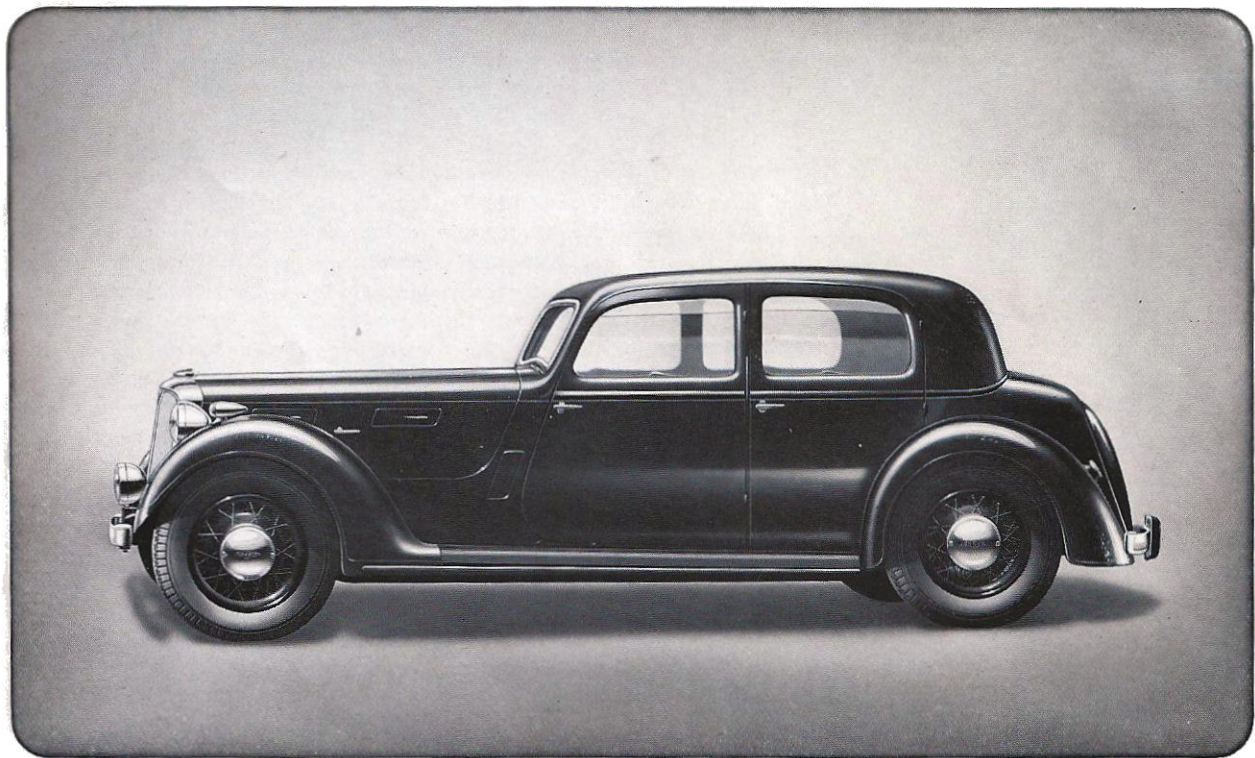
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ANTI-ROLL STABILISERS

To increase the stability of the car particularly on corners are fitted to front and rear axles of the 6-cylinder models.



THE ROVER SIXTEEN 6-CYLINDER SPORTS SALOON