

ROVER

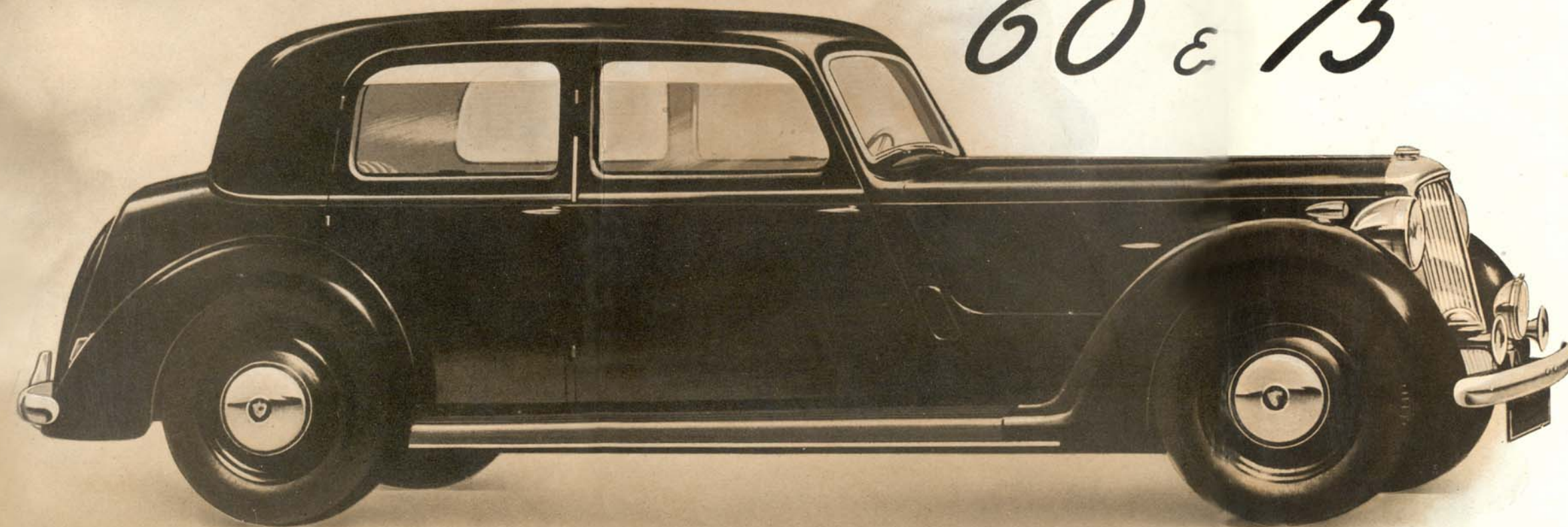


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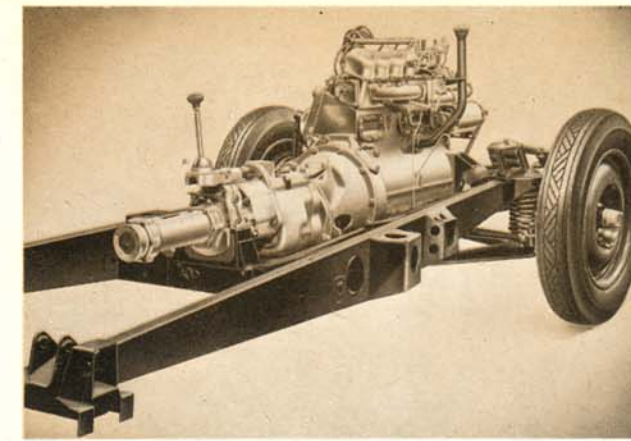
ONE OF BRITAIN'S FINE CARS — NOW MADE FINER

The New ROVER

'60' & '75'



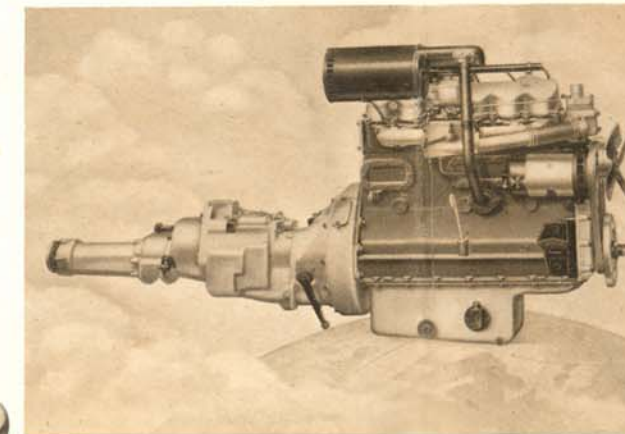
THE ROVER '75' FOUR-LIGHT SALOON



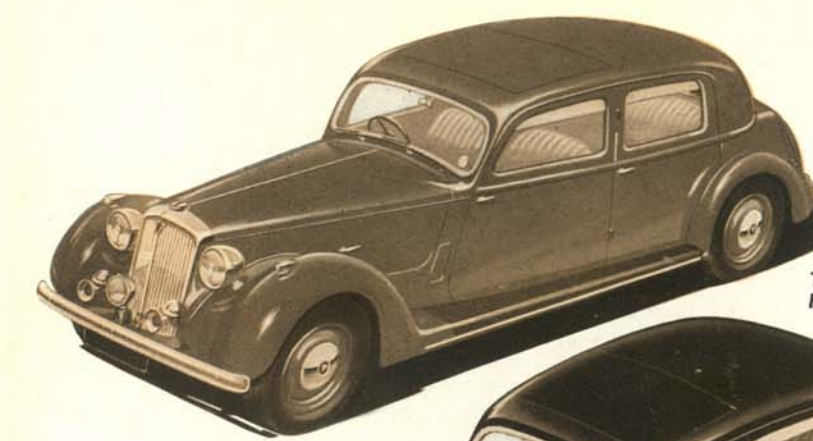
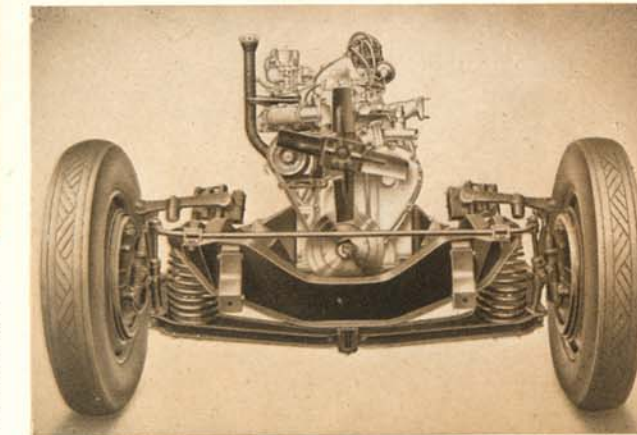
The new Rover "75" chassis. The depth of the box section side members ensures great rigidity at the same time being light in weight.

THE new Rover "60" and "75" models provide the most critical motorist with an entirely new conception of what a car should be. The engine, 4-cylinder or 6-cylinder, is of completely new design in which the cylinder head joint is inclined at an angle to the cylinder block and the side exhaust valve disposed at a considerable angle to the cylinder centre line, permitting ample water flow to the valve seat. The shape of the patented combustion chamber allows for a very short flame travel from the sparking plug which permits the use of an exceptionally high compression ratio. The result of this new engine design is outstanding performance combined with economy of fuel consumption. Ingeniously contrived flexible rubber mountings secure

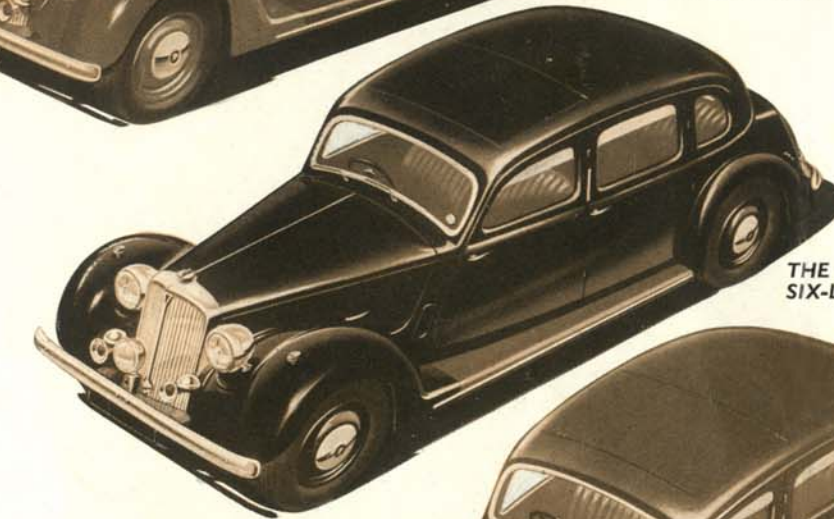
the engine in the unorthodox design chassis which, whilst light in weight is of great rigidity. The chassis frame is shorter than the generally accepted standard design, the box section side members terminating at the front anchorage of the semi-elliptic rear springs, the rear ends of the springs being connected to a cross member located at the rear of the body. This method allows for increased spring movement more easily controlled and results in a perfectly smooth and cushioned ride for the back seat passengers.



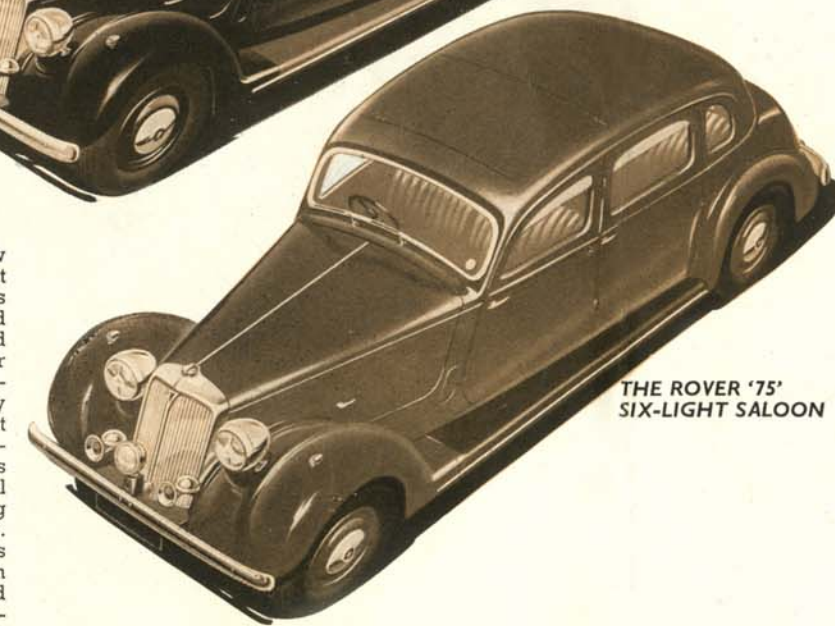
The Inclined Head Engine of the new Rover "75." It is completely new and an example of advanced design in automobile engineering. Before acceptance the prototype engine was subjected to the most stringent tests to ensure that the high standard of reliability and long life of Rover cars should not only be maintained but improved. Test records show that a total of test bench and road running equivalent to 600,000 engine miles has been built up, a distance equal to nearly TWENTY-FIVE TIMES ROUND THE EARTH.



THE ROVER '60' FOUR-LIGHT SALOON



THE ROVER '60' SIX-LIGHT SALOON



THE ROVER '75' SIX-LIGHT SALOON

Illustrated on left is the new Rover Independent Front Suspension. Here again is evidence of the thought and engineering skill exercised in the designing of Rover Cars. This system is an indisputable advance over any other type of independent suspension. Wheel movement is controlled by radius arms in combination with coil springs and double-acting hydraulic shock absorbers. A torsion anti-roll bar adds to the stability of the car on corners at high speeds and checks any tendency to side-sway. Steering with the new high efficiency steering box is light and yet positive.

New Instrument Board

The attractive new instrument board of the new Rover "60" and "75" models. The instruments are easy to read and accessibly grouped. The new light switch is located on the steering column obviating fumbling in the dark. Provision is made for the easy fitting of car radio which can be supplied if required. At the left is a thick rubber lined tool drawer immediately accessible without disturbing passengers.

The Last Word in Power Output and Efficiency

comes from Rover in this newly developed cylinder head design (Patent No. 523,668). The valve arrangement together with the sloping cylinder head joint make possible an extremely compact combustion space, with adequate turbulence and the best possible sparking plug location.

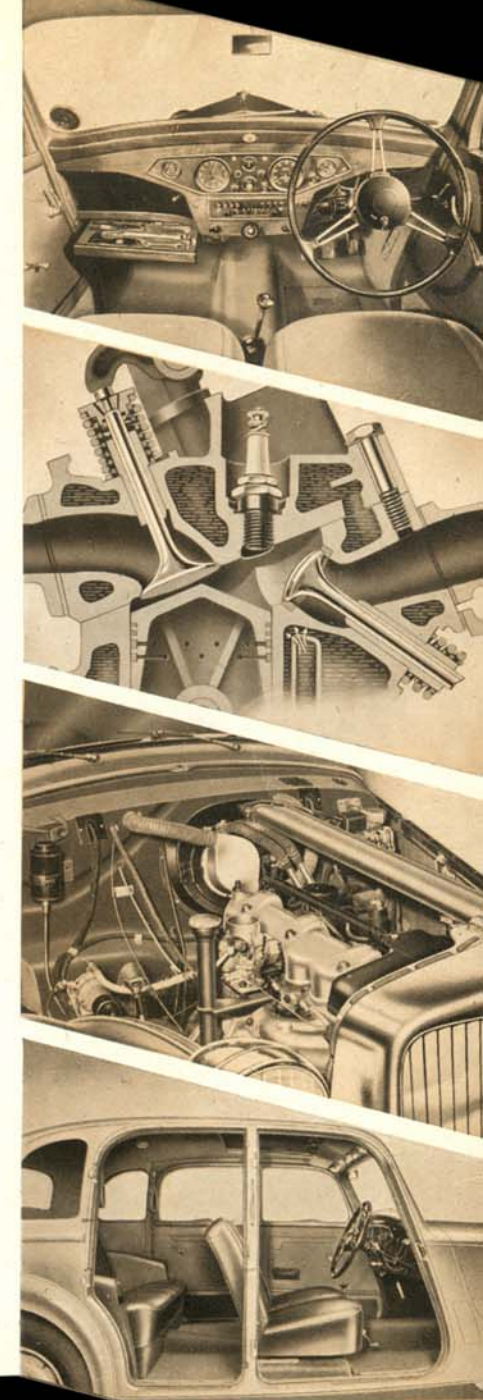
Thus exceptional economy is achieved together with a power output, particularly in the middle speed range, which make the new Rover engine quite outstanding in its class.

Nearly 100 cu. ft. of fresh air per minute

Included in the car equipment is a built-in system of heating and ventilation. Fresh air is drawn from the front of the car above the radiator at the rate of nearly 100 cubic feet per minute, heated and discharged into the body of the car at the front toe board. A separate supply of warm air at high pressure is provided for de-misting and de-frosting the windscreen. In warm weather fresh cool air can be circulated into the car body through the same source.

High Quality Rover Coachwork

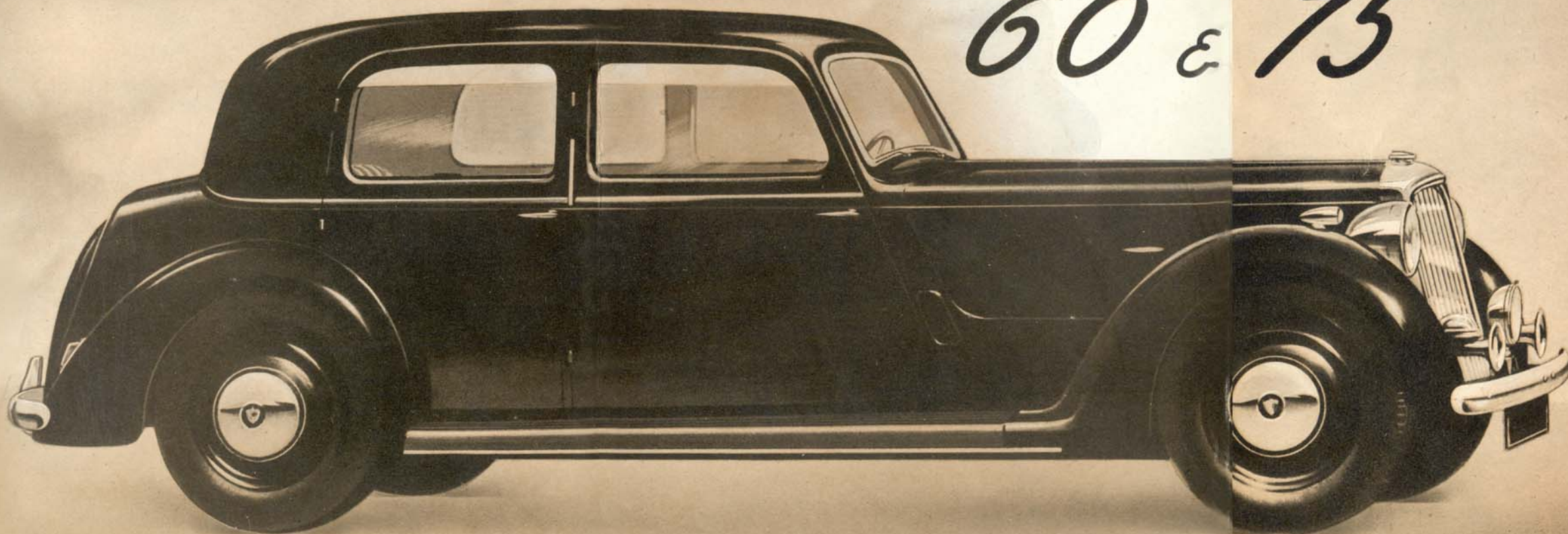
The high quality of Rover Coachwork is exemplified by this illustration of the interior of the six-light Saloon. Both front seats are adjustable for leg room and the driver's seat is also adjustable for height. An attractive range of colour finishes is available.



The New

ROVER

'60' & '75'



THE ROVER '75' FOUR-LIGHT SALOON



*One of Britain's Fine Cars
Now Made Finer*

IN the new Rover "60" and "75" models described here is reflected the accumulated experience of many years in the building of motor cars of renowned quality. They are the result of much thought and experiment on the part of an Engineering Staff who, to use the words of an acknowledged critic, do their designing on the road and not on drawing boards.

In order to gear production to the National need for economy, the Rover Company decided to produce one chassis model only with a choice of four or six-cylinder engines. The chassis design, engines and independent front suspension are completely new and have undergone the most stringent tests for thousands of miles, including many well-known and particularly gruelling continental mountain routes to prove once again the high standard of Rover productions.

Two Saloon bodywork styles are available—4-light and 6-light with appointments of recognised Rover distinction. Luxurious accommodation is provided, and amongst many special features is a system of controlled interior heating and ventilation by which fresh air is drawn from the front of the car above the radiator and discharged into the body. The system includes two ducts leading to the base of the windscreen for de-misting and de-frosting, and in warm weather fresh cool air is circulated inside the body giving ventilation without discomfort. An attractive instrument board design allows for the easy fitting of radio, and provision is made for luggage in a built-in compartment at the rear of the body with the spare wheel accessibly housed in the lid.

No detail for comfort and convenience has been overlooked in the new Rover models.

SPECIFICATION

ENGINE. Flexibly mounted. Four-cylinder 69.5 mm. bore x 105 mm. stroke, cubic capacity 1,895. Compression ratio 7.1-1. B.H.P. 60. Six-cylinder 65.2 mm. bore x 105 mm. stroke, cubic capacity 2,103. Compression ratio 7.25-1. B.H.P. 75. Cylinder head inclined on the cylinder block to accommodate patented design of high efficiency combustion chamber.

VALVES. Inclined overhead inlet valves operated by push rod and rocker arms. Exhaust valves side located operated by rocker arm direct off camshaft. Camshaft driven by double roller chain with hydraulically operated automatic tensioner.

PISTONS. Inverted "V" shaped on head to conform to special combustion chamber giving increased turbulence enabling use of a weak mixture and consequently effecting considerable economy.

CRANKSHAFT. High specification steel counterbalanced crankshaft. Four-cylinder engines have three main bearings, 6-cylinder engines have four. Crankshaft on both 4-cylinder and 6-cylinder engines fitted rubber mounted harmonic vibration damper.

LUBRICATION. Engine lubrication by pressure from gear type pump forcing oil to all bearings, valve gear and timing chain. Chassis lubrication points, where rubber is not used, are packed with lubricant and sealed, and require a minimum of attention.

FUEL SUPPLY. From 11½ gallon tank at rear by electric pump to carburettor. Electrically controlled reserve petrol supply.

CARBURETTOR. Type—down draught. Single on the 4-cylinder engine, dual type on the 6-cylinder engine.

IGNITION. Special high voltage ignition coil and battery. Auto advance controlled by governor and vacuum.

DYNAMO. Fitted control system of automatic voltage regulation.

CLUTCH. Single dry plate.

STEERING. High efficiency ball bearing worm and nut. Light yet positive in action with variable steering ratio for ease of manoeuvring. Steering wheel 17" diameter. Turning circle 37'. Left hand steering can be fitted if required and specified at time of ordering.

GEARS. Four forward speeds and reverse. Syncromesh 3rd and top. Central gear control mounted independent of power unit. Ratios: 1st, 15.85-1; 2nd, 9.60-1; 3rd, 7.0-1; top, 4.7-1.

FREE WHEEL. Designed as an integral part of the power unit and incorporated with the gearbox. Its use is optional and controlled from the instrument board. When reversing it is automatically locked.

TRANSMISSION. By open propeller shaft to spiral bevel type rear axle.

BRAKES. Hydro-mechanical system. The front wheel brakes are of semi-hydrostatic type hydraulically operated requiring very light pedal pressure and infrequent adjustment. The hand brake operates independently on rear wheels only.

SUSPENSION. Rover special advanced design of independent front suspension. Rear springs semi-elliptic enclosed in gaiters which are packed with lubricant and hermetically sealed. Double acting hydraulic piston type shock absorbers at front. Double acting hydraulic telescopic shock absorbers at rear.

CHASSIS FRAME. Box section side and cross members. Light but of extraordinary rigidity.

HEATING AND VENTILATION. Built-in system of heating and ventilation providing warmed or cool fresh air from outside the car and fitted with windscreen de-froster, ducts and fan.

LIGHTING. Head and side lamps switch mounted on left side of steering column. Near side head lamp has double filament for dimming (on export models both head lamps are double filament). Fog lamp operated by separate switch on instrument board.

DIMENSIONS. Wheelbase 110½". Track front 51½". Rear 55". Overall length 171½". Overall width 63". Ground clearance, 4-cylinder, 7½"; 6-cylinder, 7½". Weight, six-light Saloon 4-cylinder, 26½ cwts., 6-cylinder, 27½ cwts.; four-light Saloon 4-cylinder, 26½ cwts., 6-cylinder, 27½ cwts. Height, four-light Saloon, 62"; six-light Saloon 65".

TYRE SIZES. Four-cylinder 5.25" x 17". Six-cylinder 5.50" x 17". Easy-clean wheels have large chromium hub plate with Rover symbol mounted centrally.

JACKING. Simplified jacking system.

To minimise road shocks and vibration rubber bearings are used wherever possible in the new Rover cars. Rubber engine mountings. Rubber suspension bearings. Rubber bushes on shock absorbers. Rubber cored rear spring shackles. Rubber body mountings. All are long wearing under all conditions and require no lubrication. They are features that combine with the incredible smoothness of the new engine to give a new meaning to motoring.

RANGE OF COLOUR FINISHES

Bodywork	Fine Lines	Upholstery	Bodywork	Fine Lines	Upholstery
SUNDOWN	DARK MAROON	BROWN	BLACK	GOLD	BROWN
GREEN	DARK GREEN	GREEN	BLACK	GREEN	GREEN
GREY	BLUE	BLUE	BLACK	MAROON	MAROON
MAROON	GOLD	MAROON			

OUTSTANDING FEATURES

- High efficiency engine of entirely new design.
- New design chassis with new system of body mounting.
- New and advanced design of independent front suspension.
- Synchromesh gears.
- Controlled free-wheel.
- Automatic thermostat in water circulation system.
- Automatically controlled battery charging, prevents overcharge.
- Electrically controlled reserve petrol supply.
- Completely new interior heating and ventilating system.
- Rubber bearings wherever possible requiring no lubrication.
- Other bearings lubricant filled and sealed requiring a minimum of attention.
- Attractive and dignified body design.
- High-grade cabinet work.
- New and powerful hydro-mechanical brakes.
- Anti-roll stabiliser.
- New light yet positive steering.
- Self-parking windscreen wipers, switch controlled.
- Front seats adjustable for leg room. Driver's seat adjustable for height also.
- Provision for easy fitting of built-in car radio.
- Large built-in luggage compartment.
- Simplified jacking system.

THE ROVER COMPANY LIMITED

SOLIHULL, BIRMINGHAM

Service Depot . . . SOLIHULL
Telegrams . . . Rovrepair, Solihull

Telephone: Sheldon 2461 Telegrams: Rover, Solihull
London Showrooms
DEVONSHIRE HOUSE, PICCADILLY, W.1 Telephone: Grosvenor 2092

London Service Depot.:
SEAGRAVE ROAD, FULHAM, S.W.6
Telephone . . . Fulham 1221
Telegrams: Rovrepair, Phone, Fulham

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