

ROVER 95 & 110 models

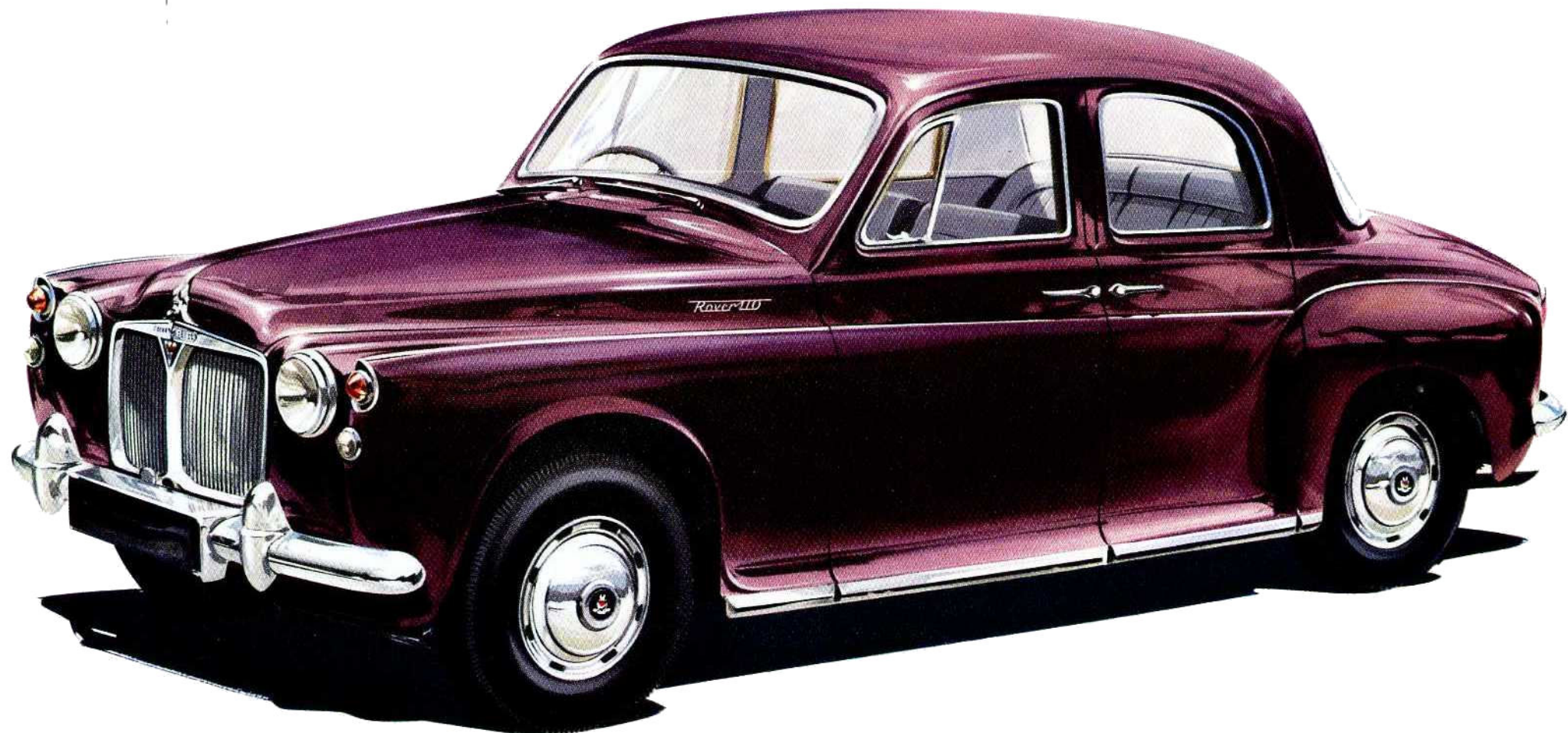
CONSISTENT with its policy of developing a successful range of cars rather than making sweeping changes of design at frequent intervals, the Rover Company now offers the improved 95 and 110 models which replace the 80 and 100 respectively. They retain the pleasantly formal and dignified appearance, the uncommon comfort and silence known to so many motorists, but power has been increased to provide a swifter, more potent performance. The 95 is fast, the 110 faster: both represent workmanship and value of a very high order.



THE HIGH-PERFORMANCE ROVER 110

The Rover 110 is a fast touring saloon that will cover the ground effortlessly, its thrustful performance belying deceptively quiet looks. Upholstery, equipment and finish are to traditional Rover standards; comfort is complete. The power of the 110 is perfectly balanced by its handling and road-holding qualities, and disc brakes on the front wheels give retardation that is satisfyingly safe. Overdrive is fitted as standard on this model.







THE SIX-CYLINDER ROVER 95

This model offers the luxury of six-cylinder Rover motoring at a surprisingly low cost. Here is all the comfort and outstanding performance of the Rover 100 — just superseded by the 110 — for little more than the price of the four-cylinder 80 which the 95 now replaces. Its advanced seven-bearing crankshaft engine produces an abundance of smooth, silent power, and there are disc brakes on the front wheels to provide efficient stopping under all conditions. A 3.9:1 ratio rear axle is employed giving an effortlessly high cruising speed, so overdrive is not fitted. The highest standards of Rover finish and technical excellence are fully maintained throughout.

Altogether, the 95 is the ideal introduction for the family to the Rover style of motoring.

