



ROVER 3 $\frac{1}{2}$ Litre

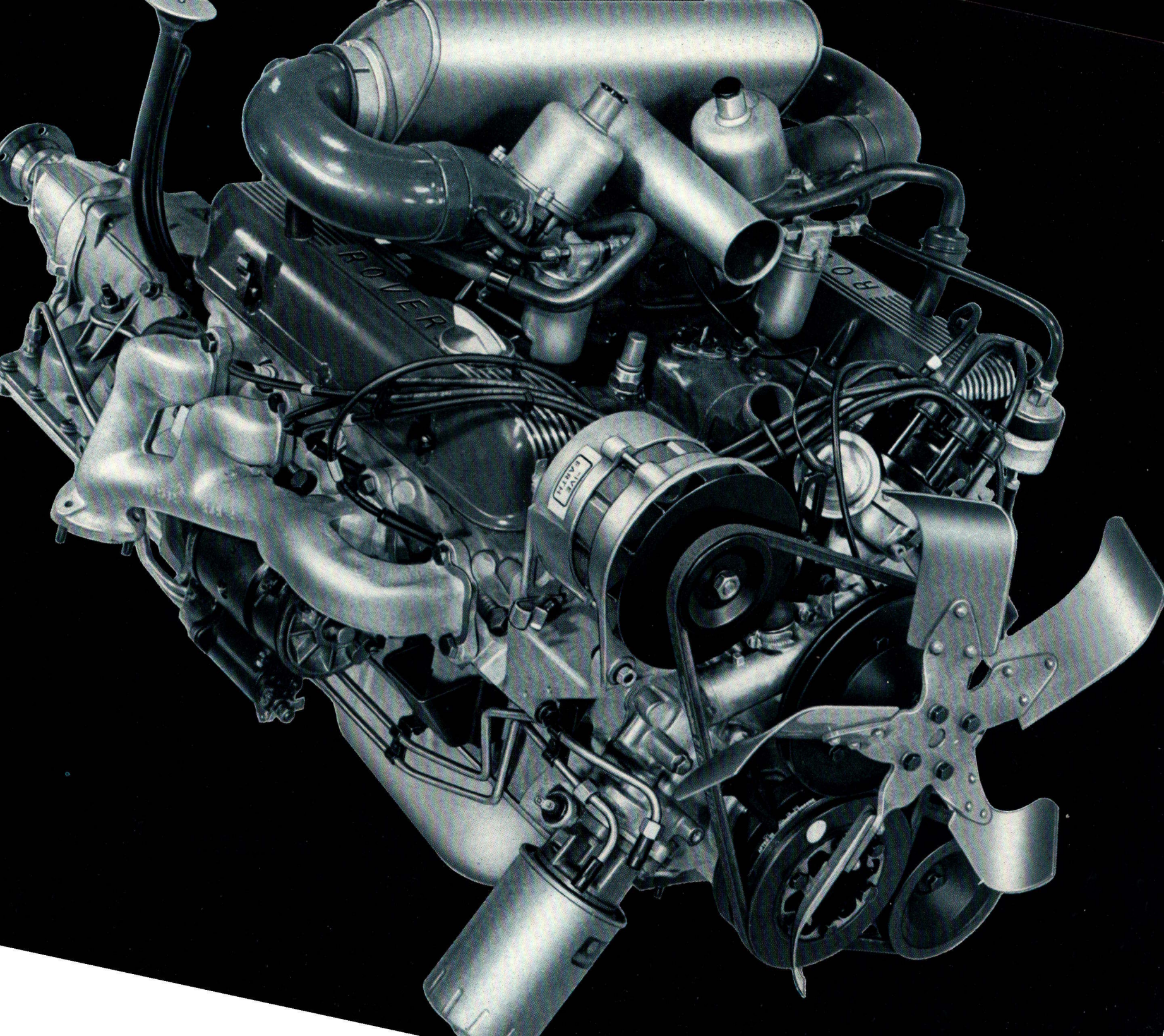
'...shone like a
meteor
streaming
to the wind.'

The constant repetition of superlatives to describe the varied products of many manufacturers, renders them almost meaningless when applied to motor cars as truly superlative as the Rover 3½ Litre Saloon and Coupé. Magnificent, luxurious, elegant, distinguished, powerful, silent; the 3½ Litre models are all of these, but if you read the literature, so are a surprising number of other cars! In this catalogue we offer you honest facts, show you pertinent pictures and leave you to make your own evaluation. Better still, you may care to get in touch with your Rover Distributor or Dealer and ask for a demonstration. The cars themselves will tell you more than any publication.

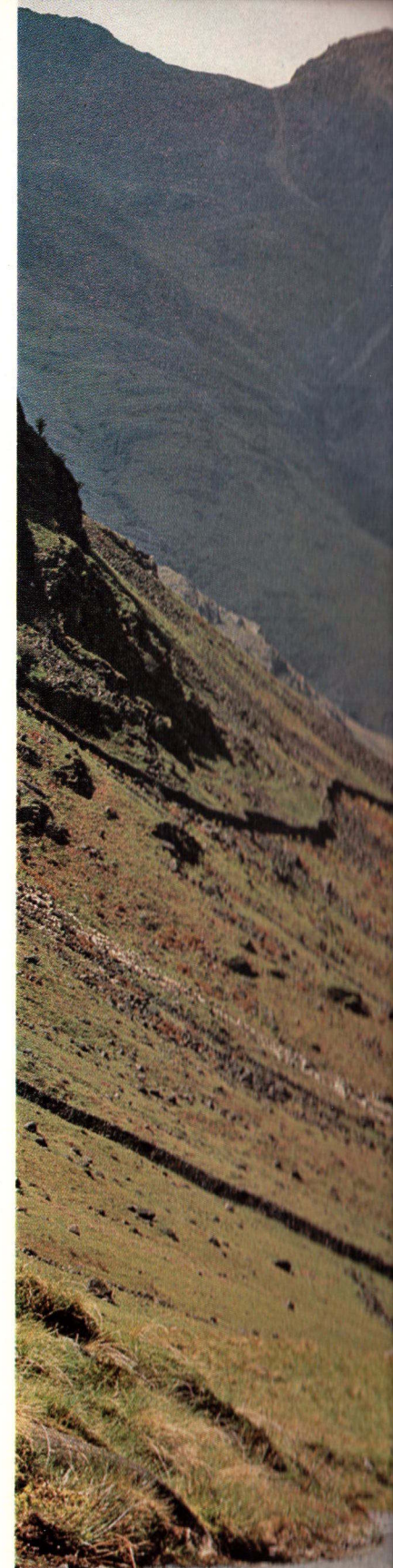
Following the introduction of the 3½ Litre in 1967, the *Motor* said of the new model: "So many who regard this Rover—with its wood-panelled interior and four thick, leather armchairs—as being the finest London club on wheels, will now have to accept it as being the fastest as well." Fast it is, with an all-round road performance to match. The powerful aluminium V8 engine has been developed by The Rover Company and bears all the hallmarks of Rover quality and reliability, including an uncommon smoothness and silence in operation. For the technically-minded, full details are given in the specification section at the end of this catalogue. Automatic transmission, embodying optional manual control, is fitted as standard equipment.



8







From the
small hours to
the longest
day—
a refreshing
way to travel.

We believe the 3½ Litre Rovers will appeal to people whose style of living and business or professional status are complemented by the ownership of a car of equally high character. From the driver's point of view, the automatic transmission combined with the smooth, effortless performance make for hours of strain-free travel. Passengers have room to relax and the general level of comfort and silence gives a feeling of insulation against the noise and bustle of the workaday world. In a Rover you can collect your thoughts in readiness for your next appointment, or simply admire the scenery (not when driving, of course!). Either way, it is a refreshing experience.





ROVER 3½ Litre Coupe

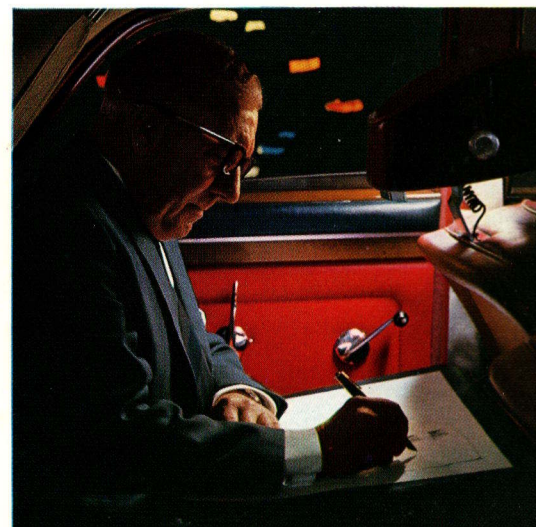
If you prefer a low, sleek line and sporting appearance, and do not normally require accommodation for more than four people, the 3½ Litre Coupe will be your natural choice. Few cars carry greater prestige and fewer still can compete as a straight-forward value for money investment.

Comprehensive instrumentation (right) gives the driver all the information he needs, by night as well as by day. An engine revolution counter is included next to the speedometer, while an ammeter, water temperature, fuel and oil pressure gauges, are mounted separately below the main panel. Switches and indicator lights are conveniently grouped and clearly marked.

Details of seating and interior appointments will be found on later pages.



The long road home can be spent in easy relaxation or, when occasion demands, in checking over details of the day's events and preparing for the next. A reading light is incorporated at the rear of the 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. This feature applies to the Saloon (shown right) as well as to the Coupe.





ROVER 3½ Litre Saloon

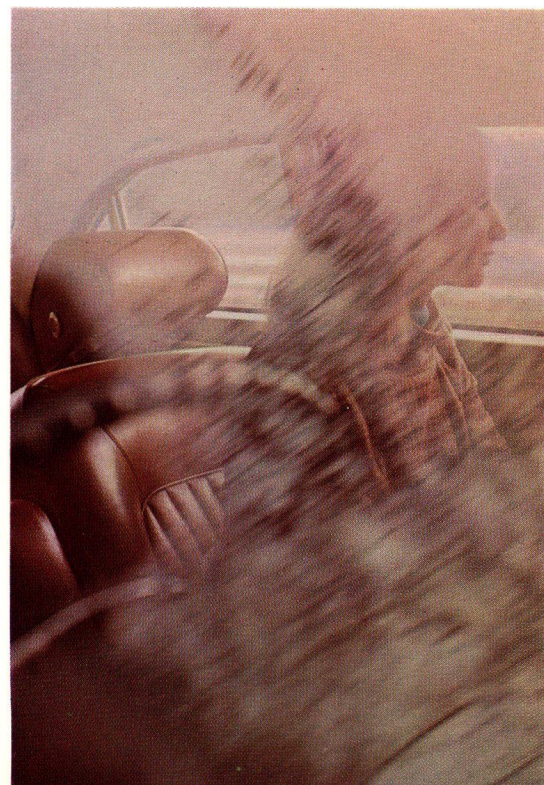
A higher roof line provides the chief exterior identification between the Saloon and the Coupé. Inside, there are detail differences (specified on later pages) and a choice of rear seating to accommodate either two or three passengers. Otherwise you will find the same characteristics which make a Rover a Rover, and set it that important degree apart from other motor cars.

The automatic transmission for both Saloon and Coupé is the three-speed Borg Warner type 35 now in general use but it includes certain special features to meet Rover requirements. In fact, the transmission can be operated either automatically or manually to suit the requirements of the occasion or the choice of the driver. Fully automatic transmission is obtained by putting the selector lever in position D. In this position there is no need for any gear changing, a kick-down mechanism under the accelerator providing a lower ratio, when necessary, for rapid overtaking. If manual control is required the gear selector can be moved to positions 1, 2 and D or from D to 2 and 1, when the appropriate gear will be engaged and held. A restriction device prevents the engagement of first gear until road speed has been sufficiently reduced. So, if you like manual gear selection for high-speed motoring and the advantages of automatic transmission for city traffic or effortless travel at any time, there is no need to change cars, you simply change gear. A centrally-mounted selector lever is fitted (right), with the appropriate positions clearly labelled, and illuminated at night.



Above. Saloon instruments are largely contained within the two main dials; speedometer on the left and gauges in the right-hand dial. Switches and tell-tale lights are similar to the Coupé—easily operated and clearly visible.

Right. Headrests add to the general relaxing qualities of the interior. These optional extras are available for the front seats of both models and for the rear of the Saloon.



A study in quiet comfort



Comfort is a difficult enough quality to define at any time. Without the use of superlatives—and we made our promise—the Rover style of comfort is beyond the powers of description. We therefore leave you to study these illustrations and rely on the factual information applicable to the

All Rover car seats have leather where you sit and where you lean. It is not used in other portions of the interior because special qualities would be wasted and other materials have proved more suitable. So it is fitted in the areas of hardest wear. It "breathes", is soft to the touch and very long lasting.

The individual front seats (right) are of generous dimensions and fully adjustable.




Front seats are provided with adjustments for fore and aft position and for cushion height. The backs are infinitely adjustable between vertical and fully-reclining, and the special friction locking device enables them to be firmly fixed at any angle to give the most comfortable travelling position.

There is a folding armrest between the front seats which may also be adjusted for height. It can be tuned to match the height of the movable armrests attached to the doors and so give proper balance.

One of two alternative seating arrangements can be specified for the rear compartment of the Saloon. You can have two individually-moulded seats, as shown below, or a single full-width seat to accommodate three passengers. In the individual arrangement there is still room for a third person on the padded centre portion between the seats but for regular use by three adults the full-width seat may be more suitable. It is just a matter of personal choice. A central folding armrest is provided with both specifications.





Front seats are provided with adjustments for fore and aft position and for cushion height. The backs are infinitely adjustable between vertical and fully-reclining, and the special friction locking device enables them to be firmly fixed at any angle to give the most comfortable travelling position.

There is a folding armrest between the front seats which may also be adjusted for height. It can be tuned to match the height of the movable armrests attached to the doors and so give proper balance.

One of two alternative seating arrangements can be specified for the rear compartment of the Saloon. You can have two individually-moulded seats, as shown below, or a single full-width seat to accommodate three passengers. In the individual arrangement there is still room for a third person on the padded centre portion between the seats but for regular use by three adults the full-width seat may be more suitable. It is just a matter of personal choice. A central folding armrest is provided with both specifications.



In the Coupé, two separately-shaped seats are offered at the rear, with a padded portion between to accommodate an occasional third passenger. This is, however, basically a four-seater car. The folding armrest is shown in the down position in our illustration, above, to indicate the armchair effect that can be achieved in both the Saloon and Coupé models.



Refinements to suit every occasion

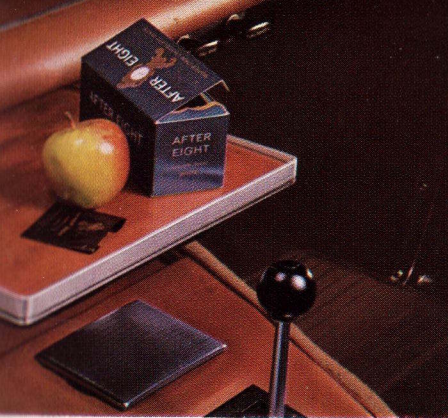
Travelling in modern traffic conditions is frequently frustrating for ordinary motorists but within the 3½ Litre Rovers one can view every situation with a degree of detached calm. This more relaxed outlook is helped by carefully thought out appointments and accessories which provide for a high proportion of drivers' and passengers' motoring needs.

Some interesting features have already been touched upon; a further selection is shown here. There are many more, as you will discover for yourself when you see the cars.

Right. A sliding shelf fitted below the seat. It is easily required and tucked away again. The table surface is a rubber tray containing small hand tools.

Below. For rest and another picnic away behind the rest and can be moment. This provided in the optional full-width



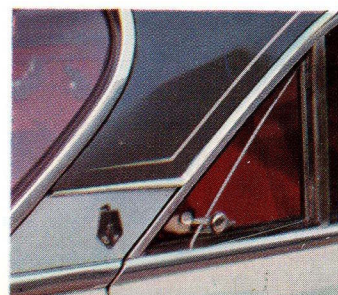


Below. Rear passengers are also individually catered for in respect of heating. A switch, located on the door between the front seats can be operated independently of the main heating system. (The rear heater control also incorporates a speaker regulating switch when radio with front and rear speakers is fitted). Vents below the rear seat cushions allow warm air to circulate around passengers' feet and legs.



Left. The front-end styling of the Rover 3½ Litre Saloon and Coupé incorporates built-in fog lamps. Distinctive wheel design provides an added air of well-shod elegance.

Below. Features which distinguish the Coupé from the Saloon are its lower roof line, opening rear quarter windows and a stainless steel plate incorporating a Viking ship symbol.



Left. It is claimed that large cars are a nuisance in busy cities. Not the Rover 3½ Litre. Because of its power-assisted steering it is highly manoeuvrable and can be parked with one finger. Try it!

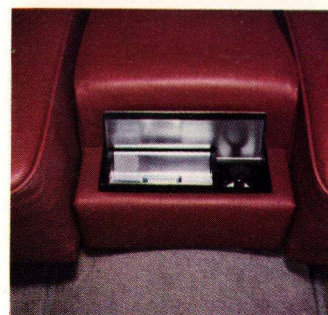
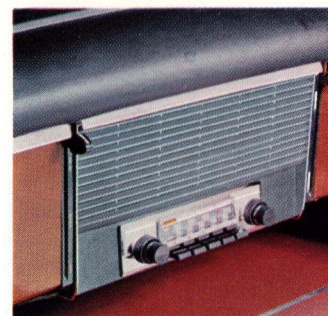
Right. Side armrests fitted to front doors can be raised or lowered at will to suit the needs of the moment.

Below. The front centre armrest can also be adjusted for height to match the position of the door armrests.

Below, left. Radio can be supplied as an optional extra. The installation occupies the central parcel compartment space in the fascia.



Above. A clock is recessed into wood fascia at the passenger's end. It is out of the way yet clearly visible to all the car's occupants.



Above. In the Coupé, a smoker's companion, comprising ashtray and cigarette lighter, is fitted between the two rear seats.



The Saloon model fitted with individual rear seats is provided with a trinket box recessed beneath the centre padding.

Refinements to suit every occasion

Travelling in modern traffic conditions is frequently frustrating for ordinary motorists but within the 3½ Litre Rovers one can view every situation with a degree of detached calm. This more relaxed outlook is helped by carefully thought out appointments and accessories which provide for a high proportion of drivers' and passengers' motoring needs.

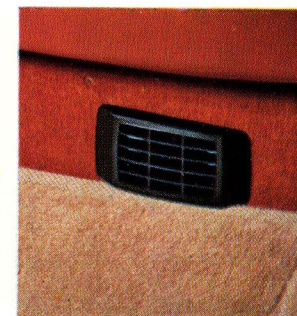
Some interesting features have already been touched upon; a further selection is shown here. There are many more, as you will discover for yourself when you see the cars.

Right. A sliding picnic table is fitted below the front parcel shelf. It is easily produced when required and just as easily tucked away again. Beneath the table surface is a moulded rubber tray containing a set of small hand tools.

Below. For rear passengers another picnic table is hidden away behind the central arm-rest and can be lowered in a moment. This feature is not provided in the Saloon fitted with optional full-width rear seat.



Below. Rear passengers are individually catered for in respect of heating. A switch, located in the door between the front seats, can be operated independently of the main heating system. The rear heater control also incorporates a speaker regulating switch when radio with front and rear speakers is fitted). Vents behind the rear seat cushions allow warm air to circulate around passengers' feet and legs.

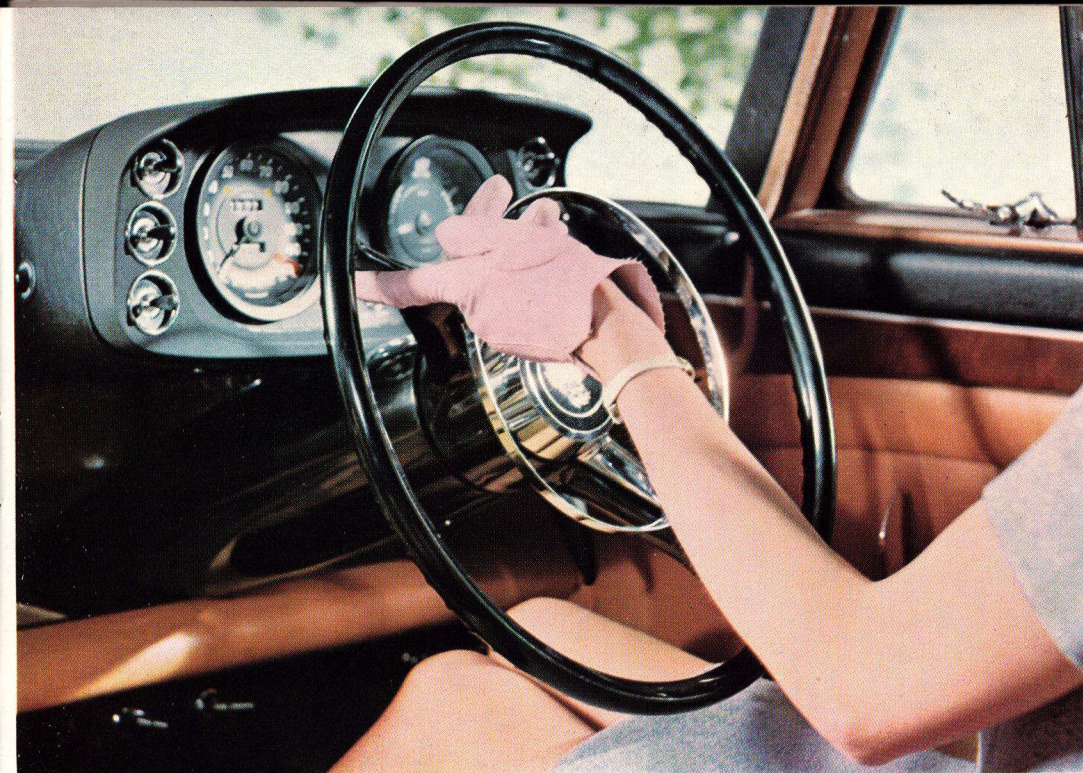


Left. The front-end styling of the Rover 3½ Litre Saloon Coupé incorporates built-in fog lamps. Distinctive wheel design provides an added air of sophisticated elegance.



Below. Features which distinguish the Coupé from the Saloon are its lower roof line, open rear quarter windows and stainless steel plate incorporating a Viking ship symbol.



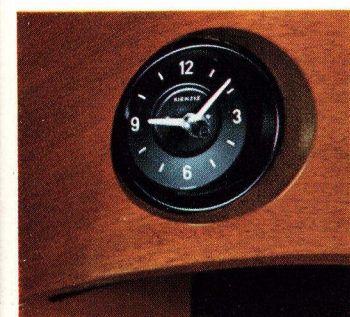


Left. It is claimed that large cars are a nuisance in busy cities. Not the Rover 3 1/2 Litre. Because of its power-assisted steering it is highly manoeuvrable and can be parked with one finger. Try it!

Right. Side armrests fitted to front doors can be raised or lowered at will to suit the needs of the moment.

Below. The front centre armrest can also be adjusted for height to match the position of the door armrests.

Below, left. Radio can be supplied as an optional extra. The installation occupies the central parcel compartment space in the fascia.



Above. A clock is recessed into wood fascia at the passenger's end. It is out of the way yet clearly visible to all the car's occupants.



Above. In the Coupé, a smoker's companion, comprising ashtray and cigarette lighter, is fitted between the two rear seats.



The Saloon model fitted with individual rear seats is provided with a trinket box recessed beneath the centre padding.

Control systems tuned to high performance

Whichever way the cat jumps, or even if it stands rooted to the spot, you need a predictable reaction from the car's controls. Power steering, finely-balanced suspension and servo-assisted brakes (disc at the front), give the Rover 3½ Litre the sort of control system that is taken for granted in everyday situations but reminds you of its efficiency in an emergency stop. You will find it remarkably safe and stable at any time and the ability of the driver to select the precise transmission ratio for any circumstances, including a second gear start to avoid wheel spin under icy conditions, enhances the feeling of confidence which this car undoubtedly gives.



General Specification

ENGINE An O.H.V. all aluminium lightweight high performance V8. Bore 3.5 in. (88.9 mm.). Stroke 2.8 in. (71.12 mm.). Cubic capacity 215 cubic inches (3,528 cc.). 10.5:1 compression ratio. B.H.P. (DIN) 146 at 5,000 rev./min. Torque (DIN) 27.8 Mkg. (201 lb. ft.) at 2,500 rev./min. Aluminium alloy cylinder block with inserted iron liners, cast integrally with stiff short crankcase. Aluminium alloy cylinder heads with an in-line valve arrangement providing a high degree of breathing efficiency. The engine is fitted with a separate aluminium alloy inlet manifold which carries two S.U. Carburettors. Self adjusting hydraulic tappets are fitted. The pistons are a special lightweight full skirt design incorporating a shallow circular depression in the crown. The counterweighted crankshaft runs in five overlay plated, copper/lead lined, steel shell bearings and is fitted with a torsional vibration damper. A gear oil pump delivers oil under pressure to the main, big end, and camshaft bearings, the hydraulic tappets, distributor drive shaft and rocker gear. The cylinder bores are lubricated by a jet of oil from each connecting rod. A full flow oil filter is fitted. The crankcase is fitted with a positive sealed ventilation system controlled by the carburettors. An alternator is standard.

FUEL SYSTEM A 14 gallon (16.8 U.S. gallons—63.5 litres) tank is fitted forward of the boot, sealed from the car interior by a steel bulkhead and from the boot by a trimmed partition, and an anti-spill tank breather system is incorporated. A 1½ gallon (1.8 U.S. gallons—7 litres) reserve supply is controlled by a knob beneath the parcel shelf. The filler cap is lockable. Fuel is delivered to two carburettors through a disposable paper element filter by a mechanical pump operated by the engine camshaft and there is a petrol spill return pipe to petrol tank.

AUTOMATIC TRANSMISSION Type 35 Borg Warner design and manufacture incorporating special features to Rover requirements, providing fully automatic transmission and alternative manual control for intermediate and low gears. The control lever is mounted on the central console and has an illuminated indicator plate. A transmission oil cooler is fitted in the radiator. The oil filler and dip stick are located in the engine compartment. Gear ratios: Low 2.39:1. Intermediate 1.45:1. High 1.0:1. Reverse 2.09:1. Torque converter stalled ratio 2.1:1. Overall ratios: Low 8.46:1. Intermediate 5.13:1. High 3.54:1. Reverse 7.39:1.

PROPELLER SHAFT Two-piece propeller shaft with flexibly mounted centre bearing.

REAR AXLE Semi-floating with spiral bevel final drive. Final drive ratio is 3.54:1.

STEERING Worm and peg, power assisted steering with variable ratio is used to give high overall efficiency. Steering wheel diameter 17 in. (0.43 m.). Turning circle 40 ft. (12.19 m.).

FRONT SUSPENSION Independent with laminated torsion bars. All ball joints and bearings are sealed against the entry of dust and water and loss of lubrication. They need very infrequent maintenance. Rubber bushes, requiring no lubrication, 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 callipers at the front, and leading and trailing shoe drum brakes at the rear. Mechanical linkage hand-brake operating on rear wheels is applied by pistol grip lever. A brake fluid level and handbrake warning light are provided.

WHEELS AND TYRES 5J×15 Rostyle pressed steel wheels, chromium plated with matt black wheel nut pockets, centre badge and retainer. 6.70 in.×15 in. Dunlop RS5 or Avon Turbospeed tyres.

LIGHTING Headlamps, fog lamps, sidelamps and flasher lamps are mounted in the front wings and at the rear combined flasher, stop and tail lamps incorporating red reflectors are fitted. Repeater flashers are fitted to body side mouldings. There is a reversing light, boot illumination light and on Coupé models an under-bonnet

light is also provided. The headlamps for the Home Market are fitted with sealed beam light units. Export models have a sealed lens and reflector unit with prefocus bulb. A double filament in each headlamp is dipped by a pedal operated switch which also acts as a footrest. A headlamp flashing switch is fitted and the side lamp switch has a position for parking purposes at night, extinguishing the two nearside sidelights, leaving the two offside lights on.

HEATING AND VENTILATING SYSTEM Fitted as standard equipment this system provides fresh air at any desired volume or temperature all over the car interior. Air is fed to the heater from an opening below the windscreen where the intake of traffic fumes is minimized. Three slots at the base of the windscreen give good air distribution for demisting and defrosting. There are additional face level fresh air vents which can be adjusted as required. Installed under the rear seats is a recirculating heating system which can be independently operated and regulated by a control switch located on the transmission tunnel.

WINDSCREEN WIPERS AND WASHERS Variable speed windscreen wipers of the off-the-screen, self-parking type are fitted. Electrically operated windscreen 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-insulation. The unit gives great protective strength.

BODY CONSTRUCTION The body is entirely of welded steel construction. The lower half is painted in a slipper bath and there is under-floor sealing. All mating panels are treated to resist corrosion, and the whole body is thoroughly sound-proofed and sealed against the entry of dust or draughts. Bonnet and boot lid are counter-balanced by spring-loaded hinges. All doors are forward-hinged.

COLOURS AND TRIMS

Exterior Colour	Trims Available	Two-Tone Combinations—Coupé only	
		Roof	Body
Rover White	Mulberry, Saddle Tan, Ebony	Burnt Grey	Rover White
Arden Green	Saddle Tan, Buckskin	Silver Birch	Arden Green
Zircon Blue	Saddle Tan, Buckskin	Silver Birch	Zircon Blue
Admiralty Blue	Mulberry, Saddle Tan, Buckskin	Silver Birch	Admiralty Blue
Bordeaux Red	Mulberry, Saddle Tan, Buckskin, Ebony	Silver Birch	Bordeaux Red
Silver Birch	Mulberry, Saddle Tan, Ebony	Burnt Grey	Silver Birch
Burnt Grey	Mulberry, Saddle Tan, Buckskin, Ebony	Silver Birch	Burnt Grey

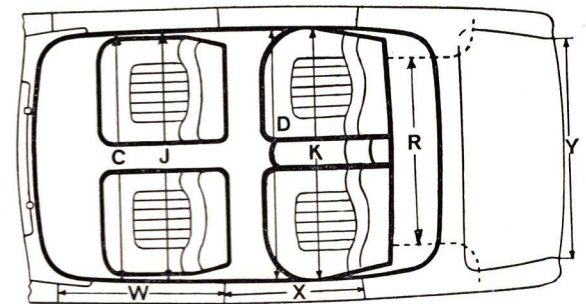
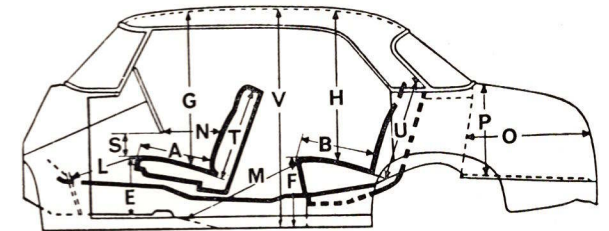
BODY INTERIOR Front and rear seat cushions and squabs are individually contoured and faced in prime quality hide. The front seats have armrests adjustable for height mounted on the doors and the driver's seat is fitted with a centre armrest adjustable for rake. Front seats are adjustable fore and aft and also for height and rake. The rear seats have a wide central armrest and pillar pulls are fitted to the Saloon model. Heavy-pile floor carpets with felt underlays are fitted. African Walnut is used for the fascia panel and for the door garnishings. Interior equipment includes front and rear courtesy lights operated either by opening the door or by independent switches.

The console unit with gear lever finisher incorporates an ash tray and cigar lighter, trinket tray, leather trimmed switch panel with fog lamp switch and provision for extra switches (e.g. heated backlight). In the Saloon model ashtrays are also fitted in the rear door armrests and the central rear armrest incorporates a pull-down picnic tray and a trinket box under centre pad between the individual rear seats (not available with optional single full-width seat). The Coupé has a rear central ash tray and cigar lighter. A combined tool tray and picnic tray is positioned in front, centrally installed under the parcel shelf. Electric clock housed in the fascia panel on the passenger's side. Twin sun-visors, full width parcel shelf front and rear, spacious glove box, with separate lock and key, fitted with pull-down door for map reading, etc., provision for Radiomobile radio: safety catches on

interior and rear door handles to prevent accidental opening. Heated rear window (optional extra). A laminated glass windscreen can be supplied as an optional extra in place of the zone toughened glass screen normally fitted. Front and rear headrests can also be supplied as an optional extra (front only in Coupé). 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 110½ in. (2.81 m.); track, front 56½ in. (1.43 m.); track, rear 56½ in. (1.44 m.); overall length 187 in. (4.75 m.); overall width 70½ in. (1.78 m.); overall height (Saloon) 61 in. (1.54 m.); overall height (Coupé) 58 in. (1.47 m.); ground clearance 6½ in. (0.16 m.).

Kerb weight with 5 gallons of petrol: Saloon 3498 lbs. (1586.7 kilos.); Coupé 3479 lbs. (1578 kilos.).



INTERIOR DIMENSIONS—SALOON AND COUPÉ

	Inches		Metres	
	Saloon	Coupé	Saloon	Coupé
A Front to rear of front cushion	19½	19½	.495	.495
B Front to rear of rear cushion	19	19	.483	.483
C Width of body at front of front seat	59	59	1.499	1.499
D Width of body at front of rear seat	59	59	1.499	1.499
E Top of front cushion to floor	12½	12½	.311	.311
F Top of front cushion to floor	15½	13½	.387	.349
G Headroom front seat	34½	32½	.876	.826
H Headroom rear seat	34½	33½	.876	.835
J Width of body at rear of front seat	59	59	1.499	1.499
K Width of body at rear of rear seat	58½	58½	1.486	1.486
L Front cushion to accelerator pedal	20½	20½	.514	.514
M Rear cushion to footrest	24	23	.610	.584
N Front squab to steering wheel	17½	17½	.438	.438
O Locker depth	30	30	.762	.762
P Locker height	19½	19½	.495	.495
R Locker width	43	43	1.092	1.092
S Front of front cushion to steering wheel	5½	5½	.133	.133
T Front squab height	21	21	.533	.533
U Rear squab height	24	25½	.610	.648
V Height of interior of body	49½	47	1.264	1.194
W Width of front door at waist	27½	28½	.699	.730
X Width of rear door at waist	28½	28½	.724	.724
Y Minimum external width of boot opening	48½	48½	1.232	1.232

Note: All dimensions taken with front seats in central position (total adjustment of seat fore and aft is 8½ ins.) and height adjustment mechanism lowest position (total rise and fall movement is 2 ins.). All dimensions taken with uncompressed cushions.



The Rover Company Limited reserves the right to alter specifications, colour, designs or prices without notice and without incurring any obligation. While every effort is made, in Rover literature, to provide information that is strictly up to date no responsibility can be accepted for such alterations that occur after date of going to press. Persons dealing in the Company's goods are not the agents of the Company and have no authority whatsoever to bind the Company by any expressed or implied undertaking. Sales are conditional upon terms of business, warranties and service arrangements issued by The Rover Company Limited.





By appointment to Her Majesty Queen Elizabeth II
Manufacturers of Motor Cars and Land-Rovers
The Rover Company Limited

THE ROVER COMPANY LIMITED
SOLIHULL · WARWICKSHIRE · ENGLAND

