

# R OVER 3500. A WORK OF ART.



Sculpture by Maryon Kantaroff. *Babylonian Flight*.  
Bronze, 53 inches high.

## An extraordinary example of the automotive art.

One of the most sought-after cars in the world is now, at last, within your grasp.

The vaunted Rover 3500, resoundingly acclaimed as Car of the Year when it was originally unveiled in Europe, comes to Canada from Britain, where, for more than seventy-five years, its predecessors have been instrumental in helping to beautify the English landscape.

In an era when so many new luxury cars are beginning to look increasingly alike, even a cursory once-over will tell you that here, indeed, is a car that is different.

Magnificently constructed and luxuriously appointed, the 5-door Rover 3500 combines the most modern automotive advancements with an obviously apparent appreciation of aesthetics.

The clean, flowing lines of its elegant exterior exude an undeniable air of success.

Its visually exciting appearance, however, belies an incredible degree of performance. No matter how striking it looks in the

showroom, it is, while still there, out of its element. Only when it has been unleashed, can the car really display its true grace.

An ingeniously designed all-aluminum 3.5 litre fuel-injected V8 engine delivers all the power you could possibly want. The ease with which it reaches top speed will leave you with the feeling that it belongs on a track. Yet the car is remarkably easy-to-handle. It stops on a dime and it is soothingly quiet.

Additional desirable features include: a floor-mounted 5-speed manual gearbox; transistorized electronic ignition; power-assisted rack-and-pinion steering; MacPherson strut front suspension and a self-levelling rear suspension which automatically compensates for constant changes in load weight.

Inside, the range of switches, lights and instruments is unusually impressive. Even for a car of such recognized status.

The heating and air-conditioning system is one of driving's most advanced. So are the rust-inhibiting systems which give the car's body a much longer life.

A new generation laminated windshield is just one of the car's innovative safety aspects.

Electrically-operated windows, fully adjustable steering column and seats, child-proof electrically-activated central door locks and a refreshing breezy sun roof are just a few more very good reasons why the Rover 3500 belongs in a class all by itself.



## Sleek, sculptured elegance.

If you were to check it out—if you sat behind the wheel for a moment, or took it out for a drive, perhaps—you would come away convinced that the new Rover 3500 was the single most exciting car at its end of the luxury class.

The whole of the Rover 3500 is the sum of numerous automotive advancements, all very carefully and cleverly thought out.

In any car in Rover's class, you expect to be able to adjust the driver's seat and head restraints.

But when was the last time you drove a car where the steering wheel could be adjusted, as well—both vertically and telescopically—for height and for reach? Test drive a Rover and try it yourself.

The large energy-absorbing dash is positioned so as to leave the instruments quite clearly visible, both by day and by night.

All-round visibility is excellent. The windshield wipers operate at two speeds, and the washers come equipped with an extra-large tank. An electrically-heated rear window is standard equipment.

Four electrically-operated windows are another standard feature. In addition to that, a safety switch situated on the dash renders the rear windows completely child-proof by over-riding the operating buttons.

The front doors are equipped with hot-air side window demisters. This is the only efficient method of directing air flow onto the side windows and the Rover 3500 is one of the few cars today in which you can get it.

Tinted glass in all the windows reduces glare and radiant heat by as much as thirty percent.

All five doors can be centrally locked from inside the front compartment. The switch is located on the driver's door. From the outside, all the doors lock automatically, when either of the two at the front are locked.

The convenient sun roof is easily slid back, whenever good weather conditions persist.

The 3500 is also equipped with a new generation laminated windshield. While conventional windshields do not shatter completely, the fragmented glass is still very sharp. In the event of a head-on collision, the Rover's windshield will fragment over a much wider area, thereby leaving a smoother surface. This effectively reduces the danger of serious facial injuries and cuts.

The Rover 3500's body has been built to rigid specifications and

designed to survive the most severe kind of climate. Prior to paint being applied, each car body is totally immersed in a rust-inhibiting primer. The entire underside of the body is protected with a bitumen-based material. The only exceptions are the sills and rear panels which are separately specially coated for a smoother, easier-to-clean bright finish.

Mud flaps are fitted front and rear to prevent flying stones from damaging the body work.

Other practical features include: a convenient map reading light, twin grab handles with coat hooks, two lockable glove compartments and four door-operated courtesy lights.



## Critically-acclaimed performance.

In the engineering world, there is an axiom which states that, other factors being equal, the best solution to a problem is, in the long run, the simplest. The new Rover 3500 takes the final form it does, because of a belief in that. Its designers set out to meet their objectives by the simplest means available. They assiduously avoided over-complicated structures. They minimized the over-all number of components. They simplified everything. Then they refined and re-refined, until they achieved this magnificent end-product.

You will find yourself hard pressed to match the satisfaction you'll get from Rover's all-aluminum 8-cylinder engine. The smooth, surging power it generates propels the car quietly and effortlessly to top speed. More important than that, however, is its low speed torque output. Its ability to deliver more sheer power at the lower end of the tach results in far fewer gear changes, significantly longer engine life and more economical running. The transmission is a manual 5-speed synchromesh gearbox.

Steering is rack-and-pinion, power-assisted, of course. Lock to

lock is 2.7 turns. The turning circle is 10.44 m (34.8 ft.) which, by anyone's standards, is tight.

The braking system is power-assisted dual circuit with rear self-adjusting drums and front discs. A pressure-reducing valve prevents the rear wheels from locking. And, if the front brakes ever fail, all the hydraulic pressure is immediately transferred to the rear brakes.

The MacPherson strut suspension is just as straightforward as everything else. The basic over-all design combines with a unique self-levelling system which, in itself is ingeniously simple.

Self-energizing damper units mounted at the rear of the car use energy generated irregularities in the road surface to force oil through a self-contained hydraulic system.

Standing still, the rear of the car is low. When it moves off, the back end rises quickly and maintains a constant balance.

An extension on the differential housing prevents the car from dipping and rising when it is braked or accelerated hard.

Transistorized electronic ignition is another technological

advance designed for greater reliability and more efficient engine performance. There are no contact breaker points to wear out.

The timing is controlled electronically, as well. Fuel economy is increased and plug fouling is reduced.

Last, but not least, just a few words on the car's advanced aerodynamics. The 3500 has been designed with an extremely low drag coefficient. This reduces wind resistance to effectively save you money on gas.

To fully appreciate this car, you must see it and drive it yourself. Your Rover 3500 dealer will be more than pleased to help you out.



# Specifications

## GENERAL DIMENSIONS

Wheelbase	281.5 cm.	9 ft. 2.5 in.
Track: front	150.0 cm.	4 ft. 11 in.
rear	150.0 cm.	4 ft. 11 in.
Ground clearance (5up condition)	15.5 cm.	6.1 in.
Turning circle (between kerbs)	10.4 m. dia.	34 ft. 3 in. dia.
Overall length	485.1 cm.	15 ft. 11 in.
Overall width	177.0 cm.	5 ft. 9 in.
Overall height (unladen)	134.0 cm.	4 ft. 5.5 in.

## WEIGHTS

Unladen weight	1481.4 kg.	3263 lbs.
Gross vehicle	1966.7 kg.	4332 lbs.

## CAPACITIES

Fuel tank	65.9 l.	14.5 gal.
Engine sump and oil filters	5.5 l.	9.5 pints
Engine sump-drain & refill	4.75 l.	8.25 pints
Gearbox (manual)	1.60 l.	2.80 pints
Rear Axle	0.90 l.	1.60 pints
Cooling system and heater	11.0 l.	19.50 pints

## ENGINE

No. of cylinders	8 in Vee formation
Bore	88.9 mm. (3.5 in.)
Stroke	71.1 mm. (2.8 in.)
Capacity	3528 cc. (215 cu. in.)
Fuel Injection	Electronic with separate cold start injector

## TRANSMISSION

### Manual

Clutch	241 mm. (9.5 in.) Single dry plate diaphragm spring with hydraulic operation.		
Gearbox	Five speed all synchromesh plus reverse.		
Gear ratios	1	2	3
Internal	3.321:1	2.087:1	1.396:1
	4	5	Rev.
	1.000:1	0.833:1	3.428:1

## Automatic

Gearbox	Borg-Warner type 65 3-speed with 27.9 cm. (11 in.) torque converter.	
Final Drive	Live 'torque tube' type axle with hypoid differential.	
Ratio	3.08:1	
KPH/1000 rpm.	Manual	46.3 kph. (28.8 mph.)
Top Gear	Automatic	37.8 kph. (23.5 mph.)

## SUSPENSION

Front—Independent MacPherson strut with lower link. Fore and aft location by anti-roll bar.  
Rear—Torque tube type live axle with coil springs and combined telescopic damper/ride levelling units. Fore and aft location by trailing arms and transverse location by Watt's linkage.

## WHEELS AND TIRES

355.6 mm. (14 in.) dia. cast alloy wheels with 152.4 mm. (6 in.) safety ledge rims. 195/70 HR 355.6 mm. (14 in.) steel-belted tubeless radial ply tires.

## STEERING

Power assisted rack and pinion mounted on front cross member. The steering column incorporates a collapsible safety system and is adjustable both axially and vertically. There are 2.7 turns from lock to lock with a 10.4 m. (34.25 ft.) turning circle.

## BRAKES

Direct-acting servo assisted split system with separate actuation of front discs and self-adjusting rear drums. The system incorporates a pressure limiting valve to reduce the likelihood of locking the rear brakes. In the event of failure of one circuit, a pressure differential switch actuates a dashboard warning light.

## BATTERY

12 volt 68 amp. hour at 20 hour rate.

## ALTERNATOR

55 amp. output.

## FUEL SYSTEM

65.9 litre (14.5 gallons) tank situated between the rear wheels with submerged electric fuel pump. Unleaded fuel only.

## BODY

Type—Integral monocoque construction with front (bolt on) cross member. 5 seats, 5 door.  
Upholstery—Short pile nylon, box pleated velour seats. Deep pile carpeting throughout.  
Instruments—Comprehensive instrumentation with speedometer, tachometer, fuel, temperature, oil pressure and battery condition gauges. Warning lights for low oil pressure, low fuel level, hand brake on, low fluid level, brake line failure, side/tail/brake light bulb failure, heated rear window, indicators, mainbeam headlights and seat belts not fastened.  
Seat Belts—Inertia reel seat belts for both front seats with lower anchorage points on seat frames and concealed reel and belt to shoulder level.

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The Rover 3500 conforms to Federal Motor Vehicle Standards at the date of manufacture. Specifications are subject to change without notice.