Unfortunately, this is one election promise you can rely on.

• Technology, with Tradition •

Since 1904, the Rover name has stood for an intriguing blend of discreet luxury and style with technical innovation.

Today's Rover 827 is the clearest expression yet of that philosophy.

Whether it's the classically elegant Sterling saloon, the versatile 5-door Fastback or the exhilarating new Vitesse, you will find the traditional appeal of burled walnut and soft Connolly leather in a car bristling with advanced technology.

But after April 1st, you could find that the cost of owning one of Europe's most desirable luxury cars has risen dramatically.

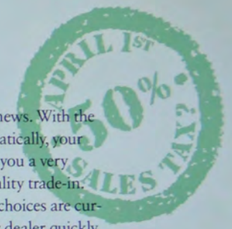
The Government has decided to increase the sales tax on luxury cars from 30% to a massive 50%.

But luckily, you can beat the Treasurer to it. The increase doesn't take effect until April 1st. Act now and you can benefit from huge savings.

The sumptuous Rover Sterling still costs $59,990*. Instead of $67,500** after April 1st.

The stylish Rover Fastback now costs a very reasonable $62,500*. Instead of an unreasonable $70,300**.

And the stunning Rover Vitesse is still $71,950*. Instead of a taxing $80,900**.



But there's more good news. With the cost of new cars rising dramatically, your Rover dealer is ready to give you a very favourable price for your quality trade-in.

Most colour and trim choices are currently available. But see your dealer quickly.

There will never be a better time to put yourself behind the wheel of one of Europe's most comfortable, stylish and luxurious cars.

And remember, this is one election promise that will actually be kept.

*Recommended retail price. Dealer delivery fees and statutory charges additional.
**Recommended retail price, assuming the proposed sales tax increase of 20% is applied to the current wholesale price. Dealer delivery fees and statutory charges additional.

• TECHNOLOGY, WITH TRADITION •

There is a comprehensive network of Rover dealers covering the country.

Major metropolitan dealers are:

NEW SOUTH WALES

ARNCLIFFE
Purnell Motors
(02) 59 0241

ARTARMON
Rowley Rover
(02) 436 0231

CITY
City Rover
(02) 361 4444

CANBERRA
National Capital Motors
(062) 51 2600

GOSFORD
Regal Motors
(043) 28 2888

NEWCASTLE
Regal Motors
(049) 62 1011

WOLLONGONG
Compass Car Centre
(042) 29 8433

VICTORIA

BRIGHTON EAST
Lane Rover
(03) 557 2875

CITY
Manton's Rover
(03) 347 9111

FRANKSTON
Stewart Webster
(03) 781 2022

GEELONG
Peck & Stokes Motors
(052) 21 2111

NUNAWADING
Whitehorse Motors
(03) 878 6677

SOUTH YARRA
Kellow-Falkiner Motors
(03) 266 2501

TASMANIA

HOBART
Terry Hickey Autos
(002) 34 9122

LAUNCESTON
Launceston Rover
(003) 31 6633

QUEENSLAND

BRISBANE
Austral Motors
(07) 253 9427

CAIRNS
John Broadley Rover
(070) 31 3000

CALOUNDRA
Pacific Rover
(071) 91 1344

IPSWICH
Don Faulkner Motors
(07) 281 2744

SOUTHPORT
Southport Motors
(075) 32 1833

TOOWOOMBA
Allan Flohr Rover
(076) 34 3233

TOWNSVILLE
Tony Ireland Rover
(077) 71 6855

SOUTH AUSTRALIA

ADELAIDE
Prestige Car Sales
(08) 269 2922

NORTHERN TERRITORY

DARWIN
Port Darwin Motors
(089) 81 9444

WESTERN AUSTRALIA

PERTH
Alf Barbagallo Winterfaulls Rover
(09) 444 5999

BUNBURY
Wallace Motors
(097) 21 4588

For further information or the name of your nearest Rover rural dealer, phone Sydney 908 0822, outside Sydney 008 252 022 (free call) or consult your Yellow Pages.

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