1991

At Cowley, in the city of Oxford, directly adjacent to the factory where Rover manufactures Sterling, is the plant where Rover produces car bodies for another elegant English car: the Rolls Royce.*

Although Sterling is a relatively new marque, it arrives with a long and distinguished heritage. For its maker, Rover Group, is England's largest automobile manufacturer and has an impressive history stretching back to 1895 which includes such famous cars as Austin Healey, Rover, Land Rover, Triumph and MG.

And Rover in turn is part of British Aerospace, a corporation whose annual sales of around $16 billion would place it near the top of the Fortune 500 list. From the legendary Sopwith Camel of WWI to the famous Spitfire of WWII through to today's Hawk, Harrier and Concorde, BAe planes have always been among the most advanced and beautiful aircraft in the skies.

It is from these aristocratic bloodlines and this tradition of engineering excellence that Sterling has sprung. In the Sterling, a quiet and responsive V-6 engine is coupled with suspension that balances tautness and comfort to produce handling that is nimble yet uncannily smooth. And in the hushed interior, the driver is surrounded by supple leather and richly polished wood.

It is this rare combination of performance and luxury that has historically marked the finest British automobiles. And this heritage is carried on and advanced by Sterling, the car which today exemplifies the British driving experience.

BY APPOINTMENT
TO HM THE QUEEN
MANUFACTURERS OF ROVER CARS,
LAND ROVERS AND RANGE ROVERS
ROVER GROUP LTD COVENTRY

Edward VII rode to his coronation on coach seats of Connolly leather. Every chair in the House of Parliament is similarly graced, as are the seats of the Concorde and, not surprisingly, the Sterling SL and SLi.

The deep, lustrous finish of the Sterling covers a body shaped and fitted to minute tolerances with the aid of computer controlled lasers. And beneath Sterling's classically understated exterior is an interior of considerable opulence. For while the engineering is at the leading edge, the interior appointments were fashioned with the time-honored artistry of British coachbuilders.

Across the dash and doors is hand polished wood trim (Burled Walnut on the SL and Rosewood on the Si and SLi). Each piece was selected for the beauty of its grain, then hand cut and matched by a master craftsman. The Recaro designed seats are faced with Connolly leather, tanned to a soft texture and ready to mold itself, as only leather can do, to the exact contours of your body.

Quicksilver SLi

Flame Red Si

Black SL

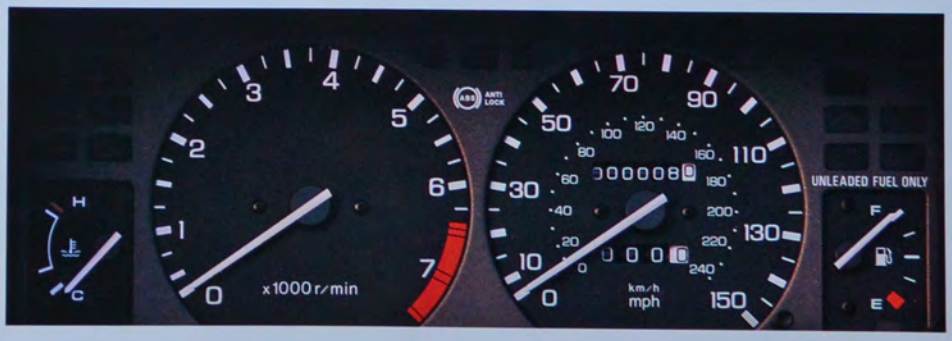
*D*isc brakes are on all four wheels of the 827SL (and, in fact, on all Sterlings) assisted by what is one of the most advanced anti-lock braking systems available, Bosch ABS 2E.

You have, in the Sterling, the feeling of being relaxed yet in control of your environment, a sense which is further enhanced by the Automatic Temperature Control system.

Amidst the sumptuous leather and gleaming wood of the interior, one cannot help but be struck by the remarkable practicality of the cockpit. However, considering that Sterling is the product of a car manufacturer which is a division of a company that makes advanced military and commercial aircraft, it should come as no surprise that the gauges and controls are not merely well designed, but placed precisely where you would wish them.

And the switches and buttons and stalks that operate this full range of controls are positioned right at your fingertips. So that using them quickly becomes second nature.

At once extraordinarily simple yet at the same time highly sophisticated, the Sterling cockpit can leave you feeling quite relaxed and unfatigued after a day at the wheel. But one shouldn't be surprised at this either, considering Sterling's corporate kinship with British Aerospace. After all, the primary focus of cockpit design has always been the pilot.



Instrumentation is clear and simple and placed where it can be seen at a glance, with analog speedometer, tachometer and gauges for fuel and water temperature. Windows and outside mirrors are power operated and the outside mirrors are heated to prevent fogging and frosting. Remote releases are adjacent to the driver's seat for both the trunk and the fuel filler.

Cruise control buttons are on the steering wheel and there is a trip computer and vehicle monitor on the dash of the 827SLi and 827SL. The computer can tell you everything from the number of miles remaining in your fuel tank to your average rate of fuel consumption. The vehicle monitor warns you when a light is not working or when a door or the trunk is left ajar. It even lets you know when the outside temperature has fallen below freezing, so you'll be alert to icy conditions.

The sound system, a Pioneer AM / FM Stereo Radio and Cassette Player, is available with an optional six-disc CD autochanger and gives virtually philharmonic hall sound quality. Above your head, the sunroof can be opened or tilted as conditions merit, even providing a louvered sun-screen to cut sunlight. For further sun protection, windows are tinted. In the SLi and SL, four separate seat positions with corresponding mirror settings can be stored in the memory for different drivers. And the front seats are even heated for cold weather comfort.

If sheer comfort and ease of use were your sole determinants in choosing a car, on this basis alone, Sterling would be a wise choice.

STERLING
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SET (−)

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TRIP COMPUTER
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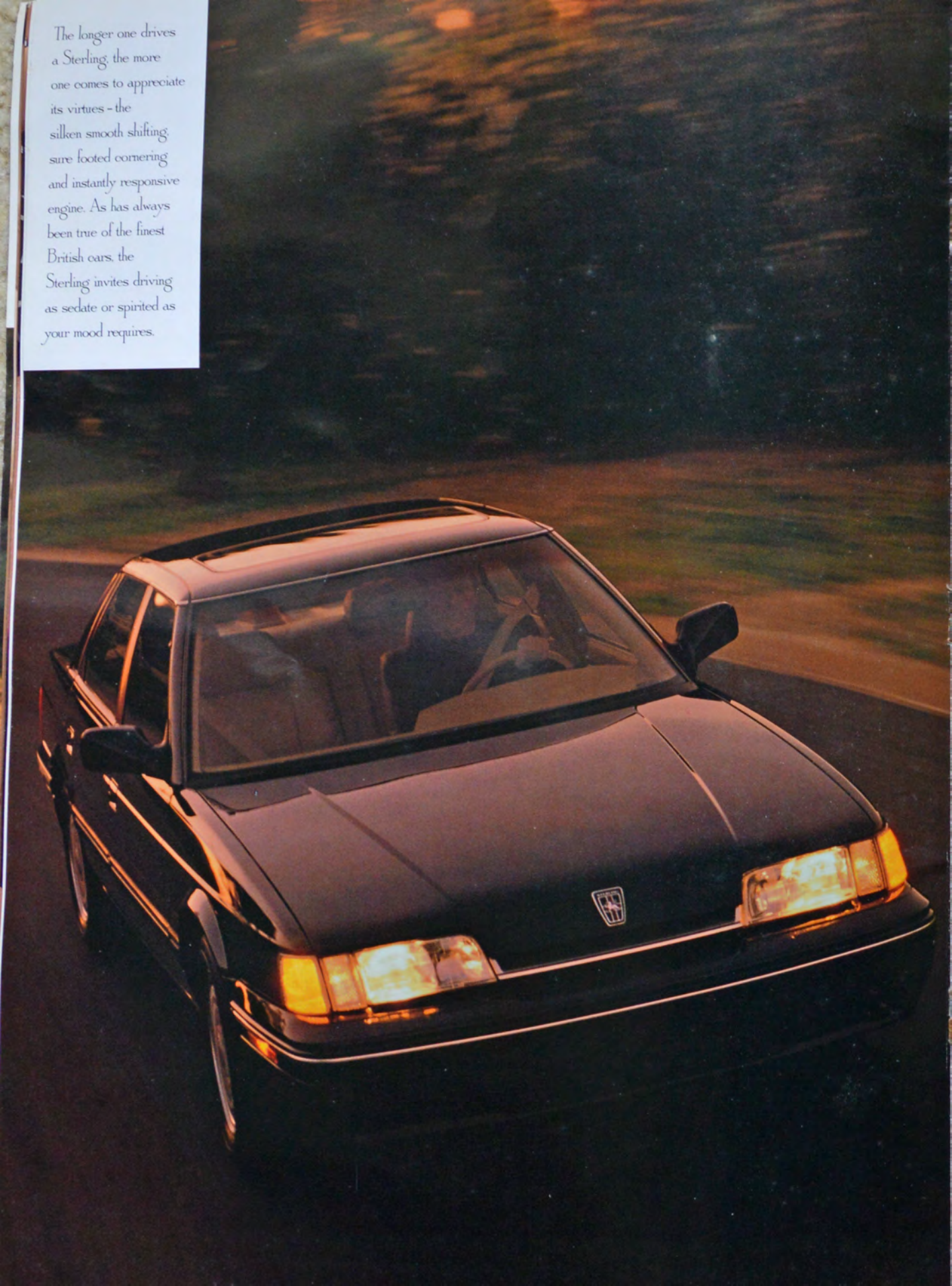
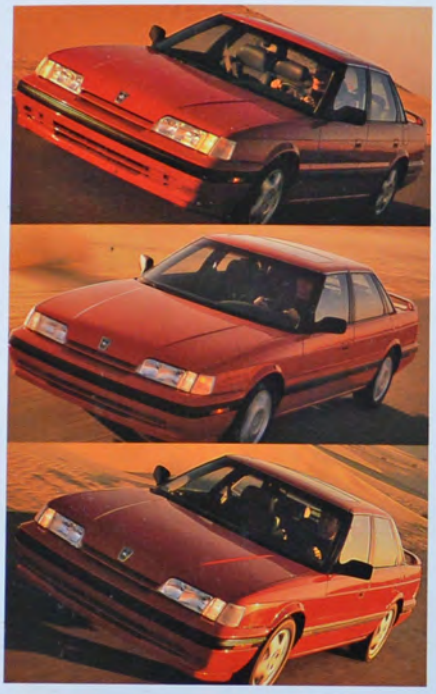
356

The longer one drives a Sterling, the more one comes to appreciate its virtues – the silken smooth shifting, sure footed cornering and instantly responsive engine. As has always been true of the finest British cars, the Sterling invites driving as sedate or spirited as your mood requires.



English roads are seldom straight, following as they do early streamside paths, ancient game trails and the rolling topography of the green countryside. Perhaps for this reason cars in Britain were, from the earliest days of motoring, built with suspension systems designed to hold firmly to the road even under adverse conditions, and to do so while providing the driver and passengers with a considerable degree of comfort and stability.



So superior did British suspension systems become that in recent years virtually every Formula One car on the international Grand Prix circuit and every single Indianapolis 500 entrant has been built in England. The exceptional handling and road holding characteristics you experience in the Sterling give testament to this heritage.

Front wheel drive is coupled with 4-wheel fully independent suspension and anti-roll bars front and rear. Together with Michelin high performance tires mounted on lightweight alloy wheels, this system produces a combination of extreme nimbleness and agility without sacrificing comfort.

It gives the subtle feeling of letting you know what each wheel is doing at any given moment without ever becoming unnecessarily obtrusive.

While the 24-valve 2.7 litre V-6 engine in the 827Si (and, indeed, in all Sterling Models) is quietly producing 160 horsepower; the extreme hush of the cockpit permits you to fully appreciate the tonal purity of the optional six-disc CD autochanger.

Not content to limit brake testing to an ordinary test track or even to the steepest roads in Britain, our engineers went to the longest non-stop incline in Europe, an 8,435 foot peak in the Eastern Alps named Edelweisspitze.

In 8.5 miles of steeply twisting downslope, there is not a single level spot. Here, test drivers kept their feet on the brakes all the way down the mountain, after which the brakes were tested for undue wear, stress or overheating. They performed flawlessly, under conditions far more severe than you're ever likely to encounter.

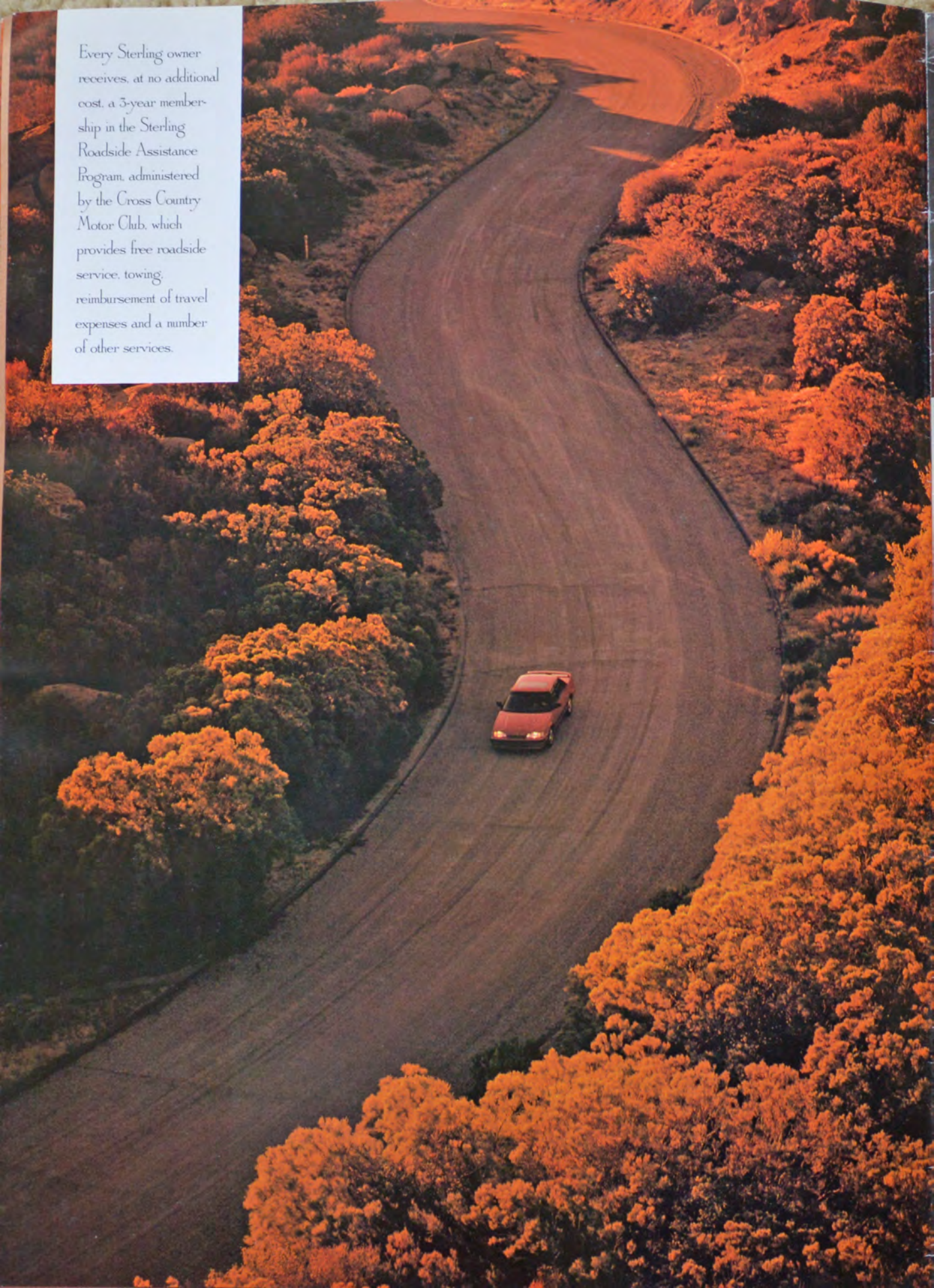
Sterling's electronic 4-speed automatic transmission (standard on the SL and SLi), is equally exceptional. In addition to the Cruise mode for normal driving, it gives you a Sport mode which has higher RPM shift points and earlier downshifts for faster acceleration and greater responsiveness.

In Sterling, you have a car that can not only get you up to speed in a hurry but, when the situation demands, bring you to a halt quite gracefully.

On the Sterling Si, Connolly leather is used for the bolsters of the seats and a distinctive Lightning pattern cloth is used in the center panels.

The aerodynamic design and the sportier lines of this Quicksilver 827SLi belie the surprising practicality of its spacious rear compartment.

Under the painstakingly matched hides is a power mechanism that allows an 8-way adjustment of the seats as well as an inflatable lumbar support. On the 827 SL and SLi four seat positions can be stored in the memory.

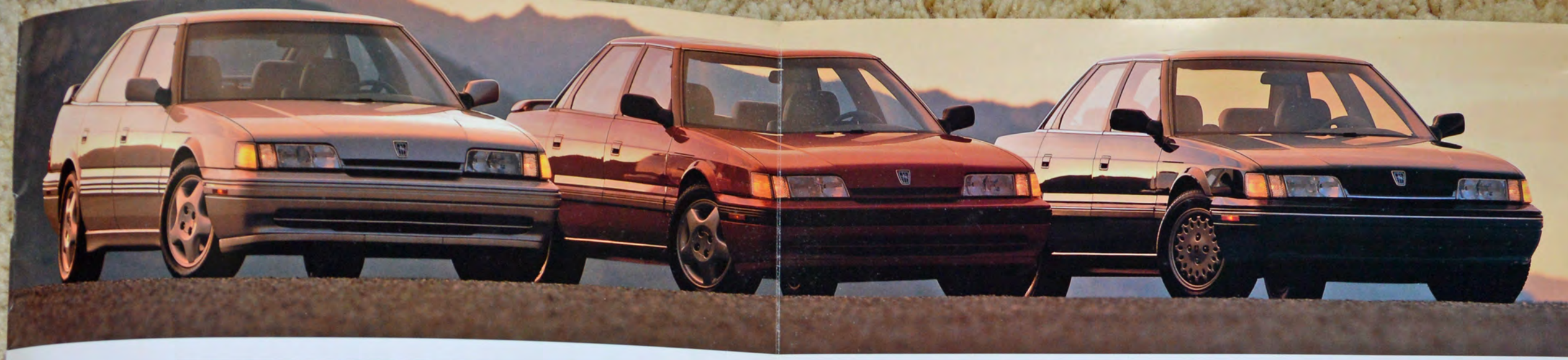


Every Sterling owner receives, at no additional cost, a 3-year membership in the Sterling Roadside Assistance Program, administered by the Cross Country Motor Club, which provides free roadside service, towing, reimbursement of travel expenses and a number of other services.

Through time, Sterling's graces will reveal themselves to you in countless small ways. The unhesitant power when you need to get off the ramp into a fast moving stream of traffic. The solid, straight-line stopping capability of the anti-lock brakes on a rain slick road. The uncanny tracking ability of the suspension on a tightening curve.

Even at a standstill in a logjam of cars there is much to appreciate – the clarity of the stereo, the quietness of the engine, the superlative comfort of the seats. And your eye can enjoy the pleasing prospect of hand-polished wood and the inimitable texture of Connolly leather. The Sterling has, indeed, captured the very essence of the British driving experience.

As with everything else in life, there is really no substitute for quality.



FEATURES

Mechanical Features	827SL	827Si	827SL
2.7 liter, 24-valve alloy V6 engine with programmed fuel injection and Variable Intake Control System	S	S	S
Four-speed automatic transmission with programmed Sport and Cruise modes	S	O	S
Five-speed manual transmission	A	S	A
Speed sensitive power assisted rack and pinion steering	S	S	S
Power assisted 4-wheel disc brakes with Bosch Anti-Lock Braking System (ABS 2E)	S	S	S

Exterior Features	827SL	827Si	827SL
Tinted glass with shade band	S	S	S
Dual position electric sunroof with louvered blind	S	S	S
Dual outside mirrors, electrically adjusted and heated	S	S	S
15" Prestige alloy wheels	•	•	S
16" Roversport alloy wheels	S	S	•
Metallic paint	A	O	A
Front bib spoiler	S	S	•
Rear wing spoiler	S	S	•
Pearlescent Paint	•	•	O

Interior Seating & Trim	827SL	827Si	827SL
Recaro design eight-way power adjustable front seats with power lumbar support	S	S	S
Heated front driver's and passenger's seats	S	•	S
Memory function for driver's seat and outside mirrors (4-position)	S	•	S
Connolly leather seat facings	S	•	S
Burled walnut trim on doors, instrument panel and console	•	•	S
Rosewood trim on doors, instrument panel and console	S	S	•

Interior Comfort & Convenience	827SL	827Si	827SL
Air conditioning with automatic temperature control	S	S	S
Anti-theft stereo AM/FM/cassette with eight speakers, power amplifier and rear window antenna (CD ready)	S	S	S
Six-disc CD autochanger	O	O	O
Trip computer with vehicle map	S	•	S
Cruise control with resume	S	S	S
Two-speed wipers with variable intermittent	S	S	S
Programmed rear intermittent wiper	S	•	•
Power windows with one-touch-down front windows	S	S	S
Passive control security system with central door locking and infrared remote	S	S	S

Key

S–Standard equipment A–Available at no extra cost O–Optional equipment

Accessories

See your Sterling dealer for a full range of accessories including car cover, nose bra, splash guards, bike and ski carriers and locking lug nuts.

SPECIFICATIONS

Engine

Type	24-valve, overhead cam, alloy V6
Bore	87.0 mm
Stroke	75.0 mm
Displacement	2675 cc
Compression ratio	9.0:1
Horsepower, SAE net	160 BHP @ 5900 rpm
Maximum torque	162 ft. lb. @ 4500 rpm
Fuel injection	Electronic programmed multiple port
Fuel requirement	Regular unleaded

Suspension

Front	Unequal length double wishbones, coil springs, tubular shock absorbers, anti-roll bar
Rear	Strut system with transverse lower control arms, tubular shock absorbers, anti-roll bar

Brakes

Bosch Anti-Lock Braking System (ABS 2E), dual circuit, servo assisted

Front	11.2" vented discs
Rear	10.2" discs

Wheels

827SL	Cast alloy, 6J x 15
827SLi/Si	Cast alloy, 6J x 16

Tires

827SL	195/65 VR15
827SLi/Si	205/55 VR16

Steering

Speed sensitive power assisted rack and pinion

Turns, lock to lock	3.45
Turning circle	36.5'

Capacities

Fuel	17.0 gal.
Engine	4.8 quarts, including filter

Warranty and Service

Every Sterling owner is protected by an extensive, 3-year or 36,000 mile warranty (whichever comes first). And, as an owner, you're automatically enrolled for 3 years, at no extra cost, in the Sterling Roadside Assistance Program administered by the Cross Country Motor Club.

As a Cross Country member, you have access to a toll-free Emergency Service Hotline 24 hours a day, 365 days a year. And you're covered for everything from emergency road service and lost key retrieval to trip interruption assistance of up to $500 per occurance. Every Sterling also has a corrosion warranty of 6 years or 60,000 miles (whichever comes first) – to show the confidence we have in our galvanized steel construction and comprehensive, multi-step rust-proofing process.

Exterior

		5-speed manual	4-speed automatic
Curb Weight, lbs.	827SL	3,186	3,230
	827SLi	3,285	3,330
	827Si	3,153	3,197
Wheelbase		108.6"	
Track		58.7"/57.1" front/rear	
Length		188.8"	
Width		68.1"	
Height		54.8"	
Ground clearance		5.7"	
Drag coefficient		827SL/Si, 0.33 827SLi, 0.30	

Interior

Seating capacity	5 persons
Legroom	41.2"/36.4" front/rear
Headroom	37.8"/36.3" front/rear
Shoulder room	54.9"/54.3" front/rear
Loadspace	827SL/Si, 12.1 cu. ft. 827SLi, 49.6 cu. ft.

Performance

		5-speed manual	4-speed automatic
0-60 mph		8.2 sec.	8.9 sec.
Standing 1/4 mile		16.6 sec.	17.1 sec.
Top track speed	827SL/Si	133 mph	130 mph
	827SLi	135 mph	132 mph

Fuel Economy*

	5-speed manual	4-speed automatic
City	19 mpg	18 mpg
Highway	23 mpg	22 mpg
Combined	20 mpg	20 mpg

*Compare these estimates to the estimated mpg of other cars. Your mileage may differ depending on speed, weather conditions, trip length, or the condition of the car.

Sterling Motor Cars believes the specifications in this brochure to be correct at the time of printing. We reserve the right to make changes at any time, without prior notice, in colors, materials, accessories, standard and optional equipment, specifications, and models. Colors may vary from those shown. Availability is subject to change without notice.

Some equipment may be unavailable when your car is built. Please consult your authorized Sterling dealer for advice concerning current availability of equipment and verify that your car includes the optional equipment ordered.

Sterling Motor Cars, 8300 N.W. 53rd Street, Miami, Florida 33166

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